

## UPDATE ON IERD COMMUNICATIONS TASK FORCE - CHICAGO

June 3, 1983

Dear Colleagues,

This is an attempt to give you our best wisdom (so far) in Communications. It is clear we are changing our posture dramatically. Gone are the days when there was no assignment to communications (also loosely referred to as public relations or media or "the press"). Those were the days when, if you did receive an assignment to this category, it meant you dressed well, looked authoritative, hoped no one from the print or broadcast media showed up and if they did, you were the one who talked to them, not seeming to be guarded, but being very, make that extremely, careful about what you said. Then, if they began to probe, you were the one who took all the arrows. Gone also are the days of fear over labels like conservative or liberal, left, right or sideways. If a publication carries a particular label, the strategy is to get Exposition or rural development or, if necessary, Institute articles in several publications--ones which have "opposing" labels or project differing/opposite images. The point is to get the word out in as many places to as many people as possible.

The IERD has changed a low (and sometimes virtually no) profile into a high profile which requires something different than hanging around an event, available "if necessary." It means a very active fulltime assignment which aggressively pursues press coverage from a very positive perspective. Last week's packet contained the copy of our new Communications Manual. Next week's packet will include an addendum and a few corrections. While designed specifically for use in the U.S., most of the principles contained in the Manual should apply. We recommend you get advice from your National Steering Committees for the modifications needed for use in each country.

To say a word about where we have come from and where we are headed. At the U.S. NSC meeting in April, a chart of keystone actions was created by the Communications subcommittee and backup descriptive paragraphs written. Since then, we have made substantial inroads in 16 of the 33 tactics. In addition, we have been on a search for professional help in this arena on a volunteer basis. We met with representatives from the Executive Service Corps (ESC), a group of retired executives, who have assigned two people to work with us on IERD. Three of their personnel who have worked in public relations have looked at the keystone actions and been favorably impressed. In fact, amazed would be a more appropriate description. They find the plan comprehensive, on target and audacious--particularly with the timeline we are on. Mary Warren continues to tell these people that we are fast learners, but it had more existential bite when they heard how much progress had been made within the week between the first meeting and the second. What follows is a quick listing of where we really are on the 33. (See Keystone Actions chart)

### I. NEWSPAPER UTILIZATION

#1. 7 Newspaper Articles: Hodding Carter has submitted an article to

the Wall Street Journal, but there is no way to know when the editor will decide to use it, though odds are good that it will appear sometime in Carter's biweekly column. **#4. Magazine Feature:** We have been in touch with Ben Cheever who writes for the Readers' Digest and who is now awaiting our package. We have done quite a number of Digest style articles (uncovering hidden writing talent at the same time because we used a collegium to generate the stories) and are almost finished with the backgrounder which will need to accompany the samples (see also #26). **#6. National News Strategy:** This is a GAP which we are closing fast! The ESC has made some strong suggestions.

## II. SPEAKERS' BUREAU

**#8. 24 Trained Spokespersons:** We have scheduled an inkind trainer, Bud Frankel's video room, and set the date for the next NSC meeting July 7-9. How much of the meeting time will be used and who attends is still to be determined. **#9. Schedule of Talk Shows:** We have added 9a which is using all the Commencement speeches (or other opportunities) which the Global Advisory Board (U.S.) will be giving as an opportunity to talk about the IERD. Copy for this has already been written.

## III. PROMOTION TOOLS

**#13. Presentation Visual:** Last week's packet contained a draft of a script for an audio-visual presentation. According to our Communications Guild member Linda Browne who does this kind of work commercially, it will take 3-4 weeks start to finish to do the 6 minute piece for a public service announcement (PSA) and a variety of other forms, all of which can be built off of about a dozen slides--the trick is what you do with them (you can spin them, etc.). We are starting to create the slide library for this and #22 which will require a base of about 15,000 slides. In the meantime, Development Centrum has contracted for a fundraising filmstrip on ICA/IERD and Marvin and Suzy Goldman from the USNSC have written the script and worked with an editor/producer for both a 15-minute and a 30-minute TV documentary. The all news cable network is also interested in doing a 30-minute talk show on the IERD. **#14. Direct Mail:** Enclosed is a direct mail piece which is in process with a professional firm and will be tested early Fall. **#15. Promotion Brochure:** This is another GAP, but the image is national slick brochures for U.S. and Canada for a start. A blue on buff interim U.S. brochure is enclosed. Canada has used this type for several weeks and find it extremely helpful. The Phases description is badly in need of a rewrite "for general public consumption".

## IV. INFORMATION CLEARING HOUSE

**#16. The National Press Information Network** is just starting to emerge. We have several freelance journalists in Washington, one Columbus, Ohio; one in Minneapolis; and some university journalist or P.R. department people in Des Moines and around Memphis. There are probably others. We also have Lew Whitehead who is the new president of the Canadian ICA Board and is editor of the Brandon Sun plus a contact of his in Chicago who has her own small P.R. firm. All of these people are giving us new names and recommending what to do. **#17. National Action Central:** We are it! **#18. Direct Line 800 Number:** We intend to set up an incoming WATS listed only as the Exposition, not the Institute, when (if?) we get the new Rohm phone system this summer/fall. **#19. National Newsletter:** This is a GAP. We plan to design the format and publish the first edition week 10. **#20. Press**

Guidelines and Media Kit: See Communications Manual.

## V. GLOBAL MILESTONES

**#21. Global Film:** Work is moving along on the film--in the arenas of finding someone to do it and deciding exactly what we want and what we want it to do for us. We are viewing and talking with three different producers at the moment. The heavy question is raising the money for it--and this is part of the conversations. **#22. Multi-media Slide Show:** Linda Browne, a Caruso contact, is ecstatic about working on this. Her firm has recently done a multi-media slide show of John Naisbitt's book Megatrends and one for the Historical Society on Chicago. The second one is incredible and we all think this is the direction we intend to go. It would be about 12-15 minutes in length, use 1500 slides and 18-21 projectors. It could be done almost entirely with music; that is, without narration. It's intent is to impact and elicit emotion, not be just informative. (See week 6 packet announcement sheet for comments on our slide needs) **#23. International Press Coverage:** A GAP, but we have several names and the U.S. subcommittee intends to help care for this category.

## VI. IMAGES STRATEGY

**#26. The Clear Concise Public Story** has been by far the most needed. We decided not to enclose our first efforts at the Phase III story--this was written corporately in a week II PSU and is right in the middle of a major editing job. But it's coming. The direct mail piece is also very good re ICA story. We have done two versions of the simple Exposition story which our ESC coach has approved. These will also be the basis for copy for other uses. **#27. Major National Public Event:** Work is only in the dreaming stage, but it is imaged as an event in Kennedy Center with simultaneous events hooked up via satellite in at least 10 other major US cities. In preparation, several state committees are planning small IERD events, most focused on fundraising. **#28. Article in a Scholarly Journal:** An article has been submitted to The Journal of Community Action and we should know something on it this month. They solicited the article. Other possible journals are being researched. Please send in your suggestions.

## VII. ELECTRONIC COMMUNICATIONS

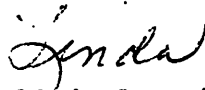
**#29. Global TV Satellite Communications:** This is imaged as a telecast of the Delhi plenary and some exploratory conversations have been held and further research is being done on who has a satellite hookup (like Holiday Inn or Ford Motor Co.) who are interested in the work of the IERD. **#30. Public Service Announcements:** These are being written for radio and TV and range mostly from 10-30 seconds. These are so short you can't use long words like International Exposition of Rural Development or the Institute of Cultural Affairs. They would be used for public awareness, but the slides used for these could be also put on video and used in several ways for development. **#31. National/local Radio & TV Coverage:** Most coverage to date has been local. The Washington IRDS and Memphis were the first to take an aggressive approach. How we go after the national coverage is somewhat dependent on the answers to #6--the **National News Strategy**.

Keystones not mentioned are still before their time -i.e. not pressing. Not shown above is the work on a commemorative poster creation being in-kind through Martha Lee Suggs by an award-winning artist.

I hope this makes sense and helps. The work Brussels did seems to be in the same direction. Probably our biggest learning has been that we know a lot more about this arena than we ever dreamed we did. And the world has been operating in the aggressive news mode for so long, it's old hat. You phone people for an appointment, tell them what we're doing, where we are with it and what we think we need, and their only question is "How can I help?" In fact, with most of the people we've talked to, they don't take the time to ask that question, they immediately begin giving us suggestions based on their years of experience. The most humiliating part is having them so excited with the IERD and with us and so disparaging about our materials and how we tell our story. One PR consultant asked if one person wrote all of our material because it was amazingly consistent. However, he went on, I've read it all and I still am not sure what you do. Therefore, we are learning how to tell a coherent story without having to go the full distance from once upon a time there was a chaplain in the Army....

Let us hear from you! We're anxious to get this interchange working for us on a global scale.

Take care,



Linda Jones/IERD  
Communications

## Communication Subcommittee

## USING 20th CENTURY INFORMATION CHANNELS

## COMMUNICATING THE STORY

## SHAPING THE FUTURE

NEWSPAPER UTILIZATION I	SPEAKERS BUREAU II	PROMOTION TOOLS III	EMPOWERING THE INFORMATION CLEARING HOUSE IV	GLOBAL MILESTONES V	IMAGES STRATEGY VI	ELECTRONIC COMMUNICATIONS VII	
1 Seven Newspaper Articles	8  24 Trained Spokespersons	10 Slide Show Tour Nationally	16 National Press Info Network	21 Global Film	26  Clear Concise Public Story	29 Global TV Satellite Conversations	
2 Newspaper Editorial		11 Slide Show in Book Form	17 National Action Central	22 Multi Media Slide Show		30 Public Service Announcements	
3 Newspaper Feature		9  Schedule of Talk Shows	12 Exhibit the USA Exhibit	18 Direct Line 800 Number	23 International Press Coverage	27  Major National Public Event	31 National/Local Radio/TV Coverage
4 Magazine Feature			13 Presentation Visual	19 National Newsletter	24 Paperback Stories on Rural Developmt		28  Article in Scholarly Journal
5 Rural News Services	14 Direct Mail		20 Press Guidelines & Media Kit	25 The USA Film	33 Pre-Promotion Visual Clips		
6 National News Strategy		15 Promotion Brochure					
7 National News Services							

