

PR WEEK

The Newspaper for the PR Profession

Makovsky to represent Beech-Nut Nutrition Co

NEW YORK, NY — Makovsky & Co. has won the bidding to represent Beech-Nut Nutrition Co., the country's second-ranked baby food manufacturer.

Competing for the account were Burson-Marsteller, Doran Porter Novelli, Daniel J. Edelman, and G. S. Schwartz and Co. Beech-Nut had previously been without PR representation.

Makovsky is presenting a number of options to Beech-

Nut, including a spokesperson program, a syndicated newspaper column, and a nationally distributed radio program.

It was estimated that the account could be worth up to \$500,000, depending on the type of campaign chosen.

Beech-Nut entered a guilty plea in November to charges that it sold sugared water labelled as apple juice.

Total fines imposed by the federal government for the

fraud were over \$2 million. The fine came after Beech-Nut settled a class-action suit over the scandal for \$7.5 million.

Niels L. Hoyvald and John F. Lavery, the company's former president and vice-president, were also recently convicted of conspiracy in the case.

According to Robert M. Weintraub, senior VP at Makovsky, Beech-Nut has purged its ranks of those respon-

sible for selling the bogus baby food.

'The apple juice issue is behind them,' Weintraub said. 'It's an old story.'

However, questions about the scandal are sure to resurface while Hoyvald and Lavery appeal their convictions.

Weintraub intends to handle the issue by emphasizing Beech-Nut's admission of guilt, a new quality control program, and company innovations in child nutrition.



Weintraub: Apple issue behind them

Powell to give address at the IABC conference

SAN FRANCISCO, CA — Jody Powell, press secretary to Jimmy Carter during his presidency and now CEO of

Ogilvy & Mather public affairs will be one of the star speakers at this year's IABC conference.

The conference 'Catch the Magic', is being held in Anaheim, Ca, in June and will include more than 40 workshops and seminars.

Powell will discuss not only the ins and outs of White House press work, but also the current Presidential elections and his role communicating with government. Other highlights will include

Barbara Toffler, co-director of Ethics in Management on the role of ethics in modern business; and Roger von Oech, president of Creative Think, on creativity and ways to release it in employees and others.

Full details: IABC, 870 Market Street, San Francisco, Ca 94102. Telephone: 415 433 3400.

Evans/Kraft Bean in Good News push

ANCHORAGE, AK — Evans/Kraft Bean Public Relations has announced a plan to provide free publicity opportunities for corporations, small businesses, government agencies and non-profit organizations in Alaska that have positive economic news to tell.

'We believe Alaska is suffering from a problem of poor perception,' said president Dave Bean. 'The negative perception creates a negative attitude. This, in turn, creates a resistance to

spend money and invest in our state. But the reality is very different, there is prosperity in Alaska and it needs publicizing outside the region.'

He added that if people realized there was 'an undercurrent of prosperity' people would regain confidence.

Evans/Kraft Bean has already publicized the Good News campaign on radio and through newspaper ads, and anyone interested in learning more can call the agency at 907 258 1300.

TV stations prefer satellite releases

NEW YORK, NY — Almost all TV stations would prefer to receive video news release material by satellite rather than on hard copy, according to research conducted by distribution company Audio TV Features.

The company surveyed

339 stations interested in a series of tax tip VNRs produced by the IRS. Of these, 283 (or 85%) said that they would prefer to receive releases by satellite.

The ATFV report contradicts a survey produced a few weeks ago.

Pharmaceutical gain for Booke

NEW YORK, NY — British Bio-Technology Ltd., a pharmaceutical firm marketing custom-made genetic material to scientists and health-care researchers, has taken Booke Communications as its US P.R. consultant.

The company holds the trademark on the term 'designer genes,' synthetic biotechnology products which scientists can, according to Stephen Booke, 'practically buy from a catalog.'

Designer genes currently figure heavily in efforts to create an AIDS vaccine.

British Bio-Tech's American business, valued at about \$150,000, will now be handled exclusively by Booke. It's British business is much larger, and handled by the Communications Group.

The firm was spun of G. D.Searle & Co., and is funded by venture capital from both Johnson & Johnson and Smith Kline Beckman.

Women the target of automotive marketing

NEW YORK, NY — Family Circle magazine has projected 35 to 40 pages in new automobile advertising for 1988, thanks mostly to its 'Family Car of the Year' program, a public relations campaign created for the magazine by McKamy & Partners.

The campaign reflects an industry-wide trend to aim automotive marketing at women.

'The women's service magazine field has never gotten much attention from Detroit or imports,' said Kent McKamy, the president of McKamy.

The 'Family Car of the Year' program selected the Volvo 240 DL as the best family car, followed closely by the Chevrolet Corsica, the Honda Accord, and the Plymouth Voyager/Dodge Caravan.

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