

MEMO# 3529

February 19, 1992

ARTICLES

February 19, 1992 TO: PUBLIC INFORMATION COMMITTEE NO. 7-92 RE: ARTICLES

You may be interested in the two enclosed articles from the February 1 issue of Editor and Publisher concerning newspaper coverage of business news. Also, the article on Dow Corning's PR problems should be of interest, despite the vast difference between their product and ours. The article provides graphic proof of the widespread attention now being focused on corporate crisis management in the PR area. As you may know, I am working with the Institute for Crisis Management to organize a mini-seminar on that subject to be part of our summer committee meeting in New York City -- tentatively scheduled for Friday, June 26. L. Erick Kanter Vice President, Public Information and Marketing

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