

# Jack O'Dwyer's Newsletter

**The Inside News of  
Public Relations**

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**PROJECTS:** Medialink units Delahaye and U.S. Newswire organized a management conference for the Nat'l Assn. of Realtors in Washington, D.C., recently, drawing about 100 communications pros. The event was set up to outline NAR's policy and media strategy used to fight a proposed rule that would allow federally chartered banks to enter the real estate brokerage business. A component of that strategy was media content analysis...Kelly & Salerno Comms., Greenwich, Conn., and Atlanta-based radio news release company News Generation teamed up for PBS's documentary "Watergate Plus 30: Shadow of History." NG produced a radio release featuring Nixon aide Jeb Magruder's allegation that President Richard Nixon personally ordered the break-in at the Watergate Hotel. The release, which hit an estimated 50 million listeners (8,000 stations), was NG's highest volume project for the year. K&S released the news exclusively to *The Washington Post*, which broke the Watergate scandal, and provided it to the AP wire.