

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Philip Lesly, pres, The Philip Lesly Company (Chi.) and pr contributor, and J. Handly Wright, former vp-pr, Assn. Amer. Railroads & nat'l PRSA pres in 1950, were named co-recipients of the Gold Anvil Award in recognition of outstanding service toward the advancement of the public relations profession...Outstanding Educator Award was presented to Dr. Kenneth Owler Smith, assoc dir, School of Journalism, Univ. of So. Calif. (L.A.) for distinguished service in public relations teaching, principally for development of nationally accredited pr degree curriculum at USC...1979 Paul M. Lund Public Service Award was received by Richard E. Hodges, bd chmn, Liller Neal Weltin (Atlanta) in recognition for his long-time dedication to various organizations and institutions in the Atlanta metro area.

PEOPLE. William M. Metten Jr. named dpr, ICI Americas (Wilmington, Del.)...Carole Foryst becomes vp pub affrs at Amtrak (D.C.)...Leisure Dynamics (NYC) names Jacqueline Markham vp corp comms...Lloyd D. Lewis appointed dir news & comty rels, Chessie System (Cleveland)...David N. Rice named mpr, Master Builders (Cleveland)...Frederick A. Woodress named nat'l dpr, American Legion (Indianapolis)...Thomas F. Gavin joins Kenecott Copper (NYC) as mgr-editorial svcs...Patricia DuMont Ford appointed dpr West Cabot Cosmetics (Central Islip, N.Y.).

Lisa DiBenedetto, Lyn Hamer and Steven Kruger join Hill and Knowlton (NYC) hq staff...Barbara Abbett named vp & sr ptr, Fleishman-Hillard (St. Louis)...Don H. Blake joins Barnhart & Co (Denver) as dpr...Russ Fons promoted to grp supvr, Harshe-Rotman & Druck (L.A.)...Charlotte A. Cummings joins Dykeman Assocs (Dallas) as consultant...L. Elliott Opprieht promoted to grp supvr, Bozell & Jacobs PR (Milwaukee)...Gary J. Kisner named mpr, Brewer Advertising (Kansas City, Mo.)...C. Peter Davis joins Coffin-Besser & Summers (L.A.) as ptr & acct supvr...Kathleen A. Kennally named dpr, Gordon Advertising (Grand Rapids, Mich.)

ELECTED. 1980 officers for Public Relations Society of America are: pres, Patrick Jackson (Jackson, Jackson & Wagner, Epping, N.H.); pres-elect, James A. Little (Diversified Communications, Findlay, Ohio); treasurer, John L. Remington (Remington Associates, Charlotte, N.C.); secretary, David Ferguson (U.S. Steel, Chicago). Elected to the Board of Directors as members-at-large: Michael L. Cooper (Aluminum Co. of America, Palestine, Texas), Amelia Lobsenz (Lobsenz-Stevens, NYC), Dwayne Summar (Southern Co. Services, Atlanta). Judson M. Perkins (General Telephone of Mich., Muskegon) and Mary Ann Pires (Texaco, White Plains, N.Y.) were elected delegates at large to the Assembly; and Roy T. Cottier (Northern Telecom, Montreal) was elected Canadian Assembly delegate.

VICE PRESIDENTS. Patrick Anderson, sr vp-pr, Cochran Chase, Livingston (Irvine, Calif.)...Linda P. Taber, sr vp, Carol Moberg Comns (NYC)...Stephen K. Cook, Daniel J. Edelman (D.C.)...Jane Cooper, Padilla & Speer (Mpls.)...Neil J. Devroy, Burson-Marsteller (Chi.).

ACCOUNT SUPERVISORS. Barbara Shively, Kenyon & Eckhardt Adv., PR Dept. (Dearborn, Mich.)...Jack Murphy and Sandy Sullivan, Botsford Ketchum PR (S.F.)...David Beiles, Richard Weiner (NYC)...Tracy Kelly and Len Stein, Ketchum MacLeod & Grove (NYC)...Mary Ann Sherman, The Rowland Co. (NYC).

NETWORKS. Inside Canada Public Relations Limited elects J. Brian Leyden (Ontario Editorial Bureau, Toronto) pres., J. J. McKeage (J.J. McKeage, Halifax) exec vp, and Louis J. Cahill (Ontario Editorial Bureau) secretary.

ELECTED. A. Daniel Reuwee (Amer. Soybean Assn, St. Louis) was named 1980 pres, Agricultural Relations Council; vp, James Mills (D.C.); secretary, Richard Howell (Farm & Industrial Equip. Inst., Chi.); treasurer, Donald Hanes (Nat'l Council of Farmers Cooperatives).

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32ND ANNUAL PRSA CONFERENCE FOCUSES ON ISSUES, CONTRASTS OPINIONS OF NEW BREED SENATORS, MEDIA STARS WITH SOCIETY'S OWN STUDY OF EXPECTATIONS AND ENTITLEMENTS

David Broder, often considered the most influential U.S. political reporter, sees nation's government today as 536 individual political entrepreneurs -- 100 senators, 435 members of Congress, one president. They are in combat with 1500 pressure groups, mainly interested in a single issue. Results: 1) national interest gets lost; 2) "changing one player with a glamorous title like president" won't alter the situation.

Single-issue politics gives rise to "lots of little publics" but no overall public opinion, feels George F. Will, columnist and commentator. 2200 associations headquartered in D.C. are city's third largest employer. He calculates current "proliferation of factions" may be engendering too much participatory action by small groups. But Will notes Madison wrote, in Federalist Paper No. 10, of the "saving multiplicity of factions" with the more participation the better.

Broder described decline of WWII vets after 25 years of political leadership. Replacing them is a post-Depression generation of well-educated leaders intent on "removing the evils within our institutions" but not destroying them. Two representatives of this group, U.S. Senators Gary Hart (D-Colo.) and William Cohen (R-Maine), shared their scenarios for the early 80s.

HARTEnergy

¶Predicts gas lines by next summer.
¶Will be late 80s before generally acceptable scientific solution to nuclear waste disposal. Key issue: can states make veto right on nuclear waste stick?
¶Waste disposal never calculated in cost of nuclear energy. Unanswered question: who pays, utility or government?

Control of Inflation

¶Selective tax incentive program may be more effective than attempt to balance budget or direct control of wage and price increases.

COHENEnergy

¶U.S. needs nuclear power. Last winter Maine ran out of oil, relied on Maine Yankee to supply 40% of electricity. Prediction on safety shaken by two earthquakes there. But "we've never decided (nuclear) issue."

Control of Inflation

¶Best done by restraining growth of government regulation & bureaucracy.
¶Business schizophrenia: wants less federal income transfer spending; demands CETA to hold down local taxes; wants sunset review on government departments, resists same on special interest tax breaks, subsidies.

PRIORITIES: U.S. SENATE STYLE

More time was spent debating free tickets for Kennedy Library opening than considering pay increase to bring members of U.S. Armed Services above food stamp level.

-- Sen. William Cohen to PRSA Annual Conference

CRIME CONTROL FOUND TOP EXPECTATION BY PRSA STUDY; FREE HEALTHCARE RANKS LOW

Major institutions have seldom been "at the front edge" of issue advocacy or able to lead public opinion. To help them "take a more active role in creating the agenda of the next decade" -- thru their public

relations advisors -- PRSA's Emerging Issues Committee unveiled its study of public entitlement attitudes. Piggybacked on Opinion Research Corp.'s quarterly survey, questionnaire sought responses not available elsewhere. Concept of entitlement was used as "framework for gauging public attitudes toward institutions of all kinds," said chmn Elias Buchwald. Among the findings:

Table with 5 columns: Rated most important, Say is most important, Say are entitled, Say have it now, Difference. Lists 8 items such as 'Prevention of serious crimes in the cities' and 'Effective teaching of reading & writing in schools'.

Right-hand column above provides priority "opportunities for rhetorical activism and/or results-oriented political initiatives," report advises.

Rated least important

Feel not entitled

- 1. Right to use drugs for pleasure 75%
2. Free dental care 40%
3. Free doctor & hospital care 40%
4. Gradual reduction of work week to 4 days 36%
5. Free graduate or professional schooling 33%

Survey used national probability sample of 2,054 persons in continental U.S. (Copies of 60-pg. report available from PRSA, 845 Third Avenue, NYC 10022.)

THE KRISTOL BALL: NEO-CONSERVATIVE PREDICTS SURROGATE WAR

Controversial writer and professor Irving Kristol told PRSA Corporate Section he feared 80s as decade of new confrontation between U.S. and Soviet Russia, possibly resulting in "surrogate war" in Persian Gulf. He described

loss of optimism caused by recent events:

Felt good about

Now alarmed about

- Rising media understanding of economic/political issues: e.g. media support for gas/oil decontrol.
OPEC, a monopoly out of control by unstable political regimes.
Growing exasperation with regulatory process, even by legislators.
Soviet Russia has a new generation of less cosmopolitan leaders, will run out of useable oil.
Demand for cost benefit analysis on legislation.
Replacement of Ralph Nader by "communist" Jane Fonda with sustained, subversive, ideological activism.
Support for lower capital gains tax.

CELANESE'S HARD-LINE MEDIA STRATEGY

- 1. Does not permit tv interviews unless station agrees to show company finally edited film in advance of use.
2. Requires simultaneous tape of radio interviews.
3. Does not ask for any review of written articles, even to check factual accuracy.

Dorothy Gregg, vp-corp. comms, told PRSA's Educational Institutions Section these policies were adopted after disillusionment with selective editing and misquoting. Asked about press antagonism she said: "New York media think you're a dummy unless you take these precautions." Media elsewhere at present show less understanding of such a policy.