

Center offers two publications: The Religion Index, yearly summary of Gallup polls plus data from private studies (\$15); Emerging Trends, monthly newsletter covering broad range of issues (\$15 per year). For information write PRRC, 53 Bank St., Princeton, NJ 08540.

#### RESOURCE PUBLICATIONS FOR PRACTITIONERS

Washington Representatives '79 lists 6,000 capitol reps plus 600 law, public relations & gov't affairs firms. Also included is alphabetical cross reference listing of 4,000 organizations with their Washington reps. Subject indices help user find topical information. 395 pgs. \$30. Columbia Books, 734 15th St., NW, Wash., D.C. 20005.

Nat'l Trade & Professional Assns '79 includes labor unions, covers 6,000 Canadian and U.S. assns. Entries detail number of members, budget, publications. Series of helpful cross references by subject, geographic area, chief exec, & budget. 408 pgs, \$30. Columbia Books, 734 15th St., NW, Wash., D.C. 20005.

Cost of Gov't Regulation Study reports incremental costs to business to comply with regs of six gov't agencies: EPA, EEO, OSHA, DOE, ERISA and FTC. Study based on 48 large corps, represents 20 industries. Breaks down by agency major reg. cost areas. 47 pgs. Free from Business Roundtable, 200 Park Ave., Suite 2222, NYC 10017.

Guidelines for Effective Writing: Qualities and Formats. Tells how to achieve readability, clarity, flow, color, organization, etc. Second section introduces specific formats, such as news releases, features, speeches, booklets, reports, etc. Practical approach includes analysis of professional copy. Co-authored by Walter Lubars & Al Sullivan. From prr, \$5.25 plus \$1.25 postage & handling. (Send check with order, only \$5.25.)

#### WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Columbia Business School (NYC) names Davia B. Temin to new position of mgr, pr & publ'ns...Kirk Hallahan becomes dpr, California Fed'l Savings & Loan Assn (L.A.)...New York Racing Assn (Jamaica, N.Y.) names Robert L. Ryan vp-pr... LNP Corp (Malvern, Pa.) appoints Kristine Jommersbach to new post as pr/ad coord.

Mary Dixon & Kenneth Rosenberg, sr vps; Lorraine Baltera, Lynn Barrett & Steven M. Schwartz, The Rowland Co. (NYC)... Brian Bell & Arthur P. Merrick, Jay Rockey Public Rels (Seattle)... Howard Bradley, Walden Public Rels (Westport, Conn.)... John R. Beardsley, sr vp, Padilla & Speer (Minneapolis).

VICE PRESIDENTS. Sr. vps, Hill & Knowlton (Chi.) William Arrott, Donald Hammerstrom, Edward Muncaster & Harold Reed; vps, Violet Bell, Fred Broviak & Betty Ganser...Louis C. Williams, Jr., exec vp & gen'l mgr; John DeFrancesco, sr vp (Chi.); John Avitable (NYC) Harshe-Rotman & Druck...Barry R. Lidskin, Keller-Crescent (Evansville, Ind.)... Thomas A. Harrison, Daniel J. Edelman, (L.A.)...Susan Ehrlich, Michelle Jordan, Peter Smith & Mary Woolley, exec vps;

John Carson-Parker, sr vp, Doremus & Co (NYC)...Dean C. Johnson & Alvin C. Croft (Milwaukee) & James A. Canfield, sr vp, Bozell & Jacobs (NYC)...Charles D. Gelman, exec vp, & Marvin S. Weiss, sr vp, Golin Communications (Chi.)...Gary Pildner, exec vp, Edward Howard & Co. (Cleveland)...Allen D. Fields, vp & mgn dpr, PR Associates (NYC)...Arnold Robinson, sr vp & acct grp supvr, Lobsenz-Stevens (NYC)... Clyde La Motte, exec vp, Public Relations Int'l (Tulsa & Houston)...Yvonne A. Nichie Ketchum, MacLeod & Grove (Pittsburgh).

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#### PROMOTING THE "WRITE" CAUSE: WHAT PRACTITIONERS CAN DO ABOUT THE DECLINE IN WRITING SKILLS

"The acid test of counseling" is writing, says John Budd. Yet, as his editorial in Public Relations Quarterly (Summer 1978) states, "a major public relations counseling firm proudly reports that almost half of its current crop of account executives have no 'traditional' professional writing background." Even would-be journalists show a decline in writing skills, according to Harold Nelson, dir of Univ. of Wisconsin's School of Journalism and Mass Communications. More than one-third of applicants discover their spelling, grammar, word usage and punctuation are so bad they cannot meet minimum standards for admission.

Evidence of the decline in writing skills abounds:

¶Pamphlet prepared by Assn of American Publishers to help college freshmen get the most out of textbooks had to be rewritten on ninth-grade reading level so students could understand it.

¶SAT (Scholastic Aptitude Test) verbal scores declined 49 points (on 600-point scale) between 1963 and 1977.

¶Only half of 17-year-olds can organize their ideas on paper, according to Nat'l Assessment of Educational Progress.

¶Nearly half the freshmen of Univ. of Calif. at Berkeley need remedial "bonehead English" courses.

"It is clear that the neglect of writing and handwriting has created serious problems for America," says Charles Lofgren, pres., Sanford Corp., maker of writing instruments. "This neglect will undermine the stability of our society."

Spotlight Superior English Teachers Some professionals are taking action to improve writing skills. Leo Koester, asst vp pr & adv, Seaboard Coast Line Industries (Louisville), is driving force behind campaign to encourage educators to teach students to write with clarity and conciseness, use good grammar, spell correctly and structure sentences. One of his ideas is to recognize outstanding English composition teachers for their "monumental contributions to society generally and to journalism and public relations particularly." Griffin Watkins, pres, Flournoy & Gibbs (Toledo), carried message to PRSA's Northwest Ohio Chapter, which saluted such a teacher last June. Writing in The Kentucky Press, Koester nudged newspapers to do likewise. Landmark Community Newspapers in Ky., Ind., Va. and Md. are planning to follow Toledo's lead this year.

New Writing Center Offers Guidance "Program for the Assessment of Writing" is Educational Testing Service's new focus. Established last year, it provides advice to assns, businesses, gov't agencies and other non-school sources on assessing and improving writing abilities of middle-and upper-echelon

managers who must be able to write readable reports. Even news organizations have asked for help in appraising writing abilities of prospective reporters.

ETS plans to coordinate research into teaching and evaluation of writing, keep in touch with writing programs across nation, lay plans for nat'l information center. Some programs are reported in its occasional paper, Focus 5. For example, one project encourages use of "lay readers" who perform time-consuming task of grading compositions -- thus allowing sufficient practice assignments for students without teacher overload.

For More Info Focus 5 is available from ETS at 112 Thurstone Hall, Princeton, NJ 08541. Study of problem from Sanford Corp., 2600 Washington Blvd., Bellwood, IL 60104. Koester can be contacted at 908 W. Broadway, Louisville, KY 40201; Watkin's address is 1600 Madison Ave., Toledo, OH 43624.

BUSINESS WEEKLIES EMERGE AS HOT SPECIALTY MEDIA Two business weekly newspapers will start publishing in Calif. this summer, Los Angeles Business Journal on Aug. 13 and San Francisco counterpart Sept. 10. They join Houston Business Journal and Atlanta Business Chronicle, which was launched last June. "They are the only publications that cover the local business scene with articles written from a business, not a consumer, standpoint," says Bob Gray, pres., Cordovan Corp., their publisher.

Crain's Chicago Business is another example of biz tabloid. Also Bay State Business World in Boston suburbs. Viability of format is shown by success of Vermont Business World, a monthly yet able to survive in lower population area.

Houston paper demonstrates reasons for tabloids' success. It reports, for example, reader's average salary is \$63,000. Stories explain how events & trends affect companies and their profits, "picking up where daily papers leave off" in Gray's words.

STOPPING INFLATION UNDERLIES CONSUMER PRIORITIES OF '79 These are the consumer goals of Carter administration and congressional leaders for the year. Criteria for placement on list was ability to ease inflation as well as benefit to consumer, reports Consumer News:

1. Hospital cost containment
2. No-fault auto insurance
3. Deregulation of surface transportation
4. Full one-year warranties on all new cars
5. Telecommunications reform
6. Improve the regulatory process
7. Insure opportunities for consumer redress
8. Effective enforcement of antitrust laws

Another item on Congress' agenda is full-scale investigation of food price system. Food costs rose 11% last year, additional 10% rise is anticipated this year.

CURRENT PUBLIC ATTITUDE PATTERNS INCLUDE FUNDAMENTALIST BELIEFS AND NEO-RELIGIONS: "PRESBYTERIANISM & TM"

Religious beliefs are at core of most attitude systems. Studying them reveals thought, behavior patterns which can be extrapolated to other spheres, from product purchases to politics. Princeton Religion Research Center, interfaith group co-directed by George Gallup and Sr. Marianne Murphy, goes beyond polling public opinion to analyze specific behavior because "attitudes are increasingly unreliable predictors of behavior," Jim Bell, exec sec'y told prr.

"More people are determining their values and beliefs in privatized ways," says Bell. "And they're taking a hodge-podge -- things that would have been in conflict in the past -- like astrology & Catholicism, Presbyterianism & transcendental meditation."

Despite "decrease in morality," at least in traditional sense, religion is on rise. 41% of Americans attend church or synogogue weekly. Bell does not attribute increased interest to improved church pr programs (pr 3/12) as much as to new receptivity. "Consumerism and materialism are no longer satisfying. There's a recession, international tension. People are looking for a solid message and they're turning to religion for it."

This may explain why evangelical & fundamentalist churches are experiencing greatest growth. "They're predictable, solid, unified." In contrast, attendance in most liberal, mainline churches is declining. Bell attributes this to "nebulous social activism, 'I'm OK, you're OK' humanistic approach." Churches are faulted "not for narrow-mindedness but for being too lukewarm," he told prr. For example, over 60% of Roman Catholics felt Latin Mass should have been retained.

Another surprise: Recent study for Nat'l Council of Churches reveals majority of "unchurched Americans" -- which number 61 million -- are "highly religious" even tho' they don't belong. Over 60% "believe in Jesus Christ as the Lord," over 70% want children to receive religious training.

VOLUNTEERISM NOT DYING, EVANGELICALS LEAD WAY  
"Do you, yourself, happen to be involved in any charity or social service activities, such as helping the poor, the sick, or the elderly?"

(Percent saying yes)

Nationwide	27%
Church members	30
Non-church members	19
Protestants	27
Catholics	26
Men	24
Women	29
Whites	26
Non-whites	32
18-29 years	16
30-49	28
50 and older	34
College background	38
High school	22
Grade school	22
East	25
Midwest	28
South	29
West	31
Evangelicals	42
Non-evangelicals	26

Source: Princeton Religious Research Center, Jan. '79.