

problem of titles under 60 year old law prohibiting words "public relations." Though obviously biased against profession, WSJ is doing great job of creating awareness for it.

But former Journal editor Vermont Royster in May 16 column states practitioners' case. Never a friend of pr, he still denigrates it here. But read on: "Rare is the chief executive ... who understands that he holds a quasi-public job, that a part of his role is to represent his company and industry in the public forum." And "only when the business community recognizes that its chief executives must be less narrow of thought, less inarticulate in speech and less fearful of the fray, will the voice of business be heard in the land." (Copy of both articles available from prr.)

TOASTMASTERS NEW PROGRAM GOES IN-HOUSE

Advanced Communication and Leadership Program, specifically aimed at needs of business people, offers in-house training in public speaking projects. Modules now available are on 1) informative speaking, 2) entertaining speaking, 3) public relations and 4) conference leadership.

New program also gives hands-on experience in using visual aids, giving product demonstrations, interpreting technical material for audiences, representing business in the media and confidently handling difficult Q-and-A sessions.

Toastmasters Clubs, 3700 of them, operate in 47 countries. Over 250 major corporations now sponsor in-house clubs. For information on joining one, or starting your own program, write Toastmasters International, 2200 N. Grand Ave., Santa Ana, CA 92711.

CORPORATE GIVING: AN EVALUATION

"Our voluntary activities demonstrate too little concern for the real world around us. Of total corporate contributions, less than two percent is allocated to what the Conference Board classifies as environment, conservation and ecology.

"Considering the deep public interest in such matters, this is a gross lack of performance by corporations....

"All signals indicate that conservation and the environment will be one of the nation's top priorities for generations to come....Here is an opportunity for corporations ... to demonstrate that business is truly concerned with the quality of life for the people on this planet."

-- Joseph F. Cullman, III, Chmn Exec Committee & former CEO, Philip Morris Inc., receiving Leader in Management award from Pace University

WHO'S WHO IN PUBLIC RELATIONS

DIED. D. Parke Gibson, 48, pioneer in minority relations, pres. D. Parke Gibson Int'l for 19 yrs., publisher The Gibson

Report and Race Relations & Industry, author. Firm continues under vp's Ellen Hall & Mary Murray, both co-founders, and Amb. Theodore Britton Jr., sr consultant.

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NEW CANADIAN GOV'T MAY BRING CHANGES AFFECTING PUBLIC RELATIONS; PRIME MINISTER HAS BEEN DERISIVE BUT TOP AIDE IS PRACTITIONER

For only the second time in 45 years, Canada's Liberal party is not in power. Progressive-Conservative leader Joe Clark will be prime minister in minority gov't -- meaning his party needs votes from New Democratic or Social Credit parties to have parliamentary majority. Switch bodes definite changes for practitioners & their clients or employers, Canadian professionals told pr reporter. Conservative victory may give clues to U.S. presidential hopefuls already jockeying for position.

Clark irked field in past by saying activities of Prime Minister Trudeau were nothing but "dirty (pr) tricks" (prr 11/21/77). Yet a man described by incoming CPRS president Ron Coulson as "one of the finest public relations professionals in Canada" is Clark's chief policy advisor: Bill Neville, former partner of top consultant Bill Lee. Amoco Canada's David McAsey feels if Neville stays on the job, his presence could have considerable impact. Clark himself seems a person without his own opinions, who gets in trouble when he must respond without briefing. "Not the kind of guy you'd hire as your pr director," says Coulson. Other predictions:

¶Freedom of information legislation may come under Clark, believes Coulson, supvr. news & info, Trans-Canada Telephone System (Ottawa). Its chief advocate, long time member of Parliament Jeb Baldwin, has new PM's support. "Press club speculation" puts Baldwin in charge of agency to supervise FOI if it comes.

¶Increase in the public relations function is seen by Jack Donoghue, vp-pr, Francis, Williams & Johnson (Calgary). Premier's emphasis on private enterprise and small business could result in more jobs, more pr activity in private sector. But gov't pio posts may be in trouble, since Clark plans to reduce federal payroll.

¶More public affairs attention to provincial gov'ts may result from Clark's policy of strengthening provinces while reducing federal role, say Donoghue and McAsey. Long sought cooperation between public info officials at federal & provincial levels could be enhanced.

¶New ministers heading up gov't agencies in Clark's cabinet could bring changes -- or not, reports Emery LeBlanc, dpr, Via Rail Canada (Montreal). He will have new

PR GOES TO OTTAWA, ONE COMPANY HAS PROBLEM

The Molson Cos. lost a dpa in the election: Alex Jupp was elected member of Parliament for the riding of Mississauga North. He's been crusading for executives to get release time for gov't service, decided to run to make point (prr 6/5/78).

Jupp is on leave, Tim Taylor, mgr comms svcs, told pr reporter. But company has no fixed policy to cover situation. Molson has had people in lesser municipal offices, but this is first for employee entering full-time gov't position.

minister of transport. Despite "very little difference between the two parties, as in U.S.," immediate past pres of CPRS finds the public likes minority govt's because they seem to be change-oriented.

"Trend to less gov't Clark's party promises "is very significant to practitioners," says McAsey. "The think small message that started in California traveled north." Clark talks about cutting 40-60,000 civil servants.

"Several mentioned Clark's championing of free enterprise. McAsey, Amoco's pub affrs mgr, expects moves to give business more room to plan and grow, put ownership of enterprises such as state petroleum companies back into private hands.

"Unity of nation is unanswered question. "We haven't had a gov't for several years that's been truly national," notes Herbert Hickey, dpr, Falconbridge Nickel (Toronto). But Clark addressed nation on radio & tv election night in both French & English -- speaking from Alberta!

Campaign itself was most costly ever, run more on image than previous elections. Clark stuck to carefully prepared set pieces, spoke little about details of his policy points. At first he avoided nationally broadcast debates, then accepted. "He must have decided the situation was controlled enough," points out McAsey. Clark's strategy: "Kiss the babies, but don't whisper anything into their ears."

(For sprightly description of Canadian elections & federal system, write for May issue of Canada Today/d'aujourd'hui to Canadian Embassy, 1771 N St. NW, Washington, D.C. 20036.)

AMERICAN EXPRESS FORECASTS MAJOR GAINS IN PRIVACY RIGHTS, PRINTS PRIVACY CODE AS HARRIS POLL SLAPS "SUPERSNOOPING"

Consumers will gain important privacy rights in '79, writes Columbia Prof. Alan Westin in American Express' new quarterly magazine for employees, "Going Places." New privacy laws are high on the public agenda this year for two reasons:

1. Important areas of data collection about consumers have not been systematically addressed, e.g. medical & health records, employment files, records of credit-card companies & utilities.

2. Experience with first generation privacy-protection laws shows need to improve and strengthen them, e.g. consumers still do not have good method for learning why they were turned down for loans, credit cards or charge accounts.

Though extensive legislation will be enacted, Westin feels much of it will only set minimum rights. "It will still be up to the managers of private organizations and government agencies to make such laws work in daily practice and to develop a larger 'trustee relationship' in handling the personal data of their customers, patients or clients."

PUBLIC CONCERNS

May 3 Harris poll reveals 3 out of 4 people are worried about "supersnooping." Excessive invasion of privacy complaints were aimed at IRS, banks, finance companies, employers, insurance companies, healthcare agencies, Social Security, telephone companies & police.

3 out of 4 also feel right to privacy is as basic as rights to life, liberty, pursuit of happiness. 54% think computers threaten privacy, up 17 points since '76.

Privacy in America survey was done for Sentry Insurance.

American Express' privacy policy, explained in another article, rests on "preserving customer confidentiality" in age of computer access. But today even information on dates and places of cashing travelers checks is sought by the court in divorce and criminal cases. Company notifies customers as soon as their records are subpoenaed.

Privacy Code of Conduct (which appears in the magazine) outlines how "reasonable balance between the operational need of our businesses and the personal needs of individuals" leads to using data "for the purpose intended and no more." (Write prr for copy of Code, which applies to Company's dealings with employees as well as customers.)

"Of related interest: New novel, The Ides of March Conspiracy (Arbor House, \$9.95) depicts inability to safeguard data held in computers from being illegally accessed -- by gov't and business. Author Clyde Matthews draws on experience as pr exec in telling story of "threat to society when sophisticated technology combines with the corrupting influences of power." Chmn of U.S. Privacy Protection Commission, David Linowes, calls book modern day 1984.

MORE ON THE SEMANTICS OF "ISSUES MANAGEMENT"

Frank Wylie of Chrysler, immediate past pres of PRSA, feels any phrase which links public issues with the word management, thus implying practitioners or anyone in society can indeed manage such issues, will backfire. Stan Sauerhaft of Hill & Knowlton proposes solving the problem by altering the phrase to "issues response management."

Wylie disagrees, opts instead for "issues anticipation."

Even Howard Chase, who popularized "issues management," seems to realize the misinterpretations to which the phrase gives rise. Or his clients do. Announcement last week of Chase's appointment as vp-strategic planning, Council for Northeast Economic Action, called him "a proponent of using issues management to effect public policy participation."

HO HUM: WSJ RUNS ANOTHER LEAD STORY ON "FLACKS," BUT EX-EDITOR SEES SOME LIGHT

Government agencies "are taking their story directly to the people," criticizes reporter James Perry -- apparently unaware this is how it should be in a pluralistic democratic society.

(Perhaps Journal feels news media should gatekeep all information releases.) For the record, it must be recorded that The Wall Street Journal's lead article May 23 bore the headline: "Federal Flacks: Washington PR Staffs Dream Up Ways to Get Agencies' Stories Out." In slurring style of similar past articles, latest anti-public relations chapter 1) equates field to publicity, even while demonstrating use of other methods than mass media placement; 2) belittles phrase "government communicators," though examples show importance of tax-supported agencies reporting to public on programs.

On positive side, story verifies decline of the news release as tool. Brochures & fliers "may be the fastest growing industry in Washington." Article also recognizes