

DONORS', FUND RAISERS' BIBLE
SAYS EDUCATION STILL TOP DRAW;
GIVING PATTERNS CHANGE LITTLE

Education continued its traditional dominance of foundation giving in 1979. Of \$1.09 billion awarded, \$312 million went to some area of education, according to latest edition of The Foundation Grants Index. Health, with \$212 million, was second most endowed field, followed by sciences, welfare, humanities, international activities, religion. Complete statistics for all categories are included.

Giving patterns have changed little in recent years, Index shows, although number and amount of gifts has increased yearly. Index is arranged by state & cross-indexed to allow users to find grants thru key words, names of recipients & main subject covered by grant. (\$27 from The Foundation Center, 888 7th Ave., NYC 10106.)

¶Befuddled NYC consumers will be relieved to know the "herebys" and "henceforths" have finally been purged from the city's Consumer Affairs Dept documents. 42 long-winded regulations totalling 23,000 words were reduced to 9000 according to Consumer Affairs commissioner Bruce Ratner. "The worst part of it," he said, "is that I wrote some of these regulations." Ironically, state law requires most contracts be written in plain English, but that statute does not cover government regulations.

¶New editions of two publicity mainstays, Madison Avenue Handbook & National Radio Publicity directory are available from Peter Glenn Publications. Handbook includes listings of media, public relations & advertising agencies, photographers, design specialists in NYC & 8 other metropolitan areas. Also lists emergency numbers, hotels, transportation & other info. Radio directory lists over 4300 major market stations in USA & Canada. Gives addresses, telephone numbers, station format & more. 512 pages in 8½x11 3 ring binder. \$75 includes 6 month update, \$10 discount for prepayment. "Handbook" sells for \$13.95 (plus tax & postage). Order both from publisher at 17 East 48 St., NYC 10017.

WHO'S WHO IN PUBLIC RELATIONS

DIED. Doris Fleischman Bernays, 88, lifelong partner with her husband, Edward L., in their pioneering counseling practice.

HONORS. Hohn W. Hill Award presented to counselor Chester Burger for distinguished service to the PRSA-NY Chapter & to the public relations profession.

REORGANIZATION. Hill & Knowlton (NYC) announces new mgmt structure: William Durbin, chrm policy comm & exchrm of bd, retires; Loet Velmans becomes chrm retaining title of pres & CEO; Charles Puzzo, chief fin ofcr, becomes vice chrm; Richard Cheney becomes vice chrm heading fin rels div & NY opers; Robert Gray becomes vice chrm heading gov't affrs & public policy/issues grp; John Neary becomes exec vp & chief fin ofcr; Douglas Hearle becomes exec vp-personnel;

Stan Sauerhaft, exec vp, responsible for bus devel & supervising environmental, cons, & energy affrs, & educ rels subsidiary; Robert Dilenschneider becomes exec vp-US opers outside NYC & D.C.; Dorio Mutti, exec vp-int'l opers; Fred Berger becomes exec vp-publicity & mktg div, deputy dir NY opers; Peter Dowd becomes exec vp-special assignments.

PRESIDENTS. Sol Abrams (New Milford, NJ) elected by PR Assn of NJ...Kent C. McKamy, Eastern Region, Harshe-Rotman & Druck (NY).

NEW FIRMS. Don Bates Communications, currently at 150 E. 18th St., NYC 10003; 212/598-0382, formed by Don Bates & affiliated with Carl Spitzer Assocs (D.C.) ...Morgan Ruth Free Lance Communicator formed by Morgan Ruth, Box 23, Collegeville, Penn; 215/754-7474.

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WHAT SKILLS SHOULD YOU MAXIMIZE TO GET AHEAD?
LEADING PUBLIC RELATIONS EXECS COMPARE NOTES
ON PRESENT ROLE OF PROFESSION, WHERE IT WILL GO NEXT

We create our own images, psychologist Tom Tutko told the 21st PRSA Institute. Others don't do it; we do...by our self-images. How organizations perceive themselves & their role in society -- particularly how CEOs interpret this -- shapes their actions. And with it the assignments given to public relations. Top practitioners who work at the right hand of their CEOs shared with attendees at the Institute and the CPRS annual conference how they foresee the implications of current management trends.

Bob Fegley of GE (New York) finds every organization "operates under a public franchise." His CEO, Reg Jones, interprets this to mean "The most intractable problems today are external to the company." As designated leader, Jones personifies the company & its positions on issues. As a result, the public relations function becomes "putting it all together" -- tracking the trends, sensing social & political changes, counseling on the impact of decisions, directing traffic. But traditional public relations work is still essential to build the organization's reputation.

THEY WANT ANSWERS

A prominent university dpr sees it pragmatically. Art Ciervo's president at Penn State has an enigmatic sign on his desk. It reads "DBMP - BMA." Ciervo told the CASE annual meeting this defines what the CEO expects of his pr advisor: "Don't Bring Me Problems -- Bring Me Answers."

Hank Koehn, vp-futures res., Security Pacific Bank (L.A.) spends fulltime studying early change signals. But he's in corporate planning dept, "wouldn't want to have this function in public affairs." Koehn reports directly to chrm, has no editorial restraints. He kibbitzes, points out fallacies of traditionalists, circulates internal & external futures research documents.

Counselor & newsletter editor Howard Chase sees conventional public relations declining in emphasis & prestige. A new "holy grail of the profession" will supplant it -- public policy. "It is inevitable that major companies will create executive or senior vice presidents for public policy, under which both corporate planning & public relations -- in all its forms -- will fall," he said in keynote to CPRS.

Another banker, George Caulfield (Wells Fargo, San Francisco), sees business' role "reversed." Serving society comes first, with profits the reward for good perform-

ance. Therefore, he charts future practice like this:

Rising Needs

- Futures research
- Public policy
- Community relations
- Marketing pr & product publicity
- Employee communications

Declining Needs

- Financial relations (plateauing)
- Employee economic education
- Consumer affairs

Roger D'Aprix, mgr empl comms, Xerox (Rochester, N.Y.) agrees employee relations is crucial: "Managing more effectively is the same thing as communicating more effectively." But he cautions, "Management has been using the media of the 40s with the voice of the 50s to talk to the employees of the 80s." Half the work force is now under 35, with a new set of values & concerns. "Management has neglected to notice," he feels.

Jon Riffel of Pacific Electric (L.A.) queried 12 CEOs for his presentation. They confirmed his belief in 3 trends: 1) develop new communications techniques; 2) become advance scouts, in-house futurists; 3) develop international sophistication, become diplomatic corps.

SURVEY SHOWS TEACHERS WANT CERTAIN SPONSORED CLASSROOM MATERIALS

Consumer-oriented society -- and depleted school budgets -- are creating demand for sponsored teaching materials. Despite

well-publicized controversy (pr 4/14), "hucksters" are still welcome in the classroom. More than 94% of home economics teachers, for example, say they use sponsored free-loan films, feel they help them teach more effectively, according to recent survey by Association Films (NYC).

Teachers report particular interest in rapidly changing topical subjects, such as consumer education and family living -- "areas for which conventional teaching materials are either unavailable or not sufficiently current," notes William Farlie, pres. of Macmillan Electronic Media, which owns Association Films. 95% of respondents say classroom emphasis on consumer education has increased in last 5 years. Money management, home buying & mortgages, family relationships and credit buying are cited as subjects for which they require additional teaching materials.

Interestingly, 85% felt it important that students understand the role of business & gov't, "particularly in regard to the question of profits."

<u>PREFERRED MEDIA FOR CLASSROOM MATERIALS</u>		<u>PREFERRED SUBJECT CATEGORIES</u>	
Teachers' guides	87%	Clothing	93%
Films	75%	Fabrics	89%
Student handouts	66%	Cosmetics & Beauty Aids	88%
88% are willing to distribute product samples & coupons.		Home appliances	87%
		Furniture	84%

----- DO YOU THINK EXPERIENCE IS NECESSARY? -----

Last week, prr reported that Mary Cunningham, 28, was promoted to vp of corp and pub afrs at Bendix (Southfield, Mich.). She has been assistant to the chairman for one year, has some previous experience as financial analyst. Although Cunningham's job involved her in "some visible & volatile issues," prr suggested that was not substantive experience for exec responsible for public relations & public affairs.

David Taylor, Bendix dir ext comms, feels we were "off base" in our assessment of the appointment. "Especially in light of her strategic planning experience," it will be "valuable to have the chairman's assistant as a liason" between the top exec & the dep't. Taylor believes prr "underestimated the input of the staff" in actual functioning of the department.

Cunningham's background indicates she's a bright, young executive. Can that make up for lack of actual experience in theory & practice of public relations & public affairs? Readers, what do you think?

"COOKBOOK" SHOWS HOW TO PLAN POLITICAL ACTION STRATEGIES

In an era when what happens at city hall, the state-house and Capitol Hill can mean survival to any organization, nonprofits are finally emerging

into the practice of public affairs. Coalitions like recently formed Independent Sector aim to get nonprofits greater political clout on federal level. On state & local level, however, political action is usually left to smaller groups & individual organizations, often inexperienced in the ways of politics.

Last week's tips & tactics included a pamphlet written by Michigan Hospital Assn to aid in grassroots lobbying efforts. Association has also compiled "Cookbook" for political action strategies -- step-by-step guide on how to plan & carry out full public affairs program. Many suggestions are generic, so non-hospital practitioners should also take note.

"In the past, hospitals have not been involved in political action to the extent other entities have," says pr coord Mike Killian. As a result, many don't have professionals assigned to public affairs. So booklet, "aimed at administrators," explains in detail why political action is necessary, how the legislative process works, & lays out plans for contact with legislators.

Instructions are included on such things as how to stage a candidate tour, a debate, how to write & present an issues paper, how to use a candidates' opinion survey. Booklet emphasizes that "a program must be tailored -- to the hospital, the candidate and the issue involved." Importance of ongoing program is also stressed. Hospitals are urged to take full advantage of their many publics -- trustees, auxiliaries, medical staff. "Many of these people are volunteers, already committed to the hospital. If you tell them about a piece of legislation which may affect the hospital, and solicit their help, you're likely to get a good response," Killian believes. (\$2 from Michigan Hosp. Assn, 2213 East Grand River Ave., Lansing, Mich. 48912.)