

Actually Ford, Kahn & Global 2000 authors agree that attitudes with which future is faced will be main determinant. Gov't report, echoing Kahn, notes need for international thinking: "the necessary changes go beyond the capability of any single nation. An era of unprecedented global cooperation & commitment is essential."

Another problem is coordination of gov't policies, then linking them with private sector actions. Many decision-makers don't yet believe the projections futures studies have been making, says Global 2000, so bringing them together in this volume is an awareness technique.

Next big conference, by Int'l Affiliation of Planning Societies, will deal with Planning for Global Interdependence. Dates are Oct. 22-25 in Chicago. 18 groups are sponsors, including North American Society for Corporate Planning. (Emhart booklet from John Budd, vp-pr, P.O. Box 2730, Hartford, Ct. 06101. Global 2000 is in 3 vols; summary report \$3.50 from U.S. Gov't Printing Ofc, D.C. 20402.)

WHO'S WHO IN PUBLIC RELATIONS

DIED. C. Brooks Roberts (Ardsley, N.Y.), 66, exec with Carl Byoir & Assocs and free-lance writer; formerly ed., This Week mag & assoc dpr, NYU.

PEOPLE. Albany Int'l (Albany, N.Y.) appoints Robert Seraphin dir-corp comms ...AVX Corp (Great Neck, N.Y.) creates new in-house pr post headed by Donna Aronson...Marilyn Laurie appointed exec dir, pr & empl info div, Bell Labs (Murray Hill, N.J.)...Howard Blankman resumes presidency of his own firm (Port Washington, N.Y.) following career in gov't...Bradford-LaRiviere (Saginaw, Mich.) names Charles Paul pub rels supvr...Dianne McKaig promoted to head of external afrs div, Coca-Cola (Atlanta)...Creamer Dickson Basford/NE (Providence) names David Edgerly supvr-fin'l comms.

Ellen Rubin joins Connecticut Mutual Life (Hartford) as dpr...Conrac Corp (Stamford, Ct.) appoints John Higgins to new position, corp dir of pr...Dow Chemical (Midland, Mich.) names Patrick McCurdy pub issues mgr, comms dep't...Michael Berns named pr mgr for Bradford Exchange (Chi)...Sergio Montorsi appointed dir, corp & pub rels, Fiat Motors of North America (Montvale, N.J.) & Anthony Ciminera appointed pr mgr...Daniel Priscu joins Financial Relations Board (NYC) as sr assoc... John Maddigan, Jr. named comms dir,

HUMOR WHERE IT'S LEAST EXPECTED: ON AN INVOICE

Suppliers of creative services, especially, have a difficult time explaining their charges. Useful ideas are hard to bill by the hour, but unacceptable on what-the-market-will-bear. A cartoonist recently submitted this bill:

Conference 8/22

20 minutes	
You talking, me listening	\$20.
30 minutes	
You talking, me thinking about something else	15.
10 minutes	
Me talking	275.
Artwork delivered	
5 pieces @ \$75	375.
	\$685.
LESS discount	-310.
Please remit.....	\$375.

Hay Assocs (Pittsburgh)...Honeywell names George Field (Mpls) dpr, U.S. Info Systems div; assigns Gordon Leighton (Mpls) responsibility for worldwide Info Systems pr; & names Ralf Edler (Phoenix) pr specialist for computer operations.

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NOTORIETY MAKES LOVE CANAL A SYMBOL, WHICH HOOKER TREATS AS A LOCAL ISSUE; CLASSIC CASE OF LEGAL FACTS VS. PUBLIC FEELING

Federal grants have bailed out residents of Love Canal. Has this also saved the reputation of Hooker Chemical? What can others learn from the experience? The public knows the "facts" thru litany of media reports on residents' sufferings. Callous image of Hooker propagated by the press rests on company's repeated denials of legal or moral responsibility.

Convincing evidence supports Hooker's inculpability for the few who are aware of it. Company sold Love Canal site to Niagara Falls school board over quarter century ago. Hooker engineers advised several times that clay cap encasing dump site must not be disturbed. However, school board allowed highway to be built over southern tip of site, leased some land for development, allowed soil to be removed for landfill. When children playing there contracted burns in '58, Hooker again warned school board. Not until '76, when leachate was discovered in basements of homes, did anyone realize extent of problem.

When company sold site in '53, school board agreed to assume "all risk and liability." State of NY suit contends that chemicals were recklessly dumped. But task force of American Institute of Chemical Engineers found site "well within current federal standards." Hooker expects to be vindicated in court.

Would company have saved face by expanding on its proposal in '76 to pay 1/3 of an estimated \$850,000 cleanup bill? City failed to come up with the balance, so plan was aborted. Massive publicity began soon afterward. Would Hooker have gotten a fairer shake (and actually saved money) if it had footed the entire bill? "When a company spends a million dollars to help the people, whether they have to or not, then they have something to talk about," said Morton Simon in 6/23 prr.

Why hasn't company gotten its story before the people? One factor is absence of aggressive campaign to correct gap between fact and perception, which seems cavernous nationwide. Company's major effort is a series of ads & pamphlets rebutting charges -- directed only toward Niagara Falls area. Corrective measures on national level are limited. "We are dealing with an ever-changing situation," dpr Mike Tabris told prr. "On a day-to-day basis different aspects of the problem receive attention. This makes it difficult to launch a comprehensive national campaign, but that doesn't mean you can't have an effective localized program." Can localized treatment cure a general ailment?

Hooker may win its legal battle, but some hold its annihilation in the court of public opinion is certain. As Tabris says, "The more emotional the issue ... the less rationality from almost all people dealing with it." Retroactive accountability



& intangible liability are becoming as crucial to organizations as legality has been. Coping with the unwritten social contract may be the top challenge of the '80s.

Of Related Interest: Hooker's parent, Occidental Petroleum, did receive widespread publicity on another topic -- revolving-door presidents. Story came soon after media buzzed about NBC's cloak-&-dagger firing of Jane Pfeiffer, told of surprise axing of Zoltan Merszei at Occidental & bringing in of controversial Robert Abboud, recently chrm of First Chicago Corp. He is 6th pres. in decade. LATimes calls him "tough & abrasive," a "boot camp" manager. Can it be anything but harmful for the reputation of business when top echelons behave in such adolescent fashion?

MISSOURI J-SCHOOL FUTURE COMMITTEE
OFFERS OVERVIEW VOLUME;
CALLS PR FASTEST-GROWING FUNCTION

Walter Cronkite is "the last of the great talkers." His successors will ask questions of reporters who are experts in their subjects, as "surrogates" for the viewing public

that would ask the questions if they were there. Thus predicts Richard Wald, ex-ABC News pres, in "Communications 1990," a report of the future committee, Missouri School of Journalism.

Reporters will become experts because "the world is really too complicated for general assignment reporters to comprehend. We will need, in order to report the news of the future, people who are competent to deal with experts on their own level." They won't be academics but reporters who are better educated. Wald's contribution is among nearly 100 from experts in 4 areas: newspapers, magazines, advertising/public relations, broadcasting. With comment from the faculty, the opinions & case studies provide a concise overview of the near-term future in subjects every practitioner must be concerned with.

Technological impacts on print & electronic media are discussed in detail, from several viewpoints. Ironically, the section on newspapers implies that industry is far more aware of the problems & opportunities of technology than broadcasters. Every tv network spokesman is quoted as saying cable, Qube, teletext et al will barely disturb their operations. However, local station managers see the need to double & triple local news & public affairs.

Public relations is clearly a stepchild here. It gets just over 3 pgs as a tack-on to 10 pgs on advertising. The message is bullish: "Both professionals & educators predict that public relations will be the fastest growing management function in the 80s." Yet under the advertising heading appears the following: The 80s will see "an increasing need for professionals who can advise the corporation as it addresses a wide variety of audiences: customers, shareowners, employees, the financial community, labor leaders, scientists, politicians, minority groups, issue groups & others." Advertising is going to do this job? (Limited copies available at \$4.50 from School of Journalism, Univ. of Missouri, P.O. Box 838, Columbia, MO 65205.)

SPECIALIZED PUBLICATIONS FOR PRACTITIONERS

Employee Opinion Surveys, A Guide to Measuring Employee Attitudes is a brief but comprehensive pamphlet on a topic of increasing utility. Describes the nature of employee surveys, explains the various types, provides hints on how to use the

results. Costs, how to tabulate, whether to do the job in-house or use outside consultants are discussed. Sample questionnaire is included, along with list of organizations on whose experience report is based. Bibliography includes 17 recent titles. (16 pgs, \$25 from Anderson Press, P.O. Box 774, Madison Sq. Sta., NY 10010)

New reference work targeted to special audiences is Special Groups Media Directory, just released. Sections on black audience, European ethnic, Hispanic, Jewish, older Americans, young adults & activists. Each includes essay by an expert, nat'l newspapers & periodicals, dailies from relevant metro areas, syndicated columns & syndicators, local & reg'l newspapers & periodicals, local columns & special pages, tv programs, radio. Revealing fact from Eduardo Caballero's essay on Hispanic audience: U.S. with 22 million is 5th largest Spanish-speaking nation, behind Mexico (69 million), Spain (31 million), Argentina (26 million), Columbia (25 million). U.S. Hispanic population is larger than Peru (16 million), Venezuela (13 million), Chile (10 million), Cuba (9 million), Ecuador (7 million). Michael Novak wrote intro to ethnic section. Color-coded pages with visible tab for easy usage; tips offered on how to break in paperback binding so thick book will lie flat. Separate index. (676 pgs, \$50 from Burrelle's, 75 E. Northfield Ave, Livingston, NJ 07039)

How to investigate a privately held company is explained in Company Information, A Model Investigation. Describes sources, techniques, strategies, tricks for obtaining info on any business. Uses case study -- highly detailed as to methodology and findings obtained from each source -- of privately held Perdue Farms, pioneering poultry marketer. Tells how to tap public records; get data from competitors, suppliers, distributors; persuade reporters to reveal unpublished data; obtain court documents that reveal corporate strategy; project sales figures & estimate profitability, much more. Includes checklist of 800 info sources broken down into 38 categories, description of which gov't agencies have what data. Also hints on verifying suspicious data, boning up on subject at start of investigation. Case is written like detective story. (150 pgs, \$45 from Washington Researchers, 918-16th St., D.C. 20006)

FUTURES SEMINARS, STUDIES BIG THIS YEAR;
EMHART CAPITALIZES BY ISSUING OPTIMISTIC
PREDICTIONS TO OFFSET GLOOM & DOOM OF MOST

"Don't-rock-the-boat thinking will guarantee the doomsday forecasts by today's breed of Cassandra," argues Chrm T. Mitchell Ford of Emhart

(Farmington, Ct.). Doomsayers include U.S. govt's "most complete and consistent" futures study ever, Global 2000 Report to the President, issued last month by Council on Environmental Quality and State Dep't. It projects widespread hunger, water shortages, pollution & poverty, overpopulation, deforestation, urban sprawl.

But Global 2000 defies other studies -- including some whose predictions are assimilated in its data base -- by holding that continued economic development is needed worldwide to prevent disaster. Other studies have called for limiting growth. Emhart commissioned futurist Herman Kahn to project prospects for the 80s, published them in an upbeat & attractive 36-pg booklet. Distribution is to shareholders, CEOs of multinationals, vp-pr's of European Roundtable.

Kahn sees 1) worldwide green revolution, 2) expansion of energy & mineral reserves, 3) new understanding of the techniques required for sustained development, 4) transnationals as innovators, 5) sustained increases in international trade & communications, 6) partial solution of technological crisis resulting in improvements in environmental quality in many parts of the globe.