

Conducted by Research & Forecast (NYC), study uses a random sample of American public & leaders. Research examines 1) religion in America, 2) involvement and belief in American political system, local community, moral and political issues, 3) survival of the American family, 4) survival of the American work ethic, 5) search for leaders, 6) leaders for the 80s, and 7) implications of what was learned.

It appears that "highly religious people believe more in their community, family, work and the American political and social system than do least religious."

Of nine leadership groups surveyed, all except religious & business leaders found out-of-step with general public on most issues. "Religious leaders not only share the views and attitudes of the average American more closely than other leaders, but are by far leaders most admired by the average citizen." (For copy contact Ruder & Finn, 110 East 59th St, NYC 10022.)

ITEMS OF INTEREST

Recognition in the annual report for CEO's public relations responsibilities leads Northwestern Mutual (Milwaukee) to speculate on future corporate leadership patterns: "Senior management now assumes a greater role in representing the Company to its external constituencies, while continuing its tasks of establishing corporate policy and developmental objectives, of allocating resources, of managing risks and assuring the continuity of current operations. Whether the conventional pattern of a chairman/president leadership structure will be responsive to these new burdens is a matter deserving careful consideration."

Statement comes from Policyowners Examining Committee which itself included 3 CEOs plus an XVP and an attorney. Format of NML report is also different: short 20-pager is diminutive 5½" x 9".

In case you missed latest fictional account of practitioners: Dazzle, now flooding newsstands in paperback, is "the story of a public relations man whose past is a mystery, whose present is hidden in hype and whose future may be out of his hands." The hero, Costigan, can do anything -- including "making a movie such a big secret it's on everyone's lips" -- but he gets involved (what else) with ugly crooks & lonely women. A Literary Guild alternate, this potboiler will serve the field well "as long as they spell the name right." Otherwise, it's a disaster. Here's the cover promo: "He directs your dreams, packages your president, picks your toothpaste, sells you the stars. He's the man beautiful women desire and successful men demand. He's Costigan -- the man with the power of PR." Wow!

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. From Northern Calif. chaps, PRSA: E. Roxie Howlett (pres, Jamie, Howlett & Ranney, S.F.) receives Rex Harlow Medallion -- highest annual award for contribution to pr profession; Ronald Rhody (corp vp, Kaiser Aluminum & Chemical, Oakland) for best '80 pr prgm & best speech written by PRSA chap mbr; Howard Kalt (dpr, ISU Companies, S.F.) for best '80 pr prgm.

ELECTED. NSPRA officers: pres-elect, William Banach (adm ass't, Macomb Intermediate Sch Dist, Mt.Clemens, Mich.); mideast vp, Nathaniel Lee (ass't supt, Richmond Pub Sch, Va.); north central vp, Nancy Holloran (coord of comms, Millard Pub Sch, Omaha, Neb.); south central vp, B. Rodney Davis (dir, info svcs, Dallas ISD, Texas).

Vol.25 No.16
April 20, 1981

ARE NONPROFIT PUBLIC RELATIONS FIRMS VIABLE? PHILADELPHIA EXPERIMENT SPOTLIGHTS PROBLEMS, ALSO SHOWS NEED FOR BOTH CLIENTS & PUBLICS SERVED

The Public Relations Organization (PRO), Philadelphia's only nonprofit public relations firm -- and one of a handful nationally -- is closing shop for an indefinite period. Delaware Valley Agenda, "the magazine for nonprofit enterprise," reports the demise resulted from cost of serving nonprofits vs. what they are able, or willing, to pay. Firm has staff of 4 full-timers, 3 part-timers -- all "overworked from the beginning."

Firm's intent is to serve small, grassroots organizations by helping them define goals & develop plans, then working with them on services. "Assumption-challenging approach to public relations counseling," as Agenda calls it, stressed goal-setting. Firm asked clients: "How do you feel about yourself internally and how do you want to project yourself externally?"

PRO vp, Sallie Gross, explains the problem: "This kind of involvement takes a tremendous amount of time and we greatly underestimated the time needed." For Phila. Ctr for Older People, as an example, PRO charged \$1,500 but spent \$9,000 worth of time.

The organization opened last June, had 34 clients whose fees totaled \$52,734 by February. But this was less than half its yearly budget. PRO sought to balance this deficit with grants from William Penn Foundation, Philadelphia Foundation & Sun Company -- and by taking a few commercial accounts. Although this extra funding brought in \$58,500, this will only carry thru April. Convincing foundations that more money was necessary didn't work. "Their attitude is 'the more (organizations) you can serve, the better,'" says Barbara Leff, pres. PRO's emphasis on individualized, comprehensive service did not penetrate grantmakers' thinking.

PRO uses the low end of the commercial fee structure, but that figure is then discounted to include clients' ability to pay. Dr. Marvin Rubin, director of Widow and Widower Counseling and Referral Service, said that for all the work PRO did they

AN EDITOR WHO KNOWS PR

"PRO's closing is ironic because the evidence suggests nonprofits are willing and even anxious to review and clarify their basic objectives with outside help, as the starting point for more fruitful collaboration with their publics.

"In effect, PRO was dealing with the substance as well as the image of organizations on its client list. Its efforts went beyond the popular conception (though not the profession's concept) of what public relations does, into areas more commonly thought of as strategic planning or management counseling."

-- editorial by Gary Brooten
in Agenda

charged him only \$1000, whereas a commercial firm wanted "\$2,500 just to arrange a single television interview." Some clients "weren't ready for us," reports Leff, being unable or unwilling to clarify long range & short term goals.

Agenda urges foundations to "give some thought and attention, and especially some financial support, to the public relations needs of your nonprofit clients."

Of Related Interest: Agenda is a new type of publication. Aims to "keep its readers on top of trends in the ways nonprofit organizations raise money, control cost, build public support, cope with government red tape and plan for the future, among other vital activities." Ed. Gary Brooten found most publications were too specialized, and of those written for managers "very few worked in nonprofit enterprises." Primary focus of Agenda is "nonprofit management, an area only beginning to receive the kind of academic and professional attention accorded business management." (\$36/yr, 1316 Arch St, Philadelphia 19107)

ITT STARTS INTERNAL PR AWARDS PROGRAM TO STIMULATE "BEST IDEAS"

International Telephone and Telegraph has started an internal recognition program, the "Best Ideas Awards." North American

ITT public relations & advertising units compete with entries involved in "creating positive attitudes toward the corporation and its companies or which increased sales and market share."

There are 4 public relations categories: employee communication, community relations, press relations & special events. Other 4 categories are oriented to advertising & sales promotion: consumer advertising, trade advertising, sales promotion/collateral materials & direct marketing.

Submissions must be accompanied by a rationale for the program including: 1) problem/opportunity campaign was designed to meet; 2) goals in quantified terms, where possible; 3) market/audience of program; 4) strategies in terms of message content, media selection frequency, etc.; and 5) measurable results in terms of sales, changes in attitudes or awareness, employee reaction or press coverage.

J. Paul Jannuzzo, dir adv & sales promo, told prr, "since Hollywood has its Oscar, tv its Emmy, Broadway its Tony, ITT has its own award, too." Theme of first awards banquet was "The best ideas are ideas that help people." Affair & materials prepared for it were posh to enhance recognition of winners.

NEW STUDY SUGGESTS RELIGIOUS BELIEFS MAY BE BEST BEHAVIOR PREDICTOR

Americans' religious beliefs are a "far more accurate predictor of individual attitudes and behavior than any of the traditional

social boundaries" claims the Connecticut Mutual Life Report on American Values in the 80s: The Impact of Belief -- a nine-month major research study.

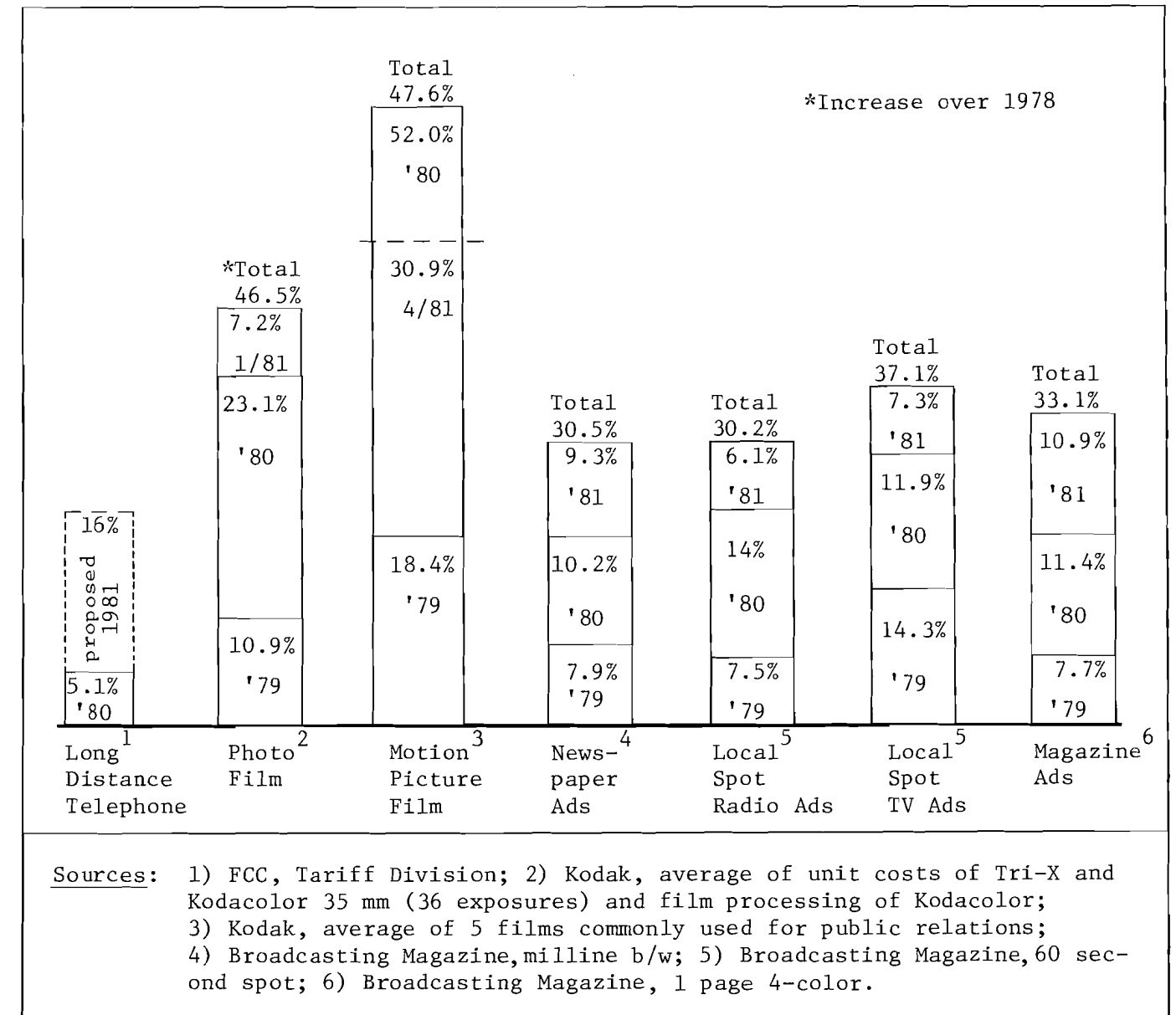
Findings show that although percentage of religious Americans is about the same as in the past, beliefs appear "much more important than before." Religious current does not appear to be "a conscious organized movement toward a revitalization of religious activity, but rather a gradual cultural shift ... happening to majorities of people of varying cultural groups."

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HOORAY! WE FOUND A PR COST THAT DECLINED: MOVIE FILM DOWN AVERAGE OF 30% THIS YEAR (BUT UP 47% SINCE '78); FINAL BUDGETEER DATA

Surveying price histories for 5 types of motion picture film commonly used in public relations, budget planners are pleasantly surprised to find a 30.9% decrease in cost this year over '80. This is the single current price drop among 21 categories charted by prr.

Business letters cost \$6.63 each if personally dictated, according to Dartnell Inst. of Business Research (Chicago). Last year they cost \$6.07, up from \$5.59 in '79 and \$4.77 in '78. This is a 3-yr jump of 39%. Machine dictated & transcribed letters cost \$4.53 in '80.



Ed. note: In future years prr will publish a Budgeteers issue each July. It will compile in a single place the various data presented in this & the two previous issues, to enable more precise planning of public relations budgets.