

top management, customers and communities."

¶See that extra revenues are directed toward self-regulation programs, more business-sponsored consumer community projects are expanded efforts to provide high quality goods.

¶Make sure the "consumer perspective and social concerns are presented to management in the decision making process."

¶Try to build credibility with consumers by working within company. Make sure what you sell is as good as what you say. Give consumers accurate information on how to shop for, select and use your products.

¶Seek out those consumer issues and concerns that have stimulated legislation and regulation. Address them in your firm.

Knauer sees gov't consumer affairs job also changing. "Emphasis will switch to consumer information and education programs. We will become more of a facilitator for cooperative projects and programs involving all sectors in our society."

PROFESSIONAL UPDATE

¶Injunction delaying effect of Michigan's new lobbying law is expected to be granted, reports Bill Lobenherz, ass't vp -- State & Congressional Relations, Wayne State U (Detroit). While the judge decides, secretary of state's office has withheld applying provisions of the tough reporting & registration act -- which should have taken effect June 16th. Lobenherz details how law would work: 1) University must file as "lobbyist," keep records & report all expenditures; 2) All employees whose pay or expenses for lobbying exceed \$250 a year are "lobbyist agents," must file with state; 3) Anyone else who receives pay or expenses over \$10 is a "representative of the lobbyist," University must list names & addresses plus pay & expenses; 4) Lobbying means any direct communication with any elected or appointed state official -- including boards & commissions -- on legislation, policy decisions, grant applications, administration. Contacts with classified civil service employees are not lobbying; 5) Communications made at the request of the legislature or a state agency are not exempt but considered lobbying.

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. Canadian Public Relations Society ofcra for 1981-82: pres, Joseph Cottreau, (comms mgr, Gulf Canada Ltd, Toronto); 1st vp, Donald LaBelle (dpr, Canadian Automobile Ass'n, Ottawa); 2nd vp, William Wall (supvr pa, Trans-Canada Pipe Lines, Toronto); sec'y, Michel Dufour (dpr, Dominion Textile, Montreal); treas, David Webster (vp pub & ind rels, Collins' Bk. Historic Prop, Halifax). Retiring pres, David McAsey (mpr, Hudson's Bay Oil & Gas, Calgary) becomes chrm of bd.

HONORS. CPRS Award of Attainment to Norman Dann, vp-pr & comms, Imasco Limited, Montreal. About to retire, he is one of first vp-pr's in an important Canadian company.

IMPORTANT NOTICE TO OUR READERS

Following our tradition, pr reporter will not be published next week -- to celebrate July 4th and Dominion Day. Officially our office will be closed from June 29 thru July 3rd -- but you may well find someone there for inquiries, reader service, etc.

CABINET GALAXY AT PRSA SEMINAR SHOWS REAGAN'S WASHINGTON SPEAKS WITH ONE CLEAR VOICE

If you want your message to be salient to Reagan's administration, be sure it hooks on to one or more of these iterated priorities: 1) tax cut; 2) spending cut; 3) regulatory relief; and 4) stable monetary policy. Speakers at seminar said passage of administration's economic package, and ability to retain consensus for it, was the prime objective. Points made reflect Reagan budget cuts and public relations strategies.

¶Lyn Nofziger, Ass't to President for Political Affairs: This administration is going to go out of its way to stay in touch with all constituencies. Communication between Republican party and conservative groups must be two way. It's easy to start thinking that Washington opinion represents the American consensus.

¶Larry Speakes, Deputy White House Press Secretary: Failure to communicate effectively can jeopardize economic program. Reagan will 1) capitalize on era of good feeling by using tv, and 2) conduct a full-fledged program for out-of-town press.

¶Edwin Harper, Deputy Director OMB: OMB supports program against flicks, flacks & foldouts (see prr 5/4) as means of curbing waste in gov't public relations. Claims widespread public perception of excessive spending.

¶Raymond Donovan, Secretary of Labor: Defines public relations as ability to translate activities of an individual or institution into terms public can understand. Public relations in federal field is tarnished by manipulative image. Without adequate communication citizens believe gov't is hiding something or threatening them. Reagan administration failed to make clear the need for and benefit of tax reduction plan.

¶Richard Schweiker, Secretary of Health & Human Services: Strategy for presenting dep't programs include 1) use of slides to illustrate spending, 2) justifying the Reagan budget goals thru association with Kennedy name & programs; 3) asking for willing suspension of disbelief in presenting figures.

¶Elizabeth Dole, Ass't to President for Public Liaison: Responsible for 1) getting input from wide spectrum of publics in early stages of policy making, 2) coordinating suggestions, 3) reaching out as advocate of Reagan's economic policies.

¶David Pittle, Commissioner, U.S. Product Safety Commission: No new information or community-based education programs seem possible. There is little evidence that information programs do more than impart knowledge. To change behavior educational programs require large amounts of personal interaction. Concerned by trend in current communication philosophy that anything beyond information encroaches on individual choice.

¶James Watt, Secretary of the Interior: First 6 months of concentration was on changes within dep't. Communicated with employees only. Ignored public relationships and public image. Result: critics ran wild without concern for facts. Believes truth will catch up. "Probably needs" pr but can't explain how it is organized in his department.

¶James Baker, White House Chief of Staff: Reagan intends to use full scope of opportunities to persuade.

¶James Miller, Administrator Information & Regulatory Affairs, OMB: New regulatory relief program requires 1) compelling reason, 2) sound information, 3) benefits exceeding costs, & 4) least expensive method.

¶Malcolm Baldrige, Secretary of Commerce: Seeks to learn from industry which regulations are most burdensome. Has directed his department to use simple English, i.e., short simple sentences, rejection of cliches.

TEXT GIVES GUIDELINE ANSWERS TO QUESTIONS; REAGAN OFFICIALS FOLLOW IT RELIGIOUSLY

Executive Briefing Book. The 24-pg, typewritten, xeroxed and stapled book is no fancy production, but it works. Speakers at the PRSA Washington Conference stuck to its line, used identical quotes & statistics, and seemed comfortable with material. Thorough inreach program pays dividends in administration's outreach.

Book features: direct spoken English, vivid comparisons, simple charts & tables, family-oriented approach, no jargon.

DRAMATIC ILLUSTRATIONS FROM THE BRIEFING BOOK

¶Today's Economic Mess -- If all the jobless people stood in a line 3 feet apart, the line would stretch from Maine to California.

¶The Family Today -- If this family wants to buy a home, it will be shut out of the housing market -- like 68 million other Americans.

¶Dick Richards, Chrm, Republican Nat'l Committee: '80 election demolished myths that Democratic party represents the little guy. Shows Republican is party of middle guy. Political Action Cmte (PACs) greatly benefits the Republican party as offset to COPE (a labor union political voice) which benefits the Democratic party contributions. Independent PACs that get directly into campaigns make mischief, turning off average voter. Better to "take lid off dumb spending rules" that encourage existence of direct spending PACs.

Responses used by cabinet and senior officials in communicating program is spelled out in the White House

¶Horror Story -- The paperwork sent to Washington would fill every professional football stadium in the country -- combined.

¶Does the (tax) program favor the rich? Key: It's an equal percentage cut for all income levels. Under present law, those earning between \$10,000 and \$60,000 now pay 72% of all income taxes. They will receive 73% of the benefits of these reductions.

ANATOMY OF A CONFERENCE
SIMULATION GAME, MOVING AROUND CITY
HEIGHTENS LEARNING

PRSA

1. Location, Location, Location. Conference chrm Ron Eisenberg, xvp, Marston & Rothenberg Public Affairs (D.C.) planned conference without walls. After opening

Public relations conference planners can learn from two held in Washington this week. PRSA and SOCAP shape new styles of conference strategy.

session in hotel, morning and afternoon programs were held in GSA, Health & Human Services, State Department & EPA Auditoriums. Benefits: Change of setting provides drama, verisimilitude, keeps anticipation high, counteracts speaker overload. Bus journeys promote sociability. Light lunches help alertness.

2. High Risk Strategy Paid Off. Inviting top political figures risks short notice cancellation. Two did -- but sent high level substitutes. Tight program of several speakers per session risked audience turn off but speakers kept to time spans, included Q & A periods. Overall strategy was limited to providing information on Reagan's policies.

3. Opening Session: Hands On Shock Tactics. Fred Friendly, former CBS News pres, used improvised role playing to grill audience on tough corrupt practices situation. Conclusion: A media relations position may be more difficult than one in government affairs.

4. Back To Basics. a) Check mikes before session begins -- no matter whose turf; b) Don't assume speaker's slide show equipment will be checked out by own staff -- cabinet secretary found this out the hard way.

5. Emergency Planning In Action. a) If airline strike threatens, arrange with hotel for special travel agent to help conferees get home; b) If busses don't arrive, hustle taxis, promise refund of fares; c) If cabinet secretary is late, keep cool, call session break.

6. Frosting. News Week and Washington Post validate speakers with cover story, major feature.

SOCAP

1. Process vs. Issue Orientation. Issues are out of place when members need process knowledge. Conference focus was on understanding how laws are made, identifying, monitoring and analyzing emerging issues.

2. Stakeholders Learn First Hand. Breakout groups simulate activity with current problems and methods of developing legislation. Mock hearings culminate work of group members.

AS OTHERS SEE US

Henry Allen of the Washington Post to prr: "This conference is a surprise. I expected a gathering of flacks and flamboyant publicists. This group is part of the pinstripe executive set." See story in June 24 Washington Post treating public relations in a mature way. Copies available from prr.

BUSINESS TO TAKE LEAD,
GOV'T LEFT TO MODERATE
AS BUDGET CUTS ARE ADOPTED

additional responsibilities." If business does not take initiative in sponsoring programs, gov't will "regress" into past position. Knauer urges consumer affairs professionals to:

There will be a greater role for business in consumer programs as the Reagan cuts get underway. Virginia Knauer, spcl ass't to the President, told SOCAP members at their national conference "companies will have

¶Increase opportunities for exchange of ideas and concerns between businesses or industries and consumers. Professionals are the "critical link between companies,