

some of them actually founded the organization. In fact, they reportedly wanted to be a section of PRSA -- but former staff there shared McCahill's view, said lobbying wasn't public relations. ALL therefore became an independent.

PUBLIC AFFAIRS KNOWLEDGE
VITAL EVEN FOR PUBLICITY

Every practitioner is in public affairs, even if you think of yourself as a hard core publicist, seems to be the message of Ron Eisenberg, xvp, Marston & Rothenberg (D.C.). In a "how to spread the good news" tip sheet for Amer Soc of Ass'n Execs, he suggests 15 ways to generate positive media coverage. Only 6 involve traditional efforts to "get your name in the news," balance are rooted in issues. Here's his list:

Good news based on public issues:

1. Invite media to go with you to a location where they can actually see a problem or issue.
2. Predict a future event or trend; issue analyses of events or developments; analyze public policy issues.
3. Conduct polls or surveys on public policy; make your experts available to interpret results.
4. If on popular side of controversy, go public with your views & objectives.
5. Testify before legislative bodies, release written copies.
6. Speak out on issues; publicly support or oppose.
7. Write to legislators, gov't officials; release copies to media or translate for op-ed pages.
8. Publicize favorable comments about your organization or industry.
9. Find tie-ins between news stories & your activities; reflect the connection between your organization and public concerns.

Good news thru old line publicity techniques:

10. Arrange interviews with celebrities associated with your organization.
11. Develop cooperative programs with local media: career counseling, charitable events, art or essay contests, etc.
12. Issue calendars of community events, others' and your own, as service to reporters; encourage media coverage.
13. Arrange ceremonial dinners, award presentations, etc.
14. Announce appointments of newsworthy people.
15. Tie in with holidays & special events.

WHO'S WHO IN PUBLIC RELATIONS

HONORS. CASE presents Ashmore Award for service to the profession to Jim Frick (vp-pr & dev'l, U of Notre Dame, Ind.) and Beeman Award for excellence in writing to Art Ciervo (dir pub info & rels, Penn State U, University Park).

PEOPLE. April Kjar joins Lear Siegler (Santa Monica) as ass't to dpr...John Jamison joins Lawrimore Communications (Charlotte, N.C.) as sr counselor... National Association of Broadcasters (D.C.) names James Popham vp gov't rels.

Vol.24 No.27
July 20, 1981

BROAD PUBLIC POLICIES UNDER WHICH PUBLIC RELATIONS OPERATES
ARE BEING CHANGED: GOV'T SECRECY IS BACK, F.O.I. IN TROUBLE,
RELIGIOUS FREEDOM DEBATED, IDEOLOGICAL SPEECH ESTABLISHED

First Amendment and right-to-know vs. right-to-privacy issues are plentiful in current public debate. They are at the heart of the social mandate for public relations practice. An update on key topics:

Billboard Decision Establishes Ideological Speech. States & municipalities may not ban non-commercial billboards, U.S. Supreme Court ruled July 2. Commercial boards may be outlawed but not public service & political messages. Decision picks up on Appeals Court finding in Maine billboard case (pr 1/12) which struck down state law because it curbed what court termed "ideological speech." Ads can be restricted, court said, but not messages like No Nukes or Jesus Saves. Vote for Joe is now added to the list by Supreme Court. (Maine has recently amended its law to comply, so advertising billboards are prohibited there. Hawaii, Vermont, many cities have similar laws.) Principle seems sure to be expanded in coming years.

Piles of Bills Attack Freedom of Info Act. Legislators across the political spectrum have introduced bills to weaken -- and in a few cases, strengthen -- FOI. Media community is greatly concerned. In a right-to-privacy stance, Sen. Goldwater (R-Az) has separate legislation to 1) strengthen Buckley Amendment restricting release of student records by schools & colleges, 2) prohibit disclosure of patient identities & medical info by hospitals, 3) restrict disclosure of income tax data, names of welfare recipients, any record containing names of individuals. Three bills would protect information supplied to gov't by businesses from being released. (For description of 65 bills on these & related subjects -- including broadcasting dereg (pr 6/8) -- write Reporters Cmte for Freedom of the Press, 1125 15th St. N.W., Wash. D.C. 20005.)

PUBLIC PARTICIPATION ALIVE & GROWING

Contrast in candy company public relations policies is clear between Hershey & Nestle. Coalition for Better Television, after 3-month check on prime time violence, sex & profanity, found Hershey "made the best effort" to avoid sponsoring shows with these features. Where group was preparing to boycott others, it urged consumers to go out & buy Hershey products "to express appreciation." In contrast, Nestle's no-compromise stand and attempted behind-the-scenes manipulation of the worldwide baby formula debate has earned it a full scale boycott, enmity of numerous humanitarian & religious organizations, helped defeat Ernest Lefever for Ass't Sec'y of State for Human Rights & Humanitarian Affairs. It was revealed he had been associated with Nestle's attempts to clandestinely influence a gov't report on the issue. Both firms produce broad food lines today but are best known for their famous chocolates.

CIA Abolishes Public Affairs Arm. 7/18/77 prr reported "FOI & Sunshine Acts affect even CIA." Article described work of CIA's Herb Hetu in providing info & pub rels services. Now the spy agency has gone back underground. Dir. Wm. Casey in June stopped private briefings for media, began reviewing agency publications. July 1 he abolished Hetu's office, saying the CIA "no longer had to waste time justifying its activities." New section combining pa with Congressional liaison is headed by Robt. Gates, a non-professional.

TV Product Boycott, Other Acts Bring Debate on Religious Freedom. After 4 years of effort (see prr 3/28/77) Rev. Donald Wildmon's time has come. Last week his Coalition for Better Television called off its boycott of products advertised on shows strong in sex, violence, profanity. It wasn't needed, he said, because major advertisers have begun to respond. Networks & ad agencies call boycotts "censorship." Wildmon responds: "The network can show anything it wants to show. The advertiser can sponsor anything it wants to sponsor. The viewer can watch anything he wants to view. And the consumer can spend his money any way he wants." Newsweek feels "reformers are having at least a public relations impact."

Three other religious topics fuel the fire. 1) In Dallas, a judge jailed a minister for refusing to reveal info gained in pastoral counseling of a parishioner. Higher tribunal overturned decision, but only after Rev. Ron Salfen of Trinity Presbyterian Church spent several hours in jail. 2) U.S. Supreme Court ruled Hare Krishnas cannot claim distributing literature & soliciting funds are part of their holy ritual, therefore these practices can be banned in airports, at fairs, etc. Crowd control & public safety regulations do apply, ruled the court.

3) Pres. Reagan's hour-long call to Rev. Jerry Falwell of Moral Majority about the nomination of Sandra O'Connor to the Supreme Court drew sharp retorts from conservative churchmen. Dallas News reported last week editors of major church publications invoked the question of "religious liberty." Said Dr. Presnall Wood of Baptist Standard: "There is nothing wrong with the president calling religious leaders. But why was Falwell singled out? Has his media power risen to the level where he is becoming the uncrowned pope of America?" Added Spurgeon Dunham of United Methodist Reporter: "I'm bothered, personally, by the type of religious folks Mr. Reagan tends to listen to. Mr. Falwell epitomizes a very narrow, legalistic & not always Christian ... point of view." Rising political activism by groups who also claim protection under freedom of religion clause of First Amendment requires continuing surveillance by practitioners to advise clients & employers.

PRO-BIZ GOV'T NO CAUSE FOR DOWNGRADING PR
WARNS STOCK EXCHANGE CHAIRMAN

Public opinion will still rule despite a pro-business administration, cautions the chrm of NY Stock Exchange. There-

fore, business cannot let down on building solid relationships with publics. "That task will demand more vigorous leadership from business in blending its own diverse voices and in seeking ways of cooperating with labor & gov't in identifying & working out suitable public-interest-oriented solutions to key issues & problems," William Batten believes.

One possible method, he suggests, is issue-oriented ad hoc coalitions in which business, labor & gov't can each contribute its expertise & unique capabilities to the consensus-building, problem-solving, decision-making process.

Another way is to put a public relations executive on your board as an outside member, suggests David Simon, pres, Simon/Public Relations (L.A.). "There must be a repre-

sentative on the ultimate decision-breaking team, whose ear is attuned to the pulse rate & heart beat of all those groups that affect the company."

... AND CONSUMERISM IS NOT DEAD, EITHER -- IT CAN INCREASE PROFITS

Improved communications between consumers and business can increase profits. A company that ignores consumer complaints probably also ignores long term profitability. The firm that fails to provide accurate and relevant consumer information will lose business to the company that does, and it will lose the opportunity to promote the advantages of its own product or service. The business that ignores consumer concerns will find its costs for complaint handling, product recalls, "image" advertising and more, all climbing. Attention to consumers and education of consumers enforces a discipline back through a company's operation that improves product and service quality. Many companies have gotten this message, but too many others have not.

-- Virginia H. Knauer, spcl ass't to Pres & dir, Office of Cons Afrs

ANTHROPOLOGIST JOINS MAJOR
CORPORATE PUBLIC RELATIONS STAFF

Modernday practitioners are "societal technicians," claims Edw. L. Bernays. Phillips Petroleum has added a social anthropologist, John

G. N. Rushbrook, to its research & analysis unit in Public Affairs. He counsels mgmt in applying techniques typically associated with primitive societies to advanced industrial societies.

Cultural futurist Art Harkins of U. of Minn told a PRSA dinner last year practitioners are "presentday anthropologists." Rushbrook's brochure selling his unit to managers fleshes out Harkin's assertion. "The disciplines of social science are fundamental public affairs & mgmt concerns, including economics, political science, social & cultural anthropology, sociology, social psychology, management, administration & gov't, which cover a wide range of human & organizational behavior." Rushbrook told prr quantative polls, for example, need to be complemented by qualitative, gut-level methods. "Pragmatic applied social science research," he terms it.

FOR PR PRACTITIONER
APPOINTMENT AS CEO
IS MORE THAN SWEETS

Another practitioner has been named CEO, this time of an association. Jack O'Connell will head The Sugar Association (D.C.) which represents growers, processors & users. He served as its in-house consultant while vp of Carl Byoir.

O'Connell helped plan & execute a program aimed at countering false charges concerning sugar's safety which won a Silver Anvil in '76. An accredited PRSA member, he was previously dpr American Can & NY-mpr Reynolds Metal.

ONCE AGAIN: IS LOBBYING
PART OF PR PORTFOLIO?

Gov't relations seems to be trying to claim an independent standing -- like consumer relations currently, financial relations a decade ago. Lobbying isn't public

relations believes Julie McCahill of Mead Corp, pres. of Women in Gov't Relations (D.C.). But "pr skills are probably the most important skills in gov't relations." She told prr her opinion is based on the fact gov't rels personnel are not necessarily good writers, have no experience in printing & such. Gov't relations work is, she admits, less arm twisting, more education-oriented. American League of Lobbyists (also D.C.) is a case in point. Many public relations professionals who lobby belong,