

Music, dance and theater in the work place may be the thing that ultimately increases productivity and morale. Industrial Communications Council experienced this tool of communication during a recent meeting when entertained by "Fromage A'Trois," an off-off-Broadway troupe. Judith Sellner of Teachers Insurance Annuity Ass'n (TIAA) spoke of the views her company's employees expressed after similar shows. Lunchtime presentations are viewed as a humanized approach to increased productivity and "have gone a long way toward helping employees feel a heightened sense of being treated with respect by management." Other NY firms making use of abundant talent & on-premise feeding facilities in the City are Metropolitan Life, Equitable Insurance, Chase Manhattan and Citycorp.

BASIC REFERENCES FOR PROFESSIONAL BOOKSHELVES

For practitioners who communicate with officials in state gov't, State Elective Officials and the Legislatures 1981-82 is a useful reference. Compiled by the Council of State Gov'ts, it starts with basic data like state capital ZIP codes & central switch board numbers. Elected officials are listed with title & party affiliation, supreme court mbrs by name only. Legislative rosters are organized by chambers & include 1) name, 2) party & district, 3) home address. Info was supplied by the states, processed between Nov '80 & Feb '81. Includes 50 states plus American Samoa, Guam, Northern Mariana Islands. (\$12 from Council, Box 11910, Iron Works Pike, Lexington, Ky. 40578)

"Good proofreading can turn a bad job into an acceptable one, a good job into an excellent one. Bad proofreading can ruin a well written, well edited, well designed job." Because of this, Proofreading Manual and Reference Guide and its accompanying Proofreading Workbook, both by Peggy Smith, are necessary reading & reference for practitioners. 395-pg text covers mechanics of proofreading, provides background on the proofreader's role in the pub'n process, includes a collection of reference materials & practical tools. 166-pg workbook contains a proofreading aptitude test plus exercises on every aspect of proofreading. Also answer keys & a section providing rules, gauges & line counters to mount on cardboard. This practical text is vital reading for all involved in communicating thru the written word. (From EEI Books, 5905 Pratt St, Alexandria Va. 22310; \$32.50 per 2-vol set + \$3.50 postage & handling)

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. NIRI's Arthur R. Roalman Achievement Award given to Prime Computer (Boston) for outstanding achievement in corp investor rels; 2nd place to Emhart Corp. (Hartford) and 3rd place to The Allen Group (Melville, N.Y.).

PRSA Central Ohio Chap names James Buchanan (dir of dev'l, Columbus Museum of Art) Distinguished PR Practitioner, Mark Sroufe (ass't dpr, Columbus Technical Institute) Rookie-of-the-Year, and Donald Nelson (former sr vp, Banc-Ohio National Bank) Citizen-of-the-Year.

WICI Boston Chap gives Matrix Award to Patricia Theodoros (vp-pr, Ingalls Assocs).

RETIRES. Harold Snodgrass, dir of info, Tacoma Public Schools (Wash.). Opens own firm, School Information & Research Service, 521 E. Union Ave, Olympia, Wash. 98501; 206/943-5717.

VICE PRESIDENTS. William Noonan, exec vp, Eastern region, Larry Snoddon & Thomas Mosser, exec vp's, Burson-Marsteller (NYC); Lewis Keim, sr vp, (Pittsburgh); Richard Godown, sr vp, (D.C.); John LaSage, exec vp, Alfred Smedley & Richard Wagner, sr vp's, (Chi); Albert Smith, exec vp, Western region (L.A.)...Thomas Linehan, exec vp, Creamer Dickson Basford/New England (Providence).

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COULD RIOTS IN BRITISH CITIES HAPPEN IN NORTH AMERICA? THEY WERE UNTHINKABLE IN ORDERLY ENGLISH LIFESTYLE -- BUT CONDITIONS ARE VERY SIMILAR; PR RAMIFICATIONS MASSIVE

If your organization has any innercity locations ... whether hq, branch office or whatever ... particularly in or near renewal or low income areas ... the summer doldrums may be an excellent time to review your emergency public relations plan. An emerging chorus of data & expert opinion finds conditions in the U.S., and to a lesser extent Canada, parallel those in U.K. which seem to have caused the riots. Items:

1. Reagan administration tax bills brilliantly maneuvered thru both houses of Congress primarily benefit 1) those with incomes over \$50,000 ("the rich"), 1.6% of U.S. taxpayers, 2) corporations, 3) oil industry. Foiled Democratic package would've shifted benefits to average income group, was widely publicized, will become campaign theme. Same day Senate liberals stopped even bigger tax breaks for oil, Exxon reported 2nd qtr. profits up 77%. Other oil companies haven't done so well, but point is made.

2. Many economists believe tax cut may in fact aggravate inflation & high interest rates. Such a deep cut, they argue, will mean federal deficits -- especially if defense spending is to increase as President has promised his supporters in that sector. Deficits mean gov't borrowing which means high interest.

3. Gov't is unwilling to aid thrift institutions so they can offer reasonable mortgage rates to homebuyers. The banks apparently are unable to solve the problem themselves.

4. Youth unemployment is high. In U.S. 19% of those 16-19 have no jobs, for minorities rate is a staggering 38.6%, Bureau of Labor Statistics says. Overall unemployment is 7.3% after season adjustment. Statistics Canada reports 16% of citizens 15-19 unemployed. Participants in British riots, as well as Irish violence, were primarily unemployed youth.

5. Kevin Phillips sees close parallels in Thatcher-Reagan goals, especially in economy & social welfare. "Both may be setting the scene for major social eruption" he writes in latest American Political Report.

6. Sylvia Porter, one of the most respected economic voices, says the administration attack on Social Security as about to go bankrupt is simply untrue. "I'll repeat this, because your panic makes no sense at all. The shortfall is temporary, caused entirely by economic conditions that won't last, and can easily be met by borrowing from the other two Social Security trust funds, both of which are in good shape."

Of course this is "just politics." But one's position on the issues, pro or con, should not blind practitioners to possible consequences for employers. As Boy Scouts say, "Be prepared."

NEED A MEDIA PSYCHOLOGIST?
NEW SPECIALTY WORKS ON
EFFECTIVE MESSAGE DESIGN

Creating the memorable message may be helped by a media psychologist. Trained in the study of how people learn and remember mass media information, Gary Witt says key is to "provide for your audience's every mental need. The easier you make it for them to learn, the more they will remember."

Ten guidelines: 1) Design the production for your specific audience. 2) Explain at the start what will be presented & why. 3) Make the message interesting. 4) Associate new facts & ideas with familiar ones. 5) Rely on visuals and mental imagery to promote memory. 6) Keep your language simple and meaningful. 7) Don't overload your message with facts. 8) Don't rush; the audience needs time to understand. 9) Use repetition to hammer in the major points. 10) Summarize the major points in a closing overview. (For further information contact, Dr. Witt, 8512 Grayledge, Austin, Tx. 78753.)

NEW FIGURES SHOW FOUNDATIONS IN NO CONDITION TO PICK UP PROGRAMS BEING DROPPED BY GOV'T; ARE CORPORATIONS & INDIVIDUALS READY TO FILL GAP?

Problem: gov't is asking corporations & foundations to take over programs it is no longer funding. But a new report

shows foundation assets rose only 5% in latest IRS reporting cycle ('78-'79).

When indexed to inflation, assets actually fell -- a total of 30% in 7 yrs. In addition, gov't requirements for minimal annual payouts & limits on deductibility of new gifts to endowments "have had a serious impact on both the short & long-term grant-making ability" of foundations, reports the Foundation Ctr (NYC).

Disheartening statistics cover all types of foundations -- including company-sponsored. Latest issue of Giving USA estimates Reagan administration's budget will cost charitable institutions over \$27 billion in next 3 yrs. With foundations struggling to hold current positions, hospitals, schools & colleges, religious & welfare organizations must look to direct corporate donations and to contributions from individuals.

Cumulative data on 23,000 U.S. foundations comes from new ed. of National Data Book. It gives fiscal profile, plus other info including grant totals, on state-by-state basis. Thus even small local foundations are included in the figures. Foundations Today, factbook, analyzes foundations by size & other categories. (Info on ordering both from 800/424-9836)

ETHICS CODES A GROWING INTEREST OF MANAGEMENT, CORPORATIONS SEEM MORE COMMITTED NOW THAN ASS'NS: PUBLIC RELATIONS RAMIFICATIONS PRIME MOTIVATOR

External ethical issues like overseas bribes (last week's issue) are highly visible, but internal standards of conduct

have been receiving more attention. Businesses are adopting them at a rapid rate. Corporate codes deal primarily with 1) compliance with the law, 2) conflict of interest, 3) kickbacks & 4) honesty or integrity, finds a study for Ethics Resource Ctr (DC). 58% of companies adopted their codes within the last 4 yrs.

Ass'n codes have been around longer -- 57% for 15 yrs + -- address honesty or integrity primarily. Other topics covered include 1) law compliance, 2) advertising practices, 3) competition within the industry. Ass'n members usually propose codes (50%) -- in corporations CEOs do (41%). Summary of extensive questionnaire on Implementation & Enforcement of Codes of Ethics in Corps & Ass'ns, done by Opinion Res. Corp, suggests business is presently more committed to the concept than ass'ns. If you have or are planning a code, over 200 charts & extensive quotations from respondents may be helpful. (\$17.50 + postage from Ctr, 1730 R.I. Ave, DC 20036)

WHYS & HOWS OF CODES OF ETHICS FROM ETHICS RES. CTR STUDY

	<u>Corporations</u>	<u>Associations</u>
1. Why was idea of code brought up?	16% = public image/reputation 15% = industry trend 11% = corrupt practices	22% = maintain high professional standards 19% = public image/reputation 13% = corrupt practices
2. Prime purpose of code:	41% = guidelines for employees & mgmt 27% = statement of standards & policies 18% = deter corrupt practices/conflict of interest 18% = public image/reputation	28% = guidelines/qualifications for members 25% = consumer/customer protection 15% = deter corrupt practices/maintain prof'l & ethical standards 9% = public image/reputation
3. Requires formal acceptance by employees or members:	68% = at time of adoption 53% = presently	69% = at time of adoption 72% = presently
4. Responsible for enforcement:	31% = president or CEO 26% = legal or audit dep't	34% = ethics committee 34% = pres or exec vp
5. Methods of reporting violations:	36% = by employee/customer 23% = thru designated indv'l 23% = thru designated dep't 23% = thru management	47% = by public/consumer 41% = by members 19% = thru designated indv'l or committee
6. Methods of enforcement:	30% = mgmt review 16% = penalties imposed 7% = committee review	34% = cmte recommendations 13% = penalties imposed
7. Received benefits:	78% = legal protection for company 74% = increased co. pride & loyalty	100% = enhance responsibility & integrity of represented ind. or prof'n 81% = enhance consumer/public goodwill
8. Use of code in public relations effort:	53% = yes, to "set the corporate tone"	81% = yes, to "set a highly responsible tone"
9. Made available to:	64% = stockholders 51% = gov't agencies 51% = suppliers	77% = general public 65% = public service/interest group 58% = gov't agencies
10. Satisfied with:	91% = yes	65% = yes
11. Does mgmt actively support?	93% = yes	63% = yes
12. Periodic recommitment to code:	85% = yes	56% = yes