

Finally, in a leak-plugging effort the President issued a directive requiring federal workers with security clearance to submit to lie detector tests in leak investigations. Order also requires federal agencies to "adopt policies concerning contacts between journalists and persons with access to classified information." No particular policies are mandated so agencies will have to generate them. (For 80-pg Freedom of Information annual report prepared by Soc. of Prof'l Journalists, write Gannett News Service, Box FOI, 1627 K. St, Wash DC 20006)

DO YOU COUNSEL ON A DECISION
... OR HELP MAKE IT?

One reason for the "title crisis" surrounding public relations, as well as difficulty in finding an acceptable definition, is that practitioners can't make up their minds whether they're managers or counselors, says Phil Kinnicutt, vp, Pacific Resources (Honolulu). He told UHawaii MBA Alumni Ass'n:

"Many pr practitioners are unsure about their role and lack confidence to really become part of management rather than counselors to management. When you are on staff and position yourself as a counselor, you can surround yourself and your profession with a certain mystique that adds glamour, prevents invasion of your turf and insulates you to a certain extent from the real world of management and the enormous responsibilities and risks involved in the decision-making process. How much easier it is to say 'They acted against my advice and counsel' rather than, 'We made a wrong decision.' Think about that for a moment."

His solution: "Public relations has reached the point where it must be fully integrated into the organizational structure. PR people must come out of the "consulting" closet and become fully activated & trained members of the management team."

SOCIAL RESPONSIBILITY PAYS OFF BY
HELPING ORGANIZATION MANAGE CHANGE,
SAYS AWARD-WINNING COMPANY

Perception management begins internally. Practitioners cannot avoid being concerned about the perceptions of managers regarding the role of the organization. Among corporations, for instance, three-fourths make no philanthropic contributions, according to a recent study (pr 11/22/82). This implies they choose to ignore the social contract & the court of public opinion. Many nonprofits feel that since they exist to do "good works," that is enough. Their managers do not accept the enlightened-self-interest obligations of providing an uplifting place to work, good community relations, or participation in the democratic dialogue. Public perception of such organizations is predictable.

But socially responsible companies see nothing "philanthropic" about it -- even tho they give millions in contributions. "I think it's impossible to separate out where business interests end and society's interests begin," says Dayton Hudson CEO Wm. Andres. Accepting the first Lawrence Wein Prize in Corporate Responsibility from Columbia U. last fall, he told how the company's employee relations, sales & stock benefit from enlightened policies. But Andres added a new angle:

"Awareness of change, and responsiveness to change, is where a comprehensive program of corporate public involvement plays an important role. When we're thoroughly involved in our communities -- when we're investing not only philanthropic dollars, but the time and talent of our people, as well -- it heightens our awareness, not only of what the needs of the communities are, but how those needs are changing. That, in turn, helps us to meet those needs better, and it plays a significant role in broadening the vision of our professional management team. In short, it helps us manage change."

THE ARTS AS PUBLIC RELATIONS: PIONEER DAVID FINN SEES
UNPARALLELED OPPORTUNITIES FOR ORGANIZATIONS OF ALL SIZES & TYPES;
EXHIBITIONS SPEAK LOUDER THAN NEWS RELEASES -- & SAY MORE

"Art sponsorship comes as a result of an educated, enlightened management -- managers who feel their organizations are important factors in our society as well as our economy. Sponsoring art exhibitions is a way of showing publicly that they have a sense of vision and appreciation for the finer things of our society, our culture, our lives." This is how David Finn, chrm of Ruder Finn & Rotman, explains the power of the arts as a public relations vehicle.

Translated to a practical level, he told prr, "It becomes a means by which you can invite customers, bankers, key employees and members of the community to an opening of an exhibition or a performance. You can show them what kind of company you are. It provides a happy, fruitful environment for meeting with these people & getting to know them as human beings. For cultured managers who understand this, it becomes a way to realize corporate objectives and do something they & their people can be proud of. And it's a way to win public recognition for what the company stands for & is doing in the community."

It is also deft audience targeting. AT&T finds its support of orchestras a very attractive business proposition because of the appealing demographics. (See prr 8/16/82.)

RF&R pioneered the melding of art with public relations. In 1948, Finn & Bill Ruder formed Art In Industries and set about finding common ground between art & business, aiming to benefit both. Pioneering project was traveling exhibitions among corporations shown in cafeterias at corp headquarters. Presentday RF&R subsidiary, Arts & Communications Counselors, assists corporations & others in a variety of arts sponsorships. Here's what they see happening:

Marketing Support. Many banks have given memberships in museums or galleries as premiums for opening accounts. Others offer reproductions of paintings, sculpture, crafts objects. American

Business donors are committed to the arts despite the economy -- and do not plan to shift dollars into human services. Business Cmte for the Arts survey of its members shows 34% will increase support this year, 40% will hold level, only 15% will decrease contributions (11% didn't respond). Those decreasing giving cite the recession. Chemical, metals & petroleum companies are in this group. But over half these companies plan to increase loaned personnel, give services in kind, or tie the arts into promotion campaigns. Only 5% of those planning to give less this year indicated the funds would be diverted to social services.

Express promotes use of its credit card by offering contribution to local arts organization (pr 5/17/82). RF&R helped create that program, sees it as serving both public interest & company's self-interest. (more....)

¶Internal Relations. The smallest organizations as well as the big ones can benefit from arts programs: Displaying art in the workplace is for employee morale. Offering matching contributions when employees donate to arts groups. Using music, mime or theater to set the tone at parties or conventions. Hospitals, schools, gov't, nonprofits -- everyone can play.

¶Trends. Most corporate support to date has gone to the visual arts, Finn told Amer. Symphony Orchestra League last year. The permanence of print media has advantages over the transitory nature of performances. But he feels theater & music groups will learn to "match the opportunities offered by museums -- 1) special exhibitions to sponsor, 2) memorable catalogues with sponsor credit, 3) extensive visibility

Working In The Arts Sharpens Practitioners

Finn is internationally recognized as a photographic interpreter of sculpture. His 8th book, on the Italian sculptor Canova, will be out next month. He sees similarities between photographing sculpture and public relations.

"Photographing sculpture requires a keen & sensitive eye to discover aspects of the work and the sensitivity to respond subjectively to its individual qualities. I engage in an activity of exploration with my camera when I photograph sculpture, taking dozens & dozens of pictures of a single work. That's similar to public relations. We have to look at situations, problems, conditions from many different points of view and be sensitive & responsive to what we see."

Using this theme, RF&R's capabilities brochure is illustrated with well-chosen photographs of sculpture by Finn. Foreword reads: "Public relations resembles sculpture in the way both train the mind to understand that there are many dimensions to the art of communications."

2 AFFORDABLE BOOKS FOR PRACTITIONERS

¶Writing With Style uses examples of the best in contemporary prose to show what makes good writing good, how writers can make their work better. Author Peter Jacobi analyzes samples from books, newspapers, magazines, even direct mail advertising to

thru media coverage." Philip Morris is now working with the Alvin Ailey Dance Company.

¶Corporate Collections. Since the 60s, a growing number of firms have been buying works of art, says a March 21 Fortune article, to stimulate creativity & pride among employees. Business Cmte for the Arts estimates that more than 500 corporations have collections worthy of note. At Ciba-Geigy (Ardsley, NY) employees can choose works for their office from corporation's 500-piece collection. Some become so attached to their favorites that they vigorously complain when works are lent to museum exhibitions. On the other hand, one painting was so discordant that it set office staff to bickering. It now hangs in a corridor.

"Gould, Inc., has found the works of Henry Moore in its corporate art collection to be symbols of its commitment to creativity & originality."
-- CEO Wm. Ylvisaker, at the opening of Gould's exhibit of photos of Moore sculptures (taken, incidentally, by Finn) at Columbia Univ last week. Show began at a Chicago gallery, will move to Harvard, then Philadelphia, San Francisco & Washington. This is typical of the exposure available by sponsoring art.

"It would appear that some overzealous Justice Dep't official has carried the administration's policy to a new level of absurdity," says a conservative Republican Congressman. Other elected officials call it "a national embarrassment" and "paranoia."

) show the techniques of writing a clear & powerful message. These convincing examples show how (& why) to 1) omit needless words, 2) organize material before you write, 3) provide detail to show rather than tell, 4) know your audience, 5) get a response, and dozens of other techniques. Ends with 8-pg "Uses and Abuses" word list, e.g., "Recollect: revive in memory; Remember: to exercise memory." (\$15 from Ragan Communications, 407 S. Dearborn St, Chi 60605)

¶Editing Your Newsletter is a clear, simple guide to help with every part of an editor's task. In 128 pages, author Mark Beach takes readers step-by-step from setting goals, building content, typing the parts, formatting the whole to dealing with printers. Hundreds of visual examples. Shows front pages of 60 newsletters to illustrate design & format approaches. Offers tips for better graphics, photographs, writing. Gives cost-cutting aids. Answers questions on copyright laws, advantages of word processing, pros & cons of typesetting. Illustrates coated vs. uncoated paper by using both. (\$9.95 from Coast to Coast Books, 2934 Northeast 16th Ave, Portland, Ore. 97212)

COURT OF PUBLIC OPINION QUESTIONED BY ADMINISTRATION; CAN LIE DETECTOR PLUG LEAKS?

Having failed so far in passing new legislation, gov't officials are claiming new powers for old laws. Export Control Act, for instance, is now said to apply to the export of ideas as well as products. State Dep't is denying certain foreign students visas unless their host university agrees to limit the courses they may take. Scientists or researchers giving papers at conferences are being coerced to clear them with CIA -- even tho none of the material is classified. Defense Dep't is planning pre-clearance for even unclassified materials by scientists doing federally supported work.

Trading with the Enemy Act -- which applies to Albania & Cuba but not Russia (& thus makes the current national defense debate over parity with the Soviets ironic) -- is being applied to newspaper & magazine subscriptions. Returning journalists have had books confiscated from their luggage -- books which are circulating freely elsewhere in the world.

Foreign Agents Registration Act, under which pr firms must register when counseling foreign gov'ts, was applied to 3 documentaries by Canada's prestigious National Film Board. Two are on acid rain, the other an Academy Award nominee on the nuclear war debate. Officials labeled them "political propaganda" -- apparently because they questioned the administration's views. "It would appear that some overzealous Justice Dep't official has carried the administration's policy to a new level of absurdity," says a conservative Republican Congressman. Other elected officials call it "a national embarrassment" and "paranoia."

) Films' distributor, Direct Cinema (LA), said "I wish they had just called it pornography. Then we could distribute it in plain brown wrappers." Instead, films must show a disclaimer stating the US gov't doesn't approve of them. A list of organizations that see them must be sent to the Justice Dep't.

"Today the right to disseminate information is relatively secure. But the information itself is increasingly controlled and manipulated by the federal gov't. We may be left with the procedural rights to speak, publish, hear & read. But what we are permitted to speak about, publish, hear & read will increasingly be only what the gov't wants us to know."
-- Burt Neuborne, Nat'l Legal Dir, American Civil Liberties Union