

Manufacturers Hanover Corporate Challenge Triathlon, with companies entering teams; Stroh's board sailing contests; "striding" walks, e.g., on one day in May they'll be sponsored in 50 states by The Rockport Co.

5. Ownership remains crucial. Merit Cigarettes brought fireworks displays to water festivals across the country, carving out an event category of their own.

A.I.D.S. UPDATE:
WHERE TO GET MORE INFO

1. CDC AIDS Weekly is an independent newsletter that reports on developments concerning AIDS. It covers the innerworkings of centers for disease control & communicable disease centers of nations on every continent. Publisher Charles Henderson is interested in receiving news releases from pr pros "regarding any activities their companies or clients might have with regard to AIDS." Send to him at 1409 Fairview Rd, Atlanta 30306-4611.

2. "AIDS: Just The Facts" is a thorough look at the disease as reported in Johns Hopkins Magazine. Article explains what AIDS is and how serious is it; how do you catch AIDS; and what is being done about the disease. Suitable for distribution to employees & other publics. (For copy, write Johns Hopkins Magazine, 203 Whitehead Hall, Johns Hopkins U, 34th & Charles Sts, Baltimore 21218)

USEFUL INFORMATION FOR PRACTITIONERS

¶The continuing advances of professional education is symbolized in Jon White's job change. He's leaving as chrm of the public relations dep't at Mt. St. Vincent Univ (Halifax) -- 1st school of pr in Canada. And going to England where he'll set up Europe's first MBA Program in PR at Cranfield School of Management. It will be a 2-yr part-time program so practitioners can work while attending. Because Mt. St. Vincent's pr program is doing so well, it now has 4 vacancies on the teaching staff. (For info, contact Dean Susan Clark at the school, Halifax, N.S. B3M 2J6)

¶Does it help to use the other side's arguments to turn on your troops? The invective of anti-abortion advocates may serve primarily to make the issue emotional-plus. Those in favor of legal abortions have, by contrast, used rational appeals. But now Planned Parenthood has come out with a "rabble-rousing" folder titled "The Far Right: What They Say About Your Rights!" It carries all the emotion-laden arguments of people like Jerry Falwell, Phyllis Schlafly, Jimmy Swaggart (to name a few) and the place & date from where the statements came. If its aim is to make its audience angry, then it succeeds. Or does it put Planned Parenthood in a less favorable light? Overall, is it an effective tactic for its target audience? Some sample statements: "Birth control is at the core of that desire of our society to be sexually permissive." "Sex education classes in our public schools are promoting incest." "Women have babies and men provide the support. If you don't like the way we're made you've got to take it up with God."

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Barbara Lambesis (exec dir, pa, Maricopa Community College Dist) wins '86 PERCY award for being an outstanding member of Phoenix chapter of PRSA. (dir corp pr, DeKalb AgResearch, DeKalb, Ill); vp, John Harvey (product publicity spvr, DuPont, Wilmington, Del); sec'y, Tom Waldinger (ass't vp comms, Fertilizer Institute, DC); treas, Gary Myers (exec vp, Morgan & Myers, Jefferson, Wis).

ELECTED. Agricultural Relations Council's '86 ofcrs: pres, Ron Scherer

RIISING TALK OF LEAN TIMES & LAYOFFS FOR PR IN CORPORATIONS NOT SUPPORTED BY EITHER RANDOM SURVEY OR FORMAL STUDY; IMPLICATIONS ARE THAT FIELD IS SOLID & GROWING IN IMPORTANCE

While corporations struggle to become lean & cost conscious, public relations departments are not suffering as a result. In fact the picture is positive, with pr remaining stable or growing in the midst of overall reductions in staff. Public relations' value appears strongly entrenched as a means to achieve corporate objectives. Here's a sample of what practitioners around the US & Canada are telling prr:

¶"Our last year's budget was up 5-10%, and we'll be heading in that same direction this year. We definitely won't cut back. Our department is strong & growing. We're not overstaffing. We're using more outside help on a project basis." -- C. Scott Rombach, Campbell Soup (Camden, NJ)

¶"There are no budget cutbacks. Staff is increasing. Several years ago the staff decreased as part of the company's overall slimming down process. But since then we've been adding people -- those with highly specialized skills, not so many of the poet types. Our company is growing rapidly -- new business areas, new markets, new technologies. So the demands upon the public relations department have been increasing almost exponentially. The trend is upward." -- Henry Kaska, Eastman Kodak (Rochester, NY)

¶"We haven't had any budget cutbacks, but we're more hardnosed about what we spend. We use our ingenuity more than our pocketbook. Nor have we had any staff cutbacks. We're pretty stable here. I use a lot of outside resources. That fluctuates

CHANGES SINCE LAST YEAR IN BUDGETS & NUMBER OF PROFESSIONALS (all sectors, not just corporate)			
	More	Less	About Same
Number of professionals	27.6%	16.6%	55.7%
Total pr budget	57.0%	12.4%	30.1%

"A slight majority report no change in number of professionals employed. But the percent hiring more professionals (27.6%) is greater than the percent reporting reductions in staff (16.6%). Budgets show an even greater upward trend with 57% reporting increases."

-- pr reporter's 21st Annual Survey of the Profession (pr 9/30/85)

according to the need and the project involvement." -- John Budd Jr, Emhart Corp (Farmington, Ct.)

¶"The whole company is trying to hold down costs. By 1990, we could have up to a 20% reduction in salaried workforce companywide -- mostly thru attrition. As people leave, jobs are being consolidated or not replaced.

It's a long range objective to find new & better ways of doing the job.

"Our pr budget is the same as last year -- no cutbacks. But we're constantly mindful of the need to be judicious in our spending. We're always looking for ways to achieve our programs at lower costs." -- Thomas Foote, Ford Motor (Dearborn, Mich.)

"We've been on a very dramatic increase the last 5 years. We've more than doubled our budget since then. However, our '86 budget will be the same as '85, plus inflation. Staff number hasn't changed." -- Al Easton, Miller Brewing (Milwaukee)

"Companywide, Bell Canada experienced a reduction in staff over the last 3-4 years. 4 years ago we had 58,000 people. Now we have 50,000. It was achieved solely thru attrition, pension & special accelerated retirement plans. No layoffs. But there was no reduction in number in our pr family. And our budget has steadily been increasing. While the corporation has tried to become leaner as a whole, it has not affected public relations." -- Claude Beauregard, Bell Canada (Montreal)

"While we haven't had any expansions, we haven't had any cutbacks either. We've been holding the line on expenses for the last 3-4 years, not just in public relations but right across the board." -- Ted Holland, Royal Bank of Canada (Winnipeg)

"Nationally we've had cutbacks in everything -- not just public relations. It has been a bad time for the aluminum industry in general. Mine is a regional office. Our budget is the same as last year. There's no change in number of staff either." -- Leslie Holroyd, Aluminum Co. of Canada (Vancouver)

"Last year when the new Federal government came into power, there was a small decrease in funding. So along with the entire budget going down, ours decreased. But in terms of the percentage of the overall corporate budget, it has gone up. We're getting a larger percentage. The corporation is not diminishing the function." -- Don McKibbin, Canadian Broadcasting Corporation (Toronto)

Mulling It Over... 1. These comments corroborate the grapevine about increased use of counseling firms, especially for projects. In view of a report in the current Biz Week that consultants are now "out" in corporate suites, this is impressive.

2. Certain industries -- e.g., steel, phone companies, hi-tech -- are known to be losing pr staff as they work thru massive employment reductions. Others -- e.g., electric utilities -- are adding. Real growth in pr now is in healthcare, education, the public interest sector. Is it possible corporations are no longer the pr bellwether?

3. Yes, this is a typical journalistic anecdotal sample. Not the scientific sample that both formal & informal public relations research requires. But we did talk with pros in a variety of positions in their companies, in a wide geographic area. (If your experience contradicts theirs, let us know & we'll report it.)

CANTOR'S FORECAST ALSO FINDS "PUBLIC RELATIONS CONTINUES TO GROW" AS BIZ GETS "COMPETITIVE & COMPLEX"

searcher Bill Cantor's 4th Annual Review & Forecast of Public Relations Trends:

1. Financial/investor relations, marketing communications, human relations & employee communications are high priorities.
2. Management is scrutinizing pr budgets & activities to measure results for greater accountability.
3. Corporations are increasing their use of outside public relations counseling firms rather than adding staff.

4. Extending the function of public relations beyond communications to include strategic planning, issues & analysis and assistance to top management on special problems.

5. "We hear the cry for the public relations generalists able to coordinate and manage all aspects of the public relations function: formulation of policy, managing budgets, supervising people, executing programs & counseling top management on complex problems," Cantor advises, noting there's also a continuing need for specialists in media, consumer, investor relations & speech writing.

(For copy, including "Cantor's Cycle of Corporate Public Relations Staffing," write the Cantor Concern, 171 Madison Ave, NYC 10016; 212/481-0000)

TRENDS IN SPONSORED EVENTS AS EVALUATED BY SPECIAL EVENTS REPORTS

1. Taking over an established event or personality. Sunkist bought a bowl game, now the Sunkist Fiesta Bowl. Wrangler landed Willie Nelson for his first commercial affiliation. Maxwell House & Entenmann's Bakery put together Radio City Music Hall's first commercial sponsorship in 53 years.

2. International flavor. Ebel Watches is sponsoring 6 Leonard Bernstein concerts worldwide. Pepsi has signed as a sponsor of the Goodwill Games, to be held in Moscow in July. Expo '86 in Vancouver is said by some to be "the last world's fair" (because of poor showings of recent ones) but looks like a standout event with several sponsors.

3. Cause-related events tie social responsibility to promotion. American Express' well publicized "project hometown America" (pr 9/9/85) funnels donations to local communities for the use of their service (credit card). Statue of Liberty restoration has surfaced almost everywhere. A new wrinkle on an old idea come May 25th combines internationalism with a cause. Hands Across America is a project of U.S.A. for Africa, & Coke is a sponsor.

4. Sports/fitness continues strong. Added to the now commonplace marathons are

"Top management is giving greater attention to public relations & public opinion as problems multiply in an ever-changing environment," according to executive

"Salaries in 1986 are projected in the following ranges: median public relations salary will be in the \$30,000 to \$45,000 range; middle & upper management, from \$45,000 to \$85,000; top management, from \$85,000 to over \$150,000. Salaries during '86 should increase from 7 - 10%."