

FEES CHARGED BY PR COUNSELORS
PRESENT AN ARGUMENT AGAINST
PRIVATIZING MUNICIPAL, HUMAN SERVICES

As reported in prr 1/20, 2 pr pros are aiding the move to turn "dollar eating" human services into "dollar earning, for-profit" activities. Their model is municipal services, which are being turned over to private companies. Columnist Charley Reese warns "fellow conservatives" -- "a lot" of whom backed the idea, he finds -- of a "favorite conservative saying: there's no such thing as a free lunch." He offers these arguments:

1. "Conservatives, more so than liberals, should know that fixed costs don't just vanish simply because the private contractor takes over a government function. In order to reduce the bottom line, the component costs have to be cut."

2. "Let me tell you about the psychology of the fee business. I used to work for advertising agencies. If you are getting \$1,000 a month fee for public relations counsel, you don't have to be a Harvard graduate to figure out that the less time you devote to that client the more money you make. Give the client one hour and you are making \$1,000 an hour; give him 100 hours and you are making \$10 an hour."

3. "Well, if you pay a corporation a flat fee to run a government service, then the less money it spends providing the service, the more money it can put in its own pocket. It is going to squeeze those dollars out of something -- service or wages & benefits for their workers or both."

4. "Government's job is to provide services whether it's economical to do so or not. Fair trials for criminal defendants are not economical; lynch law is much cheaper. We pay for the uneconomical trials because we think the moral principle involved is worth it."

5. "There's nothing magic about free enterprise. There is nothing inherently evil in government. They're two different animals."

Last week's news blamed "pr ploys" for many of our problems. Several public officials & commentators said that sending a teacher, a journalist, a congressman into space merits that label. Then White House press officer Larry Speakes replied to Col. Khadafy's offer to stop European terrorism in return for a promise not to attack his country with these words: "We want deeds, not words. This is just a pr ploy."

USEFUL ITEMS FOR PRACTITIONERS

Parents bill of rights is being proposed by a candidate for a commissioner of education in Florida. Similar to patients bill of rights used in hospitals, consumer bill of rights used by appliance manufacturers. Document has 10 planks, naturally, which include "making basic skills the first priority of public schools and requiring new teachers to pass competency tests," reports the Orlando Sentinel. Candidate, Rep. Betty Easley, says the goal is "giving school districts more freedom." She used this theme to announce her campaign -- which, incidentally, she did in Orlando, Tampa, West Palm Beach, Miami & Tallahassee on the same day. Florida is considered a bellwether state which generates new ideas & issues.

One of the oldest typos is still around...and still funny! Univ Utah's PRSSA chapter won the Bateman Case Study. According to the chapter newsletter, they were awarded "\$600 cash prize and two plagues"! Watch those Ps & Qs -- or you too might award a plague instead of a plaque.

pr reporter

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COLLEGE PUBLIC RELATIONS CURRICULUM INEVITABLY SHAPES THE FIELD --
BUT IS ALSO USEFUL AS A GUIDE FOR STAFF TRAINING

Concern over the status of the profession is high. Witness all the talk about accreditation, licensing, professional development, ethics. A key factor in this discussion is public relations educators. They are shaping "the profession's present & future direction," writes Hugh Culbertson (UOhio) in his Pathfinder Award winning paper, "Public Relations Practitioner Roles -- Their Meanings for Educators."

Results of Culbertson's survey of educators show a relationship between their experience in the field and their emphasis in the classroom. They have an average of 7.6 years experience working in public relations -- most of it in nonprofit & corporate sectors. (Compared with an average of 7.1 years working in journalism -- which means many have little pr experience.) "Experience in public relations correlates with emphasis placed on decisionmaking; pr management; and pr history, ethics & regulations in the classroom," Culbertson found.

This association also holds with level of education. Ph.D.s are more inclined to stress behavioral science because of its emphasis in their own graduate work.

Practitioners & Educators Now Agree
On What PR Students Need To Learn

A survey of 1,500 practitioners & educators by Commission on Undergraduate Public Relations Education shows a shift in emphasis toward 1) management, 2) research, 3) accountability & 4) technology. The survey found 17 essential courses closely grouped at the top of a possible list of 124 college courses. These are (on a scale of 1-7):

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| 1. print communication (6.51) | 10. methods of evaluation (6.12) |
| 2. publicity & media rels (6.43) | 11. research (6.12) |
| 3. setting goals, objectives (6.40) | 12. credibility (6.11) |
| 4. measuring prgm effectiveness (6.27) | 13. societal forces affecting pr (6.10) |
| 5. a-v, electronic & multimedia communication (6.27) | 14. problem/opportunity analysis (6.07) |
| 6. Nature & role of pr (6.27) | 15. budgeting (6.01) |
| 7. ethics (6.22) | 16. community relations (6.01) |
| 8. audience segmentation (6.15) | 17. employee relations (6.00) |
| 9. planning (6.13) | |

"Perhaps the major reason every practitioner should be concerned about education for the field is to use the guidelines for internal training & professional development of staff. While this is critical for any who come to public relations without formal pr education, all of us need to be retreaded continually. In my experience, staff training is becoming a major activity."
-- Patrick Jackson



Results will guide the 25-mbr Commission in developing new undergraduate curriculum guidelines, due in '87. Tho results reflect what is happening in the field today, Commission will take into consideration future directions of the profession. '75 guidelines -- Bateman & Cutlip's "Design for Public Relations Education" -- remain in effect till '87. Some findings:

1. Internship/practicum/work-study program tied for first place with English courses as most important ingredients in a pr curriculum. Practitioners can improve the health of the field by offering work-study programs.

2. Business & English rated high as minors for pr students.

3. All planning topics rated high, but "setting goals, objectives, strategies, tactics" was in first place by a wide margin.

To see what your potential new hires are being taught, write Foundation for Public Relations Research & Education for copy of current & new curriculum guidelines; 415 Lexington Ave, Ste.1405, NYC 10017.

INTROSPECTION INTO ROLE OF PR AT COMMUNITY COLLEGES FINDS JOURNALISTIC TECHNIQUES INSUFFICIENT

Delphi survey of community college pr opinion leaders -- 1) trustees, 2) chancellors/presidents, 3) pr practitioners -- asked 70 closed &

open-ended questions in 3 rounds. Survey sought to better define community colleges' pr needs. "The study indicates that a much more productive pr model is desired. It's encouraging," says Larry Romine, dpr, Lane Community College (Eugene, Ore.), who did the study as part of his doctoral dissertation. Some findings:

"Public relations must be taught as management, first & foremost. Higher education has taught generations of students that mastery of journalistic techniques is sufficient to achieve successful public relations. This has never been true; it has helped to cause years of friction & misunderstanding between presidents & practitioners & publics."

1. Finding: Respondents stress need for understanding, persuasion, ethics, working knowledge of social science theories.

Implication: If these views could be transmitted widely and could gain adherents among administrators & practitioners, community college public relations would climb to a new plateau of sophistication & effectiveness.

2. Finding: President should spend 1/2 time on pr. PR person should report directly to the pres, tho has responsibilities to others.

Implication: Argument that pr has an obligation to some cause higher than the president needs to be dispelled.

3. Finding: PR people should have a working knowledge of management functions.

Implication: Practitioners must commit to learning management techniques; communications schools to teaching them. PR people must first be managers whose specialty is communication.

4. Finding: Research must be used to plan & evaluate pr efforts. Communication must be 2-way. Issues identification is a priority.

Implication: These will help make public relations a route to top management, something rarely seen in community colleges today.

CORPORATE NAME CHANGES ARE BECOMING AN INCREASINGLY POPULAR ACTIVITY

1,041 companies changed names last year -- 2nd highest in history. That's a 20% increase over '84. Top was 1,055 in '83.

This high level will continue into '86, believes Joel Portugal of Anspach Grossman Portugal -- firm that annually tracks these changes.

Corporate takeovers/buyouts are responsible for 52% (538). "Names like Stauffer Chemical, General Foods and Avco may stay around in some form, perhaps as subsidiaries or as brands. But they've disappeared as free-standing, independent corporate identities," notes Portugal.

'85 also saw its share of old names come back to life. The leveraged buyout of several of the building products divisions of Champion International led to the resurrection of the U.S. Plywood name. Another new old-name back in place is M.A. Hanna Company.

Corporate Name Changes By Industry Group	1985	1984	% Change
Banks, Thrifts, Other Fin'l	409	379	+ 6
Manufacturing & Industrial	216	135	+60
Energy	73	66	+11
Technology	52	45	+16
Food, including fast-food	50	44	+14
Communications	29	37	-22
Healthcare	28	19	+47
Retailing	25	19	+32
Transportation	19	27	-30
Miscellaneous	140	100	+40
Totals	1041	871	+20

"Straight" name changes -- those not made necessary by merger or other structural changes within the organization -- placed 2nd on the list of reasons at 218, 21%. A considerable rise from 157 in '84. To avoid limitations to future growth, Northern Petrochemical Company changed to Norchem. Witco Chemical to Witco. Cleveland-Cliffs Iron to Cleveland Cliffs. Black & Decker Manufacturing to Black & Decker. Holiday Inns to Holiday Corp. U.S. Gypsum Company to USG Corporation.

Changing a name to rectify an image problem is a potential solution. But a lot more needs to change to prove the organization really is different. Moral Majority's new moniker, Liberty Federation, is giped in an Oliphant cartoon. It depicts a rose jutting out of a garbage heap. Caption is, "A rose, is a rose, is a rose...and by any other name smells just as much." Name changing can also lead to a loss of personality. A Jim Borgman cartoon depicts a modern-day farm with a sign that reads, "Welcome to Agri-Plex Farms, Inc./ a division of Cultivation Megasystems International/ A wholly-owned subsidiary of Eco-Data Multi-Nutritional Germination Processors/ (formerly Old MacDonald's)."