

ITEMS OF INTEREST TO PRACTITIONERS

¶ A different award -- for candor. PRSA/San Diego presents its Diogenes Award annually to a public figure "who has demonstrated unusual appreciation of the necessity for candor with the press & public." Recipients cannot be a pr professional or elected official, but a CEO or other figure. Winners include a police chief, a judge who felt that police had withheld & distorted info & said so, an auto designer outspoken about public art & environmental planning.

¶ Florida 5% Services Tax repealed, but don't rest too easy yet. This year 17 states considered enacting "ad taxes" either in the full legislature or in committee. As pressures mount for revenue, no doubt some will try again. Lawmakers feel idea has a certain logic: if goods are taxed when sold (sales tax), why shouldn't services be?

¶ Making Community Relations Pay Off: Tools & Strategies is new handbook offered by Public Affairs Council. Includes reports & case histories by Honeywell, Procter & Gamble, Arco & others. Useful for learning "how to manage an admittedly 'soft' corporate activity & make it pay off in community support." (From: PAC, 1255 23rd St NW, Washington, DC 20037; \$90; members, \$60)

¶ Watch for upcoming institutes by Center for Corporate Community Relations: Jan. 10-13 San Diego; March 13-16 & May 15-18 Boston. Opportunity for practitioners to plan & design CR programs & improve strategic management skills. Sessions use case studies/roundtable discussions. Limited to 21 participants. (Contact Nancy Goldberg, Center for CCR, 36 College Rd, Chestnut Hill, Mass 02167; 617/552-4545)

¶ Directory of 750 freelance writers available from American Society of Journalists & Authors. Cross-referenced geographically, by subject specialties (over 100). by areas of expertise including media, styles & additional skills. (From ASJA, 1501 Broadway, NYC 10036; \$50)

¶ Refreshing approach to association annual report is used by Meat Promotion Board. Members always ask: what have you done for me lately? This AR demonstrates it by illustrating the agency's marketing campaign with words & graphics. Usual AR content centering on staff, internal communications, etc., is omitted.

WHO'S WHO IN PUBLIC RELATIONS

HONORS. Mitch Kozikowski, chrm, Creamer Dickson Basford (NYC), receives Bicentennial Medallion of Distinction from UPittsburg. Florida Public Relations Assn's first John Dillin award given to founding president John Dillin. Council of Fashion Designers of America presents Lifetime Achievement Award to Eleanor Lambert, Creamer Dickson Basford. Edward Bernays, who celebrated his 96th

birthday Nov. 22, inducted as member of Phi Alpha Tau, oldest communications fraternity in nation, at Emerson College.

DIED. F.Gordon Davis, 79, who founded his Mich. firm in 1946. Three Chevron pa execs died in vengence crash of PSA plane: Owen Murphy, Jocelyn Kempe & Allen Swanson.

Following our custom, pr reporter will not be published next week. This is the last issue in 1987. Happy Holidays!

pr reporter

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STRATEGIC GIVING: SHARP FOCUS LETS CORPORATIONS LINK PHILANTHROPY TO THE BOTTOM LINE, INSTEAD OF JUST "GIVING MONEY AWAY"

As business feels the competitive pinch, corporate charitable giving is forced to tighten up like everything else. Tho some sharply reduce funds, others create programs of strategic giving -- with an ultimate payback. Arco Foundation's contributions strategy is seen as an investment in the future of the company, Gene Wilson, pres, told pr. Procter & Gamble, Dayton Hudson are others with same view.

1. Giving must relate to long-term corporate interests. Quality of future employees & of life in communities where employees & operations are concentrated are key issues for Arco. As major taxpayer, so is growing dependency on public systems. Hence, philanthropic focus is on urban public education, particularly for low-income & minority students. "Root-cause" strategy attempts to address economic disparity where it begins, give high-risk students a better chance in life.

2. Proactive issues analysis structures giving. Thus, in addition to schools, Arco's other priorities include: a) revitalization of decaying neighborhoods, b) youth leadership, c) access to facilities (medical, arts, etc.) for those who can't afford them. Also helps interpret implications to management.

3. Approach must be owned by management. Wilson involves them by circulation & discussion of white papers to: a) recommend grantmaking targets, b) narrow focus to chosen categories which may shift as issues or resources change. Because of managerial turnover, he stresses importance of a continual program of education.

4. Clearly-defined guidelines. "We didn't want to be like the Platte River -- a mile wide and an inch deep." Focus is sharp both on broad giving categories (e.g. eliminated some) and within categories (e.g. used to underwrite touring art exhibits, now provides modest support for arts institutions in local areas & specifies they provide access to underserved population groups).

5. Adapt to changing needs. Guidelines need to be flexible. E.g. in education, Arco used to fund university research. Now -- based on demographics showing long-term impact -- most money in this category goes to K-12 urban education programs focused on hard-to-teach.

6. Objective evaluation criteria. Key questions asked grant applicants are a) what are the anticipated outcomes of your request, & b) how will you know you've

"We don't want the Foundation seen as a 'give-away' program, because then it's expendable. We prefer to have it viewed as another part of Arco's investment portfolio -- one with a longer-term payoff."



achieved it? Goal is to make recipients accountable for funds received. "We work with the NPO to help it realize its responsibilities. If we're going to be accountable to our managers, then we expect accountability from the organizations that get our grants."

7. Actively manage the philanthropic program. Armchair management doesn't work. Wilson & his staff travel widely, get deeply involved with the nonprofit sector. "Unless contributions managers see their businesses are interdependent with non-profits, it'll be tough for them to have the understanding to do strategic philanthropy."

8. Focus on programs that reach people directly. Working directly with grant recipients also creates a personal bond between donor & beneficiary, thus strengthening the relationships Arco is attempting to build. Arco also thinks it can do a better job of helping people by directing funds to programs, rather than endowments -- which take big chunks out of available funds.

9. Have contributions program viewed as part of entire public affairs & corporate process. It's essential management understand that the benefit of contributions affects the entire company, e.g. quality of future employees, community support, etc.

10. Contributions should include resources, not just money. Surplus equipment & in-kind donations are a part. But executive & employee volunteers have an added payback: involving them increases their ownership in the program. Employees & retirees who commit 12 hours monthly generate \$500 for their cause (up to \$2500 per org'n). Mgmt is also encouraged to become active (on boards, committees) in org'ns that fit strategic giving's priorities.

GALLOP POLL FINDS TAX REFORM WON'T DAMPEN UPPER-INCOME GIVING IN '87; MOST INTEND TO GIVE SAME OR MORE AS IN '86, TO THESE CAUSES:

	More	Less	Same	Don't Know
Religious Organizations	17%	7%	69%	7%
Health Organizations	9	5	76	10
Human Services	9	6	74	11
Public/Society Benefit	6	5	74	15
Education	12	5	71	12
Environment (incl'g animals)	13	3	73	11
Arts, Culture, Humanities	7	5	74	14
Youth Development	9	2	76	13
International/Foreign Aid	2	1	81	16
Other Charities	6	2	77	15

Source: Fund-Raising Review, 25 W. 43rd St, NYC 10036; 212/354-5799

PR LICENSING UPDATE

1. Bill to license professional counselors has been referred to committee by New Jersey legislature. Tho not on fast track & considered by many to be too broad in its definition of counselor to include public relations, it bears watching, reports counselor David Vine (Trenton).

2. Most practitioners oppose licensing, according to survey by UAlabama's Frank Kalupa. Licensing was supported by only 25% of the random sample of 360 practitioners & educators, including members of PRSA & IABC, pr div of Assoc'n for Ed in Journ & Mass Comn, PRSA & IABC educators sections.

MISSION STATEMENTS MAKE ORGANIZATIONS ACCOUNTABLE FOR WHAT THEY DELIVER

National Ass'n of Secondary School Principals' Council on Middle Level Education finds that without a clear sense of mission, schools a) are characterized by aimlessness & high levels of dissonance, b) experience little harmony among staff members or between staff & students, c) have discipline problems due to lack of common set of expectations, and d) fail to provide students with a sense of the school's purpose.

But philosophy is not enough. "Many schools have philosophies, but they do nothing more than indicate what people believe is nice. The mission statement delivers a promise of what students will learn," says George Melton, NASSP deputy exec dir. "The plain fact is that without a mission, education happens by chance." Same is true of any field.



Source: Emhart News

10-step process for developing mission statements includes: 1) assembling a working group, 2) gathering data, 3) preparing a draft and reviewing it, 4) disseminating the final version, 5) reviewing it on a regular basis. The statement should cover all aspects of the school program from the classroom to the athletic field to student activities. All who will be affected should participate -- students, faculty, parents & the community -- to create shared vision & common purpose.

TARGETING COMMUNITY OPINION LEADERS WITH PUBLICATION WORKS FOR RED CROSS

Tactic of promoting issues awareness thru periodic journal to opinion leaders (pr 10/27) also works for nonprofits, finds St.

Paul chapter.

"Bridges" magazine goes semiannually to 1,000 community leaders who "exercise disproportionate influence on decisionmaking in sectors important to us." Magazine aims to position Red Cross as a participant in discussion, but not the dominant voice. Evaluation reveals:

1. 70% of target audience reads it, with 85% rating it useful;
2. 58% can recall specific detail from most recent issue;
3. Readers are more likely than non-readers or general public to believe the St. Paul Red Cross is "better run" than other NPOs, or than business in general.

"Not a bad position to be in when scarce resources are being divvied up," says Dave Therkelsen, dpr. (Copies from him at 100 S. Robert St., St. Paul 55107)