

"TREMENDOUS FORCE IN  
THE FIELD OF JOURNALISM"

Is how Boston Globe ombudsman Charles Whipple terms action line columnists of U.S. & Canada. They held first national conference last fall, organized ActionLine Reporters Assn. First such column, "WATCHEM," was started in Houston Chronicle in 1961 by then-editor William Steven. His remarks at meeting portend future of action line, and possibly of newspapers:

"We may not be thinking big enough. We tend to think of it as a column, not a reader service. Reader service could be as important to the newspaper as the news is. A variation of British ViewData will be the Action Line of the 1980's (over 2-way tv)."

Action line editors & broadcasters help resolve over 2 million consumer complaints annually. Over 75% of complaints handled by them result in satisfaction to the consumer. Corning Glass, which hosted conference, has digest available. Includes attendees. Write Consumer Info Dept, Consumer Prods Div. E-1, Corning, N.Y. 14830.

FORBES' NEW GRAPHICS  
REFLECTS ITS PERSONALITY

Thru new  
graphics,  
Forbes seeks

to project direct and businesslike personality that identifies it with investigative journalism and outspoken statements on controversial issues. Graphic designer, Peter Palazzo, is credited with ability to give publication identity consistent with its philosophy. He created new format for Chicago Daily News and, earlier, for late New York Sunday Herald-Tribune. New Forbes cover has more forceful logo, illustration by contemporary painter, and area to highlight one or more articles. Text is 9-point Trump body type. Headlines are Bookman bold, decks Garamond italic. Mng. ed. Sheldon Zalaznick points out, "The aim has been to make the reader's progress through the pages a pleasurable one and, at the same time, to lift information off the page quickly and into his head." Forbes has paid circulation of over 660,000.

## QUOTE

Almost all our faults  
are more pardonable than  
the methods we resort to  
to hide them.

La Rochefoucauld

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. John Bretzmann becomes dpr, CBS Musical Instruments (Deerfield, Ill.)... Jeannette E. Paladino promoted to vp-pr, adv & mktg support, Marsh & McLennan (NYC)...Nat'l Multiple Sclerosis Soc (NYC) names Albert Feldman dpr.

Morrison C. Newell joins Raytheon (Lexington, Mass.) as mgr ed. srvs, ofc of fin'l & pub rels...John Hancock Mutual Life Ins. (Boston) appoints Kenneth E. Owens comty rels specialist...William Sheehan becomes exec dir, pr staff, Ford (Dearborn, Mich.)...Allen E. Tate promoted to mpr, Victor F. Weaver, Inc. (New Holland, Pa.)...John J. Christin

named vp inv. rels, Rockwell Int'l (Pittsburgh)...Sun Company (Radnor, Pa.) names John L. C. Grasser media rep D.C. gov't rels office...Kenneth R. Cole, Jr. promoted to sr vp-pr, adv & corp dev, Union Camp (Wayne, N.J.)...Chessie System (Baltimore) appoints James T. Glenn dir, gov't affrs.

George Dube joins Seatrain Lines (Weehawken, N.J.) as dir, pr & adv... Michael P. Guerin named dpa, American Hospital Assn (Chi.)...Virginia J. McCarty promoted to asst mgr corp comms, Sunkist Growers (Sherman Oaks, Calif.)...James E. Glynn becomes dpr, C.I.T. Financial Corp (NYC).

**pr reporter**

The Weekly Newsletter of Public Relations,  
Public Affairs & Communication

603 / 778 - 0514

Vol.22 No.4  
January 22, 1979

LOBBYING: IS IT PART OF PUBLIC RELATIONS?  
BUILDING RELATIONSHIPS OR DEALS IN THE CORRIDOR?  
HOW AND BY WHOM SHOULD IT BE PRACTICED?

Is educating people about issues lobbying? Or must you be lobbying Congress? Bill Bonsib thinks this "a distinction without a difference." He is president of newly-formed American League of Lobbyists, which aims to attract public relations practitioners. "Anybody can join if a lobbyist, or in pr wanting to get into lobbying," he told pr reporter.

Many lobbyists are lawyers, trained not in persuasive but in adversary tradition. Secret deals & behind-the-scenes manipulation are part of that tradition, historically. They see nothing anti-social or inimical to democracy in such conduct. But this does not jibe with public relations philosophy. Does this new group, forming separately from PRSA, indicate that legal beagles have influenced practitioners who lobby to adopt their ways, when in post-Watergate era one might expect the opposite flow of influence?

Among Washington lobbyists, Bonsib claims lawyers are minority -- "maybe 25%, and that may be high." Heralded growth of Washington offices & gov't rels/pub affrs activities shows practitioners are getting into lobbying, he feels.

Others shy away from direct pr-lobbying tie. Lou Priebe, Motor Vehicle Mfrs. Assn, contrasts "support function" and "direct personal advocacy." "Distinction as generally drawn is whether you personally become involved in trying to influence legislation or regulations by passage or failure of specific governmental measures." Pr's role is "to create a favorable climate for reception of your viewpoint," which Priebe sees as not lobbying.

Another trade assn dpr, Jim Morrissey of Amer. Textile Mfrs, agrees. "Registered lobbyists wouldn't consider themselves in pr, most are lawyers, ex-Hill people, ex-gov't workers, some of whom have pr or media backgrounds." For instance, ATMI has 4 lobbyists -- and Morrissey, the old Washington hand, is not one. But he notes pr firms are increasingly providing lobbying services.

True, confirms Bill Greener of Byoir's D.C. office -- provided you clearly define lobbying. "Classic" definition is "effecting legislation in Congress, talking with members & their staffs." This is "growing area," top firms are "doing more & more of it." But all gov't rels work isn't lobbying, and other types are growing even faster -- "in quantum leaps." Tasks include "serving as information source, keeping up on what's happening, then advising client and his lobbyists" (emphasis added).

So is lobbying part of public relations or not? "Whether pr sits down outside the committee room during markup sessions depends on the situation," Greener responds.



HIGHEST EARNER IS LOBBYIST One in 12 respondents to 14th Survey of Profession identified lobbying as part of job. Top earner in our sample emphasizes it, however -- to tune of \$140,000 per year. "The only pr that gets results" for his conglomerate is "nailing the right Congressman and influencing the right vote," he finds (pr 9/25/78). By contrast, 87% do some publicity writing, almost one quarter report spending more than half time at it. Top earner calls it "garbage."

GOING BY THE BOOK REVEALS LOBBYING RECOGNIZED WITHIN PR

Cutlip & Center's basic text devotes space in three sections to lobbying. "The lists of registered lobbyists in Washington carry the names of many public relations practitioners." And again: "Public relations sometimes embraces lobbying. More often, it aids lobbying as it aids the marketing, personnel and fund-raising functions of an organization." Newsom & Scott's text, This is PR, does not discuss lobbying. Lesly's Handbook devotes only 3/4-page out of 663 pages to the subject. Still, in his chapter on pr & law Morton Simon notes: "An active public relations practitioner is likely to find himself -- knowingly or otherwise -- engaged in 'lobbying' or other activities close to it. By training & experience, many public relations people seem well-qualified for lobbying."

NEW GUIDE ON PR FOR DISABLED DEMONSTRATES PROPER LANGUAGE FOR EMERGING FIELD OF REHABILITATION

Organizations employing, doing business with, or directly serving handicapped citizens may harbor harmful attitudes about them. "Much of the general public's awareness of disabled

people today is based on telethons, poster children and other fund-raising attempts. While funds are undeniably needed, the image created by these efforts is largely one of dependency and need," writes Robert Ruffner, dir of comms, President's Committee on Employment of Handicapped. Booklet, "Producing a Public Relations Program for Disabled Adults," is primer for rehab agencies. But also contains useful info for practitioners.

"Watch your language," it counsels. 1) "Disabled people are people, not dehumanized abstractions such as 'the handicapped.'" Therefore, be specific in describing them: a deaf woman, a student who is blind, a worker who is in a wheelchair. 2) Overselling disabled people creates a "difference", which is what rehab programs are trying to eliminate. If disabled are like everyone else, they can't be "more loyal, more diligent, more etc." 3) Before trying to hire, sell, assist or work with disabled men & women, form advisory council of disabled people to show you how to reach them, what language to use.

Booklet continues trend against unthinking offensive communications. Sexist language is out. Ageist is, too. Now add disabled to list. (Single copies free from Committee, Washington, D.C. 20210.)

STRONG PR JOB MARKET INDICATES NO RECESSION, BUT SHOULD IT COME, EXPERTS SEE NO MORE "FIRST TO GO"

Slowdown in economic growth second quarter -- but no recession -- forecasts Dr. Jack Carlson, vp & chief economist, U.S. Chamber of Commerce at annual meeting of Insurance Information

Institute. View places him among minority of prognosticators. Most, like business editors (see last week's issue), predict '79 downturn.

Current recruitment activities, strong indicator of business confidence, back Carlson's more encouraging forecast. "We don't have any indication of a recession. There's been no slowdown in job listings" says Cleo Phillips, vp of Henry Schapper recruiting firm (NYC). Toby Clark, who heads NYC employment agency, told prr she sees "a lot of planning activity" for corporate hiring and feels companies are just waiting to get budgets approved. But that process, she notes, is taking longer this year -- perhaps reflecting business' uncertainty.

From PRSA referral services in Chicago and Los Angeles, message is also positive. Both carry job listings in monthly newsletters. These continue to average 3 or 4 per month. Ralph Liguori (dpa, Field Enterprises) who heads Chi. placement, notes he's received increasing inquiries from employment agencies & headhunters past couple of months; however, Helen Edwards, who has L.A. placement firm, reports slackened recruitments. "Activity is lighter than usual and considerably lighter than in advertising," she told prr.

MORE STABLE FIELD; MORE STABLE JOBS prr interviews reveal budding feeling among employment experts that even if there is a recession, growing role of pr will prevent massive downswing in hiring. "The communications/public relations field is far more stable than ever before," says Stephen Rafe, pres, Dynamic Innovations (NYC). "CEOs are looking more to their pr people to help the corporation maintain high visibility. And that means it's no longer a case of 'last to know, first to go.'"

Who's looking to hire whom? Most recruitment splits between corporations and firms, with only Liguori reporting more corporate activity. Demand for speech-writers and financial pr remains strong. Rafe reports consumer affairs and issues management are emerging as job specialties. The generalist/specialist schism continues. Entry level and top corporate positions call for generalists; middle management, specialists.

FEW ENTRY LEVEL & NONPROFIT JOBS

There's little job growth in the non-profit sector, at least in Northeast. This has been true for some time, according to Phillips. "Unlike corporations, nonprofits had no fat to cut during the recession of '74. But since then nobody's moved much."

Entry level positions are also needle-in-haystack proposition, tho this may pick up as pr starts to play larger role. Rafe, who conducts job hunting workshops, laments: "The majority of students coming out of journalism, communications and public relations programs in colleges are well trained. In fact, some have a broader understanding of the issues and field than practitioners. It's a shame to tell them to go spend a couple of years on a newspaper," he said.

His advice for those starting out: head for associations. They have many more opportunities. Beginning salaries are about equal with corporations & pr firms, jobs provide solid generalist background.

WHERE TO FIND JOB OPPORTUNITIES

- 73% Grapevine Communications
- 41% Trade Publications
- 35% Newspaper Ads
- 12% Private Employment Agencies
- 10% School Placement Services
- 9% Mass Resume Mailings
- 7% Women's Counseling Groups
- 35% Other

(Multiple response, total exceeds 100%.)

From survey of California women in public relations by San Jose State U. pr student Pamela Boam, under direction of Dennis Wilcox, coordinator of pr degree program.