

Old question of whether it is professional to list clients and fees is apparent in book. Some do, some don't -- and size or prominence is no differentiator. Of ones that do, prize for credibility goes to Tisdall, Clark & Partners (Toronto). They not only give names but add year relationship began. Bakery Council of Canada has been client since firm started in '52, according to listing. Some others separate continuing clients from project clients.

Most unusual name among new firms -- maybe in field -- is 3 Heads in an Idea (NYC). Adrienne Kitauff, Richard Lucik & Judith Mosson chose that moniker for their general pr practice. (\$35 from J. R. O'Dwyer Co., 271 Madison Ave., NYC 10016.)

ONE PR TEXT, WHICH COVERS LOBBYING THOROUGHLY, OUT IN NEW EDITION: NOLTE'S FUNDAMENTALS OF PUBLIC RELATIONS

An entire chapter is devoted to lobbying & gov't relations in Lawrence Nolte's text, adopted in 80 colleges, according to publisher. Jan. 22 prr reported scant coverage in some basic books on field. Nolte lists 19 specific activities of lobbyists, notes right of all organizations to express views to gov't.

In section on ethics of lobbying, author shows relation of practice to pr by noting: "A congressman from Kansas cannot be expected to know much about the lumber industry. An assemblyman from Manhattan may be completely ignorant about the dairy industry."

Retired consultant, formerly with Edelman firm's San Francisco office, Nolte has written second edition, out this month. Educator Dennis Wilcox of San Jose State Univ. provided editorial assistance. Lesser known text draws high praise from one practitioner, Robert Gildea, vp, Howard S. Wilcox, Inc. (Indianapolis): "If clarity is next to godliness, then this book borders on the saintly. Never have I seen so many important public relations principles and ideas distilled in so few well-chosen words." (Purview will review 2nd ed soon.) Available from Pergamon Press, Inc., Maxwell House, Fairview Park, Elmsford, N.Y. 10523; 1979, 550 pp (approx.), \$14.95.

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Mark C. Nylander becomes mpr, The Stouffer Corp. (Cleveland)...American Automobile Assn (D.C.) names Richard F. Hebert managing dpa...Jeneanne Johnston Lawson named dir. development projects, pa ofc, Baylor College of Medicine (Houston).

Henry C. Kavett joins American Broadcasting Companies (NYC) pr staff...J. Walter Thompson Co (S.F.) names Richard Alan Rubin dpr...Robert P. McCuen becomes dpa (designate), Du Pont (Wilmington, Del.).

Dr. Maury R. Sheridan, Father Jose P. Nickse, Bishop Joseph H. Hart and Bishop Joseph F. Maguire named to Communication Committee of the U.S. Catholic Conference (NYC).

Don Bates promoted to vp for prof'l development PRSA (NYC)...Jay M. Moody vp coms, Dictaphone (Rye, N.Y.) now also directs media adv & sales promo... Singapore Airlines (L.A.) appoints Eileen Chambers mpr, N.A.

ACCOUNT EXECUTIVES. Mark R. Wille, ae, Elizabeth A. Fagan, ass't ae, Harshe-Rotman & Druck (NYC)...Joan Reisman, Schorr and Howard (NYC)...Sarah E. Woolworth, H. Richard Silver, Inc. (NYC)...Anne Newell, Andy Opila and Howard Wolinsky, Daniel J. Edelman (Chi.)...Robert J. Sincovich, Gilbert, Whitney & Johns (Morristown, N.J.)... Donald W. Sibray, Underwood Jordan Yulish Assocs (NYC)...Tom Ballantyne, Cunningham & Walsh (S.F.)...Robert Jann, Epley Assocs (Charlotte, N.C.).

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GO SLOW ON IN-HOUSE PUBLIC RELATIONS FIRM OR CHARGEBACK APPROACH, ADVISES COMPANY THAT TRIED IT

After two years of experimentation, The Irvine Company (Newport Beach, Calif.) has dropped chargeback mechanism. Dpr Martin Brower cites two principal reasons. First, tendency of divisions to feel they can dictate type & timing of service, since they're paying for it. "When the divisions pay," Brower told pr reporter, "they feel they own you, as is only proper."

Second problem is that units that pay for services determine both what gets done and what's left undone. PR dep't often must provide "free" work for what its pros know should be done to aid overall organizational relationships. Corporate credibility and media relations can be damaged, he believes, when in-house system allows divisions to ignore problems simply because they don't want to pay.

By retaining public relations as corporate function, paid from GOE, "we can decide what should be done and when it should be done." His dep't works closely with divisions, assigns staff member to each -- like counseling firm's a/e system. "However, since we are providing a corporate service, we retain professionalism."

Brower compares in-house and outside firms like this:

Although outside agencies frequently give in to client pressure in order to retain the account, the outside agency can always drop the account if an attempt to dominate the public relations function cannot be corrected. The in-house agency does not have this ability, because the division must be covered. The result is constant conflict between the divisional manager who is paying for the service and the corporate public relations representative to that division who is charged with public relations professionalism and a corporate overview.

Ancillary issue is whether practitioners should be on division or corporate staff. Divisions served by main staff expect immediate responsiveness, threaten to hire outside counsel "which will do as it is told." But pr pro on division staff often becomes go fer for division execs and professionalism is destroyed, Brower finds. Result is "tide keeps turning at most companies" with staff assigned first one way, then another. "So far" Irvine covers divisions from central staff, he reports. (See prr 1/29.)

NEW ACCOUNTING PROCEDURES NOW ASKED FOR NONPROFITS, TOO; COULD BE AID TO DONORS

Not waiting for "official" Financial Accounting Standards Board study on "objectives of financial reporting for nonbusiness organizations," Amer. Inst. of CPAs has proposed new practices for half-million religious, library, museum, arts organizations, as well as labor unions,

political parties, private foundations, private schools & public broadcasting stations. Goal is broader disclosure of expenses and fund raising.

Nonprofits would prepare "statement of activity" revealing all expenses, all sources of revenue including amounts contributed. Such standard business reporting practices as additions to plant, endowment and capital funds would be shown, by source & amount. Balance sheets would be published and changes in financial position indicated. Contributions, trustees, creditors & public would benefit from more accurate reporting, CPAs feel.

Fund raising and membership promotion costs would be separated from other expenses in CPA plan. Hospitals, health & welfare organizations and gov't units would not be covered. Guidelines for them are already in force.

Few states regulate charitable contributions stringently, according to Dec. issue of Giving USA. 35 states have regulations but few approach detail of disclosure CPAs propose. Only Conn., Fla., Md., Minn., N.Y., N. Car., R.I., S. Dak., W. Va. require audited statements (if income exceeds certain threshold).

Maine concentrates on regulating solicitors: "No professional fund raiser or solicitor shall solicit funds for a charitable purpose without full disclosure to the prospective donor the estimated cost of solicitation where less than 70% of amount donated will be expended for the specific charitable purpose." But that allows 30% for costs. Some states set lower percentages, others none. (Compilation of state laws available for 50¢ from Amer. Assn of Fund-Raising Counsel, 500 Fifth Ave., NYC 10036.)

UPDATE: 2-WAY TELEVISION
THRIVES IN READING, PA.,
MAY BE ANSWER TO CITIZEN APATHY

On Berks Community Television (BCTV) citizens question mayor about potholes in streets. City council asks people at home to state views on issues right now, while council listens & whole

city watches. Cable system is operated by senior citizens. Producers are in seventies, political expert is 76.

They "don't regard the audience as viewers -- we look at them as participants." Studios are three senior citizen centers equipped with cameras & mikes. Viewers call into system by phone.

Split screen video puts one-to-one conversations on air. Programs are planned to leave time for audience to get in on act. City officials report recent municipal budget hearing televised on BCTV attracted large audience, with 48 people contributing to discussion. No one came to previous nontelevised hearing.

NYU Alternate Media Ctr designed station. After Nat'l Science Foundation funding ran out, bake sales, business contributions and municipal funds took over. Matching federal grants provide budget of \$120,000 -- enough to buy one-minute prime time commercial! Station is on air 14 hours weekly, up from original 4 hours. Detailed description of well-publicized venture appears in Quest magazine for Feb/March.

BUDGETEERS: INFLATION WORSE
THAN PRR REPORTED

We used gov't table, from Federal Reserve Bank, to indicate 60.3% increase between '69 and '78 (pr 11/13/78). Dpr Ray Bergstrom of ITT Gilfillan

(Van Nuys, Calif.), former statistician, redid arithmetic. Instead of adding up yearly increases to get total, he correctly notes you must take '69 figure and divide it into '78 figure. Result: actual inflation in U.S. for decade is 81.3%!

IS OR ISN'T IT GOOD POLICY
TO THANK MEDIA FOR COVERAGE?

Magazines, small town papers, sometimes even major dailies print letters-to-the-ed from groups praising medium for covering such-&-such fund drive or other civic campaign. Occasionally, note from business, hospital or school exec appears, thanking reporter for balance, accuracy or perhaps comprehensive understanding.

Many practitioners avoid overt show of appreciation. "If you thank reporter for time or attention, it implies story couldn't stand on its own and was covered only as a favor to you." To seek answer, prr combed its own mail. Here's what we found:

It must be good manners ... because Letitia Baldrige wrote (after 12/11/78 article on etiquette), "The coverage is wonderful, and it shall have a place of prominence in my scrapbook. I really appreciate the warm words!"

Apparently it's good business ... since Jim Sites of Nat'l Assn of Manufacturers wrote, "How pleased everyone here at NAM was to note the attention you gave our Enterprise (magazine) coverage in the Oct. 30 issue. You certainly captured the flavor of some of the big changes we've been making to help business leaders adapt to new conditions in our society...."

Ellen Kovak of Creamer Dickson Basford said "Thanks for the great story you did on our survey." (t&t, 8/28/78, 9/11/78.)

And, it must be good public relations ... because Edward L. Bernays wrote, "Please express my appreciation to the writer of the tips & tactics (12/18/78). He understood 'the engineering of consent' concept fully and expressed his understanding lucidly. You must tell me who it was, so I can tell him so in person."

What Do You Think? Should practitioners express thanks to media? Or, have CEOs or clients do so? What should be praised, what avoided? Send your thoughts ... experiences ... current practice for symposium on this tricky subject.

50 NEW PUBLIC RELATIONS FIRMS
TOOK PLUNGE IN '78

An even 50 new firms were founded in '78 according to '79 edition of O'Dwyer's Directory of Public Relations Firms. Some feature familiar names like John DeNigris of DeNigris, Haas & England (NYC & LA), Syd Morrell of Jeffcoat, Schoen & Morrell (NYC), Leon Kafka of Public Relations Services (NYC), Monte Curry of PR Group of the Carolinas (Charlotte) and Ken Parker, long with Reynolds Metals, now in his own firm (Little Rock). Then there's James Linen, former chmn of Time, Inc., who formed Linen, Fortinberry (New Canaan, Conn.) to handle Iran -- under the Shah's gov't.

Firms are listed in 42 states, demonstrating geographical dispersion. 341 firms or offices are situated in New York, 137 in Calif. In contrast, five states have only two firms (Ala., Iowa, Ky., N. Mex., Ore.) and nine states a single listing (Alaska, Ark., Kans., Me., Miss., Mont., Neb., S. Car., Wyo.). In eight states no firm is listed: Del., Idaho, Nev., N. Dak., S. Dak., Utah, Vt. and W. Va. (However, PRSA's Register indicates firms do exist in all but S. Dak., Vt. and W. Va.)