

ATTACKS ON PRESS WRONG,
SO IS SLOPPY REPORTING

Pulitzer & Peabody winner Ben Bagdikian feels McCarthy era stimulated journalists as to what their modern role should be, which redefined the definition of news. "When that happened, authority figures lost their mystique...they became open for criticism and question -- ultimately they were held responsible." He views recent corporate attacks on the press as indicators that businesses as authority figures may feel immune to public scrutiny. At the same time he believes journalism should be subject to the same scrutiny. "Sloppy or invalid reporting must be criticised."

GOV'T PROMPTS ACCOUNTANTS TO
ALTER CODES IN SAME WAY IT
PUSHED PRSA TO DO SO

Rules governing solicitation of new accounts, especially those already served by another member, have been changed by Amer. Inst. of CPAs to remove "anticompetitive" features. Justice Dept pressure prompted the move. Deleted from the Institute's code of ethics were sections prohibiting "direct, uninvited solicitation of a specific potential client" and an "encroachment" clause. Justice was threatening filing of complaint.

Scenario replicates FTC push against PRSA in '77. Formal complaint was filed, re-written code deleted encroachment provisions. Federal policy was explained at that time as aimed at all professions whose rules or codes seemed to "restrain competition" (pr 5/9/77).

FIRST LISTING OF STATIONS THAT
WANT NEWSFILMS & TAPES PUBLISHED

TV stations that want to receive publicity newsfilms & videotapes are listed in The Publicist's TV Newsfilm Handbook, out this month. First-of-its-kind guide is based on detailed survey of 700 commercial tv outlets, according to publisher. Frequency of use and preferred format are given. Handbook also provides step-by-step text on producing film or tape for television. \$70 postpaid if check accompanies order, otherwise \$75 from Cambridge Media Resources, 36 Shepard St, Cambridge, Mass. 02138.

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Charles G. Newton, Jr., joins Ruder & Finn (NYC) in business development dept...Frank Farrell becomes pres, PR Assocs (NYC)...Beaumont, Heller & Sperling (Reading, Pa.) names Robert E. Rexroad, acct mgmt; and John F. Moore, writer...Jane Cleveland named acct admin, Toni Morrow, pr coord, at Jordan Assocs (Oklahoma City).

Aaron Medlock joins Newsome & Co as acct spclst...Edward M. Shapson to new position of associate dpr, Spiro & Assocs. (Phila.)...Phyllis H. Berlowe joins Padilla & Speer as pres, New York div... Cole & Weber Public Relations (Seattle) moves to 1625 Terry Ave, promotes Jim Wills to dir client srvs, and names Bob Wheatley to staff...Susan K. Breon named public comms div rep, Gulf Oil (Pittsburgh).

Daniel S. Leinweber joins Stone Public Relations Assocs (NYC) as exec assoc... Paul Fullmer becomes pres & CEO at Selz, Seabolt & Assocs (Chi.)...Betty-Jo Daniels named acct mgr, Lesko, Inc. (Pittsburgh)...Dykeman Assocs (Dallas) announces association of Mitzi Coats, consultant.

Vice Presidents. Mary Sweeney Dixon, exec vp; Helen Kulaga, Lynn Barrett, sr vps; and Marjie Flanders, Linda Paternoster, Rowland Co. (NYC)...Daniel R. Murphy, Ketchum, MacLeod & Grove (Pittsburgh)...Newton W. Lamson, sr vp, and Thomas W. McDermott, vp & dir media, Donley Comms (NYC)...Sarah M. Lawless, Padilla and Speer (Minneapolis)... Gerald E. Murray, Burson-Marsteller (Chi.)...Donald P. McEwan, vp-pr, Bill Rolle & Assocs (D.C.).

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STATE RELATIONS FUNCTION IS FAST GROWING ELEMENT OF CORPORATE AFFAIRS
WITH 7-800 NEW POSITIONS IN FIVE YEARS, ESTIMATES PUBLIC AFFAIRS COUNCIL

"Regional state government relations jobs have been created at the rate of about 150-200 a year by the manufacturing companies of this country....Since 1974, there are now 700 or 800 people out there with state relations responsibilities that were not out there five years ago." That's the guess of Stevenson Walker, director of Public Affairs Council's Government Relations Services.

Walker cites these figures to demonstrate the importance of state government:

- (1) There are 81,000 units of state and local government. These consist of 50 legislatures, 3,100 counties, 18,000 municipalities, 17,000 townships, 22,000 school districts, and 21,000 special districts for sanitation, fire, etc.
- (2) Half a million people are elected to office every two years.
- (3) 1,500 administrative regulatory agencies exist at state level -- compared with about 100 twenty years ago, mostly public utilities or insurance commissions.
- (4) State & local revenues have increased nearly 400 percent since 1960.
- (5) Less than ten years ago, 22 legislatures met annually. In 1979, every state will have a legislative session.

BASIC QUESTIONS LOBBYISTS
SHOULD ASK THEMSELVES

In assessing chances of success in influencing state & local lawmakers, lobbyists should ask five questions, Walker says:

1. Do I have a good story?
2. Have I told my story well to others, not just legislators but staff, company employees, editorial writers, civic community, labor? Has strong coalition been built as result?
3. Am I a constituent of the legislator? Can I get folks back home who are constituents to express opinions? Have corporate constituents established effective grassroots networks?
4. Did I help the legislator get elected? Volunteer my services? Make a contribution? Did my political action committee contribute? Did employees or shareholders get involved in the campaign?
5. Do I know the legislator? Where he or she comes from politically? What's on the political agenda of that individual?

SUN CO. HOLDS ANNUAL MEETING SIMULTANEOUSLY
IN 5 CITIES VIA TWO-WAY VIDEO SYSTEM

Two-way closed circuit tv enabled shareholders of The Sun Company, formerly Sun Oil, to participate in the

May 10 annual meeting from Toledo, Philadelphia, Tulsa, Dallas or Orlando, point of origination. It is believed to be the first time this technique has been utilized for an annual meeting. Presentation included a specially-made film, "Follow the Sun."

Sun employs an outside firm to produce its annual meetings, Caribiner, Inc. It has used the New York & London-based multi-media & industrial theatre producer for five years. Leslie Buckland, its pres., believes "the state of the art of the annual meeting is, with very few exceptions, at least a quarter century behind developments which have taken place in annual reports and other areas of organizational communications."

HOW THE AYATOLLAH, BERRIGAN BROS.
& INTERFAITH CENTER ON CORPORATE
RESPONSIBILITY AFFECT BUSINESSES

Religion has entered the boardroom -- at the same time that public relations has entered the sanctuary. (See prr 3/12 re boom in religious pr.) Islamic fundamentalism, Roman Catholic liberation

theology, Protestant activism are "affecting profitability and corporate activities," says Probe International (Stamford, Ct.). With Middle East Inst. and Yale Divinity School, Probe is sponsoring off-the-record conference on "Religion, Politics & Business" in NYC June 14-15.

Among topics will be "Coping with the impact of religion." E.g., religious power in Iran, Catholic-gov't tensions in Latin America, proxy proposals by religious groups. "Avoid being caught in the cross-fire of political-economic-social-religious discontent," reads conference flier. Also discussed will be "How the corporation should function in societies whose social and ethical policies are antithetical to ours." (Info from 1492 High Ridge Rd., Stamford 06903.)

Catholics Pass Hat
For PR Next Sunday,
Archdiocese Hires Firm

Churches are placing greater emphasis on quantity & quality of communications & public relationships. Catholic church is leader. On May 27 all dioceses take up special, first-time collection for "The Catholic Communication Campaign."

Archdiocese of Chicago recently hired local pr firm, Janet Diedericks & Associates, to conduct communications audit.

Cardinal Cody himself contacted firm for survey. Appointment was announced in hand-delivered, personal letter to media, personally signed by Cardinal; news release followed. Survey is to provide recommendations on expanding info services, according to Judy Rosenbloom, acct supvr. 35-40 media people with interest in religion, plus diocesan staff, will be personally interviewed.

Decision to take on counsel is "not directly related" to special collection, Mary Dooley, archdiocese pr staff, told pr reporter. Half the funds stay locally, will be divided between closed circuit tv, radio-tv and communications dep'ts, diocesan newspaper. "Like any other organization we want to improve & upgrade our communications dep't and establish better systems." Nor is it first time archdiocese has turned to outside counsel. Initial survey was done 9 years ago by NYC firm.

Of related interest: Religious institutions have more secrecy associated with them than most realize, according to Richard Ostling, Time religion ed. Mormans, Moonies are worst, says Kenneth Briggs of NY Times. Ostling told Religious Public Relations Council situation is improving, can be traced to move toward openness by Catholics. Mainstream Protestants still tend "to be defensive about the information they release."

WHAT THEY'RE SAYING: COMMENTS EVERY PRACTITIONER SHOULD HEAR

80s WILL SEE MOVEMENTS LIKE 60s:
YOUNG CLEVELAND MAYOR DENNIS KUCINICH:

"I see the Eighties as a decade in which there will be a resurgence of grass-roots political action in America similar to the surge of public participation in issues produced in the Sixties. People are fed up. There will be plenty of representatives who will understand that they don't have to make book against the public interest. At this point, American Government has an illicit love affair with the American corporate state. And when Joe Public discovers this, you can expect there will be some fireworks."

ARROGANT MEDIA PEOPLE WRITE
ABOUT CITY BUT LIVE IN SUBURBS

"What could be more arrogant than the suburban-based editors in the tv, radio and newspaper media, who like to dictate public policy to a city and don't have to live with the consequences? Most of the members of the news media who report on the city don't live in the city, so it's a game to them. But it is real to others." (Both from Playboy interview, June issue.)

DELETE "ISSUES MANAGEMENT,"
SAUERHAFT HAS BETTER PHRASE

Many -- including George Hammond and Scott Jones (prr 11/20/78) -- dislike the term "issues management." Stan Sauerhaft, exec vp Hill & Knowlton, told Chicago PRSA "I think it a bit arrogant." He offered a replacement: issues response management. We can claim to manage the response, but hardly the issue.

WHY GOV'T & BUSINESS ARE LIKE
DIFFERENT PLANETS: MIKE BLUMENTHAL

"One very important thing you have to learn in Washington is the difference between appearance and reality. (In business) it was the reality of the situation that in the end determined whether we succeeded or not. In the crudest sense, this meant the bottom line. You can dress up profits only for so long -- if you're not successful, it's going to be clear. In gov't there is no bottom line, and that is why you can be successful if you appear to be successful..."

"Another example...has to do with the risk of changing your mind. A businessman is entitled and expected to change his mind, and there's no particular opprobrium attached. You get new facts, conditions change, markets change. You say, all right, let's abort it. Let's slow it down, or let's do something else. What counts in the end is how you come out, not whether you've changed your mind or not. In gov't, if you change your mind, you're accused of inconsistency."

LESLEY: TANGIBLE-MINDED MANAGERS NEED
PR EXPERTISE FOR INTANGIBLE PROBLEMS

"The new forces confronting organizations deal with human attitudes and the influences that affect them. They are all intangibles. At the same time the managers of our organizations are extremely tangible-minded. They think in terms of the bottom line, the computer readout, the blueprint. Public relations people can have no role unless we gain the confidence of these tangible-minded managers. To be seen as preoccupied with "fuzzy" subjects will close us out of their councils. Yet we cannot fulfill our role of accommodating to the problems of the human climate unless we deal with intangible attitudes. That is the challenge -- to be "in the middle" again, pivoted between the tangible-minded standards and measurements of management and the intangible aura of group attitudes. It would be a mistake to merely follow management's emphasis." (Speech at University of Texas.)