

SEVERAL KEY ITEMS FOR PRACTITIONERS

GIVING, USA, bible of philanthropy, reports in '79 annual edition that record \$39.56 billion was contributed to charity in '78 -- up 9.4 percent. Average giving was \$684 for those who itemize income tax deductions. New study of non-itemizers, due this year, will hone data on across-the-board giving practices. Individuals, not corporations or foundations, still give great majority of donations: \$32.8 billion or 83%. One bequest last year (not counted in totals, as went to set up foundation which will then parcel it out) was for \$1 billion, from late John MacArthur for Retirement Research Foundation. Booklet details information, statistics on several aspects of givers, recipients. Copies \$10 from Amer. Assn. of Fund-Raising Counsel, 500 Fifth Ave., NYC 10036.

KIMBERLY-CLARK won two Silver Anvils -- in investor relations for its special report to shareholders on South African activities (pr 12/4/78) and in employee-staff relations. But grounding of DC-10s prevented company representatives from attending Seattle ceremonies. Other double winners were Ruder & Finn and Harshe-Rotman & Druck. 32 anvils were given, from 381 entries. There were no selections in 4 categories -- an unusually high number.

GOV'T FELL in South Africa over public relations issue: channeling funds secretly to buy friendly interests in media for control of information dissemination. Pres. Vorster resigned "in shame" because of coverup. pr report from England 2/14/77 detailed first rumors of unethical activity, but issue was quieted until recently.

TO ENCOURAGE FORECASTS in shareholder reporting, SEC finally approved "safe harbor" rule exempting companies from lawsuits if predictions turn out to be wrong. Projections are not mandatory, but strongly encouraged because of usefulness to investors. Covered are projections of revenue, income, earnings-per-share, management plans & objectives, future economic performance (pr 11/13/78).

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. Int'l Assn of Business Communicators officers for 1979-80, pres, Lou Williams (Harshe-Rotman & Druck, Chi.); exec vp, Lynda Stewart (Cox Broadcasting, Atlanta); vp-int'l rels, John Aspery (H.J. Heinz, Middlesex, U. K.); vp, Tom Ruddell (Penn. Power & Light, Allentown).

PEOPLE. Robertson (Bob) Cochrane joins Ontario Hydro (Toronto) as mgr, comms svcs, in pr div...Timothy T. Buckeridge named vp, corp comms, John Hancock Mutual Life Ins (Boston)...Aaron S. Glazier joins staff of Schapper/Phillips (NYC)...Overmyer Corp (Muncie, Ind.) names Gary D. Demaree, dpa & asst corp sec'y...Burger King Corp (Miami) promotes Ronald L. Platt to vp-gov't rels...William H. Danneberg Jr., promoted to vp, responsible

for gov't rels and pr activities, Penn. Manufacturers Assn (Phila.)...Richard Herzfeld joins Computer Devices (Burlington, Mass.) as dir mktg comms...Prime Computer (Wellesley Hills, Mass.) assigns new positions in corp comms dep't: Steven J. Andelman, acting dir, corp comms; Edgar E. Geithner, grp mgr, corp comms; Derek L. Warren, mgr, creative svcs; Carol Rooney, mgr, comms svcs.

Carol Morgan joins Peavey Company (Minn.) as pr specialist...Ayerst Labs (NYC) appoints Angelo M. Parra Jr. as mgr comms...John J. Mullally named mpr, Carolyn C. Bradley named asst mpr, at Parker-Hannifin (Cleveland).

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SUBVERTING DEMOCRACY? SPECIAL ISSUE  
GROUPS SHAPE ELECTIONS, LEGISLATION --  
YET STUDIES SHOW THEY'RE MINORITIES

One-issue special interests defeated him, says former U.S. Senator Dick Clark (D-Iowa) about last fall's elections -- specifically right to life, right to work & gun groups. Three most effective lobbies in Washington are special interest groups, claims Congressional A.A. Peter Ottmar -- namely labor, environmental & gun lobbies. Yet none of them can claim a majority of public opinion, with possible exception of environmentalists on basic pollution issues.

What works for them is zealotry. They care -- emotionally, if not always rationally. Latest Gallup Poll on attitudes toward abortion is example. Altho anti's are loud & effective, 76% of U.S. public supports abortion (22% under any circumstances, 54% under certain circumstances). So-called "right-to-life" belief is shared by only 19%. Public opinion on abortion has changed little since '75, Gallup reports. Similarly wide margin favors gun control, according to several studies. Yet NRA is feared political dragon.

Further evidence of special interest impact: PACs outspent both political parties by 8 to 1 in '78 congressional elections. (\$35.1 million to \$4.4). New fat cats, under federal election reform laws limiting individual contributions, are political action committees. Trade & professional groups, such as doctors, realtors, auto dealers, raised \$25.2 million; labor, \$19.8 million; corporate PACs, \$17.7 million. Major conservative groups kicked in \$15.4 million; three top givers were in this category (see chart below).

WHAT TO DO ABOUT IT. How could Clark have overcome the clout of the rightist zealots who licked him? Only by getting other groups such as workers, elderly & poor to form similar special issue lobbies, he told UPI.

Special interest lobbies have influence because they persist, while legislators are overwhelmed with bills to consider. "No one human being could possibly absorb all the relevant information necessary to vote intelligently on every piece of legislation," Ottmar finds. As proof, listen to Rep. James Michael Shannon (D-Mass.) at 27 the youngest Congressman (and youngest since 1804 to sit on Ways & Means). Despite 18-hour day, "The thing that really shocks me is

WHEN SPECIAL INTERESTS SUCCEED  
... according to ex-Sen. Clark:

1. When voter turnout is light -- they get their people to the polls regardless.
2. When they form "coalitions of convenience" -- making candidates or issues they favor or oppose appear to be liked or hated by "almost everyone."
3. When they have a definite ax to grind -- so zealous supporters care enough to give time & \$.
4. In statewide or local elections & referenda.



how little time a Congressman has to devote to any one issue. There's simply no way you can cram your way to knowledgeability on any one subject in 3 or 4 hours. We have so many issues to contend with that, with all our research facilities, the best we can do is pick up information in bits & snatches."

Z. Walaszek of U. of Chicago studied lobbyists, offers these suggestions for effectiveness: 1) Trend is to lobby in coalitions, overwhelming narrower interests; membership base of groups, rather than individuals, is common trait of powerful lobbying groups. 2) Have large legislative staff. 3) Be willing to spend to hire prestigious advocates.

MOST EFFECTIVE IN LOBBYING

1. AFL-CIO
2. Common Cause
3. U.S. Chamber of Commerce
4. Natl. Rifle Assn.
5. American Petroleum Inst.
6. Natl. Assn. of Manufacturers
7. American Trucking Assns.
8. American Medical Assn.
9. Consumer Federation of America
10. Business Roundtable

(Source: U. of Chicago Natl. Opinion Research Center)

BIGGEST SPENDERS ON CANDIDATES

1. Citizens for the Republic - \$4.5 million
2. Natl. Conservative PAC - \$3.0 "
3. Comm. for Survival of Free Congress - \$2.0 "
4. Natl. Assn. of Realtors - \$1.8 "
5. American Medical Assn. - \$1.6 "
6. Natl. Auto Dealers Assn. - \$1.5 "
7. Gun Owners of America - \$1.4 "
8. AFL-CIO - \$1.4 "
9. United Auto Workers - \$1.4 "

(Source: Federal Election Commission)

ONTARIO HYDRO & ITS SECURITY CHIEF SHOW HOW TO MAKE POINT WITHOUT MAKING ENEMIES, WIN RESPECT OF ANTI-NUKE DEMONSTRATORS

While emphasizing his belief a proposed nuclear power plant should be built for the good of the public, Security Coordinator John Kearns credited anti-nukes with their right to express opposition. Result was peaceful demonstration at Darlington, Ont. last weekend instead of riot some feared. Eyewitness Bill Deacon (Teleglobe Canada) describes it for pr reporter:

Over 1,000 demonstrators gathered in Darlington Provincial Park for 2½ mile march along Lake Ontario to site. Three had previously climbed 60' transmission tower, hung banner reading Honk for No Nukes to attract motorists on Hwy. 401. Kearns kept in close, sympathetic touch with anti-nuke leaders, knew on first-name basis. He discussed plans for tower-sitting with them beforehand, publicly expressed concern for their comfort & safety -- which was mentioned when Globe & Mail ran 6-col front page photo of tower scene morning of demonstration.

Tower-sitters climbed down as marchers passed to give selves up for arrest, spoke to crowd as planned high point of demonstration. They told audience were turning themselves over to Kearns, "who understands the human side" of such protests. This led demonstration leaders to ask over bullhorns that crowd keep cool, not interfere with arrests, not climb fence to occupy site -- tho some had been in nonviolent training for purpose. What could have been a riot was friendly -- "confrontation handled exceptionally well," Deacon feels.

48 demonstrators later did occupy site, including 5 parachutists (from U.S.) who jumped inside fence. Kearns' response, covered by press, was to say how glad he was only two minor injuries had resulted. Woman cut hand on fence, chutist bumped knee against tower. Kearns told reporters he had been paratrooper, knows how painful such bumps can be.

Hydro spokesman Grant Elliot told pr company supplied portable toilets, trash cans, drinking water for demonstrators. "We knew it was going to happen and there was nothing we could do about it. Hydro didn't want to look like the Gestapo over it." Company wrote Greenpeace, umbrella group behind coalition, assuring them of respect for rights of free speech and demonstration, offering opportunity to plant symbolic tree -- but warning of prosecution for trespassing. Union members talking about counterdemonstration were persuaded such action was not in their best interest at this time. 2-3,000 marchers had been expected in fine spring weather.

IABC MEMBER SURVEY CLAIMS "COMMUNICATORS" MOVING IN ON PUBLIC RELATIONS ASSIGNMENTS

"Communications is coming into an era of its own," declares Cliff McGoan, dpr for IABC. "The bucks aren't going to pr dep'ts or advertising anymore." McGoan told pr reporter results of biennial membership survey show salaries up, and so are responsibilities. Top level communicators are "doing less writing & editing and more programming." This includes audiovisual, face-to-face and providing feedback to management.

Survey shows dep'ts increasingly shy from public relations title. Only 25% work in pr dep'ts this year vs 39% in '77 and 44% in '75. Rest are in communications (20%), employee communications (12.2%), mktg/adv, pub affrs or publications.

McGoan attributes growing stature to new CEO interest and support. "As a result of the failure of pr, CEOs see well-informed, candidly informed employees as a good way of cleaning up the company's image," he told pr.

Communications may be coming into its own but women in field aren't -- yet. Typical biz communicator is female, age 32-35, with journalism degree. Average salary is \$17,076 compared with \$24,367 for men. This represents 15.9% increase for women, 21.1% for men in past two years. 20% hold graduate degrees.

Vp's average \$28,200 ... directors \$22,151 ... managers \$22,758. Compared to public relations execs, figures are low: 14th Survey of Profession identified median salary there as \$30,000.

ARCO FINDS DEEDS & EVENTS STRONGER THAN THE RIGHT WORDS; WILLING TO DIFFER WITH INDUSTRY

Atlantic Richfield, which has earned a high level of credibility with its publics, now finds even that isn't enough when the pumps start to run dry. "We said all the right things and said them the right ways but we still failed," CEO Thornton Bradshaw told IABC annual convention in San Francisco. He received 1979 Achievement in Communication award.

He feels gas shortage challenges basic American concept of cheap energy, is one reason consumers have stopped listening. But company also suffers from spillover of oil industry's poor reputation. Bradshaw says oil biz has "little credibility" -- a lack which is "traditionally well earned."

ARCO is willing to take stands contrary to those of the industry, he made clear. It is not "quitting the game" nor changing plans, but will continue to provide "fair & honest information to both the public and its employees."

"We thought we had built up a storehouse of credibility & trust. When the gas shortage hit us, we expected to be able to draw on that credibility."