

"...and many equally cherished smaller gifts." That's language Smith College uses even in media publicity when listing contributions. Avoids only rewarding large gifts. Editors have been letting it into print.

"One company limits contributions to hometowns. Mutual Benefit Life reports "because Newark (N.J.) has many pressing needs and a relatively small base of business support, the company determined several years ago that its major concern is that city. More recently we have developed a similar approach in Kansas City. Rarely do we undertake regional, state or national efforts." Mutual donated \$346,000 to civic & social agencies in two hq. towns last year. Copies of "The Community and the Company 1978" from dpr Livy Goodman -- but you'll have to find address, because neither brochure nor letterhead contain address!")

"It still happens: prostitutes call themselves you-know-what. Famed French madame "Claude" ran pleasure palace on Avenue Foch for years, fled after raid & indictment. Successor took over, "told nosy neighbors that she supervised a public relations business," reports Parade.

— SEMINAL PROFESSIONAL DEVELOPMENT PLAN PUBLISHED BY PRSA —

Your Professional Guidebook offers self-evaluating grid system. Lets practitioners chart present position in field, then shows specific learning needed to advance careers. Called "a breakthrough in the way it organizes the elements of the public relations function," by Kal Druck, chmn of committee which developed concept. Subtitle of volume, in mail this week to PRSA members, expands theme: To help you chart a more successful career in public relations.

Material is divided by 4 levels of practice: beginner, staff, manager, sr professional. For each, questions are asked regarding 3 management areas, 6 communication skills, 7 publics. For instance, management includes queries on general mgmt, mgmt of public opinion, evaluation & measurement. By answering questions posed by grid, practitioner can determine subjects in which additional knowledge is needed.

To provide sources for obtaining that knowledge, book contains resources guide. Catalogs, seminars, courses, a-v materials, texts, other learning tools. Will be updated regularly. Introduction tells how to use guidebook.

Druck terms publication "first step." Feels it will take some getting used to, like all programmed learning. But he emphasizes another contribution: pinpointing where body of knowledge requires expansion. "This will stimulate 200 initiatives of study & research to fill gaps," he expects. (Non-members may order from 845 Third Ave., NYC 10022; \$50.)

WHO'S WHO IN PUBLIC RELATIONS

VICE PRESIDENTS. Paulette S. Barrett, sr vp, Daniel J. Edelman, Inc. (NYC)... James P. Clinton, Doremus Uptown (NYC)... John P. McCarthy, FitzGerald-Toole (Providence)... Judith Shaw, Robert Marston and Assocs (NYC).

PEOPLE. Steve Pisinski and Susan Whittier named assoc dirs/grp mgrs, Botsford Ketchum Public Relations (S.F.)... Patricia Butterfield becomes grp mgr, Creamer Dickson Basford/New England (Providence).

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HISPANIC BICULTURALISM, BLACK ENGLISH CHALLENGE CONVENTIONAL LANGUAGE BUT ILLUSTRATIONS MUST ALSO CONFORM TO CULTURE OF AUDIENCE, SAY EXPERTS; DARTMOUTH PROFESSOR DESIGNS SYSTEM TO TEACH NEW LANGUAGE FAST

There are 20 million Hispanic Americans coast-to-coast, according to SIN. Nearly 10% of U.S. population. SIN is national Spanish tv & radio network. It doesn't use a word of English. Neither will GalaVision, Spanish language pay tv which goes on air Oct. 26 via satellite to cable systems. It will use programs produced in Mexico, Spain, Latin America.

California, Southwest, NYC no longer only bastions of Hispanic biculturalism. Look up Spanish names in your own phone book. As first ethnic group to retain language, they bring cultural diversity -- and communication problems. Social philosophers can debate whether failure to integrate "Browns" into linguistic mainstream helps or hurts; practitioners have to reach them with messages nevertheless. SAMS -- Spanish Advertising & Marketing Services (NYC) -- other firms serving this public exclusively have entered the field.

Well-publicized Ann Arbor, Mich., court decision mandates use of Black English in local schools. Intent, say those who press suit, is merely transitional -- to use this "language" as tool to teach students standard American. School board worries effect may be to reinforce what it terms "merely a dialect." NAACP, most Black leaders condemn decision. However, improper handling of language -- written & spoken -- is not confined to Deep South Blacks & their descendants. Will communications in standard American continue to be effective? Do they already stiffen resistance of large numbers of people who know their language is "incorrect"?

Photos & illustrations must also be changed to reach these groups, say two language arts experts at Marymount College (NYC). In compiling intelligence tests for students from Spanish speaking homes, they had to change pix of hotdog to tomato, knife to machete, waffle to pineapple, chipmunk to frog. Original symbols were unfamiliar to this group.

Organizations needing to become bilingual can use Dartmouth Intensive Language Model. 26 NYC transit police recently spent two weeks of "total immersion" -- the system's secret -- learning Spanish. College & police dep't both term it great success. Cops gave up vacations to participate! Prof. John Rassias originated method to teach Peace Corps, 60 colleges now use it. For 8 hrs. each day, students take classes where only language being taught is used. For next 8 hrs. they have fun, play games, watch plays & movies -- also sticking to the language.

ACTION GROUP FORMS TO DEAL WITH "CRISIS OF LEGALISM," REMOVE MYSTIQUE FROM LAW, LAWYERS

Abolish Legal Tyranny. Director Mathew Valencic told prr group's goal is to "remove the mystique from the law and lawyers." Dropping "artificially pumped up" price of legal services to "make justice less expensive" is another objective. So is enabling people to do more for themselves which now requires a lawyer. And tempering the hard-nosed adversary system. Longer goal is changing what Warren Bennis calls "our litigious society."

To attain objectives HALT seeks 1) court reform, 2) ending judicial tenure, 3) language simplification, 4) reform of legalistic gov't procedures, 5) streamlining regulatory procedures, 6) probate reform, 7) simplified real estate registration, 8) public participation in attorney grievance process, 9) ending the American rule (by which court cannot award legal fees to innocent defendant in nuisance suit unless he files another suit to collect). Organization supports no-fault auto insurance and divorce.

Charter memberships are \$15, tax deductible. (From 10 E St. S.E., D.C. 20003.) Chapters now forming in L.A., S.F., NYC, Maryland. Guidelines for do-it-yourself law, other publications available.

Meanwhile, another lawyer has been appointed to head pr. US Filter Corp. (NY) named its chief legal ofcr, John Farrell Jr., to assume responsibility for public relations & communications. He also is corp. sec'y, will handle "larger acquisitions and more sensitive projects," reports Wall Street Journal. His title is sr vp - law & admin.

TWO AIRLINE NAME CHANGES SHOW ROLE OF EMPLOYEES IN WHAT ONCE WAS EXTERNAL DECISION

worked well in past? How important is employee participation in this process?

Two airlines facing these questions arrived at different conclusions. On July 1, North Central merged with Southern to become Republic Airlines. On Oct. 25 Allegheny will become USAir. Each has chosen new name to reflect national scope. Republic, however, is still using North Central's duck logo. In contrast, Allegheny began identity change in '75, dropped old boomerang housemark, gradually added 3-tone red band to planes since then. Now feels business can carry new name -- which will also be a type-only logo -- thus completing break with past.

Building Employee Support Felt Essential At Republic, employee sentiment influenced identity change. Company was working on new housemark when it found employees "had a deep affection for 'Herman the Duck,'" dpr Redmond Tyler told prr. "So Herman remained." Republic also incorporated former colors of both

HALT believes we are "drowning in a sea of legalism in our private, business & public lives." Reason is intimidation by lawyers and their monopoly. Acronym stands for Help

PR PROS DREAM!
Lawyers conduct The Law in a foreign language, even tho it deals exclusively with ordinary facts & occurrences of everyday business and gov't and living. The jargon, which "completely baffles and befoozles" the ordinary literate person, keeps The Law behind a veil of mystery, of which lawyers are secret initiates. It helps lawyers illegitimately impress people and monopolize the law. It's a balloon that needs pricking wherever and whenever it bobs up.
-- from HALT newsletter, Americans for Legal Reform, quoting Prof. Fred Rodell, retired Yale law prof who wrote classic Woe Unto You, Lawyers in 1939!

When organizations merge or expand, how do you handle the identity change? Throw out the old to say you're bigger & better? Shoot for continuity by saving at least those parts that

airlines -- aqua & dark blue -- by altering tones & adding second duck in some applications. According to Tyler, Republic opted for color continuity because Southern's blue had strong identity with external publics.

Shortly before merger became effective, each North Central & Southern employee received kit at home. Theme of external ad campaign is "We're building your kind of airline." (Note verb tense.) Message to employees in 4-color brochure: "You have the leading role." Kit includes stickers, luggage tag, copies of ads & 45 rpm recording of "new company music" used in ad spots.

"There's a bit of nostalgia about retiring the Allegheny name," Dave Shipley, dpr concedes. "But most of our employees understand why we're doing this and feel good about what it means." Allegheny's approach is "intensive employee information." It includes preview of print & tv ads & all other materials before they're made public. Also special kit mailed to homes. Material is being reinforced thru personal media -- visits by pres. & other sr. officers to all sites to personally present program, answer questions. 10 min. film explains change, subtly lets workers know it's up to them. Officers also visit media as they make the rounds.

How much should views of internal audience count in identity program? prr asked Ross Anspach of Anspach Grossman Portugal, NYC firm specializing in identity change. Companies that do employee surveys "will find they determine to some degree their external communication." He believes program should take into account all audiences, employee public "is a very important one."

On continuity vs. new identity: "You look very hard at the communications elements you've been using before. You don't want to throw away strengths." In merger, link with past makes it easier for customers to understand where new company came from. In other cases it's better to "wash out the past," Anspach says. Particularly true when new entity has strength from merger and past history wasn't strong.

Name change can get rid of undesirable nickname -- provided new name doesn't lend itself to similar treatment. Allegheny, for example, was popularly know as "Agony Airlines." USAir should prove safer. Other examples: "Slowhawk" for Mohawk, "Tree Top Airlines" for TransTexas. What are other classics? Send to prr, we'll share them to help others avoid this pitfall. Or are nicknames, even derogatory ones, actually terms of endearment?

USEFUL ITEMS FOR PROFESSIONALS

Public relations challenge of the century? Chrysler, says Frank Wylie, needs to have good news to sell cars, bad news to get gov't financial support it is seeking. Simultaneously.

Citizen Participation is new magazine for "those who want to make democracy work." Ed. Stuart Langton says it will not be abstract journal of political thought but "down-to-earth newsmagazine concerned with the real guts of democratic action and behavior." Lincoln Filene Center for Citizenship & Public Affairs is publisher. Will feature profiles of activist organization, special reports as well as articles, interviews. Bimonthly, \$12 from Tufts Univ., Boston 02155.