

Multi-location teleconferencing joined 3 Dem. presidential candidates with thousands of party workers in 10 Tennessee cities last month. Whole thing was planned only 2 days beforehand. Pres. Carter spoke from the White House, Gov. Jerry Brown from a campaign stop, Sen. Kennedy from an airplane. State party chairman moderated the conference call, said sound quality was so good candidates seemed to be right there with their audiences. Believed to be a first for politics. Earlier teleconference call to local leaders gave them instructions for participating.

Hispanic biculturalism impacts the '80 U.S. census in more ways than language. People in the country illegally from Mexico & other locations often refuse to be counted. National Spanish Television Network is urging revival of a White House amnesty plan to ensure accurate population figures. "These people are here, and it is important that they be counted." Net will televise a campaign, Destino 80, promoting cooperation with census & election processes.

One female pr exec swims against the tide. News release on her promotion to vp of Bozell & Jacobs/Southwest (Dallas/Ft. Worth Airport, Tex.) refers to her throughout as Mrs. Theodore Strauss. Her own first name is not used. Her credentials are impressive, but primarily in civic activities rather than professional. "Mrs. Strauss is the wife of Theodore Strauss, chairman of the board of First City Bank."

Free list of 8700 U.S. gov't periodicals is available. 20-pg. guide gives sources of facts & figures on such topics as biz & finance, housing, crime, natural resources, wages & prices, public health, demographics, et al. Entries arranged alphabetically, cross-referenced to 150 issuing agencies. 85% are not available for Gov't Printing Office (write Congressional Information Service, P. O. Box 30056, D.C. 20014).

Sign of inflationary times: Nat'l Ass'n of Manufacturers quits publishing "Update" after 46 years. Report from Washington covered gov't, economy, business issues. Went to news editors nationwide. Columns, cartoons, editorials were printed on one side of sheet to facilitate photo reproduction. NAM cites "difficult budgetary decisions," hopes to "again be publishing sometime in the future."

SR. EDUCATION EDITOR LISTS
PUBLIC'S QUERIES ABOUT COLLEGES;
MANY APPLY TO OTHER ORGANIZATIONS

The court of public opinion has discovered higher education, and is indicting it. So, "why don't you tell them what they want to hear," asked Cynthia Parsons, Christian Science

Monitor educ. ed. since '62, at district conference of Council for the Advancement & Support of Education. People want to know about 8 subjects, she finds:

1) Tests & testing procedures (a la NY State's truth-in-testing law); 2) Grade inflation; 3) The ways colleges get money, and why anyone ought to give; 4) Personal supervision of students; 5) How students' minds are influenced ("colleges introduce winners to losers, in person and through subjects studied"); 6) Lifestyle change taking place on campus; 7) What a college education can & cannot do; 8) How is a family going to pay for one at today's prices.

"Kids go skiing at their own risk, and go to college at their own risk. There should be a sign at the gate: Proceed at your own risk to your bachelor's degree."

WHO'S WHO IN PUBLIC RELATIONS

DIED. Edward D. Smith Jr., pr pioneer in Portland, Ore., retired pr mgr, Pacific Northwest Bell.

RETIRED. Paul L. Filter, sr pr specialist, Dow Chemical (Midland, Mich.) takes early retirement to pursue a free lance writing career.

pr reporter

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CONSTITUENCY-BUILDING: ONCE SHY CHAMBER OF COMMERCE
CAN BE NEW ALLY, OR TAKE LEAD EVEN ON TOUGH SOCIAL ISSUES

No less explosive a topic than sex education is endorsed by the Orlando (Fla.) C of C. 55-person cross-section Task Force on Teenage Pregnancy mounted a 4-pronged campaign that:

1. Created community awareness by passing a formal resolution ... soliciting several hundred businesses & civic groups to adopt it ... then widely distributing printed copies.
2. Reached 50 key groups through a speakers bureau that enlisted the aid of qualified health & social agency representatives.
3. Distributed factual booklets in response to inquiries stimulated by strongly supportive media coverage ... and broadcast psa's volunteered by Univ. of Central Florida.
4. Convinced area school boards to offer effective sex education courses.

"This Chamber's role is unique for a social problem of this magnitude -- moreso since I am employed as public relations & education director for an abortion & family planning clinic, yet have the support of the Chamber as chairman of the task force," Barbara Fingerman, dpr, The Epoc Clinic told prr. Epoc stands for Every person's own choice. She reports the 3000-member Chamber has lost some members as a result of this affiliation. Its board agreed, however, that the teenage pregnancy problem is affecting the quality of life in the area and therefore took a stand to create community awareness.

Says Fingerman: "Orlando is the home of Disney World, the number one tourist destination in the world. If we wish to remain the city beautiful, we have to recognize problem areas, too. Even talking about sex education has been a courageous step for this fairly conservative Chamber." There's no pussy-footing. Booklet entitled "Teenage Pregnancy" carries Chamber's name and logo right up front. So do fliers promoting parent seminars on "I have to talk to my kids about sex, but I don't know how." Chamber subcommittee

"There was some surprise in the beginning that a local chamber of commerce would involve itself in a specific social problem. However, we believe that has turned out to be a plus in that our board of directors was willing to address a local problem that seriously impacts our quality of life. The project has demonstrated to us in a clear manner that business-oriented organizations can -- and should -- involve themselves in projects that affect a broad segment of the community."

-- Orlando Chamber of Commerce in an evaluation of its teenage pregnancy project.



researched issue for 6 months, urged board to take on project. Fingerman believes economic impact influenced members -- \$100,000 to rear one welfare child to maturity. Challenge was convincing parents & some church groups only sex education in the schools can deal with teenage motherhood and corollary VD. Neither educators, doctors nor public agencies dared mount public campaign until Chamber took it on.

BIG WEST COAST LAW FIRMS
HIRING PUBLIC RELATIONS COUNSEL

"We are considering doing so," presiding partner Tom Ackerman told prr when asked if San Diego's largest law firm had retained pr counsel. Gray, Cary, Ames & Frye, with 75 lawyers, is now reviewing "very detailed proposals" describing potential activities, benefits. Ackerman said he knows two L.A. firms with counsel, was not aware that Meserve, Mumper & Hughes there has hired pr pro Marcy Rothenberg, ex-ARCO & So. Calif. Gas Co.

Law firm was urged to hire counsel by a consultant on marketing professional services, according to one of the contenders for the account. Ackerman said firm expects "advice, primarily" -- but in-house communications, new biz facilitation, graphic identity, publicity & press relations, even educating new partners in business-getting were reportedly discussed in interviews.

As with earlier lawyer clients reported last year (pr 4/9/79), seeming embarrassment & uncertainty mark initial search for help. Law firm is unclear about objectives. At first wanted to keep secret fact was considering a pr firm. Typical situation: each party has a different definition of public relations. Marketing committee bumped decision up to management committee. That body reached no consensus, was in session again at presstime with the item on the agenda, according to Ackerman. Competing San Diego law firm is also said to be looking.

Invited to submit proposals were The Gable Co., Waltona Manion & Co. and The Gail Stoorza Co. Also pr dep'ts of ad agencies Buchanan-Vinson & Nuffer/Smith Assocs. Said a principal of one of the firms: "This is an exciting opportunity because applying public relations skills to professional firms is still in its pioneering phase."

KENNEDY'S CRIME BILL MAY BE
BROADER THREAT TO PR PRACTICE
THAN 1ST AMENDMENT ATTACKS

Due this week from U.S. Senate Judiciary Committee is final markup of S. 1722, known in previous incarnations as the Omnibus Crime Bill. Nat'l Lawyers Guild & civil libertarians fear its fascistic attacks on basic freedoms. And some provisions could impact the right of free expression on which public relations depends.

"Criminal solicitation" may be a newly punishable federal crime for "inducing or otherwise endeavoring to persuade someone to engage in illegal conduct." (As defined by whom?) Demonstrating within 100 ft. of a courthouse, even with no intent to disrupt court proceedings, would also become a crime. (How about on election day?) In today's fashion of mass actions & media events by groups of all persuasions, practitioners or their clients could land in jail.

Gov't pio's would have to be wary of the section in current drafts which creates the new crime of obstructing gov't function by fraud. This is defined to mean disclosing whatever information the gov't wishes to withhold -- sort of a reverse Freedom of Information Act. Bill also permits "preventive detention" -- jailing defendants who, under U.S. system, are presumed innocent.

Surprisingly, bill's sponsor is Sen. Kennedy, erstwhile liberal. Lawyers Guild spokesman, Marty Rosenthal thinks it may be an attempt by the presidential hopeful to forge a link with conservatives. As PRSA's study of expectations found (pr 1/21/80), elimination of crime in cities is public's top desire. Some alterations in bill during markup are rumored. House version is in committee.

Of Related Interest: Even Chrysler's recent problems required less mind-stretching strategy than Kennedy's Chappaquiddick debacle. His camp is now employing Edward L. Bernays' tactic of deflecting the issue -- using a positive interpretation that doesn't attempt to directly rebut the criticism. Supportive members of Washington press corps are writing about the "directly observable daily expressions" of Kennedy's character, which they say few if any who know him disagree with. Argument runs that Chappaquiddick helps prove his ability to be president. Who else, they ask, could live in its nightmare for a decade, help raise 3 families totalling 13 children, bury 2 slain brothers within 6 years, live with painful back injuries from a plane crash, lose a beloved father, confront cancer that took a son's leg, deal with a wife's emotional crisis -- and still win the universal respect of senate colleagues for ability & dedication to work.

PERSUASION TECHNIQUE: REPETITION
OF ACTION MESSAGE WORKS AGAIN

Small activist group, HALT recently won a legislative test against far larger opposition (pr 12/17/79). Single mailing stirred members & cohorts to act. Review of mailing piece shows why: action message is repeated no fewer than 7 times on single page. Postscript iterates the plea. Entire second page of letter consists of finding different ways to ask reader to write congressman. Name & number of bill are repeated 4 times. Samplings from text:

"Write to your Representative today.... Tell your Representative that you support S. 423 (The Dispute Resolution Act).... Remember, write to your Representative TODAY!... Just one short sentence is enough: 'I support S. 423 -- The Dispute Resolution Act'.... Encourage your friends & relatives to write similar letters.... So write TODAY!... A copy to the committee chairman will let him know just how much total support there is for S. 423.... That's just two short letters and a mere 30¢ in postage.... Please, write now."

P.S. sums up: "Remember to try to write to both your representative and to Chairman Rodino. Be sure to mention the legislation you support by name and number: S. 423 -- The Dispute Resolution Act."

WHAT'S HAPPENING THAT PRACTITIONERS NEED TO KNOW ABOUT

Is corporate free speech on tv still a dream? Mobil self-syndicates its "Showcase" productions, tucks in commercials, gives selected tv stations the programs and pays for ad time, according to pub. affrs. exec John Flint. In first episode of latest hit, "Edward & Mrs. Simpson," ads pitch deregulation. So 3 Post-Newsweek Stations asked Mobil to switch commercials to subject which does not risk invocation of Fairness Doctrine. Instead, Mobil dropped the stations, placed show on other channels in Hartford, Detroit. Jacksonville was unresolved at press time, Post-Newsweek vp-legal affrs. Stanley Paige told prr. Same old dilemma: should money talk on airwaves that belong to the public, or does avoiding that potential imbalance negate corporate free speech?