

USEFUL RESEARCH CATEGORIES FOR MALES,
BASED ON ATTITUDES + BEHAVIOR,
RESULT FROM STUDY OF CHANGING ROLES

for pr research and social/political forecasting.

1. Progressives (13% of population) feel families are stronger if responsibilities, including income, are shared by husband & wife. 9 of 10 in this group do the dishes & 70% cook for the family.
2. All Talk No Action (33% of population) exhibit behavior at odds with their attitudes. While 77% feel responsibilities should be shared, only 50% will wash dishes and only 20% do main food shopping.
3. Ambivalents (15% of population) are inconsistent. 85% agree families are better off if women do not work. But 70% also think responsibilities should be shared. And 60% think "a woman's place is in the home." Yet 53% feel it's good more women are now working.
4. Traditionalists (largest group, 39% of population) feel woman's place is at home (84%). Only 1 in 10 cooks for the family, only 34% wash dishes.

Wave of future is toward adoption of emerging values, greater acceptance of flexible family roles, study concludes. Husbands with employed wives or under 35 are becoming comfortable with trends. Already only 1 man in 10 believes husband should have "final say" in decisions. (Copy of 28-pg American Consensus Report from B&B, 909 Third Ave, NYC 10022.)

USEFUL SERVICES FOR PRACTITIONERS

¶Live, hand delivered messages via song, dance, gifts are again possible from Western Union. Most major cities will be covered. Professional singers/actors can tap or belly dance, juggle, deliver chicken soup or champagne, play Santa Claus, sing pop tunes or operatic arias. Prices start at \$40, performers dress in tuxedos. Traditional singing telegrams, discontinued in '74, have also been revived. They're delivered over the phone. Musicbox, Inc. (NYC) performs these services for WU nationwide. Among users to date: Entenmann's bakery held singing press conference, travel packager sent singing explanations of tours to potential agents, film production outfit competes for job using musical bids. Info packet from Raleigh Group Ltd, 1650 B'way, NYC 10019; 212/265-4160.

¶Single-source service for all corporate reports filed with SEC is available from Disclosure (D.C.). 10Ks, 10Qs, 8Ks, annual reports, proxies, prospectuses, registration statements are included. Can provide data on competitors, and industry, potential clients. Records of 12,000 public companies on file. Order on subscription or demand, in microfiche or paper copies, selecting exact documents needed. Minimum order \$5.00. Shipped by first class mail on day of order, air courier & messenger services extra. Complete information from company at 5161 River Rd, Wash, D.C. 20016; 301/951-1300.

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Humana (Louisville) names Charles Teeple vp dir of comms...Manning, Selvage & Lee/Washington appoints

William Steponkus dpa...Phillips Petroleum (Bartlesville, Okla) names Jerry Regan sr pr rep.

Studying "Men's changing role in the family of the '80s," Benton & Bowles (NYC) grouped respondents in 4 categories according to attitude & behavior. Method may be useful

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PRODUCTIVITY, REINDUSTRIALIZATION ARE OPPORTUNITIES FOR PRACTITIONERS TO PARTICIPATE IN MAJOR ORGANIZATIONAL PROBLEMS & DECISIONS; SKILLS IN HUMAN NATURE, RELATIONSHIPS KEY TO SOLUTION

Today, most job design in the U.S. is better suited to robots than mature adults; increasing use of technology & automation has made work more simplified, standardized & routine. In addition, organizations have become larger & more bureaucratic. Overall, advances in technology, with their resultant economics & greater managerial control, have increased productivity which, in turn, has contributed to a general increase in affluence, education & level of aspiration.

As a result of these benefits many people want jobs that allow them greater use of their education and provide "intrinsic" work satisfaction. In sum, we may have arrived at a point when the way most organizations function conflicts with the talents & aspirations of the people who work in them. The result: productivity plummeting to an all-time low. One solution: job redesign. This provides employees with additional responsibilities to plan, set up & check their own work; to make decisions about work methods & procedures; to establish their own pace; and to deal directly with the client who receives the result.

Four usual results of job redesign are: 1) it alters the basic relationship between the individual & what is done on the job; 2) there is a direct change in behavior; 3) opportunities are provided for improving other aspects of the organization; 4) in the long term, it can result in organizations that enhance, rather than depress, the growth and learning of those who work in them.

-- from Redesigning Work: A Strategy For Change by J. Richard Hackman & Mary Dean Lee (\$25 from Work In America Institute, 700 White Plains Rd., Scarsdale, NY 10583)

Japanese experts lectured American automakers last week on how they use Western ingenuity, machines & methods to beat U.S. products. Their big advantage? Assembly line workers suggest & participate in decisions. This is an American (& European) idea, one of the basic tenets of Quality of Working Life: That the person who does the job is in the best position to deal with problems or suggest improvements. Japanese workers also check one another's work; and don't do the same job each day, according to network news.

Motivating employees has long been an assignment of public relations. Originally it was done through internal communications & special events. More recently practitioners, in their counseling role, have been asked to deal with the larger issues of the employee public. Now output per workerhour has fallen to the lowest growth rate in recent history (though it is increasing slightly). The problem exists everywhere -- in gov't, education, healthcare, business. This opens new opportunities for practitioners. Need is for basic change in

an organization's relationship with employees; for applying knowledge of human nature to the work; and for policy advice to management -- all part of the new portfolio of public relations. Handling problems at this level is what Edward L. Bernays means when he defines practitioners as "societal technicians with skills to bring about accommodations between conflicting groups." Echoing this scene at a PRSA seminar, Chester Burger noted "Too often public relations people lack the ability to contribute to management ..." which wants "positive suggestions on how to solve problems."

QWL is one aspect of organization development (O.D.). PRSA's '77 & '80 Institutes had sessions on O.D. The '81 Institute will concentrate on it. Flextime is one O.D. approach to job redesign (see t&t's 7/25/77, 8/8/77, 8/22/77).

"Reindustrialization" is a new buzz word. Public Affairs Council describes it as encompassing "the competitive, innovative & planning capacities of industry." Put another way, it includes market factors, invention & productivity -- plus capital formation.

PROP. 13 FEVER MAY BACKFIRE AS STATES WITHOUT CALIF. SURPLUS TRY TO ADOPT IDEA: PARTICIPATORY DEMOCRACY LIVES NOV. 4

control their lives -- and they're doing it through gov't by referendum/initiative. Mistrust of present leaders & gov't methods is evident.

Calif.'s Prop. 10 would restrict smoking in public places. Missouri, Mass, Ore, Mont, S. Dak. & Wash. vote on nuclear issues. D.C. will decide whether to seek statehood and six N.J. counties vote on whether to secede & form sovereign state of S. Jersey.

Appeal of limiting taxes is seen in Mass.' Prop. 2½. Real estate levies would be capped at 2½% of market value. Ohio's Issue II aims to aid low income residents by increasing upper bracket income taxes & eliminating some tax benefits for businesses. Mich.'s Tisch II tax cut proposal would knock \$2+ billion from state budget. If adopted, 12 state universities & colleges would close; three major universities would get 50% cuts. Social services, state police, public health, other areas would be hard hit, according to Dep't of Mgmt & Budget contingency plan. Gov. Wm. Milliken calls it "devastating" -- but Detroit News poll mid-month found 48% in metro area favorable. 80% of measure's proponents, poll found, believe it is similar to Prop. 13 -- which did not result in dire service reductions. But difference between Calif. and other states is monumental. 1) Calif. had huge surplus to finance Prop. 13:

Voters in 17 states face decisions on Prop. 13-type proposals on Election Day. "New American Revolution" empowers individuals to

CHALLENGING REFERENDA

"Some may consider it inconvenient or inappropriate to determine highly complex goals in the public forum. But that's the way it is -- and will continue to be.

"The challenge for the nuclear industry is to take our convictions and perspective to the people. We must listen sensitively and respond appropriately to their concerns. And, only when we have achieved the status of well-intentioned corporate citizens can we hope to share our point of view effectively.

"A business must welcome the opportunity to engage the public in the political process -- and assume an essential role in the marketplace of ideas & decisions."

-- Dwayne Summar, vp-pr, Southern Co. Services (electric utility subsidiary) in speech to Valve Mfrs Ass'n. He predicted most anti-nuke initiatives will win in Nov.

(\$5 billion state, \$2.5 billion local). Michigan has no surplus. 2) Calif. replaced many of the lost local revenues with increased user fees & assessments. Tisch prohibits this without a vote -- 50% in local elections & 60% in statewide elections. 3) Calif. economy was booming in '78. It had graduated income tax which produced surpluses. Mich. has a sagging economy tied to automobiles, record unemployment, no graduated income tax.

TOUGH ASSIGNMENT, HANDLED WELL

"The GHOST OF CHRISTMAS PAST reminds us that it's time to write another SCROOGE letter and restate General Telephone's policy regarding our employees receiving gifts from suppliers during the Holiday Season. It remains our view that this could be interpreted in a way that might lead to embarrassment for you and us.

"In order to avoid a potentially sensitive problem, we're taking this opportunity to ask your understanding that employees of General Telephone, or members of their families, will not accept gifts or favors of more than nominal value of anyone with whom the Company does business.

"Your continuing cooperation with the spirit and intent of this policy is appreciated. Unlike our friend Mr. Scrooge, we at General Telephone wish you the happiest of Holidays."

-- Annual no-gift policy letter of General Telephone Co. of Fla. (Tampa), mailed to all suppliers on Oct. 20.

COMMON ACTIVITIES BECOME VITAL WHEN VIEWED AS PART OF 2-STEP FLOW; FINDING "PERSONAL MEDIA" MAY NOT BE SO HARD

Media are often divided into 2 types: impersonal, 1-way mass communication vehicles in print or audio/video format; personal, live organizational

representatives or opinion leaders who can discuss & be questioned on the issues at informal gatherings, meetings, special events, speeches, on the street -- and, to an extent, over the phone or in correspondence.

This approach is essential to Diffusion Process -- perhaps the basic behavioral science theory underlying public relations practice. It postulates a 2-step flow of information & opinion, whereby impersonal media alone are not sufficient to persuade people to come to decisions. But finding practical personal media is a major challenge in programming.

Events strategized to bring people into personal touch are employed by Mid-City Nat'l Bank (Chi). "Events bring people to us, so that we can know them & serve them on a first name basis." Latest is Millionaire for a Day contest. Entrants must visit bank, fill out registration card. Many winners, stretched over 4 wks, keep entrants in touch. All are invited to cocktail party to witness drawing for winner. Selz, Seabolt is bank's public relations counsel.

Topical exhibits, supplemented by toll-free phonenumber, is tactic of Con Edison (NYC). Utility's midtown Energy Conservation Ctr. is staffed 6 days from 10:30 - 5:30. Admission is free. Hands-on displays illustrate energy conservation. To extend reach of Ctr. throughout service area, specialists in heating, lighting, appliances & energy-saving devices can be called on local WATS no. from 10 to 5:30 Mon. thru Fri.