

Health, environmental organizations endorse proposal. Police Benevolent Ass'n is opposed. But payment of "consulting fees" to PBA pres & dpa by FAIR is being investigated. FAIR has retained counselor Barry Jones of Jones Goldman & Co. (Stamford). He has become specialist in anti-smoking, anti-bottle bill & similar issue campaigns.

— SMOKING BALLOTS —

"Shall an ordinance be enacted which regulates smoking in enclosed public places, places of employment, educational facilities & health facilities?" (Fla. already outlaws smoking in supermarkets, elevators, buses, & in hospitals & nursing homes with some exceptions.)

. -- Dade County referendum

"Smoking and No Smoking Section. Initiative statute. Provides for designation of smoking & no-smoking sections in every enclosed public place, enclosed place of employment, enclosed educational facility, enclosed health facility and enclosed clinic. Does not limit smoking in outdoor areas or private residences. Establishes criteria for defining smoking & no-smoking sections. Requires signs be posted designating no-smoking areas. Violation is infraction punishable by \$15 fine per violation. Provides no person may be taken into custody or subject to search for violation. Allows enactment of further legislation & regulations relating to smoking. Requires implementation standards be adopted by Dep't of Health Services. Fiscal impact on state & local governments, issuance of regulations by state, posting of non-smoking signs by state & local governments, and enforcement of measures by state & local governments would result in minor costs to state & local governments. Indeterminable reduction in state & local tax revenues could result from reduced cigarette consumption. Indeterminable savings could result from decline in smoking related illness among employees & participants in state health related programs and from decline in fire losses."

-- Calif. statewide initiative, Prop. 10

WHO'S WHO IN PUBLIC RELATIONS

**AWARDS.** Mary Ann Ferguson, U of Wis (Madison), to receive 1st annual Master Thesis Award, 11/19, from Found for PR Res & Educ for thesis entitled, "Role Norms, Implicit Relationship Attributions of Organizational Communication: A Study of Public Relations Practitioners."

**VICE PRESIDENTS.** Dwayne Summar, Hill and Knowlton (Atlanta), Mary Moster (Chi)...Paulette Barrett, sr-vp & grp supvr, Rowland Company (NYC)...Anthony D'Antonio, Manning, Selvage & Lee (NYC)...Kenneth Clair, Fraser Assocs (DC)...Joseph Bennett, Anthony Franco, Inc. (Det).

**PEOPLE.** Russell Pate joins Bozell & Jacobs pr div (Dallas) as dpr, acct svcs & mgmt supvr of fin'l/corp rels grp... NW Ayer (NYC) appoints Eugene Secunda, sr-vp & dir, comms svcs, a new dep't... Chemed Corp (Lake Zurich, Ill) appoints Randall Drolen comms mgr...David Crosson (Monsanto) appointed commander, U.S. Army Reserve's 363rd Pub Afrs Detachment (St. Louis)...Michael Klatman named corp info offcr, Data General (Westboro, Mass)...Fleishman, Chatham & DiRico (Atlanta) names Ernest DiRico pres & CEO...GTE Automatic Electric (Northlake, Ill) appoints Katharine Harriss supvr-pub info... William Roberts named dpr, Lowe Runkle Co. (Tulsa).

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THE HIDDEN GAME BEHIND THE CARTER-REAGAN DEBATE:  
IMAGE, NOT SUBSTANCE, IS GOVERNING FACTOR;  
"HORSE RACE" COVERAGE TURNS INTO "INDY 500"

Television debates are mainly visual, allow public to watch the style of candidates. Carter appeared serious and official. He referred to "decisions profound in nature" that the president alone makes in the "oval office." Reagan, by being on the same platform, automatically benefited by sharing the status of the President of the United States. He reinforced that status by saying that if California were a nation, it would be the 7th largest in the world.

Reagan may have been trying to capitalize on the inherent popularity -- a limited form of credibility -- enjoyed by Hollywood stars. He appeared folksy -- and, perhaps, credible -- when he rebutted the president with "Well, that just isn't true" and "There you go again." "I talked to a man there," he said in reference to a visit to the South Bronx to explore urban problems. Carter relied on expertise, citing official facts and presidential decisions.

Object of the game, of course, is to win undecided voters. Carter seemed more systematic by appealing to definite constituencies. He referred to Hispanics as well as blacks when talking about urban problems; wooed female voters by reminding them of the Republican stand on ERA; closely associated himself with the Democratic Party & differentiated it sharply from the GOP; and in his closing remarks commented, "I'm a Southerner..." Both tried to appeal to influential blocs -- senior citizens & blacks. Regarding unemployed black youth, Reagan said he was prepared to provide a "separate minimum wage" for them! It undoubtedly didn't hurt his standing with religious people when his answer to what he would do about the hostage crisis was "Pray that they come home."

— MISUSE OF A VITAL TOOL —

Scott Cutlip told Fla. PR Assn's 42nd annual meeting last week he feared "horse race" aspect of campaign (constant reference to polls) would become "Indy 500" coverage (who "won" debate?) Sure enough, day after debate UPI ran poll of forensic experts on "winner." 8 said Carter, 2 Reagan, 1 called it a draw. Cutlip predicts the candidate media declare debate victor will win at polls.

Polling is a historic measurement, Cutlip cautions. "It was never meant to be predictive."

Adds Hill & Knowlton research chief Walt Lindenmann, "Don't look to the polls, or to any other information or intelligence you may gather, for a quick fix, for the simple answer to the difficult questions of life. Look beyond the numbers, beyond the data, beyond the facts..."

Says Dan Yankelovich: "Any opinion poll will catch the public at a fixed point in the (decision) process. But which point is it? Percentages alone do not reveal whether people are at the vague beginning, the turbulent middle or the conclusive end of the process of making up their minds."

Because election campaigns are viewed as "horse races" by the public, the big question is whether either candidate stumbled. Neither did. Caution overruled the temptation to win a stunning victory. Carter did try, however, to kick his rival by six times referring to him as "dangerous." Psychologists have shown that a single key adjective can color the meaning of all other adjectives when applied to someone's personality. Reagan sought advantage by identifying with public concerns as shown in polls: "less government, less taxes, more freedom for the people."

It's obvious that image, not substance, governs debates. Scotty Reston observed in his next day's column: "The decisive thing is not whether the game plan for the next 4 years is sound, but whether it is popular at the moment." Mary McGrory responded to that state of affairs by devoting her column day after debate to the homestead of the Adamses, John & John Quincy. "Seeing their church & their house, the evidence of their piety, their highmindedness, their diligence, their learning, you wonder. How did we get from public servants to politicians, from the two Adamses to today's sad selection?"

¶Ideal opportunity. Sperry ran ad on day of debate tying in its heralded listening campaign (pr 4/7): "How to listen when you watch the debate tonight." Copy told again how to break bad listening habits, urged candidates to listen to each other.

#### TRENDS OF INTEREST TO PROFESSIONALS

¶Public relations is listed under Entertainers & Other Artists in NYTimes Oct. 12 Career & Recruitment supplement. Under same heading are dancers, athletes, musicians, painters. Heading of Other Professional, Technical covers lawyers, accountants, architects, clergy -- even foresters, personnel & labor relations, recreation workers, social workers. Based on unpublished data from Bureau of Labor Statistics, article predicts growth of only 24.4% for field in decade. Lawyers' rate is 23.2 (and there's talk of a glut of them already), accountants' 25. BLS is way off here, in pr's opinion. They predict MDs will increase by 34.2% -- even while gov't considers slowing down medical education funds due to overpopulation of physicians. "It was a shock," says Rea Smith of Foundation for PR Res. & Educ, "until I found editors & reporters in the same category. This probably thrilled any editor who saw it, including those at the Times...."

¶New public relations text due next month from Prentice-Hall, is work of Bob Reilly, prof of comms, U of Nebraska at Omaha. He told prr emphasis is on how-to. Reilly has been active in political & cultural fields, is author of several other volumes. Many teachers & practitioners in U.S. & Canada are reported to be working on texts -- all hoping to supplant long-established Cutlip & Center -- as popularity of college courses at all levels booms. Badly needed, say those hoping to have subject taught in schools of administration, is a less-detailed text emphasizing philosophy & theory, strategy & issues. Reilly's bk titled Public Relations in Action (480 pp, \$18.95).

¶University-trained & experienced audio/visual specialists, reportedly a hard-to-find commodity, are available from the U of Missouri J-School. School has outstanding facilities, including operation of network tv outlet. Students and alumni with on-air, videotape & multimedia backgrounds are ready for pr jobs, according to Max Utsler. Contact him at 281 Gannett Hall, Columbia, Mo. 65201.

¶Finding trained staff, not lack of business, is No.1 problem of pr firms in Asia. International public relations group of cos. met in Hong Kong to discuss "Handling

the recession." But 78 officers of the Group, located in 40 countries reported 9.5% fee increase for the year (to US\$31 million). Asian firms particularly noted no recession problems, with business booming. prr sources have been reporting for the past 18-24 months an increasing difficulty in locating professional staff. One problem is that people who are available often bill themselves as publicists or communicators, when openings are more & more for rounded pros with issue & counseling skills.

¶Is it proper for counselors to mark up services & materials purchased on behalf of clients? Subject has long been debated, answer seems to depend on whether one sees field as business or profession. U.S. Gen'l Acctg Ofc investigation reveals how one profession, medicine, views topic. In practice, doctors "routinely" charge Medicare for work done by laboratories, other specialists, says GAO. But Amer Med Ass'n feels markup is improper: "The physician is entitled to a fair compensation for his services. However, he is not engaged in a commercial enterprise and he should not make a markup, commission or profit on the services of others," says AMA Judicial Council. GAO is recommending legislation to make practice a misdemeanor.

¶Uniform terms for condition of hospital patients (pr 10/20) are still subject of debate by practitioners in healthcare. Goal is applauded, but semantics tricky. "Rather than 'good' condition, use 'satisfactory,'" suggests Craig Bond, dir comty rels, Qualicare (New Orleans). "Any person who is 'good' should be out of the hospital!" He notes "fair" would have to be applied to women in labor as they are uncomfortable. He uses "satisfactory," "fair," "poor" & "serious." But admits these are no more legitimized than any other set. Applying the problem to patient relations, Bond feels "in practice, hospital staff provide families with much better information that gets to those who should know."

TOBACCO INDUSTRY COOLS IT, SORT OF, IN FLORIDA "INDOOR CLEAN AIR" VOTE; BUT OUTSPENDS OPPOSITION \$429 TO \$1

Like California (pr 10/27), Dade County (Fla.) votes tomorrow on whether to restrict smoking in many public places. Pro & anti campaigns illustrate tactics in current

single-issue contests. Group Against Smokers Pollution (GASP) has no money for ads or programs, so positions itself as people's movement being stifled by big-spending industry. "They are trying to smother us with money," says its pres. Supporters holding placards along highways at rush hour is major effort, along with potent grapevine campaign.

In similar struggle last year, industry overkill almost backfired. Referendum lost by only 800 votes out of 192,000. Over \$1 million was spent attacking GASP proposal on tv & billboards. Strategy this time is low-key to avoid repeating error. Still, industry group has warchest of \$0.5 million, nearly all of which is from outstate tobacco companies. It is spending \$429 to every \$1 from GASP.

Industry group's name reveals strategy: Floridians Against Increased Regulation (FAIR). Ads play on Miami's law enforcement fears: city was scene of racial riot in May, is center of Latin American refugees, often cited as drug depot. Cartoons show cops investigating normally safe places for no-smoking enforcement while criminals cavort outside. One ad headline calls measure "A regulation that can take more police off the streets." Proponents highlight stand that everyone who wishes should have right to smoke, but not to force others to breathe the fumes. Industry response doesn't attempt to counter argument, but to switch debate to gov't intrusion via more regulation.