

deal with these facts from the past, while at the same time retaining "the vision, foresight, strength of character & spirit of enterprise that characterized the early day oil men."

As a strategy for shedding its poor reputation, he offers 2 proposals. 1) Emphasize positive history, like oil's accomplishments in providing essential energy supplies during wartime. 2) Show oil companies less as macho roustabouts drilling wells and more as modern businesses headed by professional managers & specialists in geology, engineering, planning, finance etc.

CAN IT HAPPEN HERE?

PRACTITIONERS & POLITICIANS IN GREAT BRITAIN FORM INDUSTRY-GOV'T LIAISON GROUP

Alan Eden-Green, gen'l sec'y of the Industry & Parliament Trust Ltd. (London) is urging practitioners to consider similar organizations in

N. America. Impetus to form the British trust came from 10 major companies concerned that Parliament & industry were pulling in opposite directions. Less than 15% of MPs have any experience in industry; industrial managers understand little about Parliament's workings.

Goal of the Trust: to improve understanding of industry and vice versa. As Eden-Green puts it, the object is "pure public relations." Activities include fellowships for MPs at member companies. MPs actually work in the company for several weeks to learn how corporate decisions are made, how legislation affects company activities. Industrialists then attend seminars where MPs explain, in non-partisan terms, how gov't works.

Trust is considered "objective." Now 3 yrs old, it has 24 member companies, 75 member MPs. Eden-Green suggests U.S. & Canadian practitioners establish a similar organization, saying Americans "would be surprised how it took off." Sweden has started a similar trust with good results.

IPRA pres. Carroll Bateman suggests the proposal might be difficult to implement in the U.S. because anti-trust laws put industry & gov't in an adversarial relationship. Amelia Lobsenz says she will take suggestion to PRSA Bd of Dirs.

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Georgia Chap PRSA awards Roy Simmons Jr. (mgr comty afrs & customer rels, Lockheed-Georgia Co, Marietta) Dyar Massey Award and Dorothea Willix (pub afrs ofcr, Decatur Federal Savings & Loan Ass'n) Outstanding Public Service Award.

ELECTED. 1980-81 ofcrs of Florida PR Ass'n: pres, Dick Whalley (GTE Data Svcs, Tampa); pres-elect, Joseph Curley (Florida Cypress Gardens); vp's, Warren Levy (Florida Ass'n of Ins Agents, Tallahassee), Roger Pynn (Belcher Oil, Miami), Patricia Trubow (Alachua General Hosp, Gainesville), Kay Bartholomew (Seminole

Memorial Hosp, Sanford); treas, Herb McRae (Florida Forestry Ass'n, Tallahassee).

PEOPLE. Kalman Druck will become sr. consultant, Harshe-Rotman & Druck (NYC) Jan. 1, will resign as v-chrm & mbr of bd, & plans to open pub afrs counseling firm...Stiefel/Raymond PR Div (NYC) names Arthur Anderson mgr...Brian Martin joins American Can (Greenwich, Ct.) as dpi... Budget Rent a Car (Chi) appoints Sandra Hughes mpr...CIBA-GEIGY (Ardsley, NY) promotes Charles Keene to mgr, external comms...Emanuel Strunin joins North American Watch (NYC) as vp corp coms.

THE ART OF REBOUNDING: ONE ROLE OF PUBLIC RELATIONS IS FINDING OPPORTUNITIES IN ADVERSITY, THEN CHEERLEADING THE TROOPS; RESPONSES TO APPARENT PHILOSOPHICAL SWITCH OF ELECTION PROVIDE EXAMPLES

You represent a "liberal" social cause, so the Nov. election put you out of business, right? You represent a "conservative" or business organization, so you are king of the hill, right? "The election of Ronald Reagan may have signaled the worst news for blacks in the last 50 years," writes Phila. Bulletin columnist Claude Lewis. Because "political conservatism is sweeping the nation," our newsletter colleague Jack O'Dwyer criticizes a professional society for being "activist" & "populist." How accurate are such analyses? How are organizations responding?

Political commentator Kevin Phillips thinks it important to understand the two-headed nature of the incoming administration. In American Political Report (Dec 5) he notes fundamentalist groups like Moral Majority -- which Lou Harris & others say provided Reagan's margin -- are "populist constituencies." They may well be "at odds with the corporate & GOP establishment coloration of the Reagan administration." Hard shell conservative activists are already squawking about reported cabinet choices like Caspar Weinberger for Defense -- a reputed budget-cutter when they favor vastly increased spending.

In many ways, causes benefit when gov't is perceived as unfriendly. ACLU, Environmental Defense Fund and Public Citizen told Washington Star donations & volunteers have zoomed. Because Pres. Carter shared their views, supporters felt gov't would take care of things. Reagan, they feel, won't. So they turn back to public interest groups to make sure their causes are protected.

Independent Sector, "a nat'l forum to encourage giving, volunteering & not-for-profit initiative," feels probable cuts in gov't programs is an opportunity to strengthen private organizations. Republican Platform supports the voluntary sector. This may be a chance to pass Charitable Contributions Act. It allows even taxpayers who use income tax short form to deduct for donations to charity. Need for public relations will remain. "A great deal of communication & education" will be needed to a) "develop support for private sector participation" while b) "signaling concern that foundations, corporations & voluntary organizations are not equipped to pick up the slack of major gov't cutbacks."

Opponents of conservatives will fight back. "I believe the Reagan presidency will heighten black political involvement. There will be no turning away from the process,

To link "activism" and "populism" exclusively to liberal politics is to misunderstand badly. Conservatives won precisely because they are today populists ... who have become activists. Consider the supporters of state tax cap referenda, gun control or anti-abortion laws as examples. These are not denizens of the Grand Old Party.

but a deepening of involvement by blacks & women," says the Bulletin's Lewis. WICI affirmed its unshaken support for ERA two days after the election. Announcing the Century Club, a \$100,000 ERA support fund, pres. Kathy Lewton (dpr, Flower Hospital, Sylvania, Ohio) said she has received "numerous telegrams & phone calls from members across the country assuring me they are continuing to work for ratification with great enthusiasm."

Rightist groups, in fact, are hedging messages so their supporters don't go on vacation. Joyfully recounting its successes in electing supporters to Congress, Nat'l Right to Work Committee nonetheless takes a soft line. It "hopes" one of its major bills will "possibly even come to a vote in the Senate." It "believes we can defeat" a dreaded opposition bill "but it could well be a long, hard fight."

7.8% OF '79 J-SCHOOL GRADS
GOT JOBS IN PUBLIC RELATIONS;
IS 2ND LARGEST MAJOR

Of 15,000 J-school graduates last year, 11.4% went to work for dailies, 7.1% for weeklies, 4% for tv stations, 4.9% for radio stations -- and 7.8% went into public relations employment. But the largest

category (15.6%) went on to graduate school -- perhaps reflecting the difficulty of finding jobs. Yet only 9.4% are unemployed & looking for media or public relations work.

Median starting salaries were \$181 - 190/week, according to The Newspaper Fund's Career & Scholarship Guide, just released for 1981. Women are down to 44.2% of grads, compared to 53.2% in '78. There were 71,594 students enrolled in J-schools. The 4 largest majors are news-editorial, 32.1%; public relations, 16.6%; advertising, 16.1%; broadcasting, 10.1%. (Copies available from P.O. Box 300, Princeton, N.J. 08540. All academic programs in U.S. are listed with detailed information.)

USEFUL ITEMS OVERHEARD AT PRSA CONFERENCE

¶Clear name differentiation is vital today as always. When an Ohio bank made international news for initiating experimental banking by 2-way cable tv, calls started coming in to Zoe McCathrin, vp-pr BancOhio. In fact, bank involved was Banc One.

¶PACs will come under tremendous attack from Common Cause, predicts R.T. Kingman, GM's Washington pr chief. The tipoff: two Washington Post writers, Morton Mintz & Coleman McCarthy, have "taken it up as a personal cause."

¶Teaching of public affairs is technique oriented in public relations & journalism courses, reported Ray Hiebert to special public affairs breakfast. He feels the need is to get more concerned with issues, is writing a book to be titled "Informing the People: a Public Affairs Handbook." Session discussed forming a Public Affairs Section of PRSA, with positive interest expressed. Frank LeBart (John Hancock Ins., Boston) and Ct. counselor Barrie Jones will spearhead move.

¶Call them "concepts" instead of "theories" and management may be more accepting when practitioners explain proposals by referring to the body of knowledge, counsels Harvard Biz Schl's Steve Greyser.

¶Hour-long audio tape with Edward Bernays reviews development of profession, value of social sciences in problem solving, skills required to be effective in new en-

vironment of practice. First in series of cassettes for PRSA's PD program. Produced expressly for professionals. (\$9 mbrs, \$12 others from 845 Third Ave, NYC 10022.) Parts of conf. were taped for the series, notably the popular breakout session on public relations audits, according to project chrm Cindy Strousse.

¶An unbeatable communications philosophy shared by Gold Anvil winner Harold Burson, as practiced by CEO of client Clark Equipment. He never sent memos or letters, didn't answer them either. Thus eliminated prodigious amounts of reading & writing that tie down most managers, freeing him to work creatively. His rationale: "If it's important to me, I'll call you or come to see you. If it's important to you, and you don't get an answer, you'll call me or come to see me."

¶Neanderthal attitudes still exist on internal communications. Specialist Douglas Brush gave an example from his practice: "We recently asked the chief financial officer of a major multinational corporation how the company's performance was being communicated to employees. His reply ... like how could I even ask ... was that the information was all there in the 10K and the annual report. All anybody had to do was to dig it out. He was deadly serious ... and deadly."

----- A PRR SYMPOSIUM: PROJECTS YOU WISH YOU COULD HAVE HANDLED -----

Case studies are to practitioners as hammers or saws to carpenters. Reviewing how the other guy or gal handled a problem or opportunity is regular fare. Share now, at yearend, your professional fantasies by telling:

1. The public relations project, case or issue during the last year (or 2 or 3) you would least like to have been responsible for. And why.
2. The one you would most like to have handled ... or just your opinion on the best public relations job of the year (or 2 or 3). And tell why.

If you will be more candid & comfortable by remaining anonymous, the editors will protect your confidences.

HISTORICAL PERSPECTIVE REQUIRED TO
OVERCOME OIL INDUSTRY'S CREDIBILITY GAP,
SAYS PHILLIPS CEO: J.R. NO HELP

The promotional coup of the decade, "Dallas" and its central character J.R. Ewing, did not help one industry. "J.R. is vicious, ruthless and mean.

For many people that's an oil man," Phillips Petroleum CEO Wm. Douce told the American Chamber of Commerce in London. TV's J.R. is, of course, an oil executive.

Much of the current negativity about oil companies stems from the men who founded the industry, Douce speculates. Federal breakup of Rockefeller's Standard Oil Trust in 1911, involvement of oilman Harry Sinclair in the Teapot Dome Scandal of the 20s -- images of these tycoons remain. Historical perspective is needed to