

PROFESSIONALS SUPPORT FREE ENTERPRISE PHILOSOPHY;
BELIEVE CHRYSLER SHOULD SINK OR SWIM

Survey by Bliss & Smith (New Canaan, Ct.) reveals top public relations execs as conservative

lot. Asked in confidential October questionnaire whether Chrysler should appeal to gov't for financial support, they expressed this philosophy: "Sink or swim -- but do it privately." Findings corroborate PRSA survey which found practitioners more conservative than general public on issues ranging from crime prevention to national health care. (See prr 1/21/80.)

Bliss polled 152 colleagues to satisfy personal curiosity "about professionals' attitudes toward gov't support." Of 66% responding, over half (56%) were against Chrysler's request. 41% were in favor, 3% undecided.

Bliss told prr the anti's were generally "dead set against" appeal, while those in favor "sat on the fence and set all kinds of qualifications" for gov't bailout.

Clear vote for free enterprise system, survey also shows "far fewer professionals are fence-sitters today than 20 years ago." The public relations practitioner is "no longer just an inside man," Bliss says. He's more involved in management and being called on to make policy decisions. He's also more willing to identify cases of mismanagement.

Asked whether negative respondents would counsel a client in Chrysler's situation not to seek federal aid, Bliss conjectured that "PR people have the guts" to follow through on their convictions in advising clients, even in such a tough spot.

— BLUE-RIBBON PERSONAL MEDIA TECHNIQUE —

What was the public relations coup of '79? Checking the records, we vote for the trip thru America's heartland by Pres. Carter aboard the Mississippi's River Queen. He chose cruise on the recommendation of Howard Baker.

Betty Blake, former pres of River Queen Co. publicized event. She claims event set the stage (quite a while before Iran) for Carter's upswing in polls. She attributes impact to personal media techniques: "Putting the President on a steamboat thru Iowa -- it's all-American and it's good p.r.," said Blake. "We had hundreds of thousands of people turn out to see the President -- we even had them wading thru the water."

DIED. Herbert W. Morse, exec with Bicycle Manufacturers Association of America; had served as dpr in several corporations.

FIRMS. More adv-pr marriages: Fawcett McDermott Cavanagh, Inc. (Honolulu) establishes subsidiary in Anchorage, Alaska, to be named Fawcett McDermott Cavanagh/Pozzi, Inc., with Bruce Pozzi Public Relations providing PR services; 2702 Gambell St., Anchorage... Carr Liggett Advertising forms independent

pr counseling firm, Young-Liggett Public Relations at 1211 Superior Bldg, Cleveland, Ohio 44114; (216) 621-1080... Dienhart, Steen & Assoc and Robin F. Pendergrast Marketing Public Relations merge into Dienhart Steen Pendergrast, Inc. at 300 North State St, Chicago, Illinois 60610; (312) 527-0404... Robin M. Matell, former vp-pr of Nat'l Airlines, forms Robin Matell Associates of Miami... Holder, Kennedy & Co. (Nashville) open office at 545 Fifth Ave., NYC, name Ted Burgert sr vp.

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UNION CARBIDE USES ISSUES RESEARCH TO INTEGRATE
PUBLIC RELATIONS PROGRAMMING AND STRETCH DOLLARS;
DROPS INSTITUTIONAL CAMPAIGN FOR REASONED OP-ED STRATEGY

Coordinated & cost-effective public relations programming may seem an idyllic goal for corporation the size & diversity of Union Carbide. However, "intelligent and foresightful planning by top mgmt" has UC "well on that path," reports Charles Childs, asst mgr corp comms. Nerve center behind integrated planning is "Key Issues Program." It identifies & analyzes issues on public policy agenda that can impact company.

Marshall Lewis, dir corp comms, told pr reporter issues research is enabling company to carry out creative, highly effective op-ed campaign. It's targeted at influentials. Runs in newspapers & thought magazines like Harper's, Atlantic Monthly, Commentary, New Republic. Advocacy ads have replaced expensive "corporate image" campaign. "The entry fee to influence public opinion (by institutional advertising) is \$10-15 million," says Lewis. "Since we don't have that kind of money, we have to be selective."

New campaign, budgeted at \$750,000, takes "reasoned approach, not self-oriented view." Ads objectively present public's views on issues, and reinforce -- or raise questions -- about validity of attitudes. "What we want is for people to give us the benefit of the doubt," Lewis says. "If we come thru sounding reasonable & knowledgeable then people may feel we're credible, too." Company offers public opinion data on which ad is based, free for asking. "This has provoked a great number of responses."

Money freed by dropping institutional campaign has been redirected to public affairs program aimed at grassroots, according to Childs. U.C., which has 350 plants in 22 states, reorganized to set up pub. affrs. committees in each state, appointed 7 regional mgrs. to advise committees on public relationships. Company then charged Childs with responsibility to "sell" mgrs. prepackaged public relations programs.

Catalogue programs lists in "Sears Roebuck fashion," Childs says. They're purchased on cost-sharing system, with headquarters & subsidiary splitting fee. Items range from editorials which can carry local manager's byline to radio announcements to

— STRATEGY FOR CORPORATE GIVING —

"Most corporations contribute in a relatively haphazard fashion. This is a shame because a corporation can even get along without a pr budget -- in a pinch -- riding on an effective contributions budget. For example, you can reach congressmen as effectively by underwriting a ballet as by entering an advertisement in the Washington Post. You can reach working class men by getting the credit for subsidizing a sports foundation....

"The impact is more subtle. But it's deeper and targeted to the right audiences."

-- Charles Childs

public education kits for schools. Notable among these is energy kit aimed at junior high students. Childs has placed 40,000 nationwide.

Issues research group is headed by ass't dir, has staff of 5. Two, according to Lewis, are issues mgrs serving clients within corp. One works closely with U.C.'s planners in energy policy. Second handles health, safety & environment.

Attitudinal research is applied to some degree in all public relations activities, says Lewis. He lists speech program for senior execs, employee communications, media relations as examples.

Childs advocates integrating even corporate contributions programs into overall public affairs effort. By targeting tax-deductible gifts to selected constituencies -- and giving up to IRS limit of 5% pre-tax earnings -- a corporation could even "in a pinch" get along without a pr budget, he suggests.

STUDY CONFIRMS OPINION THEORY; SHOWS INFO CAMPAIGNS MAY REINFORCE OPINIONS, UNLIKELY TO CHANGE THEM

Can information campaigns change public opinion? Based on study probing correlation between knowledge base & attitudes, a Massachusetts professor

doubts it. Results confirm fundamental public opinion theory which states that opinions tend to be based more on emotions than facts.

Study taken on eve of TMI by Worcester Polytechnic Institute prof John Wilkes queried 1000 Mass. residents on energy attitudes, political beliefs & knowledge of nuclear power issues. Results showed no correlation between knowledge & direction of attitude. Group judged to be most knowledgeable (4%) virtually split in half in opinions for and against nuclear power. Lesser informed groups divided similarly. Noteworthy finding is that 52% of sample failed to answer even one question correctly on 8 question multiple choice test.

Impact of knowledge appears to be strongest on intensity of attitudes, Wilkes told pr reporter. The more informed, the stronger their opinions. Less knowledgeable group not only has weaker convictions, but also more likely to indicate no opinion, he notes.

		<u>Strong Pro-Nuke</u>	<u>Weak Pro-Nuke</u>	<u>Strong Anti-Nuke</u>	<u>Weak Anti-Nuke</u>
Well Informed (4%)	39%	10%	10%	37%	
Less Informed (19%)	26.5%	13%	15%	44%	
Poorly Informed (77%)	25%	16%	25%	34%	

Wilkes found political beliefs were strong predictors of attitudes toward nuclear power. Respondents claiming liberal sympathies, distrust of big business and advances in science were usually anti-nuke to some degree.

"It's not a question of degrees of ignorance or knowledge," Wilkes concludes, "but a matter of interpretation. Information seems to be subject to the filter of pre-

conceived opinion. The more knowledgeable a person, the more he seems to feel confirmed in his beliefs."

TMI is good example of selective perception used to reinforce existing beliefs, Wilkes says. "Some look at TMI and say that it's what we all dreaded and it proves that nuclear power isn't safe. Others look at the very same facts and say 'Look how safe nuclear power is: even with those idiots abusing the technology, it still held up.'" Polls in wake of TMI do in fact, show little change in direction of opinions. Instead, event has intensified views (see pr 10/15). Wilkes intends to repeat his study soon and match results with opinion polls 1 yr after TMI.

His conjecture: "While attitudes are not carved in granite, they won't change in response to simple public information campaigns. In energy controversy, the credibility of proponents of one side -- big business & nuke industry or environmental groups -- has to be enhanced to the detriment of the other before attitudes will significantly change."

ANNIVERSARY ARTS EVENT PACKAGED FOR RURAL COMMUNITIES AIMS AT SEVERAL PUBLICS

Chesebrough-Pond's is extending business commitment to the arts one step further -- making painting & film the vehicle for its traveling 100th anniversary celebration. Theme is "The Family"

which has united annual reports & corporate ads of this diversified consumer product maker for several years.

Mpr Brian Martin told pr reporter that C-P commissioned landscape artist Bob Dash to paint 3 works that "pay tribute to the family." Company made film documentary of Dash creating his "Family Landscapes." Display celebration kicked off in NYC last month, is now on road to 26 communities where C-P has subsidiaries.

"Many of the communities we're in are quite rural so we're filling a void there," Martin says. Some school districts (because of budget problems) have phased out art classes. As part of celebration, C-P is sponsoring student art contests in each of its 26 communities. National winner receives \$2500 prize & weekend with parents, meeting the artist & visiting art museums in NYC.

The program, first companywide community relations effort, "has been a great motivating tool," says Martin. Results will be reviewed with local plants in June. If meets with anticipated success, Martin believes top management will "feel a real commitment" to undertaking similar programs.

Corporation, employees and the public in each locality are woven into one "extended family" by week-long program in each city:

1. Local libraries & museums host the art & film show, providing them an attractive property.
2. Reception for local leaders, media & cultural community, hosted by local managers, kicks off week-long event.
3. At end of week, exhibit moves to plant for employee "family night."
4. Prints of the 3 paintings are available to employees & public free of charge.
5. Prints are framed & mounted permanently in plant lobby.
6. Student art competition offers generous cash prize, purchase & permanent display of winning entry in lobby. Theme is interpretation of "family landscapes." Judges are local art experts.