

quired, these also follow a "standard vocabulary," according to records supvr., Nancy Robey. Supporting categories for public relations, for example, might include customer relations, press releases, "public image."

Of 150 file clerks trained during one-year phase-in program "only two or three are having trouble," according to Robey. Uniform system eliminates problems created when new account execs inherit a predecessor's system. Also provides "crucial flexibility" for companies like Ayer, which make extensive use of floaters & temporary workers to file.

The staff wasn't excited about organizing, they enjoy new system's benefits. "Now when I go to look for something," says asst. Claire Fiedler, "it's always very easy to find."

PRIMARY FILE CATEGORIES

Advertising Plans	International
Associations	Legal
Ayer Background	Marketing
Billing	Media
Budget	New Business
Client Background	New Products
Competition	Production/Traffic
Creative	Public Relations
Economics	Research
Government	Suppliers
Group Asst. Admn.	Technical

WHO'S WHO IN PUBLIC RELATIONS

DIED. John Paul Goodwin, pioneer in broadcasting & founder of Goodwin, Dannebaum, Littman & Wingfield, Houston adv & pr firm, March 12, 1980.

RETIREES. Farley Manning, chmn of board, Manning, Selvage & Lee (NYC) retires April 1. He began his career following WWII; in '54 began own firm, merged in '72 forming present firm...John E. Sattler dir, pr svcs ofs, Ford Motor Co. (Dearborn, Mich.) April 1 after over 30 yrs with co. Former nat'l dir & treas, PRSA. Will form firm, Satler Int'l with ofs in Mich. & NY.

AWARDS. Reg Ankrom, Central Illinois Public Service Co. (Springfield) receives "Communicator of the Year" award from Central Ill. Chapter, PRSA, for work as coord. of CIPSCO's Centennial of Light.

NEW FIRMS. C.L. Strousse & Assocs formed by Cindy Strousse, 4 Longfellow Place, Suite 503, Boston 02114; 617/227-1271... Peter P. Glankoff & Howard E. Wishner form Glankoff & Wishner Comms, Ltd., 324 Madison Ave., NYC 10017; 212/883-0001... Alan Taylor & Ira H. Silverman form Alan Taylor PR, moving April 1 to 250 West 57th St., Suite 1502, NYC 10022; 212/752-8338.

Jeff Blumenfeld & Assocs, opens at 485 Madison Ave., Suite 1910, NYC 10022; 212/838-9850...Gary Bitner forms Gary Bitner PR, 2550 N. Federal Hwy., Ft. Lauderdale 33305; 305/565-2533...Joan Schneider & Assocs opens at 303 Auburndale Ave., Newton, Mass. 02166; 617/964-3420...Creative Communications headed by Richard M. Wieland, 1589 Van Buren Drive, North Brunswick, N.J. 08902; 201/297-3713.

Harshe-Rotman & Druck & The Hanley Partnership form Hanley/HRD, Marvin Cotlar, pres; Richard E. Rotman, vp; David Witkov, sec'y/tres; 444 N. Michigan Ave., Chi 60611; 312/644-8600...Simon/PR (Sunnyvale, Calif.) opens new office headed by J.H. (Jack) Aeschliman; 408/988-5509...Mercer opens office in Stamford, Conn. headed by Donald G. McKinnon, vp, & Donald E. Fuerst, asst vp; 51 Bank St....John Adams Assocs opens NYC ofc, headed by Marian S. Decker, 122 East 42nd St.; 212/883-1196.

Group Attitudes Corp (H&K subsidiary) forms Australian firm Group Attitudes Co., headed by Robert B. Langtry, Sidney; 231-3300...Lewis & Gilman form L&G Public Relations Div. (Phila.), name Palmer L. Reed pres...Hess and Hunt, Inc., new firm specializing in nutrition & education; 410 S. Michigan Ave., Ste. 825, Chi 60605; 312/786-0200.

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CASE STUDY: KEEP AMERICA BEAUTIFUL APPLIES BEHAVIORAL SCIENCE RESEARCH TO SUCCESSFUL PUBLIC EDUCATION CAMPAIGN; CAN BEHAVIOR MODIFICATION STAVE OFF LEGISLATION?

Keep America Beautiful program, for more than quarter century, has tried to change Americans' litter habits. Industry-sponsored campaign has faced same difficulty as anti-smoking efforts, 55-mph speed limit, jawboning customers to stop inflationary spending: attitudes become favorable but behavior doesn't change. Latest anti-litter programs have turned to social sciences for solution. They provide case study of how info campaigns -- combined with behavior modification techniques -- can alter deeply-rooted habits.

KAB's "Clean Community System" hinges on changing societal "norms" behind littering, according to Don Pendley, dir. program & grant dev't. Four major groups of offenders have been identified: motorists & pedestrians, litter gatekeepers, witnesses, victims. Also, typical values of each. Motorists, for example, feel "It's okay to litter where litter already is." Typical victim norm: "Nobody else cares: why should I?" Program instills responsibility, Pendley says. Also removes excuses -- including existing litter.

Local citizens' committees develop & carry out own program. Each group is trained in behavioral techniques by KAB, works closely with local gov't. Members include officials, business & community leaders.

Leaders are taught that success depends on 4 factors: "updated ordinances, modern clean-up technology, continuous education & effective enforcement." "People tend to deflect responsibility for litter," Pendley told prr. Group learns that ordinances should make responsibility "universal" -- covering individual property owners as well as industry.

As important as spreading responsibility is ongoing effort with positive reinforcement, Pendley says. Community awareness is built thru public service ads & clean-up projects. Contests and awards inspire involvement, provide recognition. In cases where positive startegy doesn't succeed, officials are encouraged to enforce rules traditionally ignored.

Program has proved effective: litter has been reduced up to 80% in over 175 participating communities. Most communities opting for KAB program, however, have been in southern & western U.S. Pendley attributes this to persistence of area garden clubs, relative newness of cities. In more established Northeast, litter has been integral part of the landscape for years.

KAB's industry sponsors, many involved in beverage market, have found that clean-up programs contribute to their public affairs and public relations goals. Specter of bottle bill legislation has reared its head in several states, since passage in

Vermont, Oregon & Maine. Although some bottlers like Coca Cola seem reluctant to discuss connection, others say KAB programs are part of viable alternative to legislation. Dave Siebold, dir. comms. svcs. at American Can, which won '79 KAB award, told prr: "Litter is a 'people problem.' It requires habit & attitude change that cannot be achieved by gov't regulation of industry."

NON-PROFIT SECTOR WANTS LESS GOV'T AID, REGULATION; SENATE TO VOTE SOON

Newly-formed Independent Sector meets its first, possibly most crucial test in Senate this month (see prr 12/10/79). Vote is expected to decide fate of S.219 -- bill allowing taxpayers who do not itemize to receive deductions on contributions. Proponents claim measure would enable gov't to eventually cut back on subsidies to non-profits. Legislative battle takes on critical proportions in light of recent promise by Carter administration to balance the budget.

Level of private giving has fallen off substantially in past decade. Tax form simplification, growing use of standard deduction seen as culprits. Research by Harvard Univ. prof. Martin Feldstein reveals that itemizers in middle income bracket give roughly three times the amount of comparable non-itemizers. Middle-income families are reportedly most lucrative source, providing 80% of individual giving. Feldstein predicts S.219 would raise giving an estimated 13% -- or about \$3.8 billion -- while costing gov't some \$3.2 billion in lost revenue.

"In the long run, increased giving will help cut the independent sector's dependence on gov't funds," Bob Smucker, dir. comms. told pr reporter. He estimates that 30-35% of giving for charitable organizations originates from gov't. Decreased dependence also seen as vehicle to achieve less gov't regulation & interference: "Along with federal funding comes the federal rule book," he acknowledges. Outcome of bill is difficult to predict, Smucker says. However, he expects it will fare well "if a general tax cut is passed."

SUPPORT STAFF PLAYS MAJOR ROLE IN SCHOOL COMMUNITY RELATIONS

When the public wants information about schools, it's more likely to turn to ubiquitous bus drivers or custodians than teachers. Study by Nat'l School

Public Relations Assn. reconfirms opinion leader theory which argues that "community influentials," or idea networkers, are often not the same people as those belonging to politically or socially influential groups.

Over 100 school districts nationwide asked community members who they knew in school systems. "They consistently report the same result," says Virginia Ross, NPRA's dir. comms. svcs. "Support people are the sources the public turns to for information." Frequently the public doesn't know names of the superintendent or school board members.

Research has also shown that personal experience -- or that of a friend -- is "more crucial than objective information in determining a person's attitudes toward the school." One mother's bad experience with a school secretary "often has more impact" than any single factor, Ross says.

WHO THE PUBLIC KNOWS

Ranked in order of importance:

1. secretary
2. custodian
3. food service person
4. bus driver
5. teacher
6. principal
7. superintendent, school board members

School systems are realizing that stronger employee relations & communications will have a significant impact on community relationships too. "We can't rely on the written word," Ross told pr reporter. "Since everyone who works at the school is considered an authority by the public, we'd better make sure that the support staff knows the school and is involved."

WINNING PUBLIC CONSENT FOR PUBLIC RELATIONS IS GOAL OF PRSA TASK FORCE; INPUT SOUGHT FROM PRACTITIONERS

Task Force on the Stature & Role of Public Relations will analyze forces affecting the field and practitioners, then produce action plan to gain understanding & support from opinion leaders and the general public. Philip Lesly chairs 18-member group. It includes corporate, counseling, financial, hospital & university practitioners, plus 2 educators.

Lesly likens task to the Flexner Report, which led medical practice toward a unifying professionalism -- and thus public support -- early in the century. Resulting program will recommend actions to be taken not only by PRSA but by other organizations, individual practitioners and clients, employers. Suggestions, source materials, studies etc. are sought by the task force from any public relations professional whether PRSA member or not. (Address to Lesly at 130 East Randolph St., Chi., IL 60601.)

SUN OIL BOOSTS SHOW ON AGING WITH GIANT CITY STREET FAIR

Concern for growing segment of population -- older Americans -- is reflected in public relations policy of Sun Oil (Radnor, Pa.). Company underwrites national PBS tv show "Over Easy" -- only daily series directed at concerns of aging.

To publicize show, Sun Oil organized giant street fair which spanned 6 city blocks in Philadelphia's Ben Franklin Parkway area. Massive ad campaign was used to promote fair in 9-county area, according to Polly Friedman, press relations rep. Event drew crowd of 125,000.

National media picked up event, catapulting "Over Easy" from 22nd place to second most watched show on public television. Friedman told pr reporter fair also attracted inquiries from HEW's Committee on Aging and companies in several cities. Sun Oil employees "worked 'round the clock on preparations for the fair." Others came with families to activities. Friedman expects street fair to become annual "celebration of Sun Oil's continuing commitment to the needs of the aging."

STANDARD LANGUAGE FILING SYSTEM SAVES TIME, MONEY

Filing, tho basic & mundane, often proves to be the Achilles' heel of otherwise well-managed organizations. Ayer International -- nation's second largest ad agency -- has created a "Common Language Filing System" that simplifies information retrieval. Approach could be adapted with equal success by public relations firms, in-house dep'ts using chargeback method.

System establishes 22 "primary categories" which represent agency's generic functions (see box page 4). These are mandatory subject divisions for every Ayer account. Primary files are fleshed out with supporting categories. While not universally re-