

comparatively limited. Annual subscription \$865 for corp. libraries, lower for others. (From Congressional Information Service, 7101 Wisconsin Ave., D.C. 20014; 301/654-1550.)

Latest state regulations governing PACs covered in Campaign Contributions & Lobbying Laws. Loose leaf notebook outlines corporate & PAC donation regs., filing requirements, penalties, lobbying regs. in each of 50 states. Updated throughout year. (\$150 from Federal-State Reports, Inc., 5203 Leesburg Pike, Ste. 1201, Falls Church, Va. 22041; 703/379-0222.)

"Who's Who" guide to consumer movement available from Frafer/Assocs. Contacts in Consumerism lists over 500 public interest groups at local, state & nat'l level; identifies priorities of nat'l groups. Also covers consumer media, periodicals, congressional committees, federal agencies & consumer affrs. reps. in major corporations. Provides names, addresses and phone nos. (\$25; 1800 K St., Ste. 1006, D.C. 20016; 202/452-1188.)

Another pr novel, Jim Baar's The Great Free Enterprise Gambit, is the comical chronicle of a public relations disaster. Fictional company -- called International Coagulants -- is indicted for selling organically grown dog food to the gov't to feed Vietnamese refugees, for renting dangerous convicts to third world dictators as "peacekeeping force," for causing international incident with Japanese by announcing plans to commercialize the Marianas. Press gets hold of all three fiascos in one news conference -- and dpr finds humorous way out. Baar is president of Creamer, Dickson, Basford/New England (Providence). Ex-Hughes pr staffer Arelo Sederberg (The Power Players), Mobil vp-pa Herb Schmertz (Takeover) are also out with current fiction featuring public relations in plot.

Source book on foundations & trusts lists U.S. & foreign non-profits operating on international level. The International Foundation Directory details goals, activities, finances, officers & trustees. Listing by nations shows America & Europe. Relative newcomers to scene include Japan & South American nations. (377 pgs., \$55; Gale Research Co., Book Tower, Detroit, Mich. 48226.)

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Walter J. Walsh, dpr of Bankers Life Co. (Des Moines) since 1967, elected vp-pr...American Can (Greenwich, Conn.) appoints Deborah K. Yoken pr mgr...Norma Center named dpa, newly formed dept with American Productivity Center (Houston)...PRISM, PR in Science & Medicine, new division of BBDO International (NYC), headed by Lynn Yates, vp & gen mgr...Robert A. Williams named dpr, Greater NY Councils, Boy Scouts of America (NYC)...CIBA-GEIGY Corp (Ardsley, NY) names Arthur C. "Buck" Benedict dir corp comms.

and Gerald E. Buldak vp corp comms... Quentin J. Hietpas named vp-pr, Control Data (Mpls.)...Leslie P. Mohr joins Cotting School for Handicapped Children (Boston) as dir info & devel...David P. Fowler joins newly formed pr division of Craig, Lamm, Hensley & Alderman (Houston) as pr mgr...Barbara B. McNear named vp-adv, pub & cons rels, Fireman's Fund Ins Co's (S.F.).

Garrison, Jasper, Rose & Co (Indianapolis) names Jon J. White dpr...Arthur D. Norwalk named to newly created position, dpr, Goodchild & Eidson (Providence, R.I.)...Grand Union Co (Elmwood Park, N.J.) promoted Donald C. Vaillancourt to vp, corp comms & cons affrs.

Con Edison (NYC) appoints Laurence V. Kleinman dpi, and promotes Bernard P. (Bud) Stengren asst sr vp-pa...Continental Bank (Chi) elects J. Lennard Barker

Vol.23 No.15 April 14, 1980

PROGRAMS AIMED AT SCHOOLS UNDER ATTACK; IS SPONSOR OR TEACHER RESPONSIBLE FOR PROVIDING BALANCED VIEW? ANSWER IS BOTH

In sponsored materials for classroom use, enlightened self interest & social responsibility are identical: if you want the stuff used, offer balanced presentations & lay off the heavy plugging of company or product name.

Controversy over industry materials has been stirred by Sheila Harty's Hucksters in the Classroom: A Review of Industry Propaganda in the Schools. Book raises question: to what extent is industry obliged to strive for balanced presentation in educational materials it distributes? Harty alleges materials are "product promotions" recycled for classroom use, or partisan hawking of corporate interest. She advocates their removal from classrooms.

Bill Farlie, pres., Association Films, which distributes sponsored materials, says balance is "the educator's prerogative." But he notes highly partisan films don't get into the classroom anymore. "You can no longer simply present the message you would prefer to present." In this instance, social responsibility corresponds with self interest. If material is to be used, it cannot be overly partisan.

Educational authorities agree that problem is a matter of discriminating selection rather than total exclusion. National Education Association Pres. Terry Herndon would not support any effort to keep corporate materials away from teachers. "They fill a vital need in our under-financed schools," he told pr reporter. He suggests, however, that industries "strive for balance and fairness in presentation."

Table with 2 columns: NEA membership survey and Survey by Sheila Harty. Rows include: Do you use industry sponsored materials? (Yes--50.7% No--49.3%), Which materials do you use? (Printed matter for instruction 51.9%, Charts, maps, posters 16.2%, Filmstrips, movies, records 41.5%, Games, puzzles, kits, models, etc. 12.4%, Informational materials 12.2%, Other 1.5%), Did you seek public interest materials for balance and contrast? (Yes--36% No--34% Sometimes--16%), Was the material product-oriented? (Yes--36% No--29% Sometimes--23%), Did you perceive bias in the presentation? (Yes--34% No--34% Sometimes--17%), Would you continue to use industry teaching materials? (Yes--58% No--5% Sometimes--26%)

CASE PROBLEM: HOW AETNA & PHILLIPS MAKE POINTS IN THE CLASSROOM -- QUIETLY

Two producers of enlightened educational materials are Aetna Insurance (Hartford) & Phillips Petroleum (Bartlesville, Okla.).

Although he acknowledges widespread "classroom propaganda" problem, Malcolm Snyder, vp creative services at Aetna, agrees with Herndon and Farlie that "propagandizing defeats industry's purpose" because "teachers won't use outright propaganda." Accordingly, Aetna uses "open-ended materials which present all viewpoints and allow viewers to draw their own conclusions." National health insurance, for example, is presented in one of Aetna's "Contemporary Issues" film series -- although ticklish issue for the company.

Possibly the most widely distributed classroom packages are "American Enterprise" and "Search for Solutions," both sponsored by Phillips Petroleum. It was "most important to remove potential criticism as corporate propaganda," mgr. corp. adv. Jim Fichette told prr. Phillips hired independent film producers (Playback Assocs.), brought in advisory boards of professors to "be responsible for the entire content of each series." Producer Denny Cremmins of Playback Assocs. advised his assistants: "We're not here to defend or attack the American businessman. Let the Chamber of Commerce or the New Left do that. We go with what we've learned from the professors. Present our economic history warts and all."

Fichette says "acceptance by teachers has been phenomenal," estimates that 30 million students & teachers have seen the material. He recounts one teacher who was skeptical at first eventually wrote to Phillips: "I kept waiting for the commercial & there wasn't any. Thank you."

Throughout films, Phillips is mentioned only once -- just a 4-minute identification at the end. Studies indicate sponsor is "more memorable if it keeps low profile," Fichette says. A few weeks after viewing a film highly identified with Phillips Petroleum throughout, teachers were surveyed. Asked who sponsored, 50% said it was Phillips, 25% thought it was Exxon, another 25% didn't know or guessed other companies. However, same study repeated after viewing "American Enterprise" or "Search for Solutions" revealed that 90% of teachers remembered film was sponsored by Phillips, even though company is mentioned only once. Once again, less is more.

HOW PUBLIC RELATIONS CAN HELP RIDE OUT THE RECESSION

Public relations will play an important role for marketing organizations attempting to ride out the recession. Bob Clay of Clay Publicom (Irvine, Calif.)

is a specialist in the housing market -- which economic forecasters say will have imminent crash. With mortgage rates around 18%, Nat'l Ass'n of Home Builders predicts 1/4 to 1/2 of builders will be bankrupt in 90 days. Clay's counsel on how to be a survivor:

1. Make sure the communications team is acting in concert. If separate ad & pr firms are employed, now is the time to bring both efforts under one roof. Make sure the firm selected is equally committed to both services, does not specialize in one while paying lip service to the other.
2. Tough times call for real pros. It's unwise to try to save money by selecting cheaper counsel or bringing pr & ad operations in-house. Creative, experienced people will prove cheaper in the long run.
3. Emphasize educational & product publicity. They can develop exposure to the market for a fraction of the cost of advertising.

4. Even in a poor market, limited product & institutional ads should be used. Space out the schedule, but keep company name before public. Institutional ads might be devoted to improving company image or speaking out on situations facing the industry.

5. Recession is a good time to update basic communications pieces -- newsletter, brochures, etc.

6. Invest in opinion research. It puts pr programs on target, helps design tomorrow's products.

MENDELSON OFFERS SUCCESS FORMULA AS DEBATE OVER FUTILITY OR UTILITY OF INFORMATION CAMPAIGNS GOES ON

Some studies suggest that people sift information, accept only facts that support pre-formed opinions. Therefore, info-giving helps little (pr 2/25). Univ. of Denver's Harold

Mendelsohn thinks info campaigns can be effective, but only when practitioners & social scientists work together.

Mendelsohn suggests an approach guided at each step by research. Even setting objectives requires research to ensure goals are specific & attainable. He cites highway safety campaign aimed at reducing accidents caused by "bad drivers."

Data showed that 80% of those involved in highway accidents perceived themselves as "good drivers," and thus ignore most safety messages.

Knowing this, middle range objectives were set to: 1) overcome public indifference to traffic hazards, 2) make bad drivers aware of their deficiencies, 3) direct them into driver training. 30 million viewed tv broadcast "The National Drivers Test." 35,000 -- three times the annual rate -- enrolled in driver improvement courses soon after.

Mendelsohn disparages trend in advocacy advertising to steer away from info-giving in favor of emotional approach (see pr 3/17): "Trying to manipulate or frighten the public to persuade them of a certain viewpoint won't work," he told prr. What is needed, he claims, is "synthesis of innovation and supporting research" to overcome "resistance against being moved from comfortable indifference."

- INFO CAMPAIGNS CAN SUCCEED IF:
1. They assume target publics only mildly interested or not interested at all & are planned accordingly.
 2. Specific, reasonable goals are set.
 3. Systems are set up such as skills testing so information received can be translated into behavior.
 4. Specific target audiences are delineated. This includes demographics, psychological attributes, lifestyles, value & belief systems, mass media habits.
 5. Both scope of prior indifference to messages & its roots are determined by research.

PUBLICATIONS OF INTEREST TO PROFESSIONALS

Practitioners, speechwriters, counselors who rely on statistics may find Statistical Reference Index helpful in locating data, sources. Index lists and abstracts statistical publications of more than 1000 non-gov't sources, including trade assns., businesses, educational & independent research centers. Covers everything from health statistics to industry, marketing data to attitude research, the latter