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Significant finding is that 55% think gov't programs should be cut, 86% would favor reduction in business taxes "if at least half the money saved helped create jobs." Marshall Lewis, dir of corp comms, told prr he thinks the public mind is "perfectly consistent with private sector goals. Overwhelmingly (83%) the public wants growth and views business as the prime generator...gov't as one of the prime inhibitors."

Business/public consensus is still somewhat tenuous, however. Most significant is continuing fear of powerful institutions: public believes that increased power of business, gov't or labor hurts economy (see chart). Altho they favor cutting back gov't programs, near majority think gov't still isn't doing enough to protect safety, create jobs (see pg.2 chart).

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PERCEPTIONS ON ECONOMIC GROWTH
Brings improved standard of living 56%
Improves personal situation 49%
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IMPACT OF BIG INSTITUTIONS ON ECONOMY
Table with 4 columns: Category, Power of Corporations Increases, Power of Labor Unions Increases, Power of Federal Government Increases.
Hurts economy: 45%, 56%, 54%
Helps economy: 27, 23, 20
Little impact: 13, 13, 17
Don't know: 15, 8, 9

	<u>Holds Down Economic Growth</u>	<u>Helps Economic Growth</u>
Inflation	86%	5%
Energy situation	81	8
Imported materials, products	63	18
Gov't spending	62	20
Size of federal gov't	54	12
Gov't regs (other than env'l laws)	51	14
Amount of taxes average person pays	51	24
Labor unions	49	28
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Current level of productivity	37	34
<u>Major corporations</u>	33	43
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5. The consumer perspective needs to be incorporated and integrated into business decisions of all kinds -- as a means of identifying opportunities and considering consequences before one gets an adverse reaction from the marketplace.

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ATTITUDES TOWARD GOV'T REGS & SPENDING

	<u>Gov't regulating corps. to protect public's safety</u>	<u>Gov't helping business create new jobs & products</u>	<u>Public wants:</u>	
Doing more than should	22%	16%	Expand gov't programs	14%
Doing right amount	27	28	Leave as are	28
Doing less than should	43	50	Cut back gov't programs	55
Don't know	7	7	Don't know	3

	<u>Favor</u>	<u>Oppose</u>	<u>Don't Know</u>
Sunset Laws	67%	21%	12%
Economic Impact Statements	59	22	19
Environmental Impact Statements	66	21	13

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ATTITUDES TOWARDS PROFITS

	How (rising) corporate profits affect "average person's" living standard	How corporate profits affect "your own" personal living standard
Gets better	42%	39%
Stays the same	35	44
Gets worse	20	15
Don't know	3	2

For copy of 79-pg. report, write Union Carbide, 270 Park Ave., NYC 10017.

CEOs CONTINUE TO DISCOVER PUBLIC POLICY PROCESS -- BUT MANY MAKE DECISION WITHOUT STAFF INPUT; OPPORTUNITIES FOR PR, BUT WILL HAVE TO BE EARNED

New Conference Board study shows only 2% of CEOs are now "apolitical." Most are sensitive to "wider arena involving social

change, fluctuating public opinion, human needs, and political interest of almost infinite variety."

Based on answers to battery of questions, CEOs were classified by level of political activity. Most CEO activity extends beyond issues which impact bottom line. Only one-fifth, called "company spokesperson," limit themselves to company-related issues. Most are either "public communicators" (26%) who speak out on broad social issues; or "political activists" (40%) who give public support to candidates. Only 6% think they ought to run for office themselves as "full-time politicians."

Evolution of political CEOs is accelerating. In '79 pr reporter's Annual Survey of the Profession (pr 1/15/79) reported only 15% of CEOs spent no time in public speaking. Fewer -- only 12% -- didn't meet with outside groups while more than half reported spending from 10 to 20 hours a month in such meetings. According to the Conference Board study, CEOs say growth of gov't is main reason for change. Motives vary: more than half are "pragmatists," believe in broad involvement because almost everything gov't does affects the company's bottom line. Significant is minority of "integrators" who believe "healthy & prosperous society" is in business' best interest.

Alarming for pr is that almost half of CEOs make policy "deductively" & independently, without seeking input from support personnel. "Inductive" CEOs, in contrast, rely on research & varying viewpoints.

HOW CEOs DEVELOP POSITIONS ON ISSUES

1. Inductive (Make own decisions, then consult staff) 36%
2. Deductive (Ask staff to recommend alternative approaches) 34%
3. Rely on Associations 15%
4. "Issues Management" technique 8%
5. Special dep'ts (corp affrs, pub affrs, gov't rels, etc.) 8%

April 28, 1980

Study finds lone decisionmaker is dubious phenomenon. Most CEOs "have not been trained in the arts of acquiring influence." They are accustomed to "tasks of management in hierarchical structures," & not to dealing with dynamic society. CEOs are often poor communicators: "If any of the business leaders I have seen testifying before Congress conducted their business with such weak, total impotence, they would not hold their jobs for one minute," commented one. Another said "There are many examples of high-powered chief executives...who have tried to speak to the public on tv & in the press but have been miserable failures."

Rise of political CEOs should push public relations to fore although, significantly, function is not mentioned once in entire report. "The staff required to support the CEOs' activities is not yet well defined...it may well be that staff needs to have a very close and intimate relationship with the CEO...further research on this question is needed," report concludes.

SAY CONSUMER AFFAIRS IS MOVING UP
AS COMPANIES REALIZE IT IS
MORE THAN COMPLAINT RESOLUTION

The consumer movement is changing, say consumer affairs mgrs, and with it their role within the corporate hierarchy. "In the '70s it was relatively rare for consumer affrs mgrs to have input into top management decisions," Hal Warner, vp cons affrs, Fraser/Assocs (D.C.) told prr. "Now they're moving up the executive ladder. Companies are beginning to realize consumerism is more than just complaint resolution."

Phyllis Lovrien, vp cons affrs, Oscar Mayer (Madison, Wis.) agrees: "We'll see the incidence of consumer affrs directors reporting to CEOs become widespread in the '80s." She believes new reporting relationship will eliminate conflict between public relations and consumer affrs as both become "more eminent management functions." Other trends to watch:

¶Single issue groups will predominate, predicts Warner. The consumer movement is fragmenting & going grassroots. Lobbying in D.C. is on the downswing.

¶Established groups will persist but they will attempt to resolve differences with business in a more reasonable way," according to Nell Stewart, pres., Society of Consumer Affairs Professionals. "As individual consumers become more knowledgeable, consumer groups will decrease in number & influence."

¶Consumer considerations must be factored into marketing, new product & advertising efforts," says Lovrien. "As gov't regulation increases & consumer action becomes more effective, there will be new wave toward greater participation of consumer advocates in corporate decisionmaking."

¶Consumer education will become important in recessionary economy, to companies as well as consumers. Stewart predicts rise of unethical customer -- e.g. takes unfair advantage of promotional guarantee and similar. She suggests corporations take more active role in consumer education -- on responsibilities as well as rights.

¶'80s will see increasing effort by companies to improve media relationships, Stewart told prr. "Companies are beginning to realize approach epitomized by 'no comment' is counterproductive. We'll see more business/media seminars which aim for better understanding." She sees rise of Action Line Reporters as step in right direction.