

Traditionally "low profile," libraries are called upon to reach out to "unserved" & "under served" groups. Thru public awareness programs they can "help prepare society to effectively deal with change," and "alleviate social misconceptions."

Report has specific implications for those in information industry & educational institutions training library professionals. (For copy of summary report, request "The White House Conference on Library Information Services -- Summary," Stock no. 040-000004238 from Sup't of Documents, U.S. Gov't Printing Office, North Capitol & G Sts., N.W., Wash., D.C. 20402. Cost is \$4.00. 1,000 pg. report to be issued later this summer.)

THINGS PROFESSIONALS SHOULD KNOW ABOUT

¶Tv viewers understand 1/4 to 1/3 of what they see, according to Purdue psychology prof Jacob Jacoby. He had 2700 participants in 12 dispersed media markets answer true/false questions after viewing programming & commercials. 83% of respondents misunderstood at least some of what they'd seen. Commercials fared slightly better than entertainment or news. Surprisingly, education level had little effect.

¶Tv stations air avg. of 205 psa's per week. Individual announcements run about 29 times, longer if the message "services the community interest and is well-produced," according to survey by Planned Communications Services. 30 sec. spots are preferred length, 60 sec. rank 2nd. 16 mm film pulls well. Popular topics with news directors are energy, drug abuse & crime. (For folder summarizing results write PCS, 12 East 46th Street, NYC 10017.)

¶"Things aren't going well" in the country, say more consumers than ever before. Annual survey for Food Marketing Institute by Yankelovich, Skelly & White shows lowest level of confidence in poll's 9-yr history. Of 1,000 supermarket consumers, 75% expressed pessimism, almost half say they're in financial trouble, and 37% report decline in personal living standard. Food costs aren't as big a concern as gas prices or international tensions, e.g. Afghanistan. Survey found young, middle-aged & Westerners -- groups previously coping well with inflation -- now being affected in greater numbers.

A LIGHTER NOTE:
3 MORE WAYS TO MAKE MUSIC WORK

<u>Present State</u>	<u>Desired State</u>	<u>Music to Select</u>
ethnically prejudiced	one with all races	"Who Threw the Overalls in Mrs. Murphy's Chowder"
composed, self-confident	climbing wall	John Cage's "Triptych for Auto Horns and Percussion"
aggressive, belligerent	meek, introspective	Edward McDowell's "Come into the Garden, Maude"

-- Jim Cummings, dpr, Marsteller Inc. (Chi)
(See prr 4/21.)

PUBLIC RELATIONS PROGRAMMING NO LONGER LEFT TO CHANCE;
HEALTH COMMUNICATORS WANT MARKETING & MEASURING SKILLS

Health communicators see marketing & marketing research as their weakest skill, reveals survey of the Health Section of PRSA. They also feel they need more understanding of advertising, audiovisuals, and how to measure & evaluate public relations efforts.

Survey was designed to "identify areas to target professional development," according to J. William Tobin (Seattle), Nat'l Section Chairman in '78. "Right now," he told prr, "marketing is the hottest thing by far." He predicts more organizations will hire professionals "oriented to marketing research." Another major trend is promotion of preventive health care.

Status of public relations within health care organizations seems to be "skyrocketing," says Tobin. 82% perceive the role of public relations within their organizations as expanding. Another indication of management's "real awakening" is earnings spiral. 34% of respondents earn over \$30,000, 6% over \$50,000. (Also see prr's Annual Survey of the Profession 10/1/79.) "This is a significant change for health communicators," Tobin says, "who have traditionally earned only from \$20-25,000 -- it's not a jump of \$1,000, but \$10-30,000."

Experience & professionalism of health execs are significant. 45% have 15 or more years of public relations experience. Also noteworthy is finding that "over 75% had a written public relations plan," according to Tobin.

ANNUAL REPORTS REVIEW SOCIAL INVOLVEMENT;
FEW SEEM PLEASED WITH NEW REQUIREMENTS
FOR FACTORING IN INFLATION

Social responsibility reporting is becoming an integral feature of annual reports. Trend reflects an institutionalization of corporate involvement.

Also in step with today's external CEO who increasingly is speaking out on issues beyond the company's narrow interests (see prr 4/28). Notable examples from the current crop:

¶Kimberly-Clark's CEO Darwin Smith thanks Canadian gov't for its rescue of 6 Americans from Iran. International relations are important to company which has several Canadian plants. Smith's letter -- as did others -- speaks out against new financial reporting guidelines on inflation. "The real problem is not how to measure it but how to control it."

Separate section presents Management's 5-Yr. Objectives for '78-'83 -- first made public at '78 annual meeting. Three non-financial objectives, "Fairness Goals," "reaffirm the moral & ethical character of the company." Company doesn't mince words. Good citizenship, for example, is "not meant to be an abstract statement...nor a milk toast approach to all the special interest groups who want us to help them grind their axes." (Copies from Kimberly-Clark Corp, North Lake Street, Neenah, Wis. 54956.)



Health products manufacturer Abbott Laboratories folds in with its annual report spring edition of quarterly, Commitment. Magazine's editorial objective is to "report on Abbott's performance as a corporate citizen and on issues affecting Abbott and the health care industry." Lead article by former Sec'y of Treas. Mike Blumenthal discusses economics of liberalism. Report on Commitment's readership survey shows highly favorable results. 82% of respondents read 3 out of 4 issues. About half pass their copies on. (From Abbott Laboratories, Abbott Park, North Chicago, Illinois 60064.)

Celanese devotes 8 pages of 72 to reporting on environmental & public responsibility activities. Big glossy photos, scant copy carry the message. Report emphasizes that commitment starts at top. Role of Public Responsibility Committee of Board of Directors is described. Headlines which tout achievements -- e.g. "Celanese is in the forefront of corporate public responsibility" -- seem more appropriate to marketing sections of report. (From Celanese, 1211 Ave of the Americas, NYC 10036.)

Philip Morris -- and others in besieged tobacco industry -- tackle the "climate of hostility engendered by those who would legislate cigarettes out of existence and who are bent on making smoking socially unacceptable." Report categorically states "despite the expenditure of hundreds of millions of dollars by gov't, the tobacco industry, and other research groups over more than 25 years, no conclusive clinical or medical proof of any cause-and-effect relationship between cigarette smoking and disease has yet been discovered." 2 pg. section on "The Public Interest" rounds up company's social programs & contributions -- which are many & varied. Also noteworthy is inclusion of 15 yr. financial summary. (From Philip Morris, Inc., 100 Park Avenue, NYC 10017.)

Management consulting firm Alexander & Alexander builds annual report around discussions of issues crucial in next decade. Environmental protection, energy, OSHA, gov't regulation, int'l afirs are among those covered in depth. Graphic lift-outs carry hard hitting messages. Example: "America's business principle of a binding contract is threatened by political turmoil around the world. This poses new and frightening problems for multinational corporations." Photos use shock technique -- smashed safety goggles, murky liquids in beakers -- to carry the message. (Alexander & Alexander, 1211 Ave of the Americas, NYC 10036.)

ASS'N EXECS MONITOR PUBLICATIONS,
EVEN CARTOONS ARE SCRUTINIZED

Ass'n execs are acting as trend sleuths in new volunteer program of American Society of Association Execs. Each exec is assigned to scan one publication, thus bringing wide range of publications under systematic scrutiny. Ideas gleaned are then reviewed by ASAE's Analysis Committee.

"Vanguard" is "based on theory that ideas usually appear in print long before they start to produce changes in society," according to program dir Sylvia Rivchun. Monitors are trained to evaluate "every aspect of their publication, from features to cartoons to letters to the editor." Publications range from standard to offbeat. Include Rolling Stone, Co-Revolution Quarterly as well as NYTimes, journal & trade publications like The Economist, Chronicle of Higher Education.

Monitors are asked to stick to "trends or discontinuities which relate in some way to association management or voluntarism." But since ass'ns are such a broad grouping, trends cover gamut, Rivchun says.

Members of Analysis Committee are "chosen for diverse backgrounds and analytical skills." As part of their job, they try to estimate how fast trends are developing.

Key trends are selected by ASAE's Steering Committee, given in-depth examination. Recent topics have included "changing work relationships, economic confusion, role of media in society, decentralization," Rivchun says.

POLLS PROVE UNRELIABLE -- AGAIN

Fallibility of polls was demonstrated on both sides of border this week. Quebec voters gave a resounding "no" to issue of negotiating sovereignty. During course of campaign, pollsters had rather consistently measured opinion as almost split. On eve of election, one poll showed Levesque's forces ahead by 4%. So clearcut 59% to 41% "no" decision came as surprise -- to pollsters & public alike.

In Michigan primary, polls picked Reagan to trounce Bush & capture at least half the delegates necessary to clinch nomination. But Bush captured 53% of votes -- a surprise landslide over Reagan's 32%.

Maybe the best predictor is gut reaction of professional whose vocation is dealing with different publics. Canadian practitioner Monty Berger forecast outcome of Quebec referendum almost exactly in last week's pr. Berger predicted the large group of undecideds would "cast a sober vote against sovereignty association in the privacy of the polling booth."

LEGISLATIVE COMMITTEE TELLS NUKE UTILITY
TO HIRE PUBLIC RELATIONS PRO;
NATION'S LIBRARIES MAY ALSO STAFF

Blue ribbon panel appointed by state legislature to evaluate financial & management problems of Public Service Co. of N.H. (Manchester) -- builders of embattled Seabrook nuclear power station -- advises taking three steps that will sound familiar to practitioners, but were unexpected from this source:

- 1) Name a vp in charge of public relations.
- 2) Enter into "personal dialogue" with groups holding "different and adversary viewpoints."
- 3) Restructure & broaden outlook of board of directors. Let an outsider, not the president, be chairman. Add members of national stature whose "philosophies and expertise are not necessarily consistent with or duplicated by" management.
- 4) Learn to anticipate issues.

Blue Ribbon Citizens Advisory Committee on Utilities Financing felt the ability of PSNH management "to anticipate or respond to events which have a high probability of occurring" is unsatisfactory. "A one-scenario future seems to be the most the company is able to plan for at any given time," the group commented.

In Washington a very different group reconfirmed the vital role of public relations -- The White House Conference on Library & Information Services. A series of resolutions were passed including one calling for libraries to train professionals "in human relations, effective use of public relations & marketing techniques" if they are to receive federal monies.