

COMPANY PROGRAMS FOR EMPLOYEES

In era of entitlement, declining productivity -- & in many fields, tough competition for top employees -- benefits packages count heavily. Survey of Nat'l Industrial Recreation Ass'n members finds employers are providing these programs:

CULTURAL PROGRAMS	SERVICE PROGRAMS	SOCIAL PROGRAMS
Art shows 38%	Discount tickets:	Christmas parties 63%
Retirees' activities 36%	Amusement park 92%	Retirees' social activities 57%
Photography 33%	Sporting events 80%	Award dinners 55%
Hobby shows 28%	Special events 76%	Company-wide picnics 55%
Ham radio operators 23%	Theatre 74%	Children's activities 46%
Feature movies 22%	Group travel 60%	Bridge games 44%
Children's activities 22%	Discount merchandise 58%	Retirement dinners 43%
Painting 20%	Discount dining 58%	Table games 43%
Chorus/glee clubs 20%	Weekend travel 57%	Social dinners 41%
Lectures 20%	Retiree activities 50%	Dept'l picnics 36%
Educational movies 20%	Flowers/cards for ill 45%	Ballroom dancing 27%
	Travel (individual) 43%	
	Children's activities 42%	
	Continuing ed. 40%	

-- Recreation Management magazine

WHO'S WHO IN PUBLIC RELATIONS

VICE PRESIDENTS. Roger Kafka, sr vp, R.C. Auletta (NYC)...William Koelzer, Basso & Assocs (Newport Beach, Calif.)...Helen Vollmer, vp & mgr, client svcs, Bozell & Jacobs (Houston)...A. Joseph LaCovey and Timothy G. Brosnahan, Burson-Marsteller (D.C.)...Claude J. Desautels, sr vp, Carl Byoir & Assocs (NYC) & gen mgr, D.C. ofcs...Patricia Butterfield and Daniel Hoik, vp's, Creamer Dickson Basford/New England (Providence); Robert E. Keating, exec vp, CDB/New York...Adri G. Boudewyn, Cunningham & Walsh (San Francisco) and Joseph Therrien, sr vp...Norma J. Collier, Doremus & Co. (L.A.).

William L. Dupuy, Edward Howard & Co. (Cleveland)...Susan Schiffer Stautberg, Fraser/Assocs (D.C.)...Marvin G. Gellman, Geltzer & Co. (NYC)...Charles Ebeling and Dorothy Terry, sr vp, Golin/Harris Comms (Chi)...Daniel Miljanich, vp & gen mgr, newly formed Guest Public Relations (Cleveland)...Natalie S. Lang and Jerome V. Wattel, sr vp, Hill & Knowlton (NYC)...Dean A. Showers, Image Management (Hales Corners, Wis.)...John J. McKeon, Henry J. Kaufman & Assocs (D.C.)...Jeffrey L. Cox (Pittsburgh) and Thomas H. Rich (D.C.), Ketchum MacLeod & Grove.

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CORPORATE PHILANTHROPY NO LONGER BAILLIWICK
OF TOP MANAGEMENT'S WHIM;
NEW STRATEGY TO INTEGRATE WITH PUBLIC AFFAIRS PROGRAMMING

Corporate philanthropy is expanding "at almost a geometric rate." It outstripped foundation giving last year -- a first. Still, corporations too often "relegate it to a dark corner as a necessary evil," believes Dick Aszling, counselor & former vp corp rels at General Foods (White Plains, NY).

"In a time of heated criticism of corporations as insensitive, inhumane & not caring, philanthropy proves they do care about people," says Aszling. "Yet no one pays attention to it." Both practitioners and top management should develop an "adequate appreciation of the role of corporate philanthropy."

He pleads for professional management of funds. "Too often money is disbursed on whim rather than fit into the fabric of corporate responsibility." Start with a set of objectives. Then periodically review progress against these objectives, Aszling recommends. (See pr 2/25 for Union Carbide's approach.)

One company where philanthropic planning starts at top is Cabot Corp. (Boston). Chrmn Louis Cabot acknowledges, however, that task isn't easy. In article authored for NAM's Enterprise magazine he quotes Aristotle: "To give away money is an easy matter and in any man's power. But to decide to whom to give it and how large and when and for what purpose and how is neither in every man's power -- nor an easy matter."

Cabot DPA Mike Widmer calls his CEO "the driving force behind our philanthropy program." Widmer believes top mgmt support & "input is critical in any non-traditional area of business. This is especially true of functions such as charitable giving -- which are within the public arena."

Widmer told pr reporter company created pub aftrs dep't to "tie function of its foundation more closely with our corporate and community relations efforts." Dep't tries to focus giving programs on "whatever makes Cabot unique." One goal is more visibility. Dep't is now auditing philanthropy program to evaluate company progress.

Aszling advocates that corporations contribute up to legal limit -- 5% of pretax earnings instead of usual 1 - 2% (see pr 2/25). He recounts: "Lyndon Johnson once

CABOT'S PROGRAM TO
TARGET GIVING

1. Relate philanthropy programs to our expertise.
2. Examine what other corporations have done.
3. Tailor efforts to type of communities in which plants are located.
4. Get ideas from employees & reinforce their own involvement by forming employee committees, matching programs, awards.

told a group of businessmen that as long as they didn't contribute up to the legal limit they were sending a message: they thought the government could spend the money better than they could. An appropriate sentiment."

Cabot links faltering public confidence with haphazard giving habits -- another reason why planning is essential. "Programs of the 1960s were aimed at curing social ills which appeared to be at the root of our national upheaval.... Though well intended, they were poorly planned and ineptly executed. They created expectations which were not fulfilled." Had they been more effective, Cabot believes, the private sector might "not be debating the merits of 'altruism vs. self-interest' in corporate giving policies."

COMPANY ANTICIPATES COMMUNICATIONS CRISIS,
FINDS GOV'T AGENCY HELPFUL

Year ago when Xerox learned that toner used in certain of its copying machines caused mutations in bacteria, company

moved quickly to form study group. Significantly, group of engineers, chemists & medical personnel also included public relations mgr James Lamb. "The company knew they'd have to communicate their findings sometime," Lamb told pr reporter. "If you have a complex problem and hope to have someone help you articulate it, you'd better make sure that person didn't hear about it yesterday."

Move proved beneficial this spring when company found itself embroiled in rumors linking toner with cancer. It had found no record of employee health problems & was just preparing to disclose findings -- trace impurity which had since virtually been eliminated -- to scientific community thru highly respected journal, Science. Timing was spiked by Univ of Texas researchers about to release report linking another company's toner with mutations in bacteria and mouse cells.

Xerox presented findings alongside Texans at nat'l meeting of the Environmental Mutagens Society. It wasn't long before rumors -- and worldwide publicity -- started. "The stories got shorter and less accurate as they moved from paper to paper and across the world," Lamb told one reporter.

"The smartest thing we did was to pack our bags almost immediately and call upon the EPA," he says. Within hours agency wrote release advising public against alarm. Xerox issued the favorable third party statement to press immediately. Since then, other than answering "necessary" media inquiries -- including granting WSJ interview -- Lamb shies away from discussing company's handling of rumor crisis. "We've disclosed everything we should," he told prr, "I just don't see what good it would do my company to bring up the story again." (For copy of WSJ article, write prr.)

ANNUAL REPORTS ENTERING '80s
DEPEND ON GRAPHICS TO CARRY MESSAGE

Yearly scramble to grab attention of shareholders & financial analysts yields ever-glossier, graphic annual reports. Outstanding

'79 efforts strove to humanize financial results in number of ways:

¶Chesebrough-Pond's (Greenwich, Ct.) injects solid dose of humor. CEO's letter is illustrated by cartoon strip caricaturing company's founders. Well-known cartoonist R.O. Blechman, of New Yorker fame, has deaf, senile Chesebrough bantering over company's 100th year, to frustration of bespectacled Mr. Pond. Rest of report carries family scene photos -- familiar theme for consumer product company which has adopted the family theme for this yr's 100th anniversary. (See prr 2/25.) Scant copy, unusually large type highlight divisional results.

¶Wyeth prints enliven Multimedia report (Greenville, S.C.). Actually part of strong statement on corporate commitment to community. Wyeth paintings were donated to area art museum by local couple. Multimedia vp had been instrumental in setting up museum. Several pages within relatively short report are devoted to discussing artist & printing works. Rationale: "We strive to make every message clear and meaningful. So does he (Wyeth) -- and succeeds like no other artist we know of."

¶Best known for Crayola crayons, Binney & Smith (Easton, Pa.) has been hit hard by end of baby boom and skyrocketing price of petroleum used to make paraffin. Report takes it in stride, displays tremendous candor. Letter to stockholders begins on front cover, proclaims '79 "difficult economic year." Innovative bar graph -- of crayons.

¶Kemper Group (Long Grove, Ill.) literally puts employees up front & reinforces worker performance program. Slogan of motivational program, "We make Kemper worth it" is carried on cover -- along with signatures of over 10,000 Kemper employees. Informal, handlettered table of contents pulls no punches: "Good, but not great financial results pages 2-8." Industry experts comment on insurance issues in guest columns.

Others to stand out from crowd: Pacific Lighting (LA) uses attractive watercolors to humanize industrial scenes. W.R. Grace's report (NYC) carries lavish, dynamic photos; also strong social reporting. Kodak (Rochester) celebrates its centennial, juxtaposes state-of-art color with b&w's from early days.

THINGS PROFESSIONALS SHOULD KNOW ABOUT

¶Federal agencies & Congress are moving to clamp down on corporate doubletalk. Officials are angered by practice of telling one agency, say EPA, that clean-up order will wreak havoc with profits while telling another (like SEC) reg will have minimum impact. According to 5/12 Business Week, EPA is stepping up efforts to identify deception, Justice may consider bringing criminal charges for fraud. House Commerce Committee held hearings earlier this month, heard testimony from Nader group, Public Citizen. Latter plans to petition SEC to curtail practice. Increasingly, attorneys are checking for federal doubletalk when fighting unfriendly takeovers. (For copy of article, write prr.)

¶Usurping the energy crisis to promote causes makes sense as public acceptance of problem increases. Detroit historic preservationists hang banners on worthy older buildings during Preservation Week. Creating an opportunity from the problem, they said: "To replace this building would require energy equal to (383,000) gallons of gasoline." Beneath a drawing of a gas can was the theme: "PRESERVATION, Reusing America's Energy." Many banners throughout city made message credible, highlighted number of valuable structures to be recycled.

¶Rift between business & media can be mended only if they stop viewing each other in "cliches," Business Week editor Lewis Young told communicators at IABC's 10th Annual International Conference. "Journalists view themselves as guardians of truth and business people view themselves totally as returners of profits to shareholders." He offers these suggestions for lowering antagonism: 1. Don't have your lawyers call media and threaten to sue. 2. Don't have your CEO call media CEO. 3. Don't threaten to withdraw advertising if an unfavorable story appears.