

160% of top foundations fail the social responsibility test, according to study by Nat'l Committee for Responsive Philanthropy. Only 8 of 208 foundations merited "excellent" accountability by group's standards. Foundations are indicted for 1) failure to inform public how they distribute tax-exempt philanthropy, 2) narrowness in awarding funds. Committee says foundations ignore social advocacy movements while financing traditional institutions, such as hospitals, universities, museums. Study has been challenged by chmn of Council on Foundations, who called its statistical analysis "sloppy."

STAGED EVENTS GAIN NEW INTEREST FROM OP SAIL, POPE'S VISIT, ET AL

Gloria Zigner & Assocs (Newport Beach, Calif.) is compiling a book on "the special event or promotion of a lifetime." Page 1 will have to

be given to Op Sail '80, the spectacular staged for Boston's 350th anniversary. Event drew estimated 2½ million people. By comparison, Pope John Paul II's visit to this largely Roman Catholic city pulled 400,000. Most practitioners would probably be satisfied with either figure.

Op Sail gained prime tv time worldwide, full page photo spreads in print media everywhere. 48 sailing vessels from many nations paraded into Boston Harbor, escorted by USS Constitution ("Old Ironsides"), welcomed by 7 Navy ships such as aircraft carrier John F. Kennedy. Estimated 50,000 boats filled harbor to greet parade. Shorefront was jammed for miles. 5,000 VIPs viewed festivities from Navy vessels.

New England Aquarium sold viewing spots as fund-raiser, reportedly took in \$75,000. Op Sail organizer Henry Dormitzer last month received the Lincoln Award from New England PRSA as non-professional who utilized public relations principles in an exceptional manner. (To contribute to Zigner's volume, call 714/645-6300.)

WHO'S WHO IN PUBLIC RELATIONS

RETIREES. William A. Prager from Daniel Edelman, Inc. (NYC) where he was vp for 9 years.

AWARDS. Robert H. Gardner, Hill & Knowlton (Chi) honored by Chi Chap, PRSA, with Counselors Section 1980 Distinguished Service Award...1980 Lincoln Award to Frank T. LeBart, 2nd vp, John Hancock Mutual Life Ins. (Boston) for his commitment to the profession... Grand Award winners in American Gas Ass'n's 23rd Annual PR Achievement Awards competition are Columbia Gas Distribution Co. of Ohio (Columbus) & San Diego Gas & Electric Co.; 1st place in Overall Public Rels was Distrigas Corp (Boston); Southwest Gas Corp (Las Vegas) won 3-1st place awards in Comty Rels, Media Rels, & Overall Employee Comns, & 2 awards of merit; Atlanta Gas Light won 1st place award, Customer Rels category; Northwest Pipeline Corp (Salt

Lake City) received 1st place award in Financial Rels category...Coastal Corp (Houston) received 1st place award, Specialty Items category, "Best of Texas" program by Texas PR Ass'n... Clay Publicom (Irvine, Calif.) received 4 Awards of Excellence, Fifth Annual Protos Awards by Orange County Chap PRSA...Greater Cleveland Growth Ass'n received 1980 Best in Class Total Comms Program Award by American Chamber of Commerce Execs Comms Council...Duffy & Shanley (Providence, R.I.) wins Superbell for best in show plus 3 Bell Ringers in 12th annual awards program of Publicity Club of Boston.

Jim Haynes, exec vp & gen mgr, KCBN (Dallas) received Communicator of the Year Award from Dallas Chap of IABC... Rexy Legaspi, press rels coord, MONY (NYC) named one of 1979's "Outstanding Women in Media."

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MORE PRACTITIONERS BECOMING TEACHERS DESPITE LOW PAY, HARD WORK; AMONG OTHER BENEFITS IT HELPS THEM SEE WHAT STUDENTS NEED TO LEARN; IS BEHAVIORAL SCIENCE OR WRITING NEWS RELEASES MORE IMPORTANT?

Seasoned public relations practitioners who take to the lecturn say they find truth in the old "learn by teaching" adage. One of the things they learn is that pre-professional curriculum can be subject of great debate.

Manning, Selvage & Lee's Lloyd Newman teaches at NYU. He feels the theoretical bent of present university programs has taken its toll on applicants for entry-level jobs: "They're all prepared to counsel the chairman of the board, but nobody can write a news release."

Monsanto's Joseph Nolan disagrees. The vp-pa, who taught full time at Univ of South Carolina for three years, presently teaches nights at Webster College (St. Louis) says, "It seems to me that a public relations firm can teach technique in about a week or two, but you can't teach a person to think, if he's not disposed to that."

Nolan would like to have his students know "something about economics, social psychology, sociology, certainly business -- I get upset when there's a great deal of emphasis on laboratory courses." He sees public relations as combining "three things: perception, performance and persuasion. If the perception is shrewd and the performance is strong, the persuasion is easy as anything in the world. And it seems to me that pr educators who put all emphasis on persuasion are looking through the wrong end of the telescope."

Walter Griscti, who teaches at Univ of South Florida in wake of 20-year public info career in the army, emphasizes practitioner's duty to "bring a dimension of reality...and current thinking ...into the classroom." He shares concern over lack of nuts 'n bolts training with Newman, who wants to "keep public relations education from becoming too theoretical. I think this is one

TREND: TEACHING NON-PR STUDENTS ABOUT PR

L.A. counselor Frances Hynds teaches a pr course for non-public relations majors at USC. Along with a team of local professionals, she emphasizes "public relations from a management perspective -- what to do with it, not how to do it." She sees course as a step toward public recognition of the profession: "All my professional life, I've been keenly aware that my clients have not known what public relations is all about, and this has made it very difficult to practice public relations," she told prr.

Hynds finds herself "more aware than I've ever been of the power of public relations and the need to instill ethics in its use. We must constantly remind ourselves that we're dealing with a very powerful process....As we teach these techniques to students, and ask them to think about using them in a consumer society, I am very aware of the need to put the emphasis on developing relationships with publics and not simply talking about one-way communication."

of the very, very important reasons to have professionals teaching." But Griscti says "you learn in the academic environment to have a healthy respect for research."

Distinguished new faculty member is Carroll Bateman. Recently retired president of Insurance Information Institute (NYC) will teach full time at Univ of Tennessee this fall. For 11 yrs he was PRSA's representative to the body which accredits pr sequences. His view is that "we need more programs at the master's level: training in case studies, research, management of public relations operations." Nolan agrees students "specialize much too early."

How good are presentday students? "The top ten or a dozen students in any public relations class I taught," reports Nolan, "were smarter, more aggressive, more intelligent than any I interviewed for jobs. I found that tremendously reassuring."

BAR ASS'N TURNS COMMUNICATIONS OVER TO PROFESSIONAL

American Bar Ass'n, "stepping away from the concept that only lawyers can talk to other lawyers," recently appointed Richard S. Collins, a professional communicator, as dir of comms. His two immediate predecessors were both lawyers, "not trained as communicators."

Collins calls his ascent "a very delicate story." He was pulled into the ass'n five years ago as dir of pr & info (by the lawyer assigned as dir of comms) on theory "he would know what to say to the lawyers, and I would know how to say it." Collins says he "really assumed responsibility for ass'n communication some time back...so what they've done now just makes it formal & recognizes the importance of communications techniques."

Asked for his perspective on the oft-bantered antipathy between lawyers and public relations practitioners, Collins thinks "It's a matter of the personalities involved. Lawyers are naturally analytic and suspicious -- that's part of the package of being a good lawyer. They don't take things on faith and you have to demonstrate that you're as good at what you do as they are at what they do."

ETS TRIES TO WIN PUBLIC CONSENT BY TALKING ONLY TO AFFECTED PROFESSIONALS, IGNORING CONSUMING PUBLIC

Travails of Educational Testing Service (Princeton, N.J.) provide case study for identifying crucial publics. ETS, well-known developer of aptitude tests

such as SAT & GRE, has taken its share of blows recently. To extricate itself from varied public relations tangles, however, ETS is concentrating on scientific community -- not on the "consumers."

Most serious assaults on ETS have been made by Nader/Nairn Report. It challenged testing on basis of fairness & predictive value. Also, NEA recently launched publicity campaign to get moratorium on educational tests. "The first perception," according to dpi Robert Moulthrop of ETS, "is to view this as part of the decline in public confidence in institutions." But survey commissioned from Yankelovich, Skelly & White, other surveys ETS has examined, show it isn't so. "The bottom line is that the overwhelming majority realizes the need for good standardized tests -- we see overwhelming support."

This reveals interesting gap between media, which theoretically has public pulse, & actual public opinion. "It seems to fly in the face of reported wisdom," Moulthrop told prr. "So, our response has been uniquely ETS." Consists of 2 publications:

"Test Use & Validity," which addressed Nader/Nairn allegation that test is no more predictive than roll of dice; and "Test Scores & Family Income," which disputes bias points.

Neither pamphlet is "exactly what you'd call zippy," Moulthrop says. They're not meant for general public, but distributed to "key editorial people, and especially to selected members of the scientific community -- Amer Psychological Ass'n & Amer Educational Research Ass'n." They were also offered through articles placed in Phi Delta Kappan and Chronicle of Higher Education.

Response was encouraging -- "60 to 65% of editorials have been favorable to ETS' position." Response in scientific community has been "gratifying -- ETS reports have generally been appreciated by long-term observers."

Why such a limited approach? "We're dealing with these attacks in a way that is going to make us feel comfortable in 5 years," Moulthrop reports. "Answering irresponsible charges responsibly is difficult. The tendency is to stand up and start calling names." He hopes reasoned response to scientific community "will stand us in good stead in the long run."

DOES PUBLIC RELATIONS NEED A MYSTIQUE?

"If public relations is to be considered a profession, and some think it never will make it, then in addition to developing its own body of literature, perhaps it also needs to develop a special jargon all its own. Consider the other professional specialists in the executive suite: the lawyer, the accountant, the engineer, R&D scientist. Each has a certain language all its own which creates a certain aura of authority, a certain mystique. The doctor sounds like a doctor, the lawyer gives opinions like a lawyer, but the pr person either has to steal phrases from the others or use words left over from the newsroom, marketing or advertising. Such leftovers often hamper authority more than they help. Do we need a professional vocabulary?"

--Jack Felton, vp-corp comms, McCormick & Co. (Hunt Valley, Md.)

¶How do you feel about this? Share your views for a prr symposium. Drop us a note; or call Lenore Rourke, editorial assistant.

¶Positioning the corporation as means to social problem solving, The New Corporate Philanthropy by Frank Koch takes broad view of giving function. Koch, dir cmtty afprs at Syntex Corp. (Panama City, Panama) urges companies to take "pluralistic" approach -- not limit philanthropy to financial contributions. "Government will inevitably be brought in to address problems if other initiatives are not forthcoming," he warns. Chapters cover specific ideas for developing an effective giving strategy, non-money gifts, policy on disclosure. Also discusses ways of supporting various social causes, such as minorities, education, arts, human rights, family planning. (305 pp; \$18.50 from Plenum Press, 227 W. 17th St., NYC 10011.)