

CEOs IN BELLWETHER STATE  
SEE PR BURGEONING IN 80s;  
77% EXPECT BUDGET INCREASES

73% of CEOs of Calif's 100 biggest companies feel public relations will increase in importance to their operations. 77% foresee budget increases.

Tho all respondents to Ruder & Finn of Calif's survey feel themselves receptive to ideas & suggestions from pr staff, most say they would be more so if programs had marked influence on key publics or contributed to the bottom line.

95% see gov't regs or policies as top external pressure. This is followed by negative perceptions of company or industry (70%) and environmental issues (70%). Activities of most importance in coming decade will be: gov't rels (32.5%), employee rels (30%), corporate rels (22.5%), financial rels (20%). Marketing support, international rels & institutional advertising ranked lower.

Giants (over \$1 billion in revenues) see things differently than their smaller counterparts. Whereas 86% of larger company CEOs place greater importance on public relations for the decade, only 60% of smaller company CEOs do. Larger company heads are also more concerned over anti-business sentiment, negative perceptions & environmental issues.

California is one of 5 states where most social invention begins, according to John Naisbitt studies (pr 8/11). Fittingly, it has a governor who is in the "new politics" (as do 2 of the other bellwether states, Colorado & Connecticut). Jerry Brown is "the first post-industrial politician" in Naisbitt's view.

HELPFUL HINTS FOR PRACTITIONERS

Explaining why money is spent for advertising. Blue Cross/Blue Shield of Mich. prints this sentence at bottom of full-page ad expressing concern over pending state legislation: "Blue Cross/Blue Shield is communicating with you through this newspaper ad because it is the most economical way to reach all 5.1 million subscribers, about one-twentieth the cost of a letter." Effective ad carried holograph signatures of exec comm, 12 prominent citizens from unions, healthcare, auto companies, other corporations.

Service to evaluate annual reports now offered by McGraw-Hill Research. Annual Report Communications Study will pinpoint strengths & weaknesses in reports as seen by shareholders. Service will provide comparative scores with other companies' reports. Sample will be 500 stockholders, 200 of whom will be interviewed by phone. Also surveyed will be sections not read & why, opinion on the cover, desired info not included, clarity. (1221 Ave. of the Americas, NY 10020; 212/997-2144)

WHO'S WHO IN PUBLIC RELATIONS

ASS'N CHANGE. David McMullen, exec dir of Fla. PR Ass'n & prtnr, Tate McMullen & Assocs (Tallahassee, Fla.), to mgr mbrshp & pa, Amer Judicature Soc (Chi).

DIED. Richard Stephens, 60, prominent pr & adv exec in NY & Hollywood, in York, Me. where he had retired in 1968.

VICE PRESIDENTS. Judith Bogart, Jewish Hospital of Cincinnati...Thomas Burke, vp-corp rels, Pillsbury (Mpls.)... R.A. Rankin, Jr., vp-corp info, Marriott Corp...Todd Hansen, vp & assoc dir - pr div, Aitkin-Kynett (Phila.)...Andrew Stern, vp-pr, Associates Corp of North America (Dallas).

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BACK TO BASICS: '80 ELECTION FOCUSES ATTENTION OF NATION  
ON RELIGION, FAMILY AS MAJOR ATTITUDE, BEHAVIOR MOTIVATORS;  
RHETORIC & PUBLIC'S RESPONSE PROVIDE LABORATORY FOR PRACTITIONERS

Beyond the usual clash on specific issues, the current presidential election appears to be one of those watershed national debates which elicits open discussion of philosophical change. Like the campaigns of Andrew Jackson, William Jennings Bryan, FDR & Goldwater, Ronald Reagan's efforts especially call on voters to accept a new way of viewing life & politics. This appeal goes to the basis of philosophy, to religion. Its immediate application is to issues which affect the family.

For instance: the divorce rate continues high. Sociologists see this as corollary of the desire for people to control their own lives, unbound by conventions of previous times. Moralists deplore it, feel it is destroying the family. Politicians see it as a way to court votes. Practitioners benefit from the debate since innumerable opinions on business, social & governmental issues spring from the attitudes revealed by the discussion.

Defending the "traditional American family" is a stated cause of the Reagan camp. Geared to appeal to traditionalist, conservative voters, the tactic also gathers (or satisfies) the growing pro-family political movement. Its characteristics: anti-abortion, anti-feminist, anti-pornography, anti-homosexual, anti-divorce, pro-religious. One goal of this coalition is passage of the Family Protection Act. It would "deny federal education money to states that do not allow prayer in public buildings, declare spankings to be constitutional and forbid federal attempts to change child abuse laws," says the Washington Post. It would also "refuse legal-services aid for abortion, school desegregation, divorce or homosexual-rights cases and require federally-supported clinics to tell parents when their unmarried teenagers obtain contraceptives."

Behind this new drive is rise of politically-active "born-again" Christians. "84.3 million adults claim to have made a personal commitment to Jesus Christ that is still important in their lives today," reports American Research Corp. Says the Boston

NO NEWS TO PRR READERS

April 11 '77 pr ran an item the editors thought startling. It is reprinted here:

An America most people never dreamed existed was the basis for Pres. Ford's '76 campaign, says the man who planned it. In We Almost Made It, Malcolm MacDougall says he played to this audience, revealed by pollster Bob Teeter's statistics: 39% claimed an "actual experience with Jesus Christ...that had changed their lives"; 14% had seen or touched Christ; 72% were regular Bible readers who "found it the main source of comfort in their lives"; and 71% thought political leaders "should pray to God before making decisions."

Globe in a major article, "at least 40 million -- or a quarter of the electorate -- identify themselves as born-again Christians." Recent 4-part series in NYTimes traces growth of activism among this sector to tv evangelism.

Impact of trend on personal attitudes is shown by two studies. Gallup reports 74% of U.S. adults feel religion strengthens family relationships. 82% say religion is important in the home when growing up. Overwhelmingly, reports Princeton Religion Research Center's Emerging Trends newsletter, Americans believe the Ten Commandments are valid today. They reject the idea of "value neutrality." And only 46% now feel religion is losing influence compared to 75% who thought so in '70.

Amer. Research Corp's Profile of the Christian Marketplace shows how these values affect business & non-profit organizations alike. For instance, 40 million "Christians" choose their church as first choice for donations. 32 million "non-Christians" choose health organizations. Consumer behavior of born-again is reported in the profile (P.O. Box 7849, Newport Beach, Calif. 92660).

TRYING TO CHART PUBLIC OPINION REMAINS LARGELY A SEMANTIC EXERCISE, AS TIMES/CBS ABORTION POLL ILLUSTRATES

Danger of placing much faith in opinion polls was shown by the sponsor of one recently. NYTimes/CBS News Poll wanted to know where public stands now on abor-

tion. Recognizing the difficulty of getting trustworthy responses on such an emotional issue, several similar questions were asked -- with differing results:

<u>Question</u>	<u>Favor</u>	<u>Oppose</u>
¶Do you think there should be an amendment to the Constitution <u>prohibiting abortions?</u>	29%	62%
¶Do you believe there should be an amendment to the Constitution <u>protecting the life of the unborn child?</u>	50%	39%
(One-third of those who opposed "prohibiting abortions" switched positions to favor "protecting the life of the unborn child.")		
¶If a woman wants to have an abortion and her doctor agrees to it, should she be allowed to have one?	62%	19%
¶Consistent position on abortion amendment	26%	36%

Will issue affect presidential race? One-third of those who consistently favor amending Constitution say they will vote accordingly. Under one-fifth of those consistently opposing amendment feel the same. Applying these figures to voting populations, relatively small percentages will be swayed by abortion issue (8% and 7%) -- but it's a large enough group to be the margin of victory.

"On the eve of an autumn that is going to be filled with campaign rhetoric, we find the public is vulnerable to symbol-mongering, which some may care to call leadership."  
 -- Michael Kagay, public opinion specialist at Princeton Univ, as quoted in NYTimes article

THE FAMILY HAS BEEN MAJOR THEME OF GENERAL MILLS' CAMPAIGN SINCE '74; NEW STUDY OFFERS SURPRISING FINDINGS

4 of 10 feel "it is up to the gov't to see to it that all Americans have good health care whether they can afford it or not." A majority favor national health insurance.

Underweight is viewed as a health problem by 53%, while only 25% think overweight is. 51% would rather sit around & relax during leisure time, compared with 24% who seek physical exercise and 25% who would go to a bar, movie or restaurant. Half of all families are cutting back on some important health area due to inflation.

These findings highlight General Mills' third American Family Report, devoted this time to health care. Contrast between changing attitudes toward the subject and relatively unchanging behavior patterns is a major theme. "The majority of American families are ready to accept in principle a new and more active approach to health and health care -- one which would require supplementing traditional means of health care with new approaches aimed primarily at preventing health problems before they arise. Yet only a minority are even beginning to put these new beliefs into action."

Company's rationale for the project is stated in forward by CEO E.R. Kinney. "General Mills as a corporate citizen shares with private citizens the rights and opportunities of the American economic and political systems. Like individuals, it has responsibilities that go beyond its primary role as an economic institution. Among these is the identification and achievement of social goals. The American Family Reports are intended to help meet a critical need of families today." Ruder & Finn counsels General Mills. Yankelovich, Skelly & White conducted the study.

<u>TECHNOLOGICAL HEALTH HAZARDS</u>	<u>Very Serious</u>	<u>Somewhat Serious</u>	<u>Not A Threat</u>	<u>Not Sure</u>
Industrial waste	59%	34%	3%	4%
Pollution	58	34	5	3
Cigarettes	55	35	7	3
Nuclear power plants	40	35	15	10
X-rays	28	50	16	6
Mammography	14	39	16	31
Hair dyes	15	37	30	18

<u>MOST HELPFUL HEALTH INFORMATION</u>	<u>Total</u>
Where to go for help when needed (i.e., gov't health agencies, health organizations, etc.)	26%
How to teach children better health & eating habits	21
How to manage the family's better health	19
How to cope with stress	17
What the important signals of physical & mental health problems are	17
What are effective diets & exercises for weight control	16
Information on nutrition and better eating	16
Reliable remedies for minor health problems	16
How best to exercise and keep physically fit	14
How to communicate with teenagers about sex, drinking, drugs, etc.	14
How to cope with serious illness in the family	11