

The anniversary column (Jan. 9) reprinted some items from her initial offering. They are a study in applying humor & human nature to real or perceived issues. For instance: to a 16-year old girl who wanted to become irresistible, Abby replied, "If you become 'irresistible' at 16, you'll need police protection by the time you reach 20." Many practitioners read Abby or her twin sister, Ann Landers, daily and with serious, learning purpose.

ERRATA

What economic conservative Rep. Jack Kemp (R-NY) said in support of his contention "big spenders" in gov't aren't the problem should have read as follows in last week's issue: "75% of the explosion in gov't spending, gov't debt, gov't credit programs and growing pension bills is not the fault of 'big spenders,' as most Republicans like to charge. Rather, climbing spending results from the weakness & volatility of the economy. It's the fault of the misery index." (Misery index equals inflation + unemployment.)

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. PRSA Section chrm for 1981: Association, Anne Warner (Lenox Hill Hosp, NYC); Corporate, Stuart Pearlman (Indian Head, NYC); Counselors Academy, Phyllis Berlowe (Doremus, NYC); Educational Institutions, Alla O'Brien (Wellesley College, Mass.); Educators, Rulon Bradley (Brigham Young Univ, Provo, Utah); Financial Institutions, Donald Campbell (Central Fidelity Bank, Richmond, Va.); Government, E. Wrenne Timberlake (U.S. Army, Fort Huachuca, Ariz.); Health, Marilyn Dietz (St. Camillus Health & Rehab Ctr, Syracuse); Investor Relations, Barbara Van Blarcum (Deltona Corp, Miami); Social Services, Don Bates (Don Bates Comms, NYC); Utilities, Albert Morris (Carolina Power & Light, Raleigh, N.C.).

RETIRING. William Breece, pa exec, Scott Paper (Phila) on March 1 after 30 years of service.

PEOPLE. Philip Webster appointed vp-pa Scott Paper (Phila), succeeding William Breece...Phillips Petroleum (Bartlesville, Okla.) names Fred Davis pr rep...Ray Hiebert to head Carl Spitzer's (D.C.) new Comm Surveys & Audit Div.

DIED. Carroll West, 1959 PRSA pres, initiated negotiations for merger between APRA & PRSA, fostered establishment of first society section -- Counselors -- and worked toward development of accreditation program. Rea Smith says of him: "Before we were in the futurist syndrome, this man was a great foreseer of the future. He didn't just talk, he started doing things."

VICE PRESIDENTS. Judith Feldman, sr vp, Thomas Kaplan, Elaine T. Azen Inc. (Fort Lauderdale)...Harlan Teller, Burson-Marsteller (Chi); John Osterhus (Pittsburgh); Gail Quattlebaum (NYC)...Gerald Cosco, Creamer Inc. (NYC)...Don D'Agostino & Robert Coplin, Doremus (NYC)...Peter Greenhill, Dunwoodie Comms (NYC).

Matthew Swetonic & Peter McCue, sr vp's, Christopher Tennyson & Thomas Lanzana, Hill and Knowlton (NYC)...William Galvin III, exec vp, Newsome & Co (NYC & Westport, Conn.)...Rosalie Fine & Camille Zampetti, Rowland Co. (NYC).

IF THE REAGAN ADMINISTRATION OFFERS YOU A PA OR PIO JOB, SHOULD YOU TAKE IT? EXITING CARTER APPOINTEES SAY YES ... & NO

"Easily 100" public relations posts labeled as "political" or "non-career" jobs are up for grabs with tomorrow's inauguration. 15 are in the senior executive service (grades 16 to 18) -- half a dozen ass't sec'y's and the rest directors. They preside over the function at 13 cabinet agencies plus Ofc of Mgmt & Budget and Ofc of Personnel Mgmt. Incumbents have gotten pink slips, or expect to -- and only one is known to have a new job.

That's one pitfall. Les Daly is the lucky one, because he took a year's leave from Northrop (L.A.) to join Dep't of Energy. He may also be a case study for the new administration. Edwin Meese, Reagan's transition chief, has said borrowed execs will be used for short term assignments. Method reportedly saved money in Calif. where Meese was Gov. Reagan's chief of staff.

NEW TREND IN GOV'T RELATIONS:
HIRE COUNSEL, NOT OPEN OFFICE

Bob Woodrum sees evidence the rush to Washington by ass'ns & corps is slackening. "They are questioning whether this is an efficient expenditure," finding it often is not. Rather than opening & staffing an office, organizations are retaining firms or representatives. Their assignment: "keep an ear to the ground, keep us closely advised, and we'll send in our people when needed."

The tradeoff, he finds, is between "the loyalty of career company people" and "the fact there's no substitute for having worked in gov't." Many are bridging the gap by retaining a capitol "intelligence & monitoring service" -- which performs services as needed under direction of company loyalists. Woodrum knows several instances of clients willing to pay from \$1,000 a month to \$100,000 a year for such an insider in Washington.

Bob Woodrum, dpa at OPM, cites another reason not to go to the capitol, Potomac Fever. Two-thirds of the deposed practitioners want to stay in Washington, he reports. Reemployment in D.C. is problematic because "most pr firms are Republican, reflecting their clients, and so hire Republicans." Woodrum knows of only one pro asked to stay on. State Dep't cleaned house, firing all political people effective tomorrow. Transportation did the more traditional thing. It gave 60 days further employment to aid in the transition while finding jobs.

There's one advantage this time over the Ford transition. Practitioners had trouble getting jobs then "because everyone said the administration was incompetent, unable to control 6% inflation, for instance. People are not saying Carter people are incompetent at least."

Employers are making a mistake if they believe Reagan's ascension will solve their problems for them, he says. "In defense industries, the feeling is Reagan is going to hand it to them on a platter so there's

little hiring. But competition between contractors will be so great massive lobbying and pr efforts will be needed." Woodrum, a career Navy pio, served ex-Sen. Wendell Anderson (D-Minn.) as press sec'y for 2 yrs before assuming his OPM post. He is willing to serve as a clearing house for potential employers interested in contacting the public relations talent now becoming available. Call 202/632-4588.

TOP GOV'T PUBLIC AFFAIRS EXECS DO INFLUENCE POLICY, SAY LIZ CARPENTER & JIM WEBSTER OF THEIR EXPERIENCE

One positive aspect of gov't pa jobs -- at least those at the top -- is ability to contribute to policy.

Elizabeth Carpenter, ass't sec'y for pa at Dep't of Education, and Jim Webster, ass't sec'y for governmental & pa at Agriculture, both told prr their jobs carry that influence. "There wasn't any time when I didn't have an opportunity to make a presentation or have my views heard by the secretary and others" when legislative positions or White House options were being developed, says Webster. As the first occupant of the post in a new agency, Carpenter had extraordinary opportunities. Polls showing more people have confidence in public education than in the year before the Dep't opened are not happenstance, she believes. "Dramatizing" its establishment & trips by the Sec'y was the technique she used.

Webster lists two accomplishments that made his work meaningful. "In terms of the public relations/public affairs profession, this was the first time since the 1930s an ass't sec'y has been in charge at Agriculture. It's a given at State, Treasury and Defense but this is the first time we elevated the public afrs job to an ass't sec'y. That had a good morale boost for the pa professionals around here. I would hope that the next administration doesn't take the job and put it back into some program."

"In terms of helping people from the outside, I think we improved access to the dep't. I don't have any numbers of FOI requests, but our goal around here was to make it unnecessary for people to need to use the FOI route. We took the position that what we did was the public's business and they had every right to know. And unless there was some specific national security, personnel or privacy reason we opted on the side of disclosure. Reporters have told us this Sec'y was the most accessible in history. He encouraged that right up and down the line. I think we've had reasonable success in promoting openness. Not total success. No one ever has. Bureaucrats in a lot of ways tend to not be open and accessible."

Carpenter describes her position:

"59 people work for the ass't sec'y of pa. I have a 2-deputy system. One, Colleen O'Conner, who heads Dep't for daily news requirements. The other, Larry O'Rourke, is deputy for editorial services, things like our flagship, American Education, which is the magazine of the Dep't and widely read. Working with a speech team because we handle the Sec'y's speeches in the early draft; she puts the finishing touches on.

"Carpenter will go back to Texas and again be a consultant at LBJ Library & "make speeches for money." Working

Webster describes his experience:

"3 primary functions. First is the responsibility to the Sec'y for all public affairs -- final clearance on information materials. Second is the congressional relations responsibility. Third is state/federal or inter-governmental relations. Pay was executive level 4 -- \$52,750 per annum."

He would recommend his position "if they can't get better money outside."

"Webster will publish a newsletter on food & agricultural policy, drawing on experience as congressional staffer

on a book, hopes for a spot on a corporate board. "I'm awfully glad I came up to spend this year."

press sec'y, chief clerk of Senate Ag. Cmte, dpr of trade ass'n.

STILL TIME TO FILE COMMENT ON IRS PROPOSAL TIGHTENING GRASSROOTS LOBBYING REGS; CALLED VAGUE, SPECIAL DANGER TO ASS'NS, MEDIA

Ass'ns, corporations & even the media could be affected, lawyers following the issue told prr.

New rules apply a broader test to the definition of grassroots lobbying, reports Judith Richmond, ass't gen counsel, U.S. Chamber of Commerce (D.C.). Communications on subjects "being considered by or likely to in the immediate future be proposed to a legislative body" become non-deductible. So would messages which "reflect a view or are selectively disseminated to those who are likely to share a viewpoint." Richmond calls the proposals "very vague; we're not really sure how far they go."

One change in rules for advertising: if part of an ad is judged not deductible, whole ad becomes non-deductible. At present costs may be split between deductible & non-deductible portions.

Steve Nevas, First Amendment counsel, Nat'l Ass'n of Broadcasters (D.C.), feels the proposal "treads very heavily on First Amendment values." Neutral or wishful messages could be included under proposed wording. If an ad read "There ought to be a law" or "We ought to get rid of inflation," that could violate the test of deductibility.

For ass'ns, problem could be acute. Nevas points out regs seem to require notifying members that a certain percentage of funds are used for grassroots lobbying and are thus not deductible in the dues. He sees "frightening accounting problems" -- resulting in a discouragement of grassroots activity.

Nevas says rules could mean news media might not be able to deduct as a normal business expense the cost of producing editorials which take stands on issues or candidates. Section 162(e)(2)(B) of IRS Code refers to attempts to influence "the general public or segments thereof with respect to legislative matters, elections or referendums (sic)." But it has never been extended to include statements of editorial policy. Question, says Richmond, is whether tax deduction is a privilege in light of fact it is a public subsidy.

An Ala. trade ass'n wrote IRS that gov't can propagandize for its programs, but new regs would discourage private sector from doing so. (Chamber has prepared an analysis of impact & how rules differ from present ones. For copy call Ass'n Dep't at 202/659-6195. To comment -- before January 26 -- write Commissioner of Internal Revenue, Att'n CC:LR:T(LR-190-77), Wash. D.C. 20224.)

IF YOU WANT TO KNOW WHAT WILL REACH & MOVE YOUR PUBLICS, ASK DEAR ABBY -- AT AGE 25

The world's most widely-read syndicated column must have something to teach practitioners -- particularly when it survives for a quarter-century. Dear Abby -- Abigail Van Buren nee Pauline Friedman

Phillips -- has a simple communications formula: "I try not to be dull. I write so people will enjoy reading me, but that doesn't alter the basic seriousness of most people's problems, or my solutions to them. I think people should be told what's what directly." And she adds: "Use words like they cost \$20 apiece."