

4. Public relations classes in business schools.
5. Demilitarization of the media/business relationship. PR people will "serve as captains in the de-escalation."
6. Public relations will join forces with marketing. The public sees no difference between public relations and marketing, both are viewed as manipulative, the paper argues. "Organizations have never convinced anyone that they listen but this is where pr & marketing can join forces to help respond to what they've 'heard.'" Six areas of "mutually beneficial overlapping" are research; customer relations; specific marketing problems such as labelling, guarantees & ethnic sensitivities; corporate identity programs; publicity and advertising, "the two most visible and pervasive things a corporation does."
7. Advertising will need pr counsel. "The current tasteless fare which pervades television has to be seen as a liability to most advertisers."

Susan Atkins, public relations consultant to SRI, authored the white paper. (For copies call Cathy Smith at 415/859-4025.)

NEW STUDY FROM NY STOCK EXCHANGE
IS SPEECHWRITERS' & PUBLICATIONS EDITORS' BONANZA

"U.S. Economic Performance in a Global Perspective" draws on wide range of studies to offer

definitive comments on effects of tax policy, imports, inflation, unemployment, economic growth, capital investment. Full of charts, statistics. NYSE developed new index for the publication called Economic Performance Index (EPI).

Some conclusions: 1) Canada ranks 5th, U.S. 6th in economic performance of 8 major industrial nations; 2) all 8 did worse between '74 - '80 than between '60 - '73 because economic growth slowed, inflation & unemployment rose everywhere; 3) U.S. still has 2nd lowest inflation rate (9.1 for '74 - '80 period), but used to be lowest (3.1 for '60 - '73 period); 4) population growth is a key factor: European & Japanese labor forces are not enlarging so need to create new jobs is not so great. (Copies from Ofc of Economic Res, NYSE, 11 Wall St, NY 10005.)

WHO'S WHO IN PUBLIC RELATIONS

DIED. Georgina MacDougall Davis (Austin, Texas), 92, founder of Women in Communications; contributed 72 yrs to WICI's growth.

Kim Garvey (Bozell & Jacobs/J&T); sec'y, Gail Feldmann (Greyhound Corp); treas, Barbara Lambesis (First Nat'l Bank of Arizona).

ELECTED. New ofc's for Southern Calif Society for Hosp Public Relations are: pres, Jack Solomen (Solomen Agency); pres-elect, Karen Cone (St. John's Hosp); 1st vp, Kay Murphy (Huntington Memorial Hosp); 2nd vp, Dixie Hulette (Blue Cross of So. Calif); sec'y, Susan Tellem (Grody-Tellem Comms); treas, Rhoda Weiss (St. Joseph Medical Ctr).

FIRMS. A.B. Isacson Assocs moves to 331 Park Ave So, 7th Fl, NYC 10010; 212/475-1771...Zuckerman Public Relations & Adv moves to 14751 Plaza Dr, Tustin, Calif...Jeff Blumenfeld & Assocs moves to 350 Fifth Ave, Ste. 6617, NYC 10016; 212/279-9220.

Dennis Spring opens executive search & recruitment ofc, 175 Fifth Ave, NYC 10010; 212/777-5285.

1981 ofc's of Phoenix Chap, PRSA: pres, Pete Klute (Ariz Public Service); vp,

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PROTEST GROUPS & THEIR TARGETS MATCH SOPHISTICATED STRATEGIES:
ACTIVISTS ANNOUNCE THEIRS PUBLICLY TO DETER CRITICISM,
COUNTERPRODUCTIVE ACTS BY THEIR OPPONENTS HELP

Bellwether protest movement in U.S. continues to be acted out in prr's backyard, at Seabrook (N.H.) Nuclear Station. Strategies of plant's builder and its anti-nuke opponents may give indication of activist scenario for coming months.

1. Public Service Co. of N.H. has been forced to ask for large rate hikes to cover interest on construction loans. Despite its generally favorable view of plant, state gov't turned them down. Their message is that in a time of tax cuts, elimination of many public programs & a questionable economy, gov't cannot bail out ailing projects.

2. Seabrook's friends continue to "help" in ways that hurt. State senate pres. introduced a bill to make protests at the nuke a felony. Even supporters of the plant wonder why civil liberties need to be abrogated there. Bill follows state supreme court ruling that proper role of police in protests is to help public express its views via First Amendment, not try to stop it (pr 1/26). Also, state police planted an informer in an activist group, who reported on their legal strategy. Truth came out, gave activists underdog sympathy, forced quashing of indictments from recent protest.

3. Last week the reactor vessel was moved onto the site. Opponents analyzed PSCo's strategy, published their conclusions: activity was an attempt to 1) divert attention from rate hike, 2) resurrect law-&-order issue by telling media activists will try to block delivery, 3) create favorable climate for anti-protest bill (announced at a press conference the same day utility announced moving of vessel).

4. Anti's formulated their own strategy, also published it: 1) organize peaceful, legal picket with a literature drop when reactor vessel is moved; 2) keep focus on "nuclear economics" by delivering flyer door-to-door; 3) avoid "rhetorical posturing": "We aren't telling people that this action will 'block' the vessel. Doing so only gives PSCo a chance

— OUTREACH MATERIALS —

...must include background information (e.g. statutory basis rationale, or the triggering event); a timetable of proposed actions; summaries of lengthy documents or technical material; a delineation of issues; alternative courses of action or tentative determinations which the agency may have made; specific encouragement to stimulate active participation by the public; and the name of an individual to contact for further information. Whenever possible, the social, economic, and environmental consequences of proposed decisions and alternatives should be clearly stated.

-- from final Policy on Public Participation, U.S. Environmental Protection Agency, adopted 1/19/81.

to win a technical knock-out by delivering the thing. We expect that Seabrook will be stopped, vessel or no vessel, by a broad-based movement of which this action is only a part"; 4) keep focus off law-&-order because many who oppose rate hikes are conservative on activist demonstrations. "PSCO wants the public to think we're fighting with the cops, not with the company."

SCIENCE PUBLICATIONS MULTIPLY,
OFFER POPULAR FORUM FOR
COMPLEX ISSUES, IDEAS

New science publications are selling 2 million copies a month, according to Columbia Journalism Review. Roughly three-quarters of the subscribers are male, median age is in the thirties, median income in the middle to high twenties. Otherwise little is known about this reading public and whether they make a dent in what the National Science Foundation and Department of Education describe as "the virtual scientific and technological illiteracy" of Americans.

Supplementing the scientifically flavored Smithsonian and Psychology Today magazines and 40-year old Scientific American are:

Omni -- focuses on the future, advocates space exploration. (Its November issue printed a hit list of Congressional members who had voted against key space bills.)

Science 80 (now Science 81) -- cultivates a generally orthodox approach to its subject matter and specializes in feature articles.

Science Digest -- capitalizes on sex subjects and uses "wide-eyed editorial approach" -- a Hearst publication.

Science & Living Tomorrow -- contains sensible and interesting articles interspersed with banal sex stories.

What none of these magazines do is to provide a much-needed fourth estate to examine critically the powerful scientific estate.

RESEARCH TIP:
ROPER CENTER MAKES
SECONDARY RESEARCH FAST, EASY

Standard research rule: before starting new studies, or when budget is tight, check out existing research. Saving time, money & energy on such secondary research is possible by using The Roper Center. This archive of public opinion surveys -- updated daily -- stores raw data and supporting documents from 9000 different studies.

Located at Univ. of Connecticut (Storrs) service provides opportunity to review and analyze data collected since 1936 from U.S. and 74 foreign countries. Marilyn Potter, head of archival dep't, told prr, cost of service varies based on range of material and type of organization making request (nonprofit or profit). Most data is on computer tape, enabling users to conduct own analysis. Center will search & document or run analyses. Most pollsters supply their work for the Roper archives. (Contact User Services Div, 203/486-4882.)

Discover -- cultivates an aggressively upbeat attitude toward science, technology, and progress -- by Time, Inc.

The Sciences -- small, provocative, and readable -- published by The New York Academy of Sciences.

Next -- capitalizes on scientific boom, stretches it to covering "trends in all areas of society, not just technology" -- Litton Industries' venture into publishing.

Science News -- small, nonprofit weekly that does "prompt, intelligent, witty reporting" and "by far the best source of science news."

WORKING TOGETHER ON DETAILED CENSUS DATA
IS WAY TO BUILD RELATIONS WITH CITIZEN GROUPS
VIA NEIGHBORHOOD STATISTICS PROGRAM

Interested in cooperative project with local community groups? It's now possible to receive block-by-block census information via Neighborhood Statistics Program. Catch: data can only be requested thru recognized citizen participation mechanisms, e.g. advisory council, neighborhood coalition or gov't agency with advisory board. Corporations, hospitals, schools or pr firms should urge local gov't/council/coalition to request this mutually beneficial data.

Information includes extensive analysis of the area, as collected by 1980 census, for every subject on both long & short forms. Requesting group must submit a "block equivalency list" which clarifies the area for which data is needed. There is no cost. Once area is accepted for participation, information is available to anyone for price of reproduction. Deadline for application and all supporting documentation is June 30. (For more info write Dir, Bureau of Census, Washington, D.C. 20033.)

Of related interest: Census Bureau also offers a monthly, Data User News. Contains information on bureau products & services, highlights of statistics from other federal agencies, new reports & guides, in-depth pieces on statistical methodologies. (\$14 a yr from U.S. Gov't Printing Ofc, Wash, D.C. 20402.)

LINGUISTIC IMPERFECTION

Alright, alright! Please don't anyone else write ye editor to tell him about misuse of the words "faze" and "allay" in last week's newsletter. It's embarrassing. And for Pete's sake don't write to say the opening words of this paragraph are wrong. We believe in modern language. What about already or altogether?

For you traditionalists, read Jim Quinn's column in Feb. 23 Newsweek. Author of American Tongue in Cheek: A Populist Guide to Our Language (Pantheon) shows why it's ok to say "you & I," "different from" instead of "different than"; that "input" has been perfectly respectable since Sir Walter Scott used it in The Heart of Midlothian in 1818; and -- best of all -- that "hopefully" is all right (sic). "We are in the middle of a great national crusade to protect the language from the people who speak it," he argues -- naming "pop grammarians" as culprits.

RESEARCH HOUSE PREDICTS "UPSURGE OF PR"
IN WHITE PAPER OF THAT TITLE

Drastic changes are predicted for public relations by the research firm SRI International:

1. De-focus on Washington. "With Republican leadership expressing a desire for less government, we have to assume Big Brother's role will decrease."
2. Top practitioners serving on boards of directors. "Public relations has always been called the corporate conscience. This is enlightened self-interest because all corporations have public relations. The only question is whether you manage them or get managed by them."
3. Chief executive officers becoming chief pr officers. "Because the problems facing businesses today are increasingly outside their direct control, much attention is being given to ways in which to influence external affairs."