

¶Is it professional or bush league to use slug, "member of IABC," on house publication mastheads? Is this accurate, i.e. does the publication belong ... or the editor? Slugs we've seen are not associated with editors' names. Would a PRSA member identify a film, annual report, backgrounder or news release with similar indicia? What is effect on readers, if any? Would a lawyer identify his or her work with an ABA logo? Perhaps for IABC's more narrow membership base -- primarily in-house editors -- this is effective, giving their products the feel of being vested by a national organization.

¶Copies of the report from the Task Force on Stature & Role of Public Relations are now available (pr 11/24/80). Run as a 24-pg insert in Public Relations Journal. Counselor & author Philip Lesly, who contributes prr's bimonthly supplement managing the human climate, chaired the task force and wrote the report. 11 U.S. & Canadian public relations organizations sponsored it. (From PRSA, 845 Third Av, NYC 10022.)

#### PUBLICATIONS FOR PRACTITIONERS

¶New to the list of travel guides comes series The Business Traveler's Survival Guide. First two released cover NY (Manhattan) and Atlanta. Written, researched and edited specifically for business travelers, each book contains reviews of restaurants & hotels; maps of the city; and section on arriving & getting around town. Info on finance & banking, postal & delivery, personal and business travel services is extensive. Imaginative features such as landing instructions for private aircraft, quick snack section and 24-hr services also included. To be released in fall '81 are guides to Chi & Dallas/Ft. Worth. Updated NY & Atlanta editions plus L.A., Houston & D.C. guides expected fall '82. (Available from Franklin Watts, 730 5th Av, NYC 10019.)

#### ANOTHER JOB FOR PR

The main difference between the Japanese and American industrial system-- and the corresponding difference in productivity -- is that Japanese managers communicate and American executives do not, according to Louis C. Williams, vp, Hill & Knowlton. He argues: "America's business leaders are not trained to communicate, so they do not or can not, although they have been preaching a belief in communications for 'eons.' The Japanese practice what they preach and their system works because of their total commitment to communicating up, down and sideways."

¶A classic in paperback, Public Relations by Edward L. Bernays -- first published in 1952 -- is in its 8th printing. In Part I Bernays writes about the history of pr as it evolved from earliest times out of man's needs for leadership & integration. Part II shows, through case studies, the broader ideas & aspects of the field. Its timeliness lies in its emphasis on understanding the basic interrelationships with which public relations deals. Principles, not techniques, are stressed. Recent activity by Bernays -- filming, taping & lecturing on his public relations philosophy -- makes this a useful book to re-read.

¶Business, Media and the Law: The Troubled Confluence by Robert Lamb, William Armstrong & Karolyn Morigi documents the struggle between business, the news media & regulatory agencies as each group seeks public support of its performance & practices. The book surveys govt's regulation of business; advises on dealing with the press; discusses how to redress public skepticism of business; & analyzes corporate pr & adv programs. Designed to aid upper & middle mgmt in assessing corporate disclosure requirements & personal comms techniques. Conclusion: opening comm channels results in greater understanding. (Available from Columbia University Press, 562 W. 113th St, NYC 10025. 137 pgs; \$15.)

Vol.25 No.19  
May 11, 1981

#### MICHIGAN'S "OVERKILL" LOBBYING REFORM ACT, EFFECTIVE IN JULY, BEGINS TO DRAW HEAVY OPPOSITION; MAY INFLUENCE SIMILAR LAWS ELSEWHERE

Lobbying, an important job of public relations practitioners, will soon become an extremely regulated avenue in Michigan. But the state's lobbying reform act, slated to take effect in July, is under heavy attack. The outcome may have widespread effect. Many states & Congress are considering such laws. Their intent has won support from such groups as PRSA, but the actual bills have often been so stringent -- especially in reporting requirements & regulatory paperwork -- that fierce opposition has surfaced.

The Lobbyist Disclosure Act requires reporting when \$250 or more is spent to influence a single official, or \$1,000 in any 12-month period to influence more than one public official. One interesting feature: law applies to gov't agency lobbyists as well as private organizations. (For copy of law, write prr.)

First Amendment Committee To Protect The Right To Lobby lists 100 associations and companies joined to fight the law. They feel it will have "a chilling effect on the exercise of constitutional rights by individuals and organizations whose activities and interests are inevitably touched by government, and who therefore have no alternative but to discourse with government in the furtherance of their ordinary activities," writes Michael Frank, exec dir, Michigan Bar Ass'n. Frank sees these problems:

1. Penalties for violations, reporting & record-keeping requirements, & mandated acceptance of the status of "lobbyist" are so onerous they will drive out the average citizen who is individually motivated to petition the gov't.
2. The field will be forfeited to those engaged in the business of influencing government, who have the organization, know-how & funding to comply with reporting requirements.
3. Constitutes legislative overkill & threatens to stifle expressions protected by the Constitution.

"Those in support of the legislation assume that anyone wanting to express an opinion is crooked," Patsy Clark, dpi, Williams & Works (Grand Rapids) told prr. "People who are negative thinkers feel that lobbying must be rigidly controlled, that people are bad. I have exposure to hundreds of people every week and most are decent & hardworking. Sure, there are a few problem people but they are not in the majority."

4. Requires professionals to disclose confidential communications of clients -- under penalty of criminal prosecution.
5. Leaves untouched those who elect to lobby by means that involve no expenditures. "The Act draws an uncon-

stitutional line between classes of citizens with no apparent justification other than ease of enforcement or, perhaps, a desire to catch 'business' lobbyists but not groups of private citizens."

6. Requires disclosure of membership or contributor lists and "all persons who compensate a lobbyist, regardless of amount."

RELIGION SEEN AS SOLUTION TO PROBLEMS BUT MARKETING PHILOSOPHY NEEDED, RPRC HEARS; DON'T CONFUSE RELIGIOUS VALUES WITH CHURCH

that attitudes toward institutionalized religion are "at an all-time low and still deteriorating." A survey conducted for the Religious Coalition found that 82% nationally feel you can be "a good Christian or Jew" and not attend religious services.

For churches, this means adopting a marketing philosophy. "We have not been active enough in the marketplace sharing our faiths, but have retired our beliefs to the churches, synagogues & mosques," said Islamic Imam Khalil Abdel-Alim of Wash, D.C. The need is taking religious faith to the community, he said, not the shrine. Other noteworthy comments:

¶ The reason religious values are an ongoing element in society is because they are based on human nature, not technology: David Snyder, Time Magazine.

¶ "Simply listening" is a major fact-finding tool practitioners must never overlook. "The failure to listen leads to useless communicating on issues that do not exist and to publics that are not there": Tom Brannon, RPRC pres & dpr, Baptist Gen'l Convention (Dallas).

80s WILL SEE MANY PROTESTS, PICKETS; STRATEGY RULES FROM EXPERIENCED ACTIVISTS SUGGEST GOING DOWNTOWN, TELLING VICTIMS WHY

wrong? Bostonians are weighing this question as angry groups block highways at rush hours complaining about police & fire protection cutbacks caused by the state's fiscal crisis.

Talk show host David Brudnoy says blocking traffic thru Sumner Tunnel to protest police station closings nearby merely annoys drivers. There's no connection between the persons being picketed & those responsible for the acts being protested. He suggests picketing gov't at its seat, city hall.

7. Does not include mailings, newsletters or house publications in the news media exemption.

8. Requires all expenditures that would not have been incurred "but for" the lobbying effort to be reported -- which could be an organization's entire budget.

Religious belief may be "much more important than before" (pr 4/20) but Religious Public Relations Council reported at its 52nd Annual Meeting

65% of the people believe religion can solve today's problems, finds a study by Gallup for Princeton Religious Research Ctr. This is up from 62% in '74, but contrasts with 81% in '57. Only 15% today feel religious values are "largely old-fashioned and out of date," down from 20% in '74. Uptrend is most marked among college-educated and Roman Catholics. Fewer teenagers share these views. 57% told Gallup Youth Survey religion is relevant, while 32% say it is outmoded.

Are protests which disrupt the public effective or counterproductive? Does it matter whether activists target those responsible for the perceived

But a caller with experience in anti-busing demonstrations feels picketing is effective "only when you get downtown or where the tourists are." Then the chamber of commerce gets mad, which brings in city gov't. "Hitting the merchants hits the economy which hits the mayor." Motorcades in the neighborhoods or away from downtown are useless, he believes.

Another experienced activist argues you must let victims of the protest -- whether responsible for the problem or not -- know why they are being targeted. To protest police cutbacks she advises boycotting central city restaurants, theaters, auditoriums -- on the premise they may be unsafe. "Call 'em up and tell 'em you're going somewhere else and that this is the reason." Let them put pressure on city hall. She feels this is proper, even tho the targets didn't cause the problem, because it would be hypocritical to scream about safety fears, then go into the city anyway to have a good time.

ITEMS OF INTEREST TO PROFESSIONALS

¶ Verifying the prediction that practitioners will become college presidents (pr 1/26) Thomas Moran has been named CEO, Luzerne County Community College (Pa.). Formerly dean of external affairs -- an innovative title -- he is described as a "respected public relations practitioner" in the newsletter of College & Univ. PR Ass'n of Pa. Moran was formerly exec dir pr at Wilkes College, holds a masters from Columbia J-School. Change Magazine ed. George Bonham made the prediction.

¶ 6-foot long (by 1-foot high) chart, A History of Telecommunications Technology, is available for your wall. 4 brilliantly colored time lines encompass 53 captioned photos. Records events in physics, inventions, telecommunications & computers which have led to the Information Age. For instance, computer time line begins in 1801 with the Jacquard loom, first to use punched cards as a control mechanism. Prepared as a 42-footer for the symposium, Communications in the 21st Century (pr 4/13). Original donated to Science Museum of Virginia. MIT and ITT assisted Philip Morris in the project. (Write Joan Mebane, mgr, Communications Research, PM, 100 Park Av, NYC 10017.)

¶ To help pay "mounting costs" of free listings, Ayer Directory of Publications encloses an invoice for \$10, complete with postpaid reply envelope. Only in small print at bottom do you learn this is "a voluntary payment." Note strongly urges return of listing form whether or not ten bucks is remitted. Costs are indeed rising -- but there must be a better way. Visual impact of mailing package is two conflicting forms: an 8½ x 11 sheet with bold head "FREE LISTING" and a bill asking for \$10.

TWO JOBS REQUIRING PR  
"I think America's opportunity for economic growth rests on recognition of two things. One, that we've transcended a national economy. We're part of a world economy now and there's no going back. Specialized multinational corporations, with only reasonable intrusion by governments, have the flexibility and the skills to create new wealth out of resources. And second, the major economic groups -- government, unions & business -- have to work cooperatively now, not antagonistically."  
-- John D. Paulus, retiring in July as vp-pr & pa, Allegheny Ludlum, in a farewell interview as "dean of steel industry public relations."