

¶Researchers' aid Encyclopedia of Associations: Vol. 1, National Organizations of the U.S. (15th ed.) lists 14,726 active ass'ns, org'ns, clubs & other nonprofit membership groups. 16% of org'ns in previous edition underwent changes. Detailed entries include address, phone, exec, date founded, number of mbrs & staff, brief description, pub'ns, convention/meeting. Extensive Alphabetical & Key Word Index is great time saver. \$120 from Gale Research, Book Tower, Detroit 48226; 1,562 pgs.

FIRST CANADIAN PR GRADS GET SHEEPSKINS MAY 10

Canada's first college public relations class will graduate May 10 from Mt. St. Vincent U. (Halifax). 25 students will receive diplomas. Program coordinator Jon White told prr 10 already have jobs, others are close.

CPRS provided impetus for establishment of formal public relations education in Canada. The Mount expressed interest, CPRS helped plan the sequence. First class was admitted in 1977. Otto Lerbinger of Boston University also participated in early planning. There are now 110 students enrolled.

Success is illustrated by faculty growth: '77 = 1 part-time faculty, '78 = 1 full-time faculty, '79 = 2 faculty, '80 = 3 faculty. A postgraduate program is under consideration. (Brochure describing each member of the graduating class and their course of study available; write 166 Bedford Hiway, Halifax, NS B3M 2J6.)

WHO'S WHO IN PUBLIC RELATIONS

RETIRING. George Hammond, chrm of the bd, Carl Byoir & Assocs (NYC) after 50 yrs with company. Recipient of Gold Anvil Award & first John W. Hill Public Relations Leadership Award.

PEOPLE. IABC (S.F.) names Clara Degen research dir...Vernon Waring appointed dpr at Lane Golden Phillips Adv (Phila.) ...Public Relations Group (Puerto Rico) appoints Francisco Oller sr copywriter & pub'ns dep't dir...Lloyds Bank California (L.A.) promotes Margaret Merrett to vp & dpr.

Marathon Manufacturing (Houston) names Laurence Daspit mpr...Albert Mark joins Nat'l Alliance of Business (D.C.) as sr vp comms...John Deats named dpi at NY Univ. Medical Center (NYC)...Albert Ruttner, formerly dpr, elected vp responsible for corp pub afrs at North American Philips (NYC).

Carolyn Morency joins Quaker Oats (Chi) as mgr employee comms...Carter Clews named dir of comms, Republican Senate Conference Committee (D.C.).

Elizabeth Howard named dir corp pr for Nat'l Distillers & Chemical (NYC)...Olin (Stamford, Ct.) appoints Monte Jacoby dir external comms...Richard Neeson promoted to dir investor rels, Peabody Int'l (Stamford, Ct.)...Ronald Greenfield appointed dpa, Peabody Coal (St. Louis).

ACCOUNT EXECUTIVES. Babette Doniger Mandell, Bozell & Jacobs/Pacific (Newport Beach, Calif.)...Debra Wall, Burson-Marsteller (S.F.)...Wendy Mackenzie & Madeline Kern, Brennan & Brennan (NYC)...Jeff Cushing, Cochrane Chase, Livingston (Irvine, Calif.).

Tom Britz, Doremus (Mpls.)...Eva Benitez Badrena, Public Relations Group (Puerto Rico)...John Samuels, Daniel J. Edelman (Chi)...Eric Bolton, sr acct exec, Gray and Co. (D.C.)...John O'Hare, Goodchild & Eidson (Providence)...Carol Musgrave, Henry J. Kaufman & Assocs (D.C.)...Theodore Gramkow, John Seng & Karen Zipern, Ketchum MacLeod and Grove (NYC).

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REAGAN SETS UP STOCKMAN AS PUBLIC RELATIONS CZAR WITH PROGRAM TO CUT OUT "FLICKS, FLACKS & FOLDOUTS"; USE OF DENIGRATING TERM CALLED "KIND OF A FUN THING"

Public relations activities by gov't are apparently seen as wasteful by the Reagan Administration. Last Tuesday the President ordered dep't heads to 1) impose a moratorium on production & procurement of all new a-v & printed material; 2) report by July 15 on savings projected by eliminating "superfluous" existing material. He also 3) instructed Ofc of Mgmt & Budget to offer guidelines on the moratorium & assist agencies in developing plans for future spending. Thus dir of OMB David Stockman, the budget cutter called a publicity hound by many, is in the ironic spot of slashing gov't public relations.

Robin Raborn, dpty dpa at OMB, told prr the move is one result of Reagan's "fraud & waste" campaign initiated by the President's Council on Integrity & Efficiency. Questioned about calling practitioners "flacks," she said it was just slang, used in a catchy slogan as "kind of a fun thing." Rear Adm. Rob't Garrick touched on the program last week in a speech to PRSA's Counselors Academy. \$100 million is spent on films by gov't. No figures are available on print expenditures. Raborn says action should help get accurate cost data.

Each agency has discretion over what to eliminate. Implication is plain that cuts are intended, however. She points out there is no order to reduce personnel, but that could be the outcome. With reports not due 'til July 15, it may be autumn before moratorium is lifted.

THO IMPRECISE, "FREE ENTERPRISE" IS BEST UNDERSTOOD ECONOMIC TERM, REPORTS SEMANTICS LABORATORY

Economic terms like "free enterprise" & "supply & demand" are often used but how well are they understood? American Economic Foundation pres. John Schafer told prr that of the four commonly used terms which follow, only the first is widely understood.

¶ "Free enterprise is the best term for general use -- people tend to like it better." The public perceives it as "freedom of mobility, freedom to take a job anywhere and freedom to start your own business."

¶ "Private enterprise" does not "work as well" because it is perceived to connote private property & "implies you must have money to start something."

¶ "Free market system" holds no negative connotations but the public does not really understand its meaning -- "market" being closely associated with the neighborhood food store. However, Schafer feels this is a more precise term than "free enterprise."

¶ The demand side of "supply & demand" is well understood -- people recognize that prices do go up when there is a run on a product. Despite the publicity given Reaganomics, the supply side is still somewhat ambiguous to the general public.

Not-for-profit AEF serves as "semantics lab" on economic topics. It also creates & tests simplified economic messages for customers, employees, shareholders. (For more info: Liberty Village, Flemington, N.J. 08822.)

CRISIS COMMUNICATOR OFFERS CHECKLIST
FOR DEALING WITH ACTIVIST OPPONENTS

Confrontations with hostile activists can be resolved by appealing to mutual self-interest, advises veteran crisis communicator Nan Kilkeary, dir of comms, Allstate Insurance. Allstate's confrontation stemmed from criticism of its homeowner policy issuance & termination practices in certain Chicago neighborhoods. Her advice to counselors and in-house public relations managers:

1. Don't be shy about your legitimate financial & other motives.
2. Be willing to recognize that the activists probably have some legitimate claims, too.
3. Be sure you know what's already a matter of public record about your organization. Otherwise, you may be surprised by activists' accusations.
4. In confrontation training of managers, simulate even worse abuse than you expect to receive. Make sure all "firing-line" managers do their homework on the issues.
5. Deal with activist groups before they reach "the angry stage."
6. Brief news media before the activists do.
7. Learn to spot different types of groups and how to deal with them. Type A stirs up confrontation for its own sake, leaves little room for negotiation. This group can't be dealt with but may burn itself out. Type B creates confrontation to get attention, poses a problem but waits to hear your response before hardening its position. This group can be dealt with and may have staying power.
8. Learn the activists' "manual of tactics":
 - "Power is what the other side thinks you have."
 - "Never go outside the experience of the activist group's people; try to go outside the experience of the organization being questioned."
 - "Make the other side live up to their own rules; they probably can't."
 - "Ridicule is the most potent weapon."
 - "Threats are more overpowering than action."
 - "Attack the other side's honesty and credibility."

IMPORTANT ITEMS FOR PRACTITIONERS

¶ To its credit, Washington Post released the bad news voluntarily in the Pulitzer Prize scandal. Despite heat put on celebrities Ben Bradlee & Bob Woodward, paper came clean when it could've tried coverup. Ombudsman Bill Green wrote a 12,000-wd, 4-pg recap of the fraudulent story that won the prize. He termed it "a complete systems failure," concluded there was plenty of blame to go around but no excuse for it. Will this make reporters less or more understanding of practitioners caught in similar situations? Bradlee in interviews spoke of the "uphill task of regaining our credibility." Will CEO Katharine Graham -- current chrm of Amer. Newspaper Publishers Ass'n -- let public relations professionals advise or assist in this campaign? Most important, will this widely reported malfeasance further erode public trust in news media -- especially since Watergate heroes are involved? Or will the Post's prompt action actually demonstrate trustworthiness? If nothing else, the paper has found out what practitioners already know: a lot of reported "facts" aren't.

¶ IABC/Philadelphia program to kick off city's 300th birthday in 1982 inadvertently tells the story of America in its announcement bulletin. After noting City of Brotherly Love's founding by English Quakers, program lists Fred Stein of Century IV Celebration Committee as guest speaker, Carmina Cianciulli as special guest & creator of a series of commemorative graphics for IABC's celebration, and Pat Rooney as reservation taker. Dinner is May 7 at Phila Nat'l Bank.

¶ U.S. citizens can again deduct costs of meetings in Canada for tax purposes, same as conventions and seminars held in the U.S. Congress changed the tax rules last Dec. Canadian Office of Tourism is sending machine-signed computer letters to let everyone know. Emphasizing the positive, the letter says during the four years convention tax restrictions were in force, Canada became "even better value." Reference is to 15% premium on U.S. dollars there. Attractively designed two-color reply card compensates for inevitable address errors in the letter.

¶ Mexican-American Hispanics still hold classic faith in newspapers & tv news, finds a 15-month survey by Mich. State U. researchers. Tho less likely to subscribe than Anglos, those who do read are believers. Predictably most want part of newspapers to be in Spanish. They also want more local news, whereas Anglos want more national. Hispanics are more approving of tv news and do not have a negative bias about media generally. Both groups watch equal amounts of tv. However, Hispanic leaders view media as the voice of the Anglo. They complain about inadequate coverage & programming for Hispanics. Gannett sponsored the study, conducted in 7 Calif, Arizona, New Mexico & Texas towns where it has newspapers. (Survey summary available from Tom Curley, Gannett Co, Lincoln Tower, Rochester, NY 14604; 716/546-8600.)

PUBLICATIONS OF INTEREST

¶ 5,000 newsletters, arranged by subject matter, appear in Oxbridge Directory of Newsletters. 145 subject categories -- still public relations is under advertising/marketing. Entries list publisher, address, phone, editors, editorial content, year established, frequency of issue, subscription rates, circulation, readership distribution, printing method, no. of pgs, use of color. Updated edition will be released in June. \$45 from Oxbridge Communications, 183 Madison Ave, NY 10016.