

FINDINGS OF RECENTLY RELEASED DEMOGRAPHIC & SOCIOLOGICAL STUDIES

Median Age	Black Population	Households	New Shareowners
Has risen 2 yrs since 1970 census	Totals 26.5 million, up from 22.5 in '70.	People living alone, fewer children brought decline in size of U.S. household.	Bought stock since '75:
men 28.8	States with 1 mil. or more:		median age 36
women 31.3	N.Y.	avg. 2.75 persons down from 3.11 in '70, 4.1 in 1930	women 55%
whites 31.3	Calif.		hold stock worth \$2,065
blacks 24.9	Texas		income, avg. \$25,900
Hispanics 23.3	Illinois	low 2.55 persons, Fla.	white collar 66%
Overall median 30.0	Georgia	high 3.15 persons, Hawaii	blue collar 16%
	Florida		indirect stock ownership 133 mil. persons
	N.C.		total direct shareowners 29.8 mil persons
	Louisiana		
	Michigan		
	Ohio		
	Penn.		
	Virginia		
	53% of U.S. blacks still live in the South.	# of households 80.4 mil (up from 63.4 in '70)	
		1-person households 23%	
Census Bureau, 1980	Census Bureau, 1980	Census Bureau, 1980	New York Stock Exchange, 1980

Vol.25 No.21  
June 1, 1981

TECHNOLOGY UPDATE: SO MUCH IS HAPPENING SO FAST;  
INSTANT MAIL, LEGISLATIVE HEARINGS VIA TV DEBUT;  
FIRST NEIGHBORHOOD TV STATION LICENSE ISSUED

Cable, videocassettes, teletext et al will do to unified national communication, like network tv, what specialty mags did to Life, Look & Collier's ... what the printing press did to scribes, according to some prognosticators. But this is in keeping with the worldwide trend toward public participation. New technology turns the info/entertainment market from producer-decision to consumer-decision, from supply to demand. New tech directly affects public relations because it puts decision making into the hands of the people -- and decentralizes everything. Getting there spawns endless innovation. Among the latest to move beyond the dream stage into reality:

Instant Mail In 45-secs anyone can send letters & other documents across the country or around the world. Q-Mail ("when overnight isn't fast enough") plans to serve 60 cities this year, will have 22 operating by Aug. Cost of transmitting a standard letter page is \$1.50. Pickup & delivery service makes it just like mail. Intelpost does the same job internationally. 8 Canadian cities, 18 British locations are linked to NYC & D.C. post offices. 6 other nations will be added. Intelpost accepts paper documents 5" - 8 1/2" wide, 5" - 14" long. (Info from Burton Holmes, Harrison & Higgins, 880 3rd Ave, NY 10022.)

Library Loans by Facsimile Same digital facsimile method used for instant mail now allows libraries to send research documents back & forth in 35 secs. Even handwritten notes can be transmitted. Univ. of Fla. tie to Woods Hole (Mass.) Marine Biological Lab is first. University's Whitney Lab is new, has journals only since '74. System gives access to Woods Hole's 5300 journals dating from 1667.

Neighborhood TV FCC has cut off applications for low power local mini-station licenses after finding it impossible to handle the paperwork. 5000 apps are in hand for the limited

GETTING AROUND MEDIA GATEKEEPERS

In Poland, audio cassettes enable Solidarity Union to reach workers when gov't-controlled print & broadcast media deny access. Union assembled an editorial staff which tapes programs for "Cable Radios in Factories." 1200 tapes are distributed, reaching 3 million listeners weekly, according to a letter to Telex Communications (Mpls), whose equipment is used.

Case is similar to tv & newspaper disinterest when Calif's Prop 13 began. Backers searched and found a radio talk show that would let them on air, spread their message successfully across state thru this medium (pr 6/12/78).

WHO'S WHO IN PUBLIC RELATIONS

MEMORIAL SERVICE for Rea Smith will be held Thurs, June 11, 4 o'clock, at Marble Collegiate Church, 5th Ave at 29th St, NYC.

RETIRING. Richard J. Davis, corp vp-ext rels, McDonnell Douglas (St. Louis) after 23 years of service.

NEW FIRMS. Bill Fenton (immediate past pres FPRA) forms own firm, Bill Fenton Assocs, 1137 New Bartow Hwy, Suite 205, Lakeland, Fla. 33801...Bill Ramsey starts own firm, Bill Ramsey Assocs, Suite 900, Omaha Building, Omaha...Howard Boasberg forms The Boasberg Company effective July 1, 800 W. 47th St, Suite 204, Kansas City, Mo. 64112; 816/756-1867.

PEOPLE. Roger Pynn joins Westinghouse Electric, Steam Turbine Generator Div (Orlando) as mgr comty rels & emp coms.

(RE)ELECTED. National Religious Pub Rels Council officers: reelected pres, Thomas Brannon (dpr, Baptist Gen'l Convention of Texas, Dallas); reelected vp, Monica McGinley (nat'l dpr, Medical Missions Sisters, Phila); sec'y, Jere Wallack (comms dir, Lake Union Conf, Seventh Day Adventists, Berrigen Springs, Mich); reelected treas, Nancy Wahonick (comms dir, National Benevolent Ass'n of the Christian Church, St. Louis, Mo.).

AWARDS. Religious Public Relations Council's annual Victor DeRose-Paul M. Hinkhouse grand prizes: broadcast -- Martin Neeb (Franciscan Comms, L.A.); writing -- Robert O'Brien (Southern Baptist Foreign Mission Bd, Richmond, Va.); audio-visual -- Frank Frost (U.S. Catholic Conf, D.C.); pr campaign -- Barbara Kirk Baker (U.S. Catholic Conf, D.C.); print -- Mary Lou Schropp (U.S. Catholic Conf, D.C.).



reach outlets -- 26 miles maximum. Ultimate in decentralized tv, medium allows an area to skip the step of installing cable, ideal for rural locations. 1st provisional license went to Bemidji, Minn. Final rules, expected in Jan, are meeting stiff opposition -- especially from established broadcasters who don't want the competition. Mini-stations can sell ads, will have less restrictions than full power outlets. FCC will give preference to non-commercial, minority applicants; present broadcasters are excluded so far, but NAB is fighting that. Allstate Insurance has filed for 100 licenses.

Training by Qube Amer Mgmt Ass'ns Extension Inst. broke new ground March 30 when "Computer Basics for Mgmt" was offered by Qube interactive cable tv in Columbus, Ohio. Goal is to "bring quality training into the manager's home." Lessons will be cablecast 15 times weekly. Qube is in process of expanding to Houston, Cincinnati, Pittsburgh & St. Louis.

Testifying by Tube Conn. citizens didn't have to trek to the state capitol to testify at legislative hearings. Conn. Public TV used a 2-way link to let citizens & lawmakers see & talk to each other. Test, in 2nd yr, aims "to increase public participation in the legislative process."

Product Launch by Satellite Ford introduced a new car in Feb. to 20,000 dealers & salespersons -- largest closed circuit conference yet by satellite. Old method of video transmission by phone lines is 50 times more expensive than commercial satellite, says Dick Howell of Spotlight Presents. In addition, costs of transportation, hotels, lost time caused by business meetings held in one central location are saved. Network news show format was used.

Other News 1) Computers & a-v are so much a part of teaching that Scholastic, largest publisher of classroom periodicals, will start Electronic Learning. Premiering in September, bimonthly will go to elementary, secondary educators aware that "electronic technology is the fastest-growing innovation in schools." 2) International Paper's annual report went by satellite March 27 to 1600 cable stations, another first.

OPM GOES AHEAD WITH NEW PA JOB CLASSIFICATIONS, APPARENTLY IGNORES SUGGESTIONS OF PROFESSIONALS Public affairs specialist is officially the title for federal gov't practitioners -- and managers will be known as supervisory pa spclsts, according to word from Ofc of Pers. Mgmt. Pleas from NAGC, PRSA & others to include consumer afrs went unheeded. Same is true of writers & editors, a-v, exhibits & photography which continue to have their own classifications (pr 10/6/80).

Biggest change reflects involvement of pa personnel in the management process, Joseph Ciffelli told prr. He is occupational spclst, Standards Development Ctr., who worked on pa series. Counseling top managers on communicating with publics, determining how to present materials are tasks he cited. Civilian & military staff are covered by new standards, which have been promulgated but will not be printed until August. They become effective when received by agencies & dep'ts.

Only cons afrs people who utilize pa skills are covered by pa standards. Home economists, e.g., will be classified as such while doing cons afrs jobs. Greater emphasis on broadcast media is reflected in new rules. Old standards were print oriented, used title "public info ofcr." Despite changes, relegation of practitioners to limited communication role seems to be the result.

STUDY SAYS REAGAN BUDGET WILL DEVASTATE COLLEGES, ARTS, HEALTHCARE ET AL -- & CORPORATIONS WILL NOT MAKE UP DIFFERENCE

Reaganomics will take a crushing toll on human welfare & cultural organizations in the coming years -- and private sources cannot begin to make up

the deficit -- a study on implications for nonprofit organizations shows. The Urban Institute conducted the research with funding from Independent Sector, 501(c)(3) Group & National Society of Fund Raising Executives. It found private giving must increase 26% by 1982 to fill the gap.

The study calculates Reagan's economic plan will cause a \$27.272 billion loss by 1984. Figures could be higher after state & local gov'ts make necessary cuts to compensate for loss of federal income.

1984 DIVISION OF \$27 BILLION LOSS	
Social Welfare will lose	\$18.023 bil
Education	4.995 "
Health	3.085 "
Income Assistance	.410 "
International	.315 "
Arts	.316 "
Environment	.127 "

Feasibility of private sector contributions filling the gap is nil. 5-year review shows that, compensating for inflation, total giving by the private sector remained exactly the same, at \$48 billion. Corporate contributions fell in 1980 after a 15% acceleration in 1978-79. Foundations are facing shrinkage due to stock market decline, federal regulatory problems. Over 10 years philanthropy from this source dropped from 10% to 5% of total giving. Individuals may be the saving grace of nonprofit sector but "turnaround will be slow." Contribution levels are falling as a proportion of both personal income & gross national product. With continued inflation & increased unemployment many individual contributions will be lost.

Steps proposed to stimulate giving -- all rather feeble -- include 1) increased urgency to pass Charitable Contributions legislation; 2) need to be absolutely sure everyone knows how truly desperate the plight will be for many independent institutions; 3) need to comprehend consequences of federal cutbacks for community & neighborhood groups in order to seek emergency funds as soon as possible; 4) work with Administration, Congress to strengthen private philanthropy and voluntary organizations. (Copy of report \$10, from The Urban Institute, 2100 M Street, N.W., Wash D.C. 20037.)

SEC HELPS CORPORATIONS REACH "STREET NAME" SHAREHOLDERS; CAPITAL FORMATION STUDY RELEASED

Communicating with "street name" shareholders is assignment of SEC's Advisory Cmte on Shareholder Comms. But not one public relations practitioner is in the group which consists of lawyers, stock transfer agents & corporate secretaries. Both shareholders & companies have complained about problem, SEC says. At organizational meeting cmte agreed to look into improving 1) existing proxy distribution procedures, 2) existing proxy voting, 3) non-proxy corporate communications. Also 4) feasibility of direct communication to actual owners rather than their nominees. Public comments will be sought, probably in July/Aug.

Simultaneously, a major study on capital formation by Georgeson & Co. shows communicating with shareholders & other publics is key to solving the shortage of capital. On takeover offers, 75% of shareholders feel they should have the right to vote (only 44% of CEOs, 27% of investment bankers think so). Inability to reach beyond street names could be a major factor here. Respondents of all types feel business has done a poor job of reaching its publics.