

USEFUL INFORMATION FOR PROFESSIONALS

"Seeking info from gov't but uncertain who to contact?" Directory of Public Information Contacts in Washington, compiled by Bendix Corp, is great source. Useful as is -- or as model for your own more targeted list. Gives addresses, phone numbers & staff of White House & executive office, 16 gov't dep'ts, NASA, independent federal agencies, judicial & legislative branches, the military. Also info contacts at embassies, alphabetical listing of everyone named in the booklet. (Free from D.G. Erskine, Bendix, Aerospace-Electronics Grp, 1911 N. Ft. Myer Dr, Arlington, Va. 22209)

"Anti-business lobby praises California S&L's program to encourage "ethical investment." Americans Concerned about Corporate Power, organizers of Big Business Day, hails the Solar T-Bill program of Continental Savings & Loan (San Francisco). "T-Bills" pay same rate as gov't T bills (Treasury notes), proceeds are invested in solar energy. Continental worked out the plan with The Solar Center, hopes to go statewide, get institutional investors. So far over \$1 million has been raised by T-Bills, reloaned to homeowners & small businesses for solar improvements. Anti-biz group includes major nat'l organizations from labor, the church, consumerism, women's & farm advocates. One of the ways it hopes to achieve reform is to praise "worthwhile corporate programs" like this, says exec dir Charles Garlow. However, it will continue to "decry corporate excess."

"Some companies are picking up the slack left by gov't cutbacks." Dow Chemical will double its contributions to higher education to \$4.6 million. Increasing donations by \$2.4 million, Dow believes this will reflect 1% of the company's income before taxes in '82. Funds are to be focused towards engineering programs that are suffering due to declining Ph.D. awards, faculty shortages, inadequate equipment.

WHO'S WHO IN PUBLIC RELATIONS

VICE PRESIDENTS. Thomas Rees, Frank Catanzano & Richard Skaare, Burson-Marsteller (Pittsburgh)...Robert Spinner, Bozell & Jacobs (Palo Alto, Calif); Frank Holler, sr vp, & William Campbell, (NYC); John Vitercik, vp-acct supvr, L. Elliott Oppriecht, vp-oper mgr, Warren Vollmar, vp-grp supvr (Milwaukee).

Lee Laino, sr vp, & Robert Mann, Carl Byoir & Assocs (NYC)...Robert Yerks, sr vp-oper, Fraser Assocs (DC)...Alan Hirsch, pres, Jean Carol, exec vp, Gross & Assocs (NYC)...John Boland, James O'Brien & Andrea Rosnick, Hill & Knowlton (NYC); Jodie Corley & Robert Deitz (Dallas); Alan Erwin, vp & ofc mgr, (Houston)...John Hanna & Henry Walshak, Ketchum MacLeod & Grove (Pittsburgh).

PEOPLE. Richard Cauman joins Ernest Wittenberg Assocs (DC) as dpa...Keep America Beautiful (NYC) promotes Don Pendley to vp comms & prgm dev'l... Providence Public Library (RI) appoints Carolyn Schneider devel/pr ofcr... Phillips Petroleum (Bartlesville, Okla) names Susan Stoffle sr pr rep...Sunkist Growers (Sherman Oaks, Calif) names Terry McElhaney pr ass't.

Peat, Marwick, Mitchell (NYC) appoints Dallas Kersey comms dir...Jones & Laughlin Steel (Pittsburgh) names H. Curtis Miller Jr mgr-div comms, Eastern...Sharon Sweet becomes mgr, investor rels, Borg-Warner (Chi)...Chessie System Railroads (Cleveland) names Anne Gallagher mgr comms svcs...Apple Computer (Cupertino, Calif) names Stanley DeV Vaughn mgr investor & press rels.

US OFFICE OF MANAGEMENT & BUDGET CLAIMS ITS PROGRAM
TO REDUCE PUBLIC RELATIONS COSTS ALREADY SAVING GOV'T \$100 MILLION

OMB's campaign to reduce spending on "Flicks, Flacks & Foldouts" (pr 5/4) will save "over \$100 million thru 1982," dpty dir Edwin Harper claimed at a news conference last week. Moratorium on new federal periodicals, pamphlets & a-v products will now be extended, includes review of existing materials. All executive branch agencies have been instructed to include a separate line item in their budget requests for these public relations materials.

Distributed at the conference was a chart listing savings for 22 agencies. Sample: EPA will spend \$2.4 million less this year, \$4.8 million less in '82. After next year's budgets are approved, inspector generals in each agency will police projected savings, Harper announced. Only one major agency failed to comply with Bulletin #8116. 66 agencies have established written plans to curb spending on "production & procurement of new a-v's including films, filmstrips, video tapes, audio tapes, slide sets & mixed media productions; new periodicals including journals, magazines & similar publications; and new pamphlets including printed publications of 50 copies or more for distribution to the public."

Harper credited Nat'l Ass'n of Gov't Communicators with helping achieve savings. NAGC expressed grave concern earlier that the program would damage reputation of the field (pr 6/15). Predictably such highly-visible action by gov't will affect private sector spending on communication materials -- especially in the current political climate where Reagan administration is virtually unquestioned.

"Sidebar: When policy was originally announced, Harper quoted from a letter sent the President by "a New England pr firm president." It urged that all gov't pr pros be eliminated, especially the good ones, because they enhance the perception of their agencies, and the agencies probably ought not to exist. At least, that's what press reports indicated the letter said. Repeated calls to OMB officials at several levels over a period of 10 weeks failed to produce the letter. Then last week Harper's office called to say the letter "must be lost."

MEANWHILE, ONE GOV'T AGENCY SPENDS (WASTES?)
\$5 MILLION ON YET ANOTHER SEATBELT CAMPAIGN;
RAISES QUESTION OF WHAT DOES MOTIVATE MASSES

Tho study after study shows little change in seatbelt use as a result of promotion campaigns (pr 8/24), US gov't is spending \$5 million more to push the cause. Topic is important: 1 of every 60 people will be killed in an auto crash. Also important to practitioners because finding a way to motivate mass audiences has been elusive.

National Highway Traffic Safety Admin. believes its new campaign will work because of 1) national scope and 2) more creative promotional materials, UPI reports. But

previous campaigns have used a wide array of approaches, with the only measurable success coming in increased use of infant seats, according to Insurance Institute for Highway Safety.

One effective campaign urged parents to protect their children. Slogan ran "Prevent Child Abuse -- Belt Your Kid!" Use of child restraints rose from 2.55% to 5.37% during 18-month test period. That's 110% increase -- but still a tiny group of users. Montana Traffic Safety Div's campaign concentrated on billboards since they reach drivers at time of use.

What Other Cases Show Anti-litter campaigns are similar to seatbelt promotion. Keep America

Beautiful has found 3 elements necessary: 1) building awareness thru ads & promotion events; 2) inspiring involvement & recognition thru awards programs; 3) using punishment where these don't work via laws which can be enforced. Enactment of seatbelt laws has been strongly resisted, so punishment mechanisms are lacking. Also, there are no awards programs for seatbelt use ... tho it may be possible to devise some.

Theory of cognitive dissonance explains difficulties of increasing seatbelt usage. Leon Festinger's classic research postulates that the anxiety created by awareness of an idea which contradicts one's behavior most often results in ignoring or avoiding the dissonant message. Pictures of crash scenes, warnings of what may happen are ignored due to the anxiety they create. Awards programs employ the opposite approach, creating satisfaction & acclaim rather than anxiety.

Institute research finds fear of being disfigured or disabled is more motivational in the use of safety belts than fear of death in a crash. Apparently people feel that if they're dead they won't have to worry about it.

Of Related Interest: See managing the human climate (enclosed with this issue) for Phil Lesly's view of legislated behavior: "Forced social changes are likely to create a chain reaction that will backlash on the initiator. The way toward effective change is through persuasion."

SAMPLE LETTER TO DEP'T OF COMMERCE ASKING RECLASSIFICATION OF PR:

Larry Romine, dir, college/comty rels, Lane Community College (Eugene, Ore.) used this approach in writing DOC (see last week's issue):

"I can't sing, I can't paint or draw; please don't list my profession of public relations under 'Writers, Artists, Entertainers' in your Standard Occupation Classification manual.

PUBLICITY + PUNISHMENT WORKS ON 55 MPH SPEED LIMIT

Compliance with 55 mph speed limit varies with amount of newspaper publicity given the speed restriction, suggests a study by Nat'l Science Foundation. Whether stories favor or oppose speed limit is unimportant. Researchers told UPI publicity was more important than "platoons of radar-equipped police officers." One researcher says, "Driving is a social behavior and you're influenced by the people around you." Reading about getting a ticket is effective, she concludes. But, as Keep America Beautiful reminds us, it's fear of getting that ticket that motivates. Newspaper articles about the 55 mph limit are only the awareness quotient ... as diffusion process theory postulates.

"A more exact classification would be 'Administrative and Managerial.' That's what real pr people do; we manage efforts of organizations to relate to internal and external publics which are crucial to our success. We perform the classic management functions: planning, organizing, controlling ... helping presidents carry out objectives based on goals starting at the board level ... managing issues and advising on decisions (or making the decisions) that impact on acceptance of the organization by its key publics.

"The best pr people rely heavily on social science knowledge and have been termed by some as applied social scientists. I suppose, therefore, that pr could also be listed under 'Social Scientists, etc.' This is only a means to an end, that of managing well. Therefore I come back to the managerial classification."

SURVIVING TRIAL BY TELEVISION, OTHER CRITICS, MEANS CHANGING OUR OWN ATTITUDES, SAYS FINN

"After viewing the evening news or '60 Minutes' do you become mad as hell and refuse to take it any

more?" If so, says David Finn, chrm, Ruder & Finn, the most important step is to "unlearn" some bad habits.

"Television and to a lesser degree radio impose an immediacy and irrevocability which many chief executives find unsettling. It is like being caught 'in the act' and that act better be a good one because there is no second chance -- or very few at any rate. Although it is possible to be circumspect in dealing with newspapermen and magazine journalists through press releases, position papers and company spokesmen, a tv appearance is relentlessly and totally direct.

"Businessmen will do a far better job in their exchanges with critics on tv or elsewhere if they learn to speak out in terms of what the public regards as important instead of narrowly defending their own positions. This means unlearning deeply ingrained self-protective corporate ways developed over the years. It requires identifying with public issues. Until they do, they will remain media targets."

TOP COMMUNICATION FORMS THAT INFLUENCE CONGRESSMEN AS RANKED BY THEIR STAFFS

Voter has more clout with Congress than media, shows a survey conducted by Institute for Government Public Information of American University. Researchers interviewed Congressional staff members rather than Congressmen because they control most of the information flow in legislative offices. Purpose of study was to find out which communication forms are most visible & effective in influencing Congressional staffs. Top eleven are:

- | | |
|---|---------------------------------------|
| 1. Letters from constituents | 7. Articles in local daily newspapers |
| 2. Telephone calls from constituents | 8. Congressional Record |
| 3. Congressional Research Service | 9. Editorials in local newspapers |
| 4. Articles in major daily newspapers | 10. Official government publications |
| 5. Editorials in major daily newspapers | 11. Orchestrated mail campaigns |
| 6. Visits from constituents | |