

restored several cuts in services -- and state still ended year with a surplus. In '81, 7 of 10 counterbudget recommendations for added funding were translated into legislative appropriations. Primary value of this technique is to focus debate on specifics but always within context of total budget.

BAD NEWS FOR BUDGETEERS: Increased budgets will be necessary come October for those who use second and third class mail, warns John Jay Daly, postal expert. Largest increase could be 38% -- following hefty January hike. Second class will bear greatest burden, while third class receives smallest boost. Fourth class book rates will rise 35%

New federal budget philosophy is again responsible. Though interest groups are mounting a lobbying effort, Daly sees little hope for reversal. For figuring budgets, he outlines 7 possible scenarios in "Special Report for Non-Profit Mailers." (Free copy from Daly Assocs, 702 World Trade Ctr Bldg, Wash DC 20006-2993; send #10 envelope with 60¢ postage attached.)

WHO'S WHO IN PUBLIC RELATIONS

DIED. John MacDonald Neeson, 50, nat'l pr mgr, Pitney Bowes (Stamford, Ct.), after long career in pr.

ELECTED. PRSA's 1982 District Chrm: East-Central: H. William Chaddock (vp-comms, Columbia Gas Transmission, Charleston, W. Va.) replaces Polly Jontz who moves to new position of dir, Conner Prairie Pioneer Settlement, Noblesville, Ind.); Mid-Atlantic: Michael Canning (dpa, Ofc of Governor, Annapolis, Md.); Midwest: Charles De Vries (vp-comms, Lutheran Brotherhood, Mpls); Northeast: Arnold Koch Jr. (vp, Newsome & Co, Boston); North Pacific: Mary Fears (dpa, Providence Hospital, Everett, Wash); Southeast: Robert Kendall (assoc prof adv'g & pr, U of Florida, Gainesville); South Pacific: Gail MacLaughlin (dpr, San Diego Gas & Electric); Southwest: Graham Sudbury (dpr, Williams Companies, Tulsa); Tri-State: Lloyd Newman (exec vp & dir, Manning, Selvage & Lee, NYC).

PEOPLE. Mobil Chemical Co. (Nichols, Fla) names Don Turk pa mgr...National Starch & Chemical (Bridgewater, NJ) appoints Richard Sacks mpr...Bradford Exchange (Chi) names Thomas Gradel dpr

NEWEST ACTIVIST ISSUE COMING ON FAST

Key fact about worldwide movement to reduce possibility of nuclear war by freezing weapons production is its mushrooming quality (no pun intended). Such unlikely proponents as Catholic bishops & nationwide committees of prominent doctors & lawyers -- even Adm. Rickover in his retirement remarks -- have taken up issue. Talk show call-in's from all walks of life and all ages comment on power of presentday bombs (100 x more potent than the one dropped on Hiroshima), existing capability to blow up world several times.

"There's a lot of people getting involved now that haven't before," says Lois Booth, longtime Quaker peace activist. "It's growing extremely rapidly. I haven't seen any movement take hold this rapidly and across this broad a range of people. The anti-Vietnam movement had much less local action and came to life much more slowly."

...Gulfstream American (Bethany, Okla.) establishes new corp comms ofc with Alvin Balaban dir-corp & Commander Div comms & L. Brent Gooden mgr-corp & Commander Div pr.

Vol.25 No.14
April 5, 1982

THRIVING LINK BETWEEN THE ARTS & BUSINESS SOLVES PROBLEMS FOR BOTH PARTIES WHILE PUBLIC BENEFITS: CLASSIC PUBLIC RELATIONS

To gain continued public consent for its operations, business needs to contribute to society. A culturally healthy populace helps business thrive. Arts & cultural organizations, on the other hand, need funds, management assistance & promotion. The two were made for each other, and their marriage is a classic of public relations strategy & programming. A brief catalog:

¶Direct funding of arts productions a la Mobil's notable contributions to television is not limited to giant national corporations. Many local theater, music & dance groups report such grants from retail or manufacturing companies to mount specific shows.

¶Donations to arts organizations are rising -- fortuitously as Washington tightens its aid (by as much as 30%) cultural institutions last year increased their requests for corporate support by 50% over 1980, according to Business Committee for the Arts (NYC). A recent poll by the Committee indicated many companies plan to increase arts donations this year.

¶Unified community art funds or annual drives have arisen in cities as different as NYC & Albuquerque, Boston & Manchester, NH. Initiating or assisting a "united way for the arts" has obvious public relations benefits.

¶Using art as an attraction can help in promotion, events or outreach -- and gain high visibility. Hudson's department stores commissioned concerts by the Detroit Symphony in suburban areas where it has shopping centers.

"R.J. Reynolds Industries' idea to send this company of young artists across the country on a series of three performances serves a needed business purpose and at the same time provides national visibility to the nation's only state-supported college-level school for the performing art." This is how Maura Twomey of Reynolds' public relations dep't summarizes the company's sponsorship of a 5-week, 20-city tour of "Jazz Is," a production of North Carolina School of the Arts. The company expects to benefit in these ways: 1) Increased public awareness of the corporation, its businesses & products; 2) Improve sense of corporate "oneness" & pride among employees, many of whose home towns are on the tour; 3) Improve community relations in cities with RJR facilities; 4) Enhanced working relationships with gov't, legislative & business leaders thru a series of VIP performances & receptions; 5) Favorable response to the corporation's efforts to provide young performers with gainful employment & exposure while enhancing the college's reputation; 6) Broadened appreciation of North Carolina & Winston-Salem as offering a culturally rich environment in which to live & work -- useful in recruiting employees & drawing other businesses to the area.

¶Restoring valuable or historic buildings also revitalizes neighborhoods, boosts real estate values.

¶Holding events at museums or galleries enhances attendance, provides productive setting.

¶Direct use of art works for product design or advertising is age old, still effective. Springs Mills (Rockhill, S.C.) uses Metropolitan Museum of Art textile designs in its line of sheets, has paid over \$2 million in royalties to the gallery.

¶Art in the workplace is a proven pride & morale booster, ranges from decorative paintings & sculpture to noon time concerts, plays or movies.

¶Group memberships in museums, paid by the employer, are part of the employees' benefit package.

¶Matching contributions programs support cultural organizations as they have for years supported higher education. AT&T Long Lines announces their program to match each employee gift of \$25-\$1,000. WBZ-TV matches viewer contributions to Boston's Fund for the Arts dollar for dollar.

So direct is the payoff for business in arts programs that they are drawing some criticism. Too obviously quid pro quo, some claim. A harsher comment is that businessmen like theater or music for their recreation so contributions are gifts to themselves. The Business Committee's poll found some companies cutting arts budgets to redirect funds to social service agencies devastated by gov't cutbacks. In rebuttal, Lincoln Center for the Performing Arts chrm Martin Segal, an investment banker, believes "a nation's cultural life is the civilized faith of its society, and support for culture is valuable, indeed necessary, for its own sake." "Strong business and strong arts -- the two together create a strong & healthy society," adds Robert Suderburg, chancellor, North Carolina School of the Arts. (For specific information send for copy of Partners: A Practical Guide to Corporate Support of the Arts, \$10.95 post paid from Cultural Assistance Center, 330 West 42nd St, NYC 10036.)

PR PROVES MORE POTENT THAN ADVERTISING, BRANDY BOARD FINDS

Public relations is strengthened while advertising becomes a support mechanism for California Brandy Advisory Board. "For the foreseeable future, we will be shifting a greater part of our budget into public relations, literature development and promotional activities, and using advertising to support these efforts," says James McManus, CBAB's pres. (See prr 3/29 article on pr's role in marketing.)

Public relations has always carried the bulk of CBAB's communications load, not in terms of dollars but in terms of effort and results, reports CBAB's pr counsel Neil Amidei, Hoefler-Amidei (SF). Their confidence in public relations' proven track record prompted them to choose pr over adv'g. "When we started this program 10 years ago no one knew anything about California Brandy. Now nearly every wine & spirits writer in the country is aware of the product, and of the Advisory Board as an educational & promotional institution. That's purely the result of the pr program." Impression count is approximately 2.8 billion over prgm's 10-yr period. "Because of these results they feel they can get a very efficient use of their communications dollar thru public relations." Entire \$700,000 budget will be assigned to Hoefler-Amidei who will enlarge the pr effort and use adv'g & other promotional forms as support mechanisms.

SILVER ANVILS BEGIN MEASURING ENTRIES BY PROFESSIONAL YARDSTICK: NO RESEARCH, NO AWARD

No awards were given in 13 categories of this year's Silver Anvil competition. 21 entries will receive the prestigious award. "I think it represents a maturing of the profession,"

Jerry Dalton, chrm, PRSA's Honors & Awards Cmte told prr. "Judges looked at entries with a little more skepticism, a little more probing to determine whether or not the entry met the criteria." Programs were judged on research, planning, execution and results.

This was the first year that emphasis was placed on research as a separate criterion and entrants were forewarned. It was in this area that Dalton feels programs were lacking. "Research, both prior to undertaking a campaign & in the evaluation, was where entries fell short more than in any other area." Judges refused to accept declarative statements of accomplishment without research to back it up. Dalton also notes that publicity, in itself, was not given a great deal of weight except for what it did to help change behavior or attitudes.

Columbus, O. Public Schools won 2 Silver Anvils as did Fleishman-Hillard (St. Louis & Kansas City), Burson-Marsteller (NYC & Chi), and Carl Byoir (NYC). (Silver Anvil Summary Booklet available from PRSA, 845 Third Ave, NYC 10022; \$15, mbrs \$10)

HOW TO CONDUCT RESEARCH: 2 NEW BOOKS PROVIDE INSIGHT

¶Essentials involved in carrying out a readership or audience survey for an organization are included in How To Conduct A Readership Survey by W. Charles Redding. Detailed, step-by-step instructions for every procedure -- planning, sampling, constructing the questionnaire, analyzing the data, reporting the results -- are given. Specifics covered include: 5 steps to follow in drawing a sample; 7 key questions to answer in planning a survey; 3 ways to improve response rate; 6 steps to follow in constructing a questionnaire; 9 criteria for question wording; 5 basic question formats; how to pretest a questionnaire; 5 rules for reporting results. Glossary, with page references, provides access to all specialized terms & concepts. (Available from Lawrence Ragan Comms, 407 South Dearborn St, Chi 60605. 152 pgs; \$30)

¶Formal methods of obtaining feedback are explained in CASE's Attitude and Opinion Research: Why You Need It/How To Do It by Walter Lindenmann. Though written for higher education, its information is useful to all organizations. Part One gives an overview of what opinion & attitude research is all about; basic forms of surveys; opinion research org's & their services; checklist of factors when considering opinion research; and how to use research to plan, monitor & evaluate a pr prgm along with a sample research matrix. Part Two focuses on do-it-yourself research, offers guidelines for conducting mail surveys, and includes 11 sample questionnaires. (Available from CASE Pub'ns Order Dep't, Box 298, Alexandria, Va. 22314. 88 pgs; \$10.50)

COUNTERBUDGET IS POTENT GOVERNMENT RELATIONS TECHNIQUE

If government budgets at any level collide with your priorities or principles, issue a counter-budget. To gain impact, form an alliance to support your alternative fiscal scenario. That's what State Communities Aid Association (Albany, NY) did in conjunction with the Planning Executive Council.

First counterbudget in fiscal '78 showed that NY State could expect more revenue income than governor's budget had forecast. Legislature agreed, revised its estimates,