

Development sponsored by Hoffmann-LaRoche. In a similar vein, the Conference Board is sponsoring an intern program in which business executives work in Congressional offices for a brief period."

Trends of the 80s began in the 70s -- away from big, central bureaucracy toward smaller, simpler gov't. The many regulations of the 70s became the issue, balanced against waste, inefficiency & cost of regulatory burdens. Groups pulling in opposite directions took their toll on Congress. A high turnover rate occurred. "Few if any members who finally vote on major bills in the future will have had the opportunity to develop a personal understanding of the issues they are addressing. Such shortage of talent has a message for the future."

As high turnover continues, key to successful relations with Congress will be to develop institutional relations rather than personal relations. "Efforts focused on the earliest stages of issues will become more important. Since the flexibility of members once an issue has emerged is so limited, the value of defining the issues will increase, perhaps to the extent that those who define the issue, win the debate."

ITEMS OF INTEREST FOR PROFESSIONALS

"Trend is for professional societies to offer specialized services to various sectors of practice. Case in point is CPRS's new public service section. About 1/3 of the Canadian orgn's members are from the federal or provincial gov't. "We've been trying to get a public service section going for government members/public service people. It finally came to fruition at the meeting Tuesday," Patrick Macleod, exec dir, told prr from temporary ofc at annual conference in Winnipeg. (For more info contact Macleod at 220 Laurier Ave West, Ste. 720, Ottawa K1P 5Z9)

"Think tanks" are really public relations firms, judging by the way they attempt to influence public debate. Especially if they are admittedly ideological like Heritage Foundation. This is the conclusion of an article in the June issue of The Press which reviews the history and current status of the major think tanks. Heritage has been labeled "a fast-moving, well-financed, highly visible research and propaganda organization" which gets its analysis of issues quickly to Congress & the media. Heritage spends as much on pr as on research -- 23% according to its annual report. (Copy of magazine \$1.50 from 112 E. 19th St, NYC 10003; The Press describes itself as "Reporting how the media work.")

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. CPRS ofc's for 1982-83: pres, Donald LaBelle (dpr, Canadian Automobile Ass'n, Ottawa); 1st vp, William Wall (supvr pa, TransCanada PipeLines, Toronto); 2nd vp, Cynthia Balfour (pr rep, Aquitaine Co. of Canada Ltd, Calgary); treas, David Webster (vp, Public & Industrial Relations Ltd, Halifax); sec'y, Frank Paznar (sr vp, Mediacom Industries, Toronto).

PEOPLE. Robert Woodrum becomes vp, corp coms at Norton Simon (NYC).

IMPORTANT NOTICE & REMINDER TO OUR READERS

Following our tradition, pr reporter will not be published next week -- to celebrate July 4th and Dominion Day. Our office will be closed from June 28 thru July 5th.

Have you contributed your insights & information to prr's 18th Annual Survey of the Profession? While we're away it's a good time to fill out your questionnaire and send it along. If you've misplaced yours, write or call us; another will be on its way to you that day.

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TWO CURRENT EVENTS RE-PROVE POWER OF PUBLIC RELATIONS, HELP IN EXPLAINING ITS ROLE & ESSENTIALITY TO OTHERS

1. Reputation Confers True Power. The public's interest & joy in birth of a royal child shows that "soft," psychological, emotional events shape human actions & public opinion just as much as "hard facts." English monarchy has no governmental power. Royal family is purely ceremonial. Queen & her brood cut ribbons, sign state documents, raise charity dollars. They have no real power -- except example -- yet they command respect, trust, attention, loyalty of millions ... and therefore are ultimately powerful. They are symbols of the state, personifying the nation -- a role model for CEOs who today must go beyond spokespersonship to being living symbols of their organizations.

2. Opinion Useless Unless Translated To Behavior. Apparent defeat of ERA despite majority support shows that public opinion must be mobilized in order to rule. Favorable opinion is not the goal: behavior is. Nationwide studies and polls in states which defeated ERA ratification this month -- Florida & Illinois -- find significant majorities in favor. The need is for sponsors of a measure to motivate supporters to express their feelings to legislators, to put their opinions to action. Several topics of current debate further illustrate the point. Polls show small groups oppose gun control & abortion -- less than 20% in each case. Yet by acting on their beliefs, these minorities have ruled so far. Effective public relations today must be concerned with behavior mod, not opinions.

COALESCING OF PR & ADVERTISING AGREED TO BE PLUS FOR SALES SUPPORT, COMMUNICATIONS TASKS ... BUT HOW ABOUT ISSUES, COUNSELING FUNCTIONS? MAJOR BENEFIT MAY BE PR PAY RAISE

Advertising has rediscovered public relations -- and Joe Awad knows why: "There is a recognition on the part of senior management that public relations transcends, or at least cuts the cost, all corporate functions & disciplines, and that in order to have the overview & access needed to get the job done, public relations must report to the president or chairman." This position cannot be obtained by adpersons with their highly specialized function, as the PRSA president notes. From several recent panels & speeches prr gleaned these comments on the growing relationship:

"In addition to handling advocacy advertising, public relations is becoming a participant in ad planning & approval. "It is not enough for ads to be checked by lawyers. They should also be reviewed with an eye to the public interest, the organization's social responsibilities, and respect for human dignity & understanding, and perhaps most importantly of all, changing social conditions & public issues which may affect the manner in which audiences perceive the advertising." (Awad, gen'l dpr, Reynolds Metals)



¶Advertising is a marketing function, public relations is a management function. Clients could be the losers unless pr & the advice it gives is independent from advertising and its big budget clout. (Jack Agnew, chrm, Agnew, Carter, McCarthy)

¶For pr service firms, problem is the move to in-house dep'ts, not competition from ad agency dep'ts. Since both corporations & agencies pay more, "one big benefit for people in public relations" is that salaries will rise. (Anthony Galli, xvp/dpr, Albert Frank - Guenther Law)

¶It's more encompassing than ad agencies getting into the field; it's one-stop shopping, "beautifully orchestrated, cost-efficient total communications." Media dep'ts of agencies, e.g., are excellent resources for pr. "Many ad agencies shouldn't be in pr ... but neither should some pr firms." (Gerald Swerling, svp/dpr, Ingalls Assocs)

¶"The question is the propriety of the relationship. Advertising & pr are not totally compatible." (Jeff Pre-court, ed., Ad Week) To prove the point, Agnew adds: "Agencies buying pr firms are like George Steinbrenner buying the Yankees. He brought lots of money but compromised the independence of the players."

¶Last year Pitney Bowes formed a corporate advertising dep't to centralize responsibility for all product & institutional advertising. It reports to the vp-corp comms, whose basic responsibility is to be the top public affairs officer. (Conference Board Report, "Case Studies In The Public Affairs Function"; copies from CB, 845 Third Ave, NYC 10022 or 25 McArthur Road, Ottawa K1L 6R3)

¶Public relations will make 'em good corporate citizens; ads can't. PR can react quicker. Advertising is slick, loaded with clutter. PR will always be ahead in credibility. Word of mouth advertising is really word of mouth public relations; when they talk about you, it usually comes from your pr, not your advertising. I'd love to buy an ad agency just for the publicity value." (Bob Weiss, pres, Robert Weiss Assocs)

¶In marketing it is almost always good to tie the disciplines together -- a statement every commentator quoted here seems to agree with. "Public relations cannot ever replace advertising here." (William Noonan, eastern reg'l xvp, Burson-Marsteller)

¶"Never mind where ownership lies. Question is the financial advantages." Will relations with advertising provide useful resources, such as research & financial services? Public relations firms are thinly capitalized. Ad people have had to manage themselves sophisticatedly, including their finances. PR has not had this same professional management. (Peter Osgood, pres, Newsome & Co)

NEW TERMS MERGE AD-PR

"Advertorial" is an editorial service paid for as an ad. Sponsor seeking to attract attention to itself or its messages uses news that otherwise might not be covered, or features, to accomplish it. To date, practice mainly involves sports & cigarette brands. Camel has a "Scorecard" campaign which presents sports scores within the borders of an ad. Kent's half-page "Sports Business" appears weekly in Wall Street Journal as a sponsored column. But Western Features Syndicate offers a comic strip -- "Plumb Loco," which pokes fun at cowboys -- that includes space for a sponsoring advertisement.

"Informercial" (or "infomercial") is a paid commercial that offers listeners or viewers useful information under the "sponsorship" of an advertiser. Sort of a paid PSA. Tactic is analogous to corporate sponsorship of PBS programs, where primary payoff is in name recognition & good will.

US CONGRESS IS PATTERN FOR FOLLOWING LIFE CYCLE OF ISSUES, FORESEEING TRENDS; STAFF NEED FOR DATA INSATIABLE

If the future is to happen for you, not to you, it is necessary to understand the life cycle of issues and to foresee trends. "No clearer context for this

can be found than the US Congress -- the body required by the Constitution to address the future ... collectively, for all of us," said William Renfro, pres, Policy Analysis (D.C.) at the Issues Mgmt Ass'n Executive Briefing last week.

The 70s saw rise of single issue politics and the issues media. Both worked to identify social problems & their remedies -- usually resulting in new legislation & regulations. Pro-legislation, anti-business trends developed. Congress began to legislate ideals.

Anticipate Congress. "The capability of anticipating legislative themes at earlier and earlier stages was as much the invention of necessity as creativity. With the same legislative activism that Congress attacked so many social issues, it attacked its own issues": 1) rules & procedures in House & Senate reformed; 2) seniority system faded; 3) party discipline declined; 4) campaign finance laws enacted. Legislation became easier to track, but reforms made it harder to affect results. "Business did not understand the new era. For example, when auto regs began, Detroit hired lobbyists, Japan hired engineers."

New congressional environment presents two major opportunities: 1) get in the legislative development process early; 2) build a constituency among voters in the districts. By getting in the process early, practitioners can help Congress avoid legislative mistakes and hard to change public positions based on insufficient or erroneous information.

"Forecasting legislative issues leads to early identification of themes which, if developed into legislation, will be important to business. In the early stages there is still flexibility & competition among the various proposed solutions. By working with Congressional & policy research staff, practitioners can participate in shaping final legislation. Research staffers can never find enough data for the work they are doing. Developing contacts with them is essential. More than trading information, some corporations have undertaken staff education programs such as the Foresight Seminars on Pharmaceutical Research and

