

Environmental Defense Fund's '86 annual report. EDF has achieved solutions without relying extensively on legislation. Uses economic incentives instead. AR indicates a 66% increase in foundation grants & 15,000 new members.

"Grant-making institutions can help encourage the development of market environmentalism by carefully examining how environmental groups pursue their goals. It is critical that concerned grant-makers encourage philosophies & practices that support limited gov't & individual rights," advises OrganizationTrends. (More from them at 1612 K St NW, Ste.605, Washington DC 20006; 202/822-8666)

TO DO OR NOT TO DO
A SUMMARY ANNUAL REPORT;
THE DEBATE CONTINUES

Of 79 companies headquartered in Ohio, only 4 have opted to publish an SAR for '87. Two others whose fiscal years end June 30 & Sept 30 are considering it for '88. These are findings from a phone survey by Edward Howard

& Co. (Cleveland) of Ohio-based companies that have revenues of more than \$100-million. Some findings:

¶One firm expects its SAR to contain 16 fewer pgs than its conventional '86 AR.

¶40% determined there would be no savings with an SAR; 29% didn't know. Less than a third predicted savings could be achieved, but only a handful believe it could be substantial. The 4 companies producing SARs expect to save money, but this was only one factor in each company's decision.

¶In most cases, CEOs were the decision-makers regarding what type of AR to publish.

¶16% feel SARs are highly effective; 31% somewhat effective; 22% not effective; 31% no opinion.

¶5% will probably publish an SAR in the next 5 yrs; 39% will wait & see; 56% say it's unlikely or they don't know.

"Results of our survey are a strong indication that companies are reluctant to cast aside an annual report format that has stood the test of time in favor of an unproven publication," explains Stanley Ulchaker, pres. With only 2 companies known to have published SARs to date -- McKesson Corp (SF), Sound Advice (Ft. Lauderdale) -- there is an industrywide lack of info & experience on which to draw.

ITEM OF INTEREST TO PROFESSIONALS

¶Some of public relations' worsts & bests were chosen by Women Executives in Public Relations. Heading the "worsts" were: 1) President Reagan, 2) Judge Bork, 3) NY Stock Exchange, 4) Gary Hart, 5) NY Public School System, 6) Prince Charles, 7) Princess Di. Heading the "bests" was Mikhail Gorbachev whose victory was "all the more impressive because some of his votes were cast before his visit to Washington," reports WEPR's news release. Others winning plaudits for good pr were Lee Iaccoca, Gov. Cuomo, Donald Trump (???)

WHO'S WHO IN PUBLIC RELATIONS

ANNIVERSARY. Association Trends celebrates its 15 birthday at its annual awards luncheon Jan. 29.

PR pro Frank Martineau publishes this weekly newsletter for ass'n execs.

pr reporter

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RECOGNITION OF MUTUAL CONCERNS PROMPTS BUSINESS/SCHOOL PARTNERSHIPS;
WITH SYMBIOTIC NEEDS, RELATIONSHIP SERVES BOTH ORGANIZATIONS' FUTURES;
KODAK, XEROX, AT&T, DOW CHEMICAL, AMER. EXPRESS SHOW RANGE OF SUPPORT

Employer worries about decreased quality of workforce entrants are increasing at the same time schools face diminished support. Solution for many is a business/education partnership which pays off on the bottom-line -- as well as in better public relationships -- for both organizations.

PR Benefits of Business/School Partnership

To Businesses:

1. Improves community relations.
2. Investment in present & future local labor pool means better employees -- & employee relations.
3. Proactive strategy to public issues that might otherwise mushroom into costly problems.
4. Helps focus direction of corporate contributions & employee volunteer efforts.

To Schools:

1. Increases participation in & support for schools.
2. Enhances visibility & value for education.
3. Focus shifts to success stories, rather than drop-outs, illiteracy, etc.
4. Demonstrates necessity of education to students, parents, taxpayers, employers.

Some Examples of Successful Business/School Partnerships

Private sector involvement ranges from a) funding (grants, scholarships, in-kind equipment); b) programs (Adopt-A-School, teacher & principal training, curriculum advice) to c) policy (school board participation, state & community task forces). (See prr 10/14/85, How to Make Bus/Ed Partnerships Work.)

1. Funding for Structural Change. Going beyond support of the status quo, Eastman Kodak is an important contributor to Rochester public schools' ambitious educational reform. Controversial plan pays teachers more competitively (up to \$70,000) & involves them in goal & policy setting, while holding them accountable for student success. With 45,000 area employees, Kodak dominates Rochester economy & is dependent on the quality of the area work force. "If we don't improve the quality of the students in our city school system, we're in serious trouble," Kodak president Kay Whitmore said. (Facing same problem, Arco's strategic giving program concentrates on K-12 education programs for minorities & disadvantaged youth in communities from which Arco draws employees. See prr 12/21/87.)



2. Funding for Research. Xerox takes a different approach, linking its interest in research to look at the roots of education. It has committed \$5 million for a new institute where anthropologists, psychologists, linguists & experts in artificial intelligence will investigate the nature of the learning process itself. Results will aid schools & organizational training programs.

Primary & secondary education is the leading community affairs issue for more than 2/3s of 130 major corporations surveyed by The Conference Board. Over 64% rank it as their major concern, up from 42% only 2 years ago. Growing dominance of this issue is corroborated by Center for Corporate Public Involvement: schools & school activities topped their list (81%) of community projects in all regions (pr 1/18).

3. Job-Related Training for Present & Future Employees. Beyond basic

skills, some companies require more specialized knowledge. Hence, Dow Chemical finances training in English, math & science thru the Saginaw, Mich. school system; American Express has opened "financial academies" (economics, accounting) for inner-city high school students in 8 cities where company has offices. Concept also works on college level: e.g., AT&T & Massachusetts' Northern Essex Community College have joined forces to create specialized education programs to re-train laid-off employees.

4. Program Funding. Broad-based organizations which have no specific community to focus upon support education by sponsorship of programs related to their business -- e.g. National Geographic Foundation, as part of 100th anniversary, announced it would put \$20 million toward combating widespread geographic illiteracy. Burger King, in conjunction with National Association of Secondary School Principals, sponsors an annual recognition program to honor an outstanding principal & teacher from each state.

"There is a strong feeling in both business and educational circles that if meaningful educational reform is to take place, companies can no longer afford to view educational contributions as merely charity but, more realistically, as a business cost for recruiting and training their workforce." -- Dr. Leonard Lund, education specialist, The Conference Board

RESOURCES FOR MORE INFO ON BUS/ED PARTNERSHIPS

1. "Expanding School Resources with Business/School Partnerships" provides overview of resources & material available on the topic. Order from: National School Public Relations Association, 1801 Moore St, Arlington, Va 22209; 703/528-5840; 5 copy minimum order \$27.50.

2. "Beyond Business/Education Partnerships" is topic of Conference Board's 5th Annual Education Conference March 9 in Washington, D.C. Contact Joseph Naar, Conference Board, 845 Third Ave., NYC 10022; 212/759-0900.

3. 28-pg report, "Toward the Year 2000: Dilemmas Facing Education," discusses changing marketplace & impact on education. Copy from: Bill Banach, Macomb Intermediate School District, 44001 Garfield Rd, Mt. Clemens, Mich 48044; 313/286-8800; \$2 per copy.

CORPORATE CONTRIBUTIONS ROSE ONLY 3% IN '86, FINDS CONFERENCE BOARD

giving to continue the slow growth pattern begun in '85.

Increases in giving have been slow over the past 2 years compared to the 13-26% per year gains posted during the last decade. Contributions execs in the 372 surveyed companies expect final '87

"Since '84, noncash contributions such as securities, company products, land & equipment have accounted for about 1/5 of all giving. Among the 25 largest corporate donors, noncash contributions represented over 30% of their total giving in '86. Without these, there would have been little growth in overall contributions in recent years," reports sr research associate Linda Platzer.

How does your org'n compare with these findings:

¶Education, the major beneficiary over the last decade, continues to gain (see lead article).

¶Health & human services continues to fall. Since '75, when it garnered 41%, its share has declined virtually every year. Major exceptions are industries with strong local links such as utilities, banks, retail & wholesale firms. (Giving to United Way & other federated campaigns remains steady.)

¶In recent years, large gifts of property to environmental groups have boosted giving to the civic & community causes category. In '86, however, the gifts were smaller so the share fell.

¶Giving to culture & the arts rose slightly from the previous year.

Region	Total (\$ millions)	Health & Human Services	Educa-tion	Arts and Culture	Civic and Comty	Other
New England	\$ 148.4	27%	47%	12%	11%	2%
Mid-Atlantic	517.8	24	44	15	13	4
Industrial Heartland	453.2	32	37	9	17	6
Southeast	197.2	25	53	8	11	3
Breadbasket	119.6	33	31	20	14	2
Southwest	73.2	29	44	11	13	3
Mountain States	2.3	50	22	13	9	6
Pacific	162.3	30	49	9	9	3
Total	\$1674.0	28%	43%	12%	13%	4%

60s EMOTIONAL ENVIRONMENTAL MOVEMENT GIVES WAY TO FREEMARKET ENVIRONMENTALISTS

Instead of promoting expanded gov't management & regulation of air, land & water, 80s groups are using private property & free-market approaches, writes OrganizationTrends. This is the hallmark of such organizations as Political Economy Research Ctr (Bozeman, Mont.) & Foundation for Research on Economics & the Environment (Dallas).

"America hungers for environmental organizations that don't solely oppose, but themselves generate innovative solutions to environmental problems," states