

constrained to not much more than 30-second to 1-minute highlights -- provocative nibbles rather than full-course, wholesome editorial meals."

CULTURAL IMPERIALISM & international misunderstandings may be the result of the speed, efficiency & productivity of the new technologies. Information, meant to build bridges, may "overwhelm indigenous cultures by its magnitude. Maybe we should soften the stridency and reduce the volume of our 'information.'"

MANIPULATION occurs where information is seen as a commodity to be used for "power," reflected by statements such as "this story is based on official government statements and could not be verified." Our belief in press independence works against us "as we unconsciously accept such news as factual despite the warning. We read it, but don't see it. We psychologically dismiss such caveats. (Who 'reads' cigarette ad warnings?)"

STRATEGIC DISINFORMATION -- overt or covert -- has a "semblance of credibility and helps mislead the reader, often key opinion makers who should know better." The Soviets' \$100 million operation "outguns" USIA's efforts: 70,000 employees compared to USIA's 10,000; Radio Moscow broadcasts 2,000 hrs of programming, the "Voice" 1,000; 81 languages vs. "Voice's" 42; 70 million books exported vs. 1 million.

INFORMATION IS KEY. "Never forget that what we think depends to a large degree on what we know. And what we know itself depends largely on what information is available to us. And the quality of our judgment is substantially dependent on the quality of our information. We cannot take the integrity of news & information for granted." Budd suggests we 1) "develop greater sophistication & understanding about the composition of today's news... and its head waters"; 2) "recognize that disinformation is not a wartime activity but an ongoing, accepted practice in more parts of the world than we may realize."

ENTREPRENEURS DON'T VALUE PR FIRMS BUT ARE NOT GOOD MANAGERS

PR firms rate poorly in terms of value for charges, according to a survey of 200 entrepreneurs. With 1 equaling "excellent" and 4 "poor," pr firms registered 3.1, just below ad agencies' 3.0. Survey also shows entrepreneurs use seat-of-the-pants mgmt style. Most do not have a strategic plan. Only 1 in 5 has an independent board of directors.

How others fared: accounting firms (2.2), banks (2.4), law firms (2.6), business consultants (2.9), employment & personnel agencies (3.4).

"We find entrepreneurs who have developed elaborate business blueprints meet with all types of difficulties in implementing them. One way of avoiding this pitfall is to call in outside expertise to help formulate a plan that analyzes both the external & internal environments and helps plot a clear path to future success. Entrepreneurs especially must learn to seek out & listen to qualified outside advice," concludes CEO George Bernstein of Laventhol & Horwath (Phila), the accounting firm that commissioned the survey.

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Allen Center (San Diego State U) receives Arthur W. Page Society Hall of Fame Award for his work in pr education & research.

PEOPLE. Virginia Carter Smith becomes sr vp, Council for Advancement & Support of Education (DC).

pr reporter

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NOWHERE ARE THE IMPLICATIONS OF GENDER EQUALITY MORE SIGNIFICANT THAN IN PUBLIC RELATIONS -- BOTH WITHIN THE FIELD AND IN ITS WORK; RESEARCHERS DEVELOP 3-PART GAUGE TO MEASURE PARITY

Women are a majority... but treated as a minority. On the horizon are women advancing toward equality. Movement's effects are being felt in all organizations, internally & externally. Attitudes & actions are being challenged. Change is inevitable.

Recent research reveals just how far U.S. women have to go to reach equality. Reported by a leading family-research team to American Sociological Ass'n, research measures gender equality in respect to economics, politics & laws.

Economic Equality Women are compared with men according to 8 indicators such as employment, median income, number & size of SBA loans, households above the poverty level.

A larger percentage of women than men are employed in professional & technical occupations. But "this is because so many women are teachers & nurses -- occupations which, altho professions, are not highly rewarded, either in money or prestige." In terms of income, "nowhere do women come close to equality with men."

Political Equality Women have achieved even less political equality than economic. Indicators used include number of women who are judges, mayors, state legislators and members of governing boards & of Congress.

Researchers note that a factor in women's political inequality is involvement in "social labor" -- domestic work. "The more involved women are in non-domestic work, the greater their ability to participate in societal decisionmaking and thus their political power." Women in the Northeast & West have achieved the most political equality -- with the western states taking the leading edge.

Legal Equality This involves the laws which a community enacts regarding the rights of women. 15 are used to determine the presence or absence of a statute which grants or protects women's legal rights. As of '80, 2 states had

"Even in the state with the highest score (Oregon), women have achieved only 60% parity with men. The medians show that in a typical state, women have achieved only 54% of what is necessary for economic equality, only 12% of what is needed for political equality, and only 55% of the statutory protections which will enable further progress toward gender equality. Combining all three spheres, the median score of 42 on the overall index shows that, in the typical American state, women have achieved less than half of what is needed for equal status with men," write researchers Murray Straus (sociologist, U of NH) & David Sugarman (psychologist, RI College).

% Achieved Toward Equality With Men

<u>State</u>	<u>Overall</u>	<u>Economic</u>	<u>Political</u>	<u>Legal</u>	<u>Income</u>
Oregon	59.9	63.7	23.8	92.3	58.5
Michigan	56.1	51.6	24.4	92.3	56.7
Alaska	55.5	66.0	16.0	84.6	63.9
Maine	54.7	53.0	18.9	92.3	63.5
Maryland	53.9	61.3	15.9	84.6	61.9
Minnesota	52.5	53.7	11.5	92.3	58.4
California	51.8	55.9	14.9	84.6	61.2
Connecticut	51.6	54.0	24.0	76.9	59.0
Hawaii	51.3	60.4	24.2	69.2	69.2
Massachusetts	50.6	53.5	13.8	84.6	62.5
New York	49.7	53.9	10.7	84.6	64.3
New Hampshire	49.4	55.9	23.1	69.2	59.3
Montana	49.1	57.2	13.2	76.9	55.7
Ohio	48.9	55.8	6.3	84.6	56.5
Washington	48.4	55.5	20.4	69.2	57.3
Idaho	47.8	67.1	14.9	61.5	58.9
Colorado	46.1	53.7	23.1	61.5	60.1
Kentucky	45.9	57.2	11.4	69.2	57.1
Arizona	45.8	61.4	22.3	53.8	58.8
Iowa	44.6	55.0	9.7	69.2	58.5
Nebraska	44.3	52.2	11.4	69.2	58.6
Kansas	43.3	64.0	12.0	53.8	58.9
Missouri	42.8	58.6	8.3	61.5	57.6
Rhode Island	42.6	54.5	11.9	61.5	59.5
Florida	42.3	55.0	18.2	53.8	60.5
New Jersey	42.1	54.1	10.6	61.5	57.5
Nevada	40.6	58.8	9.3	53.8	61.6
Pennsylvania	40.4	55.8	3.7	61.5	58.3
Delaware	39.8	60.6	20.4	38.4	58.3
Illinois	39.4	52.9	11.6	53.8	56.6
Indiana	39.0	52.4	11.0	53.8	55.6
Wisconsin	38.4	57.5	11.8	46.1	58.6
Georgia	38.1	54.6	5.9	53.8	62.0
West Virginia	37.4	53.1	13.0	46.1	51.4
South Dakota	37.0	53.7	11.3	46.1	61.7
Utah	35.6	52.2	8.6	46.1	54.2
North Carolina	35.1	54.2	12.7	38.4	66.0
Virginia	34.7	56.0	9.7	38.4	62.2
Tennessee	34.5	51.7	5.6	46.1	59.3
New Mexico	34.4	51.5	13.4	38.4	58.3
North Dakota	34.1	53.9	9.9	38.4	57.0
Wyoming	33.5	55.2	22.2	23.0	50.2
Oklahoma	32.7	59.0	8.2	30.7	58.4
Louisiana	31.2	50.3	4.8	38.4	53.2
Texas	30.5	53.3	7.6	30.7	57.7
Vermont	29.7	53.4	12.7	23.0	64.4
Arkansas	27.6	52.9	6.9	23.0	61.6
South Carolina	24.0	56.3	8.1	7.6	64.6
Alabama	20.1	52.8	7.6	0.0	56.8
Mississippi	19.2	52.1	5.6	0.0	60.1
DC					79.1

not enacted any of the 15 laws. No state had enacted all of them. Oregon, Mich, Minn & Maine led the way with 92%. (For more info, including description of the 15 laws, write prr)

XEROX UNIT SHARES ANOTHER TECHNIQUE FOR ULTIMATE GATEKEEPER, THE SECRETARY

To reach decisionmakers, don't overlook their secretaries. Xerox Computer Services did a direct mailing to 300 of the country's largest manufacturers using a lift letter -- usually a memo-size piece that goes along with the promo letter and says, "Read this only if you've decided not to take advantage of our offer." They almost always increase response, says direct-marketing consultant John Tighe (NYC) in Ad Age.

Xerox's lift letter didn't say "Read this if...." Instead, it acknowledged the secretary's existence. In the management structure, secretaries are valuable to direct marketers. They organize their bosses' schedules, open their mail, tossing what they think is junk, screen calls, control their In-box, prioritize what info gets to the boss in numerous obvious as well as subtle ways. A valuable person to cultivate.

Essentially the lift letter said: "We know how important you are in determining what your boss sees. So we'd appreciate your help in seeing that this particular piece reaches him expeditiously." It explained the message's importance, thereby including the secretary in the decisionmaking process. Doing so paid off in a double digit response for Xerox.

TECHNOLOGY, INTERNATIONALIZATION, DISINFORMATION NOW UNIVERSAL PUBLIC RELATIONS CONCERNS (ALSO HAVE MICRO IMPLICATIONS)

"If we are not blindsided -- or mesmerized -- by technology, it could be our 20th century 'Trojan Horse.' We cannot take the integrity of news & information for granted. We should, at least, think twice before we swallow information fed to us," John Budd of Emhart (Hartford) told World Future Society.

He is concerned that 1) "the very technology we think is creating new high levels of communication & understanding between peoples, may in effect be doing the opposite"; 2) "the free & open dissemination of the truth that we hold virtually sacrosanct has no such sacred status in much of today's world"; 3) the news we import is susceptible to manipulation -- "and I'm concerned about the ingenuousness of our acceptance of what we read."; 4) the news we export is overly abundant. His conclusions come from "30 years of practical experience communicating -- the last 10 on an international basis."

"How much American soap opera, television, music, news can a country digest before an instinctive grassroots backlash begins? Ten years ago we exported 100,000 hours of tv programs a year. It must be, conservatively, twice that now. I hope history will not accuse us of trying, however unwittingly, to homogenize the world's culture. We need the cultural diversity."

INTERNATIONALIZATION OF THE MEDIA

"is a given." Recent newspaper survey shows international news has a 29% higher readership than local news. Yet same survey shows local papers have decreased international coverage, leaving it to the electronic media. "Thus our world news comes to us, principally, through mediums