

## IS CIVIL DISOBEDIENCE COMING OF AGE -- OR PAST ITS PRIME? RALLY AT SEABROOK NUKE PLANT SHOWS IT HAS BECOME RITUALIZED

After 21 years as a prototype of present-day controversy, Seabrook may go on line. Nuclear Regulatory Commission has granted the plant a low-power license & proponents estimate the switch will be thrown within the month. To forestall this, opponents gathered outside the plant last week for a peaceful protest. Tho 627 were arrested, dragged away ala Mahatma Gandhi to waiting buses, even that was choreographed in advance.

Tho effectiveness is yet to be judged, several aspects of this event suggest protests are becoming staged rituals rather than mob action. Some insights of pr staff after observing the event:

Cooperation: Evident among all parties -- protesters, police & utility.

1. Advance news coverage emphasized businesslike meetings between Clam & police, not just to agree on rules but to work out stage directions. (Utility refused to attend -- and looked bad because of it.)
2. Protesters accepted offer from nearby race track to park there & use area as staging point. They walked in orderly fashion of less than 20; Is it significant prominent business felt no stigma in tending offer?
3. Police outside nuclear plant gate concentrated their efforts on maintaining usual Sunday traffic flow to the beach.
4. Protesters scaled fence using prefabricated steps made for the purpose -- with no interference from security guard who limited activity to reading notice about criminal trespass. Groups then walked further towards plant where state police stood across the road. Protesters sat down, were arrested & escorted (in some cases dragged, but only as a symbol of resistance -- not fighting & screaming) to waiting school buses to be taken to police station.
5. Organizers had insisted those going over the fence receive training in passive nonresistance first to avoid confrontation.
6. Helicopters overhead were used both by police & media, but primarily because arrests took place out of sight of crowds at gate.

Philosophy: Protest leaders recognize their main interest is capturing public attention. This is best achieved by de-escalating the danger of undisciplined confrontation -- which turns off many. This was a



major failing of previous rallies. For every ally gained, 8 or 10 became favorable to nuke from fear of civil unrest which Clamshell illustrated.

Demographics: No litter, drugs, drinking visible among broad spectrum of these anti-nukes. Equal number of men & women, some "products of 60s," now bringing children. Psychographics of those choosing civil disobedience suggest inner directedness & anti-authoritarianism -- they are probably not concerned about perceptions of broad majority.

Some differences from recent Washington pro-choice rally (t&t 5/15 & 5/29): participants wore black, not white. Much greater individualism on signs & banners, more homemade look. No speeches, since they were made the previous day at nearby Hampton Beach. Anti-nuclear activists have not yet mainstreamed into wider pocket-book & safety issues.

Affinity Marketing At Single-Purpose Event Given a crowd, publicists & marketers cannot be kept away. The 5,000 persons opposing low power testing at Seabrook were exposed to more messages than the planned songs & speeches against dangers of nuclear power in a densely populated resort community. Affinity groups took advantage of the gathering to display literature or merchandise, add prospects to their mailing lists. Causes included some with nuclear power connection: anti-nuclear weapon peace groups; solar & windpower advocates; general environmental org'ns. Those with more remote connections to the purpose of the rally included groups backing Nicaragua, Indian rights, organic food, anti-spousal & child abuse. An ice cream firm provided a percentage of sales to Clamshell, a yogurt firm provided free product samples.

Many protesters know rules of the game better than the organizations they're opposing, will usually respond to an opportunity to set mutually acceptable ground rules. Some of their demands may raise the ire of corporate or gov't officials who insist on "standing by their principles." That usually means trouble, gets sympathy for protesters. If you face a demonstration, seek advice from employees who have been part of such demonstrations. Every organization today has in it people who have at some time demonstrated against something. You may well be able to create strategies that keep proceedings calm & choreographed.

Opposition Had PR At Work A plant pr rep was in the press tent to immediately offer reporters corrections or clarifications of statements made by rally speakers. His presence was announced on the loudspeaker, but other than collecting a few cat-calls, his work was unimpeded. The plant also had a booth passing out literature!

Why This Change? Many members of the group have over 2 decades of practice rallying against this structure-turned-symbol. Two types of maturity may be at work: age & realization peaceful protests let more people hear your message. This one was more like a street fair or stylized 18th C. warfare than the protest marches of the past. Corporations, utility itself are also well-rehearsed at this point, & police too -- no hoses or dogs.

**WHAT DO EMPLOYEES WANT MOST TODAY?  
SURVEY FINDS SOME UNEXPECTED CHANGES**

What do employees want most from employers? What service/benefits do they care least about? Research

from Sirota, Alper & Pfau (NYC) randomly selected 350 employees from cos across the US to determine: a) which aspects of organizational performance workers deemed important; b) how their workplace measured up according to these dimensions. Some of the results may surprise the average CEO:

<u>Most Important</u>	<u>Moderately Important</u>	<u>Least Important</u>
1. safe environment	performance recognition	daycare assistance
2. good benefits	opinion sought by mgmt	EEO program
3. open & honest comm	advancement opportunity	challenging work
4. respect	compensation	decisionmaking opp'ty

Employees rate their mgmts poorly on communications (only 51% favorable), well on safety (83%). They're disappointed with employers' handling of all items in the middle category (below 50%) except "compensation," with which they are moderately well satisfied (66%).

Study concludes that employee goals with largest satisfaction gaps cost little or nothing to remedy: communication, recognition, respectful treatment.

"This info may startle many managers," Bruce Pfau told prx, "because 2 myths continue to prevail: a) that employees want to work little for a lot; b) that they are bored, want a lot of diversity. This study dispels them both."

Another category: Profit Distribution  
How fair is it? Asked if they thought profit was fairly distributed to key constituencies, answer was a resounding "No": a) Top mgmt gets too large a share, b) stockholders get one that's just right, c) employees & the community get too meager an amount, d) too little is set aside for reinvestment into operations.

Note that top mgmt, not stockholders, is seen as "villain." Recent study by TPF&C shows CEO pay galloping ahead, percentagewise, of everyone else. In 5 yrs it has grown from 41x greater than pay of a skilled worker to 55x! "This is the stuff of which revolutions are made," says one business prof. And which shareholders won't exactly love, one could predictably add.

**MEDIA SO MUDDLES FACTS  
EVEN CARING GESTURE  
BECOMES PR MESS**

Recent media reports suggest an insensitive Pan American Airlines gave the people of Lockerbie, Scotland a party in reparation for a Christmas blighted by the Flight 103 tragedy. One article

went so far as to say Pan Am threw a bash to symbolize "an end to the mourning."

"Nothing could be further from the truth," dpr Alan Loflin told prr. "Lockerbie partakes in an annual event, a Scottish country fair called 'Gala Week' -- celebrated by 6,500 people thruout southern Scotland. A 14-year old boy from New Jersey wrote to us expressing concern that Lockerbie had missed Christmas because of the loss of Flight 103. We were touched by his unselfishness & decided to fly him & his family to Gala Week. Lockerbie was also impressed with him & named the first day of the celebration after him." Pan Am also flew over some Scottish dancers from NYC and the head of the Syracuse football team.

Idea airline had thrown a party incited protest in Pittsburgh, Cleveland, Detroit & NYC -- outside hdqtrs. "Basically, criticism is coming from a small group who say they represent the families of the victims." Given the incidence of misreporting today, maybe no active participation is possible for org'ns involved in tragedies -- no matter how well meaning. At least no public activities.

#### ITEMS OF VALUE TO PRACTITIONERS

¶ Bathing Suits Bow To Boomers' Maturity. If female consumers notice more frills, skirts, blouson tops & chevron stripes on this season's lineup of swimwear, it's because mfrs are listening to babyboomers, whose maturing tastes (and bodies) are no longer suited to string bikinis & french-cut one pieces. Newly formed Swimwear Industry Mfr's Ass'n conducted market research to find reason behind slackening sales. Findings: most women buy a suit only every 2 1/2 years 'cuz styles have been so unflattering they often leave the store empty-handed after trying them on. Over-30 set seems to have a controlling grip on the fashion industry in general...notice how acid washed jeans, tie-dyes, the resurrected mini-skirt suffered instant death. And way-past-teens models are in.

¶ Useful, Quotable & Brief Description Of Ethical Conduct: "Right conduct requires not only intention but attention. Treating ethical matters as an afterthought, as something that can be pushed aside in favor of important things like career advancement, is itself an ethical lapse." From rising LA Times Syndicate writer Paul Grenberg, ex-Arkansas editor.

¶ More Evidence Of The Power Of Participative Methods comes from one of the toughest arenas, development vs. preservation. Highland Park, N.J., has a typical problem: outlying malls emptying downtown. The solution is agreed to be a new, unified look on main street -- but not one mandated by design consultants. Instead, Rutgers prof. Anton Nelessen will help townspeople & business operators conduct a visual preference survey, thru which they will design the new look themselves. The National Main Street Center says sprucing up helps business. But many fancy, often expensive plans from outside consultants have failed. The trick may be bottom-up self-planning -- another standard pr technique helping to solve social problems.