

**INTERESTING QUOTES, CONCEPTS OVERHEARD IN SESSIONS:**

- ¶ **There is a difference between a market and a public.** A market is product users who share an interest, but are not formally organized; a public organizes itself after a company or organization is established. It arises as a result of the company or organization and creates issues around it. (Jim Grunig, U Maryland)
- ¶ **New environmental terms worth knowing.** Green Seal -- advocates product labeling that defines its impact on the environment for the entire life cycle of the product. Greenwashing -- trying to create an environmental image of something you're not, i.e. a shallow effort to gain short-term marketing advantage.
- ¶ **We are in an evolving profession,** rapidly moving from being just implementors of programs to becoming architects that help shape organizational destiny. (Incoming PRSA pres Joe Epley in his inaugural)
- ¶ **We must make environmental education mandatory** -- the new 4 Rs of Reading, 'Riting, 'Rithmetic & Resources. (Jay Hair, CEO, Nat'l Wildlife Fed'n)
- ¶ Giving a teacher & researcher with my interests & background the Distinguished Educator Award shows **acceptance of the social science view of public relations.** (Hugh Culberson, Ohio U, receiving the award)

**JAY HAIR ON WHY THE VALDEZ PRINCIPLES ARE NOT WORKING:**

1. People hate the name due to association with bad experience.
2. There was little to no participation of others (beyond its environmentalist authors) in the process of development.
3. Suggested environmental audit may result in litigation so companies won't do audit voluntarily.

The Public Relations Body of Knowledge is being updated, and PRSA's BOK board asks for suggestions of new material to be added. If you know of books, articles, monographs, scholarly articles -- from any source -- that represent state-of-the-art in any aspect of the field, call chrm Judy Turk at 216/672-2572; or send her a copy or a note at Schl of Jrnls & Mass Comn, Kent State U, Kent, Ohio 44242.

**WHO'S WHO IN PUBLIC RELATIONS**

**ELECTED.** PRSA College of Fellows 1991 officers: chr Joe Awad (Reynolds Metals); chr-elect Doug Newsom (Texas Christian U);

sec'y-treas Charles Tisdall. Chet Burger (incidentally retiring Fellows chr) to board of directors, Union Theological Seminary.

**THE TECHNOLOGY TRAP: SOME PRSA CONFERENCE SPEAKERS  
SEE GLOBAL COMMUNICATION AS AN END IN ITSELF; OTHERS  
SEE BUILDING RELATIONSHIPS & PARTNERSHIPS AS THE GOAL****Failure To Handle Diversity, Enhance Infrastructure  
& Human Resources Threatens US Competitiveness**

Is the global village of electronic communication an opportunity & benefit or an immense complication? Will technology bring diverse peoples together? Or is the answer in moving beyond communication technology by learning to recognize & understand individuals as well as cultures?

Leadoff speaker Arno Penzias, Nobel prizewinner & vp AT&T Bell Laboratories, reviewed some of the amazing technology available right now which will localize a global society. Several others talked of the need -- & today's ability -- to communicate globally. Perhaps it was Therese Sevigny, UN Under-Sec'y General for Public Information, who best summarized the concomitant problem of such communication: "Information," she notes, "brings expectations."

**MORE SOPHISTICATED TECHNOLOGY  
DEMANDS WE "LISTEN ELOQUENTLY"  
IN ORDER TO CLOSE THE GAP**

The technology allows greater communication transmission, other speakers urged that we become better at building bridges between people and cultures -- including 2 well-known Harvard professors.

Robert Reich of the Kennedy School of Gov't emphasizes the gaps which continue to widen among upper, middle and lower classes.

Charles Willie identifies the cultural differences in US society and how a global society will be even more diverse. The need to recognize & respect the differing cultures is a must, he says.

But Herman Blake, v. chancellor, Indiana U/Purdue U, urged PRSA's Educational & Cultural Org'n Section to look past cultural diversity toward individual value. The goal, he feels, is to "develop strategies which allow us to see the value of & values in each other." He quotes Langston Hughes asking us to learn to "listen eloquently." "Everyone has a center and we must learn to 'listen eloquently' to hear & understand that center."

**GENDER, RACIAL  
DIFFERENCES**

Social forecaster Patricia Aburdene says the 90s will be the decade of women in leadership. As noted in pr's Annual Survey (10/1), women now outnumber men in public relations, by a slight but widening margin. Trend is showing up in



other professions. "Women have taken 2/3rds of the new jobs being created by change.... By 2000, women will own half of all businesses. Businesswide, 40% of execs are women, 1/3rd of MBAs last year, 1/3rd of MDs, 30% of law graduates."

Willie, an expert on cultural diversity, says the power & authority of the white male is diminishing. "Most BA degrees awarded last year were awarded to women. Same is true of master's degrees. By 2000, most Ph.Ds will go to women." He notes racial demographics: "Minorities are comprising a larger portion of the population, especially in cities. There, minorities are a majority."

**ECONOMIC DIFFERENCES** Practitioners are being called upon to analyze and synthesize 2 bar graphs: 1 cuts across races & cultures, the other scans the vertical scale of income & interests (see box). Reich notes, "Last year, 20% of the US population took in 51% of the national income. A failure to invest in the bottom 80% is forcing them into a lower and lower standard of living." He maintains failure to train the workforce has yielded 2 cultures which are moving further & further apart.

**HOW CAN PRACTITIONERS AMELIORATE, UTILIZE TRENDS?**

1. **Stop stressing excellence**, suggests Willie. Emphasis on excellence pulls people away from other important life roles (e.g. within family). Hangup with excellence also deprives business of diversity, intimidates average folks. By recruiting minorities, women, disabled people who may, in some instances, need extra training or be slower, workplace is strengthened & enhanced. "The more adequate people you have, the fewer excellent people you'll need... "Good enough" people & excellent people complement one another. "Good enough" people are probably more intelligent because they have a broader frame of reference." The great freedom leaders had a mixed background: Moses grew up with Egyptians, Abe Lincoln lived between the North & the South, Ghandi was British-educated & lived in South Africa, Martin Luther King went to "white" seminary & college.

2. **CEOs must learn to recognize employees' culture/gender**. "Management tries to treat everyone like 'an old boy,' but it must let minorities & women be who they are. Practitioners should help CEOs understand that the value of diversity is the uniqueness each individual brings." Willie contends that some things are better handled by men than women, blacks than whites & vice versa.

3. **US should invest in its 2 unique attributes** -- human resources & infrastructure. "It's getting harder & harder to tell who's us and who's them. 'Us' isn't American companies, but the US workforce. Competing successfully means raising our living standard, not profits of American companies -- which have plants in several countries." Business should learn to be less greedy & short-term-focused:

a) **education**: "A lot of CEOs are touting what they're doing for education ('Adopt-A-School' programs, etc.) But what is the truth?" Reich says many, while creating partnerships with schools, are strong-arming towns & states for tax breaks, threatening to move out

if denied. The amount of tax supporting education that is paid by business is down to 15%. "Many of the poor areas cannot make it." Reich says discrepancy is not the fault of the pr people who implement partnership programs, but of the finance execs in the backroom. "The left hand doesn't know what the right hand is doing."

- b) **training**: Many companies spout about how US spends 30 billion annually training the workforce. Reich notes that 2/3rds of that goes to executive training, not to the labor force.
- c) **infrastructure** (pr 12/19/88): "Bridges are crumbling, there have been no new airports built since 1974. Other nations are developing electromagnetic trains, smart highways."

Reich says trickle-down effect has become the trickle-out. Instead of debating about entitlements & savings, American business should be debating about how best to invest in the public. "PR's responsibility is to hold up a mirror, make sure that the American corporation sees what it's doing."

**HOW WE DEAL WITH PUBLICS IN A GLOBAL SOCIETY NEEDS GREATER STUDY**

Particularly "minority" or "foreign" publics. Willie represents the perspective of recognizing & honoring the culture of the particular group. Others (e.g. Blake) urge less awareness of race, more of individual character. Reich views the differences not by social background but by economic levels: there are poor, rich, etc. in all races & nations.

1. Too often we make horizontal cuts, viewing groups as monolithic:

Anglo | Black | Latino | Asian | Native American

or

Americans | Canadians | Japanese | Germans | Africans

British | Australians | Brazilians | French | Etc.

2. Overlooked is the great vertical diversity within each group:

<b>Economic,</b>	<b>upper</b>
<b>Educational</b>	
<b>&amp; Interest</b>	<b>middle</b>
<b>Scales</b>	
	<b>lower</b>

Not recognizing individual differences is the basis of prejudice, because it implies everyone in the group has the same attributes.