

publicly attacked for supporting movements someone or other doesn't agree with. Only the very biggest have pr staff or counsel -- e.g. Frank Karel at Rockefeller Fdn. With nearly every current issue being linked to some basic moral or religious principle, anyone who tries to solve problems or stimulate social change must be prepared with a public relations strategy.

### FUTURISTS FORECAST FOR THE 21st CENTURY

Factory-manufactured food, laser-fueled aircraft and the disappearance of a human workforce are just 3 of 75 predictions made by the World Future Society (Bethesda). Futurists are marking the new year by foretelling new developments for 2000 and beyond:

1. Multipurpose intelligent robots are likely to replace the US workforce. People will receive a salary to enjoy life;
2. Colleges & universities will increasingly recruit people age 65+;
3. Biotechnology will enable scientists to produce real food, e.g. orange juice in factories artificially without the orange or the tree;
4. Teens will be hard hit by AIDS in the next few years;
5. Enviro concerns will create a demand for fashions such as clothing with anti-ultraviolet-ray head & shoulder coverings & transparent helmets. (List of 75 forecasts available for \$3 from WFS, 4916 Saint Elmo Ave, Bethesda, MD 20814; 301/656-8274)

### PRSA CONFIRMS, REAFFIRMS ITS CHOICE: PHOENIX, 1991

Special Board of Directors meeting unanimously agreed to keep the '91 national conference in Phoenix. Criticism of Arizona's decision not to make MLK day a paid holiday has several organizations reviewing conference commitments. Directors, Minority Affairs Committee, Arizona chapters plus a poll of other chapters & sections all preferred not to add to the boycott fever -- over 200 are reportedly underway currently -- but to use the meeting as an opportunity to advance cultural diversity & human rights, both within Arizona and within PRSA.

### PR MUSN'T PANDER TO THE PUBLIC

Participants felt that, unlike marketing, which bows to the whimsy of the public (if they want pink, give them pink), pr's role is to mediate issues. PR moderates differences & builds consensus. In upholding its decision to go to Phoenix in '91, PRSA is holding true to the highest definition of pr. To add credibility to its stand, pres Jerry Dalton & incoming pres Joe Epley promise new, top-priority projects to improve PRSA's minority efforts.

Per usual custom, pr staff will take a holiday break. Look for our First-Of-The-Year Issue on January 7, 1991. Happy Holidays!

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For those who maintain a pr binder, note that this is the 51st issue in 1990. Subscriptions are based on 50, but the year had an extra Monday -- so enjoy your bonus!

### MADD'S EFFORT TO FIGHT DRUNK DRIVING IS ONE OF THE MOST SUCCESSFUL BEHAVIORAL CAMPAIGNS EVER; MEDLEY OF GRASSROOTS, OUTREACH, & MOTIVATIONAL PROGRAMS IS YIELDING CHANGE

As Mothers Against Drunk Drivers (Dallas) moves towards its 10th anniversary, statistics show it has made big progress. In '80, for example, there were no official records of drunk driving deaths -- in & of itself significant. Estimates are that 28,000 lost lives that year to drunk drivers. Thruout the decade, number has steadily decreased to 22,414 in '89. "We still have a long way to go, but we've saved a lot of lives," pio Tammy Weddel told pr.

#### KEYS TO SUCCESS

A) Total adherence to a clear & focused mission, to "stop drunk driving

and support the victims of this violent crime." Nothing else, meaning no involvement with related issues such as alcoholism or drugs. "We're being pulled right now by a number of groups & special interests to get involved with causes related to traffic safety & alcoholism," says exec dir Robert King. "It's important to keep our focus clear." "It's not that we're not concerned," adds Weddel. "We are just so committed to reaching this one goal. We must stay on this path and avoid the alleys & side streets."

B) MADD's efforts emphasize basic pr principles like relationship building & grassroots involvement, and have paralleled Grunig's 4-step model for mass behavioral change:

1. **Education & Awareness:** public communication campaigns which create problem recognition, personalize the problem & show individuals they are not powerless to do something about it.

MADD employs PSAs, uses print media, features celeb Connie Selleca as spokesperson, conducts educational programs, etc. It brings messages home with tv movies about true cases, use of victims' portraits in appeals. But more importantly, MADD conducts campaigns which invite participation.

Participative programs are essential because people remember 90% of what they do & 70% of what they say, but only 20% of what they're told & 30% of what they see, according to decades of Forget Factor research. Skip the news releases & publications: design projects that involve your publics (or at least their opinion leaders)!



¶ **Project Red Ribbon** (pr 1/15). "When we started the program in 1986, we distributed a million red ribbons. This year, we have already passed out 60 million. Everyone is getting involved" including trucking companies that tie the ribbons on their fleet & the Norfolk Southern RR (to name a few among thousands). Tying the ribbon on your car door handle, then seeing it every time you get into the car, works on people at the point of behavior.

¶ **Think Before You Drink!** Educational program for teens includes a touring automobile simulating drunk driving on a Slalom course. Not just info but simulated behavior.

¶ **Operation Prom/Graduation**. Mobilizes entire communities -- businesses, parents, schools, students. Includes all-night "lock-in" parties, alcohol free parties, free rides away from other parties, proliferation of bumperstickers, tux-corsage cards, banners, posters, etc. encouraging graduates to "Celebrate Life."

2. **Enforcement:** rules or laws which illustrate the problem, creating a reality of involvement & fear of punishment.

MADD lobbied in 2000 pieces of legislation on sentencing of drunk drivers, eliminating plea bargains & gaining victim rights. Example: victims' families were often barred from the courtroom because they would "sway the jury." Now, all states have victim rights statutes & 48 have bills of rights. "The next public policy agenda is to get victim rights into state constitutions alongside defendant rights," says founder Micky Sadoff. 5 states have adopted such laws. MADD encourages sanctions such as increasingly severe penalties, license revocations, etc.

3. **Engineering:** social or structural change reinforcing problem recognition & involvement.

"We're very proud of our success in moving the legal drinking age to 21," says Weddel. Other tools create constraints: a) sobriety checkpoints; b) technology, e.g. preliminary breath tests, videotaping suspects, passive alcohol sensors; c) blood alcohol content set at .08; d) laws, such as mandatory testing of all drivers in crashes in which someone is killed or injured, elimination of happy hours & other promotions which encourage consumption, e) server/management training in dealing with customers who drink too much.

4. **Interpersonal Support:** social interaction & reinforcement show people they can do something about the problem, give an outlet for action.

¶ **Yearly Candlelight Vigil**, held in a public forum at holiday time, where victims gather to remember loved ones. "It's not at all a public awareness campaign. It unites the members of MADD as well as victims and others who would like to gather together to reflect and remember."

¶ **Victim-Impact Panel**. Victims & offenders tell their stories to DWI offenders. "It was started 2 years ago, now 200 counties use it. In a

study of 94 offenders who attended a panel in Dallas, 87% said before attending that they would continue to drink & drive, or were unsure. After hearing the panel, 95% said they would never drink & drive again."

**AS PUBLIC BECOMES RECYCLE-WISE, MANUFACTURERS WILL HAVE TO WATCH THEIR ENVIRONMENTAL CLAIMS**

Consumers are becoming increasingly sophisticated about claims of recyclability, says nationwide Gallup poll commissioned by the Glass Packaging Institute (DC). That fact plus pending labeling laws will make it more precarious for manufacturers to trump up claims of recyclability. Poll, which surveyed 1,012 adults nationwide, also finds:

1. If given a choice, 80% would switch brands to a product with recyclable packaging -- a 48% increase since '88.
2. Over 50% prefer curbside recycling to recycling centers or cash for returned items, such as bottles. This is double that of 2 years ago. Forced bottle deposits have declined in popularity by 27%.
3. Easterners are more likely to recycle than rest of the country.

"Most consumers have a fairly high awareness of what is & isn't 'closed loop' recyclable, e.g. a bottle coming back as a bottle, a newspaper coming back as a newspaper," dir of recycling Chas Miller told pr. Manufacturers who claim their products are recyclable, when in fact they come back as some other material that does not break down, may find themselves in trouble. "For many consumers, this is a major factor in their product choices."

Is the deep support for the environment real? When a pollster (Lou Harris) reports that people rate a clean environment more important than a satisfactory sex life, you can see why Jay Hair, pres & CEO of Nat'l Wildlife Federation (largest enviro group in US), agrees the 90s will be the Decade of the Environment. He points to the more than 200 million people worldwide who are estimated to have participated in various 20th anniversary celebrations of Earth Day, thus constituting one of the largest global demonstrations in humankind's history.

**ARTS ORGANIZATIONS, EVEN FOUNDATIONS, TAKING HITS; OPPORTUNITY FOR PR**

"In my 25 years of museum administration, I have never experienced a more difficult economic or social climate than we have today," writes Alan Shestack, dir, Museum of Fine Arts (Boston). Between recession & attempts to censor what museums may show, true public relations programs are needed. Most arts institutions have publicity & maybe marketing support activities, period. Reasoning often is: we have a board full of big shots & they'll handle relationships for us.

Philanthropic foundations -- the good guys who give money to projects that they hope will benefit society -- are for the first time being