

In the mags' coverage, **women were referred to as "the second sex."** "The perception of women as secondary, or lesser, citizens is extremely harmful to a female's self-image and self worth. It is the same perception that stands in the way of opportunities outside the home for women -- such as employment, equal pay for equal work, promotions & advancement to positions of influence. It is a perception that must change for the health of the whole nation," says Michele Edwards, pres of WICI. (Copy of study from WICI 703/528-4200; or Unabridged Communications 703/549-3170)

IMPORTANT ITEMS FOR PRACTITIONERS

- ¶ **In Effect, Congress Upheld Politically Correct Speech** when it failed to override Bush's veto of law lifting his abortion gag rule. Many are upset to have a President, 5 Supreme Court members & 156 in Congress who do not support First Amendment freedoms. The First is **content-neutral**: subject matter must be irrelevant in free expression or it isn't free expression. Yet one Representative blasted "the cheap sophistry" about free speech, saying "the real issue" is abortion. That logic means speech **can** be restricted if it doesn't fit someone's view of PC -- exactly the opposite of what most regard as "free speech."
- ¶ **Another Audio Magazine That Works with Customers**, whose response has been "overwhelmingly positive," is used by Bader Rutter & Assocs (Brookfield, Wis). Greg Nickerson told pr BR produces it quarterly for a client's top 1000 customers -- owners & managers of pest control businesses. Half-hour tape communicates business management tips, industry news, product info. "Our readership surveys -- based on a 37% response -- reveal we've hit upon a medium these people are very receptive to. 'Down time' while driving is the perfect opportunity for managers to make use of this communications tool."
- ¶ **"Answers To Volunteers' Liability & Insurance Questions,"** by Nonprofits' Risk Management & Insurance Institute, tells in conversational style the types of insurance that can protect volunteers. For example, personal auto insurance policies generally cover accidents that occur while the driver is volunteering, but most homeowner's policies don't cover the types of claims brought against volunteer board members. Includes a chart that lists key features of every state's volunteer protection laws. (Free from NRMII Pub'ns, 1731 Connecticut Ave, NW, Ste.200, DC 20009)
- ¶ **"Networking Is The Surest Route To A New Job,"** accounting for 70% or more of all jobs filled, says Elaine Goldman of exec search firm The Goldman Group (NYC). "Courtesy to a large degree has been the invisible victim of downsizing. People feel too much pressure to respond to letters or return calls from others who are trying to network to new jobs. But courtesy is the glue that holds your network together and your network is the best possible path to **your** next job." Jobmarket trend: **Outsourcing**. It used to apply to manufacturing as one option in the "make or buy" decision. Now it applies to people as well, with a large increase in the numbers of freelancers & those working on a contract basis. **"The number of jobs has declined much more than the amount of work."**

BERNAYS' 100TH COMMEMORATED BY FILING LICENSING BILL

"An Act to provide for the issuance of licenses for public relations counselors" has been entered in the Mass. legislature. Hearings will be held early next year. At Northeastern U's celebration of Edward L. Bernays centenary year last week, a panel discussed the proposed law:

Jack Backman, lawyer & longtime state senator: **"The profession itself must be proud of what it does** & willing to convince the legislature it wishes to be licensed. Over 75 other vocations are now licensed in Mass."

Counselor Cynthia Garland, at first opposed to licensing, later served as her PRSA chapter's accreditation co-chair: **"Maintenance of PRSA accreditation is a joke because it's so easy.** The exam is rigorous, however, and could be used as the basis of a licensing exam."

Frank Genovese, ex-grad school dean at Babson & now ed, American Journal of Sociology & Economics: **economically, licensing "creates value" for the field & practitioners** without keeping out **qualified** persons. A license is "an asset," like a "brand name," because it sets standards & controls use of titles; thus it is "property" & has value.

THE BILL 1) Establishes a Board of Licensing of Public Relations Counselors, with a majority of practitioners, but allowing for client or public representation; 2) Requires "good character, education & examination" for a license; 3) Grandfathers presently accredited persons, whether PRSA, IABC, etc.; 4) Prohibits non-licensed persons from using "any title or designation that includes the words 'public relations', 'communications', or 'corporate communications'" with appropriate punishment; 5) Permits present accreditation exams to be used, or to contract with, say, PRSA to administer the exam. (Copies from pr)

POLY SCI FOR PRACTITIONERS: FEDERAL SYSTEM IS BROKEN, SO CONSIDER STRATEGIES CAREFULLY

Influencing public policy, whether actively or defensively, requires new thinking, say political scientists -- because the federal gov'ts of US, Canada & many other nations have broken down. Bankers found out how chimerical things can become when they were denied permission to move into other financial services & -- simultaneously -- quickly able to stop legislation lowering credit card interest.

That case sets the tone: lawmakers & the administration have **zero backbone to do anything**, even to fix more serious problems. Not rocking the boat in any direction is "safe." Reaction to this lack of leadership is seen in attempts to limit legislators' terms -- but officeholders did find



energy to defeat that last week in Washington state (another example of their distaste for any change).

US gov'ts reduced capacity to deal with the future comes from:

- 1. **Decentralization of power in Congress** -- leads to lack of shared vision, as sub-committees & study panels proliferate, work on own agendas. These bodies become bashers (e.g. Rep. Dingel's inquiries into just about everything) because that's all the clout they have.
- 2. **Split gov't** -- Republican administration, Democratic legislative bodies. This plus Congress' waffling gives party caucuses unusual power.
- 3. **Invasive media** -- officeholders fear getting crosswise with them on issues lest they launch inquiries into once-sacrosanct personal lives.
- 4. **Budget disaster** -- what Congress likes doing is distributing resources, which the deficit restricts. So must take \$\$ away, which is anathema. Yet needs grow dramatically, pitting worthy projects against each other.

Counterproductive strategies also haunt some leaders -- like Watergate. Seen as a Democratic triumph, in fact it aided GOP. Because main impact was creating distrust of gov't, Reagan's anti-gov't stance gained impetus -- not Dems, who believe gov't can do good.

RESULTING STRATEGIC WISDOM: Congress & media are negative forces in society. Attracting attention thru scandals & issues is dangerous, so **anticipating issues & monitoring operations microscopically** is vital for pr. Reminiscent of Paul Garrett's hiring as GM's first dpr to keep company **out** of media & thus away from sights of crusaders.

LIKE OTHER EXECS, HEALTHCARE ADMINISTRATORS GET ALMOST NO PR TRAINING, BUT MORE IS PLANNED, FINDS STUDY OF GRADUATE ADMIN PROGRAMS 94% of health administration grad programs require no course in pr, & only 5% plan to add such a course. 48% have courses that contain "some pr content," & almost a third plan to increase the pr emphasis. 31% of respondents without courses **"do not believe pr is sufficiently important to add to their curriculum,"** finds a study by Keith Dines & Eugene Schneller of Arizona State U College of Business.

No wonder healthcare is misunderstood & in trouble! However, at the undergraduate level, 22% require a pr course & 44% include pr content in other courses. 15% plan to add a course but 20% don't feel it's important.

YET THEY THINK PR IS VITAL...? Educators "do believe the pr function is very important to the success of both for-profit & not-for-profit hospitals." **70% feel it "vital";** 56% feel pr should be "an integral part of management" -- but few feel it should report directly to the CEO. Over half see pr as "highly intertwined" with mktg.

Hospital administrators are equally ambivalent. 73% find it vital to success, but when asked where it should fit organizationally, 49% see it as a subset of marketing, only 37% as independent. And only half see it as an integral part of management. But, Schneller notes, this is a higher rating than CEOs give many other disciplines -- and **recognition is growing.**

A PRESCRIPTION Many are now vying to sit at the management table. PR can get there **if it works these issues,** Schneller's data suggests: "1) Financing & reimbursement; 2) Federal policy, legislation, gov't relations; 3) Rising healthcare costs; 4) Consumer attitude, demands, public awareness; 5) Increased competition; 6) Image, perception, performance." He notes: "They are not always the issues with which you are involved."

Best advice: PR must launch a pr program aimed at healthcare educators & administrators. "Organizations such as University Programs in Health Services Administration are seeking topics for annual meetings" and that one covers the 100+ "who train those who will shape your future." (Preliminary copy of findings from prr)

DIVERSITY IN ACTION v. DIVERSITY INACTION: IS THE "SECOND SEX" FINALLY BEING HEARD? Attention being given to sexual harassment suggests it. But this is merely a symptom of a greater, underlying issue -- workplace disparities between women & men. **What message is your dep't/organization sending to its female employees?** Female customers? Female voters?

Indicative: women are ignored by news magazines, reveals a study ("The Invisible Majority") by Unabridged Communications (Alexandria, Va). Women comprise 52% of the US population, but are referenced in mags (proper name used within the copy or photo caption) only 13% of the time, compared to 87% for men. Mags studied were Newsweek, Time, US News & World Report published during Aug '91. Compared to a similar study in '89, references to women in Newsweek and US News & World Report increased, Time references decreased. Other findings:

¶ Appearance of females in photos increased over '89 in all 3 mags. Newsweek photos featured women 37% of the time; Time, 27%; US News & World Report, 23%.

¶ Female bylines (reporters or contributors) were highest in Newsweek (37%) and lowest in US News & World Report (29%). Tho these numbers are higher than in '89, they are low compared to female representation in our population.

PRSA Foundation's "Under The Glass Ceiling: An Analysis of Gender Issues in American Public Relations," looks at this issue thru a review of the literature, a survey of 1,027 PRSA members & 2 focus group sessions. While it defines the issue, its intent is also to "begin moving PRSA toward solving the problem. In other words, **this research illustrates the NOAH principal:** No more prizes for predicting rain; prizes for building the ark." (42-pg monograph from PRSA Fdn, 33 Irving Place, NYC 10033-2376; \$20, mbrs; \$30, nonmbrs)