

- 39% of women with less than 20 yrs experience believe men have better professional opportunities; 62% of women with 20 yrs or more experience consider the opportunities to be about equal for women & men today.
- Twice as many women (45%) as men (22%) say gender affected how their careers evolved.
- Only 10% of women say their views on political & business issues are definitely heard, but 52% of men think women's views are heard.

"Every time I declare myself to be work-in-progress open to learning & growing, every time I remember that what I've always been is mere background to what I could become, I experience a turning point. The real joy in life came not in the achievement, but in the struggle, not in the reward, but in the effort. My wish for women is that they realize they don't need to be recognized or rewarded, or promoted, or invited or even rescued; that they are at this very moment in control of their lives." -- Gail Blanke (sr vp-pa, Avon Products), past Matrix Award winner

Results reinforce literature suggesting men & women speak, listen & perceive events differently. Study was part of the 25th anniversary of the Matrix Awards (see Who's Who in Public Relations below).

BE CAREFUL NOT TO DISPLAY INSINCERITY AS A MAJOR OBJECTIVE

Bob Dole opened his third run at the presidency in front of prr's offices last week. Aside from the inconvenience of not being able to use our own parking lot & similar gripes associated with Secret Service-dominated events, one inescapable element was heard -- literally.

So loud were the roaring motors & whirring generators of the tv trucks, parked right up front, most of the crowd had difficulty hearing the loud speakers.

Great effort was expended to get attendance. Traffic was rerouted into town. Pep rally-type signs lined all routes. Local politicians & bigwigs strutted about. But the symbolic message was clear: the people were mere extras in a national media show. At least let them feel satisfied about it. Not a good strategy for getting votes here -- which will matter most, since the NH primary has a history of defining the election.

WHO'S WHO IN PUBLIC RELATIONS

HONORS. Patricia Matson (vp, corp comms, Capital Cities/ABC, NYC) receives NYWICI's Matrix Award in the public relations division.

Sharon Paul (exec vp, Labatt Breweries of Canada, Toronto) receives IABC's Fellow Award -- the most prestigious honor given to a member.

STUDY FINDS PRACTITIONERS FAILING TO CHANGE WITH THE TIMES

Public relations is at the center of organizational change...informing, cheerleading & motivating employees to try new methods. It's one thing to point the way for others. What about for our own profession? Are we willing to look at what's coming? To change? To acquire new skills?

NOT EASILY, SHOWS ONE STUDY

Study participants expect to do business with the same skill-sets they've had since the beginning of pr: good writing, good "personality traits" & knowing who's who in the media. Conducted by 3 Ryerson University students (Elise Back, Glenn Hoover & Betty-Lou Johnson under the direction of academic advisor David Turnbull), study included a literature review & surveys sent to pr vps, dirs & mgrs at 100 of the top 250 Canadian corporations. 29% responded.

Respondents were asked to list the top five skills (unprompted) required for the corporate pr pro going into the 21st century. Top skills include:

- No.1: writing (28%), communication (17%), personality traits (14%)
- No.2: writing (21%), personality traits (17%), communication (14%)
- No.3: technology (24%), issue analysis (17%), personality traits (14%)
- No.4: personality traits (24%), communication (17%), management (10%), technology (10%) media knowledge (7%)
- No.5: languages/cultural (14%), personality traits (14%), technology (10%)

Ranked overall, skills respondents listed are:

personality traits (eg, ability to focus, creative, dedicated, detail oriented, flexible, tenacious, organized) (17%)	consensus-building (3%)
technology (12%)	business (3%)
communication (11%)	higher education -- MBA, univ classes (3%)
writing (11%)	languages/cultural (3%)
strategic mgmt (6%)	gov't (2%)
issue analysis (5%)	media knowledge (2%)
management (5%)	planning/research (2%)
finance/economics (4%)	industry-specific (1%)
presentation (4%)	marketing (1%)
	international relations (1%)

STILL REACTIVE

Asked what pr function these needed skills would be applied to, **media relations was mentioned most frequently.** According to the literature review, however, media relations



is declining in importance. "To survive as corporate public relations practitioners in a time when the environment is transforming on a daily basis, the corporate public relations practitioners must become visionary & forward thinkers. Researchers believe the most successful corporate public relations practitioner will be a strategic thinker, knowledgeable, well-versed in a second language & proactive. Sadly, the respondents revealed they are going to remain reactive," notes the study.

STUDY'S RECOMMENDATIONS

1. Ongoing assessment of pr curriculum so students will meet tomorrow's needs.
2. CPRS, IABC [or PRSA in U.S.] must help practitioners meet future needs.
3. Practitioners must be proactive regarding professional development.
4. More research on the needs & direction of the profession.
5. APR & ABC designations should be recertified every 3 years to ensure a proactive stance in regard to changing skill-sets -- as PRSA does now.

Of Related Interest:

CONCERNED PRACTITIONER EXPERIENCES LACK OF GLOBAL THINKING

Having spent 6 months running her firm from outside the country, Katharine Paine (The Delahaye Group, Portsmouth, NH) writes in the firm's newsletter:

"Technology enables a magnitude of international cooperation hitherto unknown. Based on this shared common interest, geographic boundaries disappear, languages become one & progress happens at an unbelievable pace.

"But I'm concerned. During the Middle Ages, while Middle East scholars were inventing modern astronomy, members of the court of Charlemagne were still experimenting with writing their names. I worry that the same may be said of America's approach to technology. While we're debating whether the tv or computer will usher in the new information age, our counterparts overseas already are in it.

"Americans seem to have a hard time thinking globally. In my travels I find that average well-educated Americans are less aware of what is happening elsewhere in the world than their Third World counterparts. Newt Gingrich grabs front page headlines in Tasmania, but a major change in the government of Australia barely warrants a single column inch in most American publications.

"Communications departments in every type of business insist upon the antiquated notion that 'international PR' should be a separate function. Whether we like it or not, **all of our communications are international.** Do you really want the Sydney office of Greenpeace to have the details about the toxic spill from your plant in Waxahatchi, Texas, before your own folks in Sydney do? Of course not. American communications departments have to stop treating their international subsidiaries as second class. Departments need to

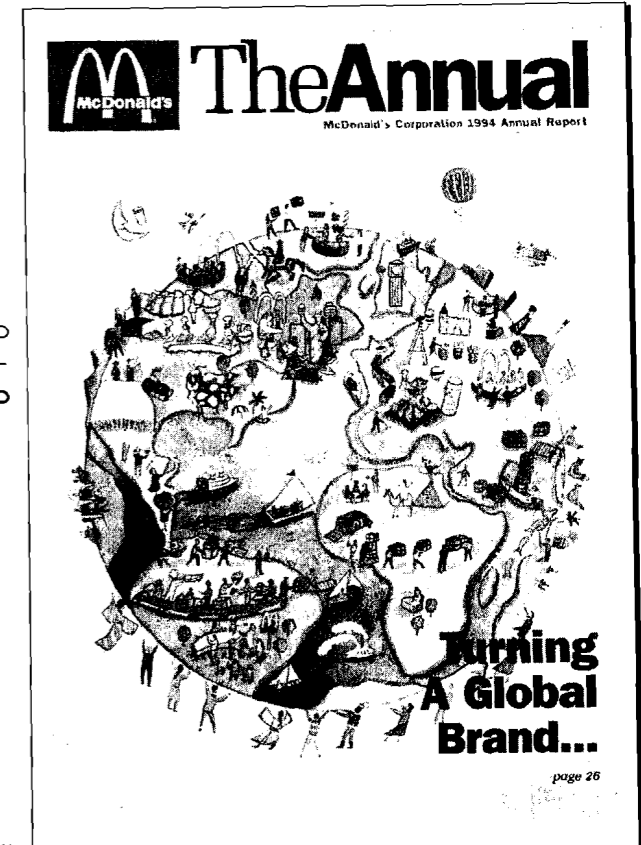
involve their subsidiaries in strategy sessions, find out what subsidiaries need to be more effective, share research with them & by all means listen to them. The technology is there. Use it."

NOT McDONALD'S; ITS ANNUAL REPORT IS A GLOBAL BIZ MAGAZINE

'94 annual report (The Annual) is a global primer -- "written & designed in a global business magazine format" to explain "more than just *what* we're doing, but *how* we're doing it."

To achieve company's vision of being the "leader in the global foodservice industry," AR explains changes in "the way we manage ourselves.... It's best reflected in the way we work together to take advantage of enhanced skills, attitudes & behaviors of all our people & to **share knowledge across geographic & organizational borders.**"

"The Annual" has a circulation of 600,000, similar in scope to the circulation of other major global business mags, company notes. It's being mailed to shareholders who reside in 79 countries. Biz mag format was introduced with its '93 AR. "We've gotten such great response to this format, we may consider putting future editions on the newsstand," says Sharon Vuinovich, vp fin'l comms & investor rels. (Copy from them at 1 McDonald's Plaza, Oak Brook, Ill 60521)



RESEARCH DISCOVERS CRACKS IN THE GLASS CEILING

81% of women & 96% of men agree there have been **vast or considerable improvements in opportunities for women in communications** in the last 25 years, finds a study by NY/WICI & Baruch College (City U of NY). But tho they work as hard as men, women still *feel* less rewarded. Some findings:

- Women devote slightly more time (64%) to their careers than do men (60%).
- More top managers (65%) than mid-level managers (45%) feel women are very influential in their organization's senior management.
- 88% of men say women are as talented communicators as men; 33% of women feel they are *more* talented than men.
- Even so, 43% of women feel opportunities for men are better than for women; only 10% of men feel that way.