

shopping, emergency fund saving and timely bill paying before they enter college, echoing the concerns of Fed Chairman Alan Greenspan.

The survey's latest findings follow after the January signing of the Bush administration's "No Child Left Behind" act, which is providing \$385 million to U.S. public schools to use for various programs, including financial literacy education. **"Our hope is that the latest survey results will compel (school) superintendents to place a high priority on funding innovative personal-finance education programs when applying for the money,"** says Dara Duguay, Jump \$tart executive director.

The survey cites growing U.S. household bankruptcy filings, low personal saving rates, the Enron debacle and questionable preparation for retirement by baby boomers as key signs that problems will exist for those who do not attain finance skills when young.

The Jump \$tart Coalition for Personal Financial Literacy was first convened in December 1995. Based in Washington, DC, its 140-member partnership is composed of federal agencies, universities and sponsors of education programs that seek to ensure financial competence among students prior to completing high school. (More info at www.jumpstart.org.)

ITEMS OF INTEREST TO PROFESSIONALS

¶ **Corporate-Nonprofit Partnerships** is the topic of Independent Sector's online initiative Mission & Market: The Resource Center for Effective Corporate-Nonprofit Partnerships found at www.IndependentSector.org. Recent additions to the Center include: a) an excerpt from the book *Common Interest, Common Good*, which lays out the five stages of cross-sector partnership formation; b) highlights from a panel discussion "Corporate-Nonprofit Partnerships: Creating Value in Uncertain Times"; c) sample guidelines and policies on developing partnerships; d) profiles of successful partnerships. Example of a successful partnership: Home Depot organizes employee volunteers to help KaBOOM!, a nonprofit organization that works with neighborhoods to build playgrounds. Through this program, Home Depot builds relationships with communities, teaches employees construction skills and gives hands-on experience using tools the store carries. KaBOOM! is able to provide more children with places to play.

¶ **International Committee Probes Unethical Practices Between PR Execs And Media.** David Turnbull, Seneca College (Toronto) and Canada's nat'l chrm of IPRA, has been appointed to the committee along with 7 other senior practitioners from Mauritius, Russia, US, Turkey, Australia, England and Hong Kong. Decision to launch this program was taken by IPRA (which has members in 90 countries) following a "cash for editorial" incident in Russia. "We are leading a program to eliminate this practice worldwide," notes Turnbull. First step is a survey to report on the extent of Zakazukha (a Russian term meaning media ask for payment to print news releases) and to pinpoint the worst areas. "Then we'll plan a worldwide campaign to eliminate it," says Turnbull. IPRA will work with the Institute for Public Relations Research to publish an "international index of bribery and the media" to show the incidence and levels of media corruption around the world. Grant money from the Institute will make Index possible. (More from Turnbull at 416/491-5050 ext. 3068)

¶ **Childhood Obesity Is Becoming A Global Trend.** Not just in the US, though US leads the pack. Researchers from U of North Carolina at Chapel Hill found 25% of American children, 16% of Russian children, and 7% of Chinese children ages 6 to 18 are either overweight or obese, reports *The Futurist* (May-June 2002). "Although the problem of childhood obesity is much more serious in the United States than in Russia and China, we did observe in those countries a very remarkable increase," says nutritionist Youfa Wang, author of the study. (More from www.unc.edu)

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DIVERSE GROUPS ARE PENETRATING THE GLASS CEILING, BUT NOT FOR THE TOP JOB

Exec search firm Korn/Ferry International finds that there's little diversity in CEO offices worldwide. The study, conducted for The Economist Intelligence Unit, finds that 66% of the senior execs surveyed in this year-long study expect *corporate boards of directors* to become more diverse in nationality and gender over the next ten years; 84% anticipate greater diversity among the *top management positions* at corporations. **With respect to the CEO position at companies, however, less than half of those surveyed expect little if any change.**

"Developing Leadership for the 21st Century" explores what it will take to be a future leader and what companies are doing to develop leadership. Execs at 160 international companies completed questionnaires, and 75 senior execs from a broad range of industries participated in in-depth interviews.

NEWS IS BETTER IN CANADA AND AMERICA

While 61% of Europeans expect exec diversity to remain about the same a decade from now, only 37% of the North American execs forecast this. And, only 37% of Europeans predict greater diversity in the ranks of the CEO, compared with 60% of North Americans. But the reasons could have more to do with perception of what diversity means. "North Americans and Europeans exist in dramatically different environments, with different baseline levels of diversity in their cultures," says KF head Windle Priem. "As a result, **North American and European definitions of diversity are not always the same.**" For example, Europeans tend to think of diversity as signifying differences in nationality, but in North America, it's gender and race. [See this week's [purview](#) for more on this.]

TEAM - ORIENTED MANAGEMENT STYLE COMES TO FORE

The study also finds that globalization, increased competition and shorter product life styles have led management away from

"command and control" toward a "team-oriented" approach. The survey concludes that for companies to survive in the next millennium, the all-powerful "controllasaurus" boss must yield to a management style that is more empowering, supportive, nurturing, sharing and relationship-oriented – **traits the researchers say are ascribed by the predominantly male respondents more to women than men.** "Men are perceived by the survey respondents to be risk takers, self-confident and highly competitive. Women are seen by the same respondents as much stronger than men in building relationships and in being **willing to share power and information – two of the skills that will be essential in tomorrow's leader.**"

CONCERNS ABOUT WOMEN SEEKING TOP RANKS

Although impediments still exist to women's rise to the leadership ranks, **companies around the world are addressing the issue.** While 41% of respondents say

they are implementing strategies to improve opportunities for leadership advancement among women, 29% of the execs note plans to improve hiring and recruitment practices. And 25% say they will



emphasize career planning; 16% will introduce mentoring or training programs. (More from Caroline Nahas, Korn Ferry, 310-552-1834 or www.kornferry.com.)

AFRICAN AMERICAN PR PRACTITIONERS ARE UNHAPPY WITH DIVERSITY TRAINING AND LACK OF MENTORS

PR education should do a better job teaching about diversity to all students and preparing marginalized groups for practicing pr as minorities. That's the assertion of Donnalyn Pompper, com'n professor at Florida State U (Tallahassee). Pompper conducted four focus group studies of African American women in pr in major metro areas. She found that while most of the practitioners are happy with their training in pr, they are *unsatisfied* with 1) the amount of attention the issue of diversity receives and 2) the lack of mentoring from other black women.

LACK OF NETWORKING OPPORTUNITIES CREATES GLASS CEILING

Pompper gathered groups of eight to ten female black practitioners to find out how their experience in pr is different. Women

were asked to evaluate the pr curricula in their alma maters, assess how much these schools addressed multiculturalism, consider whether there were black female mentors among the faculty or speakers.

Results, says Pompper, are dismal. "For the most part, **even programs that claim to support diversity and multiculturalism are just offering lip service.** It is mostly just glossed over." This is even true in historically black colleges, she notes. "I am concerned that it's not stressed in the curricula (at these schools). As educators, it's important that we provide curricula that shares the world view of the students."

"In a nutshell, what I'm arguing is that **there is a world view not being included in the curricula.** It does not include nor does it involve people of color," Pompper told *pr*. "When that point of view is not included, there are unique needs that are not addressed."

Two examples of special situations black female practitioners face:

1. **Cultural Expression.** A practitioner in Philadelphia says she is the "point person" for other African American women who join her company. "They come to her with questions like, 'Is it okay to wear dreds?' 'Can I wear Afrocentric garb?'" It's these sorts of cultural issues that face new, African American employees."
2. **Lack of "Face Time."** A pr manager reports that because she doesn't live in the same neighborhoods as the white managers, she misses out on a lot of "face time." The whites dine at the same restaurants, belong to the same country clubs and have kids that go to the same schools. "African American women bump up against a glass ceiling because they miss out on these networking opportunities."

Pompper notes that diversity training is better for everyone, "not just minorities. **By not sensitizing all students in college classrooms to the unique quality of marginalized people, special issues and identities are being ignored.**"

IS IT PR'S JOB TO TEACH MULTICULTURALISM?

Why not just teach the *guts* of public relations – "relationship building, organizational development tools, behavior, how to build grassroots support,

etc." – and leave diversity training to other venues? "Because it's a mentoring process," says Pompper. **Marginalized groups need to see members of their group in high places so they can aspire.** "We need to involve more people of color as faculty and as guest speakers. Many of the women in the group say they feel an obligation to return to schools and speak, to offer that mentoring." Pompper says to **neglect diversity in pr education threatens the advancement of a multicultural worldview.** "If we don't address it, we're going to graduate people who will not have the savvy to consider the other marginalized voices, in terms of putting a message together, building relationships, etc."

"In pr, we're taught from day one to embrace differences and build relationships. We need to build into our world view people of color." Pompper plans to move on to other minority groups in future studies. (More from Pompper at 850/894-8651.)

POST - ENRON HUMOR: SERIOUS ADVICE FOR PUBLIC COMPANIES

In this post-Enron business climate where public mistrust of information disseminated by public companies is growing, CTA Public Relations offers its Ten Commandments for Keeping Your Company Out of Trouble with the SEC – created almost 17 years ago when the firm began. "We created these Ten Commandments as a **fun way to simplify legalese,**" says Gregory Powell, sr vp & general mgr. Three of the Ten Commandments read:

- Thou shalt offer securities only through the prospectus and shall not jump the gun or precondition the market
- Thou shalt not honor thy father and thy mother – or others – with knowledge gained as an insider, thus making them tippees and subject to scorn.
- Thou shalt not tell all of the people some of the time and some of the people all of the time; thou shalt instead tell all of the people all of the time.

(Complete copy from www.ctapr.com)

FINANCIAL LITERACY OF HIGH SCHOOLERS NEEDS ATTENTION

Financial know-how among U.S. high school students has gone from bad to worse, reports Melissa Bland of Reuters. This is the dire conclusion of a survey of 4,024 twelfth graders in 183 U.S. schools conducted by the Jump \$tart Coalition for Personal Finance Literacy and released April 23. Only 50% of the questions about basic financial issues were answered correctly, down from 51% in 2000 and 57% in 1997. **Improving financial literacy among youth is crucial, warns a Federal Reserve official.**

Survey questions included knowledge about 401(k)s and retirement savings, personal insurance and liability on stolen credit cards. **Many of the students answering poorly about credit cards have active accounts.** Balances are at an average \$2,800 for high school students, notes Jump \$tart.

"The test results suggest that we have a huge job ahead. So it's going to take a very significant effort at all levels – federal, state, school systems, cheerleaders – it's just a huge job," says Federal Reserve Governor Edward Gramlich. He warns that students must learn early such skills as comparison