

THE DEFINITION OF HUMAN NATURE

After making the point that public relations is much more than media placement or publications, explain that it really is attempting to understand *human nature* – and how people are likely to respond to certain stimuli.

The stimulus may be an event in their lives or the nation, some new information that forces them to rethink their plans, or something an organization does to focus their attention.

■ PR's basic value comes in two forms:

1. Knowing which of several tactics available to us will motivate *positive behavior* when people respond to a stimulus
2. *Designing targeted stimuli*, which we call Triggering Events

It's difficult to define human nature in this context, but I think something that happened to me recently does it pretty well.

THE HUMOROUS STORY:

- We were at a restaurant for dinner & I went into the rest room to wash my hands before eating

- Instead of good old All-American paper towels to dry my hands, this rest room had one of those machines that blows hot air at you – you know the ones I mean

- As I approached the machine, I noticed the instruction label -- & when I read it I realized it was a perfect definition of human nature

- Here's what it says:
 - “1. Shake excess water from hands”
 - “2. Push button to operate machine”
 - “3. Rub hands lightly together under warm air flow until dry”

- Well, someone who understands how these machines really work had been there before me, and with a sharp instrument of some type had scratched on
 - “4. Wipe hands on pants”