

The other side of fear is love. The desire to have "favorable attention" -- a synonym -- shows itself as:

- 8. Desire for recognition for their personal achievement in the context of their professional life.
- 9. Desire for favorable publicity.
- 10. Desire for respect for or attention to their view.

"These are the basic motivators that drive clients & executives to look for our help. Ultimately, the success of the press conference, the acquisition of the market share, the defeat of the legislation must stand the final, personal test: did we make the client feel better about himself or herself? If so, we have much going for us in the client-counselor relationship."

ITEMS OF INTEREST TO PRACTITIONERS

Effective Publicity is "the only book which tells how to do all the things a publicist must do in order to reach the public effectively & economically." It explains the role of publicity, stressing the importance of giving media what they want. Authors Lawrence Nolte & Dennis Wilcox define publicist as: "A person who prepares information or written or visual materials and gives them to the media in hope that they will be published or broadcast." To perform this function effectively, book tells how to a) find & generate news; b) plan a publicity campaign & evaluate results; c) write clearly & persuasively; d) prepare press releases, feature stories, photos & artwork, radio & tv materials;

3) handle personal appearances with the media; f) get into print or on the air; g) write & deliver speeches; h) produce & present a-v materials; i) plan & manage events; j) write & produce newsletters and the many other communication tools. (\$27.95 from John Wiley & Sons, 605 3rd Ave, NYC 10158)

REPRINTS AVAILABLE

In response to many requests, prr's reader service dep't says it now has reprints of the much-asked-for January 7th issue on process management of public relationships. For copies, call Laurie, prr's reader service manager, at 603/778-0514. Reprint prices are:

Single copy: \$4  
2-10 copies: \$3 each  
11-25 copies: \$2 each  
Bulk rates are available.

An "Over 50 Group" has been formed to increase placement & fight age bias in hiring public relations professionals & allied fields. "In reviewing the scores of professionals we placed nationwide in the last year, we've been amazed that not a single person was 50 years of age or older," says Wesley Poriotis, CEO, Wesley Brown & Bartle. As tough as it is to place men communicators over 50, it's even more difficult to place women in that age group. First goal is to assemble a board of governors made up of the "best thinkers & movers" in the communications field as well as leaders from gov't, science & the legal profession. "We perceive that one important area -- state & national legislation -- will require serious consideration as part of our activities." (More info from WB&B, 152 Madison Ave, NYC 10016; 212/684-6900)

WHO'S WHO IN PUBLIC RELATIONS

HONORS. Wellington Osterloh's photography (dpr, The Coastal Corp, Houston)

selected by Kodak for Journey Into Imagination pavilion at Walt Disney World's Epcot Center.

# pr reporter

The Weekly Newsletter of Public Relations,  
Public Affairs & Communication

603 / 778 - 0514

Vol.28 No.3  
January 21, 1985

FUTURISTS HAVE CONFIDENCE IN TECHNOLOGY:  
ISSUES FORECASTING "CLUB OF 1000" DIRE ON PEACE,  
STRONG ON HEALTH & WORKPLACE ISSUES

Social & political scientists warn against hoping for technological fixes to problems. But many futurists don't agree. Project Outlook -- run by the Center for Futures Research, Graduate School of Business, USC -- conducts an ongoing Delphi study of 1000 persons whose positions involve them in forecasting. Of the 192 subjects the group currently tracks, most are on technology or have strong hi tech implications. Here are their latest estimates of probability:

Event	Median Probability Of Occurring	If event were to occur, would happen by:			
		'89	'90-'94	'95-'99	2000-2004
Electronic mail delivery	80%	27.2%	38.5%	22.0%	12.4%
Computer-recognized personal ID	80%	12.3	40.5	31.7	15.5
Wrist-watch telephones widely used	70%	5.8	34.3	32.1	27.7
True portable computers, pocket size	80%	14.5	41.8	30.4	13.4
Limited artificial intelligence	80%	11.9	32.5	36.9	18.8
True artificial intelligence	70%	4.6	17.6	30.6	47.2
Computers accepting voice inputs	90%	25.2	37.7	22.5	14.5
Programs that write programs	80%	22.9	38.8	22.2	16.1
Automated language translators	80%	19.5	28.0	35.4	17.1
Ocean farming is 10% of world agricultural production	50%	7.1	21.4	7.1	64.3
Universities require students to have computers	90%	29.5	56.8	2.3	11.4
Prefab housing reduces construction time 50%	75%	18.4	23.7	34.2	23.7
Direct broadcast satellites universal	90%	29.4	32.4	29.4	8.8
Large manned space station	90%	4.8	27.4	30.6	37.1

Study, one of the most inclusive now conducted, illustrates techniques useful to



practitioners engaged in or moving toward issue anticipation & strategic planning. For example, consider these healthcare findings:

---

HEALTHCARE: POLITICAL & TECHNOLOGY TOPICS

---

Event	Median Probability Of Occurring	If event were to occur, would happen by:			
		'89	'90-'94	'95-'99	2000- 2004
Universal national health insurance	50%	8.9%	<u>33.4%</u>	25.3%	32.4%
Longevity increased by 5+ years	80%	4.0	16.5	37.9	<u>41.5</u>
100-year average life expectancy	30%	7.0	10.2	19.5	<u>63.3</u>
Practical application of genetic engineering to alter plants, animals	90%	21.9	<u>40.8</u>	22.9	14.4
Automated health exams, self-admin- istered	80%	28.0	<u>39.0</u>	22.0	11.0
Selective control of immune response	75%	12.9	<u>39.6</u>	26.3	21.3
Breakthru in drug therapy for mood & behavior	75%	13.0	30.3	<u>34.1</u>	22.6
Doctor-in-a-computer marketed	82.5%	<u>65.6</u>	28.1	3.1	3.1
Treatment for senility	62.5%	2.5	9.2	39.2	<u>49.2</u>
Cost-effectiveness criteria imposed on expensive technologies, e.g. trans- plants	50%	24.3	28.5	<u>29.9</u>	17.4
Cure for cancer	57.5%	11.7	28.3	15.0	<u>45.0</u>
Cancer prevention	40%	11.2	21.7	21.7	<u>45.4</u>
Right to death, hospitals can help	60%	6.3	<u>56.3</u>	21.3	16.3

Respondents see senators & representatives limited to one term (75% probability) but are dubious a single, 6-year term for President will be enacted (20%). A woman will be elected President (27.5%) by 2000-2004, if they're forecasting correctly.

---

WORKPLACE TRENDS

---

Adjustable work week	70%	16.3%	<u>51.2%</u>	23.3%	9.3%
4-day work week is standard	50%	3.1	<u>35.3</u>	31.7	29.9
10 million Americans work at home	75%	7.5	<u>37.7</u>	36.1	18.7
Universal right to a job	Only 20%	14.7	28.4	22.0	<u>34.9</u>
Minimum wage is eliminated	Only 10%	25.0	<u>32.3</u>	19.5	23.2
Automation keeps unemployment above 15%	Only 25%	12.5	<u>43.3</u>	20.2	24.0
Large plants fully automated, run 24 hours, 7 days	60%	1.0	13.3	<u>43.9</u>	41.8

Doctrine of acceptable risk -- environmental, safety & FDA standards rewritten to specify "acceptable" levels of undesirable substances -- is given a 60% median probability, most likely would occur between '90-'94.

---

BAD NEWS (OR PUBLIC RELATIONS SKILLS NEEDED QUICKLY)

---

Event	Median Probability Of Occurring	If event were to occur, would happen by:			
		'89	'90-'94	'95-'99	2000- 2004
Nuclear war	40%	13.3%	<u>43.3%</u>	21.1%	22.2%
Mid-East war	77.5%	<u>59.4</u>	25.8	7.4	7.4
Spread of nuclear weapons	80%	18.1	<u>36.5</u>	26.0	19.1
US military intervention abroad	70%	<u>46.8</u>	30.5	14.2	8.4
Soviet military intervention in Europe	30%	19.2	28.3	22.2	<u>30.3</u>
BUT...Cold War like 50s reinstated	Only 25%	<u>39.0</u>	20.7	19.6	20.7

For copy of complete study, including comparisons with '79, '81 & '83 results on some issues, write prr. Energy, international business conditions, education, religion are a few of the fields covered.

BASIC CONSULTING SKILL IS KNOWING  
CLIENTS' & MANAGERS' NEEDS  
GO BEYOND THOSE EXPRESSED

Says Washington counselor Bruce Harrison in The Counselor, far deeper are those unexpressed needs -- such as fear & love -- which send the client looking for counsel. He lists

these common client fears (which apply to all executives):

1. Fear of failing (e.g. to achieve an objective tied to their personal success).

been expected to anticipate or might have controlled if known in time).

2. Fear or inability to produce a result expected by another person with authority over the client.

5. Fear of losing the edge inside the organization (by not having the information or being in on the action in time to stay ahead of peers or superiors).

3. Fear of losing turf (to a rival, either within the client's organization, in another organization or on the other side of the issue).

6. Fear of stepping out front (and being "wrong").

4. Fear of embarrassment or surprise (by events that they might have

7. Fear of losing control (as indicated in several of the above).

"To the extent public relations counselors help to overcome or remove these very personal & troubling prospects, through whatever the outward activity, he or she will be valued," explains Harrison.