

They want: 1) a constitutional amendment making English the nation's official language; 2) repeal of laws mandating multilingual ballots & voting materials; 3) restriction on gov't funding for bilingual education to short-term transitional prgms only; 4) control of immigration so it doesn't reinforce trends toward language segregation.

U.S. English encourages the study of foreign languages and defends the right of all individuals to use other languages. But it also advocates: "In a pluralistic nation such as ours, government should foster the similarities that unite us, rather than the differences that separate us." (More info from them at 1424 16th Street, NW, Wash DC 20036)

GOOD RELATIONSHIPS PART OF HEALING AS WELL AS PR FOR HEALTHCARE

A rare opportunity has opened for hospital public relations. An emerging segment of psychology known as "interpersonal relations

in healthcare" is verifying what practitioners have long known: good relations among hospital staff, and good patient relations, are not just good pr but part of the healing process. One desired outcome is therefore to improve the quality of patient life. Altho hospital marketing aims to satisfy patient needs, services rendered often satisfy only clinically diagnosed needs -- ignoring in-hospital comfort, as an example.

New England Hospital Public Relations Ass'n speaker Irwin Press explained, "The patient is not a consumer in the usual sense. And if you treat him like one, it will go right over his head." Press, a cultural anthropologist, believes that patient satisfaction stems not just from proper care, but from humane care. He suggests that hospital pr can foster that humane environment. But it must start within the hospital, at the level of patient-staff relations in order to improve the patient experience and maximize satisfaction.

Must PR Redefine Its Role As Marketing Takes The Stage?

Practitioners in healthcare are nervous -- because management has embraced the concept of product marketing, Bob Ristino, vp-pr, Leominster Hospital (Mass), told the group. What will market driven hospitals be like? How will the public relations function fit into the newly market-conscious administrations?

Ristino stressed hospital dpr's must understand their role in the marketing process. He believes it is to provide marketing support by 1) enhancing hospital image & 2) promoting hospital services.

To Do This. 1. PR dep'ts must identify themselves as valuable players in the marketing game or risk being pulled from the lineup.

2. Good relations must be developed with the marketing staff to facilitate that key objective -- strategic marketing support.

3. One excellent method to publicize public relations' goals & objectives is to circulate copies of the strategic pr plan.

4. Also useful are periodic progress reports to the CEO.

5. Once this role is clearly understood, it must be articulated to top management.

BUSINESS MUST HELP THE SCHOOLS FOR ITS OWN SAKE BY SUPPORTING BETTER TEACHER PAY, HELPING TRAIN PERSONNEL, WORKING WITH INDIVIDUAL SCHOOLS, SAYS REPORT BY LEADING EXECUTIVES

Complaints about the quality of young people graduating from high school (& the many who aren't) abound from managers who evaluate them as potential employees. Can't read. Can't write. Can't communicate. Can't prioritize or make decisions. In the new work environment, where decisionmaking responsibility is passed down to the workers directly involved, these abilities are needed.

Blue ribbon study by Committee For Economic Development concludes businesses have a proper role in solving this problem -- which means pr execs must devise methods. \$1 million, 3-yr effort was headed by Procter & Gamble CEO Owen Butler.

Many critics of education are merely trying to cut their taxes. That is poor policy for business, argues CED, because business success demands an educated workforce, literate customers, intelligent voters. Report supports 1) increased financing for preschool programming for the disadvantaged, e.g., Head Start; 2) ditto for programs to help dropouts, e.g., Job Corps; 3) higher salaries for teachers; 4) more, not less, extracurricular activities. School today is far more than "basics" or "the 3 Rs." Activities provide a well-rounded education & an incentive against dropping out.

What Can Business Do 1) CED stresses a "bottom-up" strategy for reform -- placing

the focus for change on individual schools. This reinforces value of programs like Adopt-A-School. 2) Vigorously support more funding. "There is little doubt that the influence & power of the business community can be persuasive in arguing the case for increased public financing of the schools. This is an appropriate role for business to play." 3) Work with community org'ns aimed at improving education. Take the lead in establishing new ones if needed. 4) Share management expertise. Study places special emphasis on "improving the management of the individual school, for we see many applicable lessons from business experience in handling professional employees & utilizing resources more effectively." 5) Participate on local school boards, giving priority to bottom-up mgmt strategies.

Not only business men -- notably Ross Perot of EDS & Arthur Gunther of Pizza Hut, among many others -- are speaking out on supporting the schools. Notre Dame basketball coach "Digger" Phelps is lecturing around the country. He proposes teachers be paid "between \$50,000 - \$75,000 a year" and should be held in the same public esteem as doctors & attorneys. "Teachers have so much influence over the lives of our children. We need the best people we can get into the classrooms. Our society accepts paying athletes \$2 million a year for hitting baseballs & shooting basketballs, but pays its young teachers a wage that barely provides a living. That's incredible."



Steps

PR: General

Healthcare

Marketing

Biz

Perk

Soc Issues

Edue.

Some Examples. 1) Train school principals as managers & organizational leaders. 2) Develop quality circles or similar structures to support decisionmaking & increased professionalism. 3) Work as tutors, aides, advisors on curriculum-development teams. 4) Train teachers in specific skills. 5) Provide summer internships for teachers. 6) Bring influence to bear at the policy level on behalf of reforms necessary for improvement.

TYPES OF PRIVATE-SECTOR INVOLVEMENT IN PUBLIC EDUCATION			
Type of Involvement:	Strategies:		
	System Support	Incremental Change	Structural Reform
<u>Funding</u>	Donate Equipment Public Education Funds Teacher Recognition Programs Minigrants Programs PR Campaigns		Support Major Research
<u>Programs</u>	Career Days Speakers' Prgms Adopt-A-School Programs Management Training	Magnet School Development School-to-Work Programs	
<u>Policy</u>	Local School Board Participation	State Education Task Forces	Major State Policy Initiatives CED Statement on National Policy

St. Leap.

School/Business Partnerships:
How To Make Them Work

1. Schools & businesses differ markedly in the ways people work & the ways work gets done, study points out. Typically, schools place less emphasis on being a team player than do businesses. Take this into account to avoid a collision between school & corporate cultures. Partnerships often break down here.

2. For businesses used to quick decisions, the slow, multilayered, bureaucratic process characteristic of many large school districts can make collaboration an arduous process. Taking this into account, Honeywell entered into a successful partnership with Minnesota's schools after first targeting goals & strategies and ways they could be carried out.

3. To ensure proper communication, exchange & feedback, linking structures may be needed -- special committees or institutions formed to bring people together.

Newly formed or already existing, these groups form partnerships & implement strategies that would not be possible for individual businesses acting independently. Participation in a state educational policy process is more likely to be successful if there is an intermediary, such as the California Roundtable or the Minnesota Business Partnership. Some businesses may also prefer to work thru intermediaries when controversial or high-risk projects are involved.

4. Commitment from the top -- CEO & school superintendent -- is essential for success. Only with their commitment will the appropriate resources & time be delegated to the partnership. But teachers & principals as well as business managers & workers must be involved for partnership to have staying power & impact. "Internalizing the partnership effort into the strategic operations of each organization must be done deliberately if the commitment is to have a life beyond the tenure of the individuals at the top."

("Investing In Our Children: Business & The Public Schools," \$9.50 from CED, 477 Madison Ave, NYC 10022; 212/688-2063. For a free booklet on the subject, "A Sure Bet: Business & Education Together," write to California Chamber of Commerce, P.O. Box 1736, Sacramento 95808; 916/444-6670)

Language

DEBATE OVER ALTERING THE MOTHER TONGUE SWITCHES TO GIVING IT OFFICIAL STANDING

The English language draws a strong love/hate response from most of its users. Try to change her and emotions run high. In early 1900s the Simplified Spelling Board made an unsuccessful attempt to alter the spelling of 300 words. 72 of them substituted "t" or "ed": "crushed" became "crusht," "kissed" became "kist."

Other words underwent minor phonetic changes or lost their superfluous letters (e.g., the 12 words National Education Ass'n officially adopted in 1898 -- tho, altho, thru, thruout, thoro, thoro fare, catalog, decalog, demagog, pedagog, program, prolog). Even tho Andy Carnegie & Teddy Roosevelt were movement's leaders, resistance won out -- except for words already on the road to popular acceptance ("fantasy" replaced "phantasy").

The debate continues today on phonetic simplification (see prr 9/23). Emotions still run high. We see it first hand when prr uses words like "fone" or "thoroly." Now there's another debate: should English be the official language of the US? Opponents fear loss of bilingual education, ballots & voting aids. Proponents fear political upheaval over language similar to Canada's French/English fracture. They've formed a nat'l public interest org'n called U.S. English -- led by semanticists & X-Sen. S.I. Hayakawa.

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"We believe that all Americans must become proficient in the English language in order to work and live in the modern world. The issue is not bilingualism vs. English mastery. Too many children do not even master one language, a fact that is reflected in unacceptably high rates of functional illiteracy. Although this goal should be shared by every school district in the nation, we are aware that the techniques used to accomplish English mastery will need to vary from district to district. Because there is no agreement as to the most effective method for teaching English to non-English-speaking youngsters, such local variation is both necessary & desirable. We support bilingual education as long as English mastery is the end product of the program."

-- "Investing In Our Children: Business & The Public Schools" by CED (see lead story)