

MINNESOTA STUDY VERIFIES
RISING PUBLIC READINESS
TO SCRAP FIRST AMENDMENT RIGHTS

ing upon the issue, a majority support restricting freedoms.

Those like practitioners & journalists who regularly express themselves in public are supportive of the First Amendment. 89% would risk undesirable behavior to protect free expression. But those who said they never expressed themselves in public forums feel the opposite -- only 43% are willing to risk undesirable behavior. On specific topics:

¶33% want gov't to prohibit books, plays or movies that ridicule a particular race, depict human nudity & sexuality (as the Meese report makes chillingly clear).

¶43% feel gov't should prohibit books or movies that portray Communists as heroes.

¶57% say books, plays & movies that depict human torture should be prohibited.

¶Only 1/2 of the sample believe free speech applies to minors.

¶28% would follow religious leaders' advice to avoid reading a book or seeing a movie.

¶19% think freedom of expression is leading to a breakdown in the social order!

In contrast, 87% say they admire people who express their views in public. But -- only 1/2 have ever written a letter to an elected official, and less than 10% have ever appeared before a gov't body or protested gov't action.

What do people talk about freely in public? 4 out of 5 have expressed their views on religion or politics to friends or associates. Among 17 community leaders on the committee are 4 public relations professionals. (Copies of findings & questionnaire from prr.)

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. CPRS presents...Lamp of Service to C. Edmund Murray (Bedford Institute of Oceanography, Dartmouth, N.S.) for his distinguished & dedicated service to the Society.

Shield of Public Service to William

40% of those surveyed in a study by the Free-speech Committee feel it is better to have the government suppress materials & speech than for society to risk undesirable behavior. Depending upon the issue, a majority support restricting freedoms.

Matt Mathes, pa ofcr for the White River National Forest (Colo.), knows how free speech issues can affect a practitioner's work. Congress granted permission to build a water project in a wilderness area after prolonged debate. Opposition groups want to overturn this. They have been passing out fliers in the area, citing their 1st Amendment rights. But gov't officials ruled these cannot be distributed on US Forest Service land. Say the activists: "They're taking an authoritarian & repressive approach. It's outrageous!" Says Mathes, "We're not so sure people visiting the National Forest want to be recruited."

Anderson (Don Mills, Ont.) for work with community organizations.

Award of Attainment to John Francis (Francis, Williams & Johnson Ltd, Calgary) for his contribution to the status of public relations.

pr reporter

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"NEVER HAVE MORE ORGANIZATIONS BEEN INTERESTED IN KNOWING
WHAT VARIOUS PUBLICS THINK ABOUT THEM
AND DETERMINING THE BEST WAY TO DEAL WITH THESE PUBLICS"

"It is no longer just a matter of deciding which groups or causes to encourage & support. The question is how do I manage the myriad issues ... that might affect how various publics help or hinder my organization from reaching its goals ... in the short & long run?" To answer that question, Michael Heffring, Heffring Research Group (Calgary), lists 12 categories of info practitioners must gather -- because publics are demanding them.

1. Impact Of Technology: How will employees respond to robotics or consumers to new materials in products?
2. Productivity: Usually means changes -- quality circles, automation. Can mean fewer or different types of jobs. Suppliers may change.
3. Energy Management: Clean vs. dirty fuel and cost implications.
4. Ecology: Stand on natural resources & pollution.
5. Donations: Who gets them and why?
6. Employment Policies: Who will you hire -- and why?
7. Consumerism: Policies on pricing, damaged goods/warranties, complaints.
8. Capital Investment: Where will you expand or retract?

"Today, the most trusted, most credible and often most admired people are leaders of voluntary sector interest groups. In 1986, five of six Women of Distinction awards were given to women in advocacy work."

-- Pat Delbridge
Consultant (Toronto)

9. Financial Performance: Communities need as careful an explanation of good or bad performance as shareholders.
10. Legal: Who's suing whom over what?
11. Labor Relations: Strikes & salary or workplace negotiations are always critical issues to every working person.
12. Acquisitions/Mergers/Sell-Offs: Exactly who will benefit?



"A VICTORY," CHECKLIST FOR COMMUNITY ISSUE RESEARCH

What you need to know before you can safely deal with issues, as found by Heffring Research Group:

- A = Ability Does the community have the resources necessary to deal with the issue on its own?
- V = Values Is the position you are advocating consistent with the beliefs & style of the community?
- I = Information Is the community familiar with your information; do you clearly state what action is required of them?
- C = Circumstances Are there situations which limit a community's participation or support of your position?
- T = Timing Have you identified particular times or events which may help or hinder the position you want them to take?
- O = Obligation What degree of motivation or commitment already exists that supports your position?
- R = Resistances What forces (spoken & unspoken) are at work to resist the desired change?
- Y = Yield What immediate benefits does the community receive for adopting your position or idea?

THE LATEST WORD: VIDEO NEWS RELEASES ARE GAINING IN POPULARITY

Qualitative study of 57 tv news directors done by David Vine Associates (Princeton, NJ) shows 68% have used video news releases in the past 12 months. Same percentage plans to use them in the year ahead. 32%

not planning to use them say they're too commercialized. Detailed findings:

¶Factors influencing decision to use video news releases: ability to edit (58%); reputation of featured organization (47%); credibility (42%); objectivity (42%); targeted to specific audiences (19%); having local applications (5%). All other factors were selected by fewer than 1 or 5 respondents.

¶Important technical qualities: good video quality (37%), ability to edit (16%), 2 channel audio (12%).

¶Health & medicine are the 2 topics used most often.

¶Overwhelming majority (16 to 1) prefer to receive video news releases on video-cassettes than via satellite.

¶When transmitting by satellite, mail (42%) & mailgrams (30%) are the preferred methods for notification.

¶Average respondent requires about 1 day lead time before transmission. Independent stations require more lead time than do network affiliates (46 hrs vs. 24 hrs). (Summary of results from Vine at P.O. Box 2161, Princeton, NJ 08543; 609/392-1617)

HERE'S A NEW PUBLIC RANKING OF ORGANIZATIONS -- BASED ON EFFICIENCY OF SERVICE

"Consumers are becoming increasingly quality conscious and this is likely to increase as educational levels continue to rise," says Fabian Linden, exec dir of Conference Board's Consumer Research Center. "The public's perceptions about the efficiency of major institutions & the quality of their services are becoming a critical factor in the competition for market share." Survey of 5,000 households reveals how consumers rate institutions:

Institution	Efficiency Rating				
	Very High (%)	High (%)	Average (%)	Low (%)	Very Low (%)
Supermarkets	13.3	37.9	37.6	8.4	2.8
Banks	14.3	33.3	37.1	11.5	3.8
Department Stores	6.9	31.4	45.2	12.8	3.8
Credit Card Companies	9.8	28.2	40.6	16.3	5.1
Business In General	3.2	22.5	55.7	15.9	2.9
Insurance Companies	8.6	24.0	39.2	21.3	6.9
Airlines	5.4	23.3	46.1	19.6	5.6
Police	6.6	22.4	39.5	24.1	7.4
Electric Utilities	8.3	22.1	36.1	22.2	11.3
The Press	4.6	17.6	42.3	24.6	10.9
Post Office	8.4	19.7	28.8	24.7	18.5
Public Schools	4.7	16.7	32.3	29.5	16.8
Local Transportation	3.8	13.7	37.9	24.8	19.8
Space Agency	3.5	15.4	33.2	28.5	19.5
Commuter Rail	2.2	10.1	44.2	25.4	18.1
Trade Unions	2.4	9.5	37.3	30.9	19.9
Pentagon	1.9	8.2	28.3	28.9	32.8
Congress	1.4	6.7	29.5	31.7	30.7