

¶ Some say you used pr strategy to win the election: "That's a lot of baloney. I don't know a lot about pr, but I've always said what I say now. When I was with the Klan, the package wasn't as good but the arguments and ideas were the same. I say the same thing now that I did then. I can't win. I'm accused of being either racist or trying to mainstream."

¶ Is he mainstream? "Yes and no. How many candidates have made an issue out of Affirmative Action & the illegitimate birthrate? No one else has ever made those issues the main planks of their program."

HOW DID DAVID DUKE GET ELECTED? It seems unlikely anyone even remotely associated with the KKK would win an '89 election. Most say the former Klansman won by employing pr strategy:

1. He was smart to get his name known by running for impossible offices, e.g. President, then drop down to something as minor as state legislature, Lowe told pr.
2. He jumped on the Bush campaign bandwagon, notes Clark. "He made the most of the whole Willie Horton thing -- 'We're not going to tolerate this type of thing anymore.'"
3. He's handsome, articulate & well-dressed. "Bigotry in a well-tailored suit," says one columnist. "A more insidious threat than a Klansman." He disassociated himself from the Klan, denounced its violent image.
4. Appealed to constituents by espousing mainstream ideas. "Aren't you tired of crime, welfare payments, unequal treatment?" In The Nation newspaper says he plays on insecurities & the resentments that surface in hard economic times. Addresses universal fears -- drugs & crime; and names a scapegoat -- illegitimacy.
5. Timing. Managed to be at the right place at the right time -- his opponent was weak, a series of racial upsets had occurred in the area that left sore feelings in his district.

If you are experiencing issues or incidents related to this emerging issue, please share them so pr can pass them on to readers. Call Regina Lapierre at 603/778-0514. Names withheld upon request.

Anticipating The Unthinkable:**UGLY SIDE OF RACE RELATIONS PREDICTED TO BE THE ISSUE OF 90s;
IMPACT ON ORGANIZATIONS RANGES FROM BLOCKBUSTER TO SUBTLE; BUT
EVEN WHITE SUPREMACIST DAVID DUKE CALLS IT AN ECONOMIC PROBLEM**

Just when pr programs reach out importantly to Black-American, Hispanic & other ethnic publics, the "racial environment" may be changing -- in ways that will require practitioners to put every move under intense scrutiny for any possible backlash. Items:

¶ Catholic Church has a live schism among Black-American priests, responds with renewed anti-racism effort in parishes based around satellite teleconference;

¶ Election for Claude Pepper's House seat (Fla.) wasn't about issues but about ethnicity of candidates;

¶ American Museum of Natural History (NYC) canceled showing of new IMAX film about China's first emperor because his brutal handling of intellectuals & dissidents might be too similar to recent Chinese events & upset Asian American community;

According to FBI Nat'l Academy, civil unrest poses a serious domestic threat in the 90s. Addressing a conference of police chiefs, FBI's trend-watcher William Tafoya listed future challenges facing the US. Top among them is civil unrest, i.e. "a conflict between the haves & have nots." Will org's that serve have-nots, including marketers of mass appeal products, therefore be drawn into fight with org's serving haves? Will gov't expect org's to solve this social problem -- & if so, how?

Are recent, highly publicized NYC incidents red flags of more to come? Last spring, a gang of black youths raped a white jogger in Central Park; last week, a gang of whites killed a black teen presumed to be dating one of "their" girls. These are but 2 of recent rash of ugly crimes labeled by the popular press as "racially motivated."

**IS DETERIORATION OF RACE
RELATIONS FLAP OR FACT?**

Klanwatch, a project of Southern Poverty Law Center (Montgomery) foresees steady deterioration of race relations, says White Supremacists pose the biggest threat. Its data shows anti-Semitic crimes at 5-year high in '88; "Skinheads" were linked to 5 murders & dozens of assaults against minorities. "We'll see more violence, partially because of the emergence of these violent, racist groups," dir Pat Clark told prr. She cites economics as impetus -- white youths see their piece of pie shrinking, fear they won't have as much as their parents & grandparents.

Meanwhile, they think minorities beat them out for financial aid, scholarships, jobs. "The economy is tightening -- funding has been cut for colleges across the board, and many minorities as well as whites are being turned down. But the facts are unclear. For this reason we're seeing an increase in racial violence on campus."

Anti-Defamation League Researcher David Lowe contends Skinhead trend is social, not economic. "It cuts across all classes -- the result of the broken home," he told prr. "Invariably, these kids have disruptive lives or were rejected by their families. What better way to stick it to your families, your communities, authorities, than with a swastika?" Tho he acknowledges the upswing of racial violence, Lowe doesn't see problem as a serious threat to mainstream America. "We're talking about a small, hard core, militant fringe made up of mostly young people, many of whom may grow out of it. It won't affect mainstream life, organizational life. It's gaining momentum, but it's not epidemic."

David Duke But what of GOP State Rep. David Duke (La), who was elected by adults? "His was a very isolated & unique case," says Lowe. "His district is 99% white. And in this situation, economy was involved. His state has highest unemployment rate in the US, has been hurting for some time." Still, Duke boasts his Nat'l Ass'n for the Advancement of White People has membership of 25,000 nationwide.

PR'S ROLE If race relations go sour, how will organizations -- most of which embrace integration -- respond? "Many willingly commit to integration at all levels. But some, especially in the South, do very little to hire & advance minorities. They comply with government mandates in as minimal a way as possible. If racism catches on in the political arena, these organizations may lobby against mandates, or refuse compliance altogether," Clark predicts. Many org's mistakenly believe minorities have already caught up, she says. The first chance they get, they'll stop giving minorities any breaks.

Duke may prove to be their advocate. Some say his election heralds a new tolerance (of intolerance) sweeping the nation. He now rebukes Klan, of which he was once a member. But Clark says NAAWP, KKK, Aryan Youth Movement, White Student Union & Skinheads are intertwined. "White Supremacists view Skinheads as their front-line warriors, their strong arm."

As facilitator of smooth social & organizational functioning, public relations will have to deal with this issue. If, as seems probable, it's an economic issue, business cannot avoid it -- any more than human service, educational & healthcare org's can duck the impacts. The 90s look like they will stretch pr capabilities maximally...often on unpleasant issues.

ARE ANTI-AFFIRMATIVE ACTION SUPPORTERS THROWBACKS? OR TRULY MOTIVATED BY CONCERNS ABOUT FAIRNESS? EXCLUSIVE PRR INTERVIEW WITH DAVID DUKE

¶ **On disintegrating race rels:** "I think there is a feeling of rising intolerance. My election is indicative that people want a response to it. But the racism in this country is minority-based. The most institutionalized racist programs are being perpetrated against white people. We have a situation where the government forces private corporations to discriminate. Affirmative Action is discriminatory. It should make allowances on the basis of financial hardship, not race."

¶ **On crime:** "Most of it is against whites. The media makes an issue about rising white racism, and really it's an absolute myth. For every black person hurt by whites, there are 10x as many whites hurt by blacks." Asks how many blacks are really afraid to walk thru a white neighborhood, compared with vice versa. And there's no question about the fact the black crime rate is far greater than the white crime rate. "Blacks are taught all their lives that white people beat, tortured, enslaved their ancestors. They grow up with a great deal of resentment."

¶ **Why the proliferation of groups like Skinheads?:** Agrees with Clark, but fiercely denies there is any association among Skinheads, KKK, NAAWP. "I think groups like the Skinheads are reacting to what is happening. There are a lot of white people who are victims of racism, victims of forced bussing, losing out on jobs, scholarships, etc. The Skinhead reaction is not a good reaction, but it's happening because of these programs."

¶ **On poverty:** "Two-thirds of the poor in this country are white. They must suffer the effects of poverty, and then institutionalized racism when a middle class black person takes advantage of AA to get preferential treatment. Affirmative Action would be a good thing if it helped the poor rather than being based on race, seeking to pay for the wrongdoings of a century ago."

¶ **Media bias:** "Many liberal people have had controversial memberships & associations. The media is tolerant of all kinds of people from the left who have experimented with controversial groups -- but they are not tolerant of my past. Ex-Senate Majority Leader Robert Byrd (D-W Va) was also once a Klansman -- it never really came up."