

**MEDIA'S "GROWING INTRUSION"  
UNETHICAL & HYPOCRISY?**

about media's "growing intrusion."  
business in the US." His view:

Actor Paul Newman says he has "no  
"bitches" about his personal treatment  
by journalists, but feels strongly  
He calls it "the largest unregulated

"I think the examination of people's lives, the way the newspapers are doing now, diminishes all of us a little bit. It's unnecessary. It caters to the worst elements of gossip in all of us. I'm really surprised the responsible elements in the press have made no effort to police their own, that there is no ethics committee in the media.

"They go after unethical congressmen, unethical people in the business world and so forth, but no one discusses the lack of ethics in their own trade. I think it's tragic.

"We allow regular assassinations now of foreign heads of state. I don't know why we don't start assassinating editors, kind of keep them in line" -- he adds with a laugh, according to Ottaway Newspapers reporter who got the quote.

**ITEMS OF INTEREST TO PRACTITIONERS**

¶ 1990 Census Will Include Homeless -- a significant portion of the public left out a decade ago. 1980 census was off-base enough to miss 4.6% of the residents in LA -- many say due to problems counting illegal immigrants. Several cities sued to implement new procedures. This year, gov't will send officials into parks & alleyways to take data. "If a guy is asleep in a cardboard box, we'll just get a count, his race, estimate his age & move on," says one official. Also, the homeless themselves will be hired to collect data. Accurate count is critical because data determines: 1) federal funding for city & other programs; 2) distribution of Congressional seats, composition of state legislatures.

¶ Names & Semantics Are Key, as shown once again by anti-gun lobby. National Coalition to Ban Handguns changed its name to Coalition to Stop Gun Violence -- for obviously broader, more personal appeal.

**WHO'S WHO IN PUBLIC RELATIONS**

INAUGURATED. Bill Corbett, vp-comms, Amer Inst of CPAs, as IPRA pres, 12:30 Jan 17 at United Nations Delegates' Dining Room.

HONORS. Jim Redding has been elected to his 4th PRSA chapter presidency,

Peninsula Chapter, San Jose. In '63 he headed San Diego, in '73 Rochester, in '84 Central Ohio. As a peregrinating transportation pr exec, he also belonged to San Francisco, National Capitol & Denver..

**THE STATUS OF SOCIAL MOVEMENTS: EXPERTS PREDICT 90s  
WILL BE ERA OF NEW ACTIVISM, MORE VIGOROUS THAN EVER;  
BUT SOME ARE ADOPTING EXTREME METHODS TO DRIVE CAUSES**

Increased public involvement was already evident last year: 1) April's pro-choice march in DC drew over 300,000 -- Capitol's largest rally. Issue has the public incited, once-vocal political opponents hemming & hawing; 2) animal rights activists have so pushed their point that several pharmaceuticals now make sure to claim they don't test products on animals; 3) after gaining motherhood status in the 60s & 70s, environmentalism has re-emerged as a movement -- with arms in Washington and Hollywood.

Is Activism New ...Or Continued? Studies suggest renewed activism may stem from a collective change of heart. Yuppies, who by now have exceeded their credit limits & can't sell their condos, are reaching out for the idealism which inspired them 20+ years ago. But Bill Moyer, a veteran of social change movements, says activism never died. "What we're witnessing now is not a resurgence, but a continuation of social involvement," he told pr.

"Conventional wisdom dictates it all happened in the 60s, the 70s were the 'Me Decade', & the 80s were wishy-washy. The reality is there was a resurgence in the 60s after apathy during the 40s & 50s, but the 70s & 80s continued to nurture change." Movements of the 60s caused a cultural revolution, making them more visible. He cites an anti-nuclear weapons demonstration in NYC in the early 80s. "About a million people marched. The media reported that it was 'reminiscent of the 60s' -- but the 60s never saw anything like that."

Today's activism is different in some ways, including:

1. Terrorism. Fur wearers now shun minks, fearful of being splattered with red paint by animal rights extremists. Many animal activists denounce the activity, but it continues;

**Moyer:** "We'll see an enormous increase in movement groups related to the environment & the economy. The industrial era has peaked. This country is no longer on top. So many are homeless now. Young couples can no longer afford a house, even tho husband & wife both work. And we're running out of air, water, & land." Problems will reach concrete, rather than conceptual, stages -- and stimulate increased grassroots involvement. In the 60s it was fun & conscientious. Now people will be activists because they are forced to be.

Anti-abortion forces continue to feel justified in bombing clinics;

White supremacist group, claiming disenchantment with the courts, says it sent recent letter bombs to judges and civil rights activists;

Environmental extremists resort to nasty tactics: "monkeywrenching" & "tree spiking" -- in which a rod is shunted down a tree trunk, posing grave danger to a logger with a chainsaw.

2. Civil Disobedience. Demonstrations at Seabrook (prx 7/12/89) show how practiced anti-nukes have become in passive resistance -- helping them shed their fanatical image;

United Mine Workers on strike in Virginia used passive resistance & group prayer;

3. Use PR Techniques. Moyer's Social Movement Empowerment Project (San Fran) shows how public relations philosophy makes activists better organized. 7-stage program trains in methods of public persuasion.

Renewed activism may be colliding with the age of un-resolvable emotional issues, many of which are based in religious concepts of life. Convictions are so heartfelt radical behavior is condoned -- or overlooked. Others, Moyer included, contend that "negative rebel behavior" is often staged by opponents, who try to pull public support from a movement by such sabotage.

4. Composition. Movements are becoming mainstream. Green parties in Europe began as radical extremists, are now gaining broad support. Environmentalism is no longer for sandal-clad hippies -- masses are gearing up for Earth Day 1990. Public involvement in many areas is impacting public policy, e.g. Medicare supplement revolt.

Response From The Establishment When Jerry Falwell dissolved Moral Majority, he felt the right had reformed its methods. "Ten years ago, we sat in our citadels and fired out cannonballs instead of sitting down and reasonably debating things." For some, the cannonballs are still flying:

1. Official Resistance. Recent ruling required Clamshell Alliance to pay \$4,000 in bonds & fees before assembling at a public meeting house. Outraged citizens complained ruling violated right to free speech & assembly, yet utility they oppose continued spending thousands to get its views across -- tho it's in bankruptcy. Also consider SLAPP laws (prx 12/18/89) -- many no longer feel free to speak their minds.
2. Hateful Demagoguery. Pat Buchanan's comments regarding the Supreme Court decision on flag-burning: "When someone spits in your mother's face, you don't sit them down and 'persuade them they are wrong,' you put a fist in their face."
3. Physical Terrorism occurs on both sides of issues. The letter bombs & clinic bombings both came from right wing groups.

**YEAR'S PARADE OF HOLIDAY CARDS SHOWS HUMOR, HI TECH, SENSITIVITY**

Plan ahead! The crop of annual greetings reveals these trends:

1. Many are opting for generic messages, or rather ones which don't refer to the sectarian holiday of Christmas. In fact, prx only received one with the actual words "Merry Christmas!" Most wished "Happy Holidays," many simply read "Peace." Even these suggest Christmas by employing symbols such as green & red, Santa Claus, etc. Trend toward forgoing December holiday altogether continues, with New Year & Thanksgiving cards proliferating.
2. This year's stock did not come up short on silly employee photos. Cosmopolos, Crowley & Daley (Boston) showed them with deer antlers on their heads. Hitchcock Fleming & Assoc had green & red clad employees lie down in strenuous configurations to spell "Happy Holidays." "We only lie down on the job once a year," it quipped.
3. Perhaps the best holiday clutter cutter was a red diskette from Compudoc (Edison, NJ). "It's an amusing & innovative way not to get lost in the barrage," says pres David Fuhrman. Accompanying note promised 3 original greetings on the diskette. We were all excited, but couldn't get the darn thing to work. That's the trouble -- diskettes are delicate; the holiday mail rush is not.

**PROJECT DEMONSTRATES AUDIOTEXT CAN BE COMMUNITY RELATIONS TOOL**

Public service project in Calif employs hi-tech methods to monitor the welfare of area seniors. Fire dept, Rotary & CJL Communications pooled resources to devise the "Senior Security System" as a free service to the community.

How It Works Each a.m., computer at the fire house calls a list of seniors. Voice message plays when the senior picks up the phone. If the computer receives no answer or a busy signal after several attempts, a call is automatically made to a responder (neighbor, friend, relative) to check on the individual. If responder is not reachable, police officer is dispatched. "The service allows our elderly to maintain security & independence at home," says Fire Marshal John Zanzi.

In The Works Soon the system will have the capability to provide info during the daily phone call. By pressing a couple of keys, seniors can learn about fire prevention, local senior center events, nutrition programs or transportation services. CJL is trying to market the program to other cities. Pres Christina Laughon says if service catches on, it will prove a boon for places in which the senior population is booming, but the personnel to protect & serve them is limited. (For more information, contact Jack Olmsted at CJL, 7415 Circle Drive, Rohnert Park, Calif 94928; 707/795-6533.)