

rent worldwide economic stability? "Countries differed widely on importance of issues," notes study authors Agnew Carter McCarthy (Boston). "PR must be sensitive to prevailing issue in each country." Differences in media usage vary widely -- some countries may have only one TV station. Practitioners should also watch for regulations.

**WORLDCOM GROUP SURVEYS BUSINESSES** Worldcom offers info of a different kind -- it asked 140 North American business leaders to state concerns about emerging global market. Most see the Pacific Rim as a greater threat. In fact, rather than view it as "Fortress Europe," respondents (especially those already with alliances abroad) perceive EC-92 to be a mecca of opportunity. Many contrast positive opportunities of Europe with structural barriers erected by Asian countries, and 2/3rds call for structural restraints to limit Japanese imports to North America. Respondents rate industries most impacted by upcoming free market:

#### Industries Which Will Be Most Affected By EC-92

1. Info Tech	35.5%	8. Service	17.4%
2. Electronics	33.9%	9. Textile/Apparel	14.0%
3. Consumer Goods	30.6%	10. Travel	13.2%
4. Automotive/Transp	26.4%	11. Chemical	10.7%
5. Industrial	24.0%	12. Manufacturing	7.4%
6. Finance/Bank/Insur	22.3%	13. Construction	5.0%
7. Agriculture & Food	19.0%	14. Pharmaceutical/Medical	5.0%

Source: North American Perceptions of Emerging Global Markets: A Worldcom Study. (Copies from The Worldcom Group, 950 Third Avenue, Ste 1600, NYC 10022; 212/752-6080.)

#### ITEMS OF INTEREST TO PRACTITIONERS

¶ **Newspaper Personal Pages Are Becoming International**, more evidence that McLuhan's "Global Village" is becoming a reality. Like any newspaper, Rocky Mountain News (Denver) carries a personals section -- but it devotes 2 pages to ads from the Soviet Union. "Dear, yet unknown friend! I address you with a friend's handshake from across the ocean," says Vladimir. "American girls, don't miss your chance! At the moment there is a fashion for Russian guys!" says Alexsey. Paper is hooked in with an innovative want ad exchange with Pravda. For \$5 each, responses are translated and sent to chosen pen pals.

#### WHO'S WHO IN PUBLIC RELATIONS

**HONORS.** The Institute for PR Research & Education presented 1990 awards: Pathfinder Award, David Dozier (San Diego State U), for studies on how practitioners

use/don't use research; Teahan Master's Thesis Award, Kerry Humphry, Cptn, USAF, for "Entrepreneurial Women in PR: Why Open Collars?" (U of Maryland).

#### WHAT DOES ANGER AT GOVERNMENT TELL US ABOUT PERCEPTION? PRIMARILY THAT IT CAN BE OVERCOME BY PERSONAL RELATIONSHIPS, FULL & OPEN COMMUNICATION; A LESSON IN PERCEPTION v. REALITY

You have to see the official California ballot pamphlet for tomorrow's election to understand how far mistrust of elected officials has gone. Its 142 pages explain 17 propositions put to direct popular vote! The state hardly needs a legislature; voters are taking over the function.

Pamphlet & other direct mailings from Secty of State also epitomize lack of confidence in gatekeepers -- media & other info sources, including those emanating from pr -- to tell it like it is, tell it at all, or deal with the issues rather than the horserace. Pamphlet a) states proposition as it appears on ballot, b) gives arguments for & against, plus c) rebuttal to each (both by spokespersons for the positions), d) analysis by the Legislative Analyst, e) full text of proposed law. (Copy from Secty of State, Sacramento, Calif 95814.)

**EVEN GOV'T JOBS LESS DESIRABLE** Public confidence in the executive branch of the federal government has been crumbling since '73 (pr 8/8). Now it's evident cynicism has trickled down, infecting all levels of public service. Result is a gov't personnel crisis -- no one wants to join, or stay -- creating an erosion in quality. "It's a Catch-22," Sally Kraus Marshall, exec dir Public Service Consortium (DC) told pr. "A number of factors are keeping the best people away, causing ones we do have to drop out. People think, 'If the government is that bad, I certainly don't want to work for it.'"

**SIMPLISTIC DISCUSSION** Most attempts  
**SIMPLISTIC SOLUTION** to get at root problems are

over-simplified & allow no flexibility, e.g. Big Green proposal in Calif. (pr 8/27). It claims agricultural & other substances are a major health (cancer) threat, proposes complex and drastic regulation. Opponents, including C. Everett Koop & leading medical researchers, cite

Super-blue-ribbon task force, chaired by Paul Volcker, published report, Leadership for America: Rebuilding the Public Service. It explains that rooted in Western culture is "an inherent suspicion of government coupled with a romantic dream of frontier days" when there were no restraints. It begins with premise, "Public perception contains an abundance of myth and only a modicum of reality," which is certainly true. But it admits, "Government does not always provide efficient or courteous service...ethical standards are occasionally ignored." Both pr & quality need overhaul.

studies from Nat'l Research Council, Congressional Ofc of Technology Assessment, National Cancer Inst. saying cancer risk from food chemicals is "trivial." All carcinogens, manmade & natural, test positive in animal studies -- but that testing method is under intense review by scientists for overstating human risk.

This is the biggest test to date of the pr problem of risk management -- of what Koop calls "scare tactics vs. science." But "science" is a big & official establishment. Moreover, most of it comes from gov't agencies. Will this fact, rather than the issue at hand, determine the vote tomorrow?

Marshall notes a downward-cycle factor at work against government's reputation: a) "bash the bureaucrat" mentality creates b) personnel crisis, which is compounded by c) low compensation -- salaries are not enough, especially in big cities, education. All this yields d) bad gov't decisions & services, reigniting cycle.

**PERSONALIZED RELATIONSHIPS PROVE EFFECTIVE AS GOV'T WINS FAVOR ON LOCAL LEVELS** Marshall says people perceive government as a monolith; that's where the bashing begins. But polls show that on a personalized level, people are happy with quality of public service. And a recent Roper poll shows that esteem for individual agencies is greater than for federal, state & local government as categories. "This shows that the fireman, the police-woman, the person handing out social security checks, the guys cleaning up the toxic waste, are doing a better job at communicating 'public service' to the people."

If the public perceives a problem, they want it solved -- now! Which means simplistic solutions. Who's responsible? Curtis Gans of Cmte for the Study of the American Electorate, blames political consultants for dishonest, oversimplified positions. (Since public thinks they're part of pr, field's credibility takes another hit.) Irascible Mass. gubernatorial candidate John Silber keeps saying: "The reduction of political discourse to sound bites is one of the worst things that's happened in American political life."

It also verifies other studies that show people can be angry at large groups, still feel confidence in the members of those groups they deal with personally. Public distrusts doctors, e.g., yet respondents to the studies express high confidence in their personal physicians. LATimes poll shows voters by 2 to 1 favor limiting terms of legislators -- but 80% don't feel their representative deserves to be replaced.

**SOLUTIONS BEGIN WITH PR, COMMITMENT TO EXCELLENCE** How can "government" educate citizenry about public service -- what it is & what it does? Marshall, who will further detail crisis at the annual conference of Nat'l Ass'n for Government Communicators' in December, says in addition to improving service, efforts must begin with pr:

- 1. **How do we respond** to inquiries from employees? From citizens? From the press? These are questions government offices should be asking.
- 2. **Talk up service.** Highlight more of the good stories about what the gov't does, place less emphasis on the negative.

- 3. **Confront workers' perceptions to obtain, retain employees.** "Soft data is now confirmed by hard data. Rates of recruitment & retention are down. People leave at mid & senior levels citing 'embarrassment' or 'money' as cause." Salaries are too low, especially in major metro areas where cost of living is high.

**BURSON SEES FIELD PRIMARILY AS OPINION FORMATION OR CHANGE ACHIEVED BY COMMUNICATION TOOLS**

Assaying "Beyond 'PR': Redefining the Role of Public Relations" in the 29th annual lecture of the Institute for PR Res. & Educ.,

Harold Burson finds "public relations is defined in terms of public opinion & behavior." He postulates behavior arising directly from opinion:

"Public opinion is a powerful lever that can motivate an audience to a desired behavior. Ultimately, there are only 3 possible approaches to any public relations exercise that intends to affect behavior. It can seek its leverage...

- 1) by creating an opinion, where there is none,
- 2) by reinforcing an opinion that already exists,
- 3) by changing an existing opinion.

"That's all there is. The methods of achieving these objectives are many, and those options are the basis & extent of what we call public relations. Public behavior is the goal, various communication techniques are the tools, but public opinion is the strategy, the level, the means." (Copy from pr)

**IN THE ONSET OF EUROPE 1992 HOW SHOULD PR POSITION ITSELF, ITS ORGANIZATIONS & CLIENTS?**

A unified European Market is on its way, bringing with it a cold blast of issues for practitioners to tackle -- for themselves & the organizations they serve. 3 global PR networks offer insights.

**INTERNATIONAL PR ASSOCIATION**

"With the rise of the EC, the pr business is booming," notes pres Bill Corbett. "Practitioners are lobbyists or governmental affairs advisors, lawyers & political scientists. There are an estimated 3000-4000 of them now in Brussels. The most successful speak not only English but also French, German and/or Spanish." [Should pr curricula consider language requirements?] Corbett says hottest areas for pr in Europe are issues & crisis management, government & EC rels, employee communication, media rels & marketing communication.

**PINNACLE GROUP ASKS PR FIRMS**

Its members say, think globally, act locally. "Effective pr will have to be practiced on a country-to-country basis," opine 9 members from a variety of countries. "Strategies can be continental, but tactics must be local to reflect different cultures, media, governments & languages." Examples: 1) are environmental concerns more important in timing a product introduction than the Iraqi crisis, the democratization of the USSR & Eastern Europe or cur-