

Motivations of different folks can be explained in a practical way, too. People fall into 5 basic stages, some all the time, others switching a bit depending on the circumstances:

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| 1. Getting by | 4. Becoming somebody |
| 2. Enjoying life | 5. Helping others |
| 3. Getting ahead | |

IMPORTANT ITEMS FOR PRACTITIONERS

Monitoring Accuracy Of Political Ads -- now being done by several newspapers including Miami Herald & Sacramento Bee -- sounds like one way to bring honesty back to this activity, which by association brings such dislike to all public communication. Particularly since Feinstein-Van de Kamp campaign for California governor reportedly saw more use of tv, less field work. Bee is critiquing ads word by word.

Bumper Stickers Can Put Things In Perspective, probably the most needed attribute today. Like: "Fishing is not a matter of life & death. It's more important than that." Substitute your subject and run with it.

WHO'S WHO IN PUBLIC RELATIONS

DIED. Frank Martineau, 69, founder & editor of Association Trends, on June 15 when the single-engined plane he was piloting crashed in WV. He had made successful landings at 47 of the targeted "lower 48" state capitals for Operation Appleaseed, presenting state charters at each stop for World Friendship Ass'n -- an org'n dedicated to bringing ordinary people together for permanent peace. This was to be his last stop before heading back to Washington. He earned accreditation from both PRSA & ASAE.

HONORS. IABC's Fellow Award, highest honor given to a member, to Tom Ruddell (pr consultant, Tampa, Fla) for outstanding contributions to IABC & the profession; EXCEL Award (Excellence in Communication Leadership), highest honor given to a nonmember, to Ronald Watkins (pres & CEO, Nebraska Public Power Dist,

Columbus) for his leadership & support of public relations techniques company-wide; Chairman's Award to Connie Eckard (employee comm mgr, LTV Corp, Dallas) for his leadership & svcs to IABC on an international level.

CPRS honors T.A.G. Watson (vp comms, Ladlaw, Inc, Burlington, Toronto) with Lamp of Service Award for distinguished & dedicated svc to CPRS; Lee Sage (comms ofcr, Manitoba Teachers Society, Winnipeg) receives Award of Attainment for outstanding achievement & svc to pr; Laura Bennet (pres & CEO, Bennet Communications, Halifax, NS) wins Shield of Public Service for dedicated svc in the public interest; Dean Miller (chrn, Miller & Co. Adv'g & PR, Vancouver, BC) receives Philip A. Novikoff Memorial Award recognizing his superior svc over time as a pr professional.

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"NOTHING LIKE THE ASBESTOS NIGHTMARE MUST EVER HAPPEN AGAIN, WE AT MANVILLE ARE COMPELLED TO SHARE WHAT WE HAVE LEARNED FROM THAT EXPERIENCE" -- MAINLY ABOUT ANTICIPATING ISSUES

So CEO Tom Stephens told the World Economic Forum. By Aug '82, new asbestos cases were being filed against Manville at the rate of 500/month. Backlog of cases had grown to more than 17,000. It was estimated the company would face 50,000 claims costing \$40,000/case. To work out a solution, company filed for reorganization. "Manville Corporation lost its license and literally was reshaped financially, organizationally & legally before we emerged from the court systems to reenter the business community as a member in good standing." Some reflections & suggestions:

1. Listen to society very carefully. Don't sit back and rely on today's law. We will be held accountable in the future for what we're doing today.
2. Have the courage to promote actions that reflect what is ethical, not what is expedient.
3. Don't wait for government to step in. Industry has the knowledge & the insight. Business can control its destiny if it has the courage to act.
4. Be aware of the power of persistence and how dedicated employees can overcome the most adverse circumstances. "The fact that Manville exists today is testament to the persistence & dedication of our employees."
5. Seize the environmental initiative. Tired, worn out attitudes about business & industry must not stand in the way of the new partnerships which must be formed to promote environmental consciousness & safeguards.

"We have to engineer technologies & processes that are more environmentally sound. We have to extrapolate forward what we know today to predict the relationship between cause & effect. Our policies must be real not rhetoric. And, we must understand that not generating pollutants in the first place not only solves environmental problems, but makes good business sense. Today's currency is cheaper than tomorrow's. If you aren't motivated by economics, then how about jail?"

"The topic of environmental crime is popping up in the conversations of governments. It is becoming very clear that criminal actions, not civil suits, is the next step in the evolution. As leaders of our companies, society wants us accountable for the corporate actions."

6. The prosperity of a business is dependent on being in step with the values of the society in which it operates.

WHAT MANVILLE IS DOING NOW

1. Established a Board committee on Safety & Environment. Has same status as the Audit committee and represents directors' commitment.

2. Formed an Environmental Council to provide leadership & "how-tos" in resolving environmental issues. Members are charged with finding solutions to current issues, anticipating tomorrow's pitfalls. Includes representatives from all operating groups as well as engineering, legal, corp rels, gov't afrs, health, safety & environment dep'ts.

"I believe industry is going to have to hire & train many more specialists with experience in the fields of health, safety & environmental protection. The real trick is to **use these professionals to prevent problems, not to clean up mistakes**. Like quality, safety & environmental protection have to be designed in, not inspected into our manufacturing processes." The pr challenge is to prove this to key publics.

3. Product safety position is clear: "We will not knowingly produce or sell a product unless it can be manufactured & used safely with appropriate work practices. This is now a fundamental part of our corporate culture...on the plant floor & in our board room."

4. Tracking 7,000 of its fiber glass workers to assess their respiratory health. Surveillance system is Manville's Environmental Safety & Health Information Management System -- "most comprehensive occupational health information system known to industry."

HEALTH HYPE A FACTOR IN RISK MANAGEMENT BY FRIGHTENING PUBLIC UNNECESSARILY? ARE LYME DISEASE FEARS CASE IN POINT?

Who had heard of this illness 15 years ago, asks Arthritis Today magazine? Now reports of

its dangers are everywhere. "Is this intense media scrutiny really productive -- or is it provoking an unnecessary fear of the outdoors?" How do topics move from useful "media alerts" to damaging "media frenzy"?

For those who get it, Lyme can be serious. Since it comes from the bite of an infected deer tick about the size of a comma on this page, prevention is difficult. National Lyme Borreliosis Foundation urges covering your body completely when outdoors, even in hot weather; spraying clothing with tick repellent; inspecting your body thoroughly & washing clothing completely when you come indoors -- extreme & unrealistic methods for most lifestyles.

WHO HAS RESPONSIBILITY FOR MODERATING EXPECTATIONS?

Initial publicity helped make doctors & patients aware of a previously unknown illness. Now hype -- stimulated by media

coverage & by promoters of tests to identify infection -- has people demanding treatment when there's no evidence they have Lyme, according to physicians. Lyme foundation & sufferers want everyone to be aware. Many journalists can't resist sensationalizing. Obviously it's up to individuals to provide balance -- but issue after issue shows how undisciplined many are. Those very people, indeed, would say they're the disciplined ones, willing to stand up against danger.

The disease has probably been around for centuries, it was identified in '82. Now it has many people afraid to go outdoors. How many are also fearful of other potential undiscovered diseases lurking out there? Should modern man live in a bubble pack? Again the basic query: how to learn to live with the risk associated with life on our planet?

As for providing balance on Lyme disease: "Don't let it spoil your outdoor fun," advises Arthritis Foundation, which funds research on the illness. "Don't let those eye-catching headlines put you in a panic." It is like terrorism: you know it's out there & it's bad, even tho it personally touches only one person in a million.

DEFINING HUMAN NATURE IN A WAY APPLICABLE TO PUBLIC RELATIONS PRACTICE

Public relations is applied human nature. What practitioners bring to the table as their special, unduplicated contribution is a deep, research-based understanding of how real live people are likely to think & act in a given situation. But presenting this to fellow executives -- or even finding easy ways to think about it ourselves -- can be difficult.

Theories from psychology or sociology are often too complicated, though such studies as Lasswell's 8 basic motivations are useful:

Power	Well-Being	Wealth	Enlightenment
Respect	Affection	Skill	Physical & Mental Vitality

Here's one way to define humans that's also simple & practical:

The 6 qualities of human nature: People are

- Curious (a positive)
- Skeptical (a canceling negative)
- Social (above all else, as Diffusion Theory shows)
- Educable (a positive)
- Unpredictable (another canceling negative)
- Can dream, i.e. imagine things mentally & then turn them into physical reality (which no other creature on the planet can do)

For pr planning, the implications are great. While creating awareness may require use of peoples' curiosity, and building latent readiness to behave means dealing with educability, action decisions will be motivated by using social networks. If this is done by capturing peoples' imagination, their ability to dream good things happening, behavior is likely. Producing results means capturing our social & dreaming capabilities.