

A Senate bill (S.1805) would clarify news monitoring's position under copyright law, thus continuing its availability to practitioners. As PRSA's resolution points out, "it is physically & financially impossible for many individuals & organizations to perform such monitoring tasks in-house." Issue arose when some courts ruled organizations **charging fees** for the service fell outside First Amendment protection.

But Sect. 107 of the Copyright Act of '76 (the Fair Use Doctrine) exempts "criticism, comment, teaching...scholarship or research" from copyright control. PRSA argues that being able to tape what runs on tv or radio is essential to practitioners' work in reviewing issues & information. They are "an important means of maintaining information flow vital to the exercise of First Amendment freedoms," says PRSA pres. Joe Epley.

Conference controversy led PRSA to support Phoenix & Tucson chapters in their efforts for Victory Together, Arizona coalition working toward passage of a **Martin Luther King, Jr/Civil Rights Day** in '92. Attendees were asked to donate funds to the project. (Send to PO Box 1728, Phoenix 85001)

**VNR REVIEW PROPOSAL** Submitting any information material for review is at best "prior restraint" -- and very close to censorship. That's what FDA proposes -- & on one product line, pharmaceuticals. Some may wonder whether FDA is following the Bush administration's efforts to gag medical personnel from discussing or even mentioning abortion in facilities receiving federal funds (pr 6/10). (Info packet on both topics from prr)

**NEW PUBLICATIONS ON DIVERSITY RELEASED AT CONFERENCE**

- 1) Under the Glass Ceiling, analysis of gender issues in pr, by Drs. Don Wright, Laurie Grunig, Jeff Springston & Liz Toth; \$23 postpaid PRSA mbrs, \$33 non-mbrs, from PRSA Foundation, 33 Irving Pl, NYC 10003-2376.
- 2) Directory of Multicultural PR Professionals & Firms; \$13 postpaid PRSA mbrs, \$18 non-mbrs, from PRSA at address above.
- 3) **Also released:** Public Relations: An Overview, Jerry Dalton ed., aims to explain pr & its role to managers, clients, opinion leaders; info from PRSA Foundation including bulk copy price.
- 4) **Announced:** Don Wright has joined as co-author of Lee Baker's book in progress on pr ethics.

**WHO'S WHO IN PUBLIC RELATIONS**

**DIED.** Dan Forrestal, longtime Monsanto pr head, PRSA's '57 pres, Gold Anvil winner, counselor, co-author of Public Relations Handbook; known as a strategist, obit headline called him "publicist."

standing contribution to pr research, specifically his '89 article on ethics & moral development in pr, & his '90-'91 work in diversity & gender relationships in pr. John Eric Haley (U Georgia) receives Master's Thesis Award for survey of hospital pr pros, focusing on info-seeking & info-giving activities (copy from prr).

**HONORS.** Institute for PR Research & Education's Pathfinder Award to Don Wright (U South Alabama) for out-

## PRSA CONFERENCE PROVES PROFESSION'S INTEREST IN DIVERSITY, ETHICS & "WHAT'S RIGHT"; SPEAKERS STRESS PRACTICAL & GOOD-BUSINESS ADVANTAGES OF DOING THE RIGHT THINGS

Answering PRSA's quandary about going ahead with a Phoenix meeting, following controversy over Arizona's defeat of M.L.King Day legislation, 2035 practitioners showed up in a bad economic year -- vs. 2066 last year in NYC, traditionally the high attendance town for Society conferences. Among evidences of diversity:

- **Signing** was available for deaf attenders;
- Of 13 main speakers, 5 represented what PRSA's Multicultural Affairs Committee calls "**ALANA**" -- **African-American, Latino, Asian & Native American**;
- Subjects discussed included ethics codes & practices, environmental responsibility, managing diversity, animal rights issues, the Bill of Rights as a guide to behavior, disinformation, sex discrimination, ethnic marketing, individual vs. organizational rights.

### DIVERSITY & "POLITICALLY CORRECT" ARE INCOMPATIBLE BUT ETHICAL BEHAVIOR WORKS FOR AN ORGANIZATION

Diversity equals respect,

so **intolerance** is out. But so is **oversensitivity** because it is another form of intolerance: expecting people to be perfect and not to say what they really feel. Both forms of intolerance are impractical, said speakers at the conference:

- **HARVEY GANTT**, Senate candidate & mayor of Charlotte, a Black-American trained as an architect: "Race has been this nation's Achilles heel far too long, and too few of us have been willing to look deep enough & long enough to see the **cancerous impact** it is having on just about every significant phase of our national life -- schools, healthcare, the urban environment, housing, criminal practice etc.

"I am convinced that **creative, honest & sustained community dialogue can pay dividends -- even if some folks' feelings may be hurt initially.**"

"We have become too polite to express our true feelings on race publicly, lest we be painted with being bigoted or racist. We have become wound up so tight that there is little room for humor or irreverence. Being 'politically correct' offers us guidance on how not to of-



fend. **And yet we do offend** by our public silence. We offend by taking our deepest feelings into our private living rooms, our private country clubs, our church basements, our pool halls, our street corners... facilitating a growing isolation. The result? Our worst stereotypes are confirmed, our deepest prejudices reinforced."

● **BRUCE SANFORD**, lawyer with Baker & Hostetler, First Amendment authority: "The fundamental reason that neither universities nor employers nor anyone else should try to ban 'hate' speech is because these statements are not, as some would argue, worthless. Certainly they do inflict pain, but they also tell us something about the speaker. And about ourselves. They give us information we need to know about the speaker & they test our mettle. Not long ago I rejected a job applicant because she made a flippant, racially insensitive remark. It would not have been helpful to me to have had a law, or rule, or policy that forced her to mask her bigotry."

**"Regulation of offensive speech limits public debate & our understanding of human events.** The new frontier is our national commitment to diversity. Diversity is really the granting of power & wealth to non-white minorities & women and reduction in the power & wealth of white males like me. Our commitment can make us the most morally sound & socially strong nation on earth. We can prove to homogeneous societies like Japan & Germany & the rest of the world that **there is strength in diversity.**"

● **PRESTON TOWNLEY**, Conference Board CEO: "Ethics codes give **legitimacy** to organizations by showing they have a set of principles. They help **balance competing interests** of various constituencies." Trends from a to-be-released Conference Board study:

- 1. Ethics codes are becoming more **sophisticated**.
- 2. They are being aimed at **lower & lower levels of the organization**, in keeping with decisionmaking & empowerment there: "Decisions that involve ethical sensitivity are being made at increasingly lower levels of the corporate ladder."

**2 CENTENARIANS HONORED**

Amazingly, 2 of the founders of modern public relations will celebrate their 100th birthdays soon -- **Ed Bernays** on Nov. 22, **Rex Harlow** next June 19. Both were honored at the PRSA conference. The annual awards luncheon was a birthday party for Bernays, whose pioneering in creating the profession has often been recounted here. A bash on his birthdate will be hosted by the Boston chapter in Cambridge, Mass, where he has lived since 1962.

Harlow received the first Jackson Jackson & Wagner Behavioral Science Prize from PRSA Foundation for a lifetime of "behavioral science research that practitioners should be aware of & using in their work." In addition to writing 43 books, including the seminal Social Science in Public Relations, & editing countless others, he founded PRJournal & 2 other publications on pr research, started a predecessor organization of PRSA, & began teaching pr at Stanford in the 30s.

3. Codes are being **institutionalized**.

There are 3 types of codes, study finds: a) **Compliance** -- explicit do/don't do, shall/shall not; b) **Credeos** -- accountability to constituencies; c) **Philosophy statements**. "But hybrids prevail."

Number of corporate codes has doubled since '87, lest anyone doubt their power & permanence. [Note: Conference Board now has one of the largest collections of codes for reference, as companies become far more willing to share their codes]

- **BRUCE CRAWLEY**, Phila. counselor: Approach to clients & employers on tough ethical topics should be, "If I don't bring up these unpleasant views & issues, you shouldn't pay me. It's a major part of my responsibility."
- **MARI MASENG WILL**, Washington counselor: "What's right is almost always what's practical. To the degree the client is at fault, the good news is it's within their power to fix it!"
- **ANN BARKELEW**, vp-corp pr, Dayton Hudson Corp., described the new dimension in diversity & ethical responsibility as her company sees it: a) employees as parents have "rights" & are encouraged to take work time to attend parent-teacher conferences; b) ads no longer exclusively feature thin perfect-figure models but real people -- minorities, people in wheelchairs, plump figures; c) for 45 yrs DHC has given 5% of its federally taxable income (shareholders' dollars!) in community contributions -- \$30 million last year.
- **FRANK POPOFF**, CEO, Dow Chemical: 1) "Without corporate credibility, we lose our potential to impact all other factors that affect our success." 2) Referring to the need for straightforward environmental efforts: "Consumers will not let us get away with pulling the wool over their eyes -- especially if it's green wool." 3) The future challenge: "The 'ism' that is alive, strong & growing is **adversaryism** -- labor vs. management, Republican vs. Democrat, Administration vs. Congress, Israeli vs. Arab, student vs. teacher, industry vs. environmental group -- just a few examples. I hope what's right about the 90s is that we work toward the end of adversaryism."

Why such broadened thinking is necessary: "The 90s are here & it is **the unforgiving decade.**"

**PRSA TAKES STAND ON TWO FIRST AMENDMENT THREATS**

Attempts to 1) subject **broadcast news monitoring services** to copyright law, and 2) subject **VNRs on pharmaceuticals** to FDA approval, were opposed by PRSA's board at its meeting prior to the conference. The Society rarely takes positions on issues since there will usually be clients or employers of members on both sides.