

Sometimes even customers' entrances need a lot more symbols of welcome, of the possibility of true participation as opposed to being targets for sales. We wear our true organizational culture & values on our sleeves, and it cannot be hidden.

#### ITEMS OF INTEREST TO PRACTITIONERS

¶ **"Public Opinion In A Free Country Is All-Powerful.** It can defeat the execution of every vital law, such as the laws to preserve the purity of elections, upon which depends the very life of the State. No dignity on the Bench, no vigilance on the part of the Executive can withstand the baleful effect of a vitiated public opinion." That from the report of a governor's inaugural address in the NYTimes, May 11, 1883. "Just as we have been saying for many years!" pens prr founder Charlie Prout, who found the item while researching 19th C. history in his role, since retiring, as 1st vp, Georgia Historical Society.

¶ **Bumper Sticker:** "Hunters & Fishermen -- Environmentalism Without Fanaticism"

¶ **Research As A Fair Settler of Disputes** may have a role in your issue negotiations. Lakewood x-rated movie case (see page 1) -- with survey done by Ohio State's Jos. Scott & Survey Research, Inc -- drew praise from national chair of the First Amendment Lawyers Ass'n. Jerry Kraig of Cleveland said "I call this the fairest manner of resolution I've ever seen." His opinion should carry weight: AP reports he's been involved in 1,000 obscenity cases, represented the video stores in this one.

¶ **Another Company Tries Intimidation Tactic on Whistle-Blower.** Alyeska Pipeline Service Co. hired security firm Wackenhut Corp. to monitor the congressman whose subcommittee is investigating Alyeska's environmental activities. LATimes reports Wackenhut then used a female operative who posed as an environmental journalist to befriend a suspected info source of the subcommittee. She trailed him to an Anchorage bar in order to discover his sources & "compromise him." Wackenhut & Alyeska deny any illegality -- but as with P&G (pr 9/9), the tactic isn't likely to be a trust-builder. Doesn't anyone remember GM & Ralph Nader?

¶ **Saying The Paper Is Recycled Isn't Enough Now.** On its membership publication, Boston's Museum of Fine Arts adds this statement: "Preview can be recycled with newspapers. For more information, contact your local recycler." Don't forget the **behavioral instructions**.

¶ **Statement By Conference Organizer Says It All.** When Harvard opted out of hosting the 8th Annual International Conference on AIDS because federal policy wouldn't let infected foreigners enter the US to attend, the conference chair said: "I always felt comfortable leading a conference that would concentrate on the science of AIDS. But I don't think I was aware of how much one would need in the way of **diplomatic and political skills to hold a conference...**" [He should've talked to Davis Young, chair of PRSA's Phoenix outing in November.]

#### MULTI-CULTURAL DIVERSITY IS A 2-HEADED MONSTER FOR PR: 1) AT LAST, TOLERANT ORGANIZATIONS THAT VALUE INDIVIDUALS, OR 2) PAROCHIALISM & TRIBALISM THAT DESTROY COOPERATION [PART 2]

Asked the major problem facing the field, one respondent to prr's '91 Annual Survey wrote: "Diversity -- the world is changing." The key word is **change** -- and how organizations handle, fear or reject it. Multi-cultural diversity is as much a culture change problem as one of communication.

**THE FEAR FACTOR IS BREEDING INTOLERANCE** *Politically Correct* speech & thinking illustrates fear of diversity -- by eliminating it. *Economic racism* denies loans or credit, has resulted in

several erroneous arrests (even of prominent people) simply because someone belongs to a specific group or category. Other intolerances run from **barring fraternities** from colleges because they invite only some persons to join (reverse racism?); to **outlawing x-rated videos** because they aren't part of a city's majority lifestyle.

**UNPREDICTABILITY IS TO BE EXPECTED -- & PLANNED FOR** Jerry Lewis raised

\$45 million in his Labor Day telethon, but drew protests & was picketed by former Muscular Dystrophy poster children. They said "this telethon still emphasizes our helplessness, our pitifulness &, by application, our uselessness to society." Their aim, to change the tone of the show but not discourage donations.

**IT SHOULD BE OBVIOUS, BUT DO RESEARCH FIRST**

Lakewood, O., officials dropped a planned anti-pornography campaign when research found 78% feel they should be able to legally obtain sex films. But that's the problem: officials & activists **act on their perceptions** of what prevailing beliefs are; i.e. they pre-judge (ergo prejudice). Diversity is shown again in this case as being lifestyle difference -- which mandates not trying to legislate others into **your** lifestyle.

**ATTAINING DIVERSITY IN THE RANKS OF PR PRACTITIONERS**

Tho there are Black & Hispanic PR Societies, & PRSA has a Minorities group, & NSPRA holds

What's under siege, on one hand, is the ideal of democracy, with its Constitutional protection for minority groups, viewpoints & lifestyles; and on the other, intense use of this ideal by often tiny or unrepresentative interest groups. How to reconcile? How to **convince organizations to retain vital advocacy positions when attack from some quarter is certain?**

a seat on its board for a minority member -- etc. etc. -- the profession is far from representative of the population, **if** that is a goal. It's often stated as one, tho the rationale deserves inquiry. Must every job category reflect the population's diversity?

Should public relations, as a special case? If a yes answer implies that only Lower Slobovians can relate to Lower Slobovians, doesn't that destroy the concepts of both diversity & building relationships? However that is resolved, it is surely in the **profession's interest** to have some representation from all groups -- so they can communicate subjectively the meaning & benefits of the pr philosophy & profession.

Evidence from other fields suggests recruitment must begin early -- probably in junior high school. When the Detroit Symphony was attacked for lack of black musicians, one who was hired pointed out that, in 3 years of auditions, he had "never seen another black clarinetist among hundreds of applicants. The real solution starts with the kids, and that's going to take years." Does any society or company **have** a program to expose kids to pr vocations -- not high schoolers or undecided college freshmen, but **kids**?

If reflecting society's composition is a goal, **pr's biggest challenge may be to recruit males**. Over half the active practitioners are now women, and college majors are 3/4 female. Is this because enforced socialization of women has made them better listeners, strategists, relationship-builders? Are career-choosing men too macho, so avoid a field where win/win must be the basic rule? If this **is** an advantage for women, think what great practitioners Native Americans will be, given their value system of group decisionmaking, patience & respect for every person.

**CAN QUALITY COEXIST WITH DIVERSITY?**

These are 2 of the hottest topics today. But IABC's Multiculturalism Cmte wonders whether they're compatible. Says Ron Martin, vp corp empl comms, American Express, & past IABC chair:

Practitioners "are being called upon to play key roles in supporting TQM **and** programs that teach managers & employees to value workforce diversity. But many quality programs are rooted in process & conformity (see prr 6/24) and therefore find it difficult to accommodate the diversity organizations seek & prize. In fact, many quality programs were developed in Japan where the workforce is largely homogeneous & where conformity is often the norm."

He urges 1) challenging managers to face this conundrum; 2) helping TQM programs to accommodate diversity. Rationale: **diversity breeds innovation**.

**GREAT OPPORTUNITY: PR AS A PROFESSION CAN BECOME THE VOICE FOR TOLERANCE**

"Diversity which has no significance except ethnicity" is fragmenting our nation, writes prominent lawyer & judge Simon Rifkind in USA Today. Adds scholar Thomas Sowell in The American Enterprise: "Those who use the term 'multi-cultural diversity' to promote a multiplicity of segregated ethnic [or

other] enclaves are doing an enormous harm to the people in those enclaves." Yet prejudice & lack of equal opportunity do exist. **Can public relations, as a start, work for tolerance between those who feel affirmative action is needed & those who believe it is itself a form of unfairness?** Then, can practitioners speak out & ask their publics to make efforts to be tolerant? (Copies of these provocative articles from prr)

**CANADIAN PR FIRM ESTABLISHES ABORIGINAL PR FIRM TO DEAL WITH NATION'S INTRACTABLE ISSUE**

"We kept getting signals that unless we learn to communicate, nothing else is going to work," Ed Martens, pres, Wordsnorth Communication Services (Winnipeg) told prr about its reasoning in developing CrossComm Group -- a partnership with Aborigines. New firm's objective is to provide a) bi-cultural communications -- adv'g, pr, pa & mktg, and b) understanding between the two communities.

Without communication "we (the mainstream community) and they (the native community) are just going to keep arguing and fighting, with road blocks & riots & standoffs. Our only hope is thru building the bridge of communication and from there doing the other good things."

It's also good business. "I saw it as a business opportunity. I'm not kidding anybody," he is quick to point out.

Firm will work wherever there are Aborigines involved as senders or receivers of messages; or if they're involved in an issue. "On a recent trip to Ottawa we visited with 19 government departments that have dealings with Aborigines in Canada. This is a major need; not just for the Dep't of Indian Affairs." Firm has also talked with 40-50 private companies -- oil companies, banks, chemical companies, retailers, manufacturers -- who have dealings with Aborigines as customers, clients, neighbors, etc.

"Aborigines" is the current preferred word. "They don't like 'Indians' anymore. And 'native' is misused" (e.g. Native American). "I call myself a native Canadian because I was born here." Another illustration of the semantic quagmire when dealing with diversity.

Presently 5 Aborigines work at CrossComm, with Martens as chrm & CEO -- tho he hopes to pass the CEO position on to an Aboriginal. **Firm is jointly owned**. "That was a specific decision we made. It had to be jointly owned. It couldn't be just a mainstream company or just a native company because each of us brings specific skills. We're talking about two-way communications, not one."

**USE BUILDING ENTRANCES TO CHECK YOUR ORGANIZATION'S REAL ATTITUDES**

"Does your employee entrance prove you want them there" -- that you really value your

employees? Organizational consultant Jerry Allen (Mpls) told a Padilla Speer Beardsley professional development retreat this is the **behavioral test -- vs. the rhetorical drivel**. How about your vendor's entrance: does it give the impression they'd better feel darn lucky to get any business from you? Could that affect the next rush delivery you need?