

- Most prefer grand & mysterious cures for all problems.
- Most do not want grand & mysterious cures for problems to occur anywhere near their homes.
- Most believe there is sufficient funding to address most environment problems if gov't spent tax money wisely.
- Few are even minimally informed on issues involving the environment at any level -- with the exception, perhaps, of local landfill operations.
- Most do not read newspapers, getting nearly all their news from tv & radio.
- Most believe what they see & hear in broadcast news because of impressions created by emotional triggers, rather than by the content.
- Any issue requiring local approval by referendum such as schools, roads, bond issues, property taxes, landfills, sewage, etc. rises & falls with local perception of the benefits & costs.
- Perception of any local issue regarding schools, roads, bond issues, property taxes, landfills, sewage, etc. is not likely to be convincingly influenced by elected officials at the state or federal level.

No wonder sociologists label them "ignorant & apathetic" on most public issues. (More from Restivo Communications, 201 Elden st, Herndon, Va. 22070; 703/793-5226)

C NPR CASE ILLUSTRATES POWER OF AN IMMINENT, REAL CAUSE

One public radio station's recent fundraiser brought in \$130,000 in 7 1/2 days. Largest previous total was \$102,000 & took 17 days. Other stations report similar response. Case exemplifies Jim Grunig's model of when people will take action:

- a) **The problem is recognized:** listeners were aware of the certainty of federal cuts in funding;
- b) **The problem is personalized:** the station's programming is important to them personally;
- c) **Constraints are removed:** fundraiser gave listeners something they could do right now about a problem caused in far off Washington which they could not influence.

WHO'S WHO IN PUBLIC RELATIONS

HONORS. Ann Barkelew receives 1995 Ball State Nat'l PR Achievement Awd.

Ass'n, & pres, Reader's Digest Fdn). Will move to her home in Colorado to give speeches, conduct workshops & do some writing & pr counseling -- a pr-kind-of-retirement!

RETIRES. Carole Howard (vp-pr & comms policy, The Reader's Digest

REMINDER OF PR's BASIC PURPOSE, IN COMMUNITIES WORLDWIDE: BRINGING PEOPLE TOGETHER FOR PARTICIPATIVE DECISIONMAKING

Can pr work in a situation where violence is possible? Or when the government is not acting democratically? "We found it can help bring peaceful resolution, it can bring people together," Fran Hunter, E.C. Hunter Associates (Syracuse), told prr. Her firm worked with a group of businesspeople from the Onondaga Reservation (1,400-mbr tribe in Nedrow, NY) during a tense, potentially violent controversy.

THE CASE Issue stemmed from the Onondaga leadership's failure to use financial contributions from Onondaga businesspeople for 2 agreed purposes: 1) to defend treaty rights against US taxation attempts, 2) for projects that benefit the people. Businesspeople questioned the leadership's decisions & its right to lead.

Leadership positioned the controversy as a "back taxes" issue. Its supporters blockaded the businesses in a campaign called "Honor the Chiefs." Over 13 months, it allowed harassment, assaults, arson, gunfire & kidnapping of Indians & non-Indians alike to go uninvestigated & unpunished. It banished 2 business leaders; & threatened banishment of 30 others & confiscation of private property worth millions -- in violation of the Great Law (basis of tribal government & culture).

Non-Indian community, which has little authority on the reservation, did not understand the roots of the conflict or the culture from which it sprang -- & its response & news reporting reflected this.

RESEARCH Historical files, books & personal interviews with 30 tribe members revealed:

- a) leadership had a history of "ethnic cleansing," violence & other human rights abuses dating from 1974;
- b) it had dismantled the traditional form of gov't required by the Great Law, nullifying its own claims to be "traditional";
- c) media & non-Indian community had generally "bought" the false issue of "back taxes";
- d) local media generally used only the leadership & its non-Indian attorney as sources;
- e) Indians & non-Indians had little accurate knowledge about the culture of the Onondaga Nation & the Great Law;
- f) the people had little success in "getting their story out";
- g) leadership was known in the outside community, businesspeople & citizens were not.



"Consequently, citizens & their actions were suspect. On the plus side, over half of the adult Onondagas signed petitions saying the leaders must go, & a core group of 70+ were ready & willing to work on the problem."

- GOALS**
1. **Keep this dissenting group free from violence.** "PR helped keep the situation from getting violent. There have been no deaths related to the disagreement."
 2. **Encourage US agencies to support peaceful resolution, discourage violence.** "We tried to increase communication with those stakeholder groups who could impact the situation. Result was the Justice Dep't agreed to get involved. Leadership flew to Washington to request they stay out of their business. During the 36-hour period they were down there & prior to that, we madly faxed data on the leadership, how they've operated over the last 20 yrs & what's at stake now. The Bureau of Indian Affairs denied the leadership's request & sent a negotiator."
 3. **Educate both Indians & non-Indians** about the controversy, the leadership & the culture.
 4. **Buy time for the traditional Indian democratic traditions to work** -- the Nations of the Iroquois Confederacy, which includes 6 tribes. "That took time because generally they keep out of each other's business. But we communicated with both the internal Native American network & external non-Indian network, trying to convince both that it was in their own best interest to make sure the Onondaga nation didn't explode."
 5. **Targeted 8 major publics** (Indians, media, legislators, area leaders, attorneys & judges, friends, non-Indians, foes) & 100 opinion leaders in a network "map" including agency heads of Bureau of Indian Affairs, Justice Dep't & United Nations. "We ran into a lot of stereotypical thinking, particularly in the media. We weren't that successful in changing it; but editorials did move 180 degrees from 'Honor the Chiefs' to 'keep peace while these two groups work out how they should move.'"
 6. **Reposition the controversy as a "democracy" issue.** "There were a lot of issues here that the outside community wasn't aware of & which the leadership had a vested interest in keeping that way. We researched the Great Law & the current gov't, compared the Great Law's requirements for gov't to the existing leadership. 80-100% of the positions mandated by the Great Law were illegally constituted. So the outside community began to question the leadership's claim to be traditional, to be followers of the Great Law -- which was one of our goals."
 7. **Establish credibility.** Citizens group, "Voices For the Future," formed. Budget of \$21,000 evolved. Steady stream of accurate info (news releases, position papers, statements, direct mail, newsletters, requests for support) went to the network to inform, educate & influence.
 8. **Relay the seriousness to outside community.** "One reporter almost scuttled the negotiations. He reported that both sides were unhappy, ready to give up 3 weeks into negotiations. I called him to relay a message (reluctantly but I had agreed to do it) that 'the first body bag to come out of that building has your name on it because you'll be responsible."

What you consider an interesting spin on a story, they consider life threatening.' We had to point out to media the impact of their work. They tried to do better in the way they reflected things, recognizing they were sitting on a boiling cauldron. That was an interesting & different role we played with them. Good news is, they accepted it."

Outcome? "The Onondogas are still not together, but they're not killing each other." While they no longer use Hunter's firm, a new process for resolution is in place. Leadership, on the other hand, hired a publicist.

BELIEFS & WORKPLACE ISSUES SHOW LOSS OF AMERICAN DREAM

Survey of company presidents, vps & mgrs in the Southeast -- Newt Gingrich country -- brings these findings:

- Respondents are **consumed with work** -- longer hours, fewer vacations, more work-related reading off hours than 5 or even 10 yrs ago.
- 28% **do not look forward to the work week.**
- 60% of those in their 30s want to **turn the clock back & change careers** -- twice as many as any other age group.
- **Respondents in their 30s were more conservative** than other groups. They were the only age group with a majority favoring prayer in schools. Of the 20 yrs olds, 100% favor a moment of silence in the classroom.
- **Families** is the only category trusted more today than 10 yrs ago.
- **Reporters didn't fare well**; only 3% trust them more than 10 yrs ago.

(More: Duffey Communications, 11 Piedmont Ctr, Atlanta 30305; 404/266/2600)

STUDY: STEREOTYPE OF MIDDLE CLASS BELIEFS IS ACCURATE

Random survey of mid-income families with stand-alone & attached single-family homes -- classic "middle class" -- supports what is popularly believed. 341 persons (31-57 years of age) in the Northeast, Mid-Atlantic & Southeast US were questioned. Findings:

- Given a choice to either do something or do nothing, **most people prefer to do nothing.**
- Given a simple approach to problem solving & a complex one, **most people select the complex** one or choose the simple one but execute it in a complex manner.
- Most people **do not understand most problems involving the environment** because they appear too large & too distant.
- Most people **do not understand most elements of the national economy.**
- Most **do not understand important elements of gov't & industry.**