

- **Wall Street Journal** calls Geneva-based WTO “the supreme court of international trade”; the hundreds of org’ns around the world who’ll be opposing it during its meeting say globalization is undemocratic because business decides what citizens & gov’ts should decide
- **Antis will hold marches**, teach-ins, seminars, demonstrations & media conferences; will they be heard amid the official discussions of “the Seattle round” of trade talks?

PR shootouts of this caliber are rare – the world’s economic trading nations & their businesses v. a worldwide who’s who of activist org’ns of all types. Should be some case studies here for all practitioners. (More from [pr](#); or [www.seattlewto.net](#) or [www.ifg.org](#))

## ITEMS OF INTEREST TO PROFESSIONALS

- ¶ **Invaluable new book for practitioners – & their executive colleagues** – is Larry Foster’s biography of Robert Wood Johnson. It’s also a plain old good read. Foster is almost as talented an author as he is a role model practitioner. Biography depicts the man who gave Johnson & Johnson its famed Credo, who practically invented “customer first”, who changed healthcare forever, gave his fortune to the outstanding foundation that bears his name – & would be a cutting-edge manager today, since many things he did are still being resisted by many org’ns. (*Robert Wood Johnson, The Gentleman Rebel*, \$30, Lillian Press, State College, Pa)
- ¶ **The virtual world is far different than the real one.** Consider the US’s greatest obsession, sexuality. You can observe sex in all its forms, as raw as you like, anytime, by visiting the web, newsstands, tv or the movies. Millions of Americans do. And observe the cover photos & the cover copy luring you to buy what actually are (by today’s standards) relatively mild magazines. To say nothing of the overwhelming presence of sex in advertising. Yet, simultaneously, modesty panels between men’s urinals are now standard in rest rooms. Before we get overly excited about the great virtual & therefore unreal world awaiting us, practitioners concerned with motivating behaviors in the very real world their org’ns inhabit need to think hard about examples like this. There is a huge gap between what we will do in our imaginations & fantasies – & what we’re willing to do when it’s visible to other humans.
- ¶ **Public disclosure forms (990s) now on Internet.** 200,000 charitable org’ns must fill them out every year for the IRS, even tho they aren’t taxed. Spending patterns, executive pay, community benefits & other data is covered. Get them at [nccs.urban.org](#) or [www.guidestar.org](#).
- ¶ **Great phrase for practitioners to ponder – and apply to their orgn’s culture.** Leave it to the president of a liberal arts college to put his finger on it: “What will those who follow us make of this decade? Surely they will talk of a new & demanding globalism.... But the following question, I think, will also characterize the years thru which we have been living: What happened to time? Why do we have so little of it? How is it that we have come to experience the ‘*time famine*’ of the 1990s? (Robert Oden, pres of Kenyon College (Gambier, O.)

## WHO’S WHO IN PUBLIC RELATIONS

**HONORS.** Denver/PRSA’s Swede Johnson Lifetime Achievement Award to [Jim Van Leuven](#), chair, dep’t of journalism & tech com’n, Colo State U (Ft. Collins).

**ELECTED.** [David Kistle](#) (svp, Padilla Speer Beardsley, Mpls) named IABC Research Fdn chair



## EARTH DAY 2000’S “CLEAN ENERGY NOW” CELEBRATION PUTS SPOTLIGHT ON ENVIRO ISSUES AS PRESIDENTIAL RACE HEATS UP; A WORLD-WIDE TRIGGERING EVENT FOR ALL TYPES OF ORG’NS

Earth Day Network, a nonprofit coalition of environmental organizations, will drive Earth Day’s 30<sup>th</sup> anniversary celebration on April 22, 2000 with worldwide coordination. Major cities around the globe – Boston, LA, Chicago, Manila, Tokyo, Tel Aviv – will participate. Issues will be highlighted as presidential candidates vie in primaries – adding additional pressure.

Two campaigns will operate simultaneously:

- A. **Worldwide campaign**, involving 50 priority countries. Environmental issue focus will vary by country. In Manila, they’ll focus on water quality. Tokyo will close streets to cars to make a point about pollution caused by autos
- B. **U.S. campaign**, with Clean Energy Now theme, will focus on the “4 Cleans”
  1. Clean air
  2. Clear cars
  3. Clean energy
  4. Clean investments

### FLAGSHIP EVENT ON THE MALL IN DC

Expected to attract close to 1 million people. A variety of unique partnerships will broaden the reach, including:

- **100,000 sermons** delivered via National Ass’n for Religion & Ecology in March & April that tie into the environmental messages
- **Campus programs** offering a “Teach Out”, going out into communities to offer dialogue & events on the environment
- **National Ass’n of Manufacturers** will offer an “Earth Day in a Box” event kit to be rolled out by its 14,000 members

### WILL ALL THIS HOOPLA HAVE ANY BEHAVIORAL IMPACT?

- The 1<sup>st</sup> Earth Day celebration in ‘70, involving 20 million participants, was the triggering event for passage of the Clean Air Act
- The 20<sup>th</sup> anniversary celebration in 1990, with 200 million participants, drove the surge of curbside recycling & use of recycled paper & packaging
- **The 30<sup>th</sup> anniversary in 2000 will involve half a billion participants** – & with a focus on clean energy & global warming issues, utilities & manufacturers can expect to be in the spotlight



## OPPORTUNITIES / PROBLEMS RAISED FOR ORG'NS WITH ENVIRO ISSUES?

If you're an environmental white knight:

- **Opportunity to build on the Earth Day 2000 momentum & get credit for proactive enviro programs** (see below, The Sierra Club's tips on getting environmental media coverage)

If you're an environmental bad actor, or perceived by some to be:

- **Issues anticipation is paramount.** Knowing the theme is "Clean Energy Now" helps prepare for related issues that can negatively impact your org'n – CO2 emissions, production of low emissions vehicles etc.
- **Expect to get accused of "green scamming"** by environmental org'ns like the Sierra Club if you're claiming to be an environmental leader, but aren't "walking the talk" on their environmental issues

### SIERRA CLUB'S 5 TIPS ON GETTING POSITIVE EARTH DAY COVERAGE

1. **Don't "greenscam".** Environmental organizations use this term to describe corporations who claim they're green when their environmental track record shows otherwise
  - Environmental progress has to be substantial. "The press want to see real changes. They're not interested in covering minor progress," says Daniel Silverman, Sierra Club dir media rels
2. **Make it local.** Even with a major international Earth Day celebration, the real story is always local. Tie into the national theme, but find someone who's doing it locally
3. **Make it human.** Sierra Club cites their success using asthmatic spokesperson to link to the Clean Air Standards issue in '97 as an example
4. **Give reporters hard news on what's essentially a soft news day.** Release new polling data, introduce or support new legislation, announce new programs, etc.
5. **Pitch your best contacts, just not the environmental beat reporter.** Given the Earth Day focus, they'll be inundated for the month of April. Go for the reporter you have an existing relationship with who normally covers your industry or org'n

## VIOLENT ANIMAL RIGHTS ACTIVITY & WORKPLACE SHOOTINGS ARE WAKE-UP CALLS; ALMOST ANY ORG'N CAN BE A TARGET

Threatening letters boobytrapped with razor blades were sent to 5 Harvard scientists & 65 others across the US last week by "Justice Department" – as the group styles itself. They oppose the use of primates to test vaccines & treatments for AIDS, cancer & other diseases. Similar violence, including letterbombs, has been used in UK, Canada & Australia.

Violence by extreme activist groups is on the rise, including attacks on homosexuals, damage to synagogues & churches, bombing of gov't facilities & murder of physicians who perform abortions.

- **If your org'n is a possible target** – and almost any org'n can be – one issue anticipation source is Southern Poverty Law Center (splcenter.org) which offers data on reported incidents & how-to handbooks like "Responding to Hate at School" & "10 Ways to Fight Hate"
- SPLC data show that every day 8 blacks, 3 whites, 3 gays, 2 Jews & 1 Latino become hate crime victims!
- **For dealing with workplace violence**, like last week's Honolulu & Seattle killings, see [pr 8/16 & 3/6/95](#).

## MEASURING REPUTATION: ANOTHER VIEWPOINT

[pr](#) said 10/18 the new Reputation Quotient method designed by NYU's Charles Fombrun seemed "far superior to the Fortune rankings." Senior practitioner Ward White, vp-pr, Northwestern Mutual Life Insurance, who holds a PhD, wonders. "I think I could make the case that the Fortune rankings are done by those who know the company far better than any other ... namely, its competitors primarily ... and security analysts & credit analysts who follow the company.

- My argument, then, would be that the Fortune rankings are a far more accurate representation of reality than rankings of those much less knowledgeable
- Of course, if the goal is not accurate representation of reality ... but something else, such as what companies are most popular among the public at large ... then Fombrun's methodology may have some use. His selection of criteria (corporate appeal, etc.) & the relative weight of each individual criterion certainly will be challenged by many

**Fombrun's methodology is essentially a measurement of advertising & media relations effectiveness.** Using this methodology, I betcha DePaul or Notre Dame or any other school excelling in sports would come out as having a far superior reputation as an educational institution than Williams or Colby or Amherst ... or Dartmouth or Brown for that matter. I think corporate reputation is something quite different.

## PR CLASH TO WATCH: WTO v. INT'L FORUM ON GLOBALIZATION

When 134 nations gather at the World Trade Org'n meeting in Seattle Nov 29 – with intense media coverage as they try to determine global commercial rules – a coalition of groups opposed to the way WTO operates will put on a series of events & press conferences showing the dangers of "unchecked capitalism." They'll operate from the large First Methodist Church 2 blocks away from the WTO site.

- **This will be the largest trade meeting ever** – & for the first time financed partly by corporate money (including Boeing & Microsoft) as well as gov't funds; critics say this is the same as contributions to candidates, or lobbying money
- **International biz interests want the meeting to expand free trade** beyond NAFTA & the other regional agreements now in place
- **Forum on Globalization claims free trade is being used** to overturn consumer, health, worker safety & environmental standards; US gov't's opposition to allegedly unsafe Mexican trucks crossing the border under NAFTA is an example of the challenges of making free trade work