

Ten Rules For The Practice Of Public Relations In The New Century

by Bart J. Mindszenty, APR

For new PR practitioners and as a reminder to the veterans, here are 10 golden rules to bear in mind as we enter the new millennium (even if technically that's actually a year away).

1. Guard and live your ethics.

Ethics guide us; sound warning bells when something doesn't seem right. Ethics are all about knowing what's right and wrong, and never compromising that knowledge or your reputation.

2. Understand and savor the new "salad society."

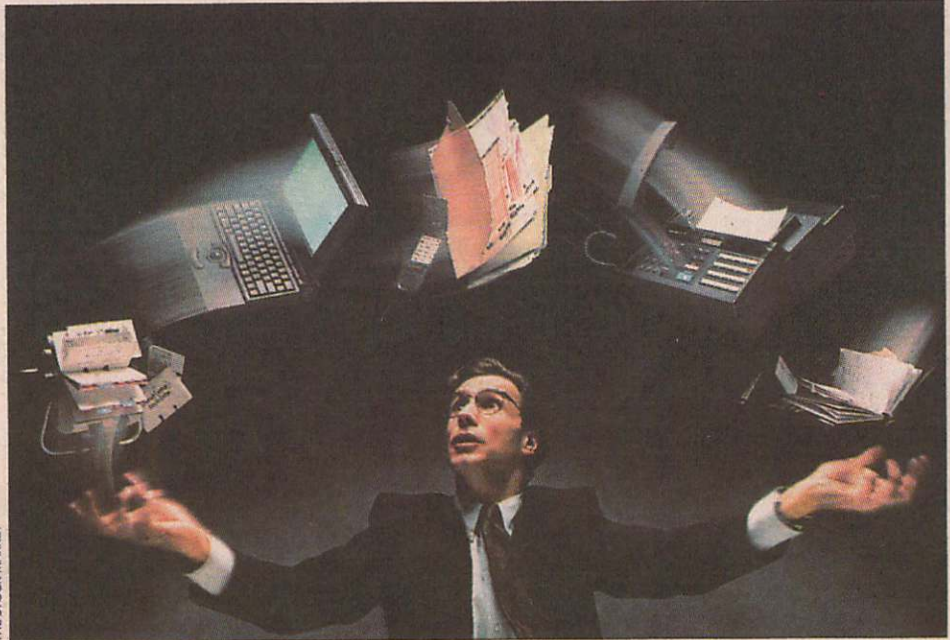
More and more, we live in societies where there is a greater mix of people representing various cultures, colors and creeds. We are becoming salad societies: living in nations where dozens of heritages coexist. It's important to understand and work with that reality in everything we do.

3. Exercise your mind at least three times a week.

Just as it makes good sense to be physically active, we need mental exercise, too. Read, watch, study and learn what's evolving as issues and answers; be aware of what's happening in the business of public relations. A mental workout is critical to staying sharp and knowing what's really going on.

4. Don't stop thinking about tomorrow.

It's important to know what has



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happened for perspective and context, but it's even more important to look ahead and understand what's going to happen. By spending more time looking forward than behind, we can do a better job anticipating and preparing for issues, challenges and opportunities that lie ahead.

5. Conduct a reality check on a regular basis.

Sometimes, we get set in a mode of thinking or behavior that's unrealistic or even counterproductive. Make sure you're in touch with the world that is, not the one that you

lived in last month.

6. Don't fight change; adapt.

We've been talking about and living with accelerated change for most of the '90s, and we'll have to keep working our way through continuing change for some years to

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come. Learn to harness it to your advantage, and accept the fact that the pace and range of change will probably accelerate even more.

7. Know how to pivot.

The ability to respond rapidly

has become the expectation. Moving quickly but effectively is a must, so, just like a quarterback in football or a forward in basketball, it's vital to be able to twist, duck and turn with lightning speed.

8. Think small in a big way.

As often as not, budgets are shrinking and expected results are growing. Discover ways to magnify results and compound the impact of your initiatives. Remember, if you can spend less to achieve more, you're always a hero.

9. Embrace technology.

Technology keeps opening new frontiers and presenting new options for how we do things and reach people. Keep on top of new technologies and techniques and learn to apply them to make your work more productive.

10. Be passionate about your work.

Passion is powerful; it pushes you to new heights and opens new horizons. Being passionate about your work lets you reach further and dig deeper, and take great pride in the results you achieve.



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