



NEWS from U.S. Senator Bob Dole

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DOLE URGES BALANCED INDUSTRY COMMUNICATIONS -- PROBLEMS AND ACHIEVEMENT

Washington, D.C. -- In a speech prepared for delivery this afternoon before the Council of Construction Employers, Senator Bob Dole said that recent "changes in the public attitude toward business" requires a similar change in business' methods of informing and communicating with the public -- "a change in the direction of balance."

"Don't stop doing what you are doing now," he told the Council. "Continue to tell the story of your accomplishments" through advertising for example. "But be sure," he added, "to tell the other side, too. Talk about your problems."

Dole explained his call for candor, saying that "your more productive forum is with the public," and adding that "as long as this country retains a representative system, then your impact on public policy is going to be determined by your impact on the public."

Asserting that what the public doesn't know, "hurts you," Dole described what he sees as the only alternatives to the balanced communications strategy he suggests. It will either be continual submission by industry to regulatory pressures forced upon it, or its voluntary acceptance of such controls -- whether they are reasonable or arbitrary -- in order to avoid being branded as insensitive.

Dole referred again to the "climate of public opinion which leads to regulations you may find unacceptable. It is in the marketplace of public opinion, that the ultimate answer to your quandary lies.

"If you take steps to more fully inform the public," he concluded, "then perhaps we can look forward to a period when labor, business and the public -- in a spirit of reasonable, honest give-and-take -- can truly work together in pursuit of the common good and when all parties can truly be said to be voluntary partners in that pursuit."