

WHAT'S WRONG WITH...

TRADE ASSOCIATIONS... INVESTOR RELATIONS... SCIENTIFIC SPONSORSHIP...
REPUTATION MANAGEMENT... CORPORATE SOCIAL RESPONSIBILITY...
INTERNAL COMMUNICATIONS... BUSINESS INTELLIGENCE... OPINION
POLLING... PRESS AGENCIES... MANAGEMENT COMMUNICATIONS...
POLITICAL LOBBYING... ISSUES MANAGEMENT... MEDIA MONITORING...
BRAND MARKETING... INTEGRATED COMMUNICATIONS... MARKET
RESEARCH... CRISIS MANAGEMENT... TREND FORECASTING... NEWSWIRES...

...WHAT'S WRONG WITH THE PR INDUSTRY?

**READ
ON!
IF YOU DARE!!!**

www.corporatewatch.org

www.cartoonkate.co.uk

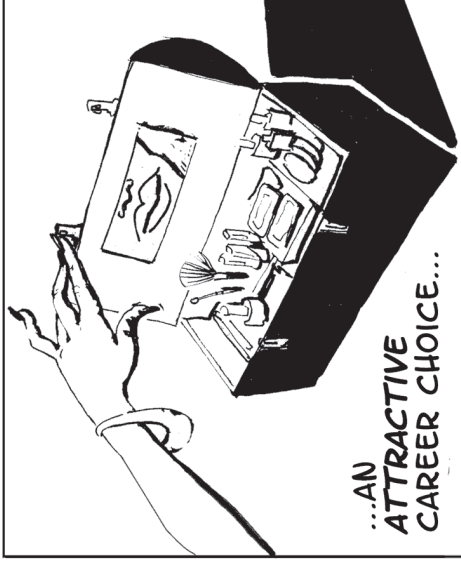
WHAT'S WRONG WITH THE PUBLIC RELATIONS INDUSTRY?



A COMIC BY KATE EVANS AND Corporate Watch

BASED ON THE Corporate Watch REPORT "ALL THE REST IS ADVERTISING..."

PUBLIC RELATIONS.
IT'S A RESPECTABLE
PROFESSION...



...AN
ATTRACTIVE
CAREER CHOICE...

...IT'S ALL ABOUT
COMMUNICATION...



...BEING
MEDIA SAVVY...



SPRUCING UP
A COMPANY'S
IMAGE



AFTER ALL,
WE ALL NEED
A LITTLE
HELP TO
LOOK OUR
BEST!

IN THE CONVENTIONAL ECONOMIC VIEW CORPORATIONS ARE SIMPLY NEUTRAL PROVIDERS OF THE GOODS AND SERVICES THAT PEOPLE WANT. THEY EXIST TO SERVE SOCIETY'S NEEDS (AND MAKE A TIDY PROFIT IN THE PROCESS). THIS VIEW DISMISSES CORPORATE CRIMES AS MERE ACCIDENTS, AT WORST ERRORS OF JUDGEMENT, WHICH WILL ULTIMATELY BE CORRECTED, SINCE MARKET FORCES HAVE EVERYONE'S BEST INTERESTS AT HEART. DON'T THEY?

THERE IS ANOTHER VIEW. IN THIS VIEW, CORPORATIONS HAVE GAINED A POWER OUT OF ALL PROPORTION TO THEIR ORIGINAL PURPOSE; THE SERVANT AND USEFUL GOODS-PROVIDING MACHINE HAS BECOME THE MASTER AND THE ONLY TRUE CITIZEN. THE RIGHTS OF CORPORATIONS DISGUISED AS 'ENCOURAGING FOREIGN INVESTMENT', 'PROMOTING FREE TRADE', 'PROTECTING THE NATIONAL INTEREST' NOW TAKE PRECEDENCE OVER HUMAN RIGHTS, COMMUNITY INTERESTS, AND THE INTERESTS OF THE PLANET ITSELF.

SINCE ITS INCEPTION IN 1996, Corporate Watch HAS BEEN PART OF THE GROWING ANTI-CORPORATE MOVEMENT SPRINGING UP AROUND THE WORLD. WE ARE A RESEARCH GROUP SUPPORTING CAMPAIGNS THAT ARE INCREASINGLY SUCCESSFUL AT FORCING CORPORATIONS TO BACK DOWN FROM ENVIRONMENTALLY DESTRUCTIVE OR SOCIALLY DIVISIVE PROJECTS. WE DRAG THE CORRUPT LINKS BETWEEN BUSINESS AND POWER, ECONOMICS AND POLITICS INTO THE SPOTLIGHT AGAINST THE RESISTANCE OF THE COMPLACENT, CORPORATE-LED MAINSTREAM MEDIA.

Corporate Watch PRODUCES A BI-MONTHLY NEWSLETTER AND BI-WEEKLY ONLINE NEWS UPDATES HIGHLIGHTING CORPORATE CRIME AND SHOWCASING GRASSROOTS RESISTANCE TO CORPORATIONS. WE ALSO PRODUCE IN-DEPTH, CORPORATE-CRITICAL REPORTS FOCUSING ON SPECIFIC ASPECTS OF CORPORATE POWER AND THE MECHANISMS CORPORATIONS USE TO WIELD POWER OVER THE WORLD'S SIX BILLION INHABITANTS AND ITS ECOSYSTEMS. OUR WORK EXPOSES THE FUNDAMENTAL ROLE PLAYED BY CORPORATIONS IN UNDERMINING STRUGGLES FOR SOCIAL AND ECOLOGICAL JUSTICE.

Corporate Watch HAS PRODUCED CUTTING EDGE REPORTS ON, FOR EXAMPLE, CORPORATE TECHNOLOGIES (FROM NANOTECHNOLOGY TO FALSE SOLUTIONS TO CLIMATE CHANGE), THE PR AND NUCLEAR INDUSTRIES, WHAT'S WRONG WITH CSR (CORPORATE SOCIAL RESPONSIBILITY), CORPORATE LAW AND STRUCTURES, AND THE IMPACT OF CORPORATE-CONTROL OF OUR FOOD FROM FARM TO FORK.

ALL OUR REPORTS AND ARCHIVED MATERIAL CAN BE FOUND ON THE CORPORATE WATCH WEBSITE

WWW.CorporateWatch.org

CONTACT@CorporateWatch.org

Corporate Watch WORKERS' CO-OPERATIVE

INFORMATION IS POWER.

WHAT IF ONE COMPANY SET
OUT TO DOCUMENT EVERY
MENTION MADE BY EVERY MP
ON ANY SUBJECT...

...IT MONITORS THE AIRWAVES,
AND SCOURS THE PRESS, TO
ANALYSE AND REPORT ITS
CONTENT...

...IT LOGS EVERY PARLIAMEN-
TARIAN, EDITOR AND JOURNAL-
IST OF NOTE, PROFILING THEIR
HISTORIES, INTERESTS,
HOBBIES, FAMILIES AND
CONTACT DETAILS...

...AND IT MAKES IT ALL
AVAILABLE TO ITS CLIENTS IN
A CROSS-REFERENCED,
SEARCHABLE
DATABASE...

...EMAIL-MERGE
FACILITIES MEAN
THAT TARGETED
MESSAGES CAN BE
SENT OUT TO A THOUSAND
RECEPTIVE INBOXES WITH A
SINGLE 'PING'.

THIS COMPANY EXISTS.

IT IS A PR FIRM.

THEY SAY OUR DEMOCRACY DEPENDS
UPON THE NOTION OF FREE ASSOCIATION,
A FREE PRESS, AND A PARLIAMENT THAT
REPRESENTS THE INTERESTS OF ITS
ELECTORATE...

...SO CAN YOU SEE WHAT'S WRONG WITH THE
PR INDUSTRY?

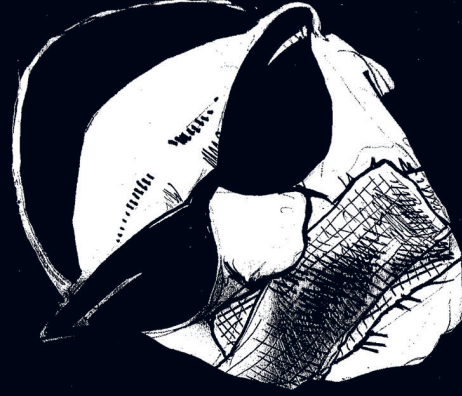
BUT PR WILL STOP
AT NOTHING TO
KEEP A CLIENT
LOOKING
GOOD.



...COVERING UP
INDUSTRIAL
ACCIDENTS...



...CENSORSHIP.



IT'S ABOUT
CONCEALING
CORPORATE
MALPRACTICE...



...SMEAR CAMPAIGNS...



THE PR INDUSTRY
CALLS IT
'DAMAGE LIMITATION'.
YOU COULD CALL IT
LIES.



PR LOVE THE MEDIA
BECAUSE THE PUBLIC
TRUST NEWS REPORTS
AND REVIEWS

IT MUST BE
TRUE. I READ IT
IN THE PAPER.



...IN OUR AGE OF INSTANT INFO-
TAINMENT, JOURNALISTS FACE
INCREASING WORKLOADS AND
DECREASING DEADLINES.
THEY CHURN OUT PR
GENERATED 'NEWS
CONTENT' WITHOUT
THE TIME OR
RESOURCES
TO CHECK
THE
'FACTS'.

IT MUST BE TRUE.
I READ IT IN THE
PRESS RELEASE.



IT HAS BEEN
ESTIMATED THAT
BETWEEN 50% AND
80% OF THE STORIES
IN THE NEWS COME
VIA PR PRESS
DEPARTMENTS

The headlines tonight.
Smiley's crisps are now
available in a new
exciting flavour

THERE'S NOTHING TO
STOP MPS WORKING
FOR INDUSTRY, SO
THEY DO.

IN 1995, 26 MPS TOOK
'CONSULTANCIES' WITH
PR AGENCIES, AND A
FURTHER 142 WERE PAID
BY CORPORATIONS OR
TRADE ASSOCIATIONS.

ALMOST 70% HAD
SOME SORT OF
FINANCIAL
ARRANGEMENT
WITH AN OUTSIDE
BODY, IN EXCHANGE
FOR ACCESS TO
POWER.

AND THESE DAYS, THERE'S
NOTHING TO STOP INDUSTRY
WORKING IN GOVERNMENT.

THE LIGHTS ARE ON
BUT YOU'RE NOT HOME
YOUR MIND IS NOT YOUR OWN...

...CLOSER TO THE TRUTH TO SAY, WE CAN'T GET ENOUGH..
WE'RE GONNA HAVE TO FACE IT
WE'RE ADDICTED TO CASH!



HUNDREDS OF CORPORATE
REPRESENTATIVES WORK, FOR
FREE, AT THE DEPARTMENT
FOR BUSINESS, ENTERPRISE
AND REGULATORY REFORM.

B.E.R.R IS CAGEY ABOUT WHAT
ITS INDUSTRY SECONDEES DO
ALL DAY. PRESUMABLY,
THEY WRITE THEIR OWN
LEGISLATION.

BUT HEY, WHO CARES ABOUT MANIPULATING PUBLIC OPINION? WHY NOT CUT STRAIGHT TO THE PLACE WHERE THE DECISIONS ARE ALL BEING MADE?

LOBBYING GOVERNMENT RELATIONS PUBLIC AFFAIRS

IT SOUNDS
INNOCUOUS.

IT'S NOT.

PR FIRMS RECRUIT
EX-CIVIL SERVANTS
OR POLITICAL
PARTY ACTIVISTS.
PEOPLE WITH THE
SOCIAL
CONTACTS
TO GET
THEIR
MESSAGE
ACROSS.

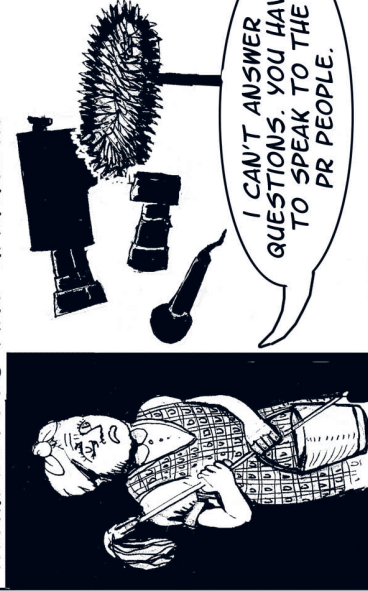
THEY WORK FOR FREE FOR MPS,
RESEARCHING SUBJECTS,
DRAFTING SPEECHES,
ASSISTING
PARLIAMENTARY
COMMITTEES,
EVEN WRITING
PARLIAMENTARY
REPORTS.

THERE'S NO WAY OF
KNOWING HOW MANY
CORPORATE ACTIVISTS
PASS THROUGH THE
REVOLVING DOORS OF
THE PALACE OF
WESTMINSTER,
BUT WE DO KNOW
THAT THEIR
INFLUENCE IS
FELT UP TO THE
HIGHEST LEVELS
OF GOVERNMENT.



BUT WHEN BAD NEWS THREATENS A CLIENT,
PR DEPARTMENTS ENSURE THAT THE
MEDIA IS STRUCK COMPLETELY DUMB...

...EMPLOYEES ARE GAGGED...



...PAPERS
ARE THREATENED...

SPIKE THAT...



...JOURNALISTS ARE "PERSUADED".

IF THE STORY EVER MAKES IT
INTO THE PRESS, PR STEPS
IN TO CONFUSE THE FACTS
AND DERAIL THE DEBATE.

*There is no scientific
consensus on this issue
as our "experts", Dr Ivor
Addabung and Major
Corporate-Sponsor,
can prove.*

"50% OF THE
JOB IS KEEPING
THE STUFF OUT OF
THE PRESS" - TIM
BLYTHE, DIRECTOR
OF CORPORATE
AFFAIRS AT
WHSMITH



PR IS ABOUT PROMOTING THE CORPORATE AGENDA:

ONE COMPANY, ACTING ALONE, CAN ONLY DO SO MUCH TO PROMOTE ITS PRODUCT.



THE OIL AND GAS FEDERATION. MUCH MORE IMPRESSIVE.



WHEREAS A GROUP OF BUSINESSES CAN MAKE THEIR MESSAGE MORE POWERFUL.

ESPECIALLY IF THEY BUY UP AN 'INDEPENDENT' THINK TANK TO DO THEIR TALKING FOR THEM...

THE ENERGY 2050 GROUP. YOU SOUND IMPARTIAL.



The Real Causes of Global Warming: Planetary Alignments and Little Green Men from Mars

...WHO THEN FUND 'SCIENTIFIC' REPORTS.



PR FIRMS CAN EVEN MANUFACTURE 'GRASSROOTS' POLITICAL CAMPAIGNS.



OF COURSE, GENUINE PUBLIC PROTEST OFTEN THREATENS A COMPANY'S IMAGE. AT THIS POINT, PR TAKES DIRECT ACTION...

OF COURSE, WE RECOGNISE YOUR DEMOCRATIC RIGHT TO STATE YOUR VIEWS. WE SIMPLY WANT TO ENGAGE YOU IN A STAKEHOLDER DIALOGUE ABOUT THIS CONTENTIOUS ISSUE, WHERE WE WOV YOU WITH OUR SLICK ARGUMENTS AND FREE LUNCHES, AND SUBTLY REDEFINE THE TERMS OF THE DEBATE...

OK

MAYBE

NO WAY!



...AND WE KNOW THAT YOU DON'T WANT TO BE ASSOCIATED WITH WEIRDO CRAZY EXTREMISTS LIKE HIM OVER THERE.



PR FIRMS INFILTRATE ACTIVIST GROUPS. THEY CONDUCT SMEAR CAMPAIGNS AGAINST CORPORATE CRITICS. THEY HAVE EVEN BEEN ASSOCIATED WITH BURGLARY AND INTIMIDATION OF THOSE PERCEIVED TO BE A THORN IN A COMPANY'S SIDE.