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# Got PR?

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This month I focus on two historic events: the Occupy movement sweeping the U.S. and the world, and the death of Apple founder, technology innovator and visionary businessman Steve Jobs.

I also include some photos from the recent expedition my wife and I took last month along the historic Dalmatian Coast of the Adriatic Sea from Croatia to Greece. I mentioned this trip to many of you so I wanted to share photos of this incredible trip. I include a URL to view 300+ of my "best shots" from the trip.

The Occupy movement I think is unprecedented in our history. First, we're not seeing isolated protests in certain areas of the country. There are 100+ demonstrations throughout the U.S. and abroad that show few signs of disbanding. Occupy is also unique in its genesis, driven by dissatisfaction in how our system of government is working and the growing cavernous economic inequality between the "haves" and the "have-nots." In the past, people have rallied against more transitory issues, like unpopular foreign wars (e.g., Vietnam) and the early stages of the civil rights movement.

And yet, for all the obvious signals that the Occupy message is valid and all the media coverage the movement has received, it has done nothing so far to change the behavior in Washington or on Wall Street. I expect that will change as next year's presidential election heats up.

Steve Jobs was always an innovator. But his true genius showed after his return to Apple in 1996. That's when he changed forever the way people communicate, access and share content of all types by making technology mobile and so very easy to use.

I'm enjoying our glorious fall weather here in New England and hope you are too. It'll be winter before we know it, but I find snow to be exhilarating too...once it's off my driveway that is.

## 'Occupy' message rings clear but is falling on deaf ears

There are demonstrations inspired by the original Occupy Wall Street protest in more than 100 U.S. cities, including Boston, and in many other countries. Fueled in part by flash mob aggregation made possible by the limitless reach of social media, hundreds of thousands of people are involved worldwide in an unprecedented public outcry against the extreme concentration of wealth among the elite individuals and organizations at the top the income scale.

U.S. protesters refer to themselves as the "99 percent," to dramatize the inequity of the top 1% of Americans allegedly controlling 24% of all income. Another statistic cited to dramatize the disproportionate distribution of wealth in America is that the 400 richest Americans possess more wealth than half of all Americans combined.

The mainstream print and broadcast media have provided appropriate and mostly balanced coverage. But I'm amazed that our top political leaders are not talking about the issues at the core of the movement with any renewed sense of urgency.

President Obama has referenced the Occupy movement in some speeches, but I haven't heard the Republican leadership say anything on the topic. In fact, there was not a single mention of Occupy during the Oct. 18 televised debate among the Republican presidential candidates (at least not in the first 75 minutes of the debate, when I switched off the TV).



**Occupy Boston protesters, like their comrades in scores of cities across the U.S., are speaking out against what they feel are unjust business practices that favor large corporations and wealthy individuals while ignoring the financial crisis affecting the vast majority of ordinary Americans.**

Widespread protests and marches are nothing new in America. Examples include the civil rights movement of the 1960s and the Vietnam War in the 1970s. While those active demonstrations spanned many months, local protests generally took place on a given day or over a brief number of days. Mostly they were nonviolent but of course there were injuries and fatalities involved.

The Occupy movement is unique in that the events are encampments – tent cities – involving  
*"Occupy" (cont.)*

## Steve Jobs knew PR as well consumer marketing

Much already has been written about Steve Jobs – his marketing genius, his control of public relations, his ability to skillfully meld the products he created with a pent-up consumer demand for those products (or so we thought once his products were released).

That was the brilliance of Jobs. To paraphrase something he once said, "It isn't up to consumers to know what they want. It's up to us to tell them."

Steven Jobs was one of those transformative inventors who comes along once every few generations. Perhaps it is a testament to how much he touched so many that – as President Barack Obama commented – so many learned of Jobs' passing on a device he had invented.

He also was also a public relations and market-

ing mastermind. His retail success came from creating powerful products backed by the buzz that made people feel they must have those devices. Apple's iMac, iPod, iPad and iPhones wowed audiences when revealed in grand on-stage debuts – with Jobs as the emcee. Journalists were awed, and their articles reflected their amazement.



Apple didn't need "traditional" consumer electronics marketing. The company consistently avoids major announcement hubs like the Consumer Electronics Show. Jobs launched the hype – and sustained it. By developing one-of-a-kind products with unique messages to match, marrying art and technology in a way we've never seen before, Jobs dominated the technology industry – and marketing and PR as well. Who knows when, or if, we'll see his equal again.

## A glimpse at ancient history can help explain the present and point to the future

My wife and I spent two weeks in September on a 175-ft. sailboat with 38 other passengers touring Croatia southwards along the Dalmatian coast of the Adriatic Sea to Greece. We also stopped in Montenegro and Albania. We spent two more days in Athens off the boat with a much smaller group.

The experience taught me that Americans need to see the world to appreciate what we have here, but also that we can learn a lot from the rest of the world.

1. Cocktails on our ship, The Panorama.
2. Folk dancers in Tirana, Albania.
3. At night in Athens, the Acropolis and Parthenon are bathed in light.
4. Traditional sword dance, Korcula, Croatia.
5. St. Jacques Cathedral, Sibenik, Croatia
6. Waterfall cascade, Krka National Park, Croatia
7. One of 700,000+ bunkers built during Communist rule in Albania. Most are still in place though long abandoned.
8. Ancient ruins at Delphi, Greece.



You can view 300+ of my "best shots" from the trip here (no spaces!): [https://pcasaweb.google.com/103614590947513017932CroatiaGreece\\_BradleyPhotos?authkey=Gv1sRgCKLI-dT4\\_6JGg](https://pcasaweb.google.com/103614590947513017932CroatiaGreece_BradleyPhotos?authkey=Gv1sRgCKLI-dT4_6JGg) If you prefer an email link let me know and I'll send it.

### Occupy (cont).

hundreds of participants as opposed to the gather-march-disband nature of previous demonstrations. And while the civil rights and Vietnam War protests had clearly defined and highly visible leaders, such as Martin Luther King and John Kerry, respectively, no individual or group has emerged as a unifying organizer or leader of the Occupy movement.

This leads some to conclude that the "occupants" are vague on their messaging and lack specific objectives or outcomes from their protests. That's utter nonsense.

I think the Occupy movement is the natural outgrowth of the Great Recession and of the presumably well-intentioned yet clearly ineffective economic reforms that have attempted to put people back to work and restore lost income and investment equity. Borrowing a phrase from 1976's "Network" movie, people have become mad as hell and they're not going to take it anymore.

Three years after the Wall Street and sub-prime meltdowns, average Americans really are no better off. Yet banks and other financial institutions (public and private) --

whose reckless conduct caused the crisis yet benefited from TARP and other bail-outs -- are doing quite well by comparison; just look at the income distribution numbers.

So to me it's no surprise that Occupy appeals to those who have not seen their situations markedly improve -- maybe 99% of us indeed -- mostly through no fault of their own. This includes the long-term un- and under-employed, recent college grads who find precious few job opportunities, homeowners who've faced foreclosure or are on the cusp. They are taking to the streets to voice their anger over the ongoing saga of the rich getting richer while the rest of us seem to be forgotten.

That's a well-worn story line in our capitalistic society. Why should someone feel like they've done something wrong just because they've been successful in life, and become rich? Isn't that the idea? Isn't that the fundamental promise of the American Dream? Work hard, believe in yourself and, barring really bad decision making, have a chance of being financially secure or even wealthy? Yes, that's the road map and it's defined America as the land of opportunity for generations.

And yet Occupy's in-your-face public display of anger with the status quo is largely a media event. Now Zuccotti Park in Manhattan, ground zero of Occupy Wall Street, has become a tourist attraction. Visitors want to have their pictures taken in this environment...and protesters are responding by selling T-shirts, buttons and other souvenirs. Hey, any way to make a buck, I guess.

Maybe the Arab Spring and ongoing demonstrations in Greece, France, Italy and other countries facing serious economic issues has made us immune to public protests at home. Those events were marked by extreme violence, which so far has thankfully not taken place in the Occupy movement.

But it's still business as usual in Washington and corporate America, despite the camp-outs. The Occupy Wall Street participants have no chance of getting anywhere near the New York Stock Exchange, and they know it. Doesn't matter. Leaders of both political parties continue to blame each other for the policies and outcomes that have created the Occupy movement.

What will it take for anything to change in this country? Next year's presidential election will provide some answers.