

5. In 50 yrs, ratio of people over 65 to people 18-64 will be almost 3 times as great as it was in 1950.

6. Median income of elderly persons had a higher percentage increase over the last 2 decades than the median income of the younger adult population.

7. Despite this improvement, about 1 of 7 Americans over 65 lives in poverty.

8. Elderly women are almost twice as likely as elderly men to be poor; half of elderly widowed black women live in poverty.

9. About 8 in 10 persons 65 & over now describe their health as "good" or "excellent," compared with others of their own age.

10. Elderly men are most likely to be married while elderly women are most likely to be widowed.

11. Number of elderly women living alone has doubled in the last 15 yrs.

12. During the last decade, number of elderly persons living in central cities has declined, while the number living in suburbs & small towns has increased.

13. Half of those 65 & over who work now do so on a part-time basis as compared with a third 20 yrs ago.

FINALLY...USER-FRIENDLY SOFTWARE FROM CALIFORNIA'S SILICON VALLEY

Banger, a foam-headed mallet with a soft plastic handle. Problems such as "out of memory," "syntax error," "fatal error," or "system down" can be handled by a simple (or savage) whack.

While the Bit Banger is a humorous item, there's a deeper meaning to its evolution. "I began research into ergonomics -- the study of how machines affect humans. The use of computers & video display terminals is directly associated with tremendous anxiety, frustration & even physical disorders. Striking a computer at a moment of frustration can release that frustration and allow the operator a chance to try again with a fresh psychological outlook. Thus, the Bit Banger was born," explains Debbie Grosshandler, inventor & pres, Bits & P.C.'s. (\$14.95 from 1850 Union St, #490, SF 94123)

"While America and the rest of the world are today an aging society, the rate of change will be an uneven one. Essentially, we will enjoy a period for the next 30 years when there will be sustained but undramatic growth in the elderly population. But then, in 2010, there will come a remarkable surge in the numbers of older persons as the post-war baby boom matures.

"In less than 30 years, an aging society will be upon us, whether we have prepared for it or not. If we anticipate and plan for this momentous social event now, individuals & families can still adjust their own expectations and plan for their futures. The foreseeably great magnitude of these events challenges our capacity to adapt public policy far enough in advance to be successful and set the overall context for the decisions made today regarding the aged and aging in America."

14. In the 1980 election, one-third of Americans who voted were 55 or older; 70% of those 55-74 voted.

(\$3.50 from US Dep't of Commerce, Bureau of Census, Wash DC 20233)

It's designed for external use only -- to strike computers...repeatedly...for fun. And for the operator's emotional well-being. It's the Bit

WHAT CAN PRACTITIONERS LEARN FROM BEHAVIOR MODIFICATION EVENT LIKE "GREAT AMERICAN SMOKEOUT"? ABOVE ALL, MAKE IT FUN; SECONDLY, GET FRIENDLY PEER REINFORCEMENT; & NEVER RIDICULE

When nearly 20 million people do anything together in response to a public relations campaign, that's spectacular success. When they act out or practice behavior changes under the approving eye of families, peers, public officials & celebrities, the chances of adopting the modified behavior are enhanced. American Cancer Society's November 17th "Great American Smokeout" to "take a day off from smoking" employs these strategies:

1. Look beyond awareness & education to actual behavior. Studies indicate we remember 20% of what we read or hear; 30% of what we see; but 90% of what we do.

2. Set realistic goals, not idealistic ones that overlook human nature. Smokeout asks smokers to quit for just one day, 24 hrs.

3. Make it fun. "Good times are the order of the day," said ACS promotional materials. Activities are designed to amuse & lift the spirits of participants. Among other benefits -- such as removing resistance to take part -- this helps keep their minds off cigarettes.

4. Provide highly visible leadership. Mayors & community leaders everywhere who are smokers made public pledges to stop, accompanied by embarrassing punishments for failure -- like pulling a political opponent in a rickshaw ride around city hall. Participation of smokers in this way lends credibility to the social acceptability of not smoking.

5. Work for group reinforcement. One Lions Club helped members quit by doing it as a group, including a no-smoking rule at the meeting that day. Others pair up for reinforcement. ACS pushed an "Adopt A Smoker" plan by which nonsmokers adopt smokers & help them thru the day. "Adoption papers" add a touch of humor. Many companies & schools attempt to create conducive workplace environments for those who wish to participate.

Among fun-for-all events were:  
a) special races where smokers could "run their butts off," b) mock trials putting cigarettes on the stand, c) cigarette burial services, d) free lunches featuring "cold turkey," e) Jail-A-Thons in which dollars are contributed to bail out prominent locals who smoke (or higher amounts to not bail them out), f) sale of a No-Smoking Calendar (with monthly entries like "I sure wish I could quit smoking -- Joan of Arc") for \$5.95 by Jim Browder, P.O. Box 16665-N, Fort Worth, Texas 76133.

6. Provide credible support mechanisms for faltering willpower. Hotlines & crisis centers were quickly & easily accessible. Psychiatrists put taped messages on a nationwide hotline, including advice like "instead of saying to yourself 'I will not smoke' say 'smoking is a poison.'"

7. Try to keep the self-righteous from ridiculing. Pledge cards & stickers announcing "it ain't easy but I'm trying" were available to help participants fend off snide remarks -- most likely from nonsmokers. A humorous column by Dave Barry (a recent quitter) addressed to "those of you who have never smoked" concluded, "My advice to you is to shut up."

8. Use event to make the case. One theme this year was recent discovery in California & Washington that lung cancer is surpassing breast cancer as the leading cancer killer of women. A California health official said, "There is absolutely no doubt that smoking causes lung cancer," and called cigarettes "a product which kills but has no product liability."

SURVEY REPORTS PUBLIC EXPECTATIONS OF COLLEGES; SEVERAL HAVE IMPLICATIONS FOR ALL ORGANIZATIONS

Public schools are a front-running national issue. But in terms of public's desire

for increased federal spending, higher education ranks even stronger. It is 2nd only to medicine, reveals study by Group Attitudes Corp. Telephone interviews with a random sample of 1,299 adult Americans elicited these attitudes toward higher education:

A. 13 activities currently receiving aid were rated according to need for increased spending. Support, in descending order, went to 1) medical care for the aging (71.3%), 2) medical research (69.4%), 3) needy college students (63.2%), 4) higher education (62.1%), 5) elementary & secondary education, 6) energy research & development, 7) cleaning up the environment, 8) agriculture, 9) social welfare programs, 10) nat'l school lunch programs, 11) space program, 12) highways & transportation, 13) national defense.

B. Teaching (90.9%) & research (80.5%) are still rated the 2 most important purposes of a college. But a third purpose, long pushed by campus pr officers -- public service -- is growing in importance. 62.1% rate it "very important." This is a sharp increase over last year's 39.2% rating.

C. 25% of all Americans -- no matter what their current level of education -- "intend" or "hope to" complete additional schooling.

D. 4 of 5 are convinced that costs are climbing so fast that college will be out of reach for the average person. 68.1% are unable to afford tuition now without low-interest loans or grants.

E. 68.1% think the quality of higher education in the US is good or excellent -- down from last year's 72.5%. But 36% believe the quality is improving.

F. Americans view higher education as a means to very specific ends, rather than for broadening one's outlook on life. This trend, identified last year, is gaining support. Public is for a shift in the curriculum toward high-technology, even if this comes at the expense of the liberal arts & the humanities.

(\$35 from GAC, 420 Lexington Ave, NYC 10017; 212/210-8840)

"ROUTE TO THE TOP" DATA SHOWS PREVIOUS EMPHASIS ON FINANCIAL BACKGROUND GIVES WAY TO CEOs WITH TECHNICAL EXPERTISE

CEOs are rising more frequently from the ranks of "doers" (technical, marketing/sales, operations & production types) than from "non-doers" (financial, administration & legal types). "Route to the top" data comes from a

Forbes survey of 511 CEOs' career back-grounds.

"In the many industries where the factors of production -- capital & labor -- have become globalized and fairly homogeneous, technological advantage is becoming a

|                             | ROUTE TO THE TOP BY FUNCTION |       |       |       |       | Newly Appointed In 1982 |
|-----------------------------|------------------------------|-------|-------|-------|-------|-------------------------|
|                             | 1978                         | 1979  | 1980  | 1981  | 1982  |                         |
| Sample Totals               | 634                          | 614   | 607   | 581   | 511   | 67                      |
| <u>Functional Specialty</u> |                              |       |       |       |       |                         |
| Finance                     | 23.3%                        | 23.1% | 22.1% | 20.5% | 18.4% | 13.4%                   |
| Administration              | 20.5                         | 20.2  | 18.6  | 18.6  | 16.4  | 19.4                    |
| Technical                   | 12.1                         | 12.7  | 15.1  | 15.0  | 18.8  | 25.4                    |
| Legal                       | 15.5                         | 15.3  | 14.7  | 14.8  | 13.1  | 6.0                     |
| Marketing/Sales             | 15.0                         | 14.2  | 14.0  | 14.8  | 17.0  | 25.4                    |
| Operations                  | 9.3                          | 10.1  | 12.2  | 13.4  | 13.7  | 10.4                    |
| Production                  | 4.3                          | 4.4   | 3.3   | 2.9   | 2.6   | 0                       |

-- Management Practice's analysis of Forbes data

major element of success. So, too, is marketing, which probably accounts for the increasing numbers of corporations captained by marketing/sales executives," says a Management Practice article. Changing corporate climate bodes well for the pr function -- also among the "doer" ranks.

AGING POPULATION BECOMING MAJOR PUBLIC: IS YOUR ORGANIZATION PREPARED? HERE'S DATA

A trend that is gradually changing many perceptions is our aging society. For example, the 18-49 age group has

long been accepted by marketers as the most desirable target audience for most products & services. This makes it tough on the media who attract an older crowd. To debunk this belief, 9 NYC radio stations formed a group called the 35-64 Committee. They came up with a presentation entitled "35-64: The New Growth Market" that begins "We are a middle-aged nation, aging gracefully." One statistic they use to convince marketers shows the 55-64 set has the highest per capita household income -- \$10,111.

The number of elderly persons has grown and, for the next 50 years, will continue to grow more rapidly than the total population, says a Bureau of Census report, America in Transition: An Aging Society. It develops a profile of the demographic, social & economic circumstances of older Americans. Highlights from the report include:

1. 65 and over age group grew twice as fast as the rest of the population in the last 2 decades.

3. Death rates of the elderly, especially women, fell considerably over the last 40 yrs.

2. 85 and over group is growing especially rapidly, up 165% from 1960 to 1982.

4. Ratio of elderly to those under 65 will probably be 1 to 5 in 1990 and 1 to 3 in 2025.