

BARRIERS TO EFFECTIVENESS
IN INTERNAL COMMUNICATIONS

"It's too easy for company publications to get fat & lazy. Having an advisory board keeps us on our toes," John Budd Jr, vp-external rels, Emhart, told prr. In its 2nd year, Emhart's advisory board consists of 3 outside journalists who serve for 1 year, critique company's internal publications quarterly.

Last year's advisory board was asked by Emhart to rate organizational pub'ns in general. The 3 journalists gave these responses:

1. Jonathan Hunt, former deputy biz editor of The Observer of London said, "Employees identify with real life, not the squeaky-clean Mary Poppins world concocted in many company newspapers. They widen the gap between management & the worker."
2. Charles Morse, political columnist for The Hartford Courant, assailed "the party line function of the house organ."
3. James Porterfield, former AP editor, said too often editors deal in factoids -- "a statement that sounds like a fact, walks & talks like a fact, but is, in fact, not a fact."

All 3 give company pub'ns a low rating. "Unless management itself is firmly & honestly committed to the principles of integrity, and demonstrates this through its actions & policies, the chances are remote that industrial editors can achieve integrity for their publications regardless of how high their own personal journalistic standards may be," says Porterfield.

Bottom line, say the 3, is credibility, the absence of which could sabotage the best meant effort. How to achieve it? 1) Respect for the reader. 2) Total candor. 3) "Editorial integrity, unhampered by sycophancy or paranoid censorship." (Copy of article from Budd, Emhart, 426 Colt Highway, Farmington, Ct. 06032; 203/678-3204)

PUBLICATION OF INTEREST TO PRACTITIONERS

¶New guide explains use of trade shows as effective marketing tool. 24-pg booklet, "Trade Shows In Black & White: A Guide For Marketers," explains the function of a trade show, when to consider participating, how to use it effectively, how to follow up on leads to increase success. Trade show's role in the marketing process is evaluated. Criterion & advantages for participating is included. Advice on planning is offered. Charts, illustrations & tips help set show objectives. How to design, measure, locate & run an exhibit booth and budget for all related costs are explained. Includes a resource list for further info. (\$8.50 from The Trade Show Bureau, 8 Beach Rd, East Orleans, Mass. 02643; 617/240-0177)

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Medical Marketing Inc. (Winter Park, Fla), a pr firm that works with private-practice physicians only, wins US Small Business Administration 1986 Innovation Award.

ELECTED. IABC's 1986-87 board of dirs: chrm, Robert Berzok (ass't dir corp comms, Union Carbide, Danbury, Ct.);

chrm-elect, Jean Cormier (sr vp, corp afrs, BC Resources Investment Corp, Vancouver); 4 dirs-at-large, William Norman (supvr, employee comms, Salt River Project, Phoenix), Sharon Paul (vp, Abitibi-Price, Toronto), Mary Riedel (promo mgr, Newspapers Inc, Milwaukee), Vicci Rodgers (mgr, employee comm, Borg-Warner, Chi).

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"ELDERCARE" IS FAST BECOMING A BOTTOM-LINE BUSINESS CONCERN
SAYS CONFERENCE BOARD; ANOTHER KEY ASSIGNMENT FOR PUBLIC RELATIONS
WILL BE PREPARING FOR THE FIRST 4-GENERATION SOCIETY IN HISTORY

Because it now affects so many execs & employees who must care for elderly relatives, "company support for eldercare is likely to become the new, pioneering benefit of the 1990s," says Dana Friedman, sr research assoc. Work time spent on phones conferring with doctors & care agencies (most are only open 9-5), plus emotional strain & physical demands, take their toll. Productivity suffers.

America is approaching the dawn of the first 4-generation society in the history of the world, according to Joseph Califano Jr, former Sec'y of Health, Education & Welfare. Phenomenon poses critical challenges for healthcare systems. "In the first half of the next century, it will be common for 2 generations of the same family to be on medicare, on social security, in retirement and in hospitals. We have to get ready for that," he predicts.

Driving the biz interest, according to Friedman: "Senior-level decisionmakers are more likely to be caring for elderly parents than for preschoolers. Since the more affluent tend to live longer, it is the parents of the affluent decisionmakers who are in the 85 and over groups ultimately requiring long-term care. As that trauma affects the very top of the corporate ladder, solutions may follow for others throughout the organization."

Research shows extent of the problem:

¶Travelers Corp found 1 of 5 of its employees over the age of 30 provides some care to an elderly parent. They have been providing care for an average of 5 1/2 yrs, spending about 10 hrs/week at it. 8% spend 35+ hrs/week. 30% provide financial assistance; 40% manage their parents' finances. 20% have elderly parents living with them; 15% have parents in nursing homes. 35% live a distance from their elderly parents -- adding logistic difficulty & guilt.

¶Absenteeism, lateness & use of unscheduled days off were mentioned as problems by corporate members of NY Business Group on Health. 2/3rds report excessive phone use by employees with elderly relatives. 3/5ths note excessive stress & physical complaints. Half report decreases in productivity & work quality.

¶A Philadelphia study of 150 families found 28% of nonworking women had quit their jobs to care for their mothers. 26% of employed women had considered stopping work for the same reason.

¶People caring for elderly relatives are 3 times more likely than the relatives to report symptoms of depression, according to a UMichigan School of Nursing study.



¶33% of those caring for relatives with Alzheimer's disease use prescription drugs to cope with depression, tension & sleep disorders, compared with 10% for the overall US population, according to a Duke Univ Center on Aging study.

¶By the end of this century there will be 5 million Americans over age 85. About 80% will live outside nursing homes. They are 4 times more likely to require daily care than people between 75 & 85.

Some Resources For Confronting The Problem

1. National Ass'n of Area Agencies on Aging seeks 500 org'ns to participate in a study. With funding from Dep't of Health & Human Services, it will survey the employees' responsibilities to elderly relatives and its effects on their jobs. Only cost to participating org'n is time. "We've already developed the survey instrument, a complete-it-at-home, 1/2 hr questionnaire that identifies the stress employees are experiencing and how that stress impacts on their performance at work," Pam Larson, dir of mbrship svcs, told prr. Employees answer anonymously. From the results, "we produce a report on the needs of the employees -- a cost/benefit comparison for the employer." Survey is conducted by a local Area Agency on Aging. There are 57 in the US -- created by the Older Americans Act passed in '65. Another advantage of participating is employees become familiar with available services they may not otherwise have known about. (600 Maryland Ave. SW, West Wing, Ste.208, Wash DC 20024; 202/484-7520)

2. National Institute on Adult Daycare -- a clearinghouse for adult daycare ctrs -- offers technical assistance materials: a) national standards for daycare programs, b) how-to manual for developing a program, c) comprehensive bibliography. "We're just now finishing a nationwide survey of adult daycare centers. Summary results -- who's being served, costs, staff needs -- will be ready by the end of the month. This is a first for this kind of information," Betty Ransom, coordinator, told prr. Growing need for adult daycare is reflected in the number of centers. "In 1980-81, when the last national directory of centers was published, there were 600. Now there are at least 1,200. It has doubled in the last 6 years!" (600 Maryland Ave. SW, West Wing, Ste.100, Wash DC 20024; 202/479-1200)

3. American Ass'n of Retired Persons has a project called "Caregivers in the Workplace". "We are piloting the project with 8 companies across the country. Based on the information gathered, 4 sets of materials will be available for organizations this September," Angela Heath, prgm specialist, told prr. It's designed so an organization can use 1 or all of the program's 4 parts. These include: 1) Survey of employees to find out how many are caring for elder relatives, what the stresses are, how it affects their jobs and how their jobs affect caregiving. 2) Planning guide for "caregiver fairs" -- events held during lunch hours where employees talk with representatives from local service organizations. 3) 10 1-hr training modules for employees -- any 1 or all can be used, according to employees' needs. 4) Care management guide -- a tool for identifying problems, recommending solutions, listing sources of help in the community. (1909 K St. NW, Wash DC 20049; 202/728-4370)

4. Administration on Aging is in the process of publishing a generic brochure titled "Where to Turn for Help for Older Persons." It can be reprinted with your organization's logo. (More info from Carol Fraser Fisk, Acting Commissioner on Aging, 202/245-0556 or 0724)

GENDER GAP HAS NARROWED IN SALARIES FOR EDUCATION PUBLIC RELATIONS PROS

Survey of CASE members shows, personal & professional characteristics being equal, a man earns 12% more than a woman. Compared to '82 survey figures, the gap has narrowed by nearly 1/2. Four years ago, men earned 20% more than women.

Overall comparison is not as rosy, however. Compared to all men in the field, women are: 1) younger, 2) not as well educated, 3) less experienced, 4) less likely to work in fundraising or managing advancement prgms, 5) more likely to work in periodicals or pub'ns, and, to a lesser extent, in alumni rels & pr/info services, 6) more likely to have title of director or lower, 7) less likely to have titles above director, such as vp, 8) paid less. A man's average salary is \$33,817. That's \$11,582 or 43% more than a woman's. That's a bigger difference than in '82 when women made 37% less than men.

<u>Mean Salary By Primary Responsibility</u>		
<u>Responsibility</u>	<u>Men</u>	<u>Women</u>
Mgmt of advance-		
ment prgms	\$45,921	\$37,558
Gov't rels	40,417	29,583
Fundraising	39,426	27,221
Institutional rels/		
info services	34,158	28,851
Alumni rels	35,122	23,739
Periodicals	28,942	24,083
Publications	28,929	23,081

<u>Mean Salary By Title</u>		
<u>Title</u>	<u>Men</u>	<u>Women</u>
Vice president	\$48,826	\$46,000
Vice chancellor	42,208	36,250
Assoc/ass't vp	45,131	31,500
Executive director	42,167	27,188
Dean, assoc dean	40,650	31,500
Director	36,579	28,343
Assoc director	32,917	28,438
Editor	31,750	24,306
Manager, coordinator	29,306	20,727
Officer	30,972	21,000
Ass't director	24,327	21,157

(More info from CASE, 11 Dupont Circle, Ste.400, Wash DC 20036; 202/328-5900)

WELL-KNOWN POLLSTER CITES 2 NEW POLITICAL TRENDS

"There's a new phenomenon in American politics. People are associating 'bad' policies with only those political parties & individual politicians they don't like," explains Lou Harris.

Another trend involves the prediction by economists that the future growth of the US would be along the Sun Belt. "Their prediction was right in terms of population -- the East & Midwest continue to shrink in population while the South & West experience growth. But not in terms of political support."

Energy rich states like Louisiana, Oklahoma, Texas & others throughout the Sun Belt began experiencing deep trouble. As a result, explains Harris, political conservatism didn't grow in this region as was expected.

"Meanwhile, places like Michigan & Minnesota are experiencing big economic come-backs. But the memories of the deep recession & continuing farm depression have made those people anti-incumbent or anti-Republican. What economists claim is a healthy US economy may be unhealthy for Republicans."