

3. The Right Sport. Is it compatible with your brand or company image? Does it match the interests of the majority of your target audience? Research what sports your targets play, attend & watch on tv.

4. Clear Assignments. Who will be responsible for each aspect of the program -- you or the sports entity you're working with?

5. Contingency Plan & Budget. Necessary because of situations like rain-outs, injuries, etc. Unanticipated opportunities also arise. A contingency budget to maximize these opportunities can make the program even more effective. Have contingency staff identified as well.

6. Evaluation. It is only thru analysis that we learn. Make everyone on the team aware that it's not over until we know what was good or bad about the program and how to exploit the good & correct the bad next time around.

<p>Sports marketing is the subject of 9/1 Ad Age Special Report. Despite tremendous growth, <u>field is only 1/3 filled.</u> Growth areas are in 1) sponsorship of new sports, 2) creative packaging & use of existing sports. Example of the latter is Purolator Courier's contest that recognized the fastest pit crew during the Indy 500. It offered a new angle on an old event.</p>	<p>Most organized sports want sponsors. <u>Ones to watch in terms of sponsorship,</u> according to the article: 1) road rallies, 2) triathlons, 3) dogsled racing, 4) mountaineering, 5) orienteering, 6) boardsailing, 7) cycling, 8) yachting, 9) volleyball. "Because the data are in on who watches & attends which sports, it now is viewed as an effective way to target market."</p>	<p>Simmons Market Research Bureau reports these audience sizes -- people attending at least 1 game in '85:</p> <table border="0"> <tr><td></td><td>(millions)</td></tr> <tr><td>Pro baseball</td><td>21.0</td></tr> <tr><td>Pro football</td><td>9.5</td></tr> <tr><td>College football</td><td>9.3</td></tr> <tr><td>College basketball</td><td>7.6</td></tr> <tr><td>Pro basketball</td><td>6.4</td></tr> <tr><td>Hockey</td><td>3.9</td></tr> <tr><td>Boxing</td><td>3.6</td></tr> <tr><td>Wrestling</td><td>3.6</td></tr> <tr><td>Golf</td><td>3.2</td></tr> <tr><td>Tennis</td><td>2.5</td></tr> </table>		(millions)	Pro baseball	21.0	Pro football	9.5	College football	9.3	College basketball	7.6	Pro basketball	6.4	Hockey	3.9	Boxing	3.6	Wrestling	3.6	Golf	3.2	Tennis	2.5
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CRISIS = SPOTLIGHT = OPPORTUNITY "Ordinarily, most organizations try to attract public attention, but compete with thousands of messages beamed at the public daily. When you are caught up in a crisis, you have the public's full attention, at least temporarily. If you can perform with grace under pressure, you'll go a long way toward building public support. Of course, if you mess up, you've created a deficit in your 'public opinion bank account' that will take a long time to offset. That's why having a crisis management plan and implementing it well is critical." -- John Paluszek, Ketchum Public Affairs (NYC)

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. Women Executives in Public Relations 1986-87 ofcra: pres, Mary Jane O'Neill (exec dir, The Eye-Bank for Sight Restoration); pres-elect, Sheila Kelly (vp, Doremus & Co); vp, Rose

Sexton (principal, Rose Sexton PR); treas, Susan Irwin (vp/dpr, Dancer Fitzgerald Sample); sec'y, Claire Coleman (sr vp/dpr, The Siesel Co).

pr reporter

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HOW DO YOU KEEP (OR GET) THAT FAMILY FEELING WITH STAFF & CUSTOMERS WHEN GROWTH BRINGS CONSTANT CHANGE? HOSPITALITY INDUSTRY LEADS WAY WITH MIX OF TRAINING, MEMORY TECHNIQUES, QWL, PROMOTING FROM WITHIN

Miami Lakes is a family-owned resort. Employees are encouraged to be part of the "family." But rapid growth is threatening this atmosphere. "They've become alarmed that they might lose the close-knit-family feeling where everybody knows each other. This closeness is a big draw for customers, too. They come back year after year because they feel they're known," Nancy House of Public Communications Inc (Coral Gables) told pr. To keep & enhance the feeling of family, Miami Lakes began a number of employee programs for which it won the American Hotel & Motel Assn's Gold Key Award.

1. "Names & Faces" teaches employees how to remember everybody's name -- no matter how large the resort gets. It's a memory association program taught by Jack Lannom, memory & motivating specialist. All employees take the course. It teaches them to associate a visual image with each name. Technique is used to remember employees' and guests' names. "It's impressive to the guests. Makes them feel they're really getting personal attention when a bell captain, maid, waitress, waiter calls them by name."

2. "Dynamics of Personal Leadership" seminars help managers improve their skills. 12-week course covers time management, goal setting, planning. Arises from belief that "the better your managers are, the better the staff under them is going to be." Education for all employees is encouraged.

3. In-house job training seminars reinforce management's belief that it's "important to reward -- therefore to promote from within." As a result, turnover is low.

4. Scholarships are offered. Full-time employees with 1 year of service can receive help to cover books & tuition. Objective: "To improve both job performance & career opportunities -- again because management wants employees to rise from within the organization."

As organizations grow larger, techniques to help insiders know & recognize one another are needed. Too many organizations assume this will happen automatically. Jefferson County School District (Colo.) publishes a photo directory of 300 key managers for use by its 9,000 employees. Dayton Hudson (Mpls) also publishes a photo book of its 276 corp employees. Book is kept in a commons area for all to use. Such internal awareness methods as biographical dictionaries or "Who's Who At X Company" are becoming common -- sometimes covering all employees. Tho we haven't heard of it yet, inevitably someone will put this on computer for ready access.



5. Supervisors mingle with guests at weekly cocktail party. "This has worked very well." Each week a different supervisor is honored. Poster-size photo & job description is displayed for guests to see.

6. Monthly employee/guest newsletter includes "Insiders" column profiling two employees (long-timer & new hire) with photos.

7. Generous fare of employee perks includes use of the athletic club; golf tournament; discount at specialty shops; softball team; annual events such as summer picnic, celebration for supervisors (held on a yacht this year), Christmas party "innvitational" where families compete against each other in athletic events. "Ways for families to socialize" build sense of "employee family."

"DON'T EXPECT POLITICAL CONTRIBUTIONS TO INSURE A WILLING EAR -- ALONE"

"You have to get out of the office and follow that contribution to make sure it works for you," Jay DeBow of Jay DeBow

Partners (NYC) told a group of biz leaders. To increase your organization's influence on public policy, he suggests the kind of follow-thru typically given to marketing or employee campaigns:

1. Get your people personally involved in the day-to-day campaign of candidates who share your views.

2. Establish a personal working relationship with those candidates.

3. Position yourself as a resource willing to devote time & effort whenever they need you.

4. Help these candidates get support from shareholders, suppliers, vendors, sub-contractors, employees, retired employees -- plus families & neighbors of these groups.

5. Show these groups the direct link between the views held by candidates, pending legislation and your organization's bottom line.

6. Make it clear their interests are best served when they stay politically informed & active.

7. Mount an educational effort to keep these groups up-to-date on a) important local & national elections, and b) issues that affect your organization.

8. Increase your political influence by working with grassroots organizations. That may appear to be the easiest element of an overall plan, but DeBow finds it the most difficult. It requires sustained effort and door-to-door campaigning & canvassing of political opinion. It isn't easy to keep your finger on the pulse of local opinion -- you literally have to be out there taking it.

"A PAC is a tool, not the sole instrument for increasing access to the political process." Belief that PACs can replace personal, one-on-one contact and guarantee greater impact over political decisionmaking "is a fallacy," DeBow feels. Strong evidence is Sen. Boren's (D-OK) bill, S. 1806, to cap the money members of Congress can receive from PACs. It got preliminary Senate approval by a 69 to 30 vote August 12. "Even tho final passage was held up, many think it's inevitable for the Boren bill, or one like it, to pass both Houses of Congress."

NEW TEXT FOCUSES ON WRITING WITH BEHAVIORAL SCIENCE BASE

"One of the most frequently held misconceptions among public relations writers is that publication equals communication. In other words, if the writer can place a story in the newspaper or on television, then he or she has communicated. This is not the case," says Frank Walsh (UTexas-Austin) in his book, Public Relations Writer In A Computer Age.

"Communication is a process; publication (the relaying of information) is only part of the process. For the public relations writer to be effective in influencing or molding public opinion, he or she must be aware of and skilled in using the concepts and ideas of psychology & sociology."

His emphasis on writing matches importance employers place on it. When asked to rank 11 talents a new employee might bring to the job, "ability to write for publication" was first. Some will find this discouraging. But, says Walsh, writing is a skill first, then a talent. Important traits include clear, concise, to-the-point use of words. Creativity is important, but only after these are mastered. For staff training -- or for the pro who wants a refresher -- this book will be especially useful. (\$17.95 from Prentice-Hall, Englewood Cliffs, NJ 07632)

IS SPORTS MARKETING JUST ANOTHER GIMMICK OR CAN IT DO MORE THAN AVERAGE PROGRAMS?

Bud Frankel believes a good sports marketing program can 1) improve brand awareness & image, 2) encourage trial,

3) encourage consumer loyalty, 4) serve as a springboard for merchandising & promotion themes, 5) form the foundation for incentive & motivation programs, 6) create a sense of pride & unity for the company's employees. It's an emotional & involving selling tool, says the head of Frankel & Co (Chi), that requires a lot of hard work to make it an effective business tool. His checklist for deciding program strategy & budget:

- A. Do you want to tie in with a team, sport, individual, school, event, conference or league?
- B. Does the program need to be national, regional or local?
- C. Do you need media coverage from your program?
- D. What degree of identification will you need to make an impact?
- E. Can you do couponing or product sampling at the event?
- F. Will it pay off at retail?
- G. Can you use celebrity tie-ins?
- H. Can the event &/or participants be tied in to an incentive program for your people, the trade?

Other Key Considerations

1. Appropriateness. Analyze your company and its marketing objectives to determine if sports marketing is appropriate.

2. Target Audience(s). There may be several, and objectives may be different for each -- consumer, trade, corporate family.