

B. "Learn the language of marketing. Especially strategic marketing or STP marketing -- segmentation, targeting, positioning." Marketing officers have the budget & the responsibility. PR is staff to all dep'ts and does work for them. "In order to build a team, marketing & pr have to learn each others' languages. Most pr people haven't taken the time to learn the language of contemporary marketing. But that's the way the CEO thinks."

C. Use pr to gain acceptance of pr in marketing circles. Develop case histories that illustrate how pr campaigns meet marketing goals.

Editor's Note: What seems to be happening is that the more marketeers learn about pr, the more important they realize it is -- and vice versa. It's nice to market products & services in a hard-facts way, but the human environment in which it is attempted is critical. For our part, pr pros should remember that marketing is pure pr theory, and we never should have abandoned it so it could arise as a field of its own.

BASIC TOOL OF COMMUNICATION  
& PERSUASION: THE 30-SECOND MESSAGE

direction you're going to take. Do you want somebody else to make the decisions? Don't be just a passenger. Let people know what you want and where you want to go. Thirty seconds is the key. That's all the time you need to get your point across," writes Milo Frank in his book, How to Get Your Point Across in 30 Seconds -- or Less.

Why 30 seconds? Because that's "the attention span of the average individual. It's long enough to grab & hold listeners' interest & attention, convince or persuade, and make your point. Once honed, the skill teaches how to

- a) focus thinking, writing & speaking,
- b) keep conversations on track,
- c) be more logical & concise,
- d) shorten interviews & meetings,
- e) facilitate listening, f) prepare communication forms more rapidly.

Frank's advice: 1) Have a clear cut objective. 2) Know your listener and what he or she wants. 3) Have a well-formulated approach -- a single thought or sentence that best leads you to your objective. 4) Use a hook at the beginning to capture attention -- keep a hook book. 5) Message's subject must explain, reinforce & prove your point. 6) At the end, ask for what you want -- an action or a reaction. 7) Paint a picture your listener will remember. 8) How you deliver your message is often more important than what you say. (Simon & Schuster, 1230 Avenue of the Americas, NYC 10020; \$14.95)

"The future is a high-speed car without a driver. You have to be the driver. You have to plan. You have to decide the

"What allures, entices, tempts, tantalizes, fascinates, captivates, enchants, attracts, bewitches, catches, hypnotizes, makes you remember and gets you to buy a product, stay tuned to a show, or keep reading? A hook.... It can be a single sentence or a question. If you use an anecdote or personal experience as a hook, it can be a number of sentences. But a hook can also be the entire 30-second message, as long as it makes the point. A good example is the slogan of the San Diego Zoo: Extinction Is Forever. Three words encompass the objective (hidden), the approach, the hook, and the message."

# pr reporter

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EXPERTS WARN: COMPUTERIZATION IS BECOMING MAJOR PROBLEM FOR  
EMPLOYEE RELATIONS, PRODUCTIVITY, CORPORATE CULTURE, CONSUMER TRUST;  
PUBLIC RELATIONS SHOULD ANTICIPATE THESE ISSUES NOW

It's worse for computer makers & software marketers -- but these time bombs affect every user of computer technology. Is there, in fact, an organization that hasn't had inklings? Cases in point:

CONSUMER TRUST. People have tired of hearing "our computer broke down" or "it's a computer error," and are heading to court instead. Computer malpractice suits are on the rise, reports High Technology magazine. Erroneous bills or statements are now commonplace. Wall Street Journal reports, "Software defects have killed sailors, maimed patients, wounded corporations & threatened to cause the government securities market to collapse."

PRODUCTIVITY. The blue-collar workers are often blamed for reduced productivity, in fact theirs has increased about 5%/yr for the last decade. But 3 of 4 corporate employees are now white collar -- and "white-collar productivity hasn't budged" in that time, says Arno Penzias, Nobel Laureate & vp-research, AT&T Bell Labs. Why? Misuse of computers. "The mind is not a computer and a computer is not brain-like. And until business leaders figure that out, white-collar productivity will continue to stagnate," reports the Albuquerque Journal of his speech at a Sandia National Labs colloquium. 90% of all computers are in white-collar settings -- "a dramatic indictment of information technology."

CORPORATE CULTURE. Computers drive management decisions toward "logic" or number-crunching. This drives out risk taking, creates fear of mistakes. Penzias finds people overestimate the amount of logic they use in decisionmaking and underestimate

"No matter how intelligent the machine is, it is not going to be more intelligent than a person. That means -- and this is a little scary -- you're going to have to start trusting people. We ought to set common sense loose as a force in our society." -- Nobel Laureate Arno Penzias

"We have to be very careful what we trust to computers. The vast majority of systems are deeply flawed from the viewpoint of reliability, safety, security & privacy." -- Peter Neumann, computer scientist at SRI International

"Software problems have reached crisis proportions." -- software expert Edward Lieblein

"Most software problems are management problems. When you run into technical problems, that's when you expose weaknesses in management." -- Will Smith, X-chief technical officer, ITT



the amount of intuition they use. He feels execs, for example, tend to make decisions more on a good presentation than on its content. Computers "work totally in abstraction," based on logic. But logic requires total knowledge of all possibilities! In real life things change constantly so logic is of limited use.

EMPLOYEE RELATIONS. Beyond the harm done by blaming workers for falling productivity that's not their fault, and by the attempt to install "logical" cultures, there's the basic issue of evaluating workers by clocks on the computers they work at -- as with telephone operators, machine attendants, reservations clerks. Then there's robotics etc, etc. We've been too quick to assume people & computers approach problems in the same way, notes Penzias, and both are being misused as a result.

THE OUTLOOK. Don't expect much help from computer & software companies. Silicon Valley's response is the California Legal Reform Project -- an attempt to enact the most sweeping tort law changes yet in order to mitigate product liability & malpractice claims against the industry.

This set of issues -- as yet little discussed in public relations -- may be the biggee of the decade, if the experts' predictions are right.

ITEMS PRACTITIONERS SHOULD KNOW ABOUT

TPRA is not entering legislation this year (pr 1/5). "We in Texas, the home of rabid independence, are not filing for pr licensing in the current legislative session. The board of the Texas Public Relations Ass'n has studied the concept of voluntary state certification and has voted to poll our membership as to the advisability of pursuing the matter. If we receive a positive response, we would then pursue legislation for an industry 'self-regulated agency,'" writes Ron Gossen, chrm of TPRA pres council, in a letter to pr.

"Black" and "White" are now proper nouns when used to describe human populations, according to the American Psychological Ass'n. It has revised its APA Publication Manual to require the capitalization of these words. APA's stylebook is used by hundreds of scientific journals & many major book publishers -- including APA's 19 professional & scientific journals.

Supervisors are "the most important -- & underrated -- communication link

TRENDS IN NAMING

... "began with Exxon, which was big enough to make the name say whatever it wanted. Accelerated name changes, however, have put most of the public on overload: who really knows what 'Navistar' means? Or USX? Do these computer-generated names signal that the general public doesn't need to know what the company does? For all its warm-hearted sound, calling the company 'Sara Lee' or 'Beatrice' doesn't really tell me -- a prospective neophyte purchaser of stock or product -- anything.

"But since much of what we engage in nowadays is divorced from intended use & ultimate product, perhaps the new names are a reflection of society rather than, themselves, one of the forces contributing to this disassociation.

"But (cf. Genesis) putting names to things (& people) is an incredibly potent force." -- Robert Moulthrop, Deloitte Haskins-Sells (NYC)

in any organization," says Roger D'Aprix of Towers, Perrin, Forster & Crosby (NYC). At companies in the throes of downsizing, first-line supervisors face major challenges: a) keeping employees the company wants to retain interested & productive while telling others they have lost their jobs; b) dealing with anxious employees who still don't know whether they will lose their jobs. "If supervisors are to be company spokespersons, they must be kept informed in order to maintain credibility & authority." He suggests giving them special training with emphasis on listening skills & managing stress -- their own & others.

PR-MARKETING TURF WAR ENDING FINDS MARKETING GURU KOTLER

"The distinction between marketing & public relations will blur more & more. Public relations people are becoming more strategic minded & bottom-line oriented. More practitioners realize that pr isn't just communications but is a purposeful attempt to build up a company's profitability & performance," marketing text author Philip Kotler, Northwestern U, told the school's new corp pr grad program.

He identifies 4 reasons why "public relations is moving into an explosive stage of growth":

1. Growth of protected markets here & abroad. Requires pr practitioners' skills to get companies in and keep them in. He calls this "push, pull." Push uses public affairs, gov't rels to get into the market. Pull happens once you're in -- creating a climate that not only welcomes you but encourages public to buy your products or services.

2. "Recognition on the part of CEOs that we exist in an imaging society. We live in a symbolizing society. Symbols move minds." For example, Iacocca who humanized his company. "This is an old idea, but a new one to engineers who run corporations."

3. "Marked growth of localized marketing." Mass communications is no longer the answer; not cost effective. Local brand managers with adv'g & pr budgets will be the wave of the future.

4. "Mega-communications firms" providing adv'g, pr, direct marketing, sales promotion, market research.

What PR Pros Should Be Doing

A. "Learn how to quantify pr's impact." Develop a methodology by which you can say 1) how many people will experience the campaign, 2) what percentage of those people will change their attitudes, 3) of these, what percentage will act a certain way, 4) how will this affect the bottom line. Tho advertising can't quantify "real well, they understand that the CEO, who is financially oriented, wants to know what a campaign is going to do" and they use these steps.

"Public relations is now on the platform that is going to take off. I want public relations & marketing to see themselves as teammates," Kotler urges. "And he made very clear we aren't the subordinate member," Ray Ewing, grad program's director, told pr. "In fact," says Kotler, "over time we may see both terms dissolve in some new language." This may take some doing as attending corp practitioners' "hair stood on end" when this was said, reports Ewing. Old defenses die hard. But, Ewing feels, "marketing is our main connection to the bottom line. We need it to show the CEO how money moved the product or service, increased sales, motivated publics."