

1. Make their own decisions rather than looking to others for guidance. "They're more apt to live by the song 'My Way' rather than 'Everybody's doing it.'"
2. They choose to work at home because of what they may gain rather than what they can avoid. "Increased control over their lives, more time with families, saving money are greater motivators than avoiding problems such as rush hour traffic jams, office politics, & stress."
3. They act instead of react. "Home-based workers are more likely to take the initiative than the average individual."
4. Motivated by change. "They look to new possibilities rather than staying in a comfort zone of known ways of doing things or established procedures."

Is this such a new phenomenon? "Amway, Apple Computer, Baskin-Robbins, Hallmark Cards, Nike Shoes, Playboy & Walt Disney Productions were all started from the home." Reaching this market today could link you with the new batch of such companies tomorrow.

Edwards says female open collars tend to be the most successful. "They spend a lot of time researching, have more realistic expectations than their male counterparts, are more apt to use consultants & experts for advice."

These types of businesses are commonly found in the home: a) word processing; b) desk-top publishing; c) bookkeeping, taxes; d) research & information brokering (a new one, attracts a lot of librarians); e) consulting of all kinds — wardrobe, computer software, personal fitness, colors; f) catering; g) pet grooming; h) interior decorating; i) public relations.

"Understanding their personality difference is vital in choosing employees to work at home, and in seeking sales to the growing home office market."

ROUNDUP: ITEMS OF INTEREST ABOUT MAGAZINES

¶Unexpected side effect of getting thru the clutter with magazines or other large, less frequent publications (pr 8/22): tho most are labeled as quarterly, in fact many only appear twice or 3 times annually. No one seems to miss the other issues, so clearly readers aren't counting. Why should they, when too much reading material is their problem? Many nonprofits as well as corporations consider the annual report as one of the issues. Therefore, even a true quarterly probably now means 3 issues plus the annual report. Result: Only 2-4 impacts a year...but bigger, more meaningful & memorable ones.

¶Magazine circulation evidences increasing clout of the senior sector. Modern Maturity ousts TV Guide as the best seller. And Lears -- "for the woman who wasn't born yesterday" -- is picking up speed. Also look for the debut of New Choices, another title targeting the older market.

¶477 new mags were published in 1987, according to Samir Husni's Guide To New Magazines. That's 105 more than the year prior. Guide includes 38 categories. Each charted for "at-a-glance" info -- e.g., number of ad & editorial pgs. Each listing identifies publishing co., address, frequency, cover & subscription prices, publisher, editor, description. Published by UMississippi's Service Journalism prgm thru a grant from Meredith Magazine Group. (\$30, Dep't of Journalism, UMiss, University, Miss. 38677)

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ONE MORE TIME: CAN OR CANNOT MEDIA INFLUENCE BEHAVIOR?
DESPITE RESEARCH, HARVARD & TV NETS HOOK UP TO COMBAT DRUNK DRIVING
IN REPLAY OF SOME SIGNIFICANT PARTS OF PR BODY OF KNOWLEDGE

Starting in November, tv characters will be refusing drinks & saying "No thanks, I have to drive," or "No, I'm the designated driver." Frequent PSAs -- some featuring tv stars -- will discuss the designated driver system, all the result of coordinated efforts by the Harvard Center for Health Communication, tv networks & Hollywood studios. Some experts say this may be the broadest cooperative effort yet within the tv industry to deal with a public issue.

NBC maintains it has been actively campaigning against alcohol & drug abuse since 1979. But "When Harvard approached us with their project, we agreed to use the designated driving idea for our PSAs as part of our ongoing program," Rosalyn Weinman, dir comty affairs, told pr.

But will it work? Massive media efforts on this problem, on wearing seat belts, on AIDS & on drug use have not produced results. "We want to change social norms about drunk driving," Stan Franzen of Harvard told pr. "And this project is what we've been concentrating on. It has been an enormous effort. The principle thing has been to establish relationships with Hollywood & the networks."

Designated driver is already the norm in many European countries. "We don't expect to transplant the system verbatim, but we're hoping the project will cause people to think in advance about selecting someone to abstain."

Practitioner Considerations 1. Designated driver was selected as the theme because studies found most people unfamiliar with the system. Research is clear that such awareness can be achieved thru communication. Research also shows that getting people to adopt the behavior requires much more than awareness.

2. Role modeling was chosen to get thru to viewers because project coordinators found them to be more influential than scare tactics. Frightening the public

TV has insisted vociferously that its portrayals are not responsible for rising social violence, especially by juveniles. If this is true, how then can tv expect to influence designated driving? Says producer & ex-network chief Grant Tinker: "You couldn't have enough billboards or skywriting or newspapers" to equal the impact of Michael J. Fox talking about designated driving on one episode of "Family Ties." TV people often speak with such hyperbole -- and may believe it. But in addition to undermining the argument against fostering violence -- suggesting tv does motivate positive acts but doesn't motivate negative ones -- it also contradicts years of studies on the real power of media.



works in the short run, according to Franzeen, but loses effectiveness when drunk drivers manage to escape a few times without crashing or being pulled over. "99% of the time drunk drivers escape without police apprehension."

- 3. Weinman points out that this is especially true of young people. "Inherent to being a teen is the belief that 'it won't happen to me.' Scare tactics don't work and it has been our philosophy all along to avoid them."
- 4. The New York Times reports ABC, CBS & NBC are basing their campaigns on research by Saatchi & Saatchi that indicates young people tend to rebel against a peer-group member who tries to be an authority figure. Designated driver role models must therefore be shown as sexy & independent.
- 5. How soon will it become preachy, thus counterproductive, for tv characters to tell audiences to use designated drivers? Moralizing in comic strips attains this state quickly, as did "betterment" materials like Horatio Alger's books. Knowing how often to use the message, and when to quit, will be important.

The Harvard group concluded that tv is a viable vehicle for influencing public behavior. "Our research supports the use of television. Most health campaigns that have been successful have used tv to some extent." Franzeen says research involved studying literature on what works and what doesn't plus reviewing past campaigns.

Everybody is looking for a quick fix. Most often this means hoping the media can do it for us. So strong was belief in its power at one time that when novelist Theodore Dreiser wrote his classic Sister Carrie, publisher Doubleday suppressed the book & drove the author nearly to ruin. All because its heroine violated mores of the day -- and went unpunished!

¶ Coming soon: a comparison of research behind the Harvard project with Jim Grunig's reigning studies on media power (also done on drunk driving, coincidentally).

GOOD NEWS FROM THE 24TH ANNUAL SURVEY OF THE PROFESSION

Public relations budgets are rising. Only 11% of respondents report declines. Even if the increases only keep up with inflation --

BUDGET & EMPLOYMENT STABILITY

Budget:				Jobs:			
Up	Down	Same	Up	Down	Same		
1988	46%	13%	42%	1988	24%	11%	66%
1987	48	14	38	1987	22	11	66
1986	52	15	33	1986	25	12	63
1985	57	12	30	1985	28	17	56
1984	56	12	32	1984	27	11	61

and there's no evidence that's all they do -- it shows the function has moved out of the first-to-go mode & is firmly established.

Hiring of professionals is also up. Over twice as many respondents report "more hiring" than "less hiring", indicating at the least a light growth in employment in the field. The nearly 2/3rds who report "about the same number of professionals employed" indicates an overall stable labor market. Coupled with the budget data, this is further evidence of pr's established position in modern organizations. Fastest growing segments are counseling (39%), other financial services (30%), banks (27%), travel/tourism (24%).

FORTUNE 500 PR CHIEFS LIST TOP 10 CONCERNS

#1 priority: improved employee communications; & increasing the productivity & employee loyalty that would result, finds a survey by Public Communications, Inc. (Coral Gables, Fla). Other concerns include 2) need to enhance corporate & financial relationships followed by 3) desire to establish more effective ties with government agencies, 4) community & overseas relations.

PCI chrm Jim Strenski told prr the study, conducted 5 times over the past 25 years, is based on the perceptions of senior pr practitioners. Also listed among top concerns:

- 5. effectively interpreting technological change to key constituencies
- 6. crisis management, especially related to hazardous waste disposal
- 7. positive investor relations
- 8. effective marketing communications
- 9. developing & maintaining a consistently positive corporate image

A CEO's VIEW OF PR

"First, public relations should be part of the topmost, innermost council. Second, it is part of general management -- not some specialized technical function. I expect it to provide" a) a plan, linked to the strategic plan; b) few surprises; c) evidence our message is getting across; d) ability "to position our news -- good or bad -- before a reporter, an analyst, a consumer or a disgruntled employee does it for us."

-- Hicks B. Waldron, CEO, Avon Products, to Connecticut Valley Chapter, PRSA (For full text, write prr)

Strenski says past studies always indicated high interest in internal communications, but the past decade has shown a marked increase. In 1963, "Sales & Marketing" were rated #1. In '69 "projecting a corporate image". In '79 it was justifying pr -- "gaining management acceptance was primary." Consistent thruout has been an interest in financial & investor relations, a category which always hovers near the top.

"OPEN COLLAR" WORKERS ARE NEW DEMOGRAPHIC CATEGORY

It used to be easy -- blue collar & white collar workers were the only categories sociologists & practitioners had to track. Next came pink collar, then bright collar (pr 3/21). Now there's the "open collar" category -- people who work at home. Home office market consultant Paul Edwards (Santa Monica, Calif) told prr they number at least 24 million. Edwards & wife Sarah co-authored the book Working From Home. According to their research, open collar workers share 4 major psychological characteristics: