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### <u>pr reporter</u>

- A) <u>Governmental agencies</u>. "Governor Michael Dukakis (Mass.) tied one around his helicopter."
- B) <u>Corporations</u>. Southland Corp (Dallas) is heavily committed. "They donate a mile of red ribbon to each of our 400 chapters. Their 7-11 stores act as distribution points." And Consolidated Freightways (Palo Alto, Calif) ties red ribbons to its 12,000 18-wheelers.
- C) <u>Celebrity spokesperson</u>, tv star Connie Selleca. "She approached us and offered her services. She has an 8-yr old -- she's a concerned mom." This is Selleca's 3rd year of attending rallies, making PSAs & personal appearances, appearing in videos, etc.

"We were thinking about what we could do about the statistics, and somebody mentioned encouraging motorists to tie a red ribbon around their car door handle or antenna as a pledge not to drink & drive. We're a grassroots organization with 400 chapters nationwide. They just took the project and ran with it."

Results Show AThe first year,Decrease In DeathsMADD distributedabout one million

red ribbons. This year, there were 40 million distributed. <u>But how does</u> the symbolic gesture translate into behavioral change?

"In 1980, there were 28,000 fatalities due to drunk driving. In '88, there were 23,000. That's 5,000 lives saved. The number of fatalities has steadily declined over the decade." Amazingly, Las Vegas -- where project was particularly strong -- suffered <u>no drunk-driving fatalities</u> during holiday season '88. Weddel admits success is result of a combination of efforts, including Party Smart, Designated Driver, etc. "But we like to think MADD, too, has something to do with it."

## ITEMS OF INTEREST TO PRACTITIONERS

What's A "Relationship Manager?" We don't know, but Citibank advertised for one in a NYC newspaper. Unfortunately, headquarters has no clue which branch placed the ad, so we are unable to contact them for an exact definition. Sounds like a job for pr.... Why didn't they just say so?

Note to Subscribers: If this year's first-of-the-year issue on personal public relations techniques was helpful, you may be interested in obtaining 2 similar roundup issues: a review of how pr can affect behavior (1/2/89) and what research tells about the true power of communication (1/6/86). Contact Reader Service Manager Laurie Eldridge. Vol.33 No.3 January 15, 1990

## DO HIGH TURNOVER, JOB MOBILITY DAMAGE PROFESSIONALISM? SURVEY FINDS 33% OF PRACTITIONERS WITH CURRENT EMPLOYER 3 YEARS OR LESS, 76% IN CURRENT POSITION 5 YEARS OR LESS

Human resource studies find, at minimum, turnover harms organizational functioning -- restricting teambuilding, loyalty, even productivity since newer members in any group are less in concert with the culture, don't know the history. Newcomers also bring benefits, of course -- but at a price. <u>prr's Annual Survey of the Profession</u> suggests public relations may be paying that price in terms of job mobility now endemic in the field.

		Yrs in	Salaries Within
	Yrs with	Current	Yrs in Current
	<u>Employer</u>	<b>Position</b>	<b>Position</b>
1 yr or less	10.7	22.7	\$41,850
2 - 3 yrs	22.6	32.1	\$44,100
4 - 5 yrs	19.3	21.1	\$45,000
6 - 9  yrs	16.4	12.0	\$50,000
10 - 14 yrs	13.9	7.0	\$56,000
15 - 19 yrs	6.5	2.8	\$55,000
20 - 29 yrs		2.2	\$72,000
30 - 39 yrs	1.6	0.1	*
Over 40 yrs	0.1	0.0	*
No Response	2.3	0.0	

Both high turnover & job mobility are clearly evident in Table 1. 33.3% have been with their current <u>employer</u> 3 years or less. Other findings of the Survey (Table 3, <u>prr</u> 10/16/89) show only 4.3% of these are new hires. Practitioners are jumping from employer to employer often.

That public relations is a field in which practitioners do not stay in the same job very long is even more dramatically evidenced -- 54.8% have been in their current position 3 years or less -- and 75.9% for 5 years or less.

<u>Some industries are particularly susceptible</u> to turnover (Table 2). In some cases the Survey suggests why. Travel/Tourism has the highest turnover





The Weekly Newsletter of Public Relations, Public Affairs & Communication 603 / 778 - 0514 and the second lowest median pay. 70% of practitioners there are women, which this & other research suggest have not yet achieved parity -- thus can be expected to move to better situations. Similarly, second ranking Other Financial Service Organizations have 63.5% female practitioners.

### TABLE 2: INDUSTRY COMPARISONS IN YEARS WITH EMPLOYER

Industries With Highest Percentage Of Practitioners Who Have Been With <u>Same_Employer 3 Years Or Less</u>		Industries With Highest Percentage Of Practitioners Who Have Been With <u>Same Employer 10 Or More Years</u>	
Travel/Tourism	76.4%	Government - Federal	57.1%
Other Fin'l Svc Org'ns	54.6%	Utilities	54.5%
Government/State	52.2%	Transportation	50.0%
Social/Nonprofit	47.5%	Banks	41.2%
Advertising Agencies	46.0%	Consumer Product Cos	38.2%

# SMALL COMPANY WITH STRESSING WORK KEEPS EMPLOYEES & CLIENTS BY GIVING BENEFITS, POSITIVE REINFORCEMENT

Ding-A-Ling Communications, a Fort Lauderdale answering service, was experiencing workforce problems. Employees were

lasting average of 8 or 9 months. "There was no reason for them to stay," gen mgr Barbara Turner told prr. "It's a tedious, thankless job. We try to say 'thank you' to our employees all the time, and our clients are grateful for a job well done. But our clients' clients are not always appreciative. So it's high pressure, and its entry level." Most of the 120 employees were single mothers. With few skills, they took whatever opportunities came along. "The revolving door never slowed down."

Turner and owners Herman & Dorothy Shooster examined employees' needs. Herman Shooster: "We made a deliberate decision that we would have the best benefits package of any small business in the country." New benefits package includes:

1. 50% reimbursement for childcare. "We decided that peace of mind, coming to work knowing their children were well taken care of was most important to them," says Turner.

"Now our people stay. We've really noticed a difference in our employees who were here thru the transition. Job performance is up, they feel good about themselves and their job, there is a sense of company loyalty. We get a lot of applications from people who say they're calling on us because of our great benefits."

2. Better insurance package. "Most employees couldn't afford to carry their children on their insurance. We had paid 80% for our employees, so we decided to extend the plan to cover 80% for their kids as well. Before, we only had 9% of our personnel on the policy. Now, almost 100% subscribe. Those who do not are insured thru a spouse."

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3. Profit sharing and pension plan.

"The results are that we still hire, but we retain a lot of people, too. They're happier about their jobs, and it shows."

WHAT'S YOUR ORGANIZATION PLANNING April 22 celebration is truly FOR EARTH DAY? ROOM FOR EVERYONE that, viewed from the perspective of the original event in 1970. Then most organizations acted as if there were no dangers in any of their practices, so saw environmentalism as an anti-business, unpatriotic fringe. Today, living with nature is part of the accepted ethic, growing stronger as each new bit of evidence comes in.

Chemical Manufacturers Ass'n, for instance, sees event as chance to show the strides industry has made. CMA's goal is to have all 1500 memberoperated facilities "recognize environmental progress with a specific pledge to the community of improved performance & with a specific pledge to the community to deal with local concerns."

Farmers are joining in. Many will hold open houses to explain how & why modern agriculture functions. "The people who farm & ranch are environmentalists, and are in the best position to be environmentalists," says one Western rancher. Pat Batts, dpa, Fa Bureau Federation: "If agriculture doesn't do something about this, they're going to whip us in the cour of public opinion -- the highest cou in the land."

"We've got to have public relations," says another Farm Bureau exec. "Instead of waiting for something that comes out negative and reacting, we've got to bring out the positives first." Earth Day activities -- especially participative events, not rhetoric -- offer the opportunity.

This past holiday season marked the RED RIBBON PROJECT IS MADD'S ATTEMPT TO REINFORCE BEHAVIOR 4th year for Project Red Ribbon, an effort by Mothers Against Drunk Drivers to remind motorists not to drink & drive. "The campaign runs from Thanksgiving thru New Year's, " asst dir pa Tammy Weddel told prr. "It's a tough time for crashes & fatalities." Example: In '88, there were over 2,400 drunk driving deaths.

Sponsorship comes from a variety of organizations. "A lot approach us and ask how they can help." Examples: