

audit). It is in the public's interest to review the largest & the smallest of these firms."

Rule is part of a 7-point plan started in '83 to upgrade accounting profession. Also in place is a commitment to toughen ethics code and continuing education requirements. Corbett says profession, which already has tough standards (including 2 1/2 day exam), may require an MBA by year 2000. Meanwhile, CPAs recruitment on college campuses uses a variety of tactics to convince students that accounting is lucrative & full of opportunity.

#### TURNING OPPOSITION TACTICS INTO A BIG PLUS FOR YOU

Women's clinics & other facilities likely to be picketed by anti-abortion forces have found a creative way to turn opposition into opportunity -- and adversity into cash.

**"Pledge A Picketer"** Supporters pledge 50 cents to five dollars for a one-month period for each time a picketer arrives outside. "We send mailings to about 3,500 members and a press release goes to the newspaper," spokesperson Brigit Ordway of one feminist health center told pr. "We count the picketers each time they come and then tally the numbers at the end of the month. People love to give to this because it's fun."

**Opponents Put In A Pickle** Ordway goes out into the crowd of demonstrators and thanks them personally. "By coming, they are helping to pay directly for something they're against." Protesters are put in a dilemma because if they don't come at all, it looks like they've given up. "Either way, we feel it's a victory. If they don't come, great, but if they do, that's okay too."

Over the 4 years program has been in progress, number of protesters has steadily diminished -- last year had 42, the year before, 75. But Ordway says this may be because her center's new, rural location is out of the way for media. This year, however, event has been moved from April to July, and Ordway expects more picketers. "People like to come out and protest when the weather's warmer."

#### ITEM OF INTEREST TO PRACTITIONERS

¶ Medellin drug cartel has "professional public relations counsel," speculates NYTimes smack in the upper middle front page 2/15. Press conference (held in tight security at a cocaine processing plant) & steady stream of news releases from "the Extraditables" fueled the story. Should pr expect a release announcing the signing of this new client? Will the next media comment be how typical this act is for those dreadful pr types? Stay tuned.

#### DEMOGRAPHERS PROFILE CHANGING CONSUMER OF THE 90s, NOTE END OF MASS MARKET & EVEN DOMINANT MARKETS; CUSTOMER SATISFACTION & PERSONAL SERVICE ARE HERE & BIG!

For those who keep practicing as if it isn't so, get this: "The 1980s wrote 'finis' to the mass market," says Martha Riche of American Demographics. But: "The 90s will go further. We won't even have dominant markets, those large markets that allow businesses to avoid focusing on their customers."

In "The Numbers News," she cites these upheavals:

1. Age Trends -- By 2000, we will have roughly the same numbers of people at all age levels: children & young adults, middle-aged & elderly.

Bottom Line: Youth won't dominate any more.

2. Minority Trends -- If you count women as a minority, and add Hispanics, Asian-Americans & Black-Americans, then minorities become a majority -- even among wage earners.

Bottom Line: White males won't dominate any more.

3. Household Trends -- Single parents, cohabitation & childless couples continue to broaden types of households.

Bottom Line: Families with children won't dominate any more.

4. Income Trends -- Household diversity polarizes incomes. So do education trends, which determine socio-economic opportunities.

Bottom Line: Middle-income families won't dominate any more.

"It means you have to know who your customers are, what they are thinking, and what they want." (Research will surge.) "It means caring for the consumer, and about the consumer." (Customer satisfaction models may be the programs of the 90s.) "It means breaking down stereotypes & taking advantage of diversity." (Personalized pr will reign; see pr 1/1/90.)

5. Regional Trends -- Population, economic activity will keep going South & West.

Bottom Line: NYC & Northeast won't dominate any more.

6. Workforce Trends -- International competition will make the wars of the 90s economic battles.

Bottom Line: Wars bring people together, and everyone will be fighting to maintain their nation's economic power.

7. Gender Trends -- War between the sexes could end as responsibilities, occupations, opportunities become more alike.

Bottom Line: Ending a war brings people together, so women's & men's concerns will coincide.

**PRSA OFFICIALLY DECRIES SALARY, OTHER INEQUITIES FOR PR WOMEN**

Board approved report from Task Force on the Status of Women, which will continue to study the problem.

Research, education & communications programs at all levels of the organization will "address the issue of ensuring equality of opportunity & compensation."

Task force chair Kathy Lewton, vp-pr, St. Vincent's Med Ctr (Toledo), linked the project to pr's role in counseling organizations "on the importance of equitable treatment of employees, customers & other publics." This mandates practitioners "take a strong leadership position in addressing the need for equality for women" -- starting in their own profession. (For copy of statement, call prr)

"Altho many examples of the progress of women in public relations can be cited, the pace of progress has been painfully slow. Inequities in terms of salaries, advancement & acceptance continue to exist."

**LATEST PLANT & OFFICE ENVIRONMENTAL PUSH: AVOID POLYSTYRENE**

Ordinances banning the non-biodegradable material are being proposed, along with state legislation. Fast-food & other take-out restaurants are usually the target. But food service vendors & cafeterias in plants, offices, schools, etc. also use the plastic.

One clever campaign is sponsored by Coors Brewing's environmental affairs dep't -- "The Muggers." Company uses 750,000 disposable plastic cups annually, but \$3 Muggers mugs are reusable. Every time a Mugger buys coffee in the mug, 7% of the cost goes to an environmental fund from ARA Services, which runs the company cafeterias. That's the cost of the plastic cup.

**HOW DO YOU GET A PROFESSION TO WILLINGLY VOTE IN STRICT NEW STANDARDS? COMMUNICATE PLUS**

Why did 87% of CPAs vote for a rule which mandates periodic inspections of quality control systems, records, financial

statements, working papers, hiring practices & client retention records? At a time when lawyers & other professionals are finding self-discipline impossible (last week's issue), American Institute of CPAs clearly operates differently.

Under the program, firms are evaluated, encouraged to remedy deficiencies. "It will ensure that the public is getting the highest quality from our services," vp-comm Bill Corbett told prr.

**To Rally Support, Proponents Appealed To Grassroots**

"We employed almost every communication vehicle that you could imagine."

Elements: 1. Market research & focus groups, to find out level of knowledge & particular concerns members had on this issue;

2. Campaigns targeted at each level of the organization:

A) State & local CPA societies: slide presentation was shown to each, and speakers made presentations. Opinion leaders appealed to constituents, e.g. corporate CPAs, etc.

B) CPA firms were sent videos.

C) Individual members received audiocassettes, brochures, individualized letters; articles in monthly newsletter explained the rationale & benefits; postage meter slug, "Vote For Excellence," was used on all mail.

Corbett: "We have an ongoing commitment not so much to burnish our public image but to inform the public about CPAs. We found that those who deal with us on a regular basis -- corporations, financial planners, bankers -- have a higher opinion of us than the public in general. So what we're trying to do is allow the public to get to know us."

"All the boards of directors had formal votes & endorsed the proposal. We had presented everything objectively, with factual information about why we needed this regulation. We did not have to do a big selling job. There was a small handful -- 24 of 300,000 -- who didn't like it. They are still trying to implement litigation because they don't like the way the info campaign was conducted."

**Higher Standards, More Attractive Image Pending**

Corbett says percentage of support for the QC rule shows accountants are dedicated to professional development. "It's a giant step in

terms of commitment of expenses & time to make sure practitioners are abiding by the highest standards. It's necessary because the public puts money & investments into (publicly held) entities (which CPAs