

¶**Life in smaller, slower-paced communities** is their goal. They're plotting ways to make a living in the exurbs of New England, the Pacific Northwest, & the South. [According to a survey by Ryder Truck Rental, **adults' top 10 relocation spots** are: Spokane; Springfield, Mo; Greenville-Washington, NC; Nashville; Las Vegas; San Antonio; Fresno-Visalia; Richmond; Albuquerque-Santa Fe; Raleigh-Durham.]

¶**Cynicism comes as they age.** In early teens, they believe with a few breaks & regardless of background they can achieve anything. By their late teens, this optimism fades for those who receive insufficient reinforcement from the outside world. By the time they're in high school they know records of achievement count and choose activities with an eye to advancement as much as altruism.

¶**They give gov't a thumbs down** and expect bureaucracy to complicate their lives as they get older.

¶**They're anxious about the economy & skeptical about America's ability to pull itself out of its economic slump.** They've grown up with the Challenger disaster, product recalls & the growing trade deficit. "Perhaps that's why, in speaking about the war, teens express surprise and relief that American technology (specifically, Patriot missiles) actually worked. This skepticism should not be construed as a lack of patriotism; it's an expression of fear of the future and regret they may have missed America's heyday." (More from BKG Youth, 156 Fifth Ave, NYC 10010)

ITEMS OF INTEREST TO PRACTITIONERS

¶**One Area of Overcommunication Is Food & Nutrition,** believes pres-elect of Amer. Dietetic Ass'n. Group's survey found such conflict between info, attitudes & behavior that Judy Dodd speculated to AP: "Americans (have) been confused by too much & conflicting information about what to eat." 26% labeled themselves very careful to eat well; 38% think they ought to do more about good nutrition; 36% have no interest in altering their diets. At the extreme, 17% feel fat should be entirely eliminated from the diet -- which she says is probably impossible.

¶**Excessive CEO Pay Is Under Congressional Fire.** A bill, introduced by Rep. Sabo (D-MN), would end taxpayer subsidies for organizations where CEO pay exceeds 25 times the lowest paid worker in that organization. Tho it's unlikely to get serious attention by this Congress, reports Ass'n Trends, its introduction underscores Americans' growing dissatisfaction with extravagant CEO pay when average workers' real wages are flat. What does **your** boss earn...and what do various publics feel about it?

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. Public Affairs Council: chrm, David Powell (Allied-Signal, Morristown, NJ); chrm-elect, Donna Mundy (UNUM Life Insurance, Portland, Me.) -- 1st woman in its 37-yr history to hold this post. New vice chrms are Barbara Bey (American Council of Life Ins, DC), Tom Hiatt (Eastman Kodak, Rochester, NY), Austin Sullivan (General Mills, Mpls); re-elected vice chrm, Thomas Smith (Dow Chemical, Midland, Mich); treas, John Koehn (PG&E, SF); re-elected pres, Raymond Hoewing.

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**THE ENVIRONMENTAL ISSUE IS "COMING ON LIKE A LOCOMOTIVE":
WHAT ORGANIZATIONS ARE DOING TO FIND HARMONY WITH THEIR PUBLICS**

"I've never seen an issue develop faster. It's being jammed into the public consciousness by the shortage of landfill sites because people are starting to have to pay for the amount of garbage they throw out," reports Richard Lewis, chrm, Addison Corporate Annual Reports. Its survey of 200 CEOs finds 50% have 1) **formal environmental policies**, 50% have 2) **assigned the responsibility to a specific committee**.

Most of these initiatives have taken place within the past 2 years. Other things organizations are doing:

- 3. 90% (compared to 73% last year) **communicate with employees** on ways to reduce waste & pollution **in their private lives**; slightly fewer, 85%, teach how to reduce waste **on the job** -- an unexpected juxtaposition.

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HOW PERVASIVE ENVIRONMENTAL ISSUES HAVE BECOME

Respondents to prr's 27th Annual Survey of the Profession (10/14) indicate strong environmental activist pressure, as well as pressure in related issue areas:

Sector	Experiencing Environmental Pressure	Experiencing Related Pressures
Retail/Wholesale	75%	- -
PR Firms/Ad Agencies/ Other Consulting (for clients)	69%	13% animal rights 4% chemical 4% NIMBY
Utilities	69%	25% nuclear power
Industrials	63%	- -
Consumer Products	63%	26% animal rights
Transportation	50%	- -
Gov't (all levels)	33%	- -
Higher Education	- -	30% animal rights
Trade/Prof'l Ass'ns	23%	19% legislative controls
Social Agencies	- -	23% animal rights
Healthcare	15%	25% animal rights
Educators	8%	8% animal rights



- 4. 50% supply their **college recruiters** with materials citing corporate policy & action affecting the environment, appealing to young people's environmental commitment.
- 5. 75% have a **formally defined environmental position**; 75% have also studied & determined the financial impact of the 1990 Clean Air Act.
- 6. Nearly all have asked suppliers to provide **recycled & recyclable materials**; 60% increased the use of recycled materials in packaging.
- 7. 50% require divisions to achieve **annual waste reduction goals**.
- 8. 2/3rds are **positioning** thru advertising (n.b.) their company as environmentally friendly. Half featured their progress in their most recent annual report.

Half report they have had adverse publicity concerning environmental matters -- coinciding with the rise of activism reported in prr's Annual Survey, Part 1 (10/14). Only 1%, however, have been subjected to militant "green" protests at their offices, plants or shops -- so far.

ACAR offers 19 suggestions for an environmental program, including:

- A) **Sensitize your marketing people.** They focus on brand competition, not the corporate reputation. Exaggerated claims for biodegradable garbage bags got one company sued in 6 states.
- B) **Don't be smug.** Every organization has vulnerabilities. Banks may seem "clean" but they risk foreclosing on polluted properties. Every corporate office can be charged with landfill abuse.
- C) **Find ways to lessen your organization's impact on landfill.** As the nation runs out of landfill sites, the disposal of waste is becoming an emotional -- and political -- issue.
- D) **Don't brag.** No matter how much you do right, there will always be environmental activists who say it's not enough. (Copy from ACAR, 112 East 31st St, NYC 10016)

EVERYONE THESE DAYS IS "BURIED IN PRINT MATERIALS": MORE ON RISING USE OF AUDIO

"Just to get their attention requires something new & different," responds **Richard Brooks of Wisconsin Clearinghouse** (Madison) to prr's article (9/1). He sends two examples:

- 1. **Wisconsin Dairies' "Radio Network":** "The logic is that members of the Dairy Cooperative have lots of time on tractors, in their cars, etc. where they can listen to the tapes, while they don't have much reading time."
- 2. **Midwest Center for Drug-Free Schools & Communities' "Voices":** Cassettes go to principals, teachers, counselors & others. "Although this is only the first edition, response has been extremely positive."

Corporate Radio Network (608/255-1971) produces these -- as well as audio magazines for Future Farmers of America & American Ass'n of School Administrators.

Peggy Moody of Atlanta Chamber of Commerce offers this experience:

- 3. **"WorkAtlanta":** "When we were considering how to communicate our new program to functional illiterates, getting our message out by audio cassette was the only answer. If people can't read well, how could another brochure or flyer reach them?" Chamber's program provides free literacy training & skills enhancement classes to Atlanta businesses.

Moody used cassettes for 2 targets: one to recruit corporations, the other for employees. "Our thinking was that illiteracy is not an easy topic to discuss face-to-face with someone, so the employees' cassette could be circulated around and listened to privately." To avoid the single-medium error, tapes are supplemented with flyers, posters & company-wide meetings to introduce the program.

"The tapes play on the fears/anxieties about illiteracy, but use humor to get our message across. We were very fortunate that an Atlanta company contributed its time & facilities to make the tapes so our per unit cost, total, for each set amounted to \$2.26." **Program has reached 98% of its goal** -- 170 employees from 10 companies have completed training.

WHAT'S ON THE MINDS OF TODAY'S TEENS, TOMORROW'S CONSUMERS, ACTIVISTS, SHAREHOLDERS, EMPLOYEES, ETC?

From focus groups, interviews & surveys, BKG Youth (a youth market research firm) offers insights:

¶ **Community action & spirituality** (personal relationship with a higher power, not traditional allegiance to a religious institution) are back.

¶ **Big cities are out.** Barrage of news stories on drug-related urban violence has deadened interest in spending time there. "Why should I want to visit a place where I might get shot?"

¶ **Jesus** has made BKG's top 10 list of teen-age heroes since it first asked in spring '90. He's now beginning to move up in rank.

¶ **Family, friends, community,** time to relax & to do good are more important than moving up & making more money. Yet they're **not willing to give up the lifestyle that big bucks buys.**

In our love affair with hi tech, practitioners talk mainly about video -- but experience is showing it only works with captive audiences. **Personal video has barriers:** go to where the VCR is, put in the cassette & mess with the machine, sit idly while watching. If enough of a target public would watch while on their exercise machines, fine -- assuming they can be lured from the expanding tv menu. Audio allows listeners to do other things & still get your message.