

7. **Privileged Bystanders** (8%). From wealthy households, older, female, highly educated. Are traditional, pessimistic, uncaring. See the problem as serious but not bad enough to change their lifestyle. Blame industry for problems. Want info but are the worst segment for practicing environmentally friendly behavior. Few make financial or lifestyle sacrifices.

ITEMS OF INTEREST TO PROFESSIONALS

"**Radiomercials**," a new direct marketing technique, are 30 minute paid advertising programs that are dedicated to explaining, educating, presenting & persuading listeners to take part in the sale & use of a product or service. Talk show format. Uses celebrity personalities, related experts & consumer testimonials. Created by Publicity Express (San Francisco), first radiomercial was in Oct -- "The Joe Montana Tiger Balm Challenge." Featured the NFL quarterback & his experience using Tiger Balm. During the radiomercial the host answers callers' questions, tells how to order. Consumers who call & order & submit their testimonial on the product become eligible to participate in the next "Challenge."

"**Just Do It**" is the advice Ed Block gives to pr pros. Don't ask permission to do what you know is right; simply tell people what you plan, then do it. That, says Block, is the way to succeed & win respect. If members of management want to object or make suggestions, they can, but the accountability stays with the pr executive. He gave attendees at the San Francisco Academy 2 reasons behind this advice: 1) CEOs don't like to make decisions or initiate action that they think they're paying the pr dep't to handle; 2) "Managers & executives whose functions we support are conditioned to be risk averse. They like certainty. They are not much inclined to leave their fingerprints on anything novel for which they can be blamed or second-guessed." So, **take them off the hook. "Don't ask permission.** Tell them what you intend to do. You'll be surprised how many times you get no resistance at all."

WHO'S WHO IN PUBLIC RELATIONS

DIED. Hale Nelson (retired vp urban afrs, Illinois Bell) spent 40 yrs in the Bell System, the last 30 with Illinois Bell. Elected to Arthur W. Page Hall of Fame in '88, awarded PRSA Gold Anvil in '59.

HONORS. Lew Riggs (exec dir, Tucson Osteopathic Medical Fdn) elected pres, Nat'l Ass'n of Osteopathic Fdns. Jerry Dalton (pres, PRSA Foundation) named to Defense Information School Hall of Fame.

ELECTED. Michele Edwards (press sec'y, Detroit Board of Education) named pres of Women In Communications, Inc.

1992 ofcra for Amer Society for Health Care Marketing & PR: pres, Joan Trezek (dpr, Blue Shield of Calif, San Francisco); pres-elect, James Gosky (dir corp comms, Univ Hospitals, Cleveland).

EVERYONE TALKS ABOUT RISK COMMUNICATION PROGRAMS, BUT MANY CONFUSE THEM WITH CRISIS RESPONSE OR ISSUES ANTICIPATION

The **purpose** of risk communication is to address the issues raised by the existence, nature, severity & acceptability of risks inherent in the production & consumption of certain products or services. The **objective** is to reassure a worried public.

Viewed another way: Risk communication situations occur when an organization seeks to, or is required to, **explain the inherent risks** involved in a product, service or action to a constituency which has little real knowledge but potentially skewed perceptions.

SURVEY FINDS REAL CONFUSION

pr's Annual Survey asked, "Do you have a risk communication program?" Altho today almost every organization does something that causes risk, response was: No 71%, Yes 23%, NR 6%. When asked "For what issues?" respondents gave this list -- which clearly **mixes risk, issues & crises**:

Environmental	5.8%	Financial	1.0
Safety (Chem, Food)	5.3	Fire	0.9
Int/Ext Org'l Issues	3.3	Invasion/Hostile Groups	0.9
Natural Disasters	3.3	Health	0.7
Crime/Legal Issues	1.1	Unfavorable Media Coverage	0.4
Animal Rights	1.0	Flood	0.1

(Columns add to more than 23% due to multiple answers)

When asked "**How is your program structured?**" responses mix issue anticipation & crisis management factors with true risk communication techniques:

A) **team efforts**: "crisis team called together thru pub afrs"; "Action Network' community rels persons"; "thru corporate general counsel & community affairs"; "linked to functional mgmt & easily modified to involve appropriate people/teams based on situations"; "thru operations dep't"; "we work with a task force team & an external risk management firm."

B) **written policies**: "workbook that is shared with key managers"; "crisis plan also serves as blueprint for risk communications"; "formal procedure book"; "written action plan involving entire org'n, annexed by function."

C) **etc.**: "MBO -- goals/objectives/strategies"; "series of ads, handouts, community meetings"; "very structural -- down to where phones go"; "hospital-wide"; "position statements on a dozen critical issues."



PRSA CONFERENCE BILLED RISK COMMUNICATION AS "PUBLIC RELATIONS' TOUGHEST CHALLENGE"

Enviro issues & new technology associated with such industries as biotech, can be very scary to a company's workers, neighbors, customers & the citizenry, notes Dave Meeker of Edward Howard & Co (Cleveland).

Old industries, too, turn up unexpected risks, as Mead Corp learned five years ago when dioxin -- described by the media (inaccurately) as "the deadliest chemical known to man" -- was discovered in its papermaking operations, says Sharon Peake Williamson, Mead's public information mgr.

For utilities, the big risk topic is electro-magnetic fields. Interest in it is being propelled by a growing public anguish fueled by fear, anger, & outrage, reports Jim Lukaszewski of The Lukaszewski Group (White Plains).

ROOT CAUSES He finds a major source of the problem is that organizations have lost touch with their employees & their communities. These key publics feel they are not getting open, honest communications; and that their fears are not being addressed.

The bad news: **Using rational arguments outrages them even more.** To be effective, programs must be powerful & personal & address the following core community values:

- * family health & security
- * value of possessions
- * pride in home & community
- * absence of conflict
- * peace of mind
- * economic security

[Because this is a major part of today's strategic practice, prr will carry a series of articles in coming weeks covering workable techniques practiced by those who live with risk communication on a regular basis.]

RESEARCH SHOWS EVERYONE'S DOING IT -- GETTING ON THE ENVIRONMENTAL BANDWAGON

Recent opinion surveys show John & Jane Public are sinking their teeth

into this issue. To the point of sacrifice. Look at these findings from a phone survey by Golin/Harris of 2000 adults nationwide:

- ¶72% support laws **mandating** household recycling.
- ¶70% welcome a law **requiring** retail stores to act as depositories for recyclable products & packaging they sell.
- ¶69% support legislation **requiring** restaurants to switch from disposable dishes & cutlery to washables.
- ¶82% favor a **tax** on postage used for mailing unsolicited advertising or "junk mail."
- ¶79% favor rebates from public utilities for **investing** in energy-saving devices.
- ¶65% support a "**sin tax**" on the sale of toxic products.
- ¶87% say they would **boycott** a company that is careless toward the environment.
- ¶53% support **closing down** factories that don't meet enviro regs, regardless of job loss.

7 PSYCHOGRAPHIC SEGMENTS IDENTIFIED

Cluster analysis was used to assess fundamental values & lifestyle approaches, plus attitudes & behaviors toward various environmental issues:

1. **Young Activists** (15% of population). Willing to "make waves." Well educated, big-city professionals, young (43% under 35), independent, often Democrats, most likely to make financial sacrifices & behavioral changes. Support tougher consumer & industry regulation.
2. **Community Enthusiasts** (8%). Take everyday environmentally friendly behavior very seriously. Consumed with everything from buying green products & recycling to writing letters & volunteering for the cause. Slightly higher percent of females, lower than average incomes, prefer to "act locally" giving average support for legislative initiatives. More likely to support the protection of jobs over the environment.
3. **Ambitious Optimists** (21%). Young, educated, conservative, financially successful & confident. More likely than others to predict an improved economy & better environment in the future. Practice recycling & buying green labels, more than average support for proposed legislation, and more likely to make financial sacrifices.
4. **Mainstream Followers** (21%). Have unremarkable attitudes & behaviors. Most partake of fairly green behavior, say they will make financial sacrifices. Generally dissatisfied with industry & gov't performance with regard to the environment.
5. **Disillusioned Survivors** (14%). Over 55, poorly educated, retired or unemployed, fairly uninvolved with environmental activities. They blame industry for being careless & distrust politicians. They're somewhat more supportive than average of legislation & seem in favor of serious action, even at the expense of jobs.
6. **Hostile Conservatives** (13%). Well-educated, higher income men, Republican, fairly traditional & resistant to the green movement. Unconvinced there's an environmental problem, fairly optimistic about the future, tend to feel they have a right to use the earth's resources. Don't support environmental protection initiatives or make personal financial sacrifices for it.

Respondents ranked business execs & industry ass'ns as least credible of the 15 info sources listed. Environmental groups, public tv, the EPA and even the Sec'y of the Interior rated higher. Considered most environmentally careless:	
Chemical	71%
Oil & Gas	70
Plastics	69
Household Cleaning Prod.	65
Agricultural Chemicals	62
Automobile	58
Mining	57
Packaged Goods	57
Waste Management	57
Forestry, Pulp & Paper	56
Quick Service Restaurants	56
Only 4 industries were ranked as more environmentally careful than careless:	
Glass & Bottle Industry	54%
Electric Utilities	52
Hospitals/Healthcare	49
Banks/Financial	43