

Selections were based on research of historical & current literature and surveys of current pr leaders. Three honorees will be named each year for the next 25 yrs. "When PRSSA celebrates its 50th anniversary, we will have recorded the names & archived the biographies of 100 of the profession's most significant women pioneers & leaders." (Brief biographies available from pr)

OPINION LEADER RELATIONSHIPS GOT ATLANTA THE OLYMPICS

Billy Payne, CEO of the committee that won the games & will also be the host organization, told the conference "People will support those people they trust."

So when he had the idea of competing for the centennial anniversary Olympiad, he first went to his circle of colleagues. They then went to theirs, and the concentric circle of **building relationships that gain trust** got support to make the pitch to the International Olympic Committee.

The same approach -- **targeting the 90 opinion leaders** who would make or influence the decision -- was applied to Atlanta's campaign. Dossiers were compiled on these key people & their responses, actions, opinions etc were tracked. **Face-to-face interactions** created confidence that a 2nd-tier, southeastern US city could be trusted to handle this important event.

To appreciate how tough the sell was, Athens was by all odds the natural choice; they "deserved" to be chosen for historical reasons. But weren't. Also many overseas IOC directors confused Atlanta with Atlantic City -- and thought the main attraction would be blackjack.

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. PRSA '94 officers: pres, Joseph Vecchione (vp-pr, Prudential, Newark); pres-elect, John Beardsley (Padilla Speer Beardsley, Mpls); sec'y, Debra Miller (ass't dean, Schl of Journ & Mass Comms, Fla Int'l U, North Miami); treas, Luis Morales (dir mktg & comms, Robert Morris Assocs, Phila).

APPOINTED. John Budd, Jr. (Omega Group, NYC) to PRSA's new position, counselor-in-residence. He serves as advisor/counselor to Ray Gaulke, COO, specifically on reputation building for the profession. (See this week's t&t by Budd)

HONORS. Daniel Edelman selected "PR Professional Of The Year" for '93-'94 by PR News.

ELECTED. American Society for Healthcare Marketing & Public Relations '94 ofcra: pres, Bob Ristino, vp-pr, Medical Center of Central Mass (Worcester); pres-elect, Patricia Usner, vp mktg & pa, Pennsylvania Hospital (Phila); regional dirs, Fred Hipp, Jr., dir comty rels, Muhlenberg Regional Medical Center (Plainfield, NJ), Bob Justis, dir corp rels & dev'l, Allen Memorial Hospital (Waterloo, Iowa), Becky Barney-Villano, dir mktg & physician svcs, Mission Hospital Regional Medical Center (Mission Viejo, Calif).

PRSA CONFERENCE ADVICE: BENCHMARK, LISTEN, CROSS-TRAIN, TEAM

JEFFREY NUGENT, vp-worldwide quality mgmt, Johnson & Johnson, let Yogi Berra set the tone: "You can observe a lot of things just by watching."

- He feels the goal needs to be *delighted*, not just satisfied, customers -- & to reach this goal, employees must be delighted.
- Case in point: An airline exec told him "Coffee stains on flip down trays in airplanes make passengers think the engines don't work."
- 2 most powerful incentive for employees: **Recognition & Responsibility.**
- **"Public Relations is the art of listening."**

JACK GRAYSON, chrm, American Productivity & Quality Center, touted:

- **Benchmarking:** Learn best business practices by talking to leading organizations about what, why, when, where & how they run the business. Also, **listen** & look at the best practices within your own organization, but go beyond that and look at whomever is doing a good job, whatever industry it is. Once we've listened, then implement.
- **TQ as a better term than TQM** because it involves the whole team, not just mgmt. Need to make sure structure is in place that enables workers to deliver quality.
- Being willing to **admit faults & weaknesses** -- accept them so you can go on & make change occur.
- **10 Action Steps**
 - 1) All pr pros & PRSA as an org'n use benchmarking as a tool
 - 2) Facilitate networking -- use info technology, but don't rely on it
 - 3) Get sr mgmt involved in the heart & stomach of TQ
 - 4) Take TQ & Benchmarking beyond being just "techniques" and make them a part of the business
 - 5) Work on structural issues -- Teamwork, **Cross-function**, Compensation
 - 6) Learning -- not just training
 - 7) Get the truth across whether good or bad
 - 8) Face-to-face -- go beyond 1-way communication
 - 9) Stop blaming -- don't worry who caused a problem, move beyond it & see what can be done
 - 10) **Get on to what works** -- not just ideas & theory: "You can't steal 2nd base while keeping a foot on first"; & "You can't plow a field by turning it over in your mind."

ROBERT TOMASKO, mgmt consultant, Arthur D. Little & author of "Rethinking the Corporation: The Architecture of Change," stressed the need for **cross-training** -- using the example of a hotel in San Francisco where all employees are cross-trained to take care of the top 20 requests of guests, including equipment maintenance.

- He cites 6 things to concentrate on for organizational change:

- 1) Focus on strengths
- 2) Keep an eye on the market
- 3) Think for yourself
- 4) Thrive on change
- 5) Have multiple options
- 6) Don't forget about the future.

- "You can't change just one thing."

RAY GAULKE, COO, PRSA

- Standards should be qualitative not quantitative. **Listen** to what key **audiences** say -- & look beyond cost value, beyond always worrying just about "the numbers."
- "We need to be a powerful voice for a more powerful perspective."

JUDY RICH, evp, Ketchum PR, in her session on creativity listed 2 key points to stay ahead:

- Make sure to give clear direction & **listen carefully**.
- **Cross-training** needs to be *interdepartmental* to help creativity.
- **10 ways to be more creative:**
 - 1) Be alert in observation
 - 2) Keep track of your ideas
 - 3) Pose new questions
 - 4) Learn about things
 - 5) Avoid rigid, set patterns
 - 6) Be open & receptive
 - 7) Engage in hobbies
 - 8) Improve your sense of humor
 - 9) Adopt risk-taking attitude
 - 10) Let your mind relax.

- **12 Tips for Breakthrough Brainstorming**

- 1) Do all "left brain" strategic thinking before calling in the "right brain" creative thinkers
- 2) Bring in fresh people
- 3) Focus your meetings
- 4) Make sure everyone learns what you're doing
- 5) Be eager to answer questions & encourage asking
- 6) Provide a risk-free environment -- make people feel secure
- 7) Welcome & record **all** ideas offered -- write down everything that's said *the way it is said* (the brainstorming technique)
- 8) Nurture free-wheeling ideas that will lead you in new directions

- 9) Don't let anyone dominate & don't let anyone be shut out
- 10) Discourage critical reactions to or negative comments about ideas suggested
- 11) Keep a sense of humor
- 12) Don't set a time limit on session.

MITCH KOZIKOWSKI, counselor, noted that successful use of Integrated Communications requires that you:

- 1) Focus on what you achieve, not on what you do
- 2) Become information obsessed
- 3) Learn to talk the language of your company or client's business
- 4) Claw your way into the marketing planning process
- 5) Become an expert in evaluating & building relationships
- 6) Be a consumer advocate on a multi-discipline team (**Cross-training**)
- 7) **Learning to listen**
- 8) Formulate measurable goals for pr program
- 9) Become a team player
- 10) Learn facilitation techniques.

HAROLD BURSON, on the challenges of being a CEO, spoke of the need for training -- "we've not done a good job of developing & training people to deliver quality services."

- Integrated communications means cross-training in advertising, marketing, databases etc;
- To practice behavioral public relations learn OD, HR, management, etc.

(Conference Proceedings, \$50, mbr \$30, from PRSA, 33 Irving Place, NYC 10003; 212/995-2230)

25 NAMED TO NEW "NATIONAL HONOR ROLL OF WOMEN IN PR"

It commemorates the 25th anniversary of PRSSA & will be housed at Northern Illinois Univ -- home of 1 of the 14 "alpha" (initial) student chapters chartered by PRSA. "The contributions of women have, until very recently, been largely undocumented. This program will fill an important gap in our profession's history," explains Shirley Serini, PRSSA advisor & ass't prof, NIU. Initial inductees, announced at the conference, are:

Ann Barkelew	Caroline Hood (dec'd)	Douglas Ann Newsom
Leone Baxter	E. Roxie Howlett	Isobel Parke
Phyllis Berlowe	Barbara Hunter	Pat Penney
Judith Bogart	Lee Jaffe	Betsy Plank
Doris Fleischman	Inez Kaiser	Rosalee Roberts
(dec'd)	Ruth Kassewitz,	Jean Schoonover
Dorothy Gregg	Marilyn Laurie	Rea Smith (dec'd)
Denny Griswold	Amelia Lobsenz (dec'd)	Judy VanSlyke Turk
Carol Hills		Sally Woodward (dec'd)