

Most major survey research org'ns working in social & political research are represented. These include: Gallup, Roper, Harris, National Opinion Research Center at the U of Chi, ABC News, CBS News, NBC News, LATimes, NYTimes, USA Today, Washington Post, Associated Press, many others.

105 SUBJECTS Including: abortion, animals, business, consumer, education, farm, gov't, health, leaders, medicine, men, press, problems, religion, spending, values, women, work, youth.

Ad-hoc access to POLL costs \$150 account maintenance fee plus \$1.50 per item. Unlimited access is also available: academic \$3,000, non-academic \$5,000. (More info from Roper Ctr, P.O. Box 440, Storrs, Ct. 06268-0440; 860/486-4440, fax 860/486-6308)

ONE MORE TIME: ANOTHER GOV'T AD CAMPAIGN THAT WON'T WORK

An interactive pr program might. To stop girls 9 to 14 from smoking, engaging in sex, drug & alcohol use & other risky behaviors, Health & Human Services launched an \$800,000 1-way message campaign using tv, radio & print ads -- aided by posters in shopping malls & a web site.

"We want to reach girls with targeted messages (sic) about the behaviors they should avoid, but also with strong positive messages to reinforce their confidence & sense of possibility," said HHS Sec'y Donna Shalala.

Please review the research, Feds: **messages don't motivate behavior.** If they did, everyone would wear seat belts, protect against AIDS & never drive drunk -- since billions have been spent on message campaigns on these topics. The search for a silver bullet ignores the body of knowledge.

JUSTIFICATION?

"Our culture bombards these girls with messages to stay thin, attract boys, consume harmful drugs & focus more on what others think of them than what they think of themselves." So quite correctly points out Nelda Chavez, head of HHS' substance abuse & mental health programs. So -- for an ad budget that won't even make a droplet, HHS's strategy is to fight messages with messages.

AMBASSADOR PROGRAM SUPPORTS BEHAVIORS WHERE THEY OCCUR

Members of the Volunteer Trail Safety Patrol of San Francisco's East Bay Regional Parks District meet fellow trail users, remind them of safety procedures -- face-to-face. Volunteer asks walkers, bikers, rollerbladers, horseback riders & joggers to pause, then explains he or she is, like them, someone who also enjoys use of the trail -- ie a credible spokesperson. Volunteer then suggests a few simple courtesies -- walk to the right, call out when passing on your bike, keep dogs leashed. Then s/he gives each user a card that further details trail-use rules, number to call for park police, safety tips. A compelling use of face-to-face -- to solve a tough communication problem, as any walker ambushed by a biker, rollerblader or the cavalry can attest.

CASE: COMMUNITY ADVISORY BOARDS AGAIN PROVING EFFECTIVE

Since 1990, Dow Chemical (Midland, Mich) has had a Community Advisory Panel (CAP). 15-mbr panel a) reflects a cross-section of the community; b) operates independently of Dow; c) members serve voluntarily. It's directly related to Chemical Mfrs Assn's Responsible Care program (pr 6/10/91) -- which calls for priority recognition of community concerns.

"This concept has great application in all industries. All have stakeholders whose concerns & voice are important. This is an extremely valuable way to talk with & listen to them. I think many people believe all they'll hear are the gripes. But that's not so," Cindy Newman, mgr pr, told prr. She gives this illustration of its positive nature:

"I'm on the planning committee for Dow's 100th anniversary in '97. A year ago I went to the CAP & gave a mini-presentation about it. Ran by them what we had learned from other companies that had celebrated 100th & 200th anniversaries. Then I polled them, as community leaders, on what they thought would be appropriate.

"After that presentation, one of the CAP members went off & started talking on his own to a wide cross-section of community leaders. As a result, a community committee has been created that is going to hold a variety of events to celebrate & honor Dow for doing business & providing jobs & helping the economy in Midland for 100 years. A week ago they held a kick off fundraising event to help pay for what they want to do in May when the anniversary is celebrated. They're going to be holding a week's worth of activities to celebrate Dow -- & it's all community driven."

CAP's PURPOSE

1. To do business in our community, we must earn community support.
2. This support is a result of a relationship of confidence & mutual understanding between Dow & the community.
3. This relationship will grow & prosper or wither & die depending on the quality of 2-way communication.
4. The purpose of the panel is to help facilitate 2-way communication between Dow & the community by providing a forum for addressing issues, concerns & opportunities affecting Dow & the community.

PERCEIVED NEGATIVES

... were weathered in the formation, including:

- We're inviting trouble by asking people to comment on our operations. Why don't we continue our low profile?



- We have CAER (Chemical Awareness -- Emergency Response) in place. Why do we need the community involved in our operations, too?
- Ours is a technical business. What can untrained people contribute?
- To be successful this takes time & effort. Do we have it?
- We'll listen, but we don't have to do anything, do we?

BUT POSITIVE OUTCOMES

- Creates community trust & cooperative relationships.
- Improves com'ns with the community.
- Develops opinion leader support.
- A form of "insurance" against doing something stupid.
- Forum to test ideas.
- Helps identify emerging issues.

FORMING THE PANEL

1. Asked a group of 12 community leaders to a 3-hour meeting where they: a) identified community stakeholder groups; b) brainstormed 150 people from these stakeholder groups who could serve on the panel; c) prioritized names by stakeholder group; d) discussed guidelines for panel operation.
2. Personally met with 15 of these people & invited them to join the panel. All said yes.
3. Appointed a 3rd-party panel facilitator -- compensated by Dow.
4. Held first meeting Sept 18, 1990.
5. Publicized formation of the panel -- after members gave approval to do so -- internally to Dow employees & externally via media.

GUIDELINES

- Panel is advisory & not asked to formally approve/disapprove any actions Dow takes. However, Dow is very responsive to panel questions & concerns.
- Vacancies are filled by suggestion of panel members with Dow approval.
- Dow's gen'l mgr, mpa & environmental svcs mgr attend meetings routinely.
- Members serve indefinitely, may resign at any time.
- Meetings are 2 hrs in length, held monthly except summer. Agendas are developed cooperatively between Dow & the panel. Minutes are maintained & available to the public with consent from Dow & the panel.
- Views expressed by individual panel members during meetings are confidential & not recorded in meeting minutes.
- Panel meetings are not open to the public. Guests are invited if their presence is relevant to a specific agenda item.

LESSONS LEARNED

- Environment is not an all-consuming issue.
- "We have a good track record of following thru & feeding back to them actions we have taken as a result of what they've told us. We're not always asking them to help us come to concrete action steps. But when we do, we follow thru and that persistence builds credibility. You also win credibility by giving them access to top mgmt, which we do. It lets them know we take them seriously."
- A mission statement/guidelines is vital to guide the first 2 years.
- Company expectations must be clear & repeated frequently.
- Recognize that there's strong diversity of interests on the part of panel members -- a facilitator's challenge.
- Tougher than expected to get out of the "Dow educating panel" mode.
- Let the panel meet with outside experts -- sometimes without you.

- Expect some turnover in panel members.
- Thoro orientation of new members is extremely important. Key step should be plant tour with environmental manager as tour host.
- Be prepared to tackle some tough issues.
- Panel "needs" to participate in *some* company decisions for self-esteem.
- Annual report from panel to community helps raise awareness of panel's existence & gives members appreciated recognition for their involvement.
- Incorporating panel advice in company decisionmaking processes is not easily accomplished. Tho "there's not much resistance anymore because the reality is the panel is not a board of directors. It's an advisory group." (More info from Cindy Newman, 517/638-5783)

DIRECT MAIL NOT DEAD; SPENDING WILL HIT \$80B BY 2000

This constitutes more than double current budgets & will take a greater share of all media dollars, according to Ad Audit Services. Other stats that show its vitality -- tho **may be underused by pr**:

Gallup Poll findings:

- 77% of US companies use DM. It generates 5% of corporate revenues.
- The average large & mid-size company sends 672,000 direct mail or catalog pieces each year.
- 2 of 3 companies using direct mail say they've increased their budgets by 25% during the last 5 yrs. Nearly 1 in 5 has increased by 90%.

Household Diary Study commissioned by the USPS & released this year:

- 90% of households surveyed report they usually read or scan at least some of the adv'g mail they receive.
- 54% of mail is biz-to-household. 60% of that is adv'g mail.

Direct Mktg Ass'n

- Direct mail sales to consumers reached nearly \$6 billion in '95. **Biz-to-biz direct mail sales amounted to nearly \$500 billion.**
- Direct mail's share of nationwide ad revenues is 3rd -- behind only newspaper & tv ad spending.

ROPER CENTER DATA NOW DIRECTLY ACCESSIBLE

This major repository of national sample survey data -- one of the premier sources of secondary research -- can now be accessed directly by computer. Public Opinion Location Library (POLL) is a comprehensive on-line retrieval system for polling data maintained by the Center. Planning for POLL began in 1980 as part of its mandate as a national institute for public opinion research. Construction began in '83. Center is named after Elmo Roper, the pioneering founder of the Roper research firm.

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1. **Full-text & complete responses** to nearly 250,000 survey questions posed since 1935.
2. **Cross-tabular demographic data** for 20,000 questions asked since 1992.
3. Also includes info for **source citation**: when the poll was conducted, by whom, with what type of sample, etc. Database is updated daily.