

**INTERNET 101: MAIL PIECE EPITOMIZES OLD vs. NEW**

"The jargon associated with the Internet" may be misleading clients -- and perhaps some practitioners as well. One organization's sales brochure phrases it like this:

*"It's hot, it's exciting & there are plenty of ad agencies that want to put you on the world wide web. Some of these agencies -- especially the larger ones -- even understand some old fashioned marketing communications terms like awareness, share-of-market, recognition & preference."*

**HERE'S THE TEST** Copy continues: "However, many of them seem to be in a foreign land when using concepts like:

- share-of-customer
- one-to-one marketing
- economies of scope
- customer (not product) differentiation"

Did you pass? pr did moderately well. It has carried materials on share of customer & one-to-one marketing (10/16/95 & 10/30/95), and covered some aspects of customer differentiation. But the newsletter hasn't done much on economies of scope.

Pitch concludes: "While we too will be happy to put you on the 'net' our **integrated advertising & public relations programs** will also put you on the road to success."

**MAIL PACKAGE HAS HI-TECH LOOK** Self-mailer is stark black with white address label centered on one side, organization's e-mail address in white on the other. Opens to 5 1/2"x18", black on white. Inside, copy uses lots of white space, wraps around a 3/4"x5" box that emphasizes mailer's message "We speak your language" -- printed white on black. Biz reply card is attached. (From Richartz & Fliss Inc, 259 Baldwin rd, Parsippany, NJ 07054)

**WHERE DO YOU STACK UP ON LANGUAGE USAGE?**

To find out, take Writing Concept's survey. 40 usage issues have been presented over the survey's 5 years, and not one has received 100% agreement. Strongest feelings this year concern the use of the plural pronoun *their* to refer to a singular noun. 3 of 4 respondents reject it -- "the highest rejection rate came from users of *The Chicago Manual of Style*, which has endorsed the use," notes the report. Also of interest:

- Half use *The AP Stylebook & Libel Manual*; a quarter use *The Chicago Manual of Style*; 13% (doubled since last survey) use **no** style guide.
- When referring to people over 65, 66% prefer that terminology because, say some, it's the most precise; *older* ran a distant 2nd at 21%; *senior citizens*, 11%; *elderly* barely placed at 1%. (Copy of questionnaire & results from Communications Concepts, 7481 Huntsman Blvd, Suite 720, Springfield, Va 22153-1648; 703/643-2200; \$5)

**PROPERLY STRATEGIZED PUBLICATIONS STILL WORK VERY WELL**

University Hospital's (Denver) annual report is all photos -- b&w photos! -- with a 1-page insert carrying the financials. AR took shape from a facetious comment at a planning meeting -- "No one ever reads annual reports so let's do one with no words."

True of brainstorming, all comments have value. This one shaped "a successful & unique way of presenting our hospital & our mission. People are 'reading' it. We're getting very positive responses. It vividly tells our story. And that's what we want -- **to get the general public to understand what a teaching hospital is all about,**" Don Cannalate, dir regional health care comms, told pr.

**THE RESULT: A FASCINATING PUBLICATION** End product is a 9x12", 4-page, glossy hi-white, bound booklet containing 49 b&w photographs (selected from 5000) depicting all aspects of the hospital. Photos are full of energy & human emotions. 7 professional photojournalists from the area shot the photos during one 24-hour period. Brief captions tell the story. As hospital pres Dennis Brimhall explains in AR's short intro, "Our 1995 annual report attempts to bring to life impressions, not of what we are, but of who we are."

**ADDED BENEFIT: A TRAVELING EXHIBIT** Each photojournalist submitted his or her 20 best photos. Those 140 shots form a traveling exhibit taking a 2-year tour to communities across Colorado. "The exhibit was an after-thought but is turning out to be the frosting on the cake. It's giving us a lot of visibility." Hospital is partnering with local arts councils, public libraries, community colleges, museums, courthouses, cultural centers to hold the exhibit. AR will be used as a catalog of the exhibit (minus the financials page). Copies will be sold to interested viewers, with proceeds shared with the community holding the exhibit.

- This also "provides a vehicle for the community to do other events" while the exhibit is there -- photo workshops, health fairs, health career nights for high schools, community health lectures. "We're lining up communities around the state. Everyone wants it."

**FAIL - SAFE PLANNING** 1. **Decision to do "a day in the life"** of University Hospital. Wanted to call it that but learned it's a trademarked name. AR/catalog is instead called "Impressions: A 24-Hour Portrait of University Hospital."



2. **Commissioned 7 photojournalists.** "Said 'we'll pay you this amount of money & in return you spend 24 hours in our hospital photographing anything you want. No door will be closed to you.' That last part got them because the money didn't compare to what they could otherwise get." The final 140 photos are the property of the hospital. Photojournalists retain control over their remaining photos -- "and there were a lot of good photos that didn't get selected."
3. **Extensive advance communication to employees** thru internal publications. "You can't do too much of that. In areas like the emergency room & surgery we made sure the people on that day were fully apprised of what would take place & the needs of the photojournalists."
4. **Tent cards on patients' food trays** the day before & the day of the shoot informing them about the event & their right not to participate.
5. **Assigned a vp to each photographer** because "we recognized we probably wouldn't get to everybody. They spent the 24 hours with them, making sure every door was open to them &, in case someone hadn't heard about the event, were there to explain & ask for cooperation."
6. **Held a luncheon for the photojournalists & vice presidents** 2 days prior to the shoot. Purpose was for all to meet & for Hospital's pres to set the tone for the shoot, what he hoped would be accomplished, explain the Hospital's mission & go over the ground rules.
7. **Photojournalists were assigned areas to cover** "because we didn't want them all in the emergency room all day & not covering other things that go on behind the scenes." VPs then walked their assigned photojournalists thru their areas & introduced them to the people in the units.
8. **Set up a communication center in the basement** with food & phones. Made available empty rooms for them to take naps during the 24-hour period.
9. **Release forms were prepared ahead.** It was the responsibility of each vp to get them signed as photos were taken. "Just keeping up was tough. These photojournalists shoot faster than a speeding bullet!"
10. **3-person judging team** was headed by former director of photography at National Geographic. "We had no control over what they selected." Part of the deal was that pres Brimhall could have no veto power over what the judges selected or what the designers chose for the AR. "In the AR there's a shot of a student rollerblading thru the basement of the hospital. That's a no no. Dennis gulped, but couldn't take it out."

"We're getting a lot of bang for our buck." Total cost was \$30-35,000 for both the AR & exhibit. "Over a 2-year period, we feel it's a good investment." And **selling teaching hospitals is a major healthcare problem.**

### AUTHOR OF BERNAYS BIOGRAPHY SEEKS INPUT

Boston Globe journalist Larry Tye seeks anecdotes, remembrances, data, evidence of ELB's influence on current practice -- anything that will help

him pen a definitive work. Also critical: "I'd love to hear from anyone who knew him, or is generally familiar with public relations in America in the 20s, 30s & 40s."

He's also seeking a copy of ELB's autobiography, *Biography of An Idea*, now out of print, to use in compiling his database for the book. (3316 Rowland pl, NW, Wash DC 20008; 202/362-4170. E-mail TYE@NWS.GLOBE.COM)

### ITEMS OF INTEREST TO PROFESSIONALS

¶ **KidsCom, A "Cyber-zine" With 20,000 Registered Users**, is new avenue for reaching children ages 4-15. It's accepting new product & feature press releases for its "New Stuff for Kids" section -- a "cyber-logue" where children can see what types of cool new items are available. Releases will be posted for 1 month at no charge. However, each release requires a product donation of \$1,000 minimum retail value plus shipping & handling. These are used as prizes for games, contests & activities for KidsCom users. On-line since Feb '95, site received the Point Communications Award for inclusion in the top 5% of all Web sites. Its address is <http://www.kidscom.com>. (Info from Michelle Cole at 414/272-7742)

¶ **PRSA Seeks PD Workshop Leaders For It's '96 National Conference** -- "Telling the Truth: Building Credibility In An Incredible World." Conference will be held Nov 10-13 in St. Louis. Seeking proposals from pr professionals, mgmt consultants, CEOs, CFOs, social scientists, media pros, research & development pros. Workshop leaders serve on a voluntary basis; there is no honorarium or reimbursement of expenses. Deadline for submitting is April 5. (Info from prof'l dev'l div at 212/460-1408)

¶ **"One Of The Most Under-Used Publicity Tools Is The Full-Length Book,"** says David Yale, who has put together a disk titled *Get Paid to Write Your Book*. "A book about a client's services or products can position the organization as experts on the subject, & publication by a third party serves as an impartial endorsement of that expertise." His "Cyber-book Infodisk" includes 12 worksheets that help writers develop their own action plan for creating book proposals. Disk explains how to use a book proposal to get an advance payment up-front from the publisher, which could defray the cost of a book project; how to write a query letter; what factors influence the size of an advance; how to make an educated guess about a book's market, profit & publicity potential; how to locate & evaluate books that are potential competition. (\$14.95 from Yale Info, 209-33 35th av, Bayside, NY 11361; 718/225-3419)

¶ **Trend? The Body Shop Embraces Social Accountancy.** Its response to criticism in a Business Ethics journal that it was not living up to its own ethical ideals was to invite a **social audit by an independent authority**. Starting next January, the Body Shop "will be making our first social statement along with our annual publications of our audited environmental & business reports," declared its general manager, David Wheeler. (Source: Pan Hin Yue, "Trading on the World's Conscience," New Straits Times, Malaysia; Nov. 14, 1995, p. 9.)