

MAKE THEIR OWN DECISIONS, WANT DATA TO HELP DO IT

Survey was created to find how best to market thru impersonal means to execs. "What we found is that most people who have reached powerful positions don't want to be told how to do their job, so they have a tendency to **tune out business stories** & be more interested in stories that reflect the lifestyles trend in the country. That way they are getting the data they need to make their own decisions," notes Eric Yaverbaum, pres, Jericho Promotions. (More from him at 924 Broadway, NYC 10010-6007; 212/260-3744)

CHECK CEO'S VOICE, + SPOKEPERSONS', RECEPTIONISTS', YOURS

Vocal traits people find most unpleasant & irritating are:

- a whining, complaining or nagging tone;
- loud & grating voices;
- mumblers, very fast talkers, weak & wimpy voices;
- a flat, monotonous tone
- high-pitched, squeaky voices;
- a thick accent

according to a survey by Jeffrey Jacobi (NYU), author of *The Vocal Advantage* (Prentice-Hall). Only 1 in 3 people likes the sound of his or her voice; an equal number dislikes the way they sound.

OVERLOOKED INFLUENCER

"Your voice can make others view you as decisive, confident, trustworthy, assured & likable. Or make you seem insecure, weak, unpleasant, boring, crude -- even dishonest. A problem voice can make or break careers & relationships."

The good news is that you can usually overcome even glaring voice deficits." Jacobi describes his book as "an owner's manual for the voice." It offers techniques & exercises designed to detect & eliminate almost any voice problem.

WHIMSICAL NAMES PRACTITIONERS USE SHOWS PROBLEM IN PR

How do practitioners view their positions? When asked in on-line PRFORUM to imagine another name for themselves, some responders graphically illustrated their day-to-day lives. Tho playful, names show lack of focus evident in the field at its present transitional period:

- | | | |
|---------------------|-------------------|------------------|
| chief dragon slayer | spear catcher | senior gladiator |
| evangelist | media coach | media maven |
| futurist | cheerleader | spin doctor |
| team-builder | captain loudmouth | wet nurse |
| coach | shepherd | border collie |
| publisher | pal | ricksha driver |

WATCH OUT: TALK RADIO LEAVING POLITICS, MAY FIND YOU

Concentrating on politics could kill talk radio, experts warned at Talk Radio Seminar. Many listeners are tired of it. Next move? Be entertaining & informative -- a combo that usually means looking for organizational scandals.

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TOBACCO - FREE KIDS CAMPAIGN IS TEST FOR PR STRATEGIES

Public policy initiatives (the way Lee Iacocca saved Chrysler), research, opinion leaders & face-to-face, supported by media & advertising, are tools Campaign for Tobacco-Free Kids will use to battle the tobacco industry.

"Most of our work is on the policy side," media dir Brian Ruberry told prr. Campaign's current effort is to win public & legislative support of an FDA proposal that would ban vending machines, where most kids get their cigarettes; & prohibit billboards & other cigarette ads within 1000 feet of schools & playgrounds and ads in pub'ns read by children.

In June, Campaign will become part of the new, privately funded (\$30 million in start-up money) National Center for Tobacco-Free Kids. Ex-pr firm head Bill Novelli has been appointed president. Even this largest tobacco control initiative "doesn't compare to the billions of dollars the tobacco industry spends on marketing its products to kids. But we have the facts & public opinion on our side. We think we can make a difference."

TECHNIQUES BEING USED BY THE CAMPAIGN

- **Truth Squad.** "Every time the tobacco industry raises its head to speak out against the FDA proposal, or attempts to do anything proactively, we're there with a big sledge hammer to get in their face & respond with the facts. We've learned that once the public hears the facts about cigarette smoking, then the tobacco industry loses the argument."

Tobacco industry held a press conference in Jan to explain what was wrong with the FDA proposal. "We held one right next door to theirs to make sure everything they said was challenged with facts. A Smoke-Free Class of 2000 student spoke. Tobacco industry had a slew of some of the highest paid attorneys in town. But we had what no amount of money could buy -- a young person speaking from the heart."

- **Target 10-13 yr olds** "who are on the cusp of making a decision whether to smoke." Research shows 1st thru 5th graders know smoking is bad & accept that. In upper levels of grade school & junior high "they start to challenge the conventional wisdom. Suddenly just telling kids that smoking is bad isn't good enough, & may in fact even backfire. We know that most kids start smoking at the age of 13. They may be starting now at even younger ages." Center is doing research & strategic planning regarding "the best way to reach & influence these children."



- **Peer initiatives.** Works with its Smoke-Free Class of 2000 -- a group of 8th graders (2 from each state).
- **Form coalitions.** Hooks up with other groups' scientific studies, shares the platform, presents its case jointly. Ads (see below) are co-sponsored by 10 prestigious medical org'ns. "Old-fashioned advocacy of just talking about the dangers of smoking isn't the answer."
- **Attack influence money.** Launched *Spotlight on Tobacco Cash* in conjunction with Common Cause. Study looks at contributions from tobacco industry to members of congress. Campaign took it a step further illustrating with specific examples "what these contributions buy in the way of votes, signing letters against the FDA proposal, how it buys congressmen. It's no coincidence that members of congress who are receiving the largest amounts of tobacco money are also the ones most actively against the FDA proposal," he claims.
- **Ads give call to action:** Following the press conference with CC, Campaign ran ads in WashPost, Wall Street Journal, NYTimes (among others) asking readers to call an 800 number which would patch them to the office of one of their political representatives via phone, fax or letter (caller's choice) to send the message to stop taking tobacco money & support the FDA proposal.
- **Localized campaigns.** With Ctrs for Disease Control, released a new study that looks at tobacco use in individual states. Press conference featured a student from West Virginia (see box, p. 1) -- which ranks no. 1 in teen use of cigarettes & smokeless tobacco. "Youth smoking was just part of CDC's study. But the student's presence put a face on the issue. Majority of the coverage focused on the rise in teen smoking."
- **Celebrity face-to-face project.** Center will recruit roving ambassadors -- athletes & celebrities that kids look up to. "We're researching whom is most popular & most respected among young students. These roving ambassadors will go to schools to speak for us on issues."

MASS COMMUNICATIONS HAVE POWER TO SET TONE

Go into a store & take a child's eye-level view around the cash register area, suggests Ruberry. "You'll be overwhelmed

at the amount of cigarette advertising & promotion. Adults tend to block it out." Same with billboards. The majority advertise cigarettes. And magazines. "What we adults block out is getting to our kids."

NEW VIEW ON INFLUENCE OF MARKETING ON CHILDREN

Study done last year shows cigarette advertising "is more than twice as likely to influence kids to start smoking than peer pressure." (Whether peer pressure *inhibits* starting to smoke was not measured by study.)

This research, by John Pierce (Cancer Prevention & Control Prgm, UCal-San Diego), developed an Index of Receptivity to Tobacco Marketing based on respondents' ability to

- identify promoted benefits of smoking,
- name a brand of cigarettes they would prefer to purchase,
- name a favorite cigarette ad,
- had received a product promoting tobacco use,
- were willing to use it.

More than half of the 12-17 yr old never-smokers scored 2 or higher (on a scale that rises to 4+) on this index.

"A higher score on the Index of Receptivity to Tobacco Marketing was strongly associated with susceptibility among adolescent never-smokers. The association of the index score with susceptibility was independent of & appeared to be stronger than the association with susceptibility of exposure to other smokers.

"Whereas exposure to both family & best friends who smoked increased susceptibility to smoking by 90%, a score of 4 or more on the Index of Receptivity to Tobacco Marketing produced almost a four-fold increase in the likelihood of being susceptible to smoking, & a score of 2 increased the likelihood by a factor of 2." ("Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking," Journal of the National Cancer Institute, Vol.87, No.20, Oct 18, 1995)

Study contradicts previous research, which finds peer pressure the greatest influence. Is it perhaps different with kids -- who more than anything want: 1) to experiment, 2) to defy "good advice" from adults, 3) to do things secretly?

WHAT REALLY INFLUENCES EXECS MORE HUMAN THAN EXPECTED

Survey of 311 Fortune 1000 presidents & vice presidents reveals a lighter look at what influences them:

- 52% say coverage of their organization was accurate, but 69% say their names are never spelled right.
- Of 38% who had a negative story about their organization in the media, **69% said the negative piece benefited them.**
- Howard Stern is the most listened to radio personality garnering 41%, followed by Larry King (31%) & Rush Limbaugh (21%).
- 71% say they most often get info that helps them run their organization from the lifestyle section of their daily newspaper.
- 91% read the newspaper in the bathroom. First section they reach for is the sports page (32%), business (only 2%), lifestyles (21%), world news (18%), comics (10%) & amazingly 16% go right for the horoscopes.
- More read newspapers than watch tv. Tho many watch "CNN Daybreak."
- Get this, publicists: Only 8% say they used anything learned in biz media in the last year in running their org'n. But 61% claim they altered their operations in some way based on a sports story read in the last year. (Plus see above re lifestyle section's influence.)