

TEP's CAMPAIGN

- "Kids ripped our first ad apart. They don't care about dying. When adults write, they think dying is horrible, a major reason for not drinking. Kids don't give a flip. They say, 'If I'm dead, why would I care?' Our ads are for kids so we talk about what *they* care about.
- "What kids say they care about in terms of drinking & driving is losing their driving privileges & killing a friend. They don't care about dying themselves, getting a ticket or going to jail.
- "Kids know about these ads. When we go someplace they say to me, 'you're the ones with the ad of the mom driving the kid on the date.' They know the ads."

PR's ROLE IN AD CAMPAIGNS

"I personally am thrilled that the gov't is doing

educational marketing programs geared to teenagers. It's very important because kids watch tv all the time & they're getting very bad messages. We have to counteract those messages.

Another ad in Arizona that has been "very successful," also written by teens for teens, is about tobacco use. In one ad, a guy spits out some chewing tobacco into a cup. A girl later takes a drink from that cup thinking it's her coke & throws up on him. "It's very graphic, very crude, but it's what they wrote. It's what they like, what they say they'll pay attention to."

"I hate for us to discourage the gov't from getting involved proactively to educate. But we need to help them use their money wisely; make sure what they're doing is strategic & well thought out."

ITEMS OF INTEREST TO PROFESSIONALS

Nominations for Entrepreneur of the Year are open. Awards will be given to entrepreneurs in 46 major US markets who have demonstrated excellence & extraordinary success in such areas as innovation, fin'l performance & personal commitment to their businesses & communities. No fee, but nominations must be in by April 4. Self-nominations are encouraged, as are those from suppliers, customers & those who advise entrepreneurs. Owners/mgrs who are primarily responsible for the growth of a company & active in top mgmt are eligible. Companies must have been operating for at least 2 yrs. Awards program was created by Ernst & Young in '86. (More from E&Y, 787 Seventh av, NYC 10019; 212/773-5621)

Source of crisis mgmt info on the internet is Institute for Crisis Management. Its Web site (www.crisisexperts.com) was launched Feb 1. Site contains material on the sudden & the smoldering natures of crises, research reports describing the crisis trends for major industries during the 90s & a series of 7 questions for assessing an orgn's preparedness for crisis. "You'd be surprised how many organizations aren't ready," observes Robert Irvine, pres of ICM.

CASE: EMPOWERING INDEPENDENT 3RD PARTIES AS ARBITERS

Say your organization deals with potentially polluting or hazardous materials. Some folks in the community are convinced, despite regulatory oversight & your own best efforts, that you are having leaks -- and maybe covering them up. Whatever you say is of course brushed aside.

So you set up a sophisticated monitoring station in a high school, operated by the students. They get a very special learning tool, the community gets an unbiased information source. Skeptical opponents of your operation yell "radiation release." Not you, but the *students*, counter by reporting no release took place.

FINDING RELIABLE SOURCES IN AN UNTRUSTING WORLD

"Many people distrust scientific data, particularly when it's presented by the gov't. If you put it in the hands of a

neutral 3rd party, it increases the credibility of the data," Scott Duncan, dpa, Los Alamos Nat'l Laboratory (LANL), told pr.

That's the benefit of the Neighborhood Environmental Watch Network (NEWNET) -- a **partnership of public, gov't & educational institutions** that provides a way for communities to monitor radiation, barometric pressure, humidity, temperature & other environmental parameters around the clock. LANL is providing the scientific & technological expertise to state agencies wishing to participate in the program.

NEWNET grew out of public concern regarding the radiation effects of nuclear testing. Present focus is on environmental monitoring around US nuclear facilities, nuclear waste transportation routes & environmental restoration sites. Metallic 30-foot towers take periodic (every 15 minutes) measurements that are displayed on screen at the site & shipped via satellite to a nat'l database at LANL & checked for errors.

LINK WITH SCHOOLS & COMMUNITY PROVIDES TRANSPARENT COMMUNICATION

- Gives schools an outstanding educational tool to teach students the basics of

radiation & the connection between radiation, geology, weather & other factors.

- A curriculum on the basics of radiation & risk is being developed by LANL, working with Santa Fe School Dist & Interlearn Technology (a private company). Course will be offered on the NEWNET home page.
- Anyone can observe the results at local monitoring stations at any time. Those with portable computers can plug directly into the station &



download data. Info can also be viewed on the NEWNET home page (<http://newnet.jdola.lanl.gov/newnet.html>).

- An "Environmental Teller Machine" is being developed to make info available to those who don't have access to a personal computer. Like an ATM used in banking, this machine will be in a public place like a library.

But some zealots can never be satisfied. One accused LANL of child abuse for letting the students do the monitoring!

DUNCAN DESCRIBES THE PROGRAM'S BENEFITS

1. It gives students an interesting & timely practical science project & helps them better understand current news issues.
2. It allows citizens in the community to know what's happening *real time* in their environment.
3. It helps the credibility of the data when it's interpreted by an independent party.

FACE-TO-FACE COMMUNICATION SKILLS: EYE CONTACT IS KEY

Good communication skills are not about perfection, but *connection*, explain authors Spring Asher & Wicke Chambers. An essential connection is eye contact. "Physically, eye contact builds trust. When you look a prospect in the eye, they feel important & involved.... If you can't make eye contact when making a presentation, send a memo!" Some tips from their book:

- **When speaking to a small group:** Make eye contact by delivering a whole thought to one person (for about 4 to 6 seconds). *Feel the connection*, then move on to someone else. Most people are comfortable & confident talking one-on-one. You can replicate this same comfort level by focusing on one set of eyes at a time.
- **In a large group, move in a Z around the room:** Have miniconversations with an individual in the front of the room. Find one easy-to-look-at person in every section. Turn your shoulders toward the target group & your whole audience will soon feel connected. But beware: Hold that eye contact. Look trustworthy. The nickname "Tricky Dick Nixon" was the result of shifty, nervous eye contact made by the late president.
- **Be audience-centered.** Instead of being self-centered, think of yourself as a problem solver & a coach. Fear is rooted in, "What will they think of me?" The solution is to think of what you can do for them.
- **Listeners, buyers, decisionmakers can't remember more than 3 clear, compelling messages.** Forget 8 overloading points. Listeners simply can't store that volume.
- **Put your points in order,** with the most important in the first or last position. "Research shows that jurors remember best what is said first & last," commented Univ of Georgia law professor Ron Carlson, in a USA Today article. This format works for every listener. Bury your weak point in the middle.

SUGGESTIONS FOR OVERCOMING NERVOUSNESS

- **Dry Mouth:** Bite your tongue. It will cause you to salivate.
- **Mind Blanks:** Make eye contact. Your eyes may be grazing over people's heads & taking in distracting images. Talk to one individual in the audience at a time.... And breathe! Blanking can be caused by a deprivation of oxygen to the brain.
- **Shaky Hands:** Dig a thumbnail deep into your palm. Hold it for a few moments. When you stop, the hand will relax & you can hold a prop or pointer without shaking.
- **Short of Breath:** The result of shallow breathing from the chest. Breathe deeply from the abdomen. Take a breath before you begin. Pause & breathe at the end of a thought.

THEIR FORMULA FOR EFFECTIVE PRESENTATIONS

1. "First, grab your listeners' attention with a personal story, statistic or questions."
2. "Then make 3 points & illustrate each with evidence -- evidence that addresses their needs."
3. "Wrap up your presentation by recapping the main benefit & the key points you have made."

(More, including advice on how to land clients, from *Wooing & Winning Business* (John Wiley & Sons, \$24.95))

MESSAGES DON'T DRIVE BEHAVIOR? A CASE WHERE THEY MIGHT

pr panned Health & Human Services' ad campaign (1-way messages) to stop 9-14 yr-old girls from smoking, drinking & engaging in sex (pr 12/2/96 "One More Time: Another Gov't Ad Campaign That Won't Work"). But Sharon Foltz of Tucson Electric Power challenges that thought when certain conditions can be built into the campaign.

THE MISSING INGREDIENT

"We've been participating in a campaign against drinking & driving geared to teens called 'Driving Drunk Will Put Your Lights Out.' It has been extremely successful in reducing the number of fatalities & incidents of DUI accidents related to prom & graduation. We have hard facts on this," Foltz told pr.

The key is "we engage teenagers to write the campaign. The kids frame the messages."

The differentiator is "who's framing the ads." And whether true marketing techniques are being used (testing, using focus groups, gathering critiques, then redesigning) as opposed to just writing an educational PSA & preaching. "A true marketing campaign can change behavior," she believes.