

ITEMS OF IMPORTANCE TO PRACTITIONERS

¶ **Will Deglamorizing of Hi-Tech Stocks Turn Instant Millionaires Toward Philanthropy?** Many are saying so, as they seek values in their lives beyond the pursuit of wealth. But a recent editorial tells the present story: "With all the high-tech, biotech, telecom & dot.com dough being tossed around the local economy these days, it's a shame more of it isn't being rolled the way of local institutions." Fundraisers, both pros & volunteers, report dismal results from pitches to instant zillionaires – or their companies. Still caught in the glamour of getting, they've yet to catch on to the culture of giving, in most cases. When Bill Gates, Paul Allen & similar are held up as role models, the zillionaires are the first to point out that if such people give a "munificent" gift of millions, it's only the interest earned in a few days from their multi-billions – like the average family giving fifty bucks. A major challenge to the new "civil society" is getting the New Money put to societal uses. Everyone who gives or raises money, in-kind gifts or volunteers will be watching.

¶ **Case Study in Why Planning Strategy is So Tough** in an era of constant change. On the same page in a major publication, side by side, are 2 articles. One tells of the \$8B market predicted within 2 years for "smart" appliances: refrigerators that tell you you're out of milk, tv's that let you know the furnace has gone out, palm machines that adjust the air conditioning from afar or unlock the door for kids arriving home from school, etc. The other announces Circuit City's exit from selling appliances. The largest computer chain may not be making adequate margin today on them – but should it give up its foothold in that market just as it becomes an extension of the networked home? Granted, the largest appliance seller, Sears, is a leader in designing the new appliances, but ...

¶ **Race Unhappily Rises Again as Major Issue.** SC flag fight (pr 7/24), lawsuits against Coke etc are most nationally visible. Locally, key issue is whether race dictates attitudes toward police – & a new study finds it does. Despite progress in Boston, where police have joined forces with clergy to harmonize relations with African Americans (pr 5/29), the overall attitude of blacks toward police remains skeptical at best. Harris surveyed 1013 adults, found almost a quarter (23%) of blacks say police brutality happens in their community, while only 4% of whites say such persecution occurs. There's also a huge disconnect between how whites & blacks perceive police treatment of all races: most whites (69%) say police treat everybody *fairly*, while 58% of blacks say police treat races *differently*. In general attitudes toward police are positive, with 67% of those surveyed saying their local police treat them fairly & 71% saying they don't use excessive force. Nearly 2/3rds (64%) believe their police treat all races fairly. But tv videos of beatings persist. Issue will spill over into the workplace, issue arenas, politics.

WHO'S WHO IN PUBLIC RELATIONS

HONORS. Cleveland PRSA's Lighthouse Award to Zoe McCatherin (head of pr sequence, Kent State U) for career accomplishments. Prior to teaching, she was vp-pr, BancOhio & dpr, Otterbein College. McCatherin is former nat'l treas of PRSA.

Int'l Copper Ass'n). This job & a to-be-named CAO will constitute the 2nd tier of management under COO Ray Gaulke – a reorganization tied to the Society's 3 strategic goals of advancing the profession, establishing global leadership & strengthening the society. Bolton will be responsible for the first 2.

APPOINTED. PRSA's new position of CPRO at sr mgmt level to Catherine Bolton (vp-pr,

STUDY OF YOUNG WOMENS' INTERESTS FINDS THEY ACT LOCALLY & VERY PERSONALLY; HEALTHCARE & "PROGRESS", NOT POLITICS

Young women are a segment with growing political & market clout. Practitioners – who target them more for specific product categories than for issues – should note that pivotal political topics for many of these women are those that concern 1) family, 2) community, 3) themselves – not necessarily the Big Issues of the day.

■ Research indicates *issues with no direct impact hold no interest* for young women, e.g., world politics. Big on their radar screen are topics like local education, personal health, mental & physical well being, family & community

LOCAL ISSUES PARAMOUNT

Young women are stirred by local issues. Issues that don't directly affect them are off the radar screen.

- **100% consider it important to enhance public school systems**, but only 68% want to protect welfare for "those who need it." And just 54% consider free trade important
- **100% consider medical research for women's health subjects** of primary importance, e.g. breast cancer – while only 48% consider world relief charities a priority
- **76% say spending time with families is more important than a year ago**, & 58% are spending more time with friends
- **44% say they're volunteering less than a year ago**, only 24% are volunteering more

YOUNG WOMEN REPORT THEIR LIVES ARE BECOMING INCREASINGLY HECTIC

- 52% say they're experiencing more stress in their lives than ever before
- 52% say they're spending more time developing their careers than a year ago
- 50% say time management has become more difficult – but only 4% indicate technology has made their lives more difficult

FINDINGS SHOW AN EMPHASIS ON HEALTH & WELLNESS

- **Only 8% of respondents say they've become more political**, while 50% say they've become more spiritual – & 84% have committed to spending more time on wellness, both physical & mental



- 76% indicate they have grown more concerned about their health
- 68% say they're buying more healthful food & reading nutrition & ingredient labels when shopping; 66% have incorporated a healthy lifestyle into everyday living; 62% say vitamins & supplements have become more important to them
- 64% have become more concerned about weight & 48% are spending more time working out than a year ago
- 38% report trying new sports, such as in-line skating or snow boarding

"This information will be of particular importance to those in health related industries, which have come to understand the tremendous impact of the young women's market," Deborah Fine, publisher of *Glamour*, told pr.

SELF-DEFINITION, TECHNOLOGY & OTHER ISSUES

- Fewer than a third say the company they work for helps to define them. Life-long fealty to employers is over, suggests the study
- Worldwide issues with local impact are important to them. While they may not care that a foreign monarch has been deposed, they're likely to have strong opinions about universal healthcare, gay marriages & abortion
- Heightened tech savvy. Most (58%) have stepped up their use of personal technologies & 52% are spending more time on the Net than a year ago. Net accessing is part of their daily routine, report 42%. 64% would vote via Internet if they could
- On current issues, the slant is progressive, with 86% supporting stricter gun control, 58% supporting abortion on demand during the first trimester, & 68% saying they believe in the legalization of pot for medical purposes. 12% would legalize drugs in general. 52% favor legalizing gay marriages & 40% would legalize euthanasia

Factors more linked to self-definition include: a) **religious beliefs** (74%); b) their **romantic partners** (74%); c) the **music** they listen to (60%).

Researchers randomly sampled 50 Pennsylvania women, ages 18 to 34, for in-depth interviews sponsored by *Glamour*. It's the first of 6 studies the magazine will undertake to benchmark how young women feel about their lives, their priorities, their communities, the US & its political landscape, & world issues – in anticipation of Election 2000.

Tho the study spanned women from a variety of educational & economic backgrounds, all were from Pennsylvania, bringing into question what results would have indicated had the poll been conducted in NYC, LA...or a small town in the Midwest. (More from Martin Blair at 212/286-5521)

PR WILL WIN THE BIOTECH FOOD WAR, FOR ONE SIDE OR THE OTHER; ACTIVISTS TAKE ADVANTAGE OF BRANDING TO MAKE GENETICALLY MODIFIED ORGANISMS (GMOs) A LOCAL ISSUE

For most practitioners, the GMO question is: **When will the issue reach school lunches, hospital food service, office/plant cafeterias, hotel/resort menus & eating places everywhere?**

Meanwhile, for those involved, there's a new development. Environmentalists are standing generations of products advertising on its head – & effectively employing **symbolic communication** – in their opposition to genetically modified foods. This could be the model for issues & tactics in the coming decade – so practitioners counseling both sides in the struggle are watching intently.

- **Tony the Tiger & Campbell's Soup kids** are instantly recognized by millions ... a fact not lost on Friends of the Earth & a half dozen affiliated groups who in July staged 22 simultaneous news conferences – where else? – in front of **local** supermarkets
- Activists are calling for new regulations on the biotech food industry by the FDA & **have begun to "expose" US companies individually in a "house to house" fight**

REACTIONS FROM CORPORATE FOOD PRODUCERS

Do these different reactions from 2 targeted companies reveal an absence of "**One Clear Voice**"? :

- **Kellogg** in Battle Creek, Mich: "Our basic position has always been that this is one of the safest food supplies in the world, & that Kellogg would never do anything to jeopardize its 96-year reputation for making nutritious, healthful & safe foods" said spokeswoman Chris Ervin
- **Campbell's** in Camden, NJ: **Did not respond to media calls**. Reporters then fell back on a statement made – a month ago – by consumer affairs spokeswoman Marilyn DeCiuceis: "Campbell's use of genetically modified ingredients is small, restricted primarily to part of its supply of products derived from corn & soybeans. The genetically modified crops are tested thoroughly for safety & many, such as soybeans & corn, have been used around the world for more than a decade."

ANALYSIS

From the above statements one might assume Kellogg is taking responsibility & is willing to hold itself accountable – at least by inference, since they pledge to *do* nothing in particular at this time. But **the statement comes across as reassuring**.

Campbell's statement, on the other hand, creates a perception that does little to fortify the company slogan, 'Soup is Good Food'. **It comes across as defensive, making excuses** – which going into too much factual detail often appears to do. It turns the outcome into a battle of product labels.

- Will consumers be assuaged once they examine Campbell's soup labels to find out how many varieties contain ingredients made from soybeans & corn?
- Behavioral goal for anti-GMO side becomes getting people to read the labels ... & understand what to look for. [Note in the lead article that women report increased attention to nutritional labels]