

This comes in the wake of industry-wide problems: low employee productivity, being out of sync with consumers, gov't relations problems, business blahs. Emergence of these crippling problems suggests industry's pr mechanisms weren't as well oiled as many thought. Ford's listening & responding posture may be instructive for other industries.

2 READER-FRIENDLY GUIDES ON USING YOUR OWN COMPUTER ARE EXAMPLES OF "MARKETING PUBLIC RELATIONS"

with insurance policies in simple English. Apple Computer's A Personal Guide to Personal Computers and Personal Computers in Business explain how computers are used, how they work, how to plan for one, how to evaluate different systems & how to shop for one. Both guides include colorful illustrations, are easily understandable, provide valuable shopping tips such as: 1) pick out your software first; 2) make sure servicing is available; 3) be sure computer instruction manual is easy to understand or you're in for lots of unnecessary frustration. Booklets assume reader knows zilch about computers and guides you in your search from there -- without the aggravating use of computer jargon. They do have glossary of terms, however, so you can talk "computerese." (Personal Guide, 50 pgs, \$1.95; Computers in Business, 50 pgs, \$2.95. From Apple, 20525 Mariani Ave, Cupertino, Calif 95014)

Finally, a common-sense approach to understanding the computer written in easy-to-understand language. For product promotion specialists, feat ranks

PRR'S 25TH IN '83

Were you, like us, wondering when to begin celebrating an anniversary? (See pr 1/17.) Well, here's the scoop from Castle Island Press:

"Companies celebrate for an entire year. They start on their anniversary date so celebratory materials carry the proper years, e.g., the 25th would read 1958-1983."

So ... this is pr's 25th anniversary, now!

EMPLOYEE PARTICIPATION, QWL MECHANISMS REDUCE HEALTH PROBLEMS OF WORKERS; QUAKER OATS GIVES HEALTH BONUS

Employees who feel they cannot change their job conditions show a high incidence of health problems, reports Joseph Rosse, ind'l rels prof, UMin. Job dissatisfaction is dealt with by adapting -- for the better or for the worse. Those who adopt a positive approach try to change disagreeable aspects of the job. They can succeed if participative mechanisms are in place. Workers who feel helpless to change the system adapt in negative ways -- arriving late, leaving early, taking longer breaks, missing work or quitting.

Rosse studied 42 new hospital employees, interviewing them 10 times over 23 weeks. Symptoms of health problems reported by 21 who eventually quit increased by 95% before they resigned. Most frequently reported symptoms include physical & mental exhaustion, headaches, trouble getting up in the morning, depression, neck & lower back pain, inability to fall asleep & to remain asleep.

Cash bonuses for staying healthy is Quaker Oats' way of trying to control healthcare costs without reducing employee coverage. Workers can choose cash (taxable) or physical exam, glasses or other medical expense not included in insurance program (tax-exempt). Company told AP its medical costs rose 283% over the decade ... when medical component of CPI rose only 136%.

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MAJOR EMPHASIS IN PUBLIC COMMUNICATION CAMPAIGNS MUST BE HELPING AUDIENCES FEEL THEY CAN DO SOMETHING ABOUT THE ISSUE; NEW STUDY FINDS "CONSTRAINT RECOGNITION" IS BARRIER TO SUCCESS

The limiting effect in many public communication campaigns is "constraint recognition" -- publics perceiving there's little they can do about the problem. The research, "A Theoretical Anatomy of a Public Communication Campaign," is part of the ongoing work by Jim Grunig (U. of Maryland) on the message-attitude-behavior relationship.

Over the decade a growing body of scholarship has shown that "communication alone cannot reform behavior." Grunig's previously developed theory poses 3 phases of perception: 1) "problem recognition," people recognize the issue as a problem; 2) "perceived involvement," they feel it involves them; 3) "constraint recognition," people believe they are unconstrained from doing something about it.

To overcome the feeling of being constrained, people need to form an "ordered cognitive pattern." Parrotting simplistic solutions put forth by campaigns does not accomplish this -- tho the study shows publics will grasp simple solutions & say so to pollsters. This is counterproductive, however, because it prevents real solutions (as well as coherent public policies).

Interpersonal support is one way to reduce or remove perceived constraints. Weight Watchers shows dieters they can do it. Personal media, such as opinion leaders, have a similar tho unorganized effect.

Timing & Media Subject of study
Remain Factors was drunk driving campaigns. It

found again that role of media is to tell publics "what to think about," not "what to think." Vital consideration in planning a campaign is length of time it can be kept going. Otherwise, impact may be short-lived even if campaign succeeds in creating initial awareness of both problem & proposed solutions.

INFO ALONE DOESN'T ENERGIZE PUBLICS

Use of information received from media or from groups involved with drunk driving issue, from Grunig & Ipes study:

Did Not Use	67%
Read It, Nothing Else	17%
Discussion/Talk	6%
Behavior Supporting Or Opposing Gov't Action	1%
Gave It To Someone	4%
Sought Further Information	4%
Changed Personal Behavior	1%
	100%



2 Types Of Publics Effects of campaigns differ depending on whether target public is already involved or unaware of the issue. Active publics, who are already communicating with others on the topic, are more likely to formulate a solution under stimulus of a campaign. Passive publics are not discussing the topic because they don't feel it involves them. They will process information from a campaign -- provided they recognize it as a problem -- but don't organize their random thoughts & bits of data into a solution. However, with repetition of the message over time and ongoing personal experience, passive publics may begin to seek information, develop solutions & begin to change behaviors -- provided they do not feel "constraint."

Conclusions & Implications 1. Only a relatively small public will actively communicate about the issue until a public communication campaign puts the problem on the agenda of news & public relations media.

2. These media then have an agenda-setting effect: members of passive publics process the information, begin to recognize the problem.

3. Problem recognition raises the public's perceived involvement with the issue, but has no effect on constraint recognition. As a result, the newly active public seeks little new information, does not organize the information it processes into orderly cognitions. It does form attitudes, and seems to hold them strongly even if they are based on simplistic cognitions.

4. The public that was active before the campaign began, on the other hand, seems to form more organized cognitions.

4 STEPS TO BEHAVIOR CHANGE THRU PUBLIC RELATIONS CAMPAIGNS

The work of Grunig, Harold Mendelsohn, Brenda Dervin, Maxwell McCombs & many others suggests this approach to make public campaigns effective:

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|---------------------------------|---|--|
| 1. <u>Education</u> | = public communication campaign | Creates <u>problem recognition</u> , works toward sense of involvement, keeps issue on agenda long enough to stimulate action. |
| 2. <u>Enforcement</u> | = rules or laws | Illustrates problem, creates reality of <u>involvement</u> . |
| 3. <u>Engineering</u> | = social or structural change, e.g. raising drinking age or redesigning campsites to make accidental fires less likely. | Reinforces <u>problem recognition & involvement</u> . |
| 4. <u>Interpersonal Support</u> | = social interaction & support groups | Reduces <u>constraint recognition</u> , shows people they can do something about the issue. |

5. The campaign alone brings recognition of the problem and agreement with simple solutions -- such as the way to stop alcoholism is to take away the bottle. But the campaign alone will not be enough to get people to understand the complexity of real solutions, or to engage in behavior that will help solve the problem. It must be supplemented by enforcement, engineering & interpersonal support (see box).

6. For a campaign to move people to develop organized cognitions and perhaps change their behavior, it must show people how they can remove constraints to their personally doing anything about the problem. This is the major effect of support groups such as Alcoholics Anonymous or women's forums. (For copy of study, write prr.)

TVs WANT PSAs ON 2-INCH, SURVEY SHOWS; LISTS HOT TOPICS

Economic problems -- unemployment & inflation -- join health, safety & the environment as subjects tv stations want covered in public service announcements (PSAs), according to a survey by Planned Communication Services (NYC).

Almost half of the 423 stations responding to the survey say they prefer to receive PSAs on 2-inch videotape. Only 29% prefer 16mm film. However, 83% still accept film spots; but 84% accept 2-inch tape. Three-quarter-inch videocassettes & 1-inch tape have very low acceptance as PSA formats, rejected by 37% & 72% of respondents respectively.

Most desired audiences for PSAs? 1) Children & 2) senior citizens lead the pack. Also mentioned, in order of frequency, are 3) unemployed, 4) handicapped, 5) women, 6) blacks, 7) native Americans & minorities in general.

Most desired subjects, by frequency, are: 1) health, 2) safety, 3) energy-environment, 4) education, 5) alcoholism, 6) nutrition, 7) employment, 8) drug abuse, 9) outdoor recreation, 10) pets-wildlife, 11) economic issues, 12) timber & coal industries.

30 seconds is most accepted PSA length, say 98% of respondents. 89% say 60 seconds; 83%, 20 seconds; 76%, 10 seconds. Only a sprinkling of stations asked for longer spots. Almost all stations accept PSAs from national sources. 43% of stations' public service time goes to such spots. 80% say they can add a title or tagline on how to contact a local affiliate if the info is supplied. (Survey results from Andrew McGowan, PCS, 12 E. 46 St, NYC 10017)

POWER OF "MATURE MARKET" STIMULATES FORD STRATEGY: SENIORS HAVE 30% OF US INCOME

For powerful reasons, Ford is listening to Americans age 55 and older. 1) One in 5 belongs to this group. It's growing at twice the rate of the general population. 2) "Mature market" controls 30% of total US personal income, nearly 80% of all funds in savings & loan institutions, representing substantial purchasing power. 3) "This group represented 24% (\$33+ billion) of all new car sales last year," reveals Kenneth Smith, dir of consumer strategy.

Thru forums & surveys directed at members of the American Association of Retired Persons (AARP), Ford is addressing their security, comfort & convenience concerns in 2 of its 1983 models. Free convenience incentives are being added to these models to encourage the 13.6 million AARP members to buy.

Along with the mature market, Ford is listening to women, youth, Hispanic, black & affluent buyers. "We call this approach contemporary marketing," Smith explains.