

"The professional level here is equal to that of any other industrialized country. There are training courses at various levels and in the future the profession should be recognized de jure. About half the FERPI members have become accredited after taking training courses."

2 EXAMPLES OF EFFECTIVE PUBLIC APOLOGIES, THAT MOST TREPIDATIOUS OPPORTUNITY

1. When Minneapolis Catholic Archbishop John Roach pleaded guilty to drunk driving, dire problems were predictable -- especially since he is a nationally known religious leader. So he delivered a public apology of choice strategy & wording. It was done not in a news release, where he could've remained out of sight, but to an assembly at St. Thomas College.

"I feel a special responsibility now, having had to face my own flawed-ness, to invite everyone -- especially young people -- to join me in promising God, that with His help, we will never again risk the consequences of drinking and driving." About the jail sentence he received, Roach said, "I'll bring some good books. This could be a pretty rich prayer time for me."

2. Indiana Sec'y of State Edwin Simcox called Mexicans "wetbacks" in a speech. To those who attacked him for his language, Simcox wrote: First of all, I do indeed issue my deepest apology to anyone who was offended by the use of this term. Secondly, let me explain that I was ignorant of the ethnic connotations assigned to the term by Mexican-Americans. I have heard the term used on many occasions in network programming as well as news stories and was not sensitized to its offensive nature.

"Fault me for ignorance, but please understand that I would not intentionally use language which would divide people in any way or wound their national or ethnic pride."

U.S. IS 5TH LARGEST SPANISH-SPEAKING COUNTRY

Hispanics are the fastest growing population group. At the present rate of growth, they will outnumber blacks within the next few years. Presently, they

spend a total of \$50 billion annually and demonstrate above-average brand loyalty & quality consciousness, reports Language Translation Services. Write to them for a free copy of "US Hispanic Market," 319 South Limestone St, Lexington, Ky. 40508; 606/233-4154.

Another source is 3/21 Advertising Age special report, "Marketing to Hispanics." 31-pg section lists top 10 markets, demographic statistics, and the Hispanic media within those cities. It also provides an understanding of the people behind the statistics. Top 10 markets: 1) Los Angeles, 3.4 million; 2) New York City, 2.4 million; 3) Miami, 805,800; 4) San Antonio, 781,800; 5) Chicago, 741,000; 6) San Francisco, 717,200; 7) Houston, 611,300; 8) Rio Grande Valley (Brownsville, Texas area), 725,000; 9) Albuquerque/Santa Fe, 532,000; 10) El Paso, 282,000.

WHO'S WHO IN PUBLIC RELATIONS

DIED. Clifford Reeves, retired sr vp of Mutual Of New York and a pioneer in the pr field. 2-part t&t (4/22/68 &

4/29/68) "Corporate PR Policy At MONY: How It's Reflected In Departmental Operations" shows the kind of pr program he organized & conducted at MONY.

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OF ALL THINGS, A BUS COMPANY WINS 2 SILVER ANVILS! PROGRAMS SPOTLIGHT ABILITY OF PR TO SOLVE BASIC PROBLEMS BY ADHERING TO CLASSIC FORMAT, EMPHASIZING RESEARCH

Will meat & potatoes public relations still work? Case in point: What could be tougher than persuading independent, auto-addicted Houstonians to ride the bus? And to vote tax dollars for it?

Houston's Metropolitan Transit Authority won 2 Silver Anvils for its programs to 1) increase use of the bus system (assisted by the Daniel J. Edelman firm), as well as 2) build voter consensus on a mass transit system following the referendum defeat of a conventional heavy-rail system. The first program's objective was to increase ridership in 6 months or less by increasing public confidence.

"Research was the key. It included an audit of all previous attitudinal data; a major market study; a survey of area news media to see if Metro was perceived as open & cooperative -- "We discovered that when Metro is proactive with the media, tone of coverage is more positive than if media has to dig out information on their own," Edelman acct supvr Barbara Cox told prr; a comparative study of marketing programs by other transit systems; and focus group pre-testing of PSAs.

"Plan was to use 3 marketing themes which over 50% of respondents believed to be true -- that the bus is a relaxing, safer & more economical way to get to work.

"Execution consisted of 4 key elements: 1) PSAs, which resulted in 256,500,000 impressions, equivalent to \$485,000 in commercial time; 2) publicity, which resulted in 9,700,000 impressions, 3) promotions (see box), which reached over 160,000 potential riders, & 4) widely publicized customer service number, which brought an increase in calls. "We taught Metro's customer service people how to sell the bus system when people call in for information," explains Cox.

"Evaluation showed ridership grew by 14.6% in less than 6 months -- the largest gain in Metro's history. Increase represents new income of over \$3 million in projected revenues for 1985. Gain is 10 times the cost of the program. Also, customer service phones received 25% more inquiries. And tone of Metro press coverage improved.

"Destination promotion" trained 25 Metro bus drivers to promote the system in 4 key areas of Houston. Drivers did face-to-face selling to people on the street in those areas, handing out specially produced brochures & free trial passes. Resulting newspaper, radio & tv coverage showed Metro actively soliciting new riders.

"Speak Up" cards were produced for corporate & civic speakers as well as legislators & city gov't people to encourage them to speak up about Metro.



*Comm
PR General*

(A) Marketing

*Business
Research
PR General*

Bottom-Up Gov't Decisionmaking Metro's second award winning program aimed to build community consensus for a long-range Regional Transit Plan (RTP). After which, Metro's board of directors will endorse or modify the RTP and call a referendum.

Research: Authority commissioned a marketing & attitudinal survey of perceptions about transit needs.

Plan: Based on research data, a 3-phased informational campaign was designed: 1) gather citizen input on what kind of transit system is needed; 2) respond to that input with a series of options; 3) narrow those options to a final plan based on citizen input.

Execution: Teams of speakers were sent out to talk to local media & citizen groups. "VIP" tours of Metro operational facilities were held each Friday for community leaders. Weekly reports were funneled to planners who used data to draw up a single Regional Transit Plan & 3 options by which to achieve it. During phase 2, conducted a media blitz & held meetings in all parts of the service area to explain & improve the RTP. Slide presentations & printed materials (including copies in Spanish & Chinese) were developed. Phase 3 included a monthly tv program on public service time, a series of Special Area Planning meetings, and weekly board meetings in each of the 11 service sectors.

Evaluation: Two independent attitudinal surveys indicate a strong consensus (56%) has formed favoring Option C of the RTP alternatives; Metro's positive rating has increased by 18 points among adults-at-large and 10 points among voters; the public perceives Metro as a provider of quality service. Program will soon culminate in adoption of the transit plan which community consensus dictates. Formal referendum will follow.

COOPERATIVE ACTION, OVERCOMING PROBLEMS ARE THEMES OF '85 SILVER ANVIL WINNERS

Social responsibility/public interest themes are prevalent among winners of 29 Silver Anvils -- chosen from a record high 433 entries. Drug abuse, mass transit, healthcare, runaway youngsters are examples. "No winner" resulted 10 times, most frequently among trade ass'ns. Surprisingly, public affairs category earned only one Anvil -- The Heritage Foundation for promotion of its policy report, "Mandate for Leadership II: Continuing the Conservative Revolution." Biz, gov't & trade ass'ns went unawarded in this category.

"Winning programs stood out because they did a particularly effective job of 1) instituting cooperative action with other groups in the public interest or 2) counteracting a major business or community problem," says Sunshine Overkamp, 1985 Honors & Awards chrm & sr vp United Way of America. (Write PRSA for booklet containing summaries of the winners. Complete programs are available at PRSA's Research Information Center.)

Each of the 4 steps in the public relations process -- research, planning, execution, evaluation -- had to be detailed and "meet the highest standards" to be chosen a winner, explains David Drobis, Silver Anvil chrm & pres of Ketchum Public Relations.

EVERYONE'S DREAM, PRACTICING OVERSEAS: WHAT'S IT REALLY LIKE? ITALIAN MASTER SURVEYS THE SCENE

Guido de Rossi del Lion Nero -- the name alone makes you take notice -- is a 30-year veteran of public relations...in Italy. He offers these insights on the birth & growth of a market for public relations in his native country:

"There are at least 3,000 public relations experts in Italy today. Thirty years ago the situation was much different. Then there were only about 10, which included public relations officers of American oil companies operating in Italy as well as ex-employees of USIS and the Economic Cooperation Administration. I was among them. A professional journalist, I had developed an interest in public relations and its growth in America.

"It was impossible to apply public relations in Italy then. We were just coming out of the war and due to the fascist regime and autocracy in industry & retail business, public opinion as an expression of democracy & free choice was non-existent. Public relations was still an incomprehensible & unknown language. To be able to work in this field, it was necessary to create a market.

"Spot-event jobs are now diminishing in Italy. There is a tendency toward medium to long-term annual contracts. New technologies & office automation are resulting in constant updating, permitting us to work more efficiently and more rapidly. However, the cost of the work is not reduced. Instead, it has a tendency to increase to cover new investments."

Forming An Association

"In 1955, four colleagues from Economic Cooperation Administration and I founded the Italian Association of Public Relations. Together with a sister institution -- Higher Institute of Public Relations Studies -- our aim was to 1) spread public relations as a discipline & 2) train new graduates & employees specializing in public relations. To accomplish this, we adopted the American model.

"We also looked to Europe. After the war, the first international structure was International Public Relations Association. It recognized the Italian Association, of which I was a member. In 1959, I represented Italian public relations in the establishment of the European Confederation. In 1961, we promoted the Second World Congress of public relations in Venice. This intense international activity showed itself to be necessary in order to furnish new guidelines for the post-graduate courses and professional seminars which the Association promoted.

Creating A Working Market

"To do this, I started Italy's first public relations firm in 1957. Later I became vice president of Sidney Barton in Italy. Still in the 50s and early 60s, I worked with Ruder & Finn and with Hill & Knowlton. From '62 on, I dedicated more time to my firm -- Relazioni Pubbliche Informazioni (Public Relations Information) -- and to Italy's only monthly publication on pr which I began in 1955 and still publish today called ETOCOM. In '68, the firm took part in establishing the International Public Relations Group of Companies. Since 1960, we have worked almost exclusively for foreign clients. Only in the last 10 years have we had an Italian market.

"Italian Association of Public Relations ceased to exist in 1962 when a union and a professional association were founded in Rome & Milan. The two merged in 1970 to form the present, 850-member Italian Public Relations Federation (FERPI).

International PR

Trade/Profy Assns

PRSA