

ideas for improvement. Powerful public relations tool has generated suggestions and in the process gained members' active support.

Suggested changes include physical beautification, more community outreach, even a possible name change. "Institute" confuses people, believes Wilburn. A friendlier name like "Center" may be preferred for Carnegie's 4 divisions: Museum of Art; Carnegie Museum of Natural History; Carnegie Library of Pittsburgh; Carnegie Music Hall. More cooperation among divisions is another suggestion of the 100.

USEFUL INFORMATION FOR PRACTITIONERS

New firm assists mgmts in hiring qualified minority professionals. Minority Personnel Recruiters uses a computerized data base to match Black, Hispanic, Asian & Native American candidates' backgrounds with client specifications & requirements. "There are important nuances in the process of screening, interviewing & ultimately making a match between an organization and qualified minority candidates. Misconceptions on both sides of the negotiation are common but readily dealt with when the search is begun properly and carried out professionally," says MPR's pres, Carolyn Campbell. X-partner of Chester Burger Company, Campbell is a member of the Black Executive Exchange Program of the Urban League, chairwoman of PRSA/NY's Committee on Minorities, and a member of the Coalition of 100 Black Women. (MPR, 171 Madison Ave, NYC 10016; 212/725-0365)

Simple, 1st-step public relations audit helps non- or novice-practitioners determine what's needed in their orgn's pr programs. Designed by David Pincus (Cal State U-Fullerton) & Michael Meliker (Meliker Comms, Rockville, Md) for use by long-term care (nursing home) administrators. But it crosses disciplines, applying to any organization. "It provides a framework to begin planning public relations activities. It's basic in nature, yet addresses 4 key questions that are essential in planning pr activities. A 5th question concerning evaluation was purposely de-emphasized at this early stage of development," explains Meliker. (Copy from Pincus, comms dep't, Cal State U, Fullerton 92634; 714/773-3271)

Wire service that feeds into 1200 cable & 300 radio programs is looking for info & releases on anything concerning the travel industry -- hotels, resorts, cruises, special summer vacations, as well as regularly scheduled organizational events or plant tours. Send material to Lee Canaan, Entertainment News Syndicate, Ste.1408, 310 East 44th St, NYC 10017; 212/370-1338)

Involved in overseas markets? Need to keep up with international trends? American Demographics magazine is now publishing International Demographics, a monthly report which keeps readers abreast of the foreign demand for products & services. Includes country profiles, regional updates, tips on trends, trade & local biz practices, reviews of international market research firms, and offers subscribers access to a reference line to locate & use current info. (\$148 from Int'l Demographics, P.O. Box 6543, Syracuse 13217; 800/823-1133)

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Canadian Public Relations Society awards top recognition: Louis Cahill (chrm, Ontario Editorial Bureau, Toronto) receives Lamp of Service; Sylvie Lalonde (Sylvie Lalonde Communications, Montreal) receives Award of Attainment; George Bothwell

(Bothwell Public Relations, Regina, Sask.) receives Shield of Public Service.

PEOPLE. Bart Conner, a recent pr grad from U of Oklahoma, is Olympic champion gymnast.

RECOGNIZING OTHERS' CONTRIBUTIONS TO PLANT COMMUNITIES GAINS IDENTITY, GOODWILL, EMPLOYEE RELATIONS, RECOGNITION FOR AMERICAN CAN ... VIA PROJECT CALLED "AMERICA CAN"

American Can needed to strengthen its identity. No longer just a can company -- 10 yrs ago it added financial services & specialty retailing -- it wanted to make its broader function known, as well as to unify under one philosophy. With Ruder Finn & Rotman, a program was developed to 1) show the marketplace "one company with one philosophy," 2) give something back to the communities in which it operates, 3) reflect its sense of corporate responsibility, Amy Binder of RF&R told prr.

Finding Who To Recognize Cleverly titled "America Can," concept of program is that America can solve its problems. "We went to 4 pilot cities -- Houston; St. Louis; St. Cloud, Minn; & the Fox Cities (Neenah, Menasha & Appleton) Wis. Our research department interviewed 20-30 community leaders to find out what the major issues in each community are & what projects are addressing them. Simultaneously, teams went into American Can facilities and met with 100-150 employees in focus groups, asking similar questions."

Participative Selection 20,000 posters, fliers & brochures were spread throughout the cities in libraries, supermarkets, churches, plants explaining the program & asking people to identify projects that are working in their communities. "Criteria for inclusion is simple: 1) it must be a local effort, not part of a national org'n or federal program, 2) must have been in existence for at least a year, 3) has to show it's achieving its objectives." 220 programs were nominated.

Committee of community leaders & American Can employees from each town selected the programs they felt best represented their communities. 164 were selected -- 34 in the smallest community to 50 in the largest.

Objectives "America Can" is neither a contest nor a funding program. Its purpose is to highlight achievements of various local groups and present them as models to other communities nationwide.

"This is not a funding program. American Can has a foundation that gives out money. This is an awareness creating program. We want to help the projects attract more volunteers thru press attention as well as attract the attention of major foundations throughout the country to what these projects are doing.

"Many of the projects are very small and people in the community don't know about them. The press attention has been incredible. In Wisconsin, a cable station wants to have a 35-part series, one on each of the chosen projects," Binder explains.

Social Resp. Business

County Pds

Empl. Rels

Publicit

PR: Amy

PR: Cox

Media: Elect

Booky/Pr
Intern PR

Trade/Prof Assns



A report has been compiled describing each of the chosen projects. It will be mailed to several thousand thought leaders nationwide -- CEOs, foundation execs, educational leaders, legislators. "This is part of the clearinghouse we want to establish," Donna Pritula, corp comms mgr, told prr. Program is also linking with the National Municipal League. "They have an 800 number. If any community calls up, they'll give out info on projects they can use. And they're using a lot of our projects as examples."

Results "Community response has been overwhelmingly positive. Many residents are shocked at how much is going on in their communities that they aren't aware of. It has stimulated a lot of interest and led to more volunteers for these organizations," adds Pritula.

She describes employees as "excited" and "proud" that their company cares about the communities they work & live in. Company plans to go into 6-8 additional cities this fall. "Our goal is to make it a national program and to reach a large number of our employees." In addition, work will continue in the original 4 cities. "Each year we will have a reception to spotlight new projects in each community, as well as to update what the others have accomplished in the past year. We want to keep the momentum going."

2 PUBLICS OVERLOOKED BY MARKETERS ARE HOT NEW TARGETS FOR BUILDING RELATIONSHIPS: 50-PLUS HOUSEHOLDS, ASIAN-AMERICANS

Americans over 50 are a potent \$800-billion market with far greater buying power than younger households. Yet they are largely ignored by marketers, reveals a Conference Board study. Over 42% of all US consumer demand now comes from this group; 32% from households controlled by 35-50 age group; 26% from 30 & under. Other data on the 50-65 age group:

¶Average household income is \$30,000, 20% higher than the national average. Even households between 65-75 have more income per person than those under 45.

¶Own 77% of all personal financial assets held by households.

¶79% are home owners. Half have paid off their mortgages; number exceeds 80% for those over 65. Net home equity averages \$70,000. (More info from CB's Consumer Research Center, 212/759-0900)

Asian Pacific Americans Another Untapped Market

Asian Pacific Americans include Chinese, Filipinos, Koreans, Vietnamese, Asian Indians, Hawaiians, Guamanians, Samoans, Cambodians, Laotians, Pakistanis, Fijians and

others, according to a conference report from the Council of Better Business Bureaus Foundation. Profile for this group shows high educational attainment, high per capita income, strong sense of community, growing political power. For example, the report points out that Asian Pacific Americans represent less than one-half of 1% of US population but they have 2 senators and 2 congressmen. (Copy of "The Emerging Ethnic Marketplace" is \$11 from CBBBF, 1515 Wilson Blvd, Arlington, Va. 22009; 202/276-0100)

WHICH STRATEGY REVIVES THE FALTERING: COALITION-BUILDING OR CONFRONTATION? N.O.W. CHOICE MAY BE CASE STUDY

National Organization for Women's x-pres Eleanor Smeal wants the job back because she believes funding & membership declines are caused by lack of militancy under her

successor, Judy Goldsmith. Smeal told the Washington Post, "You've got to make a

stand & fight" -- which she feels "also makes good dollars & cents." She proposes a mass march on Washington in support of legalized abortion, emergency campaign to pass Civil Rights Restoration Act of '85, reviving ERA issue. *Women*

Goldsmith says her politically realistic tactics have gained NOW respect, made it a multi-issue organization. "We have done extremely well in bringing NOW back from the vacuum we faced at the end of the ERA campaign," she told the paper's Bill Peterson. "We aren't interested in any more exercises in futility." *Social Issue*

"Ellie's answer to every problem is to raise hell; Judy's is to negotiate," said one long-time NOW supporter. -- Washington Post

No outsider really knows what goes on inside an organization's decision-making process. But perceptions are that Smeal must take major blame for losing ERA. Her zealotry of word & tactic is felt to have turned away many supporters. Even tho ERA was favored by comfortable majorities in opinion polls, many supporters were not willing to work with NOW to motivate legislators.

Yet if the immediate problem is getting members & donations, is an ideologue the better choice? Or will a raucous election split the org'n -- fueled by petty accusations from Smeal forces? If NOW falters, will women's causes lose their cutting edge?

DRAMATIZED STATISTICS SOCK MESSAGES HOME

In the continuing debate over smoking, the Surgeon General reports that 350,000 Americans each year die from its effects. But this is a dull statistic. So a 3-part message strategy seems to be in use now. *Comms*

1. Reduce the numbers to understandable proportions. Instead of 350,000 per year, the Surgeon General says 1,000 per day die from smoking. *Lang.*

2. Dramatize! The latest verbiage is that as many people die daily as if three 747s crashed every day.

3. Use dramatization to get restraint removal. In other words, show people they can do something about it. If in fact 3 super-airliners crashed each day, it would get action. So the Surgeon General makes the strong implication that anti-smoking measures should get similar action.

PARTICIPATIVE DECISIONS ABOUT POSITIONING HELP OLD INSTITUTIONS CHANGE

What can a venerable institution, rooted in tradition & culture, do to become a more popular, active part of

a community? The Carnegie Institute of Pittsburgh is taking steps to change its stodgy image. *County Rel's*

Key step is formation of a community task force -- Carnegie One Hundred. 100 community members from a variety of professions have come together to take an intensive look at the Institute. "We have to dust off the Institute. The One Hundred find it foreboding, not friendly," explains pres Robert Wilburn. *PR: Ben*

Members, invited to join the task force, work on 11 different committees to find

Marketing Trends

Agency Activity