

have proven especially effective with youngsters. For instance, McDonald's might devise one to deal with the problem of schoolyard litter near its stores. (More info from Robert Sullivan, Conrail, 6 Penn Center Plaza, Phila. 19103; 215/977- 594.)

UPDATE ON HISPANIC MARKET AS COMPETITION HEATS UP

Financial services, healthcare, consumer products, utilities -- demand is building in all areas by increasingly large & affluent Hispanic market. Most

notable factor is explosive growth in number of Hispanics in U.S. While estimates vary, Dec. issue of Across the Board says it's up 30% since 1980, growing 5 times faster than rest of population. Demographers predict this group will be largest minority group, comprising 20% of population by year 2000.

Key Traits of Hispanic Market From Miami-based Strategy Research Corp's '87 U.S. Hispanic Market Study, important characteristics emerge:

- 1) Product reputation & quality are often more important than price due to family-centered culture, desire to provide them with "the best";
- 2) Exceptional brand loyalty, partly because it reduces the anxiety of making a wrong decision & wasting money on unfamiliar brands, particularly if language comprehension is a problem;
- 3) Tho linked by Spanish language, Hispanic market is not homogenous. Includes former Mexicans, Cubans, Puerto Ricans, Central & South Americans -- each with different culture, values, accents & inflections. In Southwest must distinguish between newcomers & descendants of Conquistadores -- who came with Coronado in 1540!
- 4) Tend to fear strangers & authority, adds Richard Tobin, pres.

Communication Channels Differ

Overall, print & broadcast media report good opportunities, particularly since there's less commercial clutter in Spanish language media. Watch for these problems, tho:

- 1) direct mail can bomb as 75% of U.S. Hispanics are immigrants from countries where mail is associated with stern, official notices rather than "good news";
- 2) dilemma is whether to use Spanish-language media or try to reach acculturated Hispanics who watch Anglo programs & read English publications (some do both);
- 3) prefer personal communication -- preferably with whole family present -- to phone, hence phone surveys, order-taking, customer service may not work.

WHAT DO HISPANIC EDITORS/PROGRAM DIRECTORS WANT?

	Radio	Newspapers
Use free "filler" releases/PSAs	87%	95%
Prefer Spanish language	93%	56% (44% use both)
Topics used most often:		
Consumer Tips	80%	84%
Education	80%	NA
Special Events	53%	69%
Food	27%	59%

Source: Derus Media Service, 500 N. Dearborn St, Chicago 60610

REAGAN-GORBACHEV SUMMIT STIRS THOUGHT & HOPE OF PEACE: IS THERE ENOUGH LATENT READINESS IT CAN BE A TRIGGERING EVENT? A LOOK AT THE ISSUE THAT MAY DRIVE ALL OTHERS

World peace is the ultimate test for public relations. It cannot be attained or even attempted without pr strategy & techniques -- from creating the awareness it is possible... to building trust between the people of many nations. But it commingles such a host of related issues that the quest for coalitions & common ground is a tangled web.

Every organization's issue anticipation list must include peace, or partial steps toward it -- because all will be affected. It may be the issue that drives all others. What is the status of its proponents today, both the "peace movement" & mainstream political & other forces?

1. There are 10,000 peace groups in the US alone, reports Veterans for Peace. This 3-yr-old entity epitomizes a growing trend: those who've experienced military, diplomatic or nuclear research careers expressing their realization war must be abolished.

2. Peace groups are perseverant in questioning nuclear arms & related issues. Daily vigils have gone on for years at Greenham Common missile site in UK, Rocky Flats reprocessing plant outside Denver. Other regular targets of pickets & sit-ins are Nevada nuke testing grounds, nuclear sub facility at Groton, Ct. Such activities cease to amaze or revolt -- but still receive media coverage & police or political response. Result: topic stays on agenda, new generations are indoctrinated. And have you forgotten August's Harmonic Convergence?

3. Rising opposition to nuclear power -- as evidenced by NYState suing to stop Long Island plant, Massachusetts doing likewise on Seabrook -- portends blending of anti-nuclear feeling. Strident statements by archconservatives during summit forced Reagan to say they accept war as inevitable, therefore oppose steps to peace. Such actions propel shift in public opinion.

4. Movie & tv focus on Vietnam reevaluation keeps question of morality of war & killing in public consciousness -- "Platoon", "Hamburger Hill", "Tour of Duty" et al. When CBS put the latter on against top-rated "Cosby" in Sept., one critic suggested Vietnam was the only idea powerful enough to try. Its producer said it carried a pacifist message.

"The growth of this kind of personal contact progressive movement during the Reagan years, which have been dominated by the mass-media merchandising of conservatism, cannot be insignificant. I take it as another sign that politics in America is far different from the parochial view from Washington." -- David Broder

5. Socially conscious investment, still a tiny fraction, nonetheless is no longer oddball. Pax World Fund, Calvert Social Investment Fund, U.S. Trust Co., So. Shore Bank, Working Assets Money Fund are operated by hardball money managers, responding to the market.

6. Mainline denominations have linked with historic peace churches in speaking out. Catholic & Methodist bishops have been especially active. Interfaith Center for Corporate Responsibility unites church fund managers in bringing proxies to stop certain military projects. The pulpit is delivering a louder anti-war message.

7. Growing sophistication is hallmark of some pacifist groups. Beyond War used diffusion process guru Everett Rogers to create a strategy utilizing state-of-the-art behavioral knowledge (see prr 3/11/85). War Peace Tax Fund trains its supporters in how to question candidates & officeholders so as not to create resistance -- a far cry from the old spit-in-the-eye tactics (write prr for copy).

8. Ordinary folks are stirring. Between his book Nuclear Culture in '82 & now Hope in Hard Times: America's Peace Movement & The Reagan Era, author Paul Loeb criss-crossed the continent to find out what average people think. He found Rotary Clubs, Sunday schools, neighborhood ass'ns taking part in debates, marches, bake sales for peace.

9. Community organizing, thought to have died with Sol Alinsky, is in fact more vital than ever, reports columnist David Broder. 1,200 activists make their living as field organizers & canvassers. Basically, they manifest a "consumer-worker viewpoint" -- an infrastructure available to work for peace.

ISSUES LINKED TO PEACE DRAW EVERY TYPE OF ORGANIZATION INTO IMPACT

Chemical warfare influences perceptions of the danger of chemicals, toxic wastes. Nuclear weapons ties to nuclear power, radioactive waste issues. Killing & mistreating people links with killing & mistreating animals & the animal rights movement, ban on guns, opposition to sale of war toys, anti-violence in movies & tv. Reduced defense spending raises debate over human resource programs, welfare, social spending such as education, repairing decaying infrastructure (highways, bridges, public structures). Slowdown of Star Wars research links with increased funding for medical research, AIDS. Etcetera ad infinitum. No organization is untouched, with resulting problems or opportunities.

A force field analysis might start like this:

Facilitating Factors: US deficit, Soviet consumer economy, lower numbers of teenagers available for military, instant global communication, use of public relations strategies by proponents, need for concentration on Third World problems before they explode & damage everybody.

Inhibiting Factors: mainly, the fact so many have such a large stake in defense. Can corporations, universities, R&D labs, the military, think tanks, ideological politicians disengage financially, emotionally, positionally?

John Lennon's plea is still relevant -- and brilliant message strategy: "Give peace a chance."

Resources available: a) For insight into peace movement, "Peacework", monthly published at 2162 Mass. Ave, Cambridge, Ma. 02140; \$10/yr. b) Futurist Willis Harmon co-authored Paths to Peace: Exploring the Feasibility of Sustainable Peace; \$9.95 from Westview Press, 5500 Central Ave, Boulder, Co. 80301. c) Conversion from Military to Civilian Economy, lecture by Seymour Melman; \$2 from SANE/FREEZE, 711 G. St. SE, Wash. DC 20003.

CAUSES RAISING FUNDS HAVE BIG QUESTIONS AS YEAREND TAX DEDUCTION PHILANTHROPY BEGINS; MAY BE LESSON IN "CHARITY" VS. "FUN" GIVING

1) Will Black Monday affect giving in fact? 2) Will this first year under the new tax law reduce dollars, when people stop philosophizing about it & actually sit down to do their last minute tax planning? 3) Under these circumstances, will social service organizations fare well in quests for "charity", or will givers' self-interest direct money to "fun" or "hobby" causes like the Olympic team, opera, theater, open space, recreation & a host of others which provide lifestyle payback & personal participation?

Practitioners in organizations appealing for support are searching for just the right message strategy. Appeals are running heavier than usual from "fun" groups. Chicago Lyric Opera is using nationwide phone solicitation. US Olympic Cmte mailer asks us to consider the plight of "a 15-year-old boy somewhere in a lonely field in Kansas" who is practicing long jumps in hope of being the next champion. How will donors evaluate that against pleas for those who are homeless, living on the streets?

Is it a question of "guilt" or "sharing" motivation vs. finding a way to assist the things one enjoys doing anyway in a tax deductible manner? One extreme solution, from a letter to the Richmond (Va.) News Leader: "With reference to 'Poverty Is the Fault of the Poor', a resounding amen! At last someone has decided to print what many have been saying for years. I am one of those fools described as having 'grown tired of giving'."

Boston's famed JFK memorial is making a mail appeal. JFK Jr. writes: "Of all the Presidential Libraries, the Kennedy is the only one without an endowment." To give it "permanent economic security", he asks us to send money -- "on behalf of all my family." Will this request from a family known for its wealth persuade donors in the face of a second horrible famine in Ethiopia?

Society would be diminished without cultural organizations, as it will be if human needs go unmet. In an economy perceived as dubious, it's up to public relations techniques & their skillful application by practitioners to see that both get the support they need.

CONRAIL GAME TO PROMOTE RAILROAD SAFETY IN SCHOOLS MAY PROVIDE MODEL FOR OTHERS

Board game "Railsafe" has been played in more than 550 elementary schools across the railroad's 15-state system. Distributed by Conrail police, safety & other personnel, game was designed for use with showings of film "Trespass," a Conrail-sponsored film warning young people of danger of playing on or near railroad property.

Other railroads are requesting copies for use with schools & community groups across their systems. Created by Conrail pa dept, game consists of: vinyl game board, 2 decks of question cards, plastic game pieces & an instruction sheet. Games