

GIVING SURPLUS INVENTORY TO CHARITY  
BY MATCHING DONORS & DONEES

Benefits both parties, provides corporations with substantial tax deductions under the new code, reports Inc. magazine. Two groups to know about:

1. National Association for the Exchange of Industrial Resources sells \$195 annual memberships to 501(c)(3) groups which receive 4 catalogs per year describing available merchandise (e.g. school/office supplies, electrical & plumbing supplies, t-shirts, computers, etc.) Requests are computerized, allocated on first-come, first-served basis. Member pays freight & handling fee. No charge to organizations donating equipment. (560 McClure St, PO Box 8076, Galesburg, Illinois 61401; 309/343-0704)

2. Company/College Gifts-In-Kind Clearinghouse has 98 members -- private 4-yr colleges only, by invitation -- who pay \$1,000 annual fee in return for 20,000 points (estimated value \$20,000-\$40,000). Members bid on donated surplus & obsolete equipment. Colleges are selected based on fair geographic dispersion & good mix of urban/rural, small/large, range of affiliations, etc. Merchandise has included vehicles, office furniture, medical/scientific equipment -- both new & used. (PO Box 850, Davidson, North Carolina 28036; 704/892-7222)

DIED. Norm Teich, 54, ex-officer & longtime leader in both PRSA & Tex.PRA. In the opening years of the decade, he was assigned to bring PRSA HQ into the computer age -- a struggle he later called the toughest job in his career.

ITEMS OF INTEREST TO PRACTITIONERS

¶Scratch 'n Sniff now widely used -- & effective. Tho the sense of smell is the least used promotionally, it's also the most powerful of our 5 senses. Certainly it offers another way to distinguish a product. Following the olfactory success of perfume inserts in direct mail & magazines, the 1988 official map & guide to New Hampshire's White Mountains features a pine-scented square to remind visitors of the pleasures of pure mountain air. This year also marks spice merchant McCormick's 12th scented annual report -- featuring buttered cinnamon reminiscent of the "scent of freshly baked cookies." On a more serious note, gas utility companies have also used gas-scented scratch 'n sniffs to warn of signs of dangerous leaks.

¶Flashlight-wielding heroes awarded recognition by manufacturer. To publicize its professional flashlight among fire, police & emergency workers, Streamline (Horsham, Penn) held True Story contest for those using their equipment in an extraordinarily heroic way. 3 winners selected out of 200 entries included: 1) a fireman who used his light to safely guide him & an elderly woman out of a smoke-filled, burning house; 2) a deputy who used his to blind an armed kidnapper & free a trapped, frightened child; 3) a police officer who used his "to blind an intoxicated and armed ex-husband who was trying to gain entry into his family's house, and deflected the barrel of the shotgun with his Streamlight as the man fired at him!"

¶Professional Electronic Publicity Assn (PEPA) has been formed by group of independent producers & distributors of VNRS, satellite interviews, electronic press kits & news materials for radio & tv. Purpose is to unify standards within industry. PEPA will model itself after the NAB to insure ethical practices & highest possible standards to broadcasters & public relations practitioners. (Contact Byrne Armiento, Peggy Tagliarino Public Relations, 105 Fifth Ave, NYC 10003; 212/741-0079)

# pr reporter

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RISE OF NEW CATEGORIES MAKES MONITORING SOCIOGRAPHICS CRITICAL;  
CHANGING ATTITUDES & LIFESTYLES ARE REFLECTED IN AVAILABLE DATA

Building new constituencies? Tracking changes in target publics? Staying ahead of marketplace needs? Whether you call it demographics or psychographics, this basic research is as easy today as it is essential. Here's a roundup of new groupings:

¶Bright Collars. 19.5 million people. Value independence, experimentation, challenging the status quo. They are managers & professionals of the baby-boom generation. Divided equally between men & women. 56% are married; 49% have children. 35% live in the Northeast & Midwest; 65% in the South & Southwest. Since they hold decisionmaking positions, "increasingly they find themselves at the controls of the information economy," writes Ralph Whitehead Jr (J-School, UMass-Amherst) in Boston Globe Mag. Some characteristics:

1. Skeptical. They question: Are the country's values sound? Is its course just? Are its leaders trustworthy? Tho their answers may be yes, "what matters here is that the question -- not the affirmation -- became their intellectual tool of choice."

2. Value individuality. They've been formed by college, not military life. They've been encouraged to explore their individuality, to ask questions, to stand out.

3. Seek security by becoming seaworthy in churning economic change "where the watchword isn't 'A Piece Of The Rock' but 'Catch The Wave.'"

4. They tolerate homosexuality, endorse a strong civil rights agenda for blacks, support the Supreme Court's ruling against prayer or Bible reading in public schools, according to General Social Survey of Nat'l Opinion Research Ctr.

5. Prefer market solutions to gov't action, free trade to protectionism.

6. Want new ways of thinking. Skeptical of Soviets but tired of Cold War mindset.

7. Do their own thinking, make their own decisions as to what's meaningful in life. "This isn't just a privilege, an entitlement won in the cultural revolution of

To communicate with its divergent consumer base, Arizona Public Service uses a language bank. Approximately 1,200 calls/month come from customers who speak little or no English. When these calls come in, a 3-way conversation -- caller, customer service rep, interpreter -- gets results faster, builds good relationships. Bank has 90 interpreters (employee volunteers) representing 15 languages -- Burmese, Shan; Danish; French; German; Hindi; Italian; Japanese; Korean; Navajo; Portugese; Punjabi; Russian; Samoan; Spanish -- & Sign Language for deaf customer visits.



the 60s; it's a necessity. (Some put a name to the burden of their liberation: The choices trap.)"

¶Yuppies. Concentration on this segment (which many researchers argue doesn't exist!) has obscured, even distorted, the bright collars, says Whitehead. "Yuppies" carries 2 meanings: 1) statistically descriptive term denoting a group of people who share age, address, occupation, income; 2) moral category -- people who are self-absorbed, materialistic, career oriented. "If you were swept under the yuppie rug in the first sense, then you were stuck under it in the second sense. That was usually a case of mistaken identity. Virtually all of the greedhead yuppies hold bright-collar jobs, but only a modest chunk of the bright collars qualify as greedheads."

¶Ultraconsumers. Estimated at 26 million by market researchers from Grey Advertising. Vary widely in age, income & occupational background, but are united by how they want to spend their lives & money. They insist on premium products, even if it means going into debt. Place more importance on career satisfaction, fitness & well-being than having a home & family. They find no conflict in helping to banish hunger, then paying \$649 for a kilo of beluga malossol caviar. Even A&P, Safeway & similar supermarkets have added delicacy sections to supply ultraconsumers with the gourmet foods they desire.

¶College Freshmen. Interest in pursuing a biz career has risen continuously since '72, shows study by Cooperative Institutional Research Prgm. Materialism still reigns. "Being very well off financially" is one of the top personal goals of 75.6%, up from 73.2% in '86, 70.9% in '85, and nearly twice the '70 figure of 39.1%. "Developing a meaningful philosophy of life" dropped to 39.4%, down from 40.6% in '86 & 82.9% in '67. 56% identified themselves as "middle of the road." Even so, most take liberal stances on a wide range of policy issues. 47.6% say colleges & universities should not invest in the stock of companies with ties to South Africa, up from 43.3% in '86. Fewer than 1/5 favor legalization of marijuana -- a dramatic change. 52.9% wanted the drug legalized in '77. Number of smokers continues to decline. Only 8.9% smoke frequently. Women (10.4%) are more likely to smoke than men (7.3%). (Copy from Higher Education Research Institute, UCLA Grad School of Education, 405 Hilgard Ave, Los Angeles 90024-1521)

¶FLYERS. (Fun Loving Youth EnRoute to Success) This 13-25 year-old market, 50 million strong, is image conscious, out for a good time, spends more than \$200 billion each year. Lawrence Graham & Lawrence Hamdan, FLYERS Services, named the group, survey them regularly via a network of 130 paid student pollsters across the country. Flyers are not yuppies. They are more cynical. They've grown up with tv so are more difficult to impress. Watergate was their intro to politics and sex is a part of their daily lives thru rock videos, say Hamden & Graham. Popularity & peer esteem are key concerns. Successful campaigns a) focus on social acceptance, youthful vitality, b) position an item as the "product of choice" (e.g., Pepsi's "The Choice of a New Generation").

¶Baby Boomers. 35-50 age group. Buying power will nearly double over the next decade & a half, reports Conference Board study, Baby Boomers In Midpassage. Because their parents accumulated more than any prior generation, many stand to inherit substantial wealth. Study highlights: a) group will jump from 44 to 64 million by turn of century; b) personal income will climb by 90% in the same period; c) many currently do not own a home, largely because of mortgage rates. But as the group continues to age & mortgage rates ease, all but a few will become homeowners.

¶Baby Boom Casualties. They are worse off than their parents, writes consumer advocate Michael Moor. "Most of us cannot afford to buy a house. We do not trade in for a new car every 2 or 3 years. We save less but have

to spend more." Since '73, according to Rep. David Obey (D-Wis), young families spend 14% less on furniture, 30% less on clothes & give 38% less to charity. Their savings rate has dropped by 75% & by '83 a million more had no savings at all.

¶American Mothers. 1 of 10 babies born in the US has a foreign-born mother, according to latest results from Census Bureau's Current Population Survey. Foreign-born women also have a higher fertility rate than native-born women. Regionally, fertility is highest in the West & South where there are large numbers of Hispanic women whose birth rates are higher than non-Hispanics.

"LISTENING" TO CONSTITUENTS  
IS LESSON OF GALLAUDET CASE

Recent brouhaha at leading college for the deaf is not just about student dissatisfaction with a new president who lacked sign language skills or experience in deaf education. It's a reminder that communication is 2-way, both sending & receiving -- an important lesson for any leader whether of university, corporation or country:

Rule #1: Speak the language of constituents. Without the skill to listen or respond in their language, possibilities of 2-way communication are nil. Same is true in business, i.e. CEO's bottom line = employee's job security.

Rule #2: Leaders are regarded as role models. The spokespersons we appoint to guide our organizations have to inspire us. The deaf don't want to be told what they can't do; they want a leader who'll prove what they can do. Moreover, constituents lack confidence in -- and worse -- are insulted when their choice for a leader is ignored.

Rule #3: Heed the growing voice of grassroots. Passive constituencies are a thing of the past. Minorities representing a myriad of issues are insisting their rights be recognized. These constituencies are larger than their apparent boundaries. Gallaudet's was not held to the university -- it became an issue for the entire deaf population.

The students & faculty were given an opportunity to learn about each of 3 proposed candidates, the board (4 deaf, 16 hearing) was unresponsive to protests about their preferred candidate's qualifications. Students then marched to the White House & Capitol, taking their case to Congressmen, one of whom suggested that appointment of a hearing president could jeopardize the school's federal funding -- 75% of its income.

Mounting opposition (students, alumni, faculty & staff, deaf community at large) eventually forced resignation of both the new president & board chair -- replaced by deaf persons for 1st time in university's 124-year history. "There was total jubilation. What started here as a Gallaudet issue turned into an international civil rights movement for deaf people everywhere," Barbara Dennis, pr assoc, told prr.

PR firm Peabody Fitzpatrick Communications (DC) was called in to assist Chrm of Board & Board of Trustees with press conferences, statements & manpower. School's 5-person pr staff used PFC's offices when students locked them out.

Film "Children of a Lesser God" which dramatized problems of deaf was favorably received by general public, tho deaf community had mixed reactions. Hearers felt they now "understood" how deaf people felt; some deaf people felt the issues as they saw them were too hackneyed, stereotyped, not correctly defined. Moral: don't take for granted that a constituency agrees with the way they are portrayed, even if it seems favorable to the sender.