

To launch the drive, Chicago mayor took off a pair of his own shoes & dropped them into a collection bin. Several area banks & hospitals are sponsoring a day for employees to collect shoes. The school supplies plastic shoe bags to be filled -- imprinted with message, "Please bring to Scholl College or give to your favorite charitable organization for distribution."

To attract media interest, Scholl is asking major tv personalities & others to fill, then autograph, a bag which will be displayed in a "Celebrity Gallery" in the college's new historical resource center. (For information packet, contact: Steve Davis, info dir, Scholl College, 1001 N. Dearborn, Chicago 60610; 312/280-2880)

PSAs: WHAT WORKS, DOESN'T WORK

PSA distributor West Glen Communications survey of public service directors at nearly

300 tv stations, reported by Video Monitor, finds:

1. Celebrities no longer ensure getting on air say 61% of respondents, tho 14% said they would air the PSA if celebrity is from the station's network.
2. Average shelf life of PSAs is 3 months, according to 38% of respondents; 26% say 6 months; 19% say 2 months; 6% one month.
3. Least popular PSA subjects: commercialized contests (52%); overt fundraising 31%; religious messages 27%.
4. Most desired length is 30 seconds, according to 96%. Other acceptable lengths are 10-20 seconds by 81%; 60 seconds by 78%; and 15 seconds by 55%.
5. How many times aired. 31% say 10-20 times; 29% say 25-50 airings; 18% say 50-75; 7% say 75-100; and 6% say more than 100 airings.
6. Preferred format is 3/4" tape among 46%; 1/2" tape by 41%; 2" tape by 11%; and only 2% opt for betacam.

ITEMS OF INTEREST FOR PRACTITIONERS

¶ General Motors' view of pulled 8-page ad insert, after Fortune ran cover story by ex-board member Ross Perot in which he strongly criticized the auto maker: "The purpose of advertising is to try to influence people in a friendly environment. Research shows us it's counterproductive to present our positive message in the same issue or the one following a negative story."

¶ Does corn still work? To gain media awareness of upcoming fundraising telethon, Children's Miracle Network (Salt Lake City) sent package which on outside read: "Just to show you how different our telethon is, we're sending you a pledge." Inside was can of Pledge spray & dustcloth with logo. Message invited media for behind-the-scenes preview, used "cleaning" puns -- "polishing our act," "The 1988 Children's Miracle Network Telethon...We're sure you'll take a shine to it."

pr reporter

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WHY EMPLOYEES & THEIR NEEDS WILL GET THE EMPHASIS IN PR DEP'TS & FIRMS THEMSELVES + IN THEIR WORKLOADS; KEY-PEOPLE SHORTAGE WILL DRIVE ORGANIZATIONAL PRIORITIES

"The only thing we know about the future for sure" says David Maister, Harvard Biz Schl prof & consultant to the professions, is the age composition of the population. Census tables therefore make it inevitable it will be harder to find employees in the key age brackets. To the point, he told PRSA's Counselors Academy last week: "The age group from which you make the money" -- 25-34 yr olds -- is declining in numbers. (See prr 11/16/87.)

Between 1965-85 they climbed to 23% of U.S. population from 17%, will now drop precipitously. In firms & pr dep'ts these are the troops in the trenches, from entry level to supervisory managers who do the daily work.

Until now, he feels getting clients/serving management has been "macho", worrying about "the people side" has been "wimpish". In terms of the tone of pr programs, additional push to change this attitude will come from the fastest-growing population segment: 45-64 yr olds will jump from 13% in '85 to 19% in 2000. Their life view is much more relaxed & caring than 25-34 year olds.

"A disaster that is going to happen -- & I emphasize 'disaster' -- is that within 3-5 years you will be paying every public relations staff member at least 50% more than today." Maister sees this as disastrous because budgets may not be able to carry this increase & costs probably cannot be passed on to consumers.

This spawns the question all practitioners should ask themselves immediately: "How much of my time is spent doing things a more junior person could do?"

"Where Is PR On The Food Chain?"

Firms & dep'ts will be competing with everyone. Particularly with other consulting fields including investment banking & mgmt consultants. "The richer businesses will get the best people" -- assuming get-rich-quick-materialism continues to reign. "Everyone, particularly pr, may have to reach further down the food chain for hiring." (Maister clearly implies biz mgmt, accounting & similar jobs are seen as preferable to public relations. In practice, they demand a completely different type of personality.)

Very Broad Impact Seen:

- 1) on education, in choice of fields made by students;
- 2) on drive toward professionalizing public relations -- where some may want to slow down in order to get people, others will see as way to make field more attractive, thus better able to compete;



- 3) on importance of continuous training, to offset availability with capability;
- 4) on internal relations as the kingpin;
- 5) on counseling firm fees: what will the traffic bear?
- 6) on adding OD techniques to practice, since the "interchangeable parts personnel philosophy" will die;
- 7) on jobs & job-content for "older" practitioners (over 35?);
- 8) on quality-of-worklife & lifestyle vs. income tradeoff;
- 9) on productivity including firing & turnover decisions.

Maister's Strategies: a) improve productivity of higher priced resources thru better delegating, training, whatever;

- b) use technology to substitute for people, improve productivity;
- c) use paraprofessionals, hire more laterals;
- d) emphasize retention of costly human resources;
- e) faster apprenticeship process to get staff to peak skills ASAP;
- f) spend more on recruiting;
- g) alter pay schemes, with more bonuses, profit-sharing & similar

Firms might withdraw from services & markets that cannot support the coming salary levels. Increasing billable hours expected from staff is a possibility -- but this may run counter to QWL demands. Rethinking fast growth strategies of the past few years is another possibility. Building a firm's business on seniors without juniors is an approach already working for some pr & other professional offices. It requires quality clients wanting higher level work, not grind-it-out vendor stuff.

Is another scenario possible? Physicians report rising demand for QWL at expense of "3rd Mercedes". That could happen in pr. Because of its excitement, the field is rising in attractiveness. Demand for jobs on this criterion could help solve the problem. Minorities & others who haven't come into the field might. In any event, public relations will predictably be more a counseling & strategy, less a producer, business. Senior generalists are one group the census says we will have.

ANOTHER SECTOR WHERE WOMEN ARE KEY PUBLIC IS HEALTHCARE Research shows women account for over 65% of purchases of healthcare services. How can you market to such a divergent group? By appealing to the "underlying, basic issues that concern all women," says Barbara Bellman Alpern in Reaching Women: The Way To Go In Marketing Healthcare Services (\$24.95, Pluribus Press, Chi). She lists these common concerns, applicable beyond healthcare:

1. Desire to be treated with respect & empathy. Women feel a need to be educated, successful, productive & valued. Whatever the reality of their respective lives, they like to be addressed with the assumption they have those qualities. Means addressing them as Miss, Mrs. or Ms. & other appropriate titles in personal contact & written communication; not first names.

2. Value their time. Today's woman is trying to do more to attain a successful life than her time permits. Offering appointments at unconventional hours -- early morning, dinnertime, Saturdays -- is an opportunity for gaining their loyalty.

3. Need for information to make educated purchases. Health info, & misinformation, is readily available & plentiful. Healthcare provider must become a credible source of health data, presenting it as intelligibly & understandably as the mass media does.

4. Want to be in control. Women must feel they have choices, even within the limits of traditional medical practice.

5. Tend to be skeptical consumers. Look to trustworthy sources to learn if provider has credible references. Confidence & trust are won by consistently delivering a quality product.

6. Are value-oriented. Will spend more for desired quality. Promotion of the services must be sincere, honest & compelling. Exaggerated claims, inflated emotions & inappropriate hype will be met with suspicion & disdain. Betray a woman's confidence, build her expectations & not deliver on promises, and she will make her purchases (& word-of-mouth recommendations) elsewhere.

7. Respond to the software of an issue rather than its hardware. Women respond to information that centers on direct benefits to them. Skip illustrations of the emergency room or ambulance; avoid copy detailing the number of square feet of expanded space or the goals of a new fundraising drive. These are merely a means to an end. Their primary interest is in the benefit.

8. Their children are priorities. Generally, working women have little time & even less energy to shop comparatively, but will go directly to the provider who gives them the quality they are seeking. Motivation is to give their child the best now to assist them in achieving as adults in tomorrow's world.

"LET SOMEONE FILL YOUR SHOES" IMAGINATIVE, UNUSUAL THEME DRIVE FOR HOMELESS Clothes are plentiful but social service agencies report a shortage of shoes for homeless & other needy. To increase awareness of this need, Scholl College of Podiatric Medicine (Chicago) introduced drive to collect shoes for local charities. Shoe drive is an extension of the school's program of voluntary foot care for street people.

Since March, over 2,000 usable pairs have been donated by individuals & businesses. Boy Scouts have asked to be involved. Spiegel, a catalog marketer, delivered 1,000 pairs of overstock. Inquiries have also come from other retailers. College hopes to stimulate interest among podiatric colleges in other cities. National Shoe Retailers Association will publicize in its newsletter.