

3. 78% say that they would like their news station to work with local hospitals, community projects, medical information hotlines.

Of related interest: Note how rising, almost insatiable interest in health news feeds toxic fears as related in lead article. Hospitals aren't the only ones that had better get more docs & scientists on camera & out in the community. As physicians' earnings potential peaks or falls, the glare of spotlights could well be their new kick.

'89 SILVER ANVILS: PEANUT BUTTER PROGRAM TAPS AN IGNORED ADULT MARKET

With the decline in birthrate, peanut butter's target market is decreasing -- down 10% in the last decade. John

Williams, Ketchum PR (NYC) details what transpired when his firm joined efforts with the Peanut Advisory Board (Atlanta) in '86: "According to research, adults make up a viable PB consumer group, eating about 350 million lbs annually. Yet the 3 major brands had never targeted them -- except messages to mothers to get them to buy it for their children. So we created an 'adults only' peanut butter lovers fan club, designed to reach this untapped market," he told pr.

Promoted via media kits to food & leisure mags, free membership includes: a) ID card; b) refrigerator magnet; c) recipe booklet; d) monthly newsletter (fun peanut facts, profiles of famous fan club members, controversial issues about peanut butter). "After 3 years, membership was at 10,000."

But this wasn't enough to bring to full focus the concept of adults as the new PB target market. PAB wanted to: 1) secure manufacturer commitment, get them to include adults in their ad efforts; 2) increase fan club membership by 10%; 3) change public perspective by calling attention to this market segment.

"We Decided To Bring The Fan Club To Life" "After conducting research (consumers, fan club members, editors) it became obvious that we could do this via an event -- an Adult Peanut Butter Lovers Fan Club Reunion. We ran PSAs, interviews with celebrity members, sent out media kits, etc."

Budgeted at \$90,000, event was held last August at Nashville's Opryland Hotel (exciting diversions, attractive package) & was deemed a success by its promoters and by PRSA, which awarded PAB & Ketchum with a Silver Anvil. Lauded for "generating increased visibility for PB...and making avid PB fans out of many adults."

Program's Elements a) strategic location -- 70% of US population lives within 1000 miles of Nashville; b) celebrities -- mingled with guests, gave interviews, promoted via PSAs; c) promotional merchandise -- obligatory hats, shirts, visors, etc; d) atmosphere -- "ballroom was a PB lovers dream!" Celeb corner, demos, tasting, etc. Skippy's booth sported a 60s drive-in theme; e) contests, including PB Wheel of Fortune; f) exquisite peanut cuisine, created by the hotel's exec chef; g) charity tie in -- "Proceeds went to Senior Citizens Inc., subsidiary of the United Way. This because PB turns 100 years old in 1990, and because it was originally created as a health food for senior citizens."

Williams says program surpassed goals: full participation & support from manufacturers; increased membership by 20%; national & local coverage with over 25 million media mentions of "how PB lovers came out of the closet" in Nashville.

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TOXIC TRAUMA UNITES PUBLIC OPINION IN PUSH FOR NEW ETHIC;
WORLD ENVIRONMENTAL LEADER SAYS PUBLIC RELATIONS SKILLS
ARE HOPE FOR SAVING FUTURE; EXXON BECOMES THE NEW GOAT

To avoid a hopelessly polluted, uninhabitable planet -- which could make life here literally impossible only two generations away, according to scientists -- we must employ a basic strength of Western culture: "the ability to spread information & knowledge." This skill must be used to establish "a new cultural ethos of 'intergenerational responsibility'" -- causing present generations to recognize the ecological rights of their children & grandchildren.

Calling for this high level of public relations practice is the chair of the UN World Commission on Environment & Development, Gro Harlem Brundtland, prime minister of Norway. Formerly her country's environment minister, she is the first in any nation to move from that position to head of gov't. Several special pages in the San Francisco Chronicle last week, including an interview with her, were typical of the massive, in-depth environmental coverage reacting to Exxon's oil spill in Valdez.

Timing Is Still Everything The accident couldn't have happened at a worse time -- coinciding with the 10th anniversary of Three Mile Island. Then last week Chevron had an explosion & fire at its Richmond refinery. That belched a dark cloud of smoke across San Francisco Bay -- and earned it the emity wrought by the Exxon incident. One columnist quoted an unidentified Exxon exec: "It is the largest public relations catastrophe in modern history." Some at Union Carbide, Manville & other companies damaged by toxic tragedies might disagree.

All environmental threats of any type are now one linked topic: oil spill, brown cloud, Alar, burning dumps, smokestacks, nuclear leaks, sewage pollution, et al. This explains why "toxic" is the biggest red flag word. Since every organization uses toxics -- even cleaning fluids or paint in the average office, to say nothing of paper & solid wastes everywhere which must be disposed of -- no one is exempt from this issue.

Exxon's full-page apology ads also turned out to be badly timed. They claimed "Exxon has moved swiftly & competently to minimize" damage. In the same papers, front pages reported how slow the company had been in starting the clean up, with a specific list of unflattering reasons why. The actual "we're sorry" statement appeared in the last paragraph, vastly minimizing readership in today's sound-bite world. One can almost hear company pr pros & lawyers arguing over this.

So Here We Go Again: What Can Be Done? 1. Practitioners must stand up to clients & employers where environmental corner-cutting, or any risk at all, is allowed. This is now more than pragmatism & sound advice;



it is a matter of ethics, and often of law. Valdez & its predecessor cases help make us persuasive -- but managers who still think only in terms of dollars will require our best arguments since they'll be convinced "it can't happen here." We need to prove to them that managing today means handling both dollars and public policy.

2. Devote more energy & even budget to proving to management that every policy & action has 2 inevitable effects: dollars, yes, but also relationships. Now a negative ecological relationship with society can cost both megabucks & even the future.
3. PR must monitor operations -- if not officially, then for its own protection. All the ecological disaster cases could have been anticipated, most were warned against. Monitoring includes watching budgets, policies & FTEs of safety & environmental dep'ts. In both Bhopal & Valdez, budget cuts were said to eliminate positions responsible for avoiding the problem that resulted.
4. Don't be fooled by comforting words like "clean up." Here's the reality as recited by well known Dartmouth ecologist Donella Meadows in Keene Sentinel:

¶Strong acids & bases can be neutralized; cyanides made harmless by chemical reaction; organics including petroleum & pesticides digested by natural organisms, destroyed by sunlight, or broken down by proper incineration. All are technical processes requiring professionals, money & time.

¶Radioactives cannot be cleaned up but must be strictly sequestered; while the half-life of tritium is 12.5 yrs, for plutonium it's 24,000 yrs & 4.5 billion yrs for uranium-238.

¶Heavy metals such as lead, cadmium & mercury last forever.

¶Even possible "clean-ups" are foiled if toxics are dispersed in soil, carried off in water, absorbed in living things, get into the air or are mixed together.

"I suggest we stop using the words 'clean up' when referring to hazardous materials & start facing the fact we are risking irreversible damage & making uncleanable messes. Then, maybe, we'll start handling dangerous chemicals with the seriousness they require," she warns.

Will It Go Away?
Consider These Items

- A. "If the image of an uncaring & uncareful industry prevails among the public, then we can kiss goodbye to domestic oil & gas development in (Alaska), offshore & in the public lands. It takes a long, long time to recover from these things." (Interior Sec'y Manuel Lujan)
- B. "Today the Shoreham plant on Long Island lies in its death throes. Seabrook in New Hampshire fights for its survival, its utility already in bankruptcy. They might have been operating by now, but for our commitment to public participation..." (read "democracy"). (David Rossin, ex-ass't sec'y of energy)
- C. "Even now, (Minimata Bay, Japan) fish aren't safe to eat, and the local gov't pays men to catch flounder, snapper & squid just to bury them in cement to be sure they are not eaten." (Bob Deans of Cox News Service about the mercury dumping case -- the modern world's 1st environmental disaster in the mid-50s)

- D. "Exxon officials have conceded that technology can't cope with a spill of this magnitude." (Seattle Times)
 - E. "It's Chevron policy not to even talk to us. There are chemicals stored here that are much deadlier than what was released at Bhopal. We face a Bhopal-type situation right here. It's only a matter of time." (West County Toxics Coalition leader Henry Clark)
- Compare: "The way we responded to this emergency demonstrates that our system works. We immediately notified the Richmond Fire Dep't. They're the ones responsible for determining if evacuation is required, and they agreed with us that there was no hazard. I personally have talked to a number of our neighbors who've called and expressed concerns. I've been able to talk to them & answer their questions." (Chevron's Carolyn McIntosh)
- F. "We believed our own press releases (that it couldn't happen)." (TMI public relations representative to prr, 4/23/79)
 - G. "There is nowhere the Green vote is going down." (Sarah Parkin, co-secretary of the 17 European Greens Parties)

ECOLOGICAL PUBLIC RELATIONS CALENDAR: A FEW ENTRIES		
<u>Toxics</u>	<u>Events</u>	<u>Threats</u>
Mercury	Silent Spring	More picketing at Exxon gas stations
Red dye no. 2	Love Canal	\$100 B. to clean up nuke weapons plants
Asbestos	TMI	Offshore oil drilling in California
DDT, pesticides	Manhattan Beach	Nuclear plant evacuation plans
PCBs	Superfund	Deforestation of tropical rain forests
Radioactives	Chernobyl	Global warming drowns coastal cities
Carcinogens	Sandoz Rhine spill	Depletion of ozone layer
Fly ash	Sara III	Profits, growth, development vs. people

STUDY FINDS TV HEALTH NEWS STILL WIDE OPEN; PEOPLE WANT MORE

People are so interested in health related issues they want more televised medical reports. And they want to hear them from medical doctors, not reporters. Study by Ivanhoe Communication (Orlando) polled 790 adults nationwide, reveals surprising public attitudes:

1. 66% said they didn't care whether or not a health spot was locally produced or nationally distributed. "This is good news for stations with staffs too busy to do more original production" -- and for pr staffs. "Stations can use syndicated medical segments -- and win favorable responses from viewers," says Marjorie Thomas of Ivanhoe.
2. Both men & women want more on women's & mental health -- subjects once deemed too sensitive for prime time. "Living longer & better, relief from stress, and women's health are the topics most people are interested in."