

Then there's always the fight with the Secret Service, whose reputation for arrogance, inflexibility & assininity grows with each passing year. But for the moment, BU had a place in the sun rarely matched.

#### ITEMS OF INTEREST TO PRACTITIONERS

¶ The Power Of Strategized Common Language. With all you've read about the deficit, have you seen it phrased like this? "The US deficit is bigger than the circus fat lady & about as likely to slim down. Gramm-Rudman, enacted with much hoopla about slashing the ballooning debt, hasn't had any more effect than a brief fling with a fad diet. Any pronounced change in the deficit's size is going to require the economic equivalent of sensible eating, vigorous exercise & perhaps a hip reduction operation thrown in." By Diane Ballard in Tennessee Alumnus magazine.

¶ Emhart Leaves Scene With Its Usual Class & Style. A "final edition" of Emhart News -- "published monthly for 56,000 shareholders & employees" -- provides catharsis & smoothes the way for change as company is acquired by Black & Decker. Includes candid column from CEO Peter Scott, look at company's origins & history, portraits of directors at final meeting, cartoon about passing of the publication. B&D management will be idiotic not to continue Emhart's tradition of pioneering public relations efforts -- such as editing internal newsletter for both workers & stockholders, dramatically illustrating both key publics get the same info from management.

¶ "Just Peanuts" Message In Packages Shows Pollution Concern. Styrofoam pellets or "peanuts" have been used in packaging for years. "Now," says direct mail firm Smith & Hawken (Mill Valley, Ca.), "we know better. Chloro-flouorocarbons (CFCs) are a by-product of the styrofoam production process & they are playing a major role in depleting our ozone layer." Firm now uses shredded paper -- "bureaucracy in a box, as the paper is recycled from our daily business. It will make more than a shred of difference."

¶ Hospitals Make Friends By Solving The Plight Of Working Parents, namely: "What in the heck to do with sick kids." Since most daycare centers won't take them, parents (especially singles trying to support families) are in a dilemma when kids catch cold or flu -- a virus can render them unschoolable for weeks. Some hospitals are demonstrating community service while marketing themselves by offering relief. Tho demand still far outweighs supply, infirmary programs with names like "Sniffles & Sneezes" & "Under the Weather" are popping up. Pediatricians, eyewitnesses to parental anxiety, are behind the push. Infants thru teens admissable, schedule is generous, costs average \$3/hour.

#### WHO'S WHO IN PUBLIC RELATIONS

HONORS. John Felton, vp corp comm, McCormick & Company, "Most Outstanding Professional For 1988" by Maryland Chapter PRSA. The first

recipient of this annual award, Felton was chosen for his significant contributions to pr.

#### **"BIG PICTURE AUDIENCE TARGETING" USEFUL TO MANY: STAKEHOLDER STRATEGY REVOLUTIONIZES AGRICULTURAL MARKETING BY GOING BEYOND CUSTOMER TO PRESELL CUSTOMER'S CUSTOMER**

It has often been talked about, rarely done. So when Asgrow (Kalamazoo) wanted a special approach in introducing its "Mission" cantaloupe, Morgan & Myers (Jefferson, Wis.) included all constituencies -- farmers, packers, shippers, retailers, consumers. But all Asgrow sells is the seed.

Background The cantaloupe market was troubled. A consumer study rated melons among the least consistent of fruit. "Crops usually produce a variety, some sweet, some not, some sutured -- all in the same field. The farmer's only concern has been yield per acre," Bob Giblin of Morgan & Myers told prr. Then Asgrow developed a hybrid with a genetic blueprint for size, color & flavor. "Seed companies have always marketed to farmers for low-cost, breed & genetic variety, performance in the field." Using stakeholder strategy, campaign adapts message to a variety of audiences all the way to the end user -- in order to sell seed to the farmer. Examples:

¶ Shippers: Missions hold up while travelling -- small cores are less likely to become loose & dislodge seeds, causing mushiness;

¶ Retailers: They have no sutures, which facilitate deterioration, so longer shelf life -- a benefit to consumers.

¶ Consumers: Cantaloupes are delicious, nutritious & versatile, high in potassium & vitamins A & C. Asgrow is working hard to improve them even more. Missions are consistent in size & color, cavities are small, flesh is sweet.

Key Elements In Focusing Messages 1. Farmers are given tech info, research reports, info on how to improve growing methods;

2. Horticulturists visit farm regions across the US. "They are half sales-people, half researchers."

3. Specialized newsletters -- 1 to growers & shippers, another to researchers, consumers.

4. Promotions in selected stores, including demos, taste tests.

5. Controlled taste research at Mich State U -- sensory evaluation blind-fold testing, scientific breakdown of sugars. "Research results & con-

sumer tests are marketed back to growers, making the campaign a reflexive one -- a pull rather than a push approach."

6. Garnishing chef Harry Rosen, well known in culinary circles, makes the talk show circuit doing demos. Appears at some store promos.

Evaluation: Melon seed sales have increased dramatically. "A major California grower contacted us to say 'We're not just selling the cantaloupe, we're marketing it!' Various seed companies have been copycatting this model for other fruits, but it's okay because the industry has plenty of room for expansion. The situation is win/win/win/win -- for the growers, shippers, retailers & consumers."

SHOULD ORGANIZATIONS HAVE TO ANSWER FOR POLITICAL BIASES OF THEIR LEADERS? PIZZA CHAIN FINDING OUT

In November, Domino's Pizza CEO Tom Monaghan gave over \$50,000 to a Mich. ballot measure outlawing tax-funded abortions, on cable tv chal-

lenged others to match the donation. Incident motivated pro-choice groups to call a boycott. "The proper word would probably be 'girlcott'..." Madeline Hansen, NOW Michigan Chapter told prr "...because with his donation, Monaghan is discriminating against women. We're not telling people not to buy his pizza, but we are telling them where their money goes when they do. We want them to know that Domino's hurts womens' rights."

Monaghan owns the Detroit Tigers, has incurred rath of many for plan to tear down Tiger Stadium. In blending of his 2 unpopular issues, NOW picketed around the stadium, ending the demonstration in front of Domino's. Small plane circled the stadium on opening day with banner, "Tom Monaghan discriminates against women."

Hansen cites early '88, when Domino's gave NOW permission to hold a fundraising hayride at its headquarter grounds. "They have a lot of acreage & a petting farm which is often used by community & civic groups. When they discovered our profits would go to choice, they withdrew permission, saying the owner disagrees with our position. Meanwhile anti-choice groups held fundraisers there."

Domino's Defense Kerry McNulty, media rels: "The company didn't donate the money -- it was a personal contribution. It's Tom Monaghan's right as an American to give to the cause of his choice. He also supports many other charities. Monaghan didn't realize it would get picked up by the media & made an issue of. It got blown out of proportion when NOW issued a press release & put a notice in Ms. calling for a boycott of our products."

Meanwhile, further retribution is in the works. "At our national conference this July (Cincinnati), we will escalate our campaign & take major action. In the meantime, we encourage people to let the franchises know they don't approve of what's being done -- one way is to return Domino's coupons with a written complaint on the back. We have been getting tremendous support from college campuses this way. Students represent a huge part of the pizza consumer market -- they're very concerned that their money is being used to take away their civil rights."

McNulty: NOW's efforts "haven't met with much success. There have been a few isolated incidences at some college campus locations, but we advise the franchise owners to tell people the company was not involved with the donation."

Hansen: "Monaghan makes his money from Domino's, so whether the contribution was personal or not, the bottom line is that he used corporate profits against us."

SUPPOSE YOU WERE ABLE TO GET BOTH BUSH & MITTERRAND TO ATTEND YOUR EVENT: IS THERE A REAL PR PAYOFF? DOWNSIDE? Boston U had both speak at graduation last week, gave them honorary degrees. Is the visit of Big Names such a blockbuster in terms of value to the organization? Assuming media coverage will make the situation pay off is dangerous. Instead, special programs are needed -- both defensive & positive ones. The pros & cons & what to do about them:

"It's a fleeting benefit so build on it fast," e.g. in your publications, says Otto Lerbinger. [Today's big event quickly erases yesterday's -- so creating memorability is essential to maximize benefit.]

"Pride is created in internal publics -- even if they don't totally respect the celebs -- because association with celebrity equates to importance. Lerbinger calls this the "status conferral function," in this case showing BU to be "world class." But it helps when Bush calls BU "this fine institution" in his speech. [Prompting such praise is necessary but diplomatic.]

"Tradeoffs available include having major donors & VIPs meet, be photographed with the big shots. [But deals must be cut beforehand, the rigors of scheduling via bureaucratic & protective handlers recognized.]

"Awareness thru media & word-of-mouth is valuable for little known & not highly recognized institutions. But the well-knowns get lost in the event since there's no surprise world leaders would be there. [Media strategy including photo potential is more intense, requires more backups & fail-safes than ever.]

"It becomes their event, not yours," observes Paul Dowd of neighboring St. Anselm College (Goffstown, NH). He came close to landing Bush for St.A's centennial, is relieved it didn't happen. Support for this view came from graduating BU students who felt left out of their own event, reported the Boston Globe. [Handling this is the puzzler.]

"Cost & inconvenience are major. Boston traffic was tied up for 4 hours on both highways & subways. Graduating seniors had to be in their seats several hours early. Many parents & friends had to watch on tv from a nearby fieldhouse, tickets to attend at all were severely limited. [Personal campaigns to prepare internal audiences & the community are called for.]