

Results So Far Dawson says the GPs led the cause in Mass. "That system is not ideal, it still has bugs." Other states, including Oregon & Hawaii, are showing interest. "We're working hard on Congress, and will continue to do so for the next two sessions." (More info from Gray Panthers, 311 S. Juniper St., Philadelphia, Pa. 19107; 215/545-6555)

ITEMS OF INTEREST TO PRACTITIONERS

¶ Proposed Kentucky Tax May Affect PR. "There is great anxiety & trepidation as to what the effects may be, but it's too early to tell," Tom Preston, (Lexington), whose firm handles a lot of gov'tl pr, told prr. "Nobody (in the pr industry) knows the details or has read the bill." Slated for next week, bill calls for a 5% tax on business services. These could include adv'g & media svcs as well as pr. Preston says real danger is that firms may be tempted to move operations out-of-state -- much of Kentucky's population is clustered in major cities, bordering Ohio & Indiana. "The general trend of thought may be, 'Let's just open an office across the river.'" Communicators are already strategizing, hoping that an increase in sales tax will be favored instead.

¶ If Catalog Shopping Is A Sign Of Couch Potatoism, then trend seems to be firmly taking hold. USA Today reports revenue gains for Lands End & L.L. Beane. And Talbot's catalog was up 20%, Burman's up 47%. Meanwhile, in its list of what's hip for the 90s, Business Week predicts Bloomingdales will be "out," catalog shopping "in." This will add to massive overcommunication, especially to loss of effectiveness for already tough direct mail appeals.

¶ Building Collaborative Relationships was the topic at Work In America's Labor Management Awards Dinner. "Society functions best when all parties of interest are brought together in collaborative and cooperative relationships, said keynoter Walter Shipley, CEO, Chemical Banking (NYC). Collaboration was a recurring theme, as awards went out to those who have advanced labor-mgmt rels. Recipients include Clark Kerr, U of Calif (system), Lynn Williams, int'l pres, United Steelworkers of America (Pittsburgh), & Andrew Sigler, CEO, Champion Int'l (Stamford).

¶ Campaign Rhetoric Often Backfires On Analysis, but how often does the opposition think that far? Take the pro-gun theme. If it's people, not guns, that cause the murders & violence, as gun lobby insists, does that mean Americans are not the most caring & generous of peoples -- as we so often brag -- but in fact the most violent? If one compares shooting, indeed total violence records in other Western nations -- in most of which even police don't carry guns -- that is the only conclusion possible. Unless the NRA et al have it wrong, and it really is the availability of guns, not the people, which is responsible. How little logic seems to matter.

BURGEONING SENIOR PUBLIC REQUIRES SEGMENTATION LIKE ANY MARKET; POWERHOUSE GROUP CAN BE MISSED OR REBEL IF STEREOTYPED

Now, 1 in 4 Americans is over 50. In 2020, 1 of every 3 will be. Compare to 1940 -- 1 in 15. Research now finds this burgeoning group -- gaining considerable power & influence -- is motley in attitudes, lifestyle & purchasing patterns. "It's way too simplistic to lump them together," Carol Morgan, pres, Strategic Directions (Minneapolis), told prr.

"As people get older, they become more different. A group of 7-yr olds tend to have basically the same tastes and attitudes. Among seniors, even those between 60 & 65, you'll find huge differences." The myth is that of a nice little cadre of grandmothers all knitting -- and the mistake is to treat them that way in relationship-building, communications or marketing. Like all publics today, there is no "mass" senior citizen public.

A study by SD, which develops tactics & strategies thru segmentation, asked 600 seniors nationwide to respond to 60 statements. Four segments emerged:

	Upbeat Enjoymers (20%)	Insecure (32%)	Threatened Actives (26%)	Financial Positives (23%)
Income	\$26,000	\$12,719	\$11,434	\$30,080
Fin'l Outlook	secure	threatened	threatened	secure
Attitudes	optimistic & active	pessimistic re aging	negative & fearful	feel lucky positive

According to Morgan, happiness seems to depend on security & health. Both the happy-go-lucky, credit-card-spending UEs & the careful, long-time investing FPs are the most positive of the segments because "they don't have to worry about where their next meal is coming from."

Favorite Media Each segment has preferences, making targeting possible:

- Newspapers. Avidly read by UEs & FPs, who especially enjoy business pages. Median of all groups is 6 hrs weekly.



2. Radio. Of all types of programming, country music is the most popular-- 39.1% reporting regular listening. It's especially favored by Insecures & FPs. (So much for stereotypes!)
3. Books. Median is 5.3 hrs per week, but female TAs read twice that.
4. Television. Overall spend median of 10.4 hrs/week watching network. TAs watch least -- 8 hrs. Insecures watch most -- 13.1. Cable -- total sample watches median of 1.3 hrs, but FPs spend 5 hrs weekly viewing it.
5. Magazines. TAs, especially women, are most frequent readers with a median of 7.7 hrs per week. Senior mags are most popular, regularly read by 40.2%. 62% have a paid subscription to one. TAs & FPs are biggest fans. Also popular are women's, business & travel mags.

Lifestyle & Purchasing Behavior ¶Upbeat Enjoyers. Feel young, enjoy shopping mail order, going to the beach, shopping centers, museums, lectures. Segment most educated and most likely to go on cruises, live in condos, do volunteer work. Think gray hair looks great. 38% are in Northeast, rest divided between South & Midwest.

¶Insecures. Lonely, feel poorer now than when younger. Aging is negative process; would enjoy being able to afford rejuvenating creams & hair dyes. Segment most interested in discounts, coupons. 34% are in the South and 18% in Northeast.

¶Threatened Actives Independence is of utmost importance -- want to maintain their own home, drive their car. Fearful of crime, would consider a move to a safer neighborhood. No interest in retirement communities. Believe in security systems, guns. Most likely to take long trips by car, frequent hardware stores (home maintenance important). 32% live in South, 31% in Midwest, and 18% in Northeast.

¶Financial Positives. Look for value. Segment most open to plastic surgery, retirement communities like Sun City, Ariz. Receive advice from fin'l planners, spend more on apparel & personal grooming than others. Want to look young. 47% live in South, 10% in Northeast, 30% in Midwest & 13% in West.

GRAY PANTHERS USE OF SENIOR POWER TO PUSH HEALTHCARE CHANGE REVEALS METHODS The Gray Panthers are back, taking the lead in the push for a nat'l healthcare system, says chrm Doris Dawson. "That is what we're most urgently involved with right now. Things have become so bad that we have to do something to try and make them better," she told prr.

The Healthcare Crisis Is Dire Because of inadequate funding from states, a high proportion of seniors have no access to healthcare. Also:

1. Medical services are inflating at almost twice the general rate, pricing many out of the market;

2. With lack of healthcare, women are having children under poor circumstances. Resultingly, children have health problems which continue as they grow -- and seniors have always been interested in grandchildren;
3. Healthcare is a major issue in labor disputes -- strikes are cropping up everywhere, notably the Bell System, over this issue;
4. 37 million Americans have no health insurance whatsoever;
5. Congress passed then rescinded the "catastrophic illness" law, taxing Medicare recipients without covering long-term care in nursing homes or private homes -- the biggest catastrophic cost for older people.

Gray Panthers' Position "We are in favor of a nat'l health service, as distinguished from nat'l health insurance. We hope health insurance will become a thing of the past." GPs work on this from two different angles: a) current health issues that require immediate attention; b) structural change in the whole system.

"We support a bill which contains what we feel are important features:

¶service which does not require payment at the point of service, and

¶which is publicly supported thru taxation."

GP also stresses the need for preventative healthcare and strives to erase the stigma of "socialized" medicine. "We also believe medical workers should be adequately paid, to take the pressure off of them."

Methods GP emphasizes efforts at the Employed community level. Dawson feels this is best because a big problem is often lack of local involvement & input. "We have about 80 networks thruout the country."

1. Letters to editors are easy for seniors.
2. Rallies & special events feature a variety of speakers. Chapters work closely with universities, schools of medicine & nursing, and churches. "The nurses are partners in this cause because they are right up front. They see the problems."
3. Personal visits to Congresspeople, easier for the retired than others.
4. Hearings, hosted by the Panthers, as triggering or media events.
5. Literature & GP publication "Network", distributed via petition drives.

Iacocca An Ally. According to Dawson, the auto industry is particularly open to new solutions. Healthcare costs tack an additional \$500 to every American-made automobile! "Lee Iacocca said he never thought he would be the one to advocate a nat'l health system, but he is. He was impressed by the competitiveness of the Canadian auto industry as opposed to the auto industry in the US. Canada has a healthcare system, and it makes a difference in competitiveness & productivity."