

¶ Plan 2 is in conjunction with Kinder-Care Learning Centers. Olsten employees are eligible for a discount on all services -- 10% for those who work 10-15 hours a week, 15% for those working 28 or more. Program can be used with the tax plan.

**Childcare A Costly Burden** For working parents, costs average 10% of annual income. Yearly expenses run up to \$9,000 per child. While some relief from Congress may be in the offing, most companies are slow in responding to this workplace anxiety -- which polarizes the employee's sense of commitment and ultimately erodes productivity.

**Temps At A Particular Disadvantage** They generally don't receive many benefits. Many are single mothers, not college-educated. Some are attempting to re-enter the workforce after several years at home. Most are unable to afford quality care. "We're certainly one of the first national firms to offer such services to temporary employees," says Luciano.

**FOR-PAY PHONE SERVICES THRIVE AS DIAL-A-PORN WITHERS ON THE LINE** The pay-per-call industry is thriving, jumping from revenues of \$450 million in '88 to \$750 million in '89. Some of this is due to use in pr programs. But the market seems to be faltering for 976 sex numbers. Over the past year, revenues for Pac Bell have plummeted by half, a spokesperson told San Francisco Examiner. He welcomed the development because such services tarnish phone companies' reputations & incur the wrath of irate parents (pr 9/25/89). When phone companies tried to shut them down, distributors triumphed in court.

Will pay-per-call & infotext generally also lose their fascination? Other new uses for the telephone -- especially computer calling & telemarketing -- are quickly becoming as intrusive as junk mail. In the meantime, these media are one way to break thru the clutter.

Infotext specialist Rick Parkhill says the decline in public interest shows that sex numbers were just a flash in the pan. "They were a novelty at first, hence their initial popularity. But now, curiosity has been quelled."

**ITEM OF INTEREST TO PRACTITIONERS**

¶ Speaking Of Clutter, Eggs Have Been Found To Be Fertile New Territory. When prr heard the rumor that eggs are being packaged with advertisements printed right on the shell, it called the United Egg Producers (Decatur, Ga) to find out more. "I think they're doing something like that in Israel," said vp Ken Klippen. "It's really an interesting idea. When a person opens the refridgerator at breakfast, s/he sees an advertisement for coffee." Klippen feels it's a matter of time before idea catches on in the US.

**WHAT REALLY ARE THE ISSUES NOW, WHEN SO MANY SEEM HOT? ACCORDING TO POLICY MAKERS, ENVIRONMENT IS TOPS; 2 NEW STUDIES HELP STRATEGIZE, PLAN COMMUNICATION EFFORTS**

Do the issues facing state & federal legislatures parallel those tracked by practitioners and the public? The two are not always reflective of one another -- so what changes are on the agenda, and which direction will they be coming from? Two recent surveys offer insight for practitioners.

Hands down, the environment seems to be everybody's first concern, according to Burson Marsteller's survey of policy makers. But a survey by HRN (Phila), strategic planners for external affairs, shows that environmental influentials feel federal government -- not the states -- should lead in setting environmental standards. HRN surveyed 2,200 gov't, business, education, environmental & news media officials. Results help show which way the wind is blowing:

- a) 85% feel feds should lead in setting standards;
- b) 70% predict industry will not take steps to protect the environment;
- c) 60% feel industry has an accurate perception of the public's concern. [Comparison of b & c indicates their perception of industry.]

"Corporate America urgently needs to understand issues which motivate activism in our society -- especially in the volatile area of environmental issues," pres Diana Shayon told prr. "In monitoring issues, organizations should focus on state legislation across the nation. State level legislation is a leading indicator of further regulation or legislation at the national level. Understand that such legislation will materialize quickly, and often without warning."

**Ranking The Specific Topics** A) On inter/national levels:

- 1. preservation of the ozone layer (79%);
  - 2. improvement of air quality (78.6%);
  - 3. disposal of hazardous waste (75.4%);
  - 4. reduction of acid rain (74.2%);
- (Note there is no significant statistical differentiation among these hot topics -- 5 percentage points only.)



5. reduction of automobile emissions (73.9%).

B) On state & local levels:

- 1. protection of groundwater (82.5%);
- 2. improvement of air quality (75%);
- 3. enforcement of laws against polluters (74.8%)
- 4. reduction of smog (69.7%);
- 5. protection of wildlife habitats (69.2%).

(Note all the really tough topics are foisted off onto states.)

(Survey summary from HRN, 1926 Arch St, Phila, Pa. 19103; 215/299-2900)

**Key Influencers Disagree On Priority Of All Issues, But Overall, Enviro Is #1** BM's survey indicates that policy shapers are at odds over order of importance of issues facing state legislatures -- but most agree that environment tops the agenda. BM interviewed journalists, state lawmakers & lobbyists at all 50 state capitols to find out how they prioritized all issues on agenda. Collectively, they ranked issues: 1) environment (52%); 2) education (47%); 3) abortion (37%).

**Legislators:** 1) education (56%); 2) environment, especially "garbage crisis (54%); abortion (32%).

**Lobbyists:** 1) overwhelmingly, environment (72%); education (40%); abortion (24%).

**Reporters:** 1) abortion (54%); 2) education (44%); 3) environment (30%). (Note media once again interested in headlines & fights, not giving public information to make decisions.)

Respondents gave a low ranking (18%) to drugs & crime, surprising considering concern reflected in public opinion polls. Knowing the real issues to be acted upon clearly goes far beyond polls & media.

**ACCURATE TARGETING IS DIFFERENT THAN MOST CAMPAIGNS USE, NEEDS BEHAVIORAL APPROACH** Old approach of aiming at key publics, or even opinion leaders there, needs to take into account a behavioral slant: Who will make the decision, & who will influence the decisionmaker? Large groups are usually far beyond that action. One suggested hierarchy:

- 1. Decisionmakers have formal or informal authority to decide what ultimately gets done.

- 2. Direct influencers have access, a formal advisory or staff role & considerable persuasive skills or position to influence the result. This cannot be overlooked.
- 3. Indirect influencers range from a decisionmaker's old college prof or golfing buddy to formal\informal groups who feel strongly about the issue but lack formal access, can only push from outside.
- 4. The inactive concerned are those who will be affected but feel little ability to impact the decision -- and therefore do not act. They can be triggered, if they first recognize, then personalize the issue -- and, most critically, if they can be shown they are not "constrained" from influencing the outcome, as Jim Grunig's research shows.
- 5. The inattentive unconcerned feel no interest, personal or societal, in the issue -- so do nothing, not even pay attention. In fact they may be impacted, but their attention is elsewhere. They cannot be triggered, so lack the vital element of interest to even be considered a target public.

**NO DAYCARE PROGRAM MAY SOON MEAN NO APPEAL TO NINETIES' WORKERS & LOWMARKS IN SOCIAL RESPONSIBILITY**

"Most companies do not offer childcare & programs even for full-time employees," says Mary Ann Luciano of Olsten Temporary Services (Westbury, NY) which has implemented 2 programs to help meet the daycare needs of its all part-time work force. As Congress prepares to act on federal childcare legislation, this long-simmering issue will become a routine measure of an organization's social responsibility. The Olsten model:

¶ Plan 1. Employees can elect to have all or part of childcare expenses deducted from gross weekly pay, which reduces their taxable income. Money is later reimbursed by Olsten in the form of a tax free check -- increased take-home pay. Eligible uses are nursery or preschool, babysitter, summer camp. Daycare for elderly parents & disabled spouses is also covered.

Renowned pediatrician T. Berry Brazelton says US is grossly lacking in its sensitivity toward working parents. He's lobbying for extensive childcare benefits including 4-month parental leave following childbirth. Brazelton advocates the disposal of the term "childcare" and instead favors "family support," because that's what it is. "This society does not support its families." This is a major credibility & reputational issue -- which many practitioners seem to be ignoring.