

onlies." These also focus on a topic, but are not frequent or periodical. "They're a bargain for the publisher as well as the reader. You don't buy them unless you need information on that specified topic." **Annals & 1-timers constitute one-third of the new starts.**

THERE'S NO SAFER SEX THAN SOLO SEX says Husni, attempting to explain the

recent proliferation of sex mags.

Category is #1 for 7th year in

a row! Plus existing mags are thriving. Whereas in the early 80s, several debuted & died, now they won't go away. AIDS & other STDs seem to have changed would be revelers to couch potato voyeurs.

Other "escapist" magazines, like those about media personalities, are on the increase. Travel was a looming category until war & rumors of war. (More from Husni at U Mississippi, Dep't of Jrnlsm, University, MS 38677)

ITEMS OF INTEREST TO PRACTITIONERS

¶ **Who Needs 'Em? Political Consultants Invade Legit PR**, targeting corporate clients because they think big bucks are there for them. First Black, Manafort, Stone & Kelly was acquired by Burson-Marsteller, on terms that included dropping candidate clients. Then Sawyer/Miller made the switch -- picking up media specialist John Scanlon. Several problems are posed: 1) Such firms appear to have limited professional capabilities or understanding, with backgrounds mainly from electoral politics (which is different); 2) They stick pretty much to 1-way communications (when the shift is to personalized activities); 3) Worse, their highly criticized ethical standards, or lack of, could wipe off onto pr (name an election campaign that could pass PRSA's or any other society's code of ethics).

¶ **Unreconstructed: PR People Are Primarily Communicators**, maintains feisty retired pr prof Walt Seifert, Ohio State U, whose students include firm CEOs Bob Dilenschneider & Jean Farinelli, among many others. "I keep receiving prospectuses of pr seminars," he told *pr*. "They tell us mostly of what pr people really do -- e.g. speech writing, media rels, special events. But we also hear a lot of bull about pr people doing deep research about motivating behavior. They come up with terms like 'cognitive dissonance.' Let behavioral scientists practice their very esoteric mystiques of communicology, and let pr men & women give clients what they need to 'do good and make sure they get caught at it.'"

WHO'S WHO IN PUBLIC RELATIONS

HONORS. Howard Chase receives 1991 Public Relations Achievement Award. Ball State University National

Ms., for example, started failing as a monthly so it adopted a newsletter format. Now it's back to being a magazine, but a bimonthly. "It's more like a book. And it's more specialized and tailored to the hard-core feminist."

pr reporter

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ENVIRONMENTAL STRATEGY CHOICE: CUSTER'S LAST STAND OR DANCING WITH WOLVES? DESPITE SOME BACKLASH, CONSULTANT SAYS ISSUE WON'T GO AWAY -- & IS MAJOR OPPORTUNITY FOR PR TO MANAGE

Consultant Jacquelyn Ottman (NYC) calls the 90s *the opportunity decade for public relations* if practitioners will a) clarify the confusion surrounding environmental issues, b) strategize initiatives. Ottman, whose research has been used by EPA, says now is the time for pr to take the lead. People are looking for someone to blame, so all organizations & products are being scrutinized. Yet the details are still new to many people who don't have a lot of education on the environment -- *"their opinions are just forming."*

MANUFACTURERS MUST ATTAIN CREDIBILITY Green is an education tactic which requires massive doses of info, *rendering advertising ineffective*. Comprehensive survey by Scott Paper shows consumers don't trust manufacturers for enviro info. They look to enviro groups, followed by tv news, then newspapers. They trust manufacturers the least. (Study corresponds with Abt Assocs' findings, (*pr* 2/25)).

Anger at polluting is augmented by consumers' feelings of being duped -- "by things like degradable disposable diapers which don't break down in landfills." And buzzwords like "organic" & "degradable" & "non-aerosol" & "recyclable" that won't really mean anything until regulation kicks in.

Ottman outlines 3 kinds of environmentalists:

1. **Planet Passionates:** belong to Sierra Club, NRDC, Rainforest Alliance, Earth First, etc. Behavior includes conserving, recycling, avoiding PCBs & plastic diapers. Like to read Garbage magazine.
2. **Health Fanatics:** members of Americans for Safe Food, Mothers & Others Against Pesticides, etc. Buy organic foods, bottled water, sunscreens, unbleached coffee filters. Read Organic Gardening & Prevention.

Enviromania is not a fad but a trend, here to stay because: a) the blight will get worse before it gets better; b) it's a worldwide issue; c) it's linked with larger societal trends, like boomers coming of age; d) green consumers are apt to be influentials; e) daily life has become greener because of NIMBY/NOPE sentiment; f) green makes good business sense. Responsible behavior is often cheaper, more profitable.



3. **Animal Lovers:** belong to Greenpeace, World Wildlife Fund, Audubon Society, Earth Watch, People for Ethical Treatment of Animals. They boycott tuna, ivory & Exxon, buy "cruelty-free" cosmetics, shun fur. Like to read Animals Agenda.

SUGGESTED ENVIRONMENTAL ACTION PLAN

1. **Research** to find out pre-

cisely the perception & understanding of your audience. "This is tricky, since typical enviro surveys don't adequately reflect what people do (pr 10/15/90). They may say they care, but are unwilling to make significant tradeoffs on performance, convenience, safety or price."

"Practitioners going in the right direction by actively seeking solutions will be friend consumers. If they realize you are trying to fix the problem, it will ease their consciences to continue to use the product. **Your choice: Custer's last stand (remember the outcome) or dancing with wolves?**"

2. **Involve all publics.** Employees, consumers, the community should not only be aware of -- but also a party to -- your enviro policies & activities. This encourages honesty & consistency, breeds trust. **"Honesty is the real buzzword of the decade and organizations have to learn it."**

3. **Start today.** "Work toward a vision of your product, packaging, services & organization in a green future. Set an example within your industry." Organize a steering committee comprised of a representative from each discipline in the organization. Assess what they can do, then start.

4. **Communicate** what is green about your organization, but only if there are legitimate features. Don't overstate, don't communicate thru advertising, but create alliances with enviro groups and work with them.

5. **Be proactive,** without waiting for concerns to be raised. "If you realize there is a problem in your organization or with a product, say so and assure people that you're trying to fix it."

6. **Take the high road, i.e., the long-term plan.** "It's really the only direction the environment, and the environmentalists, will let you take. As long as you're going to make an investment, you might as well go for the long-term and not go for the quick fix." Doing it right the first time will prevent backlash.

7. **Empower consumers with solutions.** "People are looking for ways to make a difference. Hence, titles like '50 Simple Things You Can Do To Save The Earth.'" They want to prevent harm, alleviate guilt. Consider introducing products that provide a dual benefit like Rainforest Crunch (pr 1/7) or GE's energy saving lightbulbs. Ottman compares consumers' need to get involved with their subsequent actions (see chart):

GREEN CONSUMER PSYCHOLOGY

Needs

Behavior

Information

Read Labels

Control

Take Preventive Measures

Make A Difference/
Alleviate Guilt

Switch Brands

Maintain Lifestyle

Buy Interchangeable Alternatives

Of Related Interest...

CONSULTANT EMPHASIZES ISSUES ANTICIPATION

Wise organizations are moving beyond compliance to manage enviro challenges, says John Willson, dir, Arthur D. Little's Environmental, Health & Safety Division (Cambridge). He details 3 stages: a) **passive**, i.e., solving problems as they are identified. "They leave themselves open to scrutiny & crisis"; b) **active**, meeting regulations etc. "They improve their protection against liability, but are still vulnerable to unexpected events."

Leading edge organizations employ c) **proactive** compliance, or managing for assurance -- taking action today to manage future problems & risks. They're developing enviro, health, safety programs, plus clearly defined, broadly communicated policies & procedures, day-to-day management systems to ensure implementation.

Continuous evaluation is as crucial, says Ottman, as are links between programs & organization's larger business plan. "Proactive compliance is wise because a company can go very quickly from being an enviro stalwart to 'bum of the month' in the event of an unforeseen crisis."

MEDIA WOES REFLECTED IN DECLINE IN NEW MAG TITLES, BUT SEGMENTATION RACES ON

The number of new magazines has plunged, says Samir Husni, U of Mississippi. "There are 60 less than last year -- the biggest decline since '85."

He attributes this to the "doom & gloom" mentality in the media business. "A few magazines folded in the early part of last year. In October, someone else hit the brakes & folded. So the climate was perceived as very scary." But Husni contends things really aren't that bad, and some magazines that had been in trouble are now rallying.

SPECIALIZATION IS A TREND

The audience segmentation that keeps Ms. afloat abounds thruout the medium. "Many magazines are zeroing in on single topics, like wrestling, etc. They appeal to niche markets, smaller audiences." Also proliferating are annuals and "one time