

**NEW FEEDBACK PROCESS INSTITUTED FOR IABC'S GOLD QUILL AWARDS.** Providing a self-addressed business-size envelope will bring a 1-page score sheet from the judges -- both numerical scores & written comments identifying strengths, weaknesses & how entry could have been improved. Also new is the elimination of a cap on awards in each category. Each entry will be evaluated on a 7-point scale against standardized criteria. If it scores 5.75 or above, it receives an Award of Excellence; 5.25 qualifies for an Award of Merit. If no entry scores 5.25 or above, no award will be given in that category. Entries are accepted in English, Spanish or French. (Call Cheryl Carter 415/433-3400, ext.104. Deadline is Jan 27)

**SUCCINCT, 13-PAGE GUIDE TO CLEAR WRITING** could be helpful for training staff to write plain English. Offers 17 tips for clear, readable writing. Includes lists of words to eliminate, effective words to use, discusses the power of verbs, debunks cliches & jargon. ("Key Tips for Greater Writing Impact" by Jim Evers, \$3.95, 10 Rockland Ave, Nanuet, NY 10954)

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### PAY FLAP MEANS MORE FINANCIAL COMMUNICATION

Current S.E.C. efforts to link top exec compensation with stock performance & dividends may inspire an unprecedented upsurge in the flow of corporate information -- & more personal salesmanship by top management, predicts Ted Pincus of Financial Relations Board (Chi). **As business does it, other organizations will be expected to follow suit.** He sees two factors that will motivate CEOs to more actively communicate:

1. As the de-leveraging of America accelerates & many companies face the need to sell equity, the need for a more realistic market evaluation will intensify -- requiring more information to be offered.
2. Previously quiet CEOs may feel the heat from investors & the media under new proxy rules. Annual meeting proxy statements will display (for the first time) a 5-year history of their compensation compared with their total return to shareholders (stock appreciation plus dividends) in contrast to their peer group and the S&P 500.

Danger is short-term thinking. Some execs "may become obsessed that their bread & butter will more directly depend on a rising stock price & liberal payout (perhaps too liberal) of company earnings as dividends. This could shorten the vision span & sacrifice long term growth strategies."

### WHO'S WHO IN PUBLIC RELATIONS

**DIED.** Warren Logelin, 80, after 48 yrs in pr. Retired '77 from Amsted Ind. (Chi). Recently elected a PRSA Fellow; recipient of the Paul M. Lund Public Service Award.

Clif White, 74, founder of the Public Affairs Council, served on its board nearly 4 decades; best known for his role in masterminding

the strategy that gained '64 Republican presidential nomination for then-Senator Barry Goldwater.

**HONORS.** Chi counselor Aaron Cushman receives highest honor from Society of Amer Travel Writers for extraordinary service to the society & major contributions to its growth & development over at least 10 yrs.

### DATABASE MARKETING COULD BE THREAT TO PR, OR AN ALLY

It utilizes targeted, personal, 1-on-1 communication. As it gains acceptance, will it take over marketing public relations? In fact, database marketing could threaten all pr activities because it has quite simply borrowed pr's Unique Selling Proposition: relationship-building. So it's difficult to tell one from the other.

**Database marketing** involves "managing a computerized relational database system, in real time, of comprehensive, up-to-date, relevant data on customers, inquiries, prospects, & suspects, to identify your most responsive customers for the purpose of developing a high-quality, long-standing relationship of repeat business, by developing predictive models which enable us to send desired messages at the right time in the right form to the right people -- all with the result of pleasing our customers, increasing our response rate per marketing dollar, lowering our cost per order, building our business, and increasing our profits." -- Definition by Skip Andrew, The Nat'l Ctr for Database Mktg, 813/367-4934

PR pros who base their practice on new technology will be competing directly with database marketers, who could easily move into community relations, member or alumni or shareholder communications et al. Colleges & universities have already seen what database fundraising systems can do.

A proponent of this new technology is National Center for Database Marketing (St.Petersburg Beach, Fla). Keynote speaker at its recent annual conference, Donald Libey -- of The Libey Consultancy (marketing & strategic planning), founder & chrm of direct mktg's first futurist think tank -- said many things pr has been advocating for years. So database marketing may also be an ally -- at least in the short term. Libey stressed:

- The need for "visionary leadership...focus on wisdom rather than technical skills.... The future is demanding the **facile mind of the liberal arts thinker as opposed to the tethered mind of the all too prevalent MBA.**"
- He notes that the wise leader's vision must be "**communicated in a way that stirs dedication, loyalty, and a collegial understanding of & enthusiasm for the objectives.**"

**In addition,** database marketing leaders are thinking big, going after the strategic leadership pr has held -- or craved. Libey speaks of paradigm shifts & their impact on organizations -- and its relationships.



**IMPORTANT PARADIGM SHIFTS THAT LEAD TO DATABASED APPROACHES**

1. **From short term perspective to long term vision.** Concentrating on next quarter's operating profit to the glory of the shareholders is coming to an end. Short term obsession with profitability has created wealth but has cost the continent its commercial & industrial vitality and, thus, its staying power in a global economy.
2. **Centralization yielding to decentralization.** Not only in physical location, but electronic & fiber optic "locations" anywhere a portal of entry to the company is accessed. Includes home-based employees as well as roving, headquarterless senior management. Same-day delivery will quickly become the standard expected by the customer.
3. **From provided-help to self-help.** The end of retirement programs as now known. Welfare is marked for extinction. Education is destined for the private academy to the exclusion of underclasses incapable of self-help. On the global scale, this translates to economic warfare; the strong economies capable of helping themselves & their commercial enterprises will rule the ebb & flood of wealth.
4. **Low technology to high tech.** This shift has been taking place for almost 50 years and has entered its final phase.
5. **Hierarchical organization yielding to networking.** Takes advantage of cooperative, consortium-based activities that benefit numerous network participants & strengthen the overall operations of the network family.
6. **From 2-choice to multiple-choice options.** Consumers will have almost limitless options & will take control of the commercial act of trade. This paradigm will influence advertising, information, leisure, durable goods, finance, education, travel, housing. "Competitiveness mutates to highly complex intricacies & nuances involving layers of value-added perceptions & realities managed & driven primarily by highly-integrated, sophisticated databases."

**SOCIALCYCLES ARE ALSO CHANGING**

- A. *"Functional cyber dominion."*  
Artificial intelligence will eliminate middle & lower-level managers, result in greater operating efficiency (read: profit). Microcycle: Loss of free will is a negative, but the positive is no more a) mediocre decision processes, b) waste of scarce resources, or c) poorly conceived planning.
- B. *Irrelevancy of brand* -- except where brand can definitively prove itself to be a better value. People are no longer buying the pap & pabulum fed to them by the totally out-of-touch & increasingly irrelevant advertising agencies. Microcycle: Fragmentation of demand & the rise of database marketing.
- C. *Custom engineering.* For the wealthy portions of society, product customization is made possible by new tech. For the poor -- undifferentiated, mass approaches. Microcycle: The rise of ethical issues.

(More info from Libey, 1308 Keswick Ave, Haddon Heights, NJ 08035; 609/573-9448, fax 609/573-9685)

**WHY NOT HAVE SOME FUN IN PR, INCLUDING FUN TITLES?**

When you have an organizational culture like Ben & Jerry's, where fun is the operative word, a title like "pr info queen" isn't so strange.

"Everyone here has a formal title. But what we have is the flexibility to call ourselves other things if we want to. And depending on personalities, some have tweaked their titles a bit. I'm formally the pr coordinator, but I call myself the pr info queen because that's what I do. I give info to anyone who wants it. It's on my business card so it's official," Mitch Curren told pr.

She isn't alone. PR dir Rob Michalak has called himself "pr guy" & "pr czar" and most recently "relator e publicum pluribus" -- he relates to plural publics, internal & external. Another pr coordinator calls himself "pr multi mediologist" -- he does video producing & editing.

**TITLE FLEXIBILITY VARIES FROM DEP'T TO DEP'T**

"The pr dep't is a little more wild than the finance dep't." Then there's Ben & Jerry themselves. CEO Ben often signs his letters "Chief Coheeni" -- after a character he used to play in a circus act with Jerry. And Jerry, pres of Ben & Jerry Foundation & dir of Mobile Promotions (B&J's traveling show), favors the title "Minister of Joy" -- because he heads company's **Joy Gang**. Its mission is to spread joy thruout the company via planned activities & celebrations.

For example, Joy Gang members (employee volunteers) cooked a spaghetti dinner for the third shift -- "those people who don't get to see the light of day and who sometimes miss out on the fun we have here during the day" -- and brought in a DJ to play requested tunes while these employees made ice cream into the night. Before you smirk, look at B&J's bottom line.

**ITEMS OF IMPORTANCE TO PRACTITIONERS**

✓ **SCOTT CUTLIP'S NEW BOOK ON THE EARLY HISTORY OF PR RAISES THE OLD QUESTION** about whether it is ethical to work for any & every cause -- long a tenet of pr &, as he admits in an excerpt in Northwestern U's Jnl of Corporate PR, one he promulgates in his pioneering textbook. Case he cites is John Hill's founding of what became the tobacco industry's "research front" to fight off health attacks on smoking. To add to H&K's notoriety, there's a possibility criminal indictments may be issued even tho the account goes back to '53, reports Cutlip. He concludes that defending tobacco is not in the public interest, and to practice on its behalf is to define self-interest as the public interest: "Is the legality of a product all that matters to a corporation or a counselor?"

✓ **NEW EVIDENCE VERIFYING WHY DIFFUSION PROCESS WORKS** comes from the Myers-Briggs Type Indicator. Widely used since the 40s, Myers-Briggs is a major pr & OD technique for enhancing understanding of differences in people, fostering workable relationships in diverse groups. Data from millions of uses show that 75% of us are extroverts, only 25% introverts. Social animals are the natural arena for opinion leaders & influential relationships -- the critical 4th step of Diffusion (Social Trial) and 2nd step of 2-Step Flow of Information & Influence.