

olds. Among the college educated, it's 65%, compared to 48% of those with less education. In general, those who are interested would be willing to pay an extra fee for this service. 79% would pay an extra \$5/month; 68% would pay \$10/month; 49% would pay as much as \$20.

AN ORGANIZATION THAT TAKES APR ACCREDITATION SERIOUSLY is Meredith Corp (Des Moines). 100% of the eligible pr staff is now accredited. "Jackie Saunders was first, in '87, when she was a manager in the dep't. She now heads it, as staff vp. In '89, Gail Stillwill, comty rels, earned her APR. In '91, Julia Carey & her supervisor in employee comns, Craig Maltby, went thru the class together. (Ordinarily I do not encourage this, but they discussed it & handled it well.) Both have subsequently been given broader responsibilities: Craig handles more corporate work & Julia manages customer service. Robin Lenocker, financial rels, completes the list this year. The other professional in the dep't, who writes employee pub'ns, is not yet eligible. Are there other organizations with as good a record?" asks Ferne Bonomi, Bonomi & Co, in a letter challenging prr readers. Bonomi & Henry Milam of Drake U conduct the Iowa accreditation course -- which has a 10-yr pass rate of 89.5%, 43 of 48 candidates.

DESPITE ECONOMIC DOWNSWING, PR BUDGETS ARE INCREASING, finds a survey by Heyman Assocs (NYC) -- an exec search firm specializing in pr. 600 sr corp pr execs were surveyed; 330 responded (53%). 55% report pr budget increases over the last 2 yrs, compared to 35% whose budgets decreased & 10% who reported no change. When asked if they use any small specialty firms, 81% of those using outside pr counsel responded affirmatively. 71% say they do not prefer one-stop shopping. Areas where corp'ns work with specialty firms include: media training (42%); special events/promotions experts (24%); comty rels (46%); issues mgmt (38%); investor relations (37%). Execs at more than 50 corporations each report using specialists in healthcare/pharmaceutical, gov't/pa & financial corporate -- areas on which multinational firms typically focus. But corp'ns haven't abandoned large generalist firms -- 62% continue to work with them as well.

HELP FOR THE DESKTOP PUBLISHING NEOPHYTE -- Technique Magazine -- will debut in December, showing anyone who wants to know, but has little or no graphics training, how to create professional-looking printed materials. Each issue will include at least 4 "how-to" articles, 2 features, a "Complete Project" section, 7 regular columns & "Add Impact" -- a 3-pg feature focusing on ways to make documents stand out using software tools, typefaces & accessories. Articles sought. (Contact Susan Sigel, 617/422-8640; fax 617/423-4426)

WHO'S WHO IN PUBLIC RELATIONS

HONORS. PRSA names Barbara Hunter (Hunter MacKenzie, NYC) Gold Anvil award winner, its highest individual honor; Donald Wright (College of Arts & Sciences, U of South Alabama, Mobile) Outstanding Educator for his

contributions to pr education; Ruth Kassewitz (retired, full-time volunteer, Miami) Paul M. Lund Public Service Award winner for her contributions to the common good.

MAJOR STUDY FINDS OPEN COMMUNICATIONS NO. 1 WORKER DESIRE

Largest worker study in years, by Families & Work Institute (NYC), confirms what most proprietary research has found -- with several new emphases for pr practitioners. Asked to rank factors that led them to take their current jobs, 65% of respondents listed open communications -- against 35% who named wages (see box).

Reasons Considered "Very Important" In Deciding To Take Current Job

Open communications	65%	Job location	50%
Effect on personal/family life	60	Family-supportive policies	46
Nature of work	59	Fringe benefits	43
Mgmt quality	59	Control of work schedule	38
Supervisor	58	Advancement opportunity	37
Gain new skills	55	Salary/wage	35
Control over work	55	Access to decision-makers	33
Job content	55	No other offers	32
Job security	54	Mgmt opportunity	26
Co-worker quality	53	Size of employer	18
Stimulating work	50		

Study's authors point out that findings do not mean financial incentives aren't important but that *quality of work life (QWL) figures as prominently as money in workers' definitions of success & in their decisions to take or leave jobs.* Which reinforces Herzberg's Hygiene v. Motivation research. Interpretations important for pr:

- QWL is defined as** having a) job autonomy, b) control over work schedule c) supportive work relationships with supervisors & co-workers, d) an environment that accommodates personal & family needs.
- Benefits of QWL:** Workers "are a) less burned out, b) more satisfied with their jobs, & c) take more initiative.... They are also d) more committed to doing their jobs well, e) more loyal to their employers & f) plan to remain with their current employers longer than other workers."
- 87% of workers live in "family" households** (with relatives, by marriage, or with a partner to whom they aren't legally married) & have some degree of day-to-day family responsibilities. As other research has suggested, this factor has now assumed priority over "getting ahead" for a majority of workers (see prr 9/11/89).



4. **Only 9% live alone;** 4% share space with unrelated persons.
5. 47% of the entire laborforce, whatever their living arrangements, has **dependent &/or elder care responsibilities.**

Note that another communication value -- "access to decisionmakers" -- ranked within 2 points of wages. While this is positive & highly useful for internal relations/communications, the QWL finding also sounds an alarm for one of the most effective & widespread contemporary pr strategies.

"Benefits, policies & programs designed to help workers balance their work, personal & family lives shouldn't be viewed as special assistance for a small group of workers, but as general assistance for virtually all workers" -- bringing, as well, bottomline benefits to the employer, according to the study.

IMPLICATIONS FOR EMPLOYEE VOLUNTEERISM COULD BE DAMAGING

As relationship-building (like most effectiveness efforts) is re-allocated to all members of the organizational family, a standard solution to community relations, opinion leader, social responsibility & other essential programs is use of employee volunteers. But often this requires their personal time. Do this study's findings mitigate against this?

"**Building relationships & reputation is everyone's job**" is a fine slogan. The concept has been embraced by employees at all levels nearly everywhere it's been tried. 42% of respondents to the 29th Annual Survey (last week's issue) are utilizing constituency relations or ambassador programs.

- Because jobs are threatened, will workers remain motivated to help their organizations & themselves by continuing to volunteer?
- Is QWL enriched thru volunteer programs, as research suggests (pr 5/10)?
- Many constituency relations key contact calls on opinion leaders take place after work hours. Should these programs focus on the 13% who do not live with family & may be more willing to spend personal time in these activities?
- Or, does the finding relative to high QWL equating with loyalty & commitment mean there's nothing to worry about -- even tho time for family & home is the dominant drive now?

(Copy of study from Families & Work Institute, 330 Seventh av, NYC 10001; 212/465-2044; \$49 + 4.50 shipping & handling)

VNRs, ADVERTORIALS QUESTIONED AS MANIPULATIVE

While panning current state of journalism:

- Tabloid journalism is "sleaze" with no foreseeable improvement

- Media engage in "virtual reality -- high-tech manipulation of the senses electronically."

Bob Dilenschneider also points his finger at VNRs & advertorials (see pr 9/27). Addressing the Bluegrass Chapter/PRSA, he urges practitioners...

- To consider that these tools have only one criterion for success -- "to have the reader or viewer mistake them for real news."
- To "distance ourselves from the conviction that manipulating situations & synthesizing the news is really a great creative opportunity."
- "We should be training ourselves & our children & our clients to practice a constant vigilance in discerning truth from fiction...not injecting more fiction into our lives because it provides entertainment rush."

FACTORS THAT HELP A SOLICITATION PACKAGE GET READ

1. Mailing envelope should:

- a) identify that important info is enclosed, stressing the word "important";
- b) signify if the material was "requested," to differentiate it from junk mail;
- c) use *more than one color* to add interest & intrigue;
- d) not look like an envelope that a bill or invoice might be in.

2. Literature contained within must, of course, be readable:

- e) brochures are perceived as more attractive if there are *pictures of people* on them, & they must look real, not contrived;
- f) use *photos of families* to create emotional appeal;
- g) photos of CEOs, spokespersons, etc *showing people as they really look* (more powerful than line drawings or artistic renderings);
- h) use *bold colors & large print* to give the impression the info is easy-to-read & easy-to-understand.

Info obtained from 2 Quick-Step Focus Groups: 1 with mutual fund investors with significant holdings; 1 with prospects who have substantial liquid assets. Tho specifically about mutual fund solicitations, findings have broader relevance. (Marketing Matrix, 2566 Overland, LA 90064; 310/842-8310; fax 310/842-7212)

ITEMS OF IMPORTANCE TO PRACTITIONERS

WHO REALLY WANTS INTERACTIVE TV IN THEIR LIVINGROOMS? 56% of 500 adults surveyed nationwide say they do. 43% don't. But 18-30 yr olds are far more positively disposed toward interactive tv -- 3 of 4 are interested. "The twentysomething generation has grown up in a world filled with technological advances, like computers & VCRs. It seems only natural that those who are most comfortable with new computer technology see interactive tv as the next step in the evolution of information services," says Marjorie Michitti of Chilton Research Services. Among older viewers, only 35% of people over 60 are interested; 54% of those 45-60; 63% of 31-44 yr