

- 87% believe it's more important for communities to provide the homeless with a skills-building program that can lead to jobs than a place to eat & sleep (13%).
- **On alcohol**, 79% believe if teens arrive at a school event drunk, they should be turned over to the police.
- 61% say parents who host a party for teens have a responsibility if those attending leave drunk & are in a car accident.
- **On sexual relations**, 75% believe promiscuity on tv & in movies encourages date rape.
- **On media**, 89% feel newspaper reporters try to influence public attitudes by expressing their opinions in news articles.
- 77% want federal controls on when tv/radio stations can report election results so citizens can cast their ballots without media's influence.

(Info from Nat'l Ass'n of Secondary School Principals, 1904 Association Drive, Reston, Va. 22091; 703/860-0200)

## ITEMS OF IMPORTANCE TO PRACTITIONERS

¶ **5 REASONS FOR UNPARALLELED GROWTH IN GLOBAL COMMUNICATIONS** are offered by Eric Cunningham, Worldcom chair: 1) "We've entered an era of relative global peace which will facilitate greater trade opportunities; 2) emerging nations with growing needs require our products & services; 3) advancement of global communications technologies continues to enable immediate transfer of data, knowledge & info; 4) new trade alliances such as the Canada-US Free Trade Agreement, North American Free Trade Agreement, formation of the European Economic Community & the growth of development in Asia-Pacific; 5) a new generation of global clients is emerging. They have quickly prospered in their own markets, & they're committed to global growth." Worldcom, celebrating its 5th anniversary with 72 partners in 100 cities on 5 continents, is now the largest network.

¶ **PROMO NAMES: DON'T MAKE THE HANDLE TOO BIG FOR THE PACKAGE.** Undoubtedly a laudable social responsibility event is The American Veterans of World War II, Korea & Vietnam/Toyota USA Safe Driving Challenge. But how do you get it onto banners or name tags -- or into people's heads? Squeezing in the names of all possible participants & sponsors may defeat the purpose.

¶ **CORPORATE NAME CHANGES STALLED, CAUTIOUS**, reports Anspach Grossman Portugal (NYC). First half of '93 saw 451 changes, a 31% drop from same period last year. 30 changes are by companies listed on the NY & American Stock Exchanges. Financial institutions (banks, thrifts, insurance & other fin'l services) lead in name changes, tho down 39% -- from 235 in the first half of last year to 143 this year. Dean Witter separated from Sears taking with it Discover Card to form **Dean Witter, Discover & Co.** The "most subtle" name change is Allied-Signal's hyphen drop to become **AlliedSignal, Inc.** "Most refined" name change is Discount Corporation of New York to **Advisers Capital Management.**

## SCHOOL CASE SHOWS HOW TOUGH SELLING TAX HIKES IS TODAY

*First rule: If you must do it, get business on your team -- to give fiscal credibility & help finance the massive campaign now required.*

Dayton (O) Board of Education voted 5 to 2 to place a 15.8-mill levy on the May '92 ballot. When public responded negatively, Dayton Business Committee (CEOs from 16 companies) financed an independent study of the school district's books. It found fiscally responsible management: willing to make 245 staff reductions across all dep'ts & budget cuts reducing costs by \$9 million, thus making it possible to go to voters with a lower millage.

Buoyed by this credibility factor, Board of Ed then voted unanimously to place a 10.4-mill levy on the November '92 ballot. This was bare bones, enabling maintenance of current programs & modest pay raises without cost of living increases. If it failed, it would mean a \$68 million deficit by the end of FY97 & possible loss of 300 additional positions.

Citizens For Dayton's Future provided volunteer leadership. Goals were to a) run a **comprehensive campaign** carrying the district's message to **every segment of the community**, b) raise \$300,000 to carry it out.

**RESEARCH** Survey by Wright State U found high regard for Supt Williams & that voters perceived noticeable improvement in the schools. But many were not aware of the district's financial crisis nor its severity. Worse, voter concerns did not center around 1 or 2 clear issues, but several -- making many voters, even school supporters, reluctant to support higher taxes.

**PLANNING** Survey data permitted a **strategy of focusing on positives**: 1) role of schools in attracting jobs & providing a qualified workforce; 2) link between good schools & stable property values; 3) presence of order & discipline, including the superintendent's educational philosophy; 4) district's financial crisis & its dire consequences to schools & students; 5) efforts administration had made to cut the budget; 6) outlook that Dayton Public Schools are good & getting better.

**EXTENT OF COMMUNICATION REQUIRED TO REACH VOTERS** Grassroots support & corporate community involvement made an **all-out campaign** possible -- including targeted literature drops, walking the wards for direct voter contact, ongoing phone surveys, voter registration, mailings, yard signs, yes-voter identification, special media events, speakers bureau -- all **focused on one city's electorate.** Some specifics:



- **consultants** were hired to assist with overall strategy, running day-to-day operations from levy headquarters
- **endorsements** were obtained from a diverse list of organizations, business & public officials
- **PSAs** for tv featuring themes of jobs, discipline & quality education were distributed to all local stations *prior to the paid campaign*
- **phone bank** volunteers worked to get out the vote & conduct periodic precinct-by-precinct voter surveys
- **volunteers**, including the superintendent, walked Dayton neighborhoods to hand out literature, answer questions, place yard signs
- **speakers bureau** members received a prepared speech & training; leave behind was a detailed Q&A booklet which was also distributed to public
- **Supt Williams** visited parent & community groups to outline his educational plan & answer questions about the levy
- **paid tv spots** featured Williams talking with voters
- **spots tailored for black radio** featured more than 15 community leaders
- Montgomery County's (0) **Kids Voting** pilot project was coordinated in the Dayton school district to bring children with their parents to the polls
- **news conferences** & media opportunities were planned weekly
- **brochures & postcards** targeted to different segments of the community carried tailored messages
- **annual report** contained articles developed from levy research; mailed to 80,000 households prior to the election
- **billboards** appeared thru the support of a local outdoor advertiser

#### EVALUATION LEADS TO FOLLOWUP

Voters approved the levy by 53% to 47% -- close. So continuing efforts include 1) quarterly progress reports to update voters on how dollars are spent, 2) regular surveys to guide district programs, 3) ongoing campaign of video PSAs to highlight district achievements & strengths, 4) new reader-friendly format for the district annual report, 5) **reaffirmation of the value of public education to the community.**

Fundraising campaign's success was key to success at the polls. \$100,000 came from Standard Register as a result of CEO's meeting with Supt Williams; business & individual donations included **more than \$50,000 from district employees.** Project won a 1993 Medallion Award from NSPRA.

*Like any election, bond or issue campaigns today require full bore political organizing & communication -- including large scale fundraising. PR pros in tax-funded agencies, in their business partners or who are community campaign volunteers now become **the essential ingredient.***

**"Key to success was that we did our research & targeted our messages,"** Jill Moberley, pio, told prr. "Also our superintendent [read CEO] was upfront, available to answer voters' questions, doing door-to-door literature drops & talking 1-on-1 with people in neighborhoods. We made it personal. And we're continuing to tell our story, after the campaign. It's important to apprise people of how dollars are being spent, what changes are occurring & how schools are benefiting the community."

#### TREND? ACTIVIST GUIDE SHOWS HOW TO WORK WITH BUSINESS

**Preventing Industrial Toxic Hazards: A Guide for Communities** leads community groups step by step thru a process for encouraging local plants to reduce 1) their use of toxic chemicals & 2) their creation of toxic waste.

By researching the plants & **developing a constructive dialogue with plant managers**, it details how citizens can help businesses become better, cleaner neighbors. Series of worksheets enables residents to:

- a) develop a pollution profile of a plant,
- b) identify other potential environmental or safety hazards created by the plant,
- c) gather info from publicly available databases & other sources,
- d) focus discussions with plant personnel on source reduction policies & programs.

In new era of corporate openness on toxics, guide benefits companies as well as neighbors. It can help managers & workers acquire

- a) broad understanding of the economic & environmental benefits of preventing toxic waste,
- b) specific techniques for creating source reduction programs,
- c) insights into the kinds of issues that concern community residents.

**Could be a model for use with several current issues.** (\$25 -- discounts available -- from INFORM, 381 Park Ave So, NYC 10016-8806; 212/689-4040)

#### FOR ORGANIZATIONS TARGETING TEENS, HERE'S WHERE THEY STAND

According to info gathered at a meeting of the nation's top high school student leaders:

- **On AIDS**, 91% say teens are placing their lives at risk because they don't practice the lessons they hear about it. [Only *behavior* matters]
- 71% indicate that teens remain ignorant of the devastating impact of HIV/AIDS even with the education efforts currently provided.
- **On social issues**, 60% believe society has prime responsibility to help the homeless; 40% say the homeless individual has the responsibility.