

## ITEMS OF IMPORTANCE TO PRACTITIONERS

¶ **"WEALTH IS SO CONCENTRATED IN THE MATURE COMPONENT** of the population that marketers can no longer ignore it," say Carol Morgan & Doran Levy, authors of Segmenting the Mature Market (see this week's t&t). 43% of all US households are headed by persons over 50. Census figures set the median net worth of households in the 50-65 age group at \$68,749, and \$73,471 for households over 65. These net worth figures are approximately twice the median net worth for all households: \$35,752. **So, if you're going to target them, what do you call them?** "Responding to a list of 7 options from which they were to choose one, 1 in 5 said they prefer no reference to age, suggesting that growing older either be ignored or be deemed irrelevant." Overall, "seniors" was most preferred but by just 23% -- not a majority.

¶ **LEADING CITIES BASED ON POLITENESS OF THEIR RESIDENTS**, according to City Hall Digest (Seabrook, Md): Cheyenne; Charleston, SC; DC; Portland, Ore; Seattle; Mobile; Pensacola; San Diego; Denver; Pittsburgh. Cheyenne residents are encouraged to say "howdy" instead of "hello" to visitors. And any visitors who illegally park there receive a "warning" advising them that hanging is the normal penalty.

¶ **1ST MBA PROGRAM WITH PRSA-INSPIRED CORPORATE PR COURSE** is DePaul's Graduate School of Business. 10-week course includes presentations by senior execs from Ameritech, Arthur Andersen, AT&T, Comdisco, Continental Bank, Household International, Inland Steel, Johnson & Johnson, McCormick, McDonald's, Red Cross, G.D. Searle, USX Corp. "With the lineup of experts we've assembled, students can't fail to see professional public relations people as a strategic asset for their firms," explains Laura Pincus, ass't prof of mgmt & an attorney, who teaches the course. Coordinating the course development with Pincus are Dave Ferguson & Betsy Plank -- both past PRSA presidents. Originally targeted for 20 MBA candidates, course's announcement generated 75 applications. Enrollment was closed with 55 students. Thru case studies, students examine the communications aspects of corporate downsizing, attempted takeovers, crisis management, quality, domestic & international marketing, gov't regs, social responsibility, shareholder relations.

¶ **AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS (AAPC)** was founded in '69, is bipartisan, covers US & Canada. Members include political consultants, media specialists, pollsters, campaign mgrs, corp public affairs officers, public officials, academics, fundraisers, lobbyists, congressional staffers, vendors. AAPC requires members to uphold a Code of Ethics, awards biennial "Pollies," offers annual & regional conferences & "how-to" sessions, publishes Politea -- membership newsletter. In the early 60s, there were no more than 100 firms & individuals who called themselves political consultants. Today, that number has swollen to nearly 5000 & is a multi-billion dollar industry, according to AAPC. (Info from 5335 Wisconsin av NW, Suite 700, DC 20015; 202/686-5908, fax 202/686-7080)

## WHO'S WHO IN PUBLIC RELATIONS

**HONORS.** Stanton Schmid (vp univ afms, Wash State Univ) receives Ashmore Award for service to Council

for the Advancement & Support of Education & the profession.

## TV CONTINUES MOVE FROM 1-WAY TO 2-WAY COMMUNICATION TOOL

Following on experiments begun in the 70s (pr 11/19/90), consumers & business people now can access info from home via their tv -- by a click of their remote control. EON Corp (Reston, Va) & Mead Data Central (Dayton, O) are jointly developing a personalized info service that will let interactive tv viewers request, for example, copies of articles & news stories or reviews of movies, plays, art exhibits, tv programming.

In later stages, consumers will be able to have

- an on-going personal file on a specific subject...
- that is periodically updated,
- services such as ordering special reports,
- ability to suggest topics, events or people they would like to see added to the available materials.

**System will be available this fall.** Roll out schedule will be determined by the FCC, which starts issuing licenses for Interactive Video & Data Services (IVDS) this summer. Licensing process has begun for NYC, LA, Chi, Phila, Boston, SF, DC, Dallas & Houston.

**Technology lets consumers** play along with tv sports & quiz shows, respond instantly to news polls & interactive advertising, participate in distance learning, shop, order prepared foods for home delivery. Mead Data Central is best known for Lexis & Nexis. (Info from EON at 703/715-8856 or Mead Data Central at 513/865-6958)

"This is exciting because it brings the world of information into the consumer's living room," explains Bill DeLeo, EON's dir, provider services.

## PR NOT DRAWING INTEREST TO SOME CRITICAL HEALTH ISSUES

Women's health & AIDS diagnosis/treatment are the top interests of medical & health reporters. No other topics achieved such universal interest, according to Caduceus Communications' 2nd annual survey of medical & health media. 1500 media were queried, 38% responded. Some vital subjects are not of much interest to health media -- a pr failure but also an opportunity. Other findings:

- Stories on **healthy living/wellness** may have run their course with the print media. While tv & radio rate this category among their top 5 interest, mags put it at 14th, newspapers at 20th. One possibility: print media may have other writers from the lifestyle or women's section who cover these stories.



- Mags are highly interested in **infectious diseases** other than AIDS.
- Placing lowest in the survey were **diagnostic testing (21%) & medical waste management (17%)**. "Diagnostics play a major role in healthcare, but they aren't very sexy to consumers or the media. Perhaps some of the changes in healthcare delivery over the next few years will draw more interest to this topic," explains Ray Daniels of Caduceus.
- Two other low-ranking topics come from some of the most active areas of current research. **Genetics/biotechnology** ranked 19th, **neurology/brain function** ranked 23rd. "Some of the most interesting medical science being done today comes from these two areas. I think the low interest in these topics may indicate our failure as pr practitioners to effectively communicate about these topics to the media -- to make the technology relevant to them & their readers."
- 42% have a specific interest in "receiving materials that address the issue of **healthcare reform**." However, Daniels adds, most people in the media aren't ready to see product or service stories tied to reform until a plan has actually been released. Also, in many cases the reform issue has been assigned to a specific reporter so not everybody will be interested in reform angles. "Resist the temptation to tie everything you do to reform."

(Caduceus Communications publishes "The Health & Medical Media Directory." Info: 1300 West Belmont av, Chi 60657; 800/229-1832, fax 312/665-0699)

Health topics in order of interest based on responses from all media:

- |                                    |                                    |
|------------------------------------|------------------------------------|
| 1. AIDS diagnosis & treatment      | 14. Reproduction & fertility       |
| 2. Women's health issues           | 15. Surgical procedures & advances |
| 3. Cancer & environmental hazards  | 16. Asthma & lung diseases         |
| 4. Children's health/pediatrics    | 17. Organ transplants              |
| 5. Healthy living & wellness       | 18. Psychiatry & addiction         |
| 6. New medical technology          | 19. Genetics & biotechnology       |
| 7. Aging & eldercare               | 20. Water & food safety            |
| 8. Healthcare insurance & costs    | 21. Diabetes & endocrinology       |
| 9. Immunology & allergies          | 22. Skin, hair & cosmetic surgery  |
| 10. Heart disease & related topic  | 23. Neurology & brain function     |
| 11. Infectious diseases (not AIDS) | 24. Diagnostic testing             |
| 12. Prescription drugs             | 25. Medical Waste Management       |
| 13. Alzheimer's disease            |                                    |

**RHODY'S VALEDICTORY: BIZ & MEDIA MAY WORK THINGS OUT**

As he leaves BankAmerica to consult, longtime media relations leader Ron Rhody left these impressions with PRSA's San Francisco chapter:

1. Relations now amount to detente. Each side knows there's a relationship, but haven't figured out how to make it work.
2. For 3 reasons, "we are doing better with each other":

- a. Biz & economic matters are now **front** page, not biz page, news.
- b. Biz is becoming "less thin-skinned, more candid, more open, more aggressive, more willing to risk controversy," putting more senior people forward as spokespersons & training them better.
- c. Both grudgingly realize they need each other.

3. Circumstances seem to offer a solution, which he phrases like this:

*I believe that business & the media ought to have the same objective...to make sure that the publics involved have the information they need in order to make informed judgments in their own best interests.*

*If that's the case, we in business ought to be able to expect objectivity, fairness, substance & balance in reportage about us. And demand it when we don't get it.*

*Similarly, the media ought to be able to expect from us honesty, openness, candor & accessibility. And demand it when they don't get it.*

**F E N D: A MODEL FOR IDENTIFYING PUBLICS**

In 1984, Jim Grunig & Todd Hunt identified 4 types of publics that have consequence-producing linkages with an organization: 1) functional, 2) enabling, 3) normative, 4) diffused. By understanding these linkages & the publics involved, practitioners have a tool for planning which public relations programs are most needed & for justifying the programs to top management.

The 4 linkages can easily be remembered by the fitting acronym FEND:

	<b>LINKAGE</b>	<b>PUBLICS</b>
<b>F</b>	<i>Functional:</i> publics which directly involve organizational inputs & outputs.	Suppliers Employees Consumers
<b>E</b>	<i>Enabling:</i> publics which provide authority & control the resources that enable the organization to exist.	Stockholders Regulators Bd of Directors
<b>N</b>	<i>Normative:</i> publics which share, with the org'n, common values or face similar threats in their environments.	Trade Ass'ns Professional Societies
<b>D</b>	<i>Diffused:</i> publics which arise when the organization produces external consequences; public opinion involved here.	Activists Community Consumers