

the same. Brand & model names were covered, streamer on each side read: "Shhh -- here it is."

- "The car became a medium. Almost the most important medium of the first phase of the campaign." (Also used tv & print ads, plus handbills that read, "Keep an eye on this car." No mention yet on the qualities of the car or even that it's a Volkswagen.)
- 10,000 people called for info the first 6 days. "This may not describe the campaign's ability to sell Ventos, but it did show us that a lot of Danes had entered the game. They were involved."
- Phase 2 handbill read, "Now we got it." Volkswagen name was revealed. Radio ads expressed campaign's tone -- "on the edge of a documentary & a joke."
- "Without exaggerating, it was impossible to find a Vento in Denmark after 3 weeks. And the lucky ones who did get one have this streamer in their rear window: 'Now I've got it.'"

After 4 months, Vento had a 1.3% market share. In the last quarter of '93, VW's total market share was 10%; Vento represents 2.2% of this.

## ITEMS OF IMPORTANCE TO PRACTITIONERS

¶ **PRR WILL AGAIN DO ITS TRADITIONAL SALARY SURVEY**, as well as seek useful information on current issues, what's working, what's not working among practitioners. PRSA will not be conducting its salary survey this year; tentatively plans to do it every 2-3 yrs. IABC surveys its members occasionally. So, pr will again do the research -- which it pioneered for 27 years. Questionnaires will be mailed in 5-6 weeks.

¶ **RECOGNIZING THE VALUE OF SPOUSES**, Edward D. Jones & Co targets them with a 3-ring binder (allowing it to be conveniently "revised & updated"). Called Spouse Welcome Guide, it's designed specifically for investment company's representatives who will be starting their own branch offices. "For most of our 120 plus years of existence, the thought of gathering with our IRs' spouses never occurred to us. A few years ago, however, I met with the spouses of our general partners to discuss the firm's business. The questions were so lively, so penetrating, it became apparent they wanted to know more about the business of which they were so much a part," reads the intro. Guide contains company history, what to expect, info on stocks & stress, phone numbers of spouse taskforce members to call for info or support. Guide is developed with input from spouses; includes survey form for new spouse feedback.

## WHO'S WHO IN PUBLIC RELATIONS

**HONORS.** Jean Hitchcock (dpr, But-terworth Hospital, Grand Rapids) unanimously chosen 1994 Distinguished PR Practitioner by West Mich PRSA.

Women Execs in PR Fdns' Social Responsibility Award shared by Coors for "Literacy, Pass it On" & Hanes Hosiery/Glamour Magazine for prgm on breast cancer, "Hand in Hand."

## GRASSROOTS POWERFUL, EVEN FOR GROUPS NOT USING IT BEFORE

Ohio Library Council's classic grassroots activism in response to a proposed funding cut both prevented the cut & built relationships for its present & future wellbeing. 18-month, \$75,000 campaign won a Silver Anvil from PRSA for OLC & Edward Howard & Co. The case:

**PROBLEM** Ohio's 250 public library systems are supported almost exclusively by state income tax revenue -- 6.3% of which is earmarked by law for libraries. A proposal to reduce the funding to 5.7% was in the works. Up to this point, *libraries had not participated in the political process or mobilized their members.* Now the OLC -- a 4,800 mbr org'n -- became aggressive participants, making this its #1 priority.

**RESEARCH** 1) **Commissioned evaluation:** Core group of OLC felt the org'n was too staff-driven, wanted more avenues for member involvement. ASAE was commissioned to conduct an evaluation of operations & mgmt, with an emphasis on communications & public affairs. One major conclusion stood out -- libraries' stellar reputation & intrinsic credibility alone were not sufficient to protect their interests.

2) **Survey** of all library system directors to learn how 6.3% funding formula improved their ability to deliver services. Nearly all responded with stories showing how libraries were changing lives.

3) **Funding Analyzed:** Two state tax policy consultants were commissioned to provide a detailed analysis of library funding in the 80s & 90s.

**STRATEGIES** A. **3 key audiences:** 1) OLC membership, which needed to become articulate & steadfast in delivering the message; 2) library patrons; 3) legislature & state budget officials.

B. **Grassroots activism.** OLC needed to tap its own constituencies -- patrons, Friends, trustees & staff -- to reach out to the legislative audience. To do so, it arranged special training to help them participate in the budgetary process.

C. **Core message** (& graphic logo) to focus the elements of the pr plan was woven thru all communications: "6.3% Public Library Funding -- Working for All Ohioans!"

D. **Human angle** was emphasized in all communication, using the examples provided during research. Each library customized speeches or news releases with local anecdotal info.



**TACTICS** 1) 6 **regional workshops presented** by EH&Co to the library community showed how business is conducted at the state house. Emphasized being proactive is vital to becoming an effective lobbying force. 350 members attended, more than 60 were trustees or Friends.

2) **Grassroots Action Kits**, showing how message could be woven into speeches, news releases & other local activities, were distributed in all 250 library systems.

3) **Petitions:** 150,000 names collected during 3-week statewide drive, were presented during testimony before a key legislative subcommittee.

4) **Press conference**, held in the Capitol, announced conclusions of the independent tax analysis. Afterwards OLC mbrs met individually with their legislators to explain findings face to face & outline local impact.

5) The **annual Ohio Libraries' Legislative Day**, held shortly before the budget bill went into conference committee, had an unprecedented attendance of 570 librarians, trustees, Friends & legislators.

6) **New monthly newsletter**, Access, & a new legislative update, Impact, provided regular reports to the membership & streamlined communications within the OLC's Legislative Network.

**RESULTS** Legislature approved a final budget for libraries that was nearly \$11 million more than originally proposed. Also, the 6.3% funding formula was preserved in permanent law. Record grassroots participation of members was achieved in all aspects of the program. Patrons demonstrated their personal support for library services. Media coverage of libraries' message & activities was widespread & thorough, a first for library issues.

**Evaluation:** "The invigorated membership is transforming the association into one well-prepared to stake its claim aggressively during the next budget debate; already they have formed a special task force to build on the experience from the last round. They also learned the critical necessity of effective communication, even for an institution with an intrinsically high level of respect & credibility. The OLC is pursuing an ongoing effort to inform key decisionmakers about the important role of the library & to persuade those same audiences to actively support the library in difficult times," explains the program summary.

## STUDENTS PREPARE AMOCO'S FLORIDA HURRICANE GUIDE

They "did one heck of a job putting together the complete guide for hurricane preparedness," Jim Spangler, Amoco's sr pa advisor (Atlanta), told prr. About 20% of his time for a 10-week period was spent with PRSSA members at Fla International U while students 1) planned & produced the guidebook & 2) the marketing of it. "I was like the client -- signing off, giving input. They were a mini pr firm. They got to see how corporate communications works in the real world," Spangler says about the project.

**Amoco's motivation for getting involved:** a) "We're a major marketer in Florida," & b) were very involved with Hurricane Andrew -- "day-to-day

business took a back seat to our response within the community...giving away free gas in some of the hardest hit areas, getting dealers back up with generators." So project seemed a "perfect fit." So far, 70,000 guidebooks have been given away free at 200 local Amoco stations. When hurricane season begins June 1, "we'll re-announce their availability."

**Advice for working with PRSSA on a project:** "I'd strongly recommend it. It's a perfect opportunity for private & public entities to come together to work for a cause. PRSSA brings a 3rd party endorsement. It's a lot easier to sell the story about books on hurricane preparedness being available when you're partnering with students. They bring added credibility."

**Organizational structure important to successful relationship:** Faculty member (Bill Adams) was lead contact; students did planning process, decided on needed committees & formed a core group of 4 or 5 students to manage the process. "It was easy for us to communicate our recommendations to those 4 or 5 people."

## INTEGRATED MARKETING NOW HAS AN AWARDS CONTEST

Northwestern U's "Out of the Box" thinking contest. Created by the school's integrated mktg comms dep't to recognize the org's & firms "that are using creative integrated approaches to reaching all types of audiences, from customers, to employees, to stockholders," reads its announcement of winners. First place went to DDB Needham Copenhagen's Volkswagen Vento Launch. Some details of ad agency's integrated campaign:

**BACKGROUND** ● In Denmark, the car market is divided into 4 categories: small, medium, large & extra large. Best sellers are the medium segment; VW had no entry in this category.

● Volkswagen had previously attempted to enter with the Jetta but it wasn't accepted. It was merely "a Golf with a trunk." Big efforts were made to convince Danish car journalists that the Vento was more than just a "Golf with a trunk" -- "which of course led to all the journalists describing the new Vento as 'a Golf with a trunk.'"

**GOAL** ● To contradict expectations & create the impression that Vento was a completely new medium sized car. "We decided not to say new, but to act new."

**TACTICS** ● 4 months prior to introduction, sent direct mail to "customers Volkswagen wasn't familiar with at all. It mentioned a Volkswagen not yet finished. And it asked for answers to several questions regarding what equipment people preferred. We let them believe they could influence the final details of the car [ad agency ethics?!]. We involved them."

● Parked the yet unknown car on a busy street in Denmark. Covered the brand & model names so no one could see. Used hidden camera to record reactions of passers-by -- they were curious, started discussing the car. Showed this to dealers. Then gave a Vento to each dealer to do