

WHY EARLY CONSTITUENCY RELATIONS EXEC STILL HIGH ON PROGRAM

Referring to US West's constituency relations program in Wyoming (pr 5/5), Larry Macfarlane, who was dir of stakeholder rels for US West when the program was being implemented, tells prr:

- Wyoming "was one of many initiatives undertaken in the mid- to late 80s. It was part of a companywide program in US West's 14-state territory. It enabled us to do a better job of getting acquainted with the needs of our customers & communities. And by using that information, we were in a position to work together with key opinion leaders in solving their problems & our own. It was a classic case of combining relationship-building & coalition-building to solve common problems."

Macfarlane, currently vp corp com'ns for Nu Skin International (Provo, Utah), strongly endorses the stakeholder/constituency process as a means of building relationships in today's business environment.

- "Attempting to communicate to a so-called mass audience is increasingly ineffective because audiences are far more fragmented than ever. Besides that, decisions -- & the behaviors they lead to -- are not determined by masses, but by natural opinion leaders. The challenge today is to identify these opinion leaders and build two-way relationships of trust with them."

ITEMS OF INTEREST TO PROFESSIONALS

Search is on for outstanding corporate employee volunteer programs.

This is the 5th year The Points of Light Foundation is sponsoring the Awards for Excellence in Corporate Community Service. Criteria are: a) acknowledging that a company's community service involvement & its employee volunteer efforts contribute to the achievement of its business goals; b) commitment to establish, support & promote an employee volunteer program that encourages the involvement of every employee, & treating it like any other business function; c) targeting community service efforts at serious social problems in the community. Awards given to small, medium & large companies. New international category created this year. Nominations due June 16. (Entry form from 202/223-9186 ext. 202)

Glossary of Health Terms is available from Hill & Knowlton. Developed in response to the evolving language of healthcare. Includes terms culled from healthcare delivery, pharmaceuticals, health advocacy groups, AIDS & FDA work, among others. Will be produced annually to incorporate modifications as well as emerging terms & concepts. (Copy from 202/944-5110)

WHO'S WHO IN PUBLIC RELATIONS

Entrepreneur. Nancy Murray-Young, who runs Boston's Pen & Vox firm, is co-publishing a bimonthly mag for intelligent women "who make their own decisions & don't need a magazine to tell them how to get a man into bed." *aGenda* debuts this fall. 2 yrs of research show that middle-class, college-educated, intellectually curious women over 35 are "sick of shallow, repetitive & downright insulting" women's mags.

VISUAL LANGUAGE: ANOTHER FORM OF INTEGRATED COMMUNICATION

Visual language is the combination & integration of words + images + shapes into a single communication unit. Practitioners "will write first and then think about what visuals are needed. We challenge the assumption that text is what must begin the process," Marc Pramuk at Information Mapping told prr.

"The problem with thinking about writing first is you're assuming text is the best way to communicate, with graphics added to support it. It's not integrated. Instead, you need to think about

- 1) who your audience is,
- 2) what you are trying to communicate,
- 3) what the content is.

From that you can determine whether a visual or text is best & how to combine them."

RESEARCH PROVES ITS EFFECTIVENESS

While many people intuitively know visual language communicates more effectively, the Wharton School of Business did experiments comparing visual & purely verbal presentations. Findings:

- **Aids decisionmaking.** 64% of those shown visual language made decisions immediately after presentation. By contrast, the control group lagged in decisionmaking.
- **Makes a better impression.** Presenters using visual language were perceived by audiences as more effective than not using visuals. Audiences said such things as: clearer; more concise; better prepared; more professional; more credible; more interesting.
- **Reduces meeting time by 24%.**
- **Promotes group consensus.** 79% of the group using visuals reach consensus compared to 58% of the control group.
- **It's persuasive.** 67% of the group using visuals was convinced by the presenter compared to 50% of the group receiving a purely verbal presentation.



The 2 versions below illustrate the difference between a) just adding a graphic to describe text (top) and b) integrating graphics & text from the start. This shows the importance of getting writers & designers to work together "on the same document at the same time. To understand that the communication is a single contained unit." (More from Information Mapping, 411 Waverley Oaks rd, Waltham, Mass. 02154; 617/906-6400; 800-MAP-4544)

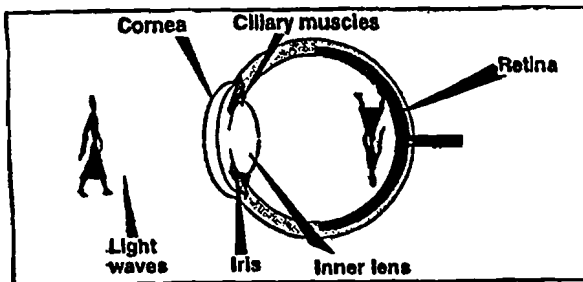
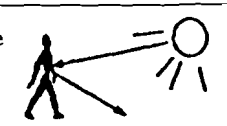


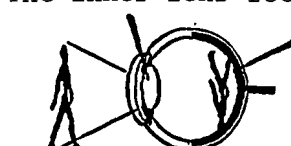
Figure 1. Light waves are initially reflected from the object. The light waves enter the eye and are initially bent by the cornea. The cornea, the outer surface of the eye, acts as an outer lens. The function of the iris is to regulate the amount of light entering the eye. The iris contracts in bright light and opens in dim light. The inner lens focuses light on the back of the eye. The ciliary muscles flex to alter the shape of the lens, which changes the focus of the lens. Light strikes the retina, the area in the back of the eye which registers the photons of light entering the eye. The photons activate the rods and cones, which are specialized cells that act as photoreceptors.

Parts Of The Eye & Their Functions

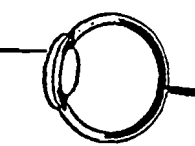
1. Light waves are reflected from the object.



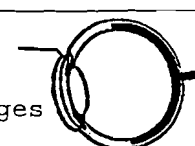
4. The inner lens focuses light on the back of the eye.




2. The light waves are initially bent by the cornea. The cornea, the outer surface of the eye, acts as an outer lens.



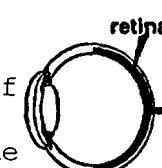
5. The ciliary muscles flex to alter the shape of the lens, which changes the focus of the lens.



3. The function of the iris is to regulate the amount of light entering the eye. The iris contracts in bright light and opens in dim light.



6. Light strikes the retina, the area in the back of the eye which registers the photons of light entering the eye. The photons activate the rods and cones, which are specialized cells that act as photoreceptors.



A COMPENDIUM OF INTERESTING CURRENT SURVEY FINDINGS

1. RELIABILITY OF INTERNET QUESTIONED; ELITIST STATUS CONFIRMED. 47% of users fear info is not reliable vs. 53% who believe it is. Despite this lack of faith, 44% of users report going on-line every day. Average user is more likely to be male & between the ages of 35 - 44 (62% male, 38% female). Willingness to use the Net decreases with age: age 35-44 (34%); 45-54 (21%); 55-64 (3%); 65+ (4%). Younger users include 12% age 18-24, & 26% age 25-34. 48% of users have at least a college education. 83% are employed, primarily in professional/managerial jobs (55%).

2. DISADVANTAGES OF MANAGED CARE PLANS outweigh the inconvenience of paying for the medical service up front & then filing a claim for reimbursement, the survey shows. 53% of those insured have fee-for-service insurance coverage compared to 43% with the co-payment structure provided by managed care. This statistic even holds true among the older segment of the survey sample, an age group that on average has less disposable income. Twice as many people over 65 have fee-for-service plans than have managed care plans (26% vs 12%). Managed care is more popular among 35-44 age group (29% managed care vs 18% fee-for-service).

Those insured under managed care are an average of 9% less satisfied with their care than those insured under fee-for-service plans, e.g.:

| | Managed Care | Fee for svc |
|---|--------------|-------------|
| Have access to the best qualified physicians | 81% | 93% |
| Have access to best equipped hospitals & medical facilities | 87 | 94 |
| Flexibility in changing doctors | 81 | 94 |
| Easy to process claims | 83 | 92 |
| Easy to obtain physician referrals | 79 | 85 |

Respondents from both groups share some common opinions:

- Both believe the type of insurance does not prevent their doctors from offering the best care possible (84% fee-for-service, 83% managed care).
- 1 of 4 believe doctors prescribe drugs based more upon low cost than effectiveness (23% fee-for-service, 25% managed care).
- Both report appointments may be scheduled easily without a lot of advance notice (85% fee-for-service, 83% managed care).

3. BEING ORGANIZED IS ESSENTIAL FOR SUCCESS IN BUSINESS, believe a majority (61%) of adults. 52% believe they are organized; 40% long to be more organized. Men (66%) more than women (57%) value the importance of organization in business. These people also tend to be younger -- under age 34 (81% value org'n); 35-44 (73%); 55 or older (26%) -- & college educated (70% college or greater, 54% high school or less).

(More on all 3 surveys from CDB Research & Consulting, 714/260-4776)