

- RESULTS**
1. We received solid feedback from members of the community -- and our employees, customers, vendors, retirees & others
 2. When the movie was shown later that fall, it either wasn't watched or its impact was nil

The preparation & effort put into building & enhancing relationships is something that can't be emphasized enough.

DO MEN & WOMEN PRACTICE PR DIFFERENTLY?

With women now comprising half of practitioners & increasingly holding top jobs, the perception that they approach the field differently than men has taken hold. To determine the accuracy of this concept, responses to several questions in pr's '98 Survey of the Profession were cross-referenced by gender.

One difference often ascribed to women has been a penchant -- some say a natural or socially-induced ability -- toward relationship-building activities. What the data tell us on some specific aspects of this topic:

1. **Relationship-building functions** -- 20% of both men & women report this as a trend they are experiencing in their practices
2. **Use of 1-on-1 & face-to-face activities** -- twice as many men cite this as a trend in their practice as women. (Could this be because for women it's not a trend but a longtime reality? We didn't ask that.)
3. **Changing media strategy** -- here 16% of men vs. 9% of women see a trend
4. **Importance of internal com'n/relations** -- 8% of women vs. only 4% of men
5. **Impact of technology** -- 31% of men see a trend vs. 24% of women
6. **On all other topics, no statistically significant difference appears.**
E.g. asked about use of customer satisfaction programs, 52% of women say they're either "involved" or "considering" -- but so do 53% of men

WHO'S WHO IN PUBLIC RELATIONS

MILESTONES. Chicago's Selz-Seabolt is celebrating its 70th anniversary -- making it one of the oldest pr firms. Roher PR (NYC) is marking its 30th with a scholarship at Baruch College in the name of founder Dan Roher, now the firm's senior counselor.

HONORS. Counselor Rhoda Weiss (Santa Monica) receives the Frank J. Weaver Lifetime Achievement Award from the Health Academy of

PRSA. It recognizes "experience, leadership & contributions to the body of knowledge" in healthcare pr.

RETIRES. On Dec.1, Larry Bishop, Boeing's vp-com'ns & inv rels, whose leadership in implementing the company's merger with McDonnell Douglas won worldwide praise (see pr 4/27). No plans announced, but the words "active retirement" appeared in the retirement notice.

TO GET THE NEXT JOB, OR THE TOP JOB, KNOW THE SEARCH FIRMS

Executive search firms are no longer limited to searching for new CEOs for Fortune 500 companies. More & more we see them used to find pr professionals at all levels for org'ns of varying sizes.

Since this trend is spreading, it's important that practitioners adapt their job negotiation skills to be successful working with search firms.

Ted Chaloner of Chaloner Associates (Boston), Smooch Reynolds of TRRG, Inc. (Pasadena, Cal) & James Zaniello, Smith Bucklin & Associates (DC) offered PRSA conference attendees some tips when negotiating for a job via a search firm:

1. **Find out if the search firm is working on a contingency basis** -- paid only when they place a person -- or on retainer basis -- paid as a long-term consultant to the hiring dept
2. **Find out how well the firm knows the company** -- its culture, pr dept etc
3. **Be able to talk fluently about all components of your current salary/benefit package** -- from 401k matching to frequency of dental exams
4. **Know what you'll leave on the table if you go** -- e.g. stock options that pay out in a certain year. Try to make up for these with a *signing bonus*
5. **Managers earning \$80,000 and up usually negotiate for a signing bonus.** But even lower paid pr pros have received signing bonuses smaller in size
6. **If your hire needs to be approved by a committee** -- frequent with NPOs -- you're entitled to get bios & other information on the committee members
7. **If your current employer makes a counter offer & you are considering accepting it, be aware that the average length of time people stay after accepting one is 6 months**

SEARCH FIRMS CAN BE BENEFICIAL TO YOUR CAREER MANAGEMENT:

- **Build relationships with a few search companies** -- call them with important industry trends
- **Always return a search company's call.** If you don't qualify or aren't interested in the job on the table, suggest someone else & keep in touch
- **When you change jobs, tell the recruiters with which you have relationships so they can update your data**



This week's research supplement by Jim & Lauri Grunig begins a 2-part series on **the realities of focus group research for pr purposes**. Part I, enclosed with this issue, covers 6 pages -- longer than normal for supplements -- because of its usefulness to practitioners. This is the definitive word on an often debated methodology, with complete how-to advice; and the evidence to date on why, & when, focus groups can stand alone as a valid research technique.

STRATEGIC PHILANTHROPY IS MORE THAN GIVING \$\$ TO GOOD CAUSES

According to Paul Davis Jones & Cary Raymond of IDPR Group (Boston) it's the "long-term socially responsible contribution of dollars, volunteers, products & expertise to a cause *aligned with the strategic business goals of an organization*."

Unsure of whether developing a strategic philanthropy relationship is a good idea? **Consider the following benefits:**

1. Strengthening of corporate reputation & brand recognition
2. Increased media & other pr opportunities
3. Improved community & gov't relations
4. Facilitation of employee recruitment & retention
5. Enhanced marketing efforts
6. Access to R&D
7. Building the bottom line

FINDING THE RIGHT CAUSE

- Must provide opportunity to do measurable good
- Must relate to your business interests -- e.g. reputation, employee morale, shareholder confidence, consumer loyalty etc
- Must generate positive perceptions among stakeholders
- Must relate to business interests of the nonprofit partner -- e.g. reputation, consumer confidence & availability to secure funding
- Must differentiate the company from the competition -- you must "own" the cause or cause niche
- Must lend itself to a number of implementation strategies -- flexibility & sustainability
- Provide positive pr opportunities for all participants

CHOOSING THE RIGHT PARTNER

- Have a reputation with the cause & at the same level
- Have the internal resources (staff & expertise) to meet the needs & expectations of the corporate partner
- Be willing to help create & sustain a unique cause or cause niche -- an exclusive relationship
- Should be willing to work with the corporate partner to get results

MANAGING THE PROGRAM

- Program should be run like a business unit by a senior manager
- Program should be planned strategically to grow or cut back with the business
- Program should lead with the cause (doing good) not with the business interests (doing well)
- Having a unique name for the program helps
- Provide targeted communication of measurable results -- both benevolent & business -- to all stakeholders

WHEN HOLLYWOOD RESURFACES ... SOME PERSPECTIVES

Dow Corning's Mike Jackson offers this response to pr's question (11/2) on W.R. Grace's strategy of focusing almost exclusively on employees in the face of a movie being released about its earlier, well-publicized lawsuit:

EXACT SAME SITUATION

Dow Corning has been embroiled in the silicone breast implant controversy for several years.

Our communications strategy has been to focus on all of our publics, but clearly our most important focus has been our employees. In 1997 we learned of a made-for-television movie to be released that fall.

- The movie, we learned, was a recycle of accusations about our company in an effort to shift the focus of debate
- Some scenes even had Dow Corning taking actions that never happened. Even the movie's leading characters admitted these acts were simply "imagined"
- The person whose character was portrayed in the movie told *The Wall Street Journal*, "Actually, a lot is left out so that it becomes fairly inaccurate, but I think the message it gets across is the right one."

It was as tho the facts & the evidence didn't matter anymore.

FOCUS ON THE COMMUNITY, WHICH INCLUDES EMPLOYEES

We thought we needed to get our message out, that it was time to "Take a Stand" -- & we did. In addition to our regular communications with all of our publics, we thought our hometown community deserved special attention.

We organized a Town Meeting, inviting the opinion leaders from our hq town & surrounding communities ... and the public in general. We rented the local high school gymnasium. Following comments by the CEO, the president & bankruptcy counsel, we opened the floor to questions -- & stayed until the last one was answered.