

Consumer Magazines (\$95, Oxbridge Comms, 800/955-0231). What does this mean for the mag industry? "Nothing drastic. I still believe that the prophets of doom & gloom are way off the mark. We are seeing our rapidly diversifying national interest manifest itself on the newsstands."

Categories experiencing record increases are fitness, music, mystery & science fiction, sex & a media personalities category that almost doubled due to Princess Diana's death. Big losers are bridal, epicurean, gardening, gaming & travel.

Top 10 Categories Of 1997	But Will They Last ?								
1) sex (always # 1)	110	New mags have come along at a dizzying pace thruout the 90s (see chart below). But how many new starts last more than a few issues? What are the implications for practitioners' use of them for awareness/publicity purposes? If goal is reprints, mag's longevity isn't vital. Chart gives reason few survive: Size (& thus cost) is up but ad pages are down.							
2) sports	103								
3) media/personalities	61								
4) crafts, games, etc.	47								
5) computers	40								
6) special interest	36								
7) automotive	33								
8) epicurean	28								
8) home & home service	28								
8) music	28								
		'90	'91	'92	'93	'94	'95	'96	'97
Total New Launches		557	553	679	789	832	838	933	852
Average Cover Price		\$3.61	\$3.91	\$3.89	\$3.98	\$4.14	\$4.65	\$4.57	\$4.75
Avg. Subscription Price		\$18.50	\$20.28	\$19.78	\$19.14	\$22.22	\$20.89	\$22.28	\$21.57
Avg. Total No. of Pgs		91	90	87	94	91.5	92.5	88.8	95
Avg. Total No. of Ads		18	18	19	20	17.6	18.7	18.2	16.6

ACRONYMS & JARGON GIVE INSIGHTS, PROVIDE SENSE OF BELONGING

Or just lend whimsy. For example, these acronyms from *Zachronyms: funny words for funny times* by futurist David Zach (www.zachronyms.com, \$8.95):

YIPPIES (Young Indicted Professionals)
 DINKWADS (Double Income, No Kids, With A Dog)
 BUDDIES (Baby Boomers Under Deep Debt)
 HUFFIES (Heavy Users of Fast Food)
 YUMMIES (Young Upwardly Mobile Mommies)
 CALLERS (Cellular Abusers Loudly Letting Everyone Realize Their Status)
 FOSSILES (Faithful Old Secretaries Still Intensely Laboring)
 REMOTES (Relying on Electronics More than Emotions)

Or this inhouse lingo from the Wall Street Journal: *pantsfolder* (a how-to feature); *frisky furniture* (a dull article that has been made a bit more sprightly with anecdotes & pithy quotations); *DBI* (dull but important articles); *duck* (a straightforward article or item, coined by a Detroit bureau reporter who complained that writing routine news "is like being nibbled to death by ducks") -- culled from Dick Weiner's *Webster's New World Dictionary of Media & Communications*.

FACE-TO-FACE, ACTIVE-LISTENING BUILDS TRUST WITH FEARFUL PUBLIC

Residents & environmental organizations opposed the startup of a natural gas pipeline constructed in Michigan by Basin Pipeline Co, a division of MarkWest Hydrocarbons (Denver). Personal safety was the issue. Opponents began a letter writing campaign & spoke out in public meetings. One group, AIRE (Advocates for Intelligent, Responsible Environment), was very vocal.

One more time, personalized pr settled the dispute.

- **GOAL.** "Our objective was to reduce vocal opposition to startup of the pipeline, to establish Basin as a safe operator & to get the pipeline in operation," Jack Pyle of Face-to-Face Matters told prr.
- **RESULT.** Gen mgr of MarkWest said, "This program showed me we must do more than build pipelines. We also have to build relationships."
- **WIN-WIN.** To AIRE leaders he said: "Your willingness to share your concerns & work with us led to improvements in our safety response program. Other environmental org'ns have not had this impact on our operations."

HOW IT WAS ACCOMPLISHED: BEGIN WITH RESEARCH

- **Interviews** with a) corp execs from Basin & MarkWest about activities of individuals & groups concerned with the startup; b) co's engineering & safety consultants to learn about pipeline's safety features; c) leaders of Michigan Oil & Gas Ass'n to learn about public attitudes & industry activities on gas pipeline safety.
- **Attended a public meeting** where Basin officials addressed attenders. They were technical & longwinded; attenders were strident & emotional.
- **Conducted a literature review** of oil industry crises. Reviewed research on communicating risk. Reviewed newspaper stories & ltrs-to-the-editor.
- **Conducted a public opinion survey** among community leaders & neighbors living within 1/2 mile of the pipeline.

TACTICS

"Train staff to build trust when they talk and listen to the public," highlighting:

1. **Key messages** to use when talking with others; i.e., "Our goal is to protect public safety while making more natural gas available."
2. **How to use these messages** & repeat them frequently.



3. **Active-listening skills.** What to say to encourage people to talk; & then letting them know you are listening & hearing their concerns
4. **Risk communications:** What to say & not say when talking about low risk
5. **How to "talk technical"** & be understood

Build trust with key pipeline neighbors. This includes:

6. **Identify opinion leaders/influentials** among pipeline neighbors & community leaders
7. **Make personal contacts** with them
8. **Respond to their safety concerns** by taking action to fulfill some of their requests for emergency response & public communication

COMMUNICATION

- **Meeting with concerned citizens.** Leader said, "I'm so relieved. This is just what we wanted." MarkWest general mgr agreed to attend & only listen, not argue positions.
- **Brainstorming meeting** with AIRE & pipeline leaders to seek ways to reduce emergency response time. Group was pleased to be a part of the activity.
- **Delayed pipeline startup** 10 days in response to AIRE, showing them the company backed its talk with action.
- **Letter to pipeline neighbors** about safety & startup (AIRE request).
- **Display ad of letter** to neighbors placed in 3 newspapers (AIRE request).
- **AIRE group meeting at township hall.** "AIRE informed members about its encouraging meetings with Basin officials. There was a significant change in the attitude of AIRE leaders. Every time the company was mentioned, it was with respect."
- **Meeting with county emergency coordinators** & an AIRE representative. "County emergency coordinators were pleased with the generation of additional ideas for emergency response if gas pipeline leak occurred."
- **AIRE leaders toured pipeline facilities.**

EVALUATION

"All objectives were achieved. In just a few weeks, AIRE leaders reversed vocal opposition. They began to talk about the company with respect." Because the company had respected them.

- Following a tour & review of safety features in the pipeline, an AIRE member, described by one of the group as its most "bull-headed" member, said he was beginning to think Basin could be trusted. Two weeks earlier he said it would take 5 yrs to build his trust.
- Concerns of the AIRE group changed. At a public hearing of the Michigan Public Service Commission on an extension of the pipeline, statements by AIRE members were aimed at more responsible action & coordinated efforts by state agencies, not at MarkWest. Said an AIRE member: "We appreciate MarkWest's efforts to keep us informed & help us understand oil/gas production technology."
- 19 of 22 safety requests from AIRE leaders were instituted. (More info from Jack Pyle, 517/655-5543)

GM ADOPTS 1-ON-1 RELATIONSHIP MKTG TO RECAPTURE LOYALTY

General Motors is showing that keeping current customers comes first -- but only after the triggering event of a 50+% loss of market share over the past 3 decades. Its innovative phrase for "share of customer" -- the goal of relationship marketing -- is "share of garage."

HOW IT WORKS

Owners of GM vehicles since '86 are getting coupons for a \$500-1,000 rebate if they buy a new GM model. Rebates are on top of any other rebates or deals for specific models. Coupons are usable by any member of the household. And the present car needn't be traded in -- in hopes of getting buyers to add another GM car to their garage.

PROVES SEVERAL PRINCIPLES

1. **It is easier to sell present customers** or reconvince past customers than get new ones, especially in one of the few remaining highly brand-conscious lines like autos.
2. **It is less expensive to keep current customers** than find new ones.
3. **Loyalty is today's major motivator** (see pr 1/6/97).
4. **Maintaining relationships is the best marketing tool** -- not advertising & glitzy promotions. I.e., pr is where the punch is now.
5. **People want to be served, not sold.** These rebates are a service.
6. **Targeting works** -- and who better than present or former GM owners whose vehicles are aging & will need replacement? PR targets; advertising doesn't, except when it irritates with unwanted direct mail or telemarketing calls.
7. **Triggering events** motivate buying behavior. This unexpected deal is a triggering event for those who've been thinking about a new car but...

BUT IS IT ENOUGH ?

GM's own Saturn brand, along with Saab & others, are showing how to use lifestyle relationships to build reinforcing networks of owners. Saturn's annual roundup at its Tenn. Factory & Saab's car clubs expand loyalty beyond the product to peer relationships with likeminded folks who become friends & compatriots.

Honda & other dealers, including some from GM, make those followup calls after service appointments to assure satisfaction. Etc etc etc.

NUMBER OF NEW MAGS DOWN IN '97 FOR THE FIRST TIME IN 6 YRS

852 new launches compared to 933 in '96 -- when an industry record was set. Until the fall quarter, '97 looked like it would set a record -- with the number reaching 1000. But, "not only did we fall short of that perch, we almost fell off the mountain," notes Samir Husni in his annual *Guide to New*