

## JOURNALISTS ARE PEOPLE & WANT TO BE SERVED, NOT SOLD

Pitching & selling newsworthy stories can be a rewarding experience for both journalist & practitioner, says Michael Buxbaum of Bacon's Information – *provided*:

- **You plan a receiver-based media strategy & serve reporters.** This requires knowing in advance what will benefit them – & what their readers/listeners want to know
- **Maintain relationships with reporters** who cover your issues especially when you're not pitching a story
- **Develop multiple angles** for your story before making the call (multiple angles equals multiple solutions for a reporter who's on deadline)
- **Know the subject thoroughly & anticipate** ... be prepared to answer questions from a reporter who begins to get interested. He/she won't take it from you like dictation

**Of course this is common wisdom** ... but do practitioners *really* practice it? Angry complaints by panel after panel of journalists at pr meetings suggest too many don't – & hi-tech practitioners are the worst offenders with their 50s style pitching boiler rooms.

Most important is the time you spend afterwards documenting the call – with a database you can refer to to strengthen your media relationship before making the next “serve not sell” media call.

## ITEM OF IMPORTANCE TO PROFESSIONALS

¶ **AT&T's Latest Breakup: Trouble, or Trendsetting?** Tho m&a activity continues apace, is it possible AT&T's new split into 4 companies is really an augury of the future of mega-organizations? Localizing was the cry for global pr at the PRSA conf, as it has been for years: Think Globally, Act Locally. Similar “localization” in the form of reducing org'ns to the scale of their markets will occur as those markets change, or are changed by advancing technology or consumer desires. Is this what drove AT&T's 3<sup>rd</sup> divestiture since 1984? Note that MCI-Worldcom quickly followed suit. If it's a trend, & not just the reaction of troubled companies, will big hospital chains be next? Or your outfit?

## WHO'S WHO IN PUBLIC RELATIONS

**INDUCTED.** To PRSA's College of Fellows: Karen Buchsbaum (Coral Gables, Fla); Roger Buehrer (Las Vegas); Gigi de Mier (Santurce, PR); John DeSanto (Edmond, Okla); Thomas Eppes (Charlotte); Vivian Hamilton (Eagle River, Alaska); Charles Kenworthy (San Antonio); Debra Miller (Irvine, Calif); Robin Perrin (Derry, NH); Cheryl Procter-Rogers (Rosemont, Ill); Rhoda Weiss (Santa Monica, Calif); Philip Wescott (Chadds Ford, Pa); Diane Witmer (Placentia, Calif). College now has 309 members, out of 20,000 PRSA members.

**HONORS.** John Paluszek (Ketchum PA, NYC) receives PRSA Educators Academy David Ferguson Award, presented “only when a professional's contributions to pr education have been truly outstanding & exemplary.” Elizabeth Toth (Syracuse U) gets Jackson Jackson & Wagner Behavioral Science Prize from PRSA Fdn for contributions to behavioral science research that pr professionals should be using in their work. Counselor Gavin Anderson (NYC) receives PRSA Int'l Section's Atlas Award for lifetime achievement in int'l pr.

## STRATEGIC PHILANTHROPY IS HOT STUFF – & DEMAND IS GROWING FOR MARRYING CORPORATE GIVING & BUSINESS PURPOSE

Reynold Levy, AT&T Foundation's first president & now CEO of International Rescue Committee, told over 2,000 practitioners at the PRSA World Congress there is absolutely no question the public relations shop is the place where strategic philanthropy should be launched. Is pr ready?

### LEVY: STRATEGIC PHILANTHROPY'S 9 BENEFITS FOR DONOR ORG'NS

Also a guide for NPOs seeking funds by linking their projects to donors' strategic goals:

1. Minimize damage to reputation
2. Please customers
3. Increase brand recognition
4. Bolster employee morale
5. Develop key relationships with opinion leaders
6. Expose executives to new ideas & points of view
7. Sustain competitive advantage
8. Provide managers with career development opportunities
9. Help recruit & retain high performers

## STILL NEED TO CONVINCING MGMT ABOUT PHILANTHROPY'S IMPORTANCE?

Levy says consider this:

- 1 of every 9 white collar US jobs is in the charitable or “voluntary” sector
- While only 40% of eligible voters go to the polls, on average, 2/3rds of Americans volunteer (equating to 9 million full-time equivalent employees in '99); & they consider charitable giving as the primary discharge of their social responsibility
- Nonprofits raised \$190 billion in '99 – this third sector represents 8% of US GDP
- Charities own 11% of all real property in the US
- Nonprofits house innovative thinkers & early adopters; their volunteers often bring these values back into the workplace

Levy finds practitioners play a vital role in shaping a successful philanthropy program because, while a corporation's natural affliction is to fend off the outside world, pr pros help bring the outside world into their org'ns – & counsel on the intersection of business need & motivation and charitable purpose.



Strategic philanthropy is over a decade old, yet few donees seem to have caught on that the way to get projects funded – or gain volunteers & in-kind gifts – is to tie their projects to the strategic goals of donors. Levy's new book, *Give and Take: A Candid Account of Corporate Philanthropy*, should be an excellent resource for practitioners to help companies & clients use strategic philanthropy – or assist those seeking funding to get in sync. He's also a biz prof at Harvard & Columbia.

Philanthropy & charitable services have grown beyond US borders in recent decades. As expatriates lobby for their US corporate headquarters to support important "local" projects in Europe, Asia & Africa, philanthropy will become ever more vital as a strategic consideration on the global scene.

### IN THE E-ECONOMY, ISSUE MGMT IS GLOBAL EVEN FOR LOCALS

E brings a new urgency to every orgn's issue capabilities, according to Jorge Wernli of Cmatrix. As the Web offers new opportunities for legitimate stakeholders or intrusive troublemakers to create easy & fast perceptions, these perceptions can originate across town or across the globe.

- **Say you have an environmental or maybe financial issue.** Web-savvy folks can check out similar situations in Singapore or Senegal, as well as Seattle, to inflame the issue
- **A hospital tearing down a familiar center city building for needed parking** can have a similar case in London or Cape Town used in the public debate on the issue

### ANALYSIS BY CMATRIX OF NGO WEBSITES SUGGESTS:

- **There is increased cyber-activism**, thru networks that allow speedy *communication*
- **Activism includes organizing, coordinating & directing actions through the Web** – allowing fast *mobilization*
- Organizations are organic, decentralized & consist of **interlinked affinity groups**
- NGOs are part of a **social early warning system** – whistle blowers & citizen diplomats
- **NGOs are stepping in to fill the gap in a global world that is without a global gov't**

### ANALYSIS OF ORGANIZATION'S WEBSITES SUGGESTS:

- Most have the potential to improve their e-communication readiness
- If the org'n is not aware of emerging perceptions, the opportunity cost for correction increases dramatically
- Early recognition of community needs, emerging perceptions & what's driving them, is essential – because once formulated & pictured, perceptions are memorized on Web databases... where corrections or deletions require high efforts. *The danger is that stakeholder e-memory will outlast a company's institutional memory*

Strategy to address the new e-challenges focuses on speed & early participation in the debate – offering opportunities to shape e-reality, & your orgn's reputation. (More from jorge.wernli@cmatrix.ch)

### EMERGING HABITS OF WOMEN PROFESSIONALS TRACKED IN STUDY

More than ever, female consumers, employees, investors & business owners are making an impact on the economy. pr 7/31 carried a *Glamour* poll revealing issues pivotal to women. Now, a Brand Futures (NYC) study sheds light on how female *professionals* are conducting their lives. Findings:

1. **Time is the hot commodity.** Near majority (48%) consider themselves "cash rich, time poor." Time has become the most valued currency. Given the option of having a 10% hike in salary or free time, 61% say they'd forgo the extra cash
2. **Volunteerism high.** Giving back is a focus for these women. 44% of the WIM respondents actively volunteer, despite lack of time. An additional 40% do so on an occasional basis
3. **Ready to lead** – & this is new. 63% expect to be a mentor at some point in their careers & 52% believe they will become a role model for younger people entering their career field
4. **Spot comes first.** When asked to rate their satisfaction with various relationships – spouse, kids, colleagues, friends, etc., pets came in first, with a majority (54%) rating their relationship with Rover "very satisfying." Kids came a close second (50%). 43% said they were very satisfied with spouse, 35% said the same about professional relationships & 29% considered friendships very satisfying
  - Does this finding could reveal loneliness of career oriented females, with little free time for cultivating friendships? If so, what are the opportunities for pr or mktg?

### RESEARCHERS FORECAST

a) An increase in personal shoppers, home delivery services, etc. to accommodate time-poor people. b) Biz perks will increasingly be services like dry cleaning, housecleaning, take out services. c) Women as empowered consumers will increasingly hold brands & org'ns responsible for labor practices, charitable ties, social responsibility etc.

### A NOTE ABOUT THIS NEW TYPE OF PR RESEARCH

Findings are not "projectable" – assuming it is possible with today's continuing change to do projectable studies on anything but bedrock issues. Rather, these "Dipstick" studies intend to alert practitioners to **trends** – even if detected within a small but leadership group, or in a specific area (the *Glamour* study was done in one large state – Pennsylvania).

In the present case, researchers conducted an online survey of 300 women from around the world: 76% from the US, the remainder in Europe, Latin America, Asia, Australia & elsewhere. They also surveyed 75 members of Women in Management, a professional women's organization – but virtually all WIM members surveyed reside in Connecticut or NY. Both surveys targeted women age 25+. Findings were then merged – statisticians' anathema! – to show trends. (More from Sheri Radel at 212/210-4664 or [www.brandfutures.com](http://www.brandfutures.com).)