

9. **Clear trend: What was issue-based giving, guided by experts & old-line org's, is becoming donor-based giving – driven by the guys & gals with the bucks.**
10. **The opportunity for new fundraisers, e.g. public school foundations or activist groups on newly emerging issues, is obvious. They'll get their just amounts if they use pr to follow the first rule of gaining public support: "Friend raising before fund raising."**

ITEMS OF IMPORTANCE TO PRACTITIONERS

- ¶ **Homophobia Just Won't Go Away** in the US despite what Canadian broadcasters say (pr 5/15). Rev. Don Wildman & his United Family Ass'n (Tupelo, Miss) blasted United Airlines & Proctor & Gamble last week for refusing to advertise on Dr. Laura's tv & radio shows. While their stated reason was her attacks on homosexuals, the critics drag in other elements: "Homosexual activists have mounted a massive campaign against Dr. Schlessinger for her belief that the homosexual lifestyle is 'deviant' & 'unhealthy.' However, we know that the true reason for their attack is Dr. Laura's devotion to biblical morality." AFA also refers to its previous effort against P&G for its supposedly satanic trademark. **How to deal with such unanswerable claims** – since refuting them only legitimizes & prolongs the discussion? P&G says it has "chosen not to be involved with a show that will require time & resources to deal with this kind of controversy. There are lots of programming options & we've decided there are better ones for us." (www.afajournal.org)
- ¶ **First Online PR Study Debuts**, at least at the first online university to be regionally accredited. Jones International U. offers 4 certificate courses for practitioners: 1) PR fundamentals for the new media mgr, 2) Advanced pr for the wired world, 3) Mktg fundamentals in today's electronic biz environment, 4) Cyber Mktg – competitive advantages using the Internet. Courses are taken completely online. Certificate programs consist of 3 courses. Cost is \$1800-2000 + \$60 registration & technology fee. Prerequisites are a PC computer, 28.8 modem & e-mail & Net access. School also offers study in com'n mgmt, leadership, team strategies & hr mgmt. (Info from Rachel Porges, 978/474-1900 or rporges@pancomm.com)
- ¶ **As PR Looks More Like Other Types of Consulting**, 2 announcements seem germane. Study of **consulting firms' pay rates** shows median income of CEOs, full partners & major shareholders is \$150,000 – but some earn as much as \$750,000. They have 15+ yrs of experience, usually an advanced degree. Contrastingly, research associates' median pay is \$37,552. For other positions medians are: SVPs, \$112,000; VPs, \$93,901; CFOs, \$70,125; mktg/sales execs, \$81,141; principal consultants, \$74,752; consultants, \$46,600; jr. consultants, \$39,005. Pay varies by region, types of svcs provided, size of firm & the usual differentiators. (More from Abbott, Langer & Associates @708/872-4200). Other announcement is from **Ass'n of Mgmt Consulting Firms**, which under its CEO Betsy Kovacs (ex-COO, PRSA) has been including pr firms in its programs. Scheduled for June 21 at IBM's Palisades, NY, facility is "How Will the New E-conomy Change the Consulting Profession." Presenters' view may be evident in subtitle: "Radical Restructuring." (212/551-7887)

WHO'S WHO IN PUBLIC RELATIONS

HONORS. IABC's Chairman's Award to Mary Anne McCauley (Catalyst Com'ns, Mpls) for "outstanding contributions to IABC & the profession." PRSA/NY presents the John W. Hill Award to counselor Phil Ryan (Philip G.

Ryan, Inc) & the Philip Dorf Award to Ed Menninger (Burson-Marsteller). Both have distinguished themselves professionally & in community service. These are the chapter's highest honors.

RELATIONSHIP-BUILDING TECHNIQUES, ALLY DEVELOPMENT WITH CLERGY REDUCE CRIME RATE, WIN CONFIDENCE FOR POLICE

It's a classic case of applying the public relations philosophy to solve a major problem. Because of it, Boston is a safer place these days, and police are enjoying a higher level of confidence & support from the citizens they serve. Mariellen Burns, media rels dir, Boston Police Dep't, says thanks go in large part to a series of community service programs targeted at at-risk youth. "We have youth service officers who run programs where there are kids at risk," she told prr. "We have sports programs, cooking programs, etc. We work with the clergy & get them involved." The result is that residents feel safer than they have in years – **and the crime rate is down 33%**.

- **Boston police had a dubious reputation**, particularly among African Americans – especially after the Charles Stuart case in which black neighborhoods were ransacked in a vain search for a perpetrator, who turned out to be white. But a recent survey shows that today, blacks in Boston have more faith in the police than blacks in other cities. And relationships between the police & black clergy have strengthened dramatically
- **Traditionally, this relationship could be compared to that of cats & dogs**, says Larry Mayes, field organizer for the Ella J. Baker House, a youth center & activist org'n. "You couldn't find two more natural rivals. Now, the two groups are working closely toward a common goal. "An interesting thing is that this isn't détente, or a Cold War, in which we're working together because there is no choice." Instead, he says, clergy really want to help police & vice versa

COALITION PUSHES FACE-TO-FACE INTERACTIONS – CLASSIC PR STRATEGY

In 1990, crime was at a high; with 150 murders. The 10-Point Coalition was started in '91 by Rev. Hammond Rivers. The partnership works with community groups such as Boys Clubs, Girls Clubs, community centers & schools to **target** (another pr tool) at risk kids. "It's basically a church collaboration with law enforcement," explains Mayes. "We're working together to come up with solutions to reduce violence." Program components include:

1. **Home Visits** to youth at risk – those in & out of the court system, implicated in the use of firearms, or chronically disruptive in school. Burns points out that another form of "at-risk" refers to kids in high-crime neighborhoods who have to fear for *their own* safety. Mayes explains that targeting aggressors ensures safety for those kids, too.
2. **School Visits.** "In the last 2 years, there have been 85 school visits involving 7500 kids & 2000 administrators," says Mayes. Discussions include how to stay away from gangs, drugs, etc.
3. **Cooking Festivals** – includes parties featuring dishes representing various nationalities within the community. "The coalition feels it's important because a lot of kids aren't into sports."



4. **Sporting Events.** Not only the standard basketball, baseball & football, but boxing & karate. "The karate program has been very popular & they're going to compete in the nationals," Burns reports.
5. **Cultural Literacy Program** – uses a cultural hook to get kids interested in reading. "The idea is to contextualize," says Mayes. "We have them read about Martin Luther King, Malcom X. We speak to them culturally."
6. **Fatherhood Program** – targets young fathers who may be at risk for domestic violence. "A lot of these young men don't have fathers & need to learn parenting skills." They learn about financial support, being involved with education, & about how to interact positively with the child's mother. "The idea is to help them build a family."
7. **Summer Job Program.** "Last year we placed between 200 to 300 kids in jobs," says Mayes.
8. **Science Literacy Program.** Again, the discipline is contextualized within the community. Emphasis is placed on discoveries and advances by African Americans.

Other components include child witness protection programs & working closely with schools to help them to deal with disruptive kids. Mayes thinks there's a definite correlation between the drop in crime & the Coalition. Murder rate, so high a decade ago, has dropped considerably – last year the murder count was 31. "At one point, for a 21-month period, there wasn't a single murder involving a youth."

CRIME RATES DON'T CORRELATE WITH CITIZENS' FEAR OF CRIME

A classic perception issue: recent community poll, the Boston Public Safety Survey, finds 78% of 2000 residents surveyed feel safe walking near

their homes at night. That's up from 55% in '95. City began surveying attitudes in '94 when it became apparent that, tho crime rates were dropping, fear of crime was not declining with it. Survey also shows crime is 4th on the list of top concerns – down from #1 in '97.

Other cities, including Indianapolis, Tulsa, & Providence are modeling after Boston's example. Mayes adds that it's a hard sell, however. People can't imagine clergy & cops working hand in hand. **This could be a highly symbolic community relations project for many org's.**

ERIN BROCKOVICH BITES TWICE – THEN A THIRD TIME

The first bite was her initial success in conning PG&E into a \$333-million settlement even tho junk science was being used against the company, according to the federal gov't anyway (pr 5/1 & 4/17).

The second bite is the role she's taking in opposing an Oregon referendum limiting the damages trial lawyers can collect for plaintiffs in such cases – clearly made possible only by the celebrity status accorded her by Hollywood, & particularly her portrayal by Julia Roberts wearing Erin's normal revealing clothing.

WATCH OUT

Brill's Content reports a 3rd bite – which can affect practitioners. A NYState activist has been working for a year to rally support against building a new electric generating facility in her town, apparently with only moderate success. (Poor PG&E; they're the ones who plan to construct this plant – tho the technique would work against any company for any reason)

- When the movie came to town, she & her colleagues attempted to have moviegoers sign petitions as **they entered the theatre.** Almost none would
- Sensing an opportunity, they waited **till the film ended,** & got a bonanza. "I'll sign anything you want," people said. The film is an effective rallying force for activists – & they're using it
- Taking it a step further, the activist tried to get Erin to **make a personal appearance.** Allan Mayer, pr advisor to the film's producer, says he's been inundated with such requests – most of which she's turned down. But the movie has made her a symbol of little guys fighting Corporate America – & the request she accepts could be for the case you're working on!

DEMOCRATIZING PHILANTHROPY: BOTH GRANTORS & GRANTEES WILL BE IMPACTED BY TRENDS IN GIVING & FOUNDATIONS

The next establishment sector to be reengineered by public behavior – & its irritation, if not anger – may be the world of foundations. And, similarly, corporate donors or even gov't grantmakers – the world of charitable contributions. What's happening to stimulate this paradigm shift:

1. **Individual givers** have always contributed most charitable dollars – 85%. But they've been content to let United Way decide where the funds went, or to give to the established org's, primarily.
2. **Big foundations & corporations** give 80% of their funds to the richest 5% of charities – creating an oligarchical monopoly. The bottom 80% of charitable org's get a mere 5% of these dollars.
3. **In short, there has been a Philanthropic Establishment** – & it has ruled rigidly. Anyone who's applied for grants, or has to administer them, can attest to the bureaucratic process. And the long time span before dollars come forth.

AS IN NEARLY EVERY OTHER SECTOR, THE PEOPLE ARE TAKING OVER

4. **More & more United Way donors now designate** which org's get their money. Ditto the Combined Federal Campaign. While this may be a chimera – since it makes no difference unless designated funds exceed what has been pre-allocated to a donee – symbolically it is important.
5. **In some places, combined community giving** is under attack, threatened with replacement or extinction. Minority org'n combined campaigns have sprung up out of a feeling UW is unfair.
6. **The new millionaires & billionaires** are avoiding old-style fundraisers, preferring to give not to established outfits but where they feel *it will make a difference* & in areas *they* think important – not what some board of trustees or grantmaking experts have determined is important. They also want to see their money at work immediately – not tied up in bureaucratic processes. It is truly "giving from the heart."
7. **The amounts available today are gigantic.** A transfer of wealth between generations totaling somewhere between \$10 & 45 trillion is underway. There are 3000 billionaires in the US. 300 new millionaires (the pikers!) are created every month.
8. **Giving Circles** are replacing response to individual requests for some regular donors.