

4. **Specifically tailored messages.** Not just in 2 languages, say, English & Spanish, but fliers and posters in all the languages & dialects of the targeted neighborhoods. Haitians, research revealed, were more keyed in to radio than to any other medium, so radio PSAs were developed for that community
5. **Strategic placement** at neighborhood stores, restaurants, etc. Many Creole people & Haitians frequent the Goodwill store, so there people handed out fliers written in the appropriate language & dialect

The success of the campaign is yet to be seen, as forms are still being turned in, but the response level seems to be high – judging from the “buzz” created by the festivals & conversations with people within the community. “We talked to many people who simply had no idea of the importance of the Census.” (More from Koch at 954/568-2100)

## ITEMS OF IMPORTANCE TO PROFESSIONALS

- ¶ **Gov't Again Wasting Big Bucks on Ad Preaching** – which has almost no chance of being effective, if research & past experience are guides. This time it's Nat'l Bone Health Campaign, funded by Office of Women's Health in HHS, Ctrs for Disease Control & Prevention & Nat'l Osteoporosis Fdn. Beginning next Feb. they'll use print, radio & tv ads to target girls 9-12, parents & teachers with messages about “the importance of getting adequate calcium while bones are still maturing – as well as weight-bearing exercise, which also helps build bone.” Studies show these girls don't drink milk but soft drinks, thus risk thin bones that break easily later in life. Even the touted milk moustache ads didn't sell milk. And how much bigger are Coke's & Pepsi's ad budgets than this will be? Predictable fate will be same as ads for wearing seat belts, not drinking & driving, practicing safe sex et al. But think what a behavioral pr campaign might do!
- ¶ **Another Balancing Quote On New Media Comes From No Less An Expert Than Paul Allen**, co-founder of Microsoft. A musician & music history buff, he's using some of his billions to open Experience Music Project, a museum of historic pop music and rock & roll artifacts. Asked why he didn't launch a massive Web site instead, he said, “The experience of seeing the real thing from 2 feet away is still incredible ... there's no substitute for the real thing.” His sidekick Bill Gates said the same thing three years ago ([pr 2/17/97](#)).
- ¶ **World Bank Knows The Value Of PR.** A book on the pros & cons of privatizing industries as the Third World rushes toward globalization offers this advice under the heading “Involve All Stakeholders”: “Any of them can derail the process at any time. Money spent on a good public relations campaign will be a good investment in creating public acceptance.” (Full text from [pr](#))
- ¶ **Are Schools In the Lead on Titles?** Beaverton Public Schools' Kathy Leslie uses executive administrator for community involvement – which certainly tells what she does & even what her objectives are. This is what titles are supposed to do, but conservatism & fear of standing out force many practitioners & org'ns to use now-meaningless or misunderstandable monikers. Robin Perrin at Pinkerton Academy is director of relations management. Same benefits. CPROs especially are lacking in title candor – most using communications in their titles. But call their companies & ask for the communications ofcr & you'll either get IT or the telephone system folks. Besides, if all they do is com'ns, their employers are missing a lot of value added. It may be wise to please CEOs who don't understand – but it's also important to stand up for one's profession. Plus being more accurate.

## ON INTERNET, TOO, OPINION LEADERS ARE THE TARGET; EACH E-FLUENTIAL MAY IMPACT BEHAVIOR OF 8 OTHERS

Study by Roper Starch for Burson-Marsteller identifies online influencers as constituting 8% of 109 million current Net users – fascinating in that 8% seems to be the number of opinion leaders identified in most studies, & apparently it holds true in the e-world.

- “These cyberworld town criers, whose voice are not measured in decibels but in megabytes, are able to express their opinions at extraordinarily high rates, using the Internet as their virtual soapbox,” comments B-M chief knowledge & research ofcr Leslie Gaines-Ross
- Cited as cases of this multiplier effect are the movie *The Blair Witch Project*, which used only the Net as a marketing tool, & e-mail provider Hotmail, whose \$500,000 Web-based sales campaign netted 12 million subscribers in 18 months. Both credit their success to Web driven word-of-mouth

Roper Starch labels them a “second segment of influential citizens” – since offline OLs remain the first segment.

### ANATOMY OF E-FLUENTIALS AS DEFINED BY THE STUDY:

1. **Marketing Multipliers** – have opinions that are far-reaching & radiate to a level of influence disproportionate to their size. Four times as many people consult them about companies, business & new tech
2. **Influentials** – extend their influence beyond the online world. 42% fit the Roper Starch definition of Influentials vs 10% of the overall population – counter to the perception they are geeks & nerds (Can this be true?)
3. **Avid Communicators** – communicate with more people online, regularly e-mailing twice as many people as general online population
4. **Info Sponges** – absorb more than general Net users & glean info from more diverse sources. 72% have visited company Websites vs 41% of general online population
5. **Tech Savvy** – Net experts. 74% go online more than once a day (vs 45% of general onliners). 53% spend more than 2 hrs/day online (vs 22% of general onliners)
6. **New Product Innovators** – inclined toward innovations & new technologies, which holds true for buying patterns. 68% say they sometimes influence the products friends buy & 61% say they often try new products before friends & neighbors do

**STUDY POINTS IN RIGHT DIRECTION – BUT IS ANOTHER EXAMPLE OF E-HYPE**

Study sponsors say the 8% number suggests these OLs could influence 72 million Americans online – but

this is erroneous. It assumes reaching & persuading all OLs (impossible). And ignores the fact opinion leadership is *by subject*, not overall on all subjects.

Another dubious datapoint is contrast made between these new OLs & “old economy, offline world” OLs, who are said to influence only 2 others. Source for this is not given & pr knows of no source – unless possibly it’s the research by TARP that found complaining customers whose gripes were satisfied on average told 2 others. Since old style OLs often influence others in group settings, there’s reason to believe they also impact 8 or more others. Posting an opinion in a chatroom or e-mailing it to your list is not much different. Many or most entering chatrooms will not know the speaker, whereas in a real group the OL is well known.

Study polled a statistically significant sampling of 2,014 Internet users.

**KEY PIECE MISSING**

The B-M notes “our data reveals a distinct, identifiable set of Internet citizens who act as opinion leaders,” the method for

locating them is not given in the announcement of findings. But [www.einfluentials.com](http://www.einfluentials.com) explains the criteria & lets you find out if you are one. (Site also has more info on the study)

**ELECTRONIC PUBLICITY FOR THE HISPANIC MARKET: WHAT WORKS, WHAT DOESN'T? STUDY GUIDES PR TO HOTTEST GROWTH MARKET**

Growing faster than the population at the peak of the Baby Boom, Hispanics/Latinos will constitute 1 in 8 Americans in 5 years. There are over 1 million Hispanic-owned businesses in the US. Current purchasing power is estimated today at over \$300 billion, will more than triple to almost \$1 trillion by 2010. What are the profiles of this group – & how do you reach them?

- 65% are Mexican, 14% Central & South American, 10% Puerto Rican, 4% Cuban (which ought to have guided political response to the Elian affair) & 7% are from Spain, the Caribbean & elsewhere
- LA, NYC & Miami hold 37% of the 31 million Hispanics nationwide
- 10 states account for 80%: in order, Calif, Texas, NY, Florida, Arizona, NJ, New Mexico & Colorado

**Hispanic or Latino?** Either is ok. Hispanic has no historical link to this group but was chosen by gov't as an inoffensive label for anyone from Spanish-speaking nations. Latino is gaining greater acceptance, the study notes.

- Spanish-language tv reaches 43%, vs 36% for general market tv – which contrasts with 60% use of general market tv by the total population. Symbolized by the #1 newscast in LA now being a Spanish station
- Spanish-language tv stations in US now total 56, nearly all part of 2 networks: Telemundo & Univision. There are 520 commercial & 42 non-commercial radio outlets. TV & radio are media of choice

- “Walter Cronkite Spanish” is broadcasters norm – a plain, universal form free of dialect & accents so as to transcend all countries & appeal to everyone. Programs from Spain are avoided because they “are thick with Castillian dialect”
- Of course, Spanish-speakers are essential for VNRs or live interviews. But remember, it generally takes 25% more time to say it in Spanish than in English so more footage may be needed also
- Unlike general stations, they prefer story notification by fax (81%)

Data was gathered by Durazo Com’ns (L.A.) for On The Scene Productions (L.A.), which published it as an InfoBook. (Copies from them @ 323/930-1030 or [www.onthescene.com](http://www.onthescene.com))

**CASE STUDY IN MULTI-ETHNIC PR: TARGETED GRASSROOTS APPROACH ATTEMPTS TO MOVE COMMUNITY TO FILL OUT CENSUS**

In ‘90, in Broward County, Fla, an area of 1½ million people of diverse backgrounds, 70,000 residents failed to return the census. According to Kathy Koch, pres Ambit Marketing (Fort Lauderdale), that meant the county missed out on over a \$billion that could have been used to improve roads & other services. “They could have received state & federal money, up to \$1500 per person per year,” she told pr. “That is the reason that, this year, they called in a pr firm.”

- Strategy was to persuade certain publics they had nothing to fear, & everything to gain, from filling out and returning the forms

**APPLYING ANTHROPOLOGY TO “RETURN THE CENSUS”**

Ambit worked with a cultural anthropologist to identify the various publics which resisted the Census. “We targeted 21 ‘hard to enumerate’ neighborhoods.” These

included communities that had many immigrants, many of whom had a distrust of government or language issues that kept them from receiving mainstream media messages. For others, the messages were too general, or disseminated in an ineffective way. Ambit’s goal, therefore, was to: a) dispel fear of the Census; b) promote its confidentiality; c) spell out its benefits; d) raise awareness.

**OTHER PROGRAM COMPONENTS:**

1. **Partnerships with segmented media.** The first meeting with them was fact-finding. Ambit then sat down with the eds of community newspapers (such as a Russian gazette that went to a few thousand homes) as well as tv and radio talk show hosts who cater to a certain community. “We asked their feelings about the Census, what they believed the obstacles might be.” Key to the success of the campaign, Koch believes, was partnering with them. “They liked the fact that their opinions were being considered, that they were being included in the mainstream.” Ambit provided them with material tailored to their audience. The next step was getting them to carry the message
2. **Partnerships with clergy.** To many, they are the “mouthpiece of truth.” Once they were convinced of the value of the census for their communities, they delivered the message to their congregations
3. **Raising Awareness.** Census kick off day included aerial banners flying over beaches, t-shirts, etc. “It was a lot of fun.” Also, an Elvis impersonator singing “Return the Census.” He would also appear at other festivals, be they Haitian, Creole, etc.