

- **Use complete sentences.** One-word answers are perceived as RUDE (More from Friedman at Nancy@telephonedoctor.com, including her publication, *The Friendly Voice*)

ITEMS OF IMPORTANCE TO PRACTITIONERS

- ¶ **Class Action Suits Fastest Growing Crisis Category**, for 2nd yr in a row, reports Institute for Crisis Mgmt (Louisville). Continuing a 10-yr trend, they rose 122% over '98 & now comprise 30% of all crises. Entrepreneurial trial lawyers are a major business & social issue (see *Time's* 7/17 article, "Are Lawyers Running America?"). Media love it – coverage of class actions is up 265% since '90! As usual, management causes the vast majority of crises (75%) & most could be anticipated (77%). Only 23% arise suddenly. As the Firestone/Ford case (prr last week) highlights, defects & recalls are the 2nd fastest growth category (up 100%) followed by the related category of consumer action (up 30%). White collar crime is still a major factor, accounting for 11% of business crises.
- ¶ **Women's Market Influence Is Evidenced By This Data.** Women comprise 53% of all purchasing agents in corporations. Women in business will invest \$44.5 billion this year in technology & "billions more for office supplies", according to Business Women's Network. Also: a) over 50% of US households with net worth of \$600,000+ are headed by women; b) a million American women have annual incomes exceeding \$100,000; c) women-owned businesses employ over 28 million people in the US; d) nearly 75% of all household finances are handled by women; e) 53% of all family investment decisions are made by women. (More from 800/48-women or www.bwni.org.)
- ¶ **Are Public & Media Perceptions of PR Changing?** Cartoon by Hammond about the East Coast phone strike can be taken either positively or negatively. A Humpty Dumpty figure labeled Verizon is shown as a smashed egg on the ground. Astride a horse standing over Verizon is a knight saying, "Well, it's nothing we can't put back together again, I suppose." On his shield are the letters "PR".
- ¶ **Erin Still Wows 'Em**, demonstrating rise of celebrity activists may be upon us. At the video release of "Erin Brockovich" in Calif last week, she was to sign autographs – first indication. 2nd & more important sign: 300 people showed up. (See prr 5/29)

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. Dennis Wilcox (San Jose State U) elected interim director, School of Journalism & Mass Com'ns for 2000-1 academic year. NSPRA ofc's for 2000-1 are pres, Dick Thornton (Triage Com'ns, Rineyville, Ky); pres-elect, Barry Gaskins (Pitt Cty Schools, Greenville, NC); vp at large rep'g supts, Jane Hammond (Jefferson Cty Schools, Golden, Colo); SE reg vp, Buddy Price (Lexington Dist 5, Ballentine, SC).

HONORS. Marilyn Saltzman (Jefferson Cty Schools, Golden, Colo) receives 3 honors: Colo Educ Assn's Bates Human Rels Award for

outstanding contributions in human rels, multiculturalism & diversity, Colo Phi Delta Kappa Leadership Award & Season for Nonviolence Consortium's Peacemaker Award.

NOMINATED. PRSA board for 2001: chair-elect, Art Stevens (Publicis Dialog, NYC); treas, Reed Byrum (EDS, Dallas); secretary, Maria Russell (Syracuse U); directors-at-large: Carol Gorney (Lehigh U, Bethlehem, Pa), Mike Jackson (Dow Corning, Midland, Mich), Dean Kruckeberg (U of Northern Iowa, Cedar Falls), Grace Leong (Hunter & Assocs, NYC).

SCOTT CUTLIP DIES AT 85: TEACHER, TEXTBOOK CO-AUTHOR, HISTORIAN OF PR, ONE OF THE GREAT INFLUENCES IN THE FIELD

Tho known to most as the first half of "Cutlip & Center", equally important are his achievements as a pioneer in pr education & – as Allen Center puts it – "the historian who traced the evolution of pr from its emergence in the Agrarian Decades to the end of the Industrial Era." Both the C&C textbook, *Effective Public Relations*, now in its 8th edition, & Cutlip's 2 works on pr history are basic to understanding the field. Brief highlights of an unparalleled career – which he described to Glen Broom (San Diego State) shortly before his death as "more than I ever expected to accomplish":

- **Fundraising was the immediate precursor of modern pr**, Cutlip's studies found. When pioneering charities in cities like Cincinnati, NY & Chicago began dealing with social problems in the late 19th C., they had to mobilize public support, publicize their activities to donors & gain the trust of those they hoped to aid. This necessitated trained staff focusing on these activities. Which explains why the first pr prof'l org'n was The Nat'l Publicity Council for Health & Welfare Svcs. Among his seminal books is *Fundraising in the United States*, which was in keeping with his "insistence pr be used to make society better," as Don Wright (U South Alabama) puts it
- **Began as a practitioner for a gov't agency** – dpr, WVa State Road Commission, 1941-2 – prior to WWII service in Army Air Corps pub info & counterintelligence (both good training for pr education). Worked as a newspaper reporter & editor before going to college (Syracuse) & grad school (Wisc). Both his degrees are in "political science & journalism" – which helps explain his wide-ranging views of pr. Tho he was famous in pr, he taught outstanding journalism courses thruout his career – as his obits by newspaper editors who were former students attest
- **Became dean at U Georgia after 28 yrs at U Wisconsin**, where he introduced pr into the curriculum in '46 – one of, if not the, first continuing pr course. The "Georgia mafia" pr faculty he built as dean has rarely been equaled, including Don Wright & Frank Kalupa (U Texas – Austin). In Madison he began collecting historical pr archives, which he donated to the state historical society – along with \$500,000 of royalties from his textbook
- **Co-chaired the original Commission on PR Education** (with the late practitioner Carroll Bateman) that wrote the first curriculum for pr sequences – still the basis, tho enhanced by 2 later Commissions. Betsy Plank, a Commission member, recalls the group brainstorming for 2 or 3 days under Scott's lead – with no precedents to guide them – until a curriculum emerged
- **He traced the history of the field** in 2 landmark volumes: *PR History from 17th to 20th Century: The Antecedents* and *The Unseen Power* covering the first half of the 20th C. He told prr 3 yrs ago that he didn't feel competent to bring the work to the present & so had agreed with Harold Burson that he would tell that story. Burson is working on the book currently
- **Always stayed close to pr practice**, as press secty for a gubernatorial candidate, asst to U Wisc president to reorganize pr dep't & direct Centennial promotion, consultant to many org'ns

A symbol of his position: Cutlip is one of two persons ever granted honorary accreditation by PRSA – the other being Ed Bernays. He received the inaugural Outstanding Educator Award from PRSA & has earned almost every other award in the field including the Gold Anvil, Arthur W. Page Society Hall of Fame et al. (Complete obit from [pr](#). Memorial service & reception 2 - 5 pm Sept 5 in Madison, Wisc – details from [pr](#))

A PERSONAL MEMOIR OF A CRUSTY FRIEND

Scott Cutlip was often described as crusty. I came to believe he enjoyed playing this role. As his student at U Wisc, Bill Adams (Fla Int'l U) writes in a memorial to be published in *Tactics*, "He referred to the field as a 'calling', much as one would the priesthood. If he thought you'd committed a transgression against 'the calling', he'd let you know." I felt the impact of this trait whenever Scott & I were on the same program or he attended a talk of mine. Invariably, he'd rise during the Q&A & announce, "My role is to keep Jackson on the straight & narrow..." & then he'd quibble about a point – usually my insistence that influencing behavior was pr's only justification. His journalistic side would bring on a friendly plea that awareness thru publicity was sometimes all you could achieve.

About 5 yrs ago I was helping Morgan & Myers celebrate an anniversary by conducting a seminar for its clients & friends in an auditorium at Marquette U. About halfway thru, in walked Scott with his son George. As the cliché expresses it, my heart sank. He would now have a chance to demolish my entire behavioral strategy – the topic of the seminar. True to form, when I finished, Scott rose to speak. "I want you all to know," he said, "that what you have heard here is the way pr should be practiced." Tho we corresponded & talked on the phone, this welcome valedictory was, sadly, the last time I saw him.

-- Pat Jackson

PRACTITIONER OFFERS ROUND-UP OF IDEAS FOR FINDING & KEEPING EMPLOYEES – FOR PR JOBS & FOR EMPLOYERS/CLIENTS

Practitioners report increasing involvement in recruiting workers at all levels in today's ultratight job market – especially counseling stodgy hr units & sr mgrs. Consultant Joan Stewart, Summit Group (Saukville, Wisc), says "Recruiting & retention strategies that would have been unheard of 20 years ago are being used by proactive org's that want to keep valuable employees & lure others away from the competition." Stewart combined research, observation & experience into 2 booklets, *113 Tips for Recruiting Valuable Employees* and *107 Tips for Keeping Valuable Employees*.

TIPS FOR RECRUITING

Categories include how to post jobs, convey perks during the interview, recruit from within, offer "really cool perks" & more.

1. **Make job interviews fun**, use them to strut your best stuff. Ask friendliest person in the org'n to take applicants on a tour that includes a stop at the cafeteria/kitchen for espresso & popcorn. If activity (or party) is afoot, include recruit. Old-style tough-guy interviews chase recruits away
2. **View recruiting as a marketing event, not an expense.** Work with marketing dep't to devise clever ways to market job openings, not just products & services

3. **Reimburse employees** for any outstanding college fees. "A wonderful way to recruit Gen Xers"
4. **Describe your corporate culture** & core values at your Web site & in all materials to attract applicants who will be a good fit
5. **Offer job-match mentoring.** More experienced employees are often happy to pair up with someone new on the job

TIPS FOR RETAINING

Includes helping them succeed, creating a caring workplace, family friendly policies, recognizing special needs, to name a few.

1. **Invest in business cards for everyone at all job levels.** This gives employees a sense of self worth as well as a valuable marketing tool they can use with customers & friends
2. **Offer cafeteria benefits plan**, e.g. paying student loans for Gen Xers, flexible scheduling for older workers, "amnesty plans" for employees involved in non-violent misdemeanors, etc.
3. **Make parking lot bright & safe**, fill potholes, etc. (Getting the CEO *not* to have a space by the door is the best symbol yours is a non-hierarchical, collaborative, new-style org'n)
4. **Reduce stress with humor.** Post baby pictures of "employee of the month" so staff can guess who. Cover bathroom walls with butcher paper, provide crayons & encourage graffiti & funny quotes
5. **Create a quiet room** where employees can go if they want to rest, meditate, nap, etc.

(To obtain booklets, contact Stewart at 414/284-7451 or visit www.publicityhound.com.)

A MAJOR PR ISSUE: ADOPTING TELEPHONE & FACE-TO-FACE TECHNIQUES THAT WORK FOR ANY KIND OF DIALOG

Almost everywhere, customer delight & important relationships are being threatened as people's dialoging behavior falls off Emily Post's chart. Once upon a time, Ma Bell offered training as part of its customer relations. "Telephone Doctor" Nancy Friedman (St. Louis) suggests customer service techniques that apply to all communication modes, for use in training pr units can offer:

- **Pretend its you!** If you're working with a customer, on the phone or in person, pretend its you who needs the help. What would make you happy?
- **Get involved.** Let them know you're on their team. "If you're closing a deal or ringing up a purchase, mention how nice their choice is.... When customers feel as tho you're a part of the package, they appreciate it!" Just don't be obsequious – and look that word up if you're not sure
- **Stay focused.** One-on-one, eye contact shows you're listening. On the phone, other behaviors show you're focused. "Don't type unless it pertains to what you're doing. Don't read unless it's pertinent to the conversation." Above all, don't carry on another conversation simultaneously
- **Show your teeth**, that is, *smile*. "On the phone customers can hear smiles." Also, *laughter* will lighten up the darkest moments