

- First time on the list is homelessness, ranking as the 5th most critical issue.
- Healthcare dropped from the top 10 after placing in the top 5 for the past 3 years.
- 27% report an increase in the number of community relations staff.
- 83% offer employee volunteer programs, up slightly from the year before. Of those, 42% have a formal policy for compensation or time off for volunteer work, up 6% from the previous year.
- Cause-related marketing is becoming more popular with 64% currently reporting its use compared with 56% in 2000 and 57% in 1998. (More info from www.bc.edu/corporatecitizenship)

ITEMS OF INTEREST TO PROFESSIONALS

- ¶ **Satellite Radio Uses Full Spectrum Of Promotional Tie-Ins** in pursuit of customers. Live event opportunities abound as the two main satellite radio companies, XM Satellite Radio and Sirius Satellite Radio, battle to build market share. The companies are seeking promotional partners for concert sponsorships, mall tours, etc. The technology passed a major hurdle when major car manufacturers, including BMW General Motors, Nissan and Volkswagen of America/Audi, announced plans to offer satellite radios as factory-installed options on several of their 2003 models. (More info from Len Stein, 212/777-4350, lens@visibilitypr.com)
- ¶ **Ethics industry has blood on its hands**, says ProEthics president Jack Marshall, who trains and advises lawyers and organizations on ethical matters. "It isn't enough to pull some generic ethics code off the shelf, run some perfunctory training sessions, and set up a hot line. *You have to foster ethical sensibilities from the top of the organization to the bottom.* That wasn't done at Enron, and most compliance consultants aren't doing it elsewhere." The ethics and compliance industry was virtually non-existent until 1993, when the new "Sentencing Guidelines for Organizations Convicted of Environmental Crimes" mandated more lenient penalties for companies that met seven guidelines, including compliance training and monitoring systems, as well as continuing evaluation procedures. When a 1996 Delaware case held that a corporate board could be liable for company wrong-doing unless it had instituted such measures as a code of conduct and a "compliance officer," the ethics industry boomed. Virtually all US corporations sought compliance and ethics training assistance. "But there has never been any data showing that the current compliance training approach works, and there's a lot of evidence, like Enron, that indicates it doesn't. Our industry needs to go back to the drawing board and start *teaching ethics over compliance*, no matter how much money companies are willing to pay it to do otherwise," says Marshall. (More from 703/548-3754, jacko@cs.net)
- ¶ **Just Launched, National Survey Institute (NSI) Poll** is first and only online poll projectable to the entire US adult (18+) population – not just Internet or PC households. News media, businesses and government agencies can get quick opinion analysis on fast-breaking events, awareness and usage incidence checks, multi-media effects, etc. NSI Poll enables you to ask questions and get projectable answers from 1,000 respondents nationwide. Respondents are recruited using RDD telephone probability sampling techniques and are provided with Internet access through MSN@TV, an interactive television device. Anyone with a telephone can participate. Respondents can be profiled on over 500 demographic and behavioral variables. People are interviewed in the comfort & privacy of their homes. The MSN @TV receiver has an alert light that goes on when the household receives an e-mail. Surveys are addressed to specific members in the household. The desired respondent can log in at his or her convenience to complete the survey. And it's the most preferred research format, according to a recent study conducted by the Council for Marketing and Opinion Research – consumers clearly indicate a preference for Internet above other methods. (More info from www.NSIPoll.com)

IN FIGHTING THE DRUG WAR, KEEP KIDS' BEHAVIOR FOCUSED ON POSITIVE ACTIONS; LESSONS APPLICABLE FOR ALL

John Walters, head of President Bush's drug policy office, set out to determine the effectiveness of the fed-backed \$1.5 billion message campaign aimed at keeping kids off drugs – results were disheartening. In fact, government data shows that **of the kids who reported having seen the ads, marijuana use is slightly higher than it is among those who have not seen them.** Doug McVay, project coordinator of DC-based nonprofit Common Sense for Drug Policy (CSDP), says a number of things are at work to undermine intent. "It is a complicated issue," he told *pr*. "There are new reports that show **the ad campaigns have been a miserable failure.** And they cost \$180 million a year."

WRONG MESSAGES

First of all, says McVay, messengers should stop exaggerating the effects. "**Scaring kids doesn't work.** When people try pot the first time, they wonder what the big deal is. Then, they don't believe the other stuff.... The ads are not realistic."

Some of the info is erroneous. "The ONDCP (Office of National Drug Control Policy, which is overseeing the campaign) is happy with the 'terror' ads (which link drug use to support for terrorist forces), but the fact is that most marijuana is home grown. Afghan marijuana doesn't reach the US." He said though cocaine from Colombia is a problem, not just terrorists but other pockets of society and government benefit from trafficking.

INVEST IN YOUTH, NOT ADS

"We know what works – unfortunately for the drug czar's budget it is not propaganda," says Zeese. "**What works is putting money into after school programs that produce healthy kids who are busy in programs that interest them.** Give kids something to say yes to and they will say no to drug abuse." McVay suggests the following:

1. **Alternative Activities.** Find something to fill the void. "The basic idea is to keep kids occupied. The idea of midnight basketball sounds crazy, but it really works."

Campaign changed direction. CSDP pres Kevin Zeese says a **mixed-up message strategy helped unravel the campaign.** "On one hand, the drug czar claims previous ads failed because they were too indirect in describing the risks of drug abuse; on the other, the drug czar produces ads (linking drugs to support of terrorists) that are even less relevant to educating youth about abuse."

The *Washington Post* blames this splintered strategy on bureaucrats who came in late in the game and decided to take charge by bringing in marketing experts and ad strategists. "What resulted was an enormous, unproven theoretical construct for the program. While consultants were paid handsomely for their advice, parents and children paid dearly as the effort moved from its focused beginning and gradually lost its way."

2. **After school activities.** "Music programs, art after school, these things make a difference." The Headstart program, he says, was extremely effective at preventing kids from using drugs and keeping them involved with other things.
3. **Get parents involved** and *keep* them involved.
4. **Provide training** for programs around the country. "There are dozens of programs out there that are effective in keeping kids away from alcohol." Same strategies can be used for drugs.

FRIENDS DON'T LET FRIENDS DRIVE STONED

Some aspects of the message campaign were effective. McVay

noted branding – everyone remembers the terror ads, for example. And according to the feedback from the government study, parents seem to be motivated by the ads. Finally, McVay says the ads could stress harm reduction – promote responsible behavior and discard the scare tactics. (For more info, contact Zeese 202/332-2546 or McVay 202/299-9860)

¶ **Editor's Note:** Relate the above to your organization's negative stakeholders. When left to their own devices, problems increase. To reverse that trend, find areas to hold their attention & interest while building trust.

EFFECTIVENESS OF INFO MAPPING SHOWN IN HUMOROUS TREATMENT OF ATLANTA JOURNAL STORY ON "FRENETIC LIVES"

What if every article in the *NYTimes* or *WSJ* had a sidebar telling you how long it would take to read the article and bolding the key content only? What if your newsletters ("e" and otherwise) did the same?

The *Atlanta Journal-Constitution*, in a three part series on the hurried state of lives today, side-barred each story with "reading time" (60 seconds being the longest for bolded material only, 5 minutes 14 seconds for the full article – affectionately referred to as the "better version"). Skimming the article proved that you can glean key info much faster when the material is arranged for easy reading with bullets and bolding.

"So many organizations are shifting to e-newsletters – sometimes in place of traditional methods," says Robin Schell of Jackson Jackson & Wagner and frequent lecturer on info-mapping techniques. "But they sometimes forget that **the info mapping techniques for hard copy apply even more for the quick read of an e-mail newsletter.**"

Bulleted box at the end of each article in the *Atlanta Journal-Constitution's* series gives reference sources via the Web for more information on the article's subject. And as in most newspapers today, there is an email address given to contact the reporter and offer feedback. How often do we remember that in our own communications?

TODAY'S STRESS - FILLED LIFE – AT WORK AND HOME – SEES CHANGES IN WHAT IS IMPORTANT TO EMPLOYEES

Flexible workplace options help to motivate and engage employees, says Michele Ewing, vp of the pr division of Marcus Thomas (Cleveland). "Quality of life seems more important to employees than it

has in the past. As a result, **firms are finding flexible work options to be a good recruitment and retention strategy,**" asserts Ewing. Marcus Thomas conducted an online survey of PRSA's Counselors Academy to see what flexible workplace options are being offered; 52 firms responded. Findings show:

- Most firms offer casual dress code, flextime, permanent part-time and telecommuting. Among these, flextime is most effective in recruiting and retaining talent, followed by telecommuting and casual dress.
- One-third each reported a compressed work week option and financial planning assistance – both receiving high marks for effectiveness.
- Less than one-quarter offered paid sabbaticals, child-friendly or pet-friendly benefits, job sharing, stress management, fitness programs or concierge services. Stress management received high marks for effectiveness
- Issues rated most important to employees by counselors are: quality of life/balance between work and home; purposeful, meaningful work; financial compensation; professional development opportunities.
- Expected increase in future use: telecommuting followed by permanent part-time.

Improved employee morale was rated most often as being positively impacted by flexible workplace options, followed by improved employee retention, increased work productivity and enhanced employee recruitment. Because of the tightening economy, many firms aren't able to offer large cash incentives to employees, thus the focus on non-traditional ways of attracting and retaining employees.

"The key to creating a successful flexible workplace is to develop benefits that address the employees' needs and support the business objectives of the firm," notes Ewing. (More info from 216/901-4901)

COMPANIES ACKNOWLEDGE IMPORTANCE OF CORPORATE COMMUNITY INVOLVEMENT, BACK COMMITMENT WITH DOLLARS

According to the *2002 Community Involvement Index* – the Center for Corporate Citizenship's 7th annual snapshot of community involvement trends and issues – **senior level support continues to increase.** Some highlights from this year's report:

- 49% of respondents say their top execs support the company's citizenship efforts, up from 42% in 2000.
- 41% report an increase in their community involvement budget.
- 66% say their company factors corporate community involvement into its overall strategic plan.
- Concern for environmental issues has risen, listing at 2nd in importance, up from 9th place the previous year.
- K-12 education is the social issue about which respondents are most concerned, for the 5th straight year.

"Increasingly, companies are viewing these efforts as a **strategic business investment**, rather than as a soft, expendable 'add-on,'" notes Center's exec dir Bradley Googins. (For more info on building *social capital*, see [prx 9/3/01](#))