

AAPA-PRSA
Public Relations Seminar
Detroit, June 23-25, 2009

Defining Your Goals and Objectives:
Making Your Plan Achievable
McCullin, Harris, Turney, Hutchison

The Dynamic Audience

- Dow Corning's experience – 250,000 women w/breast implants suddenly and explosively angry
 - They don't feel good and believe implant is the cause
- Audience shift: Until not, DC communicated solely with surgeons and medical community

The Dynamic Audience

- DC audience increases dramatically
 - Women w/implants, prospective implant patients, spouses and families, patients considering other medical devices based on silicone, consumer media, professional media, legal profession (attorneys, judges), activists and more
- Result: DC not prepared with appropriate messages for diverse audience (“science says” does not comfort women in pain)

The Dynamic Audience

- PR 101: Audience ID and Segmentation critical at planning phase
- PR 201: Be mindful of audience shifts.
Why shift:
 - Underlying situation changes substantively
 - Your plan is working – or not
 - Significant changes in contributing conditions

The Dynamic Audience

- New audience: Consumers of personal care products
 - Similar type of silicone major ingredient in antacid, antiperspirant, hair care, skin care, more
- And no one knows – except industry, regulators and plaintiff's bar. Attorneys: Money to be made?
- What to do: Focus groups in six metro areas
Did you know that.....?

The Dynamic Audience

- What we learned for this audience
- Consumers okay w/silicone in personal care products if
 - The product (antacid, shampoo, etc.) brings desirable benefit
 - They know of no one harmed by its use
 - Silicone's role is clear
 - Regulators say it is okay

The Dynamic Audience

- Educating students, clients, managers
 - Banish all-inclusive words such as “everyone,” “all,” “nobody” in communications planning
 - “Know Thy Audience” chanted hourly
 - Choose medium that is credible and believable among target audience (print for seniors, Twitter for high school juniors, texting for college students, blogging for activists?)
 - Avoid being ultra traditional (print) and ultra cutting edge (beyond Twitter). Ease or novelty of medium should not trump message. The medium is not the message
 - Be mindful of the noise “out there” and how you can break through and be heard, understood

The Dynamic Audience

- PR 301: Our lessons from breast implant crisis
 - Yes, segment audience and re-examine often
 - Closely monitor environment for impact of communications effort
 - Anticipate new audiences and learn what is needed – be prepared for fluidity
 - Embrace new ways: Twitter, Facebook, blogs

The Dynamic Audience

- Audiences may not be as they seem. Real products used in CMU PR classes to teach audience segmentation:
 - The 10-pound, \$1,000 Jamon Iberico ham from Spain, a pork product four years in the making, from hoof to ham
 - The \$800 Swash 800 – an electronic toilet seat that offers bidet-like features and requires less than 60 minutes of installation
 - The \$60 Rat Zapper – an electronic rat/mouse trap that delivers a lethal shock, dispatching the rodent in a humane and gore-less way. Four batteries = zap power for 100 rodents
 - The \$1,200 “snow job” – three inches of crushed ice broadcast over ~800 square feet for festive holiday celebrations in the South. Life expectancy: Three days