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
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• 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)
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• 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
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• 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
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• 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