

Female/Male Communication Differences and the Practice of Public Relations

Former host and producer of KEX Radio's "Northwest at Night" show, Don Wright, keynotes PRSA's November 21 lunch program at the Marriott Hotel. For many years, Wright served as the morning-drive personality for Portland's most popular radio station.

Wright, known as "Uncle Don" from his many years as a radio and television host, now travels and speaks to corporations and associations nationwide on the principles of effective communication. Wright is an adjunct professor at Marylhurst College and has more than 30 years of broadcast background.

Learn the differences in how males and females "practice the practice" of PR and how these differences factor into the success of a campaign. Understand how these differences encourage or discourage collaboration. Join us as Wright shares ways to accept these differences and shows us how to adapt our styles to encourage more effective communication.

- Pitch story ideas with greater success
- Learn the difference in how males and females communicate to make your presentations more effective
- Build stronger PR-CEO and client-agency relationships by understanding subtle differences in gender communications
- Increase the clarity and quality of internal communications by merging styles and minimizing conflict
- Increase business productivity by understanding your audience and communicating more effectively

This program is designed to assist with the communications barriers that can exist in daily conversations with the media; between peers, bosses, or subordinates; in one-on-one negotiations; or in dialogues around the conference table.

By using communication styles generally associated with and familiar to the opposite sex, a more effective means of facilitating communication between the sexes can be achieved. Through active audience participation, Wright will focus on understanding and adapting methods of practicing PR that put the other sex at ease and accomplish communications objectives.

Female/Male Communication Differences with Don Wright

Where: Portland Marriott Hotel
1401 SW Front Avenue

When: Thursday, November 21
Noon to 1:30 p.m.

How: RSVP to PRSA at 221-6202

Cost: \$20 members, \$26 non-members

Your President Reports...



Dear Friends:

At our October annual meeting, you voted in the following slate of officers (and, trust me, you'll be pleased you did):

Officers

President: Chuck Williams, APR,
Shriners Hospital

President-Elect: Rebecca Brandt, APR,
PACC Health Plans

Vice President, Member Services:
Dianne Danowski Smith, APR,
Providence Medical Group

Vice President, Professional Dev.: Aaron Ellis,
APR, Port of Portland

Secretary: Amy Spreadborough, Cole & Weber

Treasurer: Erika Houge, KVO

At-large	Term expires
Bob Wayt, GTE Northwest	1997
Timm Locke, Knoll & Co	1997
Doug Babb, CFM	1998
Paulette Peynet, APR, Peynet Public Relations	1998
Mike Riley, APR, Riley Research Associates	1999
Chris Bright, APR Lane, Powell, Spears, Lubersky	1999

Assembly delegates are Sharon VanSickle, APR, of KVO; Mara Woloshin, APR, of Woloshin Communications; and Carol Dillin, APR, of PGE.

You also agreed to increase local dues by \$10 if national dues do not increase. (National is voting on a \$25 dues increase.) We'll find out after this newsletter is in print what happens there.

So what does a new slate of officers and,

potentially, a dues increase mean for you?

Let's take the latter first:

This year Doug Babb developed the innovative idea for the media survey of CEOs and government leaders. We almost didn't do it, because to do it right cost some cash. However, recognizing its value as a member service, we trimmed other areas to make it happen. You've responded with rave reviews. We've also heard from our membership that a salary survey is desirable. With adjusted dues on the local level, we can provide these tangible products to you.

In terms of the election, your new officers and directors bring fresh ideas and new viewpoints. Through the committees listed below, you, too, can become involved in a vibrant organization that offers professional development opportunities and, perhaps more importantly, contact with colleagues who will definitely impact your present and likely influence your future.

Call the person responsible for a committee that interests you. Get involved and get the most out of your membership.

Rebecca Brandt: Spotlight Awards, Senior Members, Public Service

Dianne Danowski Smith: Membership Recruitment and Retention, Directory, PR Partners, Newsletter, Networking Events

Aaron Ellis: Programs, Professional Development, Roundtables, Media Breakfasts

Amy Spreadborough: Job Bank, PRSSA

Erika Houge: Treasurer

Sincerely,

Gail Dundas
PRSA President

Business Wire

Do you need to issue a release on a breaking news item or fax a document to multiple destinations? Let **Business Wire** handle the logistics, while you concentrate on more creative endeavors. Call Tony Perucca at 800/371-2638.

Welcome, New PRSA Members!

Greg L. Jackson, Director, Public Relations
Metropolitan Group, Portland

Cindy D. McKendry, Public Relations Specialist
McKendry Communications, Portland

Meridel Prideaux, President
Prideaux Swearingen, Portland

Jenny L. Roehm, Public Affairs Specialist
Bonneville Power Administration, Portland



Chapter Votes Down Proposed National Dues Increase

by Sharon VanSickle, APR,
Assembly Delegate

Portland Metro Chapter PRSA members recently received a FAX poll requesting feedback on a proposed \$25 annual increase in National PRSA dues. This proposed increase will be voted on by assembly delegates to the National PRSA Conference being held in St. Louis in early November. The 69 percent of the responses received from the FAX poll opposed the National dues increase. As a result, the assembly delegates from the Portland Metro Chapter will be voting to oppose the proposed dues increase.

The North Pacific District held a conference call on October 31 to discuss the possibility of adding an amendment that would require PRSA National to provide short-and long-term plans to the chapter leadership by the end of 1996 to analyze and prioritize their current and potential programs. Part of this analysis would involve polling of the membership. The amendment conditions would also tie any future dues increase to an economic indicator (i.e. CPI) and provide for 20 percent of any dues increase to be redirected to the local chapter. In addition, the amendment would express our collective disappointment in National's handling of the internal and external

communications on the dues increase and would encourage National to continue to look at new ways to generate revenue for PRSA.

To assist PRSA National in prioritizing areas for investment, the FAX poll also asked Chapter members to share what they value most from PRSA National membership and where they feel least served. In general, the respondents value PRSA publications (especially *PR Tactics*), conferences and professional development seminars, accreditation, and the resource library at National headquarters. It is interesting to note that the majority of these valued membership benefits, with the exception of publications like *PR Tactics* and access to some of the library resources, are offered to members at additional cost, rather than being covered by annual National dues.

Those areas where respondents felt least served focused heavily on feelings that more value is delivered at the local level, and that National programs are slanted toward the East Coast (from the location of seminars to the makeup of presenters).

Thanks to Business Wire for faxing this survey to PRSA members.



Leadership Survey Results: Business and Government Executives Give Only Average Grades to Local Media

What grades do top business executives and local elected officials give to Portland-area news organizations?

A survey of business and community leaders released October 23 gives the local media only average grades for overall performance. The surveyed opinion leaders passed out no "excellent" marks and handed out a few "below average" rankings in specific categories.

- Survey respondents said the media, particularly television news, are sensational.
- The community leaders gave radio news the highest marks for overall performance.
- As a group, area newspapers finished last, behind both television and radio, in ratings for overall performance, accuracy, balance, and relevance of news coverage.
- Nearly half the participants believe news coverage by local newspapers and television stations is about the same as five years ago.

Results of the News Media Benchmark Survey, summarizing the opinions of 234 business and government leaders, was released last month by the Portland Metro Chapter. The survey was conducted for PRSA by Riley Research Associates, a Portland area public opinion research firm.

"There have been significant changes in the news business in the past five years," said Gail Dundas, Chapter president. "Since we as public relations professionals work with the news media on a daily basis, it's important that we understand the attitudes of key media consumers." Dundas pointed out that the survey reflects the opinions of business and community leaders, not the opinions of public relations professionals.

About 800 surveys were mailed in August. The list targeted CEOs of the top 500 companies (ranked by employment) in the

three-county Portland area and Clark County, Washington. More than 225 local elected officials also received the survey. The list was rounded out with about 75 of the area's largest non-profit corporations and key trade associations. "We had a response rate of 29 percent, which is a very good return by industry standards," said Mike Riley.

Where do they get their news?

To understand the rankings, it is important to know where business and government leaders turn for information. The answer varies depending on whether the respondent works in the public or private sector. As a group, respondents say:

- **Newspapers.** As expected, *The Oregonian* is the dominant newspaper, with 91 percent of the respondents saying they read the state's largest daily on a regular basis. Following *The Oregonian*, they read the weekly *Business Journal* (50 percent); *Willamette Week* (26 percent); *Oregon Business*, a monthly magazine (24 percent); *Daily Journal of Commerce* (17 percent); *The New York Times* and *USA Today* (both 14 percent); and *The Columbian*, a daily based in Vancouver, Washington (11 percent). Suburban newspaper readership included the *Valley Times/Tualatin Times* (11 percent); the *Gresham Outlook* (9 percent); the *Lake Oswego Review* (6 percent); and the *Hillsboro Argus* (3 percent).

- **Local TV News.** KATU (ABC) was the most-watched local news station, capturing 37 percent of the respondents, followed by KGW (NBC), with 33 percent; KPTV (UPN), with 11 percent; and KOIN (CBS), with 10 percent. Another 8 percent said they get their local news from KOPB (Oregon Public Broadcasting). KPDX (Fox) scored zero percent.

- **National TV News.** CNN and ABC were the most-watched national TV news broadcasts. Their rankings were: CNN (27 percent), ABC (26 percent), NBC (19 percent), PBS/Lehrer News Hour (12 percent), CBS (10 percent), C-Span (2 percent), and CNBC (1 percent).

- **Radio news.** Respondents weren't specifically asked to list which radio news stations they followed, but, in a series of open-ended questions, the most favorable mentions went to KXL-AM and KOPB-FM, respectively.

The Rankings

A five-point scale was used to rate the performance of the media, with 1 meaning "poor" and 5 meaning "excellent." The media were rated on overall performance and in four specific categories: accuracy, fairness, relevance, and sensationalism. Respondents say:

- **Overall performance.** Portland-Vancouver area news organizations were given average

ratings. Radio was given the highest mark at 3.33, followed by TV news at 3.145 and newspapers at 3.05

- **Accuracy.** Again, radio news scored highest at 3.29, followed by TV news at 3.07 and newspapers at 2.98.

- **Fairness.** Fairness ratings were slightly lower, with radio news at 3.19, TV news at 2.92, and newspapers scoring 2.78.

- **Relevance of coverage.** Who does the best job of providing relevant news coverage? Radio ranked highest at 3.22, followed by television and newspapers, both at 2.97.

- **Sensationalism.** Local leaders say that television news is sensational, and newspapers and radio aren't far behind. Respondents were asked to use a 1-to-5 scale, where 1 meant "too sensational" and 5 meant "not sensational." They rated television news at 2.29, newspapers at 2.67, and radio news at 2.90.

Is coverage getting better?

Respondents were asked: Is local news coverage better, worse, or about the same as it was five years ago? Though about half said coverage is the same, a significant segment of newspaper readers said that newspaper coverage is worse.

- **Newspapers.** The past five years have seen significant changes in coverage, format, and design by area newspapers. Nevertheless, nearly one-half (49 percent) of the survey participants said that local coverage by area newspapers is about the same as it was five years ago. One-third (32 percent) said that news coverage is getting worse. Less than one-fifth (18 percent) said that news coverage is improving.

- **TV news.** Again, nearly half (49 percent) said that television news coverage is about the same as five years ago. About one-third (29 percent) said that TV news coverage is improving, and 22 percent said that coverage is getting worse.

- **Radio news.** Three-quarters (72 percent) of respondents said that radio news coverage is about the same. One-fifth (19 percent) said that it is getting better, and 9 percent said that it's getting worse.

Sizing up the leader—The Oregonian:

Because of its influential position in the state, respondents were asked a series of specific questions about *The Oregonian*. In general, readers gave *The Oregonian* average ratings for its news coverage. Using a 1-to-5 scale, respondents gave the highest ranking to the newspaper's pages dedicated to Portland-area news (3.5). They gave business news an "average" rank (2.96). Executives from manufacturing industries (2.54) and the finance/service sector (2.6) gave the business news section a less-than-average rating.

Survey results continued....

Performance	Topic	Rating
Above average:	Portland area news	3.50
	Northwest news	3.26
	Lifestyle news	3.25
Average:	Suburban/Zones sect.	3.07
	National news	2.97
	Business section	2.96
	Editorial pages	2.92
Below average:	Government/politics	2.76
	International news	2.75

Report available

Complete results of the News Media Benchmark Survey are available by making a request via PRSA's e-mail address, PortPRSA@aol.com. An executive summary is free to PRSA members by calling Doug Babb at (503) 294-9107.

PRSA 1996 Calendar of Events

NOVEMBER

- 21 PRSA Lunch Meeting
"Understanding Female/Male PR Differences"
Keynote speaker: Don Wright
Marriott Hotel, 1401 SW Front Avenue
Noon to 1:30 p.m.

DECEMBER

- 4 PRSA Media Breakfast
Time and place TBD
- 18 PRSA Lunch Meeting
"Marsh & Schmidt Award Winners/Holiday Celebration"
Marriott Hotel, 1401 SW Front Avenue
Noon to 1 p.m.



"Imperial Tombs of China" exhibit subject of IABC's meeting November 14

Portland Art Museum Director of Development and Marketing Lucy Buchanan will be the featured speaker at the International Association of Business Communicators next chapter luncheon meeting on **Thursday, November 14** at the museum.

Buchanan will reveal how she communicated with target audiences and media around the world about the "Imperial Tombs of China" exhibit, which took place May 1-September 15, 1996. The exhibit attracted more than 415,000 people (a museum record), surpassing all original attendance goals.

The November 14 event will take place at the Portland Art Museum's North Wing (third floor, Parlour Room), located at 1119 S.W. Park Ave. in downtown Portland. The meeting will start with registration and networking at 11:30 a.m., followed by lunch at noon. Sponsored by Wells Fargo, the event will include a Chinese food buffet.

The Portland Art Museum was the only West Coast site to host the landmark exhibit of more than 250 treasures and royal artifacts once owned by seven dynasties of China's most prominent emperors and ancient rulers (475 B.C. to 1912 A.D.). According to one Chinese cultural official, "Imperial Tombs of China is without a doubt the best and largest exhibition that has ever been sent to the United States."

The exhibit generated more than \$1 million for the Portland economy; 40 percent of those who saw the exhibit were from out of town. It also helped raise the stature of both the museum and Portland in the eyes of the world's art enthusiasts and cultural historians.

The prices are \$20 for IABC members, \$25 for nonmembers, and \$10 for students.

Call 503/239-8281 by noon on Tuesday, Nov. 12, to reserve your place.

PRSA Directory of Consultants

The 1996-1997 PRSA directory of consultants is now in distribution. Copies are available for \$5. To order, fax your request to Woloshin Communications Inc. at (503) 452-8379.

Please note the following change:

Meridel J. Prideaux
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Public Relations Counsel
Tel) 503/755-2201 Fax) 503/755-2201

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Shriners Hospital
Tel) 221-3463 Fax) 221-3475

VP Member Services: **Rebecca Brandt, APR**
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Tel) 786-5443 Fax) 786-5319

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Knoll and Company
Tel) 226-2867 Fax) 273-8007

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Portland General Electric
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Treasurer: **Amy Spreadborough**
Cole and Weber Public Relations
Tel) 226-2821 Fax) 226-6059

Assembly Delegate: **Mara Woloshin, APR**
Woloshin Communications
Tel) 452-0625 Fax) 452-8379

Assembly Delegate: **Sharon VanSickle, APR**
KVO Public Relations and Advertising
Tel) 221-2353 Fax) 221-0564

At-large directors:
Doug Babb
Conkling, Fiskum & McCormick
Tel) 294-9107 Fax) 294-9152

Dianne Danowski Smith, APR
Providence Medical Group
Tel) 215-4955 Fax) 215-4903

Aaron Ellis, APR
Port of Portland
Tel) 731-7054 Fax) 731-7080

Lindy Holt
KVO Public Relations and Advertising
Tel) 221-2371 Fax) 221-0564

Paulette Peynet, APR
Peynet Public Relations
Tel) 223-6052 Fax) 223-6052

Bob Wayt
GTE Northwest
Tel) 629-2459 Fax) 645-4968

Membership Information
Sandra Caldwell
Tel) 297-3618

Public Relations Society of America Portland Metro Chapter

9360 SW Taylor St.
Portland, OR 97225

Address Correction Requested

Rebecca A. Brandt APR
PACC Health Plans
12901 SE 97th Avenue
Clackamas, OR 97015-0286

