

**CALISTHENICS**

*Daily exercises  
to help you get your brain in shape  
for the APR Examination*

**#7 Applying the Diffusion Process**

Each day for the next several days:

1. Look in the business news, advertisements, a business magazine, or a catalog for a new or noticeably **different product**.
2. Put yourself in the shoes of a public relations person for the manufacturer, processor or distributor – whichever is the easiest to visualize.
3. Think of people who might buy or use the product, in terms of demographic audiences – gender, age, income level, region, other characteristics
4. Carve out, in your mind, **a manageable segment of one audience**
5. Assign imaginary characteristics to that segment: age, occupations, education level, community activity . . . .
6. Now look at handout #28: Summary, Pattern of Adoption and Influences Fig. 1. It lists the five types of individuals, across the top, starting with Innovators.
7. In which group does your segment fall, on the basis of characteristics you have assigned?
8. Now look at handout 27: The Adoption Process and Sources of Information. It lists the stages of adoption or rejection, across the top, starting with Awareness
9. On the basis of what you know about the product, place your segment in one of those stages. You'll have to guess where they might be. Just put them somewhere.
10. **NOW** think of three things you might do, in your public relations role, to move those people one step to the right, to the next stage in the process. Consider their needs. Consider who has influence with whom. Consider the effect of sources of information.  
Notice that you now are probably creating strategies. Devising the “how” of what you want to accomplish.
11. Think of a reasonable success level, in a reasonable time frame. **Write this as an objective** – Within a certain elapsed time, a certain number or percent of this segment will be (aware of? Gathering information about? Evaluating? Trying? Using?) This product.
12. Think of a few ways you might **measure the outcome**.

Check out your routine with someone else who has studied the diffusion/adoption process. That's almost always helpful.

Decide how many repeats you will do, to strengthen the mental muscles you are stretching.

Try out the routine on something less tangible, more in the realm of ideas: a better way of handling waste, of managing traffic congestion, of conserving energy . . . higher education in a dropout area . . . contraception among teen-agers . . . avoiding pesticides . . . family meetings . . . You may be surprised at the applications you will find for this process, in your daily work and other activities. Don't be afraid to pass it on. It's valuable knowledge and skill.