

PR News

Building the bridge between PR and the bottom line.

October 20, 2004

prnewsonline.com

Issue 40 Vol. 60

Contents

PR Measurement Now Moving At A Not-So-Glacial Pace

▶ Measurement Strategy vs. Tactics Reprise!	2
▶ PRSherpa Finding the Right Dial for Radio PSAs	3
▶ Case Study PR Rx for Doctors Group	4-5
▶ PR IQ Test It's a Sharp (Learning) Curve	5

In the last year or so the struggle over measurement has moved from understanding output (your media hits) to capitalizing on the outcomes (how they connect to the company's overall business goals).

Not exactly like the switch from analog to digital, but in the annals of PR measurement, it's a start.

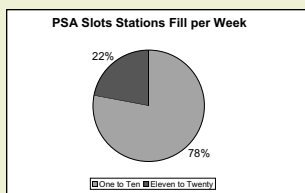
"We're in that grey space

(((PR PULSE)))

A NEW SURVEY OF RADIO PSA DIRECTORS IN THE TOP 50 MARKETS says that 100% of stations have a public service announcements rotation. Of course, it's difficult to get a 100% of anything so let's just say the vast majority of radio stations make room for PSAs. It's important to note, we're told, that most if not all radio PSAs tend to run in the middle of the night. But, in a 24/7 news environment, the wee hours of the morning can no longer be categorized as a media dead zone. For more see page 3.

HOW MANY PSA SLOTS DO YOU HAVE TO FILL IN A TYPICAL WEEK?

One to Ten 78%
Eleven to Twenty 22%



Source: News Generation

between equating (media hits) to how they impact sales and customers," says Matt Gonring, VP of Global Marketing and Communications for Milwaukee-based **Rockwell Corp.**, which supplies plant floor automation and equipment. "Who cares about the quality of the publication if it's not aligning with the business strategy and you can't draw a line between [the clip] and better business? That's the only way you're going to get sustainable investment in this area."

While a growing number of CEOs are buying into the idea of measurement, they still need a lot of convincing, which presents both a challenge and an

opportunity for senior PR pros. Part of the problem is that we still for the most part live in a universe of business silos and PR measurement works most effectively when it's integrated with the rest of the company's marketing disciplines, say observers.

Barring a breakdown of silos (don't hold your breath) it's still crucial for PR execs to be able to demonstrate the benefits of measurement. "We have to press for it," Gonring says. "The option is to be asked by your CEO whether you have considered a benchmark, say no—and have the program be put at risk, or say yes—and you will be challenged on the validity of the

plan—but you will also be in a better position for budget retention."

With CEOs more amenable to measurement, the onus now is on PR execs not to have their measurement plans turn into Rube Goldberg-like contraptions. "Companies and clients want something simple," says Ed Moed, a co-founder of mid-size PR agency **Peppercom** (New York), which in July launched its own proprietary measurement tool, called **Business Outcomes**. "You should be able to go to the CEO with a couple of pages showing the key ingredients of how measurement helped to get

Page 5 ▶

Q/A: Kistle Wants To Take IABC 'Above and Beyond'

David Kistle is catching a flight to Birmingham, Alabama to huddle with a few IABC chapters. Or is it back to Minneapolis? to work on his accounts as senior VP at **Padilla Speer Beardsley**, where he heads the PR firm's measurement practice. Kistle, the 2004-2005 Chair of the **International Association of Business Communicators** (IABC), has been racking up the frequent flyer miles since becoming IABC Chair last summer. Getting more face time (and expanding the dialogue) with senior communication execs is

just part of Kistle's agenda. Perhaps more important, he's eager to go beyond typical PR circles to make the IABC more well-rounded as it relates to the concerns of corporate America. To that end, he's launched a new blog to address myriad issues facing senior PR execs (<http://blogs.iabc.com/chair/>). Fair to say, he's got a full plate these days. (Kistle also is an adjunct professor of communications at the **University of Minnesota** and **Webster University in St. Louis**.) But he still found time to chat with PR News about

what's ahead for the IABC, measurement trends, and the benefits of a nimble Board of Directors.



Kistle's Corner: 'Brand strategy has cooled off a bit, but measurement is everywhere.'

Page 7 ▶



Editor, Matthew Schwartz,
212.621.4875, mschwartz@accessintel.com

Contributing Editor, Adam Stone,
410.268.3427, inkbiz@yahoo.com

Sr. Marcom Manager, Amy Urban,
301.354.1699, aurban@accessintel.com

Assoc. Dir., Newsletter Prod., Tracey Lilly

AVP/Associate Publisher, Jennifer Schwartz
301.354.1702, jschwartz@accessintel.com

VP/Publisher, Diane Schwartz
301.354.1761, dschwartz@accessintel.com

Division President, Heather Farley
President & CEO, Don Pazour

PR News ADVISORY BOARD

Ned Barnett - Barnett Marketing Communications

Carol Cone - Cone Inc

Peter Debreceeny - Allstate

Mike Herman - Epley Associates

Anne Isenhower - American Cancer Society

Jim Lukaszewski - Lukaszewski Group

Tom Martin - ITT

Mike Paul - MGP & Associates PR

Deborah Radman - Stanton Communications

Gerald S. Schwartz - G.S. Schwartz & Co.

Helene Solomon - Solomon McCown & Co.

Mark Weiner - Delahaye Medialink

PR News BOARD OF CONTRIBUTORS

Andy Gilman - CommCore Consulting

Bruce Jeffries-Fox - Jeffries-Fox Associates

Richard Laermer - RLM Public Relations

Richard Levick - Levick Strategic Comms

Ian Lipner - Lewis PR/YoungPRpros

Katie Paine - KD Paine & Associates

Mark Reilly - Issue Dynamics

Rodger Roeser - Justice & Young

Brenda Siler - Amer. Speech-Language-Hearing Assoc.

Lou Thompson - National Investor Relations Institute

Reid Walker - Honeywell

To order reprints of articles, call 717.399.1900 x158

Your Partner In The Information Age



Published weekly by Access Intelligence, LLC

1201 Seven Locks Road • P.O. Box 61130

Potomac, MD 20859-1130 USA 888.707.5814

FAX: 301.309.3847 Telex: 358149;

e-mail: clientservices@accessintel.com

New York Editorial Office:

110 William St., 11th Floor, New York, NY 10038

Phone: 212.621.4875 Fax: 212.621.4879

Subscription/Renewal Coupon

I want to subscribe to PR NEWS for \$597 a year and receive 48 issues plus full access to the online Article Archives.

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____

ZIP: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

I want to renew my \$597 subscription to PR News. My account number is: _____

Charge my: _____

Card No. _____

Exp. _____

Signature: _____

Check enclosed (Payable to Access Intelligence, LLC)

In MD add 5% tax—outside US. add \$66 postage/proc.

For subscribers only: full access to PR News article archives at www.PRandMarketing.com

As We Fish (for Measurement) Are We Missing the Boat?



Managing ever-present competitive and cost pressures, corporations are tasking their PR teams to find new and improved means to measure and validate the impact of their initiatives.

In most cases, our reaction has been to count...and count...and count again. We have created efficient means to execute tactical measurement programs.

Tactical measurement is important and has its place. Yet in too many instances, we are collectively hiding behind our clip counts. Even worse, we are constructing complex measurement techniques that cost so much that we can no longer afford to measure.

When companies assess the impact of their PR activities, many focus strictly on tactical measurement. Tactical measurement answers the following questions:

- How many stories did we place?
- Where did we place them?
- How many speaker placements did we secure?
- How many industry awards did we win?

All of these questions are valid. Yet we tend to forget that strategic measurement is also a critical component of the measurement process. It can be defined by a single question: How is the PR function supporting the organization's core goals and objectives? The process for tracking and crafting a response to this question need not be complex. It should communicate, at a high level:

- What we did
- Where it fits
- How it supports organizational priorities

In most cases, these are the measurements most important to the CEO or CFO. Peter Callowhill agrees. With more than 30 years in the telecommunications industry, Callowhill has served in diverse roles, including co-founder of **Net2000 Communications**, a facilities-based CLEC (Competitive Local Exchange Carrier), and CEO of **NetGain Communications**, a telecom consultancy and master agency. Callowhill concedes that PR professionals can get mired in tactical measurement activities (at the expense of strategy). "I want to know what PR programs are being executed and how those activities support our strategic business objectives," he says.

PR professionals should first ensure they have a clear understanding of corporate goals and their prioritization. An extremely simple but effective measurement template first states the business goals, followed by PR strategies, and the results and impact delivered via each strategy. This format enables PR executives to map a direct course from a business goal to specific public relations activities, and conversely demonstrate how these activities align and support the goals. For example, rather than stating that the team secured 10 placements, two speaking opportunities, and four new case studies – explain how the public relations program:

- Supported the sales teams'

efforts to enter a new market

- Launched a new product
- Established a significant point of differentiation from the competition.

In addition to periodic measurement exercises that communicate the impact and value of PR initiatives, communication teams should also remember to take the temperature of key stakeholders and audiences on a regular basis. These stakeholders include the sales force, the business development and investor relations departments, customers, prospects, and partners.

Check (every six months) on each group's key challenges, priorities, and successes. How can the PR function serve each better? If you're working in a commercial environment, learn more about how the customers and prospects gather information to influence their decisions. What are their perceptions regarding the organization's differentiators? Again, this check doesn't need to be elaborate. Three to five well-constructed survey questions are often enough to keep the PR program on track.

The final, logical question in assessing the impact of a PR initiative is: How do we use the knowledge we gain from our measurement exercises? While some of the tactics will remain static – the issues, the content, and the creative element must change constantly to hold attention and effectively support the business. **PRIN**

CONTACT:

Nicole Burdette manages B2B technology marketing programs for high-tech companies at O'Keeffe & Company Inc., a full-service, technology-focused agency based in Alexandria, Va. She can be reached at nburdette@okco.com.

**GO SIGNALS FOR RADIO PSAs
WHAT'S THE FREQUENCY?**

In 1996, the **Federal Communications Commission** (FCC) dropped the licensing requirement that each radio station run PSAs as a requirement for license renewal.

Without government diktat, one might think that would cut down on the opportunity for radio PSAs. But that hasn't turned out to be the case, according to a recent study of 50 randomly sampled radio PSA directors.

The study, conducted by **News Generation**, found that 100% of stations surveyed have PSA rotations. We'll take that with a large grain of salt since it's hard to get 100% of anything. The survey also queried radio PSA directors on the PSA format they prefer, the amount of lead time they require to get

a PSA into the rotation and the most important quality in determining if a PSA will get into rotation (see charts below).

Yet a debate is boiling in the PR industry about whether radio PSAs are worth the investment altogether.

"While some stations may use PSAs merely as overnight filler, in our experience, PSAs get aired throughout the day, not just in overnight day parts to fulfill their fiduciary role as an involved corporate citizen," says Lynn Harris Medcalf, executive VP of News Generation.

She adds that many stations use PSAs as local cuts in national programming where there is no local advertiser.

However, Maury Tobin, President of **Tobin Communications Inc.**, which

provides Radio Media Tours, has a different take.

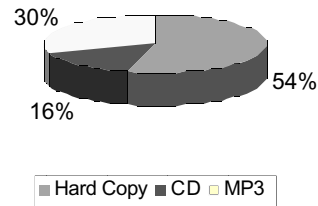
"In many situations, a radio PSA is the last thing that a PR pro should be considering when their clients real goal is to get their story and messages aired

during the morning and afternoon drive times," he says, "not in the middle of the night." **PRN**

WHAT FORMAT DO YOU PREFER PSAs IN?

Hard Copy	54%
CD	16%
MP3	30%

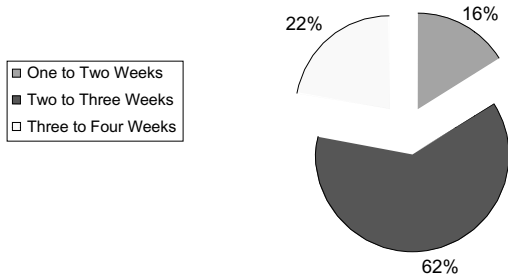
Formats Stations Prefer to Receive PSA



HOW MUCH IN ADVANCE SHOULD YOU BE PITCHED FOR A PSA TO MAKE IT INTO ROTATION?

One to Two Weeks	16%
Two to Three Weeks	62%
Three to Four Weeks	22%

Advanced Lead Time for PSA

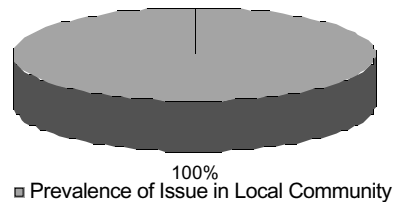


Source: News Generation, 2004

WHAT IS THE MOST IMPORTANT QUALITY IN DETERMINING IF A PSA GETS INTO ROTATION?

Prevalence of Issue in Local Community 100%

Important Determining Factor for Usa



"Media Measurement Workshop: High-Return Tactics for Measuring & Maximizing Your Media Relations"

A virtual seminar presented by PR News

BONUS: Register now and you'll also receive an email copy of The Measurement Cheat Sheet, which includes How to Lose a Budget in 10 Days, Myths of Measurement and Steps to the Perfect Measurement Program.

Wednesday, October 20, from 2-3:30 p.m. (ET)

Attend right from your PC desktop or conference room. Registration fee: \$279—sign up your entire team in one location.

To register, visit www.prnewsonline.com

Doctors Group Creates New PR Treatment For Ailing Message

CAMPAIGN TYPE: Media Relations
TIMEFRAME: January 2003 – Ongoing
BUDGET: Under a \$1 million

The legal profession has lobbied hard for government legislation that allows juries to hand out multimillion-dollar awards in medical malpractice suits, which have cranked up the cost of malpractice insurance into the stratosphere. Still, doctors have lacked the political punch to fight back, and legislation typically favors the lawyers. Right? Not necessarily.

In mid-2003 a physician-owned insurance group stepped up to the plate, launching a national PR push to get the issue in front of lawmakers, while also positioning itself as a thought leader on the subject.

With support from New York-based PR firm **Peppercom** – as well as its members in all 50 states — **The Doctors Company** (Napa, Calif.) has succeeded in moving the needle, bringing malpractice awards to the table as a public-policy issue, despite the lawyers' upper hand with legislators.

Voices from the Front Lines

By relying on the voices of physicians themselves, The Doctors Company offered a grass-roots voice that helped change the perception that the doctors were just another special interest group.

"As a member owned-organization, we approached it in a way that is a little bit different from a traditional insurance company," says Stacy Schultz, assistant vice president of marketing and business develop-

ment. "Our chairman is an oncologist, and over half our board members are physicians, so we really try to attack those things that make it difficult for our physicians to do the things that they are good at." Like, well, practicing medicine.

This was the essence of the pitch. Big jury awards do more than just jack up insurance rates, the doctors argued. They drive the cost of practicing medicine so high that some doctors are getting out of the business altogether rather than stay in the profession and struggle just to make ends meet.

To that end, Dr. Richard Anderson, the CEO of the group, was positioned as the chief spokesman for the public awareness effort.

"When he goes out to speak, he can speak as someone who has lived through this himself. He can speak from a clinical point of view," as well as from a business perspective, Schultz says.

Nuts and bolts

The goal of the PR plan was to shine a spotlight on the malpractice issue. For phase one, Peppercom orchestrates a highly successful media tour in New York and Washington D.C., bringing Dr. Anderson face-to-face with editors and reporters from *Business Week*, the *New York Times*, *Time*, *USA Today*, and the *Wall Street Journal*.

At this stage, the campaign had an easy entree. Reporters were eager to comprehend malpractice, which they knew was

both a medical and a business issue, but which they did not necessarily understand. "It was all about education. No one really knows anything about this topic, so our approach to everyone was to educate them on what it was and why they should care," Schultz says.

As the subject gained traction, the lawyers pursued their own PR efforts, pitching reporters with stories about the drawbacks of tort reform. The Doctors Company and its members, in turn, responded with an aggressive campaign to get their letters published in Op-Ed columns nationwide.

"We targeted the top business publications and also very specifically certain publications within the medical industry, for example the large medical societies where we already had relationships or where their membership was already interested in this topic," Schultz says.

The PR effort by the Doctors Company inspired other med-

ical groups. "We answered every 'Letter to the Editor' and called every reporter with correct information," says Dr. Robert Kessler, a professor at **Touro University College of Osteopathic Medicine**, who serves on the board of trustees of the **Nevada Osteopathic Medical Association**. "We had several letters and Op-Ed pieces published, our members were interviewed on TV and we testified at governmental hearings."

As a result, "we succeeded in becoming a group the politicians and media could trust," he says. "Eventually, some [reporters] started calling us for information. [So] we had tremendous credibility during the special legislative session that was eventually called to deal with this issue."

The PR campaign certainly has put medical malpractice issue on the table, and one state (Texas) even has enacted legislation in line with what doctors groups have been advocating.

CLIMBING THE HILL

When The Doctors Company decided to take on the issue of awards-happy juries in malpractice suits, it turned to PR firm Peppercom. But this was not just a case of contracting out the effort. Rather, client and agency split the workload, each playing to its own respective strengths.

The insurance company blitzed the trades. "As an organization owned and run by physicians, it was easier for us sometimes to work with the physicians' publications," says Stacy Schultz, assistant vice president of marketing and business development. "They already had an affinity with us, they may have worked with us before and we may have already spoken at one of their events."

Peppercom, meanwhile, helped reach out to the mainstream media, shaping the overall strategy of the campaign and honing the message. By dividing duties, Schultz says, The Doctors Company was able to maximize its in-house capabilities while making the most efficient use of the budget it had available for agency work.

By relying on the voices of physicians themselves, The Doctors Company offered a grass-roots voice that helped change the perception that the doctors were just another special interest group.

But most of the wins so far have been with the media rather than in the nation's statehouses.

In the twelve months following the campaign launch, The Doctors Company media coverage had 28 million media impressions from zero. Nearly all the coverage accurately por-

trayed the group's positions.

During the same period, The Doctors Company was featured in 47% more trade publications than its top three competitors and had 48% more national news placements compared with the same period of time than its top three competitors com-

bined. With its news visibility the organization has positioned itself as a leader not just in the business of insuring physicians,

but also in the effort to support the entire profession. **PRN**

CONTACTS:

Robert Kessler, 702.434.7112, staff@noma.lvcox.mail.com; Stacy Schultz, 866.483.2435, ssschultz@thedoctors.com.

► PR IQ Test

Being wrong has seldom been so punishing. In the current business climate, PR pros need the intellectual capital to improve PR performance and demonstrate PR's value to senior management. With that in mind, PR News recruited Mark Weiner, CEO of **Delahaye Medialink Worldwide**, to create a PR IQ Test. (This will be the first in a series of tests.)

The following statements about the current state of PR may or may not be true. Read each statement and then answer "true" or "false." Rather than guessing and getting it wrong, it's better to say, "I don't know," just like in real life.

► **A reasonable way to set the PR budget is to take last year's figure and adjust upwards for the cost-of-living.**

False. This assumes that the budget set in the prior year was proper to begin with. In fact, most PR budgets are set based on the spending levels of the prior year, simply because "that's the way it's done."

Those who negotiate PR budgets ought to ask, "What will we get for our money?" Budgets should be set freshly and independently each year based on the budget needs and the outcome desired. One

Delahaye client earned a 500% budget increase one year only to voluntarily cut more than half of it the following year; he had embarked on a waste-cutting initiative that enabled him to lower his budget without losing staff. At the same time, his department surpassed its goals and achieved results well beyond the previous (more highly-funded) year.

► **PR is an art, not a science.**

False. Today, PR is as much science as it is art. And rather than inhibiting creativity, the science of PR actually fosters the creative process. Remember: good research allows one to focus one's creativity through channels that are most likely to have the greatest impact on the target audience. And for those who ask, "how do you measure art?" let's just say that if art couldn't be measured, you'd have never heard of Christie's or Sotheby's...they measure art every day.

► **Many measurement methods in widespread use today are flawed.**

True. Regardless of how imprecise, two of the most commonly used and most

widely abused measures are "Ad Value Equivalency (AVE) and what I call the "PR Multiplier." Unfortunately, PR people are drawn to these measures because AVEs attach a dollar figure, and "PR Multipliers" magnify the reach and impact of a particular campaign based on some vaguely conceived notions about how much more credible PR is than other forms of marketing. But these measures do not properly represent PR's unique value within the marketing mix:

On the one hand, AVE's falsely assume that PR is only as powerful as advertising when, in fact, it can be much more so. AVEs can also be risky because they assume that ad buyers actually buy advertising according to the rate-card, which they don't, and if they did, they'd probably be fired as a result. "PR Multipliers," on the other hand, are dangerous because they assume that PR is consistently and geometrically more powerful than advertising, which is false. Every PR person – large budget or small, big staff or no staff – has the power to accurately represent PR's unique role within the company's marketing and communications plan, so why assume risk by doing it any other way? **PRN**

Measurement

► Page 1

the message out. It doesn't have to have 100 different graphs." He adds: "Every client has a different idea of what measurement should be, but you need to be able to show the good, bad and ugly of the outcomes and then tailor your plan accordingly."

Others say equating PR mea-

surement to Ad Equivalency Value (AVE) is a non-starter. "It's not going to give you the intelligence and the ability to move forward," says Pauline Draper, senior VP of **MB Precis**, (Chicago) one of the main measurement vendors (see chart on p. 6) and a subsidiary of

Millward Brown, one of the Top 10 global research firms. For PR pros grappling with outcomes, Draper recommends a pilot [measurement] program that considers "the amount of coverage you're getting, the industry you're in, your competitors and market dynamics."

Albert Barr, founder of Washington, D.C.-based **CARMA**, one of the very first companies to provide PR measurement, cautions that as measurement develops PR execs not get too bogged down in (the holy) ROI. "ROI is one of the most overused terms in the busi-

Page 6 ►

Measurement

► Page 5

ness,” he says. “If you believe there’s a relationship between PR and sales, ROI is the exposure that drives the relationship and the quality of that exposure.”

Rick Rudman, president-CEO of Lanham Md.-based **Vocus**, which also offers measurement services, adds that the overriding issue is for PR pros to find answers in the press coverage their companies garner. “It’s still in the zygote stage,” he says, referring to more sophisticated

measurement techniques. “It’s too expensive and there’s too much focus on analyzing the news coverage [and not understanding what it means]. There’s still a long way to go.”

CONTACTS:
Albert Barr, 202.842.1818,

ajbarr@carma.com; Pauline Draper, 630.955.8845, pauline.draper@us.mbpsprecis.com; Matt Gonring, 414.382.5575, mppgonring@corp.rockwell.com; Ed Moed, 212.931.6116, emoed@peppercom.com; Rick Rudman, 301.683.6001, rrudman@vocus.com

How Measurement Vendors Stack Up

A few of major players that provide media monitoring and analysis.

Prices start in the \$2,500 (annually) range and go up to \$300,000.

Company:	Launch Date:	Latest Enhancements:	What the Clients Say:
Biz360 www.biz360.com	2000	MediaSignal: reach (impression) count weighted by the prominence of the mention for a more accurate view of coverage impact. Stories: Google-like grouping of articles so you can quickly gauge the top “stories” in a 72-hour news cycle (including print, broadcast, online)	“Market360 gives us real-time visibility into our media landscape. We use this active market intelligence to out-manuever the competition, gain media mindshare and provide executives with more informed counsel on our market space.” Mei Li, VP of Corporate Communications for NetSuite
CARMA International Inc. www.carma.com	1984	Working with a West coast survey research firm to add a measure that will illustrate the impact that media coverage has on buyer opinion. Preliminary tests show stronger correlation for some companies over others.	“Our CARMA reports provide a comprehensive analysis of our efforts to promote Ben & Jerry’s three-part mission, through the billion-plus media impressions that the company generates annually, in a cost-effective manner.” Lee Holden, Senior Public Relations Coordinator, Ben & Jerry’s
Cymfony www.cymfony.com	1996	Recently added the ability to monitor and measure digital influencers such as blogs, message boards and forums, usernet newsgroups and complaint sites.	“TRW wanted to report on improvement in overall PR productivity, media impressions and share of voice. This is reported in terms of stakeholder oriented stature lists including automotive trade media, financial media and national media.” John Wilkerson, Communications Manager, TRW Automotive
Delahaye (Delahaye Medialink) www.delahaye.com	1994	Delahaye’s Media Compass and Smart Monitoring tools deliver daily top-line media analysis of news from outlets around the world with or without editorial filters.	“More than just a “data-dumper” or software company, Delahaye is a FedEx partner: they help us actively manage our corporate reputation using rigorous and consistent research.” Eric Jackson, Vice President, Worldwide Corporate Communications, FedEx Corporation
KDPaine & Partners www.measuresofsuccess.com	2002	Do-it-yourself Dashboard is specifically designed to provide accurate, customized measurement for organizations with annual measurement budgets of under \$2500.	“Being able to show management how you can measure the success of a PR program or how your PR efforts help the bottom line has given us an invaluable tool to demonstrate in a concrete way how PR can boost the brand.” Linda Rutherford, PR Director, Southwest Airlines
Millward Brown Precis (a division of Millward Brown) www.mbpsprecis.com	1993	Precis:cubed – a real-time media evaluation service that allows companies to monitor global news content. Its highly interactive format provides easily interpreted graphical information, personalized news alerts and full search capabilities.	“The media measurement work we’re doing with Millward Brown has enabled us to demonstrate the value of communications to our management, who mostly have engineering and financial backgrounds, using data-based findings and formats that they relate to and appreciate.” Nancy Ledford, Corporate Communications, Eastman Chemical Company
Vocus Inc. www.vocus.com	1992	As news coverage breaks, each story is scanned for key messages, individuals quotes and key words and are then associated back to a news release or “campaign” the generated the coverage. In seconds, clients can see how each campaign is performing and can access all the related coverage resulting from their efforts.	“Not only are we more efficient in building targeted media lists, but our news distribution is more effective. With the detailed insight into our activities, lists and coverage Vocus Analytics provides, we can implement better, more successful public relations programs for Bass Pro.” Larry Whiteley, Manager, Corporate Public Relations, BassPro Shops
VMS-BurrellesLuce www.vmsinfo.com www.burrellesluce.com.	2002	Key InSight enhancements include user-defined representation of critical analytics and metrics; increased options for content categorization and information sharing between users; expanded textual reporting and graphical charting capabilities; integration with a digital newsroom program.	“Provides the ability for us to offer a true ‘one-stop’ content management and quantitative analysis solution -- that seamlessly captures all the key media and presents it in a simple and straightforward manner -- gives us a strong competitive advantage.” Mary Elizabeth Dunleavy, Vice President, Ketchum Global Research

Kistle's Corner

► Page 1

You set out several goals for your tenure, including growth, visibility and transition. How do you make sure these goals lead to real change in the PR field?

We'll get more growth by listening more closely to our members and providing the kind of market research into [PRs] products and services that can attract new members. Visibility means having our board members and staff members get out there more often to tell people what the IABC is all about.

We also need to interface more often with the business pages -- and the issues they're covering -- to make the IABC more relevant. And that's not just for consumer-oriented stories or product launches, but nonprofits, multinationals, B2B and other businesses.

Our transition includes reducing the number of board members to 12 from 24. This will make for a more nimble cohesive organization with longer terms, which will provide continuity and serve our institutional memory and result in better decisions.

Most people think of the movie "Sweet Smell of Success" when asked what a PR person does, if that. As IABC Chair how are you going to change that mind-

set?

We need to learn to manage our communications better and have more of an influence on probable outcomes. A lot of our advocacy has been underreported and we need to find better ways to become part of government issues, part of public policy. We're experts at getting information out and should be part of the larger debates going on in the country right now.

Do you think too many PR execs are cowed by the idea that if they really speak up they risk losing their jobs?

That kind of reluctance is driven by a fear that underlies a lot of organizations. My hope is that [PR execs] can operate confidently and be able to speak up. In terms of not speaking up you have to consider the reality of hidden motivations within the company and each individual's career aspirations. IABC is initiating a global look at business ethics that should provide a framework to guide communications and PR executives' confidence in challenging the leadership of the company.

Where do you think the measurement pendulum is swinging?

[The profession] has become much more sophisticated at organizing media coverage for

FIVE BY 2005

Kistle's 'Above and Beyond' goals for his term:

- Five new chapters outside of North America
- Five new member products
- Five compelling reasons to join the IABC
- Five association breakthrough success stories

clients and we have advanced well beyond analytical tools. What's still missing is the output. We have to move to the point where PR can show how it contributes to sales, which is the endgame for most companies. So, we're somewhere in between what happened [with coverage] and what kind of response the coverage is having in terms connecting to overall business goals and financial performance.

Do you think it would serve the PR profession better if the various trade groups rallied around some universal [measurement] guidelines?

Yes. I don't have a lot of insight into why there's been resistance, and we are leery of a legislative approach. That said -- standards would give all of us a framework that management and PR executives can embrace. I like the idea of an à la carte approach to make our measures meaningful and relevant across the board.

Aside from measurement, what do you see as the big PR issues heading into 2005?

Managing crisis is always on the radar. Also, ROI on PR has to become part of the economic equation. Clients are demanding it but nobody has any real answers yet. Moving forward, [ROI] definitely has to be built into managing the account and PR execs need to take responsibility to showing returns over the long-haul and not just from quarter to quarter. A lot of [measurement] is being driven by industry, but as a profession we need to take the lead. **PRN**

CONTACT:

612.455.1718
dkistle@psbpr.com

Look for coverage in next week's issue of *PR News* (Oct. 27) of our online seminar, "Media Measurement Workshop: High-Return Tactics for Measuring & Maximizing Your Media Relations."

PR NEWS®
CSR Awards
Corporate Social Responsibility
Award Partner: **CSRwire**

CALL FOR ENTRIES!

The Benchmark of Corporate Social Responsibility

- Presented by **PR NEWS**
- Download Entry Form at: www.prnewsonline.com
- **Deadline** for Entries: **November 1, 2004**

The PR NEWS CSR Awards are open to all PR, marketing, community relations and media relations professionals at corporations and PR firms worldwide. Additionally, nonprofits, associations, NGOs and government departments are eligible in many categories.

The Winning Link... It's still nearly a year away, but we're already stoked to get submissions for the 2005 Platinum PR and PR People awards. The 2004 winners, feted at a *PR News*-sponsored luncheon October 6, are probably finding a good place to showcase their Plat awards. You can check out the winning campaigns, as well as all of the honorable mentions, at www.prnewsonline.com... **Contact:** aurban@accessintel.com.

Edelman Grows Food and Nutrition Practice... The independent PR giant has expanded the department by launching a dedicated practice for foodservice and food manufacturing companies. Susan Hughes (ex-**Wisconsin Milk Marketing Board**), who has managed PR for a variety of consumer and foodservice clients since starting her own firm in 1994, such as the **California Fresh Apricot Council and Clear Spring Foods**, has joined Edelman to lead the new group... **Contact:** Bill Layden, 312.616.1649, bill.layden@edelman.com.

FT Offers New Vehicle for Financial PR... *The Financial Times* U.S. edition recently launched "FT Wealth," a personal finance page for savvy investors featuring advice on premier investment opportunities. The page runs every Tuesday in the front section, FT Wealth, and includes four distinct features: "Top Story," "Hands-On Investor," "A Professional Opinion," and insight by James Altucher, renowned hedge-fund manager and author. The section will try to distinguish itself from other investor-related publications and columns by focusing almost exclusively on the high-end U.S. investor. According to the 2004 **Mendelsohn Affluence** study, *The FT* commands the highest percentage of C-level executives out of any publication in its space, with the average reader earning an annual salary of nearly \$200,000... **Contact:** Jolie Hunt, 212.641.6611; jolie.hunt@ft.com.

Fear Factor for PR Execs... **PubSubs Concepts** last week rolled out the new service for PR pros who are spooked about getting

"scooped," an occupational hazard now more than ever, what with the 24/7 news maw. The online tool, **www.pubsub.com**, performs "prospective" searches. Translation: instant filtering of new information posted to thousands of blogs, EDGAR filings, newsgroups, etc., which is then pushed to PR execs via a feed reader, e-mail or IM... **Contact:** feedback@pubsub.com.

APCO Joins Forces with Kissinger Associates... APCO Worldwide (Washington, D.C.) last week announced a strategic alliance with Kissinger Associates, the New York-based international consulting firm headed by former Secretary of State Henry Kissinger. **Contact:** B. Jay Cooper, 202.778.1039, bjcooper@apcoworldwide.com.

Lewis Lets it Grow... Continuing its expansion into the Asian corridor **Lewis PR** has opened up an office in Hong Kong. Lewis opened an office in Australia in 2002 and in 2003 acquired its Asian headquarters in Singapore from regional player **Blackie McDonald**... **Contact:** Morgan McLintic, 415.277.5464, morganm@lewispr.com.

PRSA Ready To Bite The Big Apple

About 3,000 PR executives (from corporate, agency, nonprofit) will be swarming New York City this weekend to get in the sights before the PRSA's 2004 International Conference Oct. 24-26. The three-day PR powwow, which is being held at the **New York Hilton & Towers**, will feature 150 professional development sessions grouped in three new tracks: Issues Facing the Profession, Managing & Measuring and Strategic, Tactics, and Specialties. Keynote speakers include Ken Auletta, media columnist for *The New Yorker*, CNN's yakmeister Larry King and real estate magnate and already withering on the network-TV vine ("The Apprentice") Donald Trump. The "Today" show's Al Roker will host the annual Legends Luncheon on Oct. 25. For more information, go to **www.prsa.org**. (Look for more coverage of PRSA's conference in upcoming issues of *PR News*.)

Don't Write off Newspaper Readers... The media seldom get high marks from the public. Depending on how the question is framed the media's overall reputation usually falls somewhere between politicians and used-car salesmen. But what gets lost in such surveys is how fickle the public can be vis-à-vis the media, borne out, for instance, by a new e-mail survey of newspaper readers conducted by the **Associated Press Managing Editors** (APME) and first reported in *Editor & Publisher*.

The e-mail survey of more than 2,500 newspaper readers — via 39 dailies, including the *Arizona Daily Star*, The *Spokesman Review* and the Rochester (N.Y.) *Democrat and Chronicle* — revealed that most people still trust mainstream media but think the recent flap about CBS's purported National Guard memos on President Bush (Rathergate) hurt credibility. While no hard data is being released, the report offers a summary based on responses and follow-up interviews.

Among the more interesting nuggets:

- Most readers want more objectivity, fewer anonymous sources and for media outlets to take the time to verify the story and be quick to admit mistakes.
- Some want the media to lose the "perceived liberal bias" while others would like to see a "titanic shift from the traditional sense of objectivity.
- Despite the recent surge

in so-called Blogs, four of five readers said they didn't read them. Respondents who did read blogs "urged caution but suggest the new medium offers great Potential as a watchdog of mainstream media."

► Readers rely on a small number of media sources for coverage of local elections and are much more trusting of local coverage than of national election coverage.