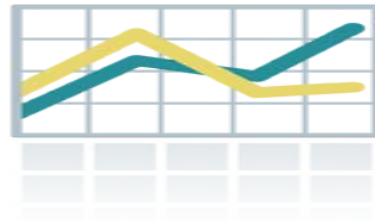


Media Relations Conference

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PRNews

Why Content Analysis is Important...

- The key to getting management buy-in for communications initiatives is to ***show progress/ROI***
- Key to showing progress/ROI is to ***document your work and its impact***
- Key to documenting impact and results is ***research and measurement***
- The critical key to evaluating media relations effectiveness is ***Content Analysis***



Content Analysis Overview

- Definition: Review of media coverage (traditional and social) to assess tone and quantify message delivery.
- Also can be used to identify trends, issues and opportunities for future planning and action.



Benefits of Content Analysis

Offers clear business advantages and enhances your professional credibility--

- Produces results that :
 - Can be leveraged
 - Improve decision making
 - Produce data for benchmarking and assessment
 - Inform future communications plans
 - Provides support at budget time!



Content Analysis

Example #1: United Way Worldwide (UWW)

- UWW does strategic quarterly message measurement in its media coverage
- Information is reported to Board
- Key Findings:
 - 2012 YTD UWW posted increased strategic message inclusion for three consecutive quarters (had seen declines in 3rd and 4th Quarter previously*)
 - Prominence of coverage YTD 2012 has been balanced and fair vis-à-vis competitor NGOs
 - Over 90% of UWW news coverage YTD 2012 has been positive or neutral

**United
Way**



Content Analysis

- **Benefits** of content analysis @ UWW
 - Shows PR team is highly effective in media relations/messaging
 - Performance vs. peer NGOs has been consistent
 - Prominence and tone measures are trending in positive direction
 - **Most important***: ability to adapt and respond enhanced
 - PR team noticed corporate messaging mentions declined in 3rd and 4th Quarter in prior years
 - Regional campaign messages overshadowing core messages
 - PR team worked with regions to combine campaign “ask” messages with strategic messages
 - Result: both campaign and corporate efforts benefited



Content Analysis – Examples

Example #2 – American Society of Civil Engineers (ASCE)

- ASCE's bi-annual Infrastructure Report Card has yielded significant PR/PA benefits for the association
 - – notably extensive media coverage and talking points for lobbying efforts
- Challenge was sustaining interest between reports (every 2 years) and driving government and public interest in interim
- Media content analysis showed gap was a) timing and b) focus on identifying problem vs. proposing solutions



Content Analysis

ASCE continued:

- Solutions:
 - Adapt future *Report Cards* to include initial steps and milestones vs. reminding stakeholders the problem is unresolved and still a threat
 - Report progress against milestones between reports
 - Emphasize local Report Cards (regionally) in intervening years to spur stakeholder engagement at regional level
 - Outcome – TBD – next report is due end of 2012....

Best Practices: Content Analysis

1. Design messages to enhance the effectiveness of PR/PA efforts
2. Test the messages before deployment – with both internal and external audiences
3. Use the content analysis to improve comms plans and programs
4. Demonstrate impact on business by tying messages delivered to actions taken
5. Refresh or revise messages based on feedback and trends identified in analysis
6. Repeat



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Questions?



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