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DIGITAL PR

Social Media Measurement on a Shoestring: Pay-to-Play Trend to Lead to Better Native Analytics

PR professionals use a plethora of social media channels for a variety of purposes. And numerous tools can measure and evaluate the effectiveness of social media and PR campaigns. They also can be used to measure and evaluate your competitors' efforts. We asked several PR pros for tips on approaching social media measurement as well as how to measure competitors' campaigns and apply lessons learned to your own work.

Tim Baker
Director of Digital Marketing & Acquisition, Amazon

No Money, No Problem: While Baker works for the world's largest retailer, he didn't always, so he's sensitive to the needs of PR professionals at smaller companies who want to delve into social analytics. His contention: Social media measurement need not be an expensive proposition. "All the

Continued on page 3

IMAGE PATROL

BY KATIE PAINE, CEO, PAINE PUBLISHING

How Volkswagen and Turing Pharma Diverge on Crisis Management

Widespread use of **Twitter** and other social networks has transformed crisis communications radically. In "the good old days" PR pros and lawyers crafted statements that were carefully doled out to a comparatively docile media. Today, good management of a crisis means avoiding being named the "Most Hated Person in the World." Walter Palmer, the dentist who killed Cecil the Lion, held the dubious distinction for most of August 2015.

This month the title goes to Martin Shkreli, CEO of **Turing Pharmaceuticals**, which increased by more than 5000% the price of a little-known drug used to treat AIDS, putting it out of the reach of most of patients who need it. Almost simultaneously an icon-

ic and beloved brand was accused of polluting the planet to a much greater extent than anyone knew. **Volkswagen** confessed to years of faked emissions numbers on its popular diesel-powered cars. The brand has a lot of equity in its trust bank. That, many mea culpas and swift action probably will see the crisis pass by this time next year. VW appears to have learned from history; Turing seems doomed to repeat it.

VOLKSWAGEN

VW has ousted its CEO, quickly authorized an investigation to identify the culprits and begun to clean house.

Continued on page 4



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PETA, Breast Cancer, Rainforest Orgs Take Varying Roads to Social Growth

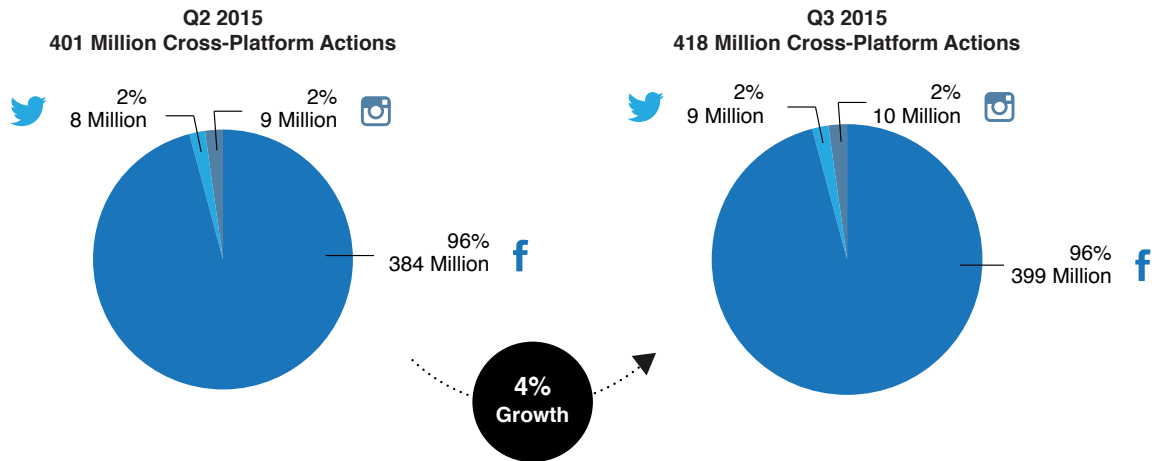
While nonprofits' total social actions (the sum of likes, comments, favorites, shares and retweets) across **Facebook, Twitter and Instagram** grew 4 percent in Q3 vs Q2 '15, top performers took various roads to growth, according to exclusive data for *PR News* from **Shareablee**. **The Breast Cancer Site** (TBSC) tops the list, with 75 percent more social actions than **The Rainforest Site**. Facebook was TBSC's platform of choice, with user-generated content driving engagement. The

nonprofit posts contributed pictures and stories from families dealing with or have dealt with breast cancer.

The Rainforest Site captured the most social amplification (sum of shares and retweets). Its top shared Facebook posts included heartwarming stories and cute animal pics. The killing of Cecil the Lion propelled **PETA** to the top spot on Twitter and Instagram, with celebs' reactions receiving the most traction. ■

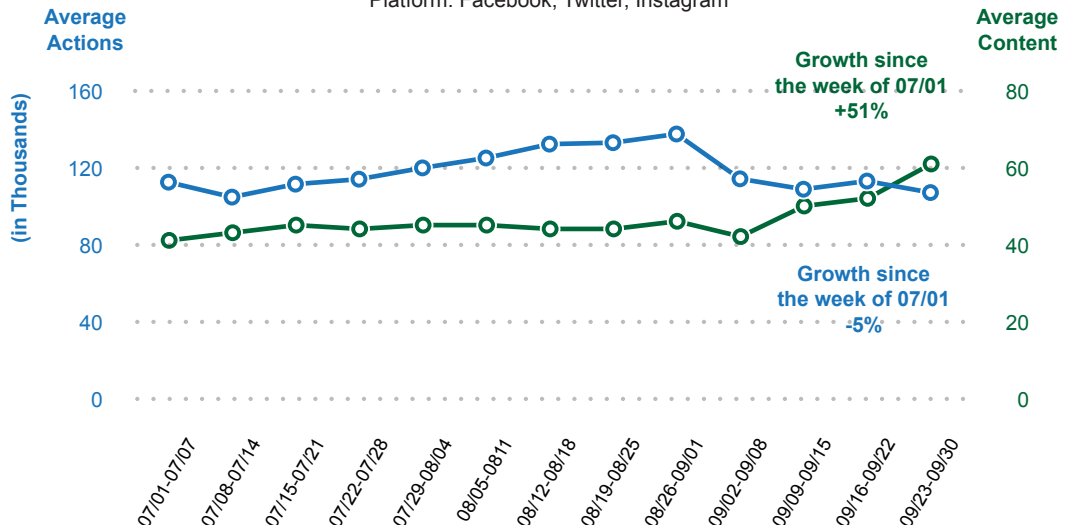
U.S. Non-Profit Properties Growth of Engagement: Q3 vs Q2 in 2015

Source: Shareablee, Apr - Sep 2015
 Platform: Facebook, Twitter, Instagram
 Metric: Total Actions



Trend: U.S. Non-Profit Properties Average Actions & Average Content per Week in Q3 2015

Source: Shareablee, Jul - Sep 2015
 Platform: Facebook, Twitter, Instagram



Choosing the Right Tool Might Not Cost Much

tools draw from the same data. The expensive ones provide more analysis. The free and less-expensive tools require you to provide more of the analysis.” But he cautions that expensive tools not only come with steeper price tags, they also demand more time. “There’s a cost in time spent” with expensive tools, he says. The time element, Baker argues, must be part of your calculation when choosing tools. While some bemoan the plethora of tools, he sees the situation as an opportunity. “With so many tools out there, competition is fierce. There’s a tool rolled out every week, it seems...So vendors want your business in this crowded market, which means you can sometimes negotiate a better deal.” That said, Baker feels strongly that PR pros ignore free tools at their peril. “You don’t always need to buy a tool.” He touts **Facebook’s** “robust” analytics and says “**Twitter** is rolling out more [free tools].” He anticipates that as more channels become pay to play, they, too will offer tools. He mentions **Snapchat** and **Instagram** in this regard. “If you have someone on staff who’s really qualified and analytical, they can get by using inexpensive tools and free data,” he says.

In addition to time spent, decide what your goals are, he says. Are you using social to boost brand awareness? Generate leads? **Amazon** has used social for those purposes and others, Baker says, including learning how to improve communications and marketing. Amazon measures for quality of engagement and time spent on site, for example. When it works with influencers, it’s used analytics to measure the quality of followers a blogger has, he says. Once you know what your goals are, you will better be able to determine what data to measure, Baker adds.

Is There an Analyst in the House? But how to afford a data analyst on a small budget? Baker’s tip is to take advantage of vendors. “Many tools vendors have people on staff who know the tool inside and out and are available to help clients analyze data,” he says. They’re especially good for deeper analysis, he says. Baker also advocates hiring vendor staff “on a project basis...in a small firm you’re unlikely to need a full-time analyst,” he says. “A lot of vendors can be great partners.”

Mark Weiner
CEO, Prime Research

Competitive Benchmarking: Like Baker, Weiner advocates setting goals for measurement. Goals, he says, should be: Meaningful (to the business), measurable (able to be quantified) and reasonable. This last characteristic is where using competitive benchmarks is critical, he says. “You shouldn’t set goals and objectives without comparing them to competitive benchmarks or you run the risk of being way off,” he says. In addition, if senior executives say your goal should be 40, for example, and you feel it should be 10, if the competition is at 9, you can make a more compelling argument, he says.

What to Benchmark/When: It’s best to benchmark for yourself and the competition “what matters most to the business and PR’s ability to contribute to a meaningful business outcome.” And “the best way to begin is to ask about executives’ preferences. Which competitors? Which benchmarks? Once you’ve established the benchmarks...it’s wise to provide a preliminary landscape analysis showing the current state of play. With the benefit of senior executive feedback, one can steer PR investment decisions toward those benchmarks, which executives consider to be most important to the business.”

Jennifer Sunshine
Digital Channel & Communications Leader, GE Power & Water

Out of the Box: For Sunshine, competitive data goes beyond PR. “You should be looking at competitive analysis to determine how your product compares and to give your sales team insights,” she says. Sunshine believes in involving the product and marketing teams when setting up data collection. “You should be working as a broader team so that this data can be disseminated and people can take action on it,” she says. Senior leadership should be brought in when action needs to be taken based on the data, Sunshine adds. ■

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Image Patrol: VW vs. Turing Pharmaceuticals

It's announced plans for recalling the 11 million cars involved, starting early next year. Whether or not part of its strategy was to mobilize fans, a significant amount of media coverage quoted longtime VW owners' love of their cars and loyalty to the company. All these are actions experienced PR professionals would recommend to senior leaders. They seem to be denting the negative publicity. The long-term implications are yet to be known, as law-

suits and hearings keep the crisis in the news. Predicted layoffs and cost cutting will add to the coverage. Given VW's long history of good behavior, it probably can survive the current crisis.

TURING PHARMACEUTICALS

The same cannot be said of Turing. In a crisis, context is king. For a pharma company to take heat for high prices is nothing

Volkswagen

Criteria	Grade	Comments	Advice
Extent of coverage	F	Massive worldwide coverage was inevitable given the visibility of the brand and the fact that its cars are sold in almost every country on Earth.	As much as PR pros may try to contain coverage, in today's media world, wherever your brand appears, is sold or consumed is where coverage inevitably will appear.
Effectiveness of spokespeople	C	VW's governing board released the first comments after the news hit, and they didn't help much. The newly appointed CEO appears to be more forthcoming and frank in his comments.	If we learning nothing else from the public's obsession with "authenticity," it's that in order to have credibility, your spokesperson must appear authentic. That means being outraged when you should be, not controlled and measured. It means reacting to crisis situations like a human being not a programmed robot that lawyers or crisis management advisors control.
Communication of key messages	D	The message that "a few bad apples" caused the problem has dominated media coverage, but until the investigation is complete it's hard to know if that is the right approach. The immediate firing of the CEO, however, sent a clear message that decisive actions would follow.	When a crisis involves a complicated investigation that might take months to complete you need to have a two-pronged approach. Some action needs to be taken immediately. Throwing the person in charge under the bus when the wrongdoing took place generally is the first step. Regardless of whether the CEO knew about the wrongdoing, he/she was in charge and therefore ultimately the decision maker and responsible for whatever culture allowed the unacceptable behavior.
Management of negative messages	F	When you have a worldwide brand that has admitted wrongdoing, your negative messages will appear everywhere. There's little you can do about it but to try to move on to different messaging and measure the degree to which the new messages are gaining traction.	Your best bet when the world media is saying all the things you don't want it to say is to give it news that might divert it. So firing the CEO, announcing a fix and taking action won't eliminate the negative messages, but they might dilute them.
Impact on fans and sponsors	C	While sales are plummeting, VW drivers are a remarkably loyal lot. Many were quoted as being indecisive about whether they'd buy from VW again once the problems are fixed	Indecision on the part of customers may be the best you can hope for under the circumstances.
OVERALL SCORE	C-	Years of faking results and essentially defrauding customers will create as big a crisis as any company can face. If VW can recover at all, it will be the result of years of history, research and good management. If it can't, all those assets will be proven to be as false as the emission results.	In any crisis, cultural shifts are inevitable. When mistakes are made over many years, chances are the cause is at least in part cultural. Take advantage of any crisis to closely examine your organization's culture, ethics and policies to ensure that similar mistakes don't reoccur.

new. So what makes Turing, and specifically CEO Shkreli, different? Part of it is Shkreli's age (32) and his inexperience. Turing's actions demonstrated a complete absence of strategy, research and understanding of the implications. But whether it was Shkreli's ego or naiveté (or a lethal combination of the two), minutes after the price hike was announced, the Twitterverse

bestowed the "Worst Person on Earth" moniker on him. Days after he promised lower prices, there's no sign of the labeling lessening. The Feds are stepping up their probes, pols are attacking him, even the industry is distancing itself from him. ■

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Turing Pharmaceuticals

Criteria	Grade	Comments	Advice
Extent of coverage	F	Shkreli seems to have missed the fact that since he has been an avid social media user for years, any objections to his actions would be likely to explode in the social sphere. That's where journos go for news these days, so it wasn't long before mainstream media also was calling him the worst person in the world	The social sphere loves a villain. In today's world your CEO or brand is just one stupid move away from winning the "Worst Person in the World" title at any given moment. You can't control behavior, but you can create the culture that influences behavior. Make ethics, trust, transparency and credibility your highest priorities. That way if a crisis unfolds, at least you have a solid foundation on which to reconstruct your business.
Effectiveness of spokespeople	F	If Shkreli had media training, the trainer should be fired, but from all appearances he is the type of leader who doesn't listen, which is why every time he opened his mouth on his Twitter account or Tinder page the crisis got worse.	Responding to a crisis on the platform where it started always is the best tactic, especially if your CEO already is active on social media and has a following. But the response still needs to be consistent with the desired messaging.
Communication of key messages	D	By going public with his defense and doing numerous interviews with high-profile mainstream media, Shkreli was able to get out his messages about ensuring that people who need it can still have access to Daraprim. Unfortunately, by the time he got out that message, his personal credibility was in shreds.	If you are going to compensate victims, or make reparations, your most credible, authentic and trustworthy person needs to communicate that message. If that isn't the CEO, find someone else.
Management of negative messages	F	Shkreli's persona seems to have fueled the ire that befell Turing. It didn't help that every story described him as a "hedge-fund manager," which in today's society is what "witch" or "adulterer" was in 17th century Salem. His Twitter rants against enemies and the media made matters worse.	Whatever you say in social media can and will be used against you. And remember that journalists and influencers in social media frequently are driven by passion and chose different careers than their classmates who went to Wall Street. They may well be the same age (or older), but making a lot less than your CEO, and thus may have agendas and resentments that will influence how they cover your brash, young leader. Add a healthy dose of ego and arrogance to the mix and it will be next-to-impossible to get the benefit of the doubt.
Impact on supporters, contributors and sponsors.	F	Doctors who have been prescribing the drug were the first to go to the media with their outrage. Patients weren't far behind. Doctors already are searching for and prescribing alternatives. The cost of the reputational damage will wipe out whatever financial gains the price hike might have garnered.	In today's environment consumer backlash and ensuing regulatory and legal costs quickly can wipe out a price increase or financial gain. Worse, it is likely that federal investigations will eat up enormous people resources if not financial ones. The cost of a crisis today is much higher and has far wider reinfections than it did in the pre-social network era.
OVERALL SCORE	F	Whether Turing can survive this crisis remains to be seen, but it is clear that the CEO's antics in social as well as traditional media didn't help.	CEOs should be expected to either help solve the crisis or get out of the way.

5 Ways Brands Can Establish Human Relationships With Audiences



Developing strong brand relationships with customers is critical in today's 24-7 marketplace. We live in a world where thoughts, impressions and feelings regarding companies can become public immediately and set in granite soon after. This makes the relationship between brand and customer critical. Still, many brands make missteps. To mitigate that possibility, it's important for communicators to ensure they are committed to the basics of brand management, consistently demonstrate those tenets and extend the fundamental brand platforms to engage fully with audiences. While this is easier said than done, there are many ways to evaluate your brand. Here are five steps to begin the process toward stronger relationships with your customers.

1. Determine Your Brand Values and Mission: The first step is to determine your brand's core identity and whether it is living up to customer expectations. What does your brand do best? Can you define it in a simple mission statement? **Life is Good**, the New England retailer known for T-shirts, says it exists to "spread the power of optimism." It's a simple phrase, but it makes perfect sense. That statement is the company's lifeblood. The products themselves often visually verbalize the idea of optimism and the company lives this ethic financially, donating 10% of its profits to kids in need. Everything the company does can be traced to its brand values. Having a foundation and sticking to it are critical parts of building a strong brand.

2. Expand on Values to Develop Your Brand Story: Brand values and missions are the foundation for strong brand relationships. But the basics can seem hollow without providing supporting facts within the brand story. How does a brand truly support its stated mission? Can you prove that your brand lives its mission? **Southwest Airlines'** mission is to be "dedicated to the highest quality of customer service, delivered with a sense of warmth, friendliness, individual pride and company spirit." From the team at the counter through to the flight crew, Southwest employees make customers feel special. Sharing customer and employee stories via traditional and social media, Southwest has leveraged this terrific attitude. Each interaction supports its fundamental mission—and has resulted in multiple recognitions for customer service, including *Air Transport World* magazine's 2015 Airline of the Year award. Take the fundamental mission of your organization and find stories that showcase your commitment to it.

3. Creating Customer Experiences Expands Your Story: As we know, consumers feel that they have real relationships with some brands—they expect two-way conversations via social media so they can express their feelings and emotions, good and bad. Companies that open themselves to this experience are rewarded with not only better customers but also superior information from those brand advocates. Those companies that seem open to conversation but are not may find

themselves scuffling. For example, see **Party City's** removal of a disrespectful social post about its costumes' gender messages. Take your brand story one step further. Allow customers to experience your brand through unique moments. **American Express** often is at the forefront of creating experiences for its customers, the most recent example being its "Journymakers" site. The site allows customers to celebrate people who make trips memorable—and reminds them that American Express allows them to have these experiences as well. These experiences also hark back to Amex's mission: "Helping Customers Do More and Achieve More." **Brooks Brothers** also recently has urged customers to write about their experiences with its clothing. Tales from "My Brooks Brothers Story" are featured in a fall campaign and archived online.

4. Reward Loyal Customers: Identifying brand advocates or loyal customers allows you to reward them. **Starbucks'** mission is: To inspire and nurture the human spirit—one person, one cup and one neighborhood at a time. Not only does Starbucks provide the neighborhood spirit within its stores, it also listens to customers and provides them the services they desire. Two recent examples are the pumpkin spice latte with real pumpkin—and the announcement of mobile order and pay.

5. Engage Employees to Expand Your Reach: The aforementioned companies have something else in common that makes them great brands—they engage their employees and empower them to create a positive customer experience. Dell, which has been at the forefront of social media activity, has a powerful force behind its success in this area—its employees. The company has an extensive social media training program, certifying team members to be spokespeople for the company and empowering them to discuss its products and services on multiple social platforms. Notifying this extensive network to spread the word, Dell amplifies its communications activities and product announcements.

Like human relationships, brand relationships require maintenance and upkeep. Once the basics are set, maintain a constant, consistent drumbeat of your story and perform routine check-ins to make sure you are adhering to your brand mission. If you fail to define your relationship with your customer and your brand, someone else will. You probably will be unhappy with the outcome. Build a strong brand relationship and maintain it. It's likely to serve you for a long time. ■

Thank you to Sophie Wilson, director of sales and marketing, PHA Media, for suggesting this story.

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What Good Internal Communications Looks Like at Wells Fargo & Co.



[Editor's Note: PR and communications professionals consistently identify internal communications as one of their biggest pain points. We asked Oscar Suris to discuss internal communications at **Wells Fargo & Company** in relation to a recent **Institute for Public Relations (IPRA)** study, "What Does Good Look Like? A Quantitative Perspective on Best-in-Class Practices in Internal Communications." Available free at IPRA's site, the study interviewed 156 internal communications professionals and identified 22 factors it feels are hallmarks of best-in-class practices.]

When I reflect on internal communications at Wells Fargo, where our team—among its many responsibilities—keeps 265,000 employees informed, I'm happy to see we follow many success factors identified in the study, including:

1. Keep Employees Informed in a Timely Manner: It's the number one tenet of any robust internal communications program. Each year, we survey thousands of team members to gauge their satisfaction with internal communications. They've been clear: When there's news, good or bad, they want to hear it promptly from their employer via the company's internal communications channels. In fact, our research tells us the timeliness of our news delivery has one of the highest correlations with overall team-member satisfaction with internal communications. Earlier this year, Wells Fargo launched an efficiency initiative that could result in job losses. We wanted team members to hear directly from our CEO, John Stumpf, who used the moment to underscore how we'd stay true to our values in managing the situation.

2. Use Internal Online Forums and/or Platforms: In today's social media age, interactivity is increasingly a component of internal communications. At Wells Fargo, team members have the opportunity to comment online about stories we publish on our online portal. They also can form communities on our internal social platform. We have online communities for telecommuters, Windows 10 users and team members who work across multiple time zones. Leaders also make use of the forum.

Laura Schupbach, head of Wells Fargo Insurance, hosts a community blog called "On the Road with Laura," which puts her in two-way communication with more than 1,500 team members.

We've also made it easier for team members to share content, using widgets to post material to Twitter, LinkedIn or Facebook. In our internal surveys, team members also say they want a predictable cadence to the information they receive. Based on that, each Tuesday morning we now send an email with company news to all team members. More than 129,000 open this communication weekly. Our survey shows 96% of them are satisfied with its quality and timeliness.

3. Adopt an Authentic Voice: When employees hear from leaders, they want frank talk and accessibility. They also welcome an emotional connection. At Wells Fargo, we're blessed with a CEO who's a superb extemporaneous speaker and appreciates authentic dialogue. Following his lead, we aim for plain language over jargon, which frees us to acknowledge hard truths and empowers others to speak from the heart, whenever appropriate. Mr. Stumpf's most popular internal communications routine is his quarterly CEO town hall, broadcast via satellite and webcast to team members globally. He reviews financial performance, puts business issues and news into perspective and tackles tough topics during a live Q&A. In fact, he requests not to see team members' questions in advance. Team members know they will hear directly from their CEO in his voice during these regular fireside chats.

Using research-validated principles and practices can drive a successful internal communications strategy, reinforcing why certain tactics have earned their worth over time. When professionals leverage such insights, both internal and external, we improve our effectiveness and benefit from the collective wisdom of practitioners who preceded us. ■

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1. Platform Prater: Twitter removed the interim tag from co-founder/interim CEO **Jack Dorsey's** title, a move greeted on Wall Street with a 7% rise in Twitter's share price. He replaces departed CEO **Dick Costolo**. The 38-year-old Dorsey told investors he has "ambitious" plans for Twitter and its video services **Vine** and **Periscope**. While the Street's priorities for Twitter are more tweeters and advertising, Dorsey reportedly is considering scotching the 140-character limit on tweets. This summer he engineered the move that allows Twitter users to cross the revered 140-character barrier when sending direct messages to other Twitterites. The tattooed billionaire also was behind the recently announced "Buy Now" button, which makes it easier for users to purchase products. Another Twitter change debuted Tuesday. "Moments" is a pastiche of videos, tweets and photos about trending stories and events. Our first impression was that Moments' recap of Monday Night Football was visually impressive and fun. Later in the week its coverage of **Rupert Murdoch's** tweet Tuesday evening about presidential hopeful **Dr. Ben Carson** being a "real black President," as opposed to ersatz black **President Obama**, was informative. It also provides yet another outlet where execs can make a pig's breakfast of things and that PR pros need to monitor, although not pitch. Twitter says Moments is a pitch-free zone. Oh, the 84-year-old billionaire recanted, claiming he meant "no offense" and calling Carson and Obama "charming." Do we detect the wise counsel of a PR pro? – While **Twitter** counts about 316 million daily users, **Facebook** dominates with 1.5 billion. Still, the back and forth continues. Twitter seems to



have dominated broadcast events, so Facebook last week unveiled apps designed to allow users to comment during television shows. Another unnamed app lets TV show execs hear fans' opinions on the night's episode. Facebook also will deploy customized icons for shows, making it easier for users to find content about a show. Another app makes it easier for broadcasters to gather input from viewers. Separately, Facebook said it's testing "Reactions" emojis in Ireland and Spain. The emojis provide a range of emotions users can deploy to react to posts (PRN, Aug 21, 2015). Emotions offered include love, sad, angry, wow, haha and yay. As we noted, brand communicators seem to favor moves toward emotions beyond Like as a way to gain more knowledge about consumers. No word on when Facebook plans to make the emojis available globally.

2. Deepening Engagement With the New Market: The tipping point is supposed to come in 2040, when minorities become the majority in the U.S.A. Yet by 2020 more than half the nation's children are expected to be part of a minority race or ethnic group, the **U.S. Census Bureau** says. Clearly the market is changing, yet most brands are failing to adapt quickly enough, former **Ogilvy** senior partner and managing director **Jeffrey Bowman** argues in *Reframe The Marketplace* (**Wiley**), published last week. The two verticals, general-market and multicultural, "are irrelevant moving forward," Bowman tells us. He's created a third vertical, the total market, which includes groups that brands previously ignored. To succeed, brands will need to appeal to the total market, he says. What should communicators do



as a result of his argument? "If I were **Edelman**, I'd be thinking about how to talk to my executives and retrain them in terms of their offering for clients." He also recommends executives "size the opportunity," understand how big the total market is and "what changes go along with" appealing to it. In addition, communicators should "think about how they will create experiences that will drive engagement metrics...in the new majority marketplace...and how do you make sure your scorecard is inclusive of black and brown people."

3. People Moves: Frank Eliason, late of **Citibank**, has joined **Zeno Group** as EVP, U.S. digital and customer experience. Few are better qualified. While at **Comcast**, Eliason almost singlehandedly changed the way cable television thinks about customer experience. A creative thinker, Eliason tells us he's impressed with Zeno's "willingness to think outside the traditional digital box. If you think about it, the customer has garnered so much control over brands via digital and social. Zeno embraced this and together we can help brands create remarkable [customer] experiences...Zeno truly is fearless." – **Makovsky** named **Justin Chase** chief digital officer and EVP Chase was founder and president of digital agency **Hypertonic**. – **Spong PR** named Spong managing director **Julie Batliner** president. Prior to her Spong tenure, Batliner was at **FleishmanHillard**. **Doug Spong** will become president emeritus. – It was a night to celebrate, with jazz, good food and an open bar, but **CommCore's** 30th birthday bash in Washington, D.C., had a serious side, too. A poll to be released this week names cybersecurity as its clients' top concern. ■

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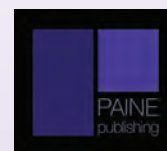
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- How to Apply Social Insights to Communications Strategy
- How to Create Measurement Dashboards That Communicate PR's Business Value
- How to Measure Media Coverage and Tie It to Organizational Goals

Attendee bonuses include:

- Eight points toward your PR News Certificate in Social Media
- An Executive Summary written by the editorial staff of PR News

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Register at: www.prmeasurementconf.com

Questions? Contact Jessica Placencia at 301-354-1611 or jessica@accessintel.com

PRNews CSR Awards

Corporate Social Responsibility



ENTRY DEADLINE: October 16 | FINAL DEADLINE: October 23

Corporate social responsibility is an essential building block of organizations' annual business plans. It enhances reputation and builds positive bridges to communities, customers and the public at large—and in so doing affects the bottom line. The sweeping nature of social networking has only magnified the influence corporate social responsibility programs can have on brand reputation.

Categories Include:

- Annual Report
- Blog
- Cause Branding Campaign
- Community Affairs
- Corporate-Community Partnership
- CSR on a Shoestring
- Diversity Communications
- Employee Relations
- Employee Volunteer Program
- Event: CSR/Green Focus
- Facebook Communications Campaign
- Green PR Campaign
- Hall of Fame
- Human Rights/Social Justice Communications
- Media Relations
- Nonprofit/Corporate Partnership
- Philanthropy Communications
- Pro Bono Campaign
- Product Design/Redesign
- Recycling Program
- Social Good
- Social Media Campaign
- Twitter Communications
- Stakeholder Engagement
- Supplier/Vendor Partner of the Year
- Sustainability/CSR Report
- Video Initiative
- Volunteer Program
- Workplace Innovation

People Category:

- CSR Professional of the Year

Agency Categories:

- CSR A-List

Corporations (Overall CSR Leaders) Categories:

- Overall Leader in CSR Practices - Corporation with less than 1,000
- Overall Leader in CSR Practices - Corporation with between 1,000 and 10,000 employees
- Overall Leader in CSR Practices - Corporation with between 10,000 and 25,000 employees
- Overall Leader in CSR Practices - Corporation with more than 25,000 employees

Questions? Contact Rachel Scharmann at 301-354-1713; rscharmann@accessintel.com.

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