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WRITING WELL

How to Write Long- and Short-Form PR Content That Captures the Attention of Non-Readers

As Mark Twain said, “Writing is easy. All you have to do is cross out the wrong words.” The trumpeter Dizzy Gillespie said something similar about playing jazz solos: “It’s taken me all my life to learn what [notes] *not* to play.” OK, but those are two of the greatest artists in America’s history. What about when the rest of us try to create art with a press release, a speech for our executives or a tweet?

What notes or, more precisely, words should we omit? What should we be thinking about as we approach the keyboard with a blank screen in front of us and the clock ticking overhead? We asked four PR pros with extensive writing backgrounds to provide tips and tactics. Interestingly, the advice of Twain and Gillespie offered was not far off when it comes to PR writing.

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CRISIS COMMUNICATIONS

BY ANN MARIE van den HURK, PRINCIPAL, MIND THE GAP PUBLIC RELATIONS

6 Rules to Live by When a Social Media Meltdown Threatens Your Brand

Social media is unpredictable, explosive and often outpaces time itself. Social media is like a megaphone. It can broadcast the good, and it can turn whispers of discontent into yells that millions can hear.

No organization is immune to a social media meltdown, even if that organization lacks a presence on social networks. Are you prepared to manage a social media meltdown?

Most organizations do not have social media integrated into their crisis communications plans. And while crisis communications plans are seen as very beneficial, many organizations lack one. Organizations with plans in place recover faster than those without. Every organization needs digital integrated into its crisis plan.

While basic crisis communications applies to social media, you need to be aware of some conditions that are specific to social media and be prepared to address them.

1. Criticism: Do not censor criticism on your blog, **Facebook** account or **YouTube** channel unless it violates your stated community guidelines. This is a difficult concept for organizations to get accustomed to in the age of social media. Removing the offending comments may lead to more, harsher comments.



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Facebook Video Posts Drive 1,109% Growth in Engagement for Snickers

With the holidays upcoming we asked **Shareable** to look at the consumer goods industry's social engagement.

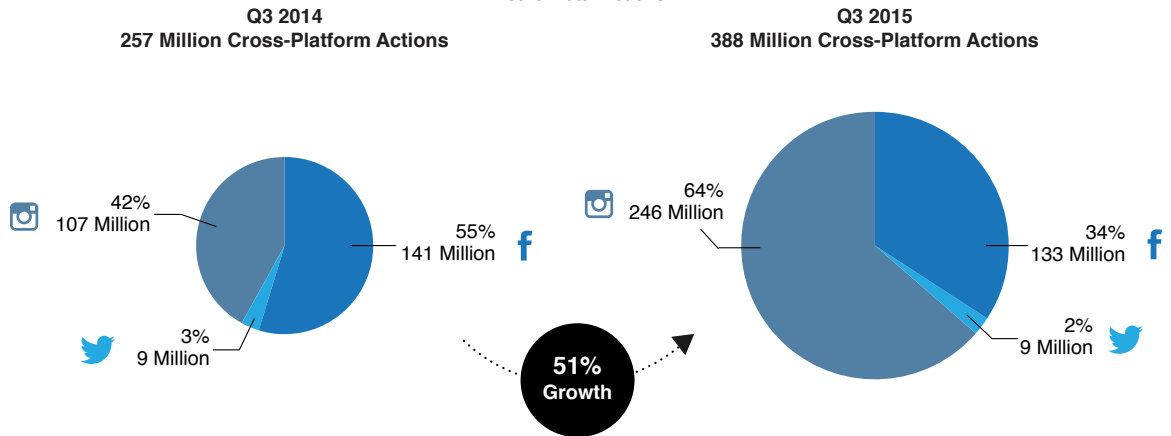
In Q3 2015, total social actions (the sum of likes, comments, favorites, shares and retweets) across **Facebook, Twitter** and **Instagram** increased 51% vs Q3 2014. Beauty brands and energy drinks dominated the Top 25 consumer brands in the ranking, with beauty accounting for 76% of the Top 25. **Snickers, Coca-Cola** and

Oreo were the only non-beauty and non-energy drink brands in the Top 25.

In Q3 2015, Snickers saw a 1,109% growth in total social actions attributed to its increased use of Facebook video - the brand posted 800% more Facebook posts containing video. Top video posts included Snickers' Super Bowl spot and various other commercials the brand has used around the theme "you're not you when you're hungry." ■

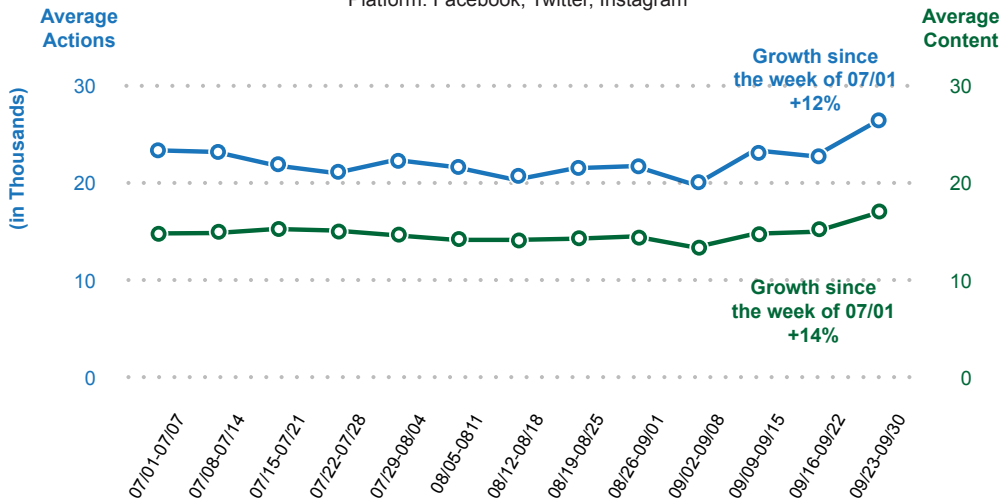
U.S. Consumer Goods Growth of Engagement: Q3 2015 vs Q3 2014

Source: Shareable, Q3 2014 & Q3 2015
 Platform: Facebook, Twitter, Instagram
 Metric: Total Actions



Trend: U.S. Consumer Goods Average Actions & Average Content per Week in Q3 2015

Source: Shareable, July - Sept 2015
 Platform: Facebook, Twitter, Instagram



Keep Your Writing Short, Simple and Jargon-Free



Jeff Opperman
Director of Executive Communication
Pace University

In the Beginning: We started from the top, with the dreaded press release, asking Opperman about his thought process. “My first thought is who’s my audience? What’s their expectation? How much knowledge do they have? How much time do they have [to read]?” If he’s writing a release about a topic he’s unfamiliar with “I begin by asking a lot of questions.”

Four: “I try to use [this next tip] in everything I write,” he says. Opperman thinks about telling a story with four components: the good guy, the bad guy, the conflict and the resolution. When he’s writing press releases for an academic client, he says, the good guy is “that [colleges are] opening young peoples’ eyes to great opportunities; the bad guy is what students don’t know; the conflict is how to open their eyes; and the resolution is what we do with our alumni and faculty to create a great experience for these young people.”

Stop the Noise: After he writes a press release or a speech Opperman tries to edit it down. “I think of the film *Philadelphia* (1993), where Tom Hanks’ character is telling his lawyer (Denzel Washington) a long, detailed story about contracting AIDS and getting fired as a result. Denzel stops him and says, “All right, look, I want you to explain this to me like I’m a 6-year-old, OK?” And Hanks says, “I’m sick, they fired me, it’s not fair.” I always think about that when I’m editing so I can cut out words and explain things simply,” he says. “What are my need-to-know words, good-to-know, nice-to-know and like-to-know? I literally make a game out of it...I look at every word in the sentence. Do I really need every one of those words? If I have three sentences, can I do it in two and add elements of the third sentence to the second? Then I look at my paragraphs and see if I can take it down by one paragraph...I literally go down to the character to see how short I can make it...I’m looking [to delete] the noise in my message, that’s the key. [The noise] is blocking my message. I’m reducing the size but by default I’m cutting down the noise.”

Speeches: We asked Opperman about writing a speech for executives who hate public speaking. “Try to accentuate the

positives and minimize the negatives. With an uncomfortable speaker, avoid a word-for-word script. Provide bulletpoints and let them speak extemporaneously. A lot of executives won’t make the time or lack the time to rehearse a speech. Again, give them bulletpoints. When your speaker is talking about a topic he/she doesn’t know well, script them and rehearse.”



Lewis Goldberg
Managing Partner
KCSA Strategic Communications

A Hero’s Life and a Laugh: Goldberg echoes Opperman’s four storytelling elements and adds a twist. He cites Joseph Campbell’s book *The Hero’s Journey*, which examined legends and stories for common elements. Campbell’s conclusion is that tales from *Beowulf* to *Batman* have: a hero, a challenge and a resolution. You can apply these elements to your writing in PR, too, Goldberg says. One of the keys is getting the reader to identify with your hero, make him/her relatable, he says. A useful exercise, he says, is looking at stories in newspapers and magazines and trying to figure out who the hero is in a story and then thinking about the pitch that attracted the reporter to the story Try to identify the conflict, the resolution and the pitch, he says. Beyond the hero concept, he, like Opperman, urges PR writers to be succinct and write with verve and sometimes humor. “The best way to write is to make yourself laugh,” he says. “If you can get a giggle in the initial draft there is life in your words. After that you can edit and scale back as needed. If you are bored writing copy, the reader will be bored reading it.”



Michael Lamp
VP, Social & Digital Media
Hunter Public Relations

140 or Bust: Lamp’s expertise is social media, so we asked for his take on whether or not it will be good for PR if **Twitter** expands beyond 140 characters. “It’s going to happen,” he says, although, similar to the other PR pros here, he values succinctness. In fact, he suggests keeping tweets to about 100 characters, affording the bandwidth to include a

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visual element, which he recommends highly. “Social media, regardless of the platform, is a visual medium,” he says, noting studies showing people view tweets with visuals at twice the frequency of text-only tweets. “Most people are looking at Twitter on mobile devices today. So as they are scrolling down it’s clear they’re more likely to stop on a tweet with a picture.”

More Fun: Can a staid, dare we say un-sexy, brand break free and make use of social media in a fun, engaging way? Yes, he says. In fact, one of Lamp’s favorite examples is an effort where the seemingly prosaic **USDA** spiced up its image with tweets mixing meat inspection with imagery from *Star Wars* during the Internet holiday known as Star Wars Day. “If I had a client working in a relatively dry industry I’d look for an organic marriage between it and something trending,” he says, noting the relationship “must make sense.” A warning: Some imagery, like the Olympics and the Super Bowl, are rights protected and are available only to sponsors.

It’s a Journey: We ask about frequency (not that kind; come on, this is a family publication). “The #1 rule for brands (and blogging),” he says, “Is it sustainable? So many companies put a lot of effort into creating a blog, adding the initial posts and then they realize quickly they don’t have the stamina for consistent blogging....Cadence and frequency are important for followers and **Google**,” which penalizes blogs that aren’t refreshed regularly. You don’t need a year-long editorial calendar, Lamp says, “but at the least forecast over the year some of the issues you will talk about...and put together a monthly

calendar, but leave gaps so you have room for spontaneity.” Regarding **Twitter** frequency, Lamp has “no hard and fast rule... be careful of oversaturation, don’t tweet 10 times a day...but if you can’t tweet every few days, [Twitter is] probably not right for your brand. Remember, it’s a conversation.”



Randy Zane
Senior Director, Marketing Communications
Precision for Medicine

Consumerize: Like the pros above, Zane advocates brevity, simplicity and storytelling. “You have to know how people consume content today...nobody reads anymore. That’s why it’s important to embed videos that tell a story into your releases.” And keep it simple. Even when he’s writing about complex medical technology and procedures Zane tries to “consumerize” his story-based press releases, realizing his audience is “wide, not everyone will have extensive medical knowledge.” That’s why he keeps releases to “a 4th grade [intelligence] level...send a simple message...and avoid jargon and acronyms.” He’s also a fan of including an infographic or snippets of one with a press release. “Sometimes they’re more helpful than the release itself,” he says. “Short items, short videos, pieces of an infographic, those are things that can be shared,” he says. “That’s how people consume content.” ■

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How to Incorporate Social Into Your Crisis Plan

2. Tone: Social media is not the space for “corporate” tone. When responding, be personal, polite and professional. Never respond in a dismissive or impolite manner. It will only add fuel to the fire.

3. Order: Many organizations are afraid to stand up for themselves on social. It’s OK to bring order to the organization’s on-line space, which will allow for concerns to be addressed.

4. Listen: Listen to and try to understand what the negative commenter wants. Respond directly to the person, when possible. Respond publicly and have an open conversation or acknowledge the concern and then take it offline. How an organization handles a particular situation depends on the factors involved.

5. Channel: Different social media channels have unique tones because they target different audiences. Each channel needs to say the same thing, but they say it differently. What works in a media release, on a website or in a brochure will not necessarily work on Twitter or Facebook.

6. Update: Websites and social media platforms need to be updated 24/7. During a crisis, people will be expecting current information. They will be expecting interaction on social media platforms.

In 2014, **US Airways** experienced one of the most bizarre social media meltdowns in memory. The situation originated as a routine exchange between a passenger disgruntled over a delay and the social media customer service team. Everything was standard until the person tweeting for US Airways responded to the discussion and attached a photo. The photo was pornographic. US Airways managed the situation well by responding within an hour, deleting the offensive tweet and apologizing humbly. ■

This article was adapted from PR News’ Book of Crisis Management, Vol 8. For more information go to: <http://www.pnewsonline.com/crisis-management-guidebook-vol8>

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How Harris CapRock Won Coverage With a Vague Email Subject Line and Brief Body Copy

When launching a business-to-business product or service, PR professionals often face the same challenges—igniting media attention and properly introducing a client's technology or service in an interesting way, all while making it stand out in a crowded marketplace.

GOALS

To spread the word about the launch of its CapRock One service, **Harris CapRock Communications** turned to **M/C/C**. The new service is a land-based communications platform that can interface with a variety of offshore devices around the world used on cruise ships, oil rigs and with satellites. Other platforms can interface with only a few devices, necessitating the need for several platforms to be available. This, the company felt, would attract industry attention without having to resort to gimmicks for publicity. That attitude and the company's respected position in the industry informed M/C/C's thinking about crafting a straightforward yet robust communications plan.

Goals were established for the launch that included generating top-tier media coverage around Harris CapRock One, educating market analysts about the new service and securing speaking engagements at industry trade shows to gain thought leadership and further strengthen the company as a player in the market.

While many launch campaigns target media alone, Harris CapRock and M/C/C believed reaching out to market analysts would be crucial, too. Market analysts can build trust with audiences and create a sense of security and safety. If an expert touts a product's virtues, he or she validates it for customers and potential customers.

EXECUTION

In keeping with the no-nonsense approach mentioned above, M/C/C and Harris CapRock crafted key messages that not only explained the service's technical details, but also outlined how it could solve some of the industry's major pain points.

Another key to the launch of Harris CapRock One was

implementing an embargo strategy with both the media and analysts. The embargo strategy allowed M/C/C to schedule interviews well in advance of the launch date, giving journalists ample time to develop stories, get photos, check facts and ask last-minute questions before publishing.

To follow up this strategy, M/C/C identified top-tier media contacts and analysts. For this launch that meant contacting trade publications in the satellite, energy and cruise sectors, as well as analysts in those industries.

When setting up calls, details of the launch and the product were left vague in email invitations. The subject line was simple, trading on Harris CapRock's reputation in the industry. It read: "Embargoed Briefing Request with Harris CapRock." The only information provided in the body of the email was that Harris CapRock had important news to share about a new product. After journalists agreed to the embargo, interviews were scheduled. The thinking was that a simple invitation for an embargoed briefing from a major player like Harris CapRock would garner respect from media and analysts and cut through the clutter. The tactic worked.

CHOOSING THE BRIEFERS

M/C/C and Harris CapRock decided that the company's CTO and president would lead the briefings. The choice of these senior executives would signal the announcement's importance. In addition, with technology at the center, these executives were the right choices as both were tech savvy and comfortable with public speaking. Their talking points included discussing the technology's development, why it was game-changing and how it might influence the industry—topics expected to resonate with analysts and journalists. In addition, the executives were media veterans, having completed media training and at ease interacting with reporters.

To assist the executives, documents were prepared containing basic logistics information such as the date and time of the briefings and phone numbers. But they also included background information on the reporter and the publication, and samples of the reporter's work. The documents included

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contacts for the reporter and his or her publication.

For each briefing, a video conference was set up so that Harris CapRock executives could effectively walk through the embargoed presentation. M/C/C and Harris CapRock designed illustrations and videos that helped explain the technology. Different versions were made for individual vertical markets. For instance, explanations and visuals of how Harris CapRock One worked on cruise ships were included in briefings with cruise trade publications.

An M/C/C representative was present during all the phone briefings to make sure things began smoothly. Once the call started, Harris CapRock executives took the lead, walking through the content and answering questions from journalists and industry analysts.

A press release also was shared with journalists and analysts. It, too, included an embargo, announced in bold, capital letters at the top of the document. A key detail was including the expiration date and time of the embargo. Outlets publish articles online at various times. With an embargo time included, journalists were aware of when they could post stories.

RESULTS

The embargo strategy worked well. After the embargo, articles were published that coincided with the timing of Harris CapRock's public announcement of the service.

As expected, the service's innovative technology and features intrigued media and analysts. This led to top-tier coverage and much attention early in the introduction. It then set in motion a wave of coverage both at launch and in the weeks following. Harris CapRock executives conducted seven interviews. Launch coverage surpassed 85 articles, including 21 features on the new offering.

Just two weeks after the launch, Harris CapRock exhibited at a pair of industry trade shows—excellent settings to showcase the new solution in person. In addition to securing two speaking slots at these shows to introduce Harris CapRock One to customers, M/C/C set up five interviews with reporters at the events for hands-on demonstrations. Those interviews resulted in a second wave of media coverage.

THE SOCIAL MEDIA COMPONENT

To support these core media relations efforts, M/C/C produced blog articles for Harris CapRock's blog, *The Link*, with different angles on the solution that applied to the cruise, energy and satellite markets.

In addition, company executives wrote thought leadership articles that were distributed on *Oilpro*, the energy industry's vertical social network with links back to the Harris CapRock blog. M/C/C worked with Harris CapRock to create videos that demonstrated how the technology worked in each of the targeted vertical markets. The videos were posted on the company's **YouTube** channel.

M/C/C also secured contributed articles in trade magazines that Harris CapRock executives wrote. This content marketing component gave reporters supplemental material to link to and include in their coverage. It also gave Harris CapRock an avenue to tell a more in-depth story.

LESSONS LEARNED

After any campaign or launch it's always beneficial to evaluate what lessons can be gleaned from the experience. Here's an overview of some of the top lessons from the B2B launch campaign:

- ▶ **While it seems obvious to communicators, companies often make the mistake of downplaying the importance of communications for a launch.** Conveying key messages clearly and cohesively across multiple vehicles is critical. Today this means moving beyond written material and creating visual content. Execution should not be overlooked either. It's always a good idea to review a presentation well before the first interview to ensure kinks are worked out and ideas are communicated clearly.
- ▶ **Embargos work well for journalists and clients.** For the most part, we found that trade journalists appreciate embargos and will agree to them easily.
- ▶ **When pitching, stay focused.** The straightforward approach to the briefing request emails generated responses from the media that produced results. Often less is more when news is under embargo.
- ▶ **Start pitching early.** Consider deadlines of print publications. For the launch most of the media outlets were monthly trade publications with three-month deadlines. If inclusion in those print outlets is a goal, planning pitching activities well in advance is crucial.
- ▶ **Media tours are almost completely virtual.** Unless the launch takes place around an event, most media and analyst briefings no longer take place in person. Ensure company executives are comfortable with the technology behind online presentations well before the first interview.
- ▶ **Plan your product launch around an event, such as a trade show.** Although this may not always be possible, the launch of Harris CapRock One coincided with two major industry events. This definitely worked to the advantage of the launch since these shows were perfect opportunities to discuss the new service in person.
- ▶ **Support campaigns through other mediums like a company's blog or social channels.** It was helpful to be able to point back to the YouTube channel that housed videos which demonstrated the new product.

The Harris CapRock One launch pulled no punches. It was designed to be comprehensive yet straightforward. In a world filled with hype, this launch went the other way. Invitations to media and market analysts were direct and dignified. This was in keeping with the strategy that CapRock One's technology and features were impressive enough to interest journalists and their readers. Clearly this was an unusual case in that the product could stand on its own, the company's reputation was strong and the launch was timed in concert with trade shows. M/C/C used these elements to design a successful launch. ■

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4 Tips to Add the PR Magic Clients and Senior Leaders Expect From You



Pitching a potential client is among the most challenging, stressful and exciting moments for anyone in business. For professional service providers, like PR pros and lawyers, there is the added challenge of proving your allegedly superior abilities in a field where the product is not always easily viewed and frequently the benefits you are extolling are perceived as unclear.

Veterans of pitch meetings know the drill. The discussion first focuses on your track record and great ideas, but invariably there comes a moment when someone on the other side of the table asks for “The Magic Show.” The question often is disguised, but it’s always there. What the question is designed to do is gauge your personal knowledge of the enemy: Whom do you know in the field? The competitors? Regulators, judges, prosecutors? How about the media? Have you gone to lunch with the top reporters? Yes, even in this era of stressed-out journalists, who seem to go without food for weeks at a time, clients ask this question.

The basis of these questions makes sense. The brand’s reps are trying to establish the depth of your experience, professional knowledge and contacts. There’s good reason for a brand to desire that you have knowledge of the other side, both for insight and to deal with any issues that could arise.

A closer look at these questions, though, usually reveals an underlying unreasonable assumption: that your personal knowledge of certain people is what will allow you to accomplish seemingly incredible feats—in the words of Bob Dylan, “do what’s never been done, win what’s never been won.” It is the hope that your ability to perform magic will allow you to tap into an unknown, unseen insider game that can grab a company the success it craves, be it getting off from a potential legal or regulatory action or having *The Wall Street Journal* mention it in positive stories.

What’s surprising is that the belief in magic is a regular occurrence among adult professionals. It is one thing when a doctor or someone in a far distant field is supposed to perform the magic. Hope is at work here—this doctor will have the cure for what ails me or this engineer will be able to fix my inherently flawed product. This logic proves the science-fiction theory that anyone of lesser knowledge can mistake advanced science for magic.

Yet the magic show analogy may be a good way for PR pros to think of themselves and what they do. The reality is that we in PR and other providers succeed in the same fashion as a magic show. As with Houdini, Penn & Teller or Ricky Jay, the key to hiring a professional service provider is find-

ing one that exhibits professionalism and provides high-quality, well-practiced work.

The magic, such as it is, of the PR pro, the lawyer or doctor, is really a set of tricks precisely done. These tricks involve deep thinking about a subject, continual practice in low-leverage situations to work out kinks and gain muscle memory, and enough experience to know how to pull them off under pressure. Those learned skills, not a hoped-for personal advantage with potential opponents, are the real magic show that PR pros can perform.

How can you perfect your particular brand of magic? A few ideas:

1. Learn from Lehrer: Good magicians polish their tricks to perfection before performing. It’s a cliché, but true, that the difference between winning and losing often is preparation. Yes, I realize we all are pressed for time, yet we have to find ways to work smarter and more efficiently. By the time a pitch meeting comes around, you should have your facts and approach down cold, but do you? Have you reread that press release or tweet to catch embarrassing mistakes? As the musical satirist Tom Lehrer says, “Don’t be nervous, don’t be flustered, don’t be scared, be prepared!”

2. Know Your Client’s or Boss’ Goals: You should have an understanding of the press targets your clients are trying to reach, both the everyday meat-and-potatoes press outlets that can help them slowly build their brand and the moonshots that they hope can rocket them to the next level.

3. Have Reporters’ Names at Your Fingertips: The clients may be unrealistic in their hope that you’re lifelong friends and lunch buddies with individual reporters, but you should know the names and social media accounts of the reporters who cover their story and be familiar with their latest articles, tweets and blogs. You certainly won’t be convincing if it appears that you haven’t cracked open their go-to publications or know the tone of their social media presence.

4. Know Your Client’s Clients: As important as having a grasp on your client’s work is, it is equally important to be conversant in who its customers and competitors are. What they think, what they read, where they live and what they eat. In short, their wants, needs and desires. In many ways this is the real target. Showing familiarity with this information will go a long way toward gaining a potential client’s confidence, drafting winning pitches and helping a brand grow.

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1. Platform Prater: It was not a great week at **Twitter** where Tuesday's earnings disappointed Wall St. Little surprise then that its share price fell from \$32 Monday to about \$28 as we went to press late in the week. While a flurry of analysts lowered price targets for Twitter, there was hope. Twitter critic **Stifel Nicolaus** analyst **Scott Devitt** changed his hold stance on the stock to buy. "We believe the hiring of **Jack Dorsey** was the first step toward an improved product and repaired franchise," he said. – Over at **Facebook Inc.** it's much more fun and games. Well, maybe not as many games. CEO **Mark Zuckerberg** said last week Facebook will reduce the number of notices that urge users to download and play games with their friends. In fact, he told a group in India that a question about halting the notifications was the top vote getter on Facebook. He also thanked the voters, a reminder that social media is indeed a conversation.

2. News Bits: How long does a crisis linger? In **Volkswagen's** case, apparently not too long; U.S. sales for October will be up "slightly," perhaps between 1% and 1.5% vs September, *Reuters* reported Friday. The news agency cited "two people familiar with the matter." VW declined to comment. October is the first full month since the diesel emissions scandal hit the headlines. Sales figures for the 78-year-old carmaker are due Tuesday. Diesel cars were 22% of VW's U.S. sales last year. The world's second-largest car company is offering discounts and other incentives to move new automobiles. Of course a wider view is that the scandal has walloped VW. It's lost some 25% of its stock market value, it has 11 million cars to fix and its CEO was forced to resign at the beginning of the affair.



3. A Bum Steer? Life has not been easy for the beef industry, what with a recent government report urging consumers to modify their intake of meat. So while last week's news that a new **World Health Organization (WHO)** report links processed and red meat to cancer in humans was far from business as usual—the report classified meat products like bacon and sausage as carcinogenic and said red meat like beef and pork are "probably carcinogenic to humans"—the beef and pork industry handled the news with aplomb. Over the weekend, before the story hit big on Monday morning, the **North American Meat Institute** had loaded a half-dozen videos, blog posts and infographics on its site refuting the claims. The beefy line was that the 22-person panel from 10 countries massaged the data to fit its conclusion and as a result the study was "a dramatic and alarmist overreach," its science was flimsy and there was no news to be found in it, the Institute's VP, public affairs, **Eric Mittenthal** said in various media reports. **The National Cattlemen's Beef Association** and the **National Pork Producers Council** sliced the report similarly. But in Washington, D.C., where they know a thing or two about pork, meat received a rare piece of good news from the government, with **Agriculture Secretary Tom Vilsack** countering the study and saying it would not be a factor in a year-end nutritional guideline update. "Lean meat is part of a healthy diet," he said. Nonetheless, it was a feeding frenzy in D.C. Monday, as associations rushed out statements hoping to find a place on what became a very full news plate. **The Center for Science in the Public Interest** took a somewhat bal-



anced view. Its nutrition director **Bonnie Liebman** urged "the meat industry and its political henchmen" to read the report carefully. Quoting the study, she said it acknowledges meat's "known health benefits," but also notes that "many national health recommendations advise people to limit intake of processed meat and red meat, which are linked to increased risks of death from heart disease, diabetes, and other illnesses."

4. People Moves: **Mike Torres** was named VP of corporate affairs for **InterContinental Hotels Group** for the Americas. He began his tenure recently leading a team of 20 communicators and serving on the regional operating committee. A veteran of *Fortune* 500 companies, Torres most recently served as senior director of corporate communications at **PepsiCo**. – **APCO Worldwide** said former European Parliament member from Hungary **Edit Herczog** has joined its International Advisory Council. Herczog spent more than 30 years in government and has a deep knowledge of financial mechanisms and budgetary techniques from her time on the Budget and Budgetary Control Committees in the European Parliament. – **Telemundo Network** named **Maria Isabel Figueroa** VP marketing. Figueroa held the same title with **Sony Pictures Latin America & Brazil**. Prior to Sony, the U of Michigan graduate held positions at **Yahoo! Inc.** – **Rubenstein Public Relations** said Alisa Steinberg joined as VP in the firm's corporate communications division. Prior to joining Rubenstein, she was VP at **Dobson Media Group**. – **Grayling** upped **Andrew Reynolds** to managing director of its L.A. office. ■

PRNews' DIGITAL PR AWARDS

Awards Luncheon
November 9 at
the Yale Club NYC
12:00 - 2:00 p.m

Congratulations to this year's finalists! View the full list: digitalprawards.com

Blog (Organization)

- Adobe Systems, Inc.
- Anadolu Efes
- The Coca-Cola Company
- Entropy Solutions
- Human Rights Campaign
- Liberty Mutual Insurance
- MasterCard
- Polycom

Cause Marketing / CSR

- The ALS Association
- CareFirst BlueCross BlueShield
- CSS Corp - Care for Paws
- ExxonMobil
- FleishmanHillard
- Litton Entertainment
- National Hospice and Palliative Care Organization
- Pizza Hut
- TogoRun
- Toyota
- USC Shoah Foundation and Discovery Education
- Weber Shandwick & Mondelez
- Weber Shandwick in partnership with Unilever

Contest / Game

- 451 Marketing
- CareFirst BlueCross BlueShield
- The Clorox Company
- DEVENY
- ESET North America
- Glad Food Protection
- Marriott International Caribbean & Latin America
- Weber Shandwick & Genentech

Crisis Management

- Anthem, Inc.
- Emergency Nurses Association
- Moroch Partners & McDonald's Austin

Digital Communicator

- Victoria Bowness, Klick Communications
- John McLnerney, Ruder Finn
- Bernhard Mors, MasterCard

Digital Marketing Campaign (100k - 200k)

- Eastwick Communications
- Jackson State University
- Tata Consultancy Services

Digital Marketing Campaign (100k and under)

- The ALS Association
- American Society of Landscape Architects
- C-4 Analytics, LLC
- CareFirst BlueCross BlueShield
- The Clorox Company
- Edelman/Activision
- EMC Corporation Surveillance Big Impact Campaign
- Lockheed Martin
- Revolution Messaging
- XO Group Inc.

Digital Marketing Campaign (200k - 500k)

- Jackson Family Wines
- JetBlue
- Stein IAS on behalf of Juniper Network
- Novartis Pharmaceuticals
- San Francisco Travel Association
- TogoRun Twist Marketing
- Weber Shandwick & GSK

Digital Marketing Campaign (500k +)

- Accenture Digital and Accenture Strategy
- American Heart Association
- Financial Consumer Agency of Canada
- Marina Maher Communications and CrowdTap, Inc.
- Raytheon Company

Digital PR Campaign

- 451 Marketing
- Catalyst IMG
- Connecticut Office of Tourism
- Eastwick Communications
- High Road
- Human Rights Campaign
- JetBlue
- NewYork-Presbyterian Hospital
- PAN Communications
- RBC Wealth Management
- Southwest Airlines
- TogoRun
- Weber Shandwick

Digital PR Firm of the Year

- iMiller Public Relations
- Nebo Agency
- NJI Media

Digital PR Team of the Year - Nonprofit

- Human Rights Campaign
- UN Foundation

Digital PR Team of the Year - Corporate

- Anadolu Group
- Cisco
- PepsiCo

Email Newsletters

- 70kft
- Entropy Solutions
- Global Hotel Alliance
- MasterCard

Employee Communications Online

- CropLife America
- Nexteer Automotive
- Novartis & Ruder Finn
- PayPal with MSLGROUP

Facebook Communications

- The ALS Association
- Cardinal Health with Fahlgren Mortine
- CareFirst BlueCross BlueShield
- The Honest Company
- The Howard Hughes Corporation
- Hunter Public Relations

Questions about registering for the luncheon? Contact Jessica Placencia at jessica@accessintel.com.

Interested in placing an ad in the program guide or sponsoring the luncheon? Contact Lindsay Silverberg at lsilverberg@accessintel.com.

Influencer Communications

- Cohn & Wolfe /Tom's of Maine
- Experience Columbus
- Hunter Public Relations on behalf of E. & J. Gallo Winery
- Johnson & Johnson, Neutrogena
- Marina Maher Communications
- Sierra Club

Intranet

- Allstate Insurance Company
- Coty Inc.
- PayPal with MSLGROUP
- Pepco Holdings, Inc.

Listening Campaign

- Digital Air Strike
- Hudson Integrated Web Agency
- MasterCard
- Monster & Brandwatch
- Pizza Hut

Media Relations Campaign

- JetBlue
- Marina Maher Communications
- Rainier Communications
- SevenTwenty Strategies
- Weber Shandwick on behalf of Suave Professionals

Microsite / Custom Site

- BMO Harris Bank
- Burson-Marsteller and Hormel Foods
- Discovery Communications
- Genentech
- Greyhound
- JetBlue Oakwood Agency
- PepsiCo PhRMA
- Racepoint Global
- Ruder Finn

Mobile Campaign

- Edelman/Activision
- Eric Mower + Associates
- Hunter Public Relations on behalf of Can Manufacturers Institute
- PJM Interconnection Meeting Center
- Tata Consultancy Services
- Utah Department of Transportation Student Neighborhood Access Program
- Westat

New Digital Service / Product

- C-4 Analytics
- CareFirst BlueCross BlueShield
- Discovery Education
- Hilton Worldwide
- Hyundai Motor America

New Site

- Action Digital
- Aetna Flagship Food Group
- SevenTwenty Strategies
- Singer Associates, Inc.

Online Community

- The ALS Association
- Easy Care
- UN Foundation

Online News Room

- Aetna
- Genentech & Weber Shandwick & FleishmanHillard
- National Shooting Sports Foundation

Public Affairs Campaign

- American Heart Association
- Chesapeake Public Strategies
- Greenbrier
- Hearth, Patio & Barbecue Association
- PhRMA
- Purple Strategies
- United Nations Foundation

Redesign / Relaunch of a Site

- 70kft
- CareFirst BlueCross BlueShield
- Entropy Solutions
- ESPN.com
- Fahlgren Mortine
- Genentech
- Middle East Public Relations Association
- Swirl

SEO (Search Engine Optimization)

- Audio-Technica
- BusinessOnline
- Swirl
- TopFire Media

Social Networking Campaign

- 451 Marketing
- The ALS Association
- Essencius
- Eastern Virginia Medical School
- Flowers Communications Group
- G&S Business Communications
- The Howard Hughes Corporation
- Marina Maher Communications LLC and CrowdTap, Inc.
- PAN Communications
- UN Foundation

Twitter Communications

- Baylor Scott & White Health
- Cisco
- Cohn & Wolfe
- FleishmanHillard G&S Business Communications
- Hunter Public Relations
- PepsiCo
- Weber Shandwick on behalf of Suave Professionals

Video

- The ALS Association
- Clean Energy Fuels
- DEVENEY
- GetWellNetwork, Inc.
- Jackson State University
- Landis Communications & Brain Health Registry
- Matter Communications
- Notch Video
- Story Partners
- Swirl Utah Department of Transportation Student Neighborhood Access Program
- Weber Shandwick

Viral Campaign

- The ALS Association
- American Heart Association
- Experience Columbus
- Havas PR North America, 92nd Street Y, United Nations Foundation, Coyne PR, Edelman, Fenton, FleishmanHillard, Sunshine Sachs, Turner 4d, Weber Shandwick
- Human Rights Campaign
- JetBlue
- Olson Engage
- Unilever

Wow Campaign

- The ALS Association
- Edelman/Activision
- Hunter Public Relations on behalf of Can Manufacturers Institute
- JetBlue

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