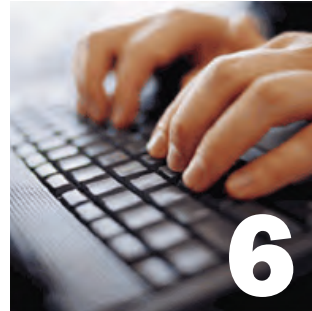


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## DIGITAL PR

BY BOB PEARSON, PRESIDENT, CHIEF INNOVATION OFFICER, W20 GROUP

### 7 Tech Trends Chief Communications Officers Should Track in 2016

It's relatively easy to anticipate macro trends in technology for 2016. It is much harder to predict how those trends will change the communications profession. Based on work with large brands and entrepreneurs of all shapes and sizes, here is a list of trends that will matter most for the chief communications officer and his or her team.

#### 1. Audience Architecture Starts to Replace the Coverage

**Model:** We now can see exactly who our audience is online (all social media channels and mainstream media). We can listen to its needs, align our story with its desires and measure our success in reaching the target market for our brand or topic. Getting coverage is only one piece



*Continued on page 3*

BY MARGOT SAVELL, SVP, HEAD OF GLOBAL MEASUREMENT, HILL+KNOWLTON STRATEGIES, RESEARCH & DATA INSIGHTS; N. AMERICA CO-CHAIR, INTERNATIONAL ASSOCIATION FOR THE MEASUREMENT AND EVALUATION OF COMMUNICATION

## MEASUREMENT

### How to Use Measurement to Assess What Worked in '15 and Plan for '16

At this time of year, many companies are evaluating the success of programs and campaigns they conducted in 2015 and setting goals and making plans for the year ahead.

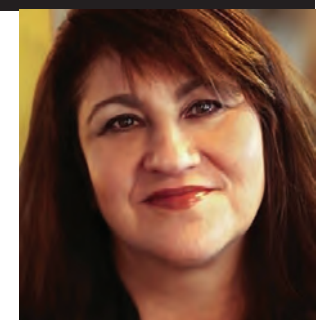
This also is one of the key times when PR professionals are at their most creative. They spend time developing strategies, compelling themes, strong messages and cutting-edge tactics for the year ahead, or finding resourceful ways to use their 2015 budget so they won't lose it.

In both cases, media analysis has a unique role to play and is well worth your consideration as an important tool

to substantiate the influence PR had on the business.

Whether to analyze performance success in 2015 or set a benchmark for 2016, measurement can provide a strategic roadmap for communicating with the public.

In other words, measurement can empower your PR team with informed, data-based recommendations to drive creative strategies and outcomes in the coming year.



*Continued on page 4*



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Published weekly by Access Intelligence, LLC  
 9211 Corporate Blvd, 4th Floor  
 Rockville, MD 20850

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## UPCOMING EVENTS AND WEBINARS

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**DECEMBER 10, 2015**  
 THE NATIONAL PRESS CLUB  
 WASHINGTON, D.C.

**MEDIA RELATIONS CONFERENCE**  
**DECEMBER 11, 2015**  
 THE NATIONAL PRESS CLUB  
 WASHINGTON, D.C.

**SOCIAL MEDIA SUMMIT & VISUAL STORYTELLING BOOT CAMP**  
**FEBRUARY 25-26, 2016**  
 HUNTINGTON BEACH, CALIFORNIA

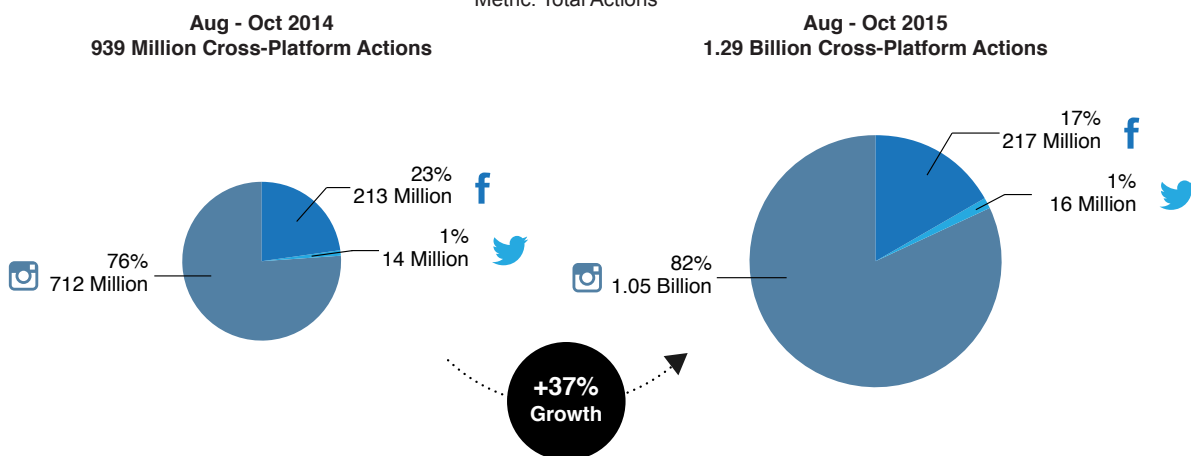
# Retailers' Social Actions on Instagram Up 48% Compared to Last Year

From August to October 2015, social actions, or the sum of Likes, Comments, Shares and Retweets across **Facebook, Twitter and Instagram**, for the retail industry rose 37% vs the same period in '14, according to **Shareable** data provided to PR News. The main driver was a 48% jump on Instagram; in fact, the picture-based channel accounted for 82% of retail brands' social actions. **Victoria's Secret** was the top brand, **Urban Outfitters** and **Aero-**

**postale** were next. In fact, Instagram accounted for 99% of social actions by this trio of brands. Victoria's Secret was busy touting the models of its angelic Nov. 10 fashion show; it also was Twitter's top brand. User-generated content drove Urban Outfitters' push. **Nordstrom** scored 14th among retail brands, but was the Facebook leader, posting images of shoes and jewelry accompanied by witty captions and a link to purchase the products. ■

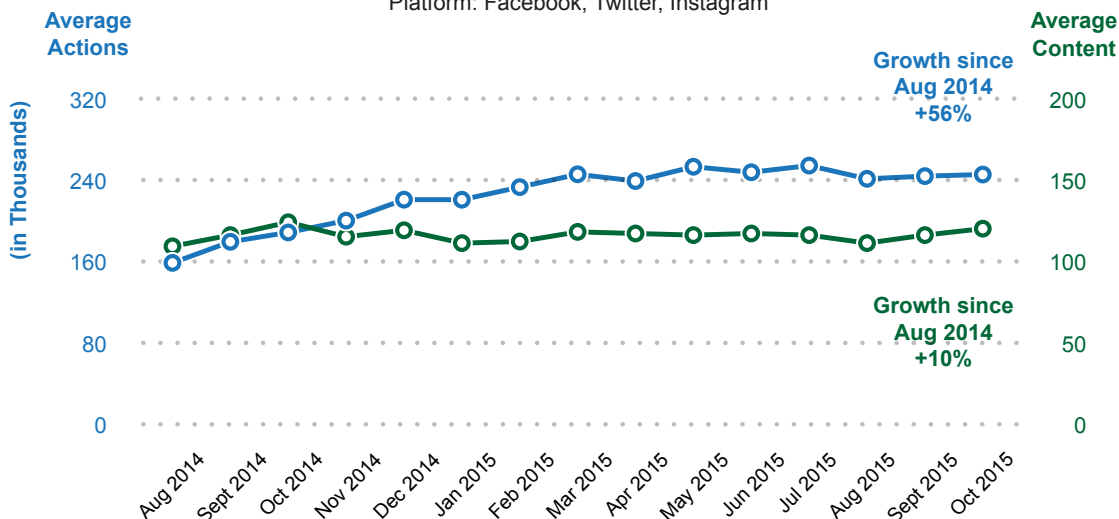
### U.S. Retail Properties Growth of Engagement: Aug - Oct 2014 vs Aug - Oct 2015

Source: Shareable, Aug 2014 - Oct 2015  
 Platforms: Facebook, Twitter, Instagram  
 Metric: Total Actions



### Trend: U.S. Retail Properties Average Actions & Average Content per Month

Source: Shareable, Aug 2014 - Oct 2015  
 Platform: Facebook, Twitter, Instagram



# Fast Videos and Agile Campaigns Have Arrived

of this puzzle. Why? From our experience we find blogs and **Twitter** drive two-thirds of content flow. Mainstream media has become a catalyst that blogs and Twitter drive. Think of the audience as becoming more important than the outlet. When you get coverage, the PR pro's job is just beginning. He or she needs to ensure this coverage reaches the audience; the job calls for sharing via social channels so it gets to the right people. The endgame used to be coverage itself. No more.

**2. Responsive Experience Tops Responsive Design:** Since more than 50% of content is consumed via phone and that figure will rise to more than 75% in three years or fewer, we have to provide the right experience the first time our customer looks for it online. If we direct people to a website and make them hunt for the desired information, we will lose most people and they won't come back. We have to deliver the exact content right away. Since people tell us what they want via search, e.g. "company X, product Y pricing," we can deliver this content on the first visit. Search words serve as a trigger for the right content, which you have prepackaged, to show up. Imagine preparing for 10 types of customers to visit your site. Once you know who they are via their search terms coming into the site, the content changes to meet their needs. This is simple technology we can all use today.

**3. Entering the era of the 9%:** In the 1-9-90 model, fewer than 1% of people create content, approximately 9% share it and 90% lurk and learn, benefiting from the 1 and the 9. The first 10 years of social media have been about the 1%. Technology has made it super easy for the 9% to share content, add comments and continue the conversation in any channel and on any device. This is the second sales force for a brand. We must know who they are and start building far better relationships with the 9%. They are the best friends of the 1% and should be ours as well.

**4. Impress Fast: Facebook** boasts 8 billion video views per day, so it knows how users react to video. Its data show that we have less than three seconds to grab the viewer's interest. The conclusion: How we produce video must change. We need to create a strong first impression and invest in a wider range of lower-cost video, not longer, expensive video. Dis-

agree? Usually I avoid arguing with what we learn from 8 billion views per day. That's a big enough focus group for me.

**5. Internal Learns From External:** We have long made the mistake of examining only internal metrics to measure internal satisfaction of our employees. Via new models we can identify what matters to employee groups by analyzing their external activities: where they hang out, talk, share and learn from each other. Answers to how to better align with employees can be found outside our walls, inside their tribes.

**6. The Brand's Full Story Must Be Delivered:** We can now use technology platforms to deliver the full story of a brand (think 4-6 articles and 2-4 links) directly to customers in any social channel. We can then watch what they like and share, and dynamically change the content in all channels in seconds. Interactive storytelling is emerging as a discipline, since we can deliver content anywhere, any channel, anytime. It's time we go to the customer, not ask him or her to visit us.

**7. Agile Campaign Replaces Traditional Campaign:** Since we now can see what our audience is doing and thinking in close to real time, we can introduce the right content into the market based on current needs. This means that we need to proactively build out libraries of content, so we have pre-approved material ready to share. The days of spending 6-9 months to create a campaign, get approval for it and then enter into the market are ending. In the future, we'll only do that when we have a specific end date, e.g. when we have a product launch or a drug approved. When we have a choice, we'll move to agile campaigns completely.

Communications is moving into what I call the "storytizing" era, which represents what's possible beyond advertising. We can align with our customers via earned, shared and owned media and supplement that with the strategic use of paid media. Our job is to meet customers on their home turf and pull our stories through their ecosystem in full alignment with their needs. A new era calls for new techniques and the full embrace of what technology offers. ■

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# How to Use Measurement to Analyze 2015

## EVALUATING 2015 AND PLANNING FOR 2016

Are you one of the many PR professionals seeking ways to spend the rest of your 2015 PR budget in a significant way? Look no further. Measuring your presence in traditional, social and digital media will provide validation for investment. Measurement can help you understand which of your campaigns and programs worked this year and show you *why* they worked.

For example, measurement can:

1. Analyze the media perception and your audiences' reaction to your messages, your thought leadership efforts and your executives' positioning.
2. Determine which strategies and tactics develop a connection with your target audiences, and why.
3. Gather competitive intelligence to spark ideas.

Keeping those examples in mind, here are some questions to use in crafting a meaningful 2015 analysis and guiding your strategic 2016 planning process.

- ▶ What are your business and communications goals for the new year?
- ▶ What outcomes do you hope to achieve?
- ▶ What does success look like?
- ▶ What drives media coverage?
- ▶ What trends can be identified?
- ▶ Is your company perceived in the media as a thought leader?
- ▶ What media channels do your target audiences use most frequently? Are your executives visible in these channels? Do you need to shift your outreach plans to where your audiences can be reached? To find out, should you conduct an audience analysis?
- ▶ Do your messages resonate or do you need to further develop your positioning?
- ▶ Do your messages connect to the company's goals?
- ▶ What compelling topics and themes are of interest to your customers, stakeholders and other audiences?
- ▶ Who are the influencers and advocates on the topics most relevant to your company?
- ▶ What activities work for your competitors? Are they taking advantage of any opportunities that you might have missed?
- ▶ What metrics will help you evaluate success next year?

Those metrics should be identified while developing your 2016 strategy, so you can more easily evaluate your plan's impact and success throughout the year.

It seems an axiom to say that metrics should always connect to your goals, yet too often this critical point becomes obscured. Perhaps your goal is enhanced brand awareness,

brand reputation or brand preference; maybe your goal is to strengthen customer loyalty, improve purchase interest or raise executive visibility and establish thought leadership; or perhaps you are most interested in increasing customer and stakeholder engagement.

Each of these goals requires different metrics, which are the backbone of a successful measurement program and therefore, of a 2016 PR plan.

The best tools to report on those metrics depend on the media channels where you place key messages to your target audiences. For example, if you mainly pitch traditional print journalists, you might turn to **Cision** or **Factiva** for measurement. For broadcast coverage, **Critical Mention**, **TVEyes** and **IQ Media** are some of the options. And there are a host of social and digital media tools for your consideration.

## SHOWCASING SUCCESS

Finding ways to demonstrate your success is critical to every communications plan. Measurement can help you get there by:

- ▶ Validating your PR efforts to senior leadership.
- ▶ Connecting your PR activities to outcomes.
- ▶ Determining which media channels your target audience uses most frequently.
- ▶ Identifying influencers leading the conversation on topics that are important to you.
- ▶ Pinpointing trends in consumer opinions.
- ▶ Recommending strategic adjustments to a communications plan or an ongoing campaign.
- ▶ Suggesting ideas to refine your messages.
- ▶ Driving thought leadership.
- ▶ Powering your content creation.
- ▶ Inspiring compelling and creative new strategies and tactics.

In summary, putting an analytical eye on media coverage and conversations that occurred this year can provide beneficial information for executive decision-making next year. If done properly, an in-depth measurement analysis provides sophisticated, strategic and relevant insights to shape and drive future strategy.

Another maxim that bears repeating: Measurement should not be an afterthought, slapped on at the end of a popular campaign. Measurement is a strategic discipline for the PR industry and critical to every communications program.

November is the perfect time of year to embrace the value of measurement at your company. ■

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# Analytics, SEO, Virtual Teams, Video Surged in 2015, Will Continue in 2016



**[Editor's Note:** To prepare for 2016, we asked Ronn Torossian to reflect on predictions he made in his "10 Things PR Professionals Should Know in 2015" (<http://bit.ly/1YkDyyK>). Ronn's 2016 Top 10 list will appear in our December 16 edition.]

**1. Mobile Optimization:** Clients used mobile interface more than ever in 2015. Early in the year, **Google Think** found 46% of people use a search engine to begin mobile research. In response to this shift to mobile, Google changed its search algorithm to favor Web pages that are mobile-friendly.

**2. SEO:** As a consequence of Google's new search algorithm, updated April 21, many SEO marketers lamented what was euphemistically called Mobilegeddon. PR pros unprepared for a more mobile-centric digital market entered a collective frenzy to adapt before they lost their customer base.

**3. Advertising Copywriting:** In 2014 it seemed obvious that while copywriters tell a story with compelling content, PR pros need to use impeccable skills to drive online advertising and keep tech-savvy audiences engaged more than ever. This continues to be extremely important, especially in the aftermath of Mobilegeddon—the update to Google's algorithm favoring sites that display well on mobile.

**4. Social Content Creation:** Social is stronger than ever. Looking to 2015, we noted that an overabundance of digital marketing leads to a surplus of useless content, incapable of generating desired business results. Who should provide guidance? The answer is analytics. Organizations with the most data to analyze will have results that can speak to a broader, more general audience.

**5. Analytics:** We wrote that 2015 would see data analysis surge. Indeed, the market now lacks forgiveness for those who can't extrapolate insightful techniques from gathering and analyzing data. PR pros still can avoid managing analytics themselves. Although PR pros should manage analytics themselves, getting someone else to do so is a possibility. It's insufficient, but it's better than a total lack of analysis, which is a death wish.

**6. Speed to Information:** We anticipated that being up-to-date would be critical for 2015. Indeed, if a businessperson

is behind on current events or market trends, the glass ceiling of profit will forever descend.

The more completely and often a PR professional syncs with the news, the more unique and seemingly uncanny his insights will be. Clients come to see a business that keeps this in mind as something like an oracle, a more reliable news source than the news itself. This is perfect for becoming the secret weapon clients rely on.

**7. Programming:** A PR pro should never take the appearance of the web for granted. To view digital content as one entity, spanning from hardware to programming to HTML to copywriting and advertising, all united—it's a beautiful thing.

**8. Virtual Teams:** While it's premature to declare the office obsolete, no serious PR pro can afford to ignore the advantages of organizing production of good web content and products via clouds. It's practically free office space, and as long as each team member has appropriate tools, a virtual department is as effective as a physical one.

**9. Video Editing Production:** We wrote ahead of 2015, "A PR professional will be expected to create, edit and distribute unique content including video and photos." Indeed we see PR becoming ever more resourceful and innovative with video creation, editing, distribution and photography. This is because the best aren't afraid to get their hands dirty, to integrate work into each disparate discipline. Owing to this, the essentials of quality video production have entered public knowledge. Examples: videos are best shorter since twice as many people watch a 1-minute video than one of two minutes; perspective is out, shallow fields are in; HD SLRs (similar to 35mm film) cameras are perfect for isolating a subject from competing background noise; slow-motion videos give the feeling of visual poetry.

**10. Blogger Outreach:** This has become a fundamental. A collective of independent bloggers with ample followers can act as a virtual PR back-up team and demonstrate a message's authenticity. ■

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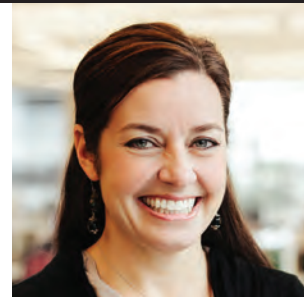
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# Six Tips to Help Build Execs' Credibility Through Bylined Articles



As any PR executive knows, bylined articles are one of the mainstays of the trade, and are often a key component of a thought leadership plan. They are journalistic in nature and offer value and insight into an issue that is pertinent to the specific audience or industry at hand.

The byline is designed to establish credibility or trust and positions the author, many times a brand representative, as an industry expert, advancing the thought leadership of these experts while also making the content relatable and the brand more human.

## GRAB YOUR PEN

As PR pros we should know the basics of creating and distributing bylines; however, it's quite another thing to get a company's senior leaders to care about them and to understand best practices. Here are six tips to educate them on how such articles can be leveraged to build credibility:

**1. Own a Topic:** It's critical to emphasize to the executive that it's not about them. Bylines are not the place to promote the company's products or solutions. In fact, the writer shouldn't even mention the company name, except in the author bio, if allowed. Contributing an op-ed piece, trend article or how-to piece is an excellent way to enhance the executive's credibility and visibility. Maintain purity of authorship by discussing topics that are important to the publication's target audience in which the byline will appear, not subjects that will benefit the executive's company. When composing the piece, the writer, perhaps that's you, can and should speak the customer's language, but avoid using buzzwords or industry jargon. Make certain the piece has a clear, deep point of view and, if possible, use custom research to come up with data points to support its assertions.

**2. Timing is Everything:** Relevancy is more important than ever in this digital age, so ensure it when you are proposing a byline. Talk about what's trending, or relate the topic to something interesting or new in your industry. Get inside the head of the customers and know their pain points. What are some of the trends being discussed at conferences? Consider owning one of those topics by authoring and placing a byline soon after a major industry event takes place. Sounds obvious, but it is often overlooked.

**3. Explain the Rules of the Road:** This relates to bullet point 1 above. It's critical to make sure the executive-author, whose chief motivation may be selling, understands and respects the line between being an industry thought leader and blatantly advertising the company and its products. Also know that editors of trade journals often have excellent sniff detectors and will know when a piece purport-

ing to be an op ed actually is a thinly veiled product endorsement. You can imagine the damage this will cause you, your company and the executive whose name is on the byline of the proposed piece.

Another tip: Many authors are viewed as more credible if the byline mentions that they are board members of third-party organizations or industry associations, rather than identifying them solely as an executive with a company.

**4. Link It:** When discussing industry topics, use a hyperlinking strategy to link relevant information in the article to another article (either written by someone at your company or someone at another company) that is related to the same subject. If you or the executive getting the byline already create a lot of content, this strategy should be easier. Make sure the article matches keywords in the byline to keywords in the author's other articles, without overdoing it. These links should match the context of the content and be valuable to the reader. Drawing traffic via links to the author's company's website can improve the site's rank.

**5. Picture It:** Don't just assume that words are enough. Ask the editor if the article can include supporting content. Set the article apart with imagery, an infographic, **SoundCloud** sound bytes, or pitch a video to supplement the byline.

**6. Just a Piece of the Plan:** A byline shouldn't be just a one-off, but rather an entire thought leadership package for maximum exposure. Think about how you and the executive can continue the discussion in other areas. Needless to say, you can and should provide greater reach by sharing the published article on your company's social media platforms. Consider having your executive available for additional media interviews.

Today's executives often have differing opinions on how thought leadership is conducted. Many believe it should be a point of view representing a company, their personal opinion or be tied to a brand or product. What the byline article can provide is a pure opportunity to build trust and establish your company and its senior executives as experts. And while most of us know the fundamentals, there's no doubt that when the message is well synced with the customer's need and the media outlet, it can be an excellent way to position a company as the go-to source for a product or service. ■

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# A 6-Step Pre-Holidays PR Checkup to Bring the Year to a Successful Close



November brings plans for the biggest holidays of the year. Family gatherings are set, wish lists made and diets begin as we gear up for feasts, parties and, hopefully, a bit of time for personal reflection.

As the end of the year closes in, it also may be a good time to take a look at our professional objectives. All year we talk about accomplishing big goals—revamping or overhauling websites, dedicating time to review messaging, updating collateral material or reviewing budget allocations.

As we know, the pace of PR has never been faster. It seems that way at least. As a result, many of these big items are set aside as the day-to-day of putting out fires supercedes all.

Just as making a holiday dinner takes coordination, checking and management, the same goes for projects at work. Whether you work for a corporation, nonprofit or yourself, taking a few moments during the last weeks of a calendar year for a performance checkup helps you wrap up the year with a better sense of where you are and what to prepare for in 2016.

Here are six tips to help you get started:

**1. Review Your Annual Goals and Expectations:** Santa Claus has the right idea—lists can be useful. The Thanksgiving break is a good time to create a list of which projects have been completed and which have not. Sometimes important projects are off schedule because of circumstances beyond your control—maybe an employee who was to lead a project left suddenly and you had to fill the gap, budgets changed, or a crisis occurred, leaving projects stalled. While you might not be able to compose a comprehensive list of projects before Thanksgiving, at the very least, find a few moments during the break to jot down ideas and thoughts that later you can make into a proper project list.

**2. Define and Prioritize:** Sometimes the most important jobs get pushed off due to time pressures. Perhaps the scope of a project is just too broad to wrap your arms around. In other cases, the project is one that you know needs to be done, but no one is asking to do it. Once you have organized a list of what's still on the table, outline the steps to completion and rank the projects according to need. It also might be helpful to jot down the reasons why a project is important.

**3. Seek Help:** Once your plan to attack the project is clear, it may be possible to get help from others to complete the

work before the end of the year. Set aside time at staff meetings to ask for help. Although you want to avoid having too many cooks in the kitchen, it may be possible to break down tasks within projects to more easily share responsibilities. If budgets allow, hire freelancers who know your organization and are deadline-driven.

**4. Recognize What Won't Be Done:** Sometimes in this process it becomes apparent that not everything will be completed on time. There are times I have realized that even if I spent every waking hour on something, it just wasn't going to be done. Take a moment to sort out what won't be finished in the timeframe first established.

**5. Change Course:** Don't wait until the deadline has passed to communicate that a goal or project won't be met. Be clear with coworkers, supervisors and clients about concerns. It may be important to share the reasons for delays, but don't focus on them. If the fault is yours, accept it and keep the focus on accomplishing the task at hand, rather than setting blame. Set up meetings to discuss project statuses, present priorities and offer realistic solutions. For example, could an option be a phase 1 and phase 2 approach? If a project is no longer relevant or needs a new strategy, communicate this and get input on fresh directions.

**6. Put it in Writing:** Once an agreement is reached, draft a plan that clearly communicates project changes. Include updates to scope, timing and responsibilities. If a project is determined irrelevant and will be eliminated, put this in writing as well. This update could simply be written as an email or could be a complete revision to a proposal. Send the update to clients and co-workers involved in the project and copy your manager.

Yes, we've provided much to think about before Thanksgiving, which, after all, is supposed to be a time for family. It's unrealistic to think you can get all of these things done prior to Thursday. Yet taking a few moments this week to at least think about these six steps will help keep you sane—OK, somewhat sane—and organized.

You may also find that this practice boosts your self-confidence, as well as the sense of trust in your abilities on the part of co-workers, managers and clients. Once you see a clear path to completion, then you can enjoy your holiday meal with peace of mind. ■

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Ken Cohen, VP, Govt and Public Affairs, ExxonMobil



Anne Buchanan, President, Buchanan PR



**1. People Moves:** Veteran **ExxonMobil** VP of public and government affairs **Ken Cohen** will be retiring at year's end, after 38 years with the company. Exxon-Mobil said it anticipates GM of public and government affairs **Suzanne McCarron** will replace Cohen, who runs a global staff of several hundred who handle media relations, external communications, government affairs and CSR among other things. – **Ketchum's Capstrat** said president **Karen Albritton** will add CEO to her title Jan 1. Founder/CEO **Ken Eudy** will become chairman. – **Allison+Partners** named **Jim Selman** managing director of its London office. Selman joined Allison+Partners from **freuds** and was at **Rogers & Cowan** prior to that. – **Hill+Knowlton Strategies** added digital specialist **Soren Dayton** to its D.C. office as SVP. Previously at **Prism Public Affairs**, Dayton also worked on **Sen. John McCain's** (R-AZ) '08 presidential campaign. – **MWW Public Relations** promoted **JP Schuerman** to president of its western region, overseeing offices in L.A., San Francisco and Dallas as well as MW-WPR's national LGBT, travel and west coast technology practice groups. – **WE** hired **Martin Pearce** as SVP of agency marketing and brand, a new role for the agency and one that reinforces its recent rebrand (*PRN*, Oct. 26). – **Frontier Communications Corporation** named **Peter T. DePasquale** VP, communications and corporate affairs. He joins from **Praxair**. – **Rubenstein Public Relations** tapped industry veteran **Gerry Casanova** to fill the newly created role of SVP, client services director. He joins from **F-Factors LLC**, where he was chief marketing officer and chief media officer. – **John Reilly** was promoted to SVP, entertainment & multicultural com-

munications at **Rogers & Cowan**. He's been with Rogers & Cowan since 2001. – **CGPR** named **Nicole Kieser** SVP. Kieser recently was planning manager at **Fox 25 News**. – **Christine Wu** was named to the newly created role of VP, strategic client solutions, at **Time Inc**, where she will work on branded content and native advertising, overseeing ad strategy, sales development and B2B marketing. Wu was senior director, corporate marketing, at **Sony**. – Congrats to **Buchanan Public Relations** chief **Anne Buchanan** who was named one of *Philadelphia Business Journal's* 2015 Women of Distinction. – A special tip of the cap to *PRN* advisory board member and contributor and **Solomon McCown & Company** CEO **Helene Solomon**. Earlier this month the **Metropolitan Boston Housing Partnership** honored Solomon with the Lowell Richards Award for her outstanding contribution to the field of affordable housing during its annual founders celebration. A former member of Boston's rent equity board, Solomon also led communications for an initiative that preserved the Commonwealth's affordable housing law.

**2. Trip-Toe-Fan:** Talk about taking the contrary path. **Destination America** (DA), a fledgling cable network in the **Discovery Communications** portfolio, pitched an unusual Thanksgiving special to TV reviewers in an equally unusual way. Instead of deploying the usual superlatives, DA's press team described *Railroad Alaska: Real Time Trainride* (9am, 2pm encore) as "the slooooooowest holiday show ever" and led its press release with "all a-bored!" The release's first sentences: "Is the yule log too exciting for you? When turkey isn't enough to put you to sleep on

Thanksgiving, DA has the snoozefest you need." Indeed the special is a natural sleeping aid—it's footage shot from one camera atop a locomotive ambling for 5 hours on the **Alaska Railroad**. No narration, music and, for the 1-hour clip we watched in advance, no buildings, roads or people; just snow-covered tracks, mountains and the sound of the train's engine. We had to ask about this pitch. Discovery SVP **Kristin Brown** (*PRN*, Aug 3) tells us the original idea was to pitch it as a "tongue-in-cheek alternative to football, but group president **Henry Schleiff** wanted something even more over the top." For Halloween DA had pitched the excitement of a live exorcism (honest), so for Thanksgiving it went in the opposite direction. "Henry came up with the idea to call this the most boring special of all time." From there DA's **Charlotte Bigford** "let her imagination fly and wrote one of the funniest releases we've ever issued." The reaction? Several media outlets reported it was "the best ever and that it was rare for one to make them genuinely laugh like this did." Yet some reporters, lacking the fun gene, told Brown the release spelled "all aboard" incorrectly. Besides ratings for the special, how will DA measure success? "We already know it's a success by the flurry of coverage the initial announcement generated, the interview requests we've received for Henry and the variety of media interested in the show." ■

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# DIVERSITY IN PR

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## AWARDS

**Entry Deadline: November 13**

**Final Deadline: November 30**

Does your organization live and breathe diversity, and not just pay lip service to it? Is there a communications professional on your team who is leading the charge for diversity in your workplace—from new hires to the executive team— and in its greater community? If you answered yes to either question (or both), then switch on the spotlight now by entering your organization or a PR team member in PR News' Diversity in PR Awards program.

PR News' Diversity in PR Awards will recognize individual PR professionals, agencies, brands, government agencies, academic institutions, professional associations and nonprofit organizations that have demonstrated commitment to diversity and excelled at communicating their diversity achievements. (Self-nominations will be accepted.)

## Who Should Enter

### Individuals

PR professionals of all titles and years of experience who have demonstrated over the past year leadership in building a diverse communications team, or leadership in diversity initiatives throughout an organization.

### Organizations

Agencies, brands, government agencies, academic institutions, professional associations and nonprofit organizations that have demonstrated commitment to diversity and excelled at communicating their diversity achievements in the past year.

## How Do I Enter:

Enter online at [www.prnewsonline.com/Diversity-PR-Awards2015](http://www.prnewsonline.com/Diversity-PR-Awards2015)

## Questions?

Contact Rachel Scharmann at [rscharmann@accessintel.com](mailto:rscharmann@accessintel.com)

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