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## PLANNING

BY MARK WEINER, CEO, PRIME RESEARCH

### 11 Tips to Help You Prove PR Value's in 2016 and Beyond

As we enter the high season of planning for 2016, we must recognize that the executives who invest in PR have become more discriminating when evaluating our performance. The challenge to prove the value of what we do may feel more acute during budget season, but communicating PR's value is a year-round challenge.

One of the difficulties in proving PR's value, of course, is rooted in the fact that value is subjective. And value changes

from organization to organization and from person to person within the same organization. As such, the first step in delivering PR value is uncovering the often secret value system extant among those who plan, fund and evaluate PR.

For this reason, it is wise to take a systematic approach



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## MEASUREMENT

BY MARGOT SAVELL, SVP, HEAD OF GLOBAL MEASUREMENT, HILL & KNOWLTON STRATEGIES, RESEARCH & DATA INSIGHTS

### How to Harness Influencers to Simplify and Improve Your Social Analytics

The magnitude and reach of social media conversations can make analytics overwhelming, complex and expensive. But it doesn't have to be.

Instead of trying to analyze every person's posts, in every community, on every media channel, focus your measurement on the influential but mighty few.

Evaluating influencers is not only more effective than tracking the universe of social media, but also less time-consuming and less costly.

Influencers are those coveted people who have the reputation and power of persuasion to sway others with their opinions. They represent opportunities to shape perceptions about your corpo-

rate and brand reputation, along with your products and solutions.

This approach underlines the old saying, "It's quality, not quantity that counts." Often phrases become adages for a reason—they remain true over time.

#### FINDING ALL THE RIGHT PEOPLE IN ALL THE RIGHT PLACES

Pitching quality influencers has long been in the PR toolkit. A major tenet of media relations always has been to target in-



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# 4 Press Release Alternatives That Drive Engagement



You'd never guess it by looking at the rapid-fire barrage of press releases coming out of the major news wire services each day, but pretty much every Chief Communications Officer wants to issue fewer press releases in 2016.

Why? They are painful to produce, expensive to distribute and often ineffective tools for driving engagement and generating news. Yet they persist as the stubborn pack mules of the communications industry because many people still don't know there are alternatives.

The fact is press releases generally are good for announcing one-dimensional stories: a merger, an executive appointment, the grand opening of a location. A press release is fine for pretty much anything that can be satisfied with a basic who, what, when, where, how format. Should the message need to be more nuanced—for example, the launch of a highly technical product or complicated research findings—a press release is far from the ideal communications tool.

Few executives outside of the communications team know this. These executives have spent their careers looking at the press release as a sort of talisman of accomplishment. It is our job as communicators to inform them that they can get even more attention for their project by helping us create great narratives around their work rather than creating great press releases.

The key to getting busy executives on board with a press release-free approach is to give them viable alternatives they can grasp easily. After developing communications strategies for some of the world's largest companies, we've learned a few lessons about what kinds of communications tools satisfy both the individual executive and broader communications goals. Here are a few of my favorites:

► **The Research Brief:** Ideal for data- or research-heavy news, the research brief format consists of 2–3 total pages containing a handful of tables and graphs and a brief thesis and conclusion outlining an interesting observation. It should be developed with an eye toward garnering data citations.

► **The Insights Brief:** A slight twist on the research brief concept, the insights brief is designed to house trend observations and industry perspectives that are less research/numbers-oriented and more rooted in expert analysis. It is designed to position an expert spokesperson for commentary.

► **Rapid Response:** Designed to respond to breaking news, the rapid response is a quick dispatch of data or bullet points outlining an expert perspective on a developing story. Used primarily for “newsjacking,” the rapid response needs to be accompanied by an up-to-date press target list.

► **Op-Eds & Expert Commentaries:** The tragic irony of the press release is that more and more press releases are being sent to fewer and fewer journalists. Editorial staffs are smaller and more time-pressed than in the past. If you have a great story to tell, consider doing so yourself in a sharp op-ed or insightful commentary piece.

The difference between a press release and a more journalistic approach to news packaging is akin to the difference between a memorable Super Bowl ad and an infomercial.

The greatest Super Bowl ads—**Apple** 1984, the **Budweiser** Frogs, **Volkswagen's** “The Force”—make you forget you're being sold to. Even the best infomercials, by contrast, hit the viewer over the head with their intent to sell. The same is true with a press release. The mere fact that the information is housed in a press release makes it look inherently more promotional than if it were more seamlessly embedded into editorial content. By giving your management team better options, you will get better content. ■

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# View Measurement as a Tutor, Not a Scorecard

to discovering how your clients, internal or external, define PR success. Structured one-on-one conversations, with an objective third party facilitating them, will reveal preferences and expectations of your evaluators. Through this process, the preferences of 20 executives may be distilled to three or four, improving the likelihood that PR value is aligned among those who control PR planning, budgets and evaluation.

Below are questions you may be expected to answer when determining the success or failure of a PR program—and some tips to help you answer them.

**Did We Meet or Exceed Objectives?** Every PR investment decision-maker deserves to know whether the program met or beat its goal. Of course, this requires that reasonable and measurable objectives were agreed upon at the onset.

**Did We Outperform Competitors?** In a media-driven program, for example, you might consider a way to compare share-of-voice to market-share; if share-of-voice is the greater of the two, you've probably generated more than your fair share versus competitors.

**Did We Deliver Key Messages? Was There Interference?** It's more common to track the delivery of intended messages, but negative or off-topic themes can neutralize or overwhelm what's intended. Track both and show the full context.

**Was the Coverage Prominent? Was It Seen?** Frequency and content are important, but there are other factors that can increase the likelihood for awareness and recall, including: the presence of brand names in headlines; visuals; and the size or length of the news item.

**Did We Reach Our Target Audiences?** PR has become highly targeted. Increasing awareness among low-value audiences is a poor use of resources. It's best to focus on the target audience, the media it reads, watches and listens to. Results should reflect the extent to which the total audience was comprised of the target.

**How Has the Landscape Changed?** Competitive activity can influence results. As you interpret results, consider: What PR and marketing initiatives were undertaken during the span of your campaign? Did they impact your performance?

**What was the Effect on Awareness? Understanding? Behavior?** It is reasonable to expect to do more than drive media coverage: Influencing perceptions and attitudes can lead

to sales growth and an improved stock price.

**Are We Generating a Positive ROI? Is PR Driving Revenue?** While connecting PR to sales or stock price can be sexy, it's difficult. It's reasonable to expect PR to deliver positive results—regardless of what those results are—efficiently. Striving to generate increasingly higher levels of performance within a set budget always is desirable and recognizable as a form of positive ROI.

**Did We Exceed Relative Efficiency When Compared to Other Marketing Disciplines?** Improved efficiency over past performance is an important gauge of continual improvement. Comparing PR's efficiency against other marketing agents can provide helpful context. It's common for PR to deliver the best ROI within the marketing mix, but if you want to benchmark internally, gain the buy-in of those you'll be referencing (and the measures by which you'll be compared).

**What Worked, What Didn't? How Do We Improve?** View measurement as a tutor as opposed to a scorecard: opportunities for learning and continual refinement abound. It's hard to imagine a CEO who wouldn't respect the desire to learn and improve even if some elements underperformed.

**What's Next?** Beyond telling you what happened and how you performed, your measurement system should tell you something about what to do about it and in what sequence.

Ideally, the value questions you will be expected to answer should be reasonable, meaningful and measurable within the broader context of budget, type and duration of the campaign and more. So while generating high-volume coverage is reasonable and measurable, most agree it is not particularly meaningful. And while generating sales is very meaningful, it is difficult to accomplish and even harder to validate

As such, it's not a particularly reasonable value. Typically, three or four measures will emerge as those upon which executives will agree. The most common include delivering key messages to target media, raising awareness and meeting or exceeding objectives. To optimize value and reduce risk, be certain to maintain consistent and open communication with key executives to share findings and seek agreement. ■

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# How to Find and Measure Influencers

fluent print and broadcast journalists, analysts, newsmakers, subject-matter experts, academics and other thought leaders. So it's not surprising that the same best practice applies to the additional influencers in social media.

But first, you have to find them.

Start with research to learn where your key audiences are engaging in social media. If you already know this, you are one step ahead.

Next, determine who are the influencers leading conversations about your key topics in these channels. Analyze competitive brands to determine their influencers and the subjects discussed. Not surprisingly, areas of expertise are more important than demographics or geographies in social media.

Keep in mind that influence is more than the size of someone's social footprint. The subjects of conversation and the frequency and engagement of those discussions also factor into the identification process. Finding influencers who have the most significant voice, and are passionate about your brand or your industry, is ideal.

There are many tools that can help you: identification tools such as Traackr and Appinions, or listening platforms such as Brandwatch, NetBase, Radian6, Sysomos, Visible Technologies and Signal, to name a few.

## HARNESSING THE POWER OF INFLUENCERS

Once you've identified influencers, the next step is to get to know them. There are some key steps to take.

- 1. Listen to Their Conversations:** Don't just jump in and pitch. Spend time observing their opinions about topics that are important to them.
- 2. Participate in Discussions:** Share your views on their topics before telling them about the topics that are important to you.
- 3. Reply:** Engage with people who talk about those subjects.
- 4. Share:** A huge part of social media is spreading content to others [see the book *Spreadable Media* by Henry Jenkins, Sam Ford and Joshua Green]. Share influencers' relevant content with your audiences.

One way to approach initial engagement with influencers is to act in the same way that you do with strangers at a networking event. When you see an animated group of people whom you don't know but would like to, you proceed with caution. You usually avoid jumping right into the conversation and giving your opinion. You wait, listen and eventually provide anecdotes and insight. The same holds true for influencer engagement.

Or think of social media as a corporate cocktail party. Your

“ Influence is more than the size of someone's social footprint. The subjects of conversation and frequency and engagement of those discussions also are factors. Finding influencers who have the most significant voice and are passionate about your brand or your industry is ideal. ”

influential guests will stay only if the conversation is valuable and interesting.

## ANALYZING INFLUENCER CONVERSATIONS

At the same time you are building rapport with these influencers, conduct a media analysis of their conversations, and use the baseline findings as a benchmark to measure results over time.

After you have cultivated strong relationships, it's time to evaluate their social conversations again. Develop a measurement program to capture what they are saying about your company, your brand and its products, in addition to their opinions about your competitors.

Create a consistent plan of monthly measurement, so you can analyze results and outcomes, and use these findings to adjust your messages, craft content, refine your strategies and engage further with them.

An ongoing influencer measurement program follows the same ten steps as any other measurement program [please see my column of October 26, 2015]. The only difference is that you are analyzing a smaller group of influencers instead of what could be an overwhelming and complicated universe of social media conversations.

Influencer analysis provides a strategic road map to the media landscape, but beware, directions might change frequently. New influencers enter the scene, existing influencers move in other directions and topics of interest shift. Ongoing measurement helps you stay current with these changes; you also should update your influencer lists every quarter, if not more often.

In summary, the volume of posts and tweets to measure and analyze need not be complex, time-consuming or overwhelming. A successful solution is to measure the impact of your social media effort with the few but mighty influencers in your industry. ■

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# How Local Coverage Can Buy You National Exposure, Grow Your Brand



Too often we in media relations tend to value only top-tier placements like *The Wall Street Journal* or **The Associated Press** or *The New York Times*. Getting a product or company mentioned in those outlets is valuable indeed. For us it can solidify our reputation; for the company or brand, a huge spike in website visits may result.

We and the brands we work for are mistaken, though, when thinking such placements are the sole way to garner media coverage. Placements in suburban and even rural news outlets can be valuable, too. Clients and media professionals may undervalue these placements because they lack the glamour or the immediate influence of a national placement. We do so at our peril.

Reporters at urban and national publications always are looking at local newspapers for stories that have national implications or have broader interest than the local newspapers' audiences.

Here's a good example. It's a bit old, but it underscores the point. In the early 1980s, The Associated Press in Pittsburgh picked up a story from a local newspaper about a high school cheerleader who was under pressure to lose weight to maintain her position on the squad. The AP reporter saw an item in a local newspaper about a school board hearing where the situation was being discussed. The reporter wrote a story and newspapers across the country picked up the piece.

Needless to say, the controversy intensified. Among other things, the story prompted questions about the pressure women are under to maintain the so-called ideal body image. National media interest was so great that one broadcast network contacted the AP reporter when the school board's decision was due. A producer was on the line as the AP reporter awaited word about the decision so the producer could immediately begin preparing a story for the following day's national morning show.

This example demonstrates several salient facts that media relations pros often overlook:

- ▶ Many national stories begin as local stories
- ▶ Finding a good story and placing it in a local publication

gives you an opportunity to leverage coverage with the local metropolitan daily, the local AP bureau and, as we noted above, even the national outlets.

- ▶ National outlets like these stories because they add spice to their daily reports, a contrast to stories from, D.C., NY and LA, which often dominate coverage.

Now that everything is online, you can leverage local placements with just a few mouse clicks. National reporters, even if they don't follow up on your story idea, appreciate your effort. In addition, you demonstrate that you understand their business. That will be helpful the next time you try to leverage a story.

Let you think generating media coverage in suburban and rural areas is easy: Local reporters and editors often are more suspicious of PR types simply because they don't hear from us as often as their big-city counterparts do. When they do, their BS antennae go full tilt.

To counter this, it's wise to follow the same rules you use when pitching larger outlets: Know the topic of the story you're pitching; know the area where the publication is read; read past articles by the reporter; and if you can, show how your story is a trending topic.

On the upside, local reporters and editors always are interested in local news. Readers can get their state and national news from the big-city newspapers. There's only one place for local news.

To underscore the importance of local news, look at the recent activity at **Tribune Publishing**, whose properties include *The Chicago Tribune*, *Los Angeles Times*, *Baltimore Sun* and *Newsday*. Tribune offered buyouts at many of its large papers. Later it purchased 38 Chicago suburban newspapers, citing the acquisition as an "opportunity for growth" and "growing the hyper-local content we can provide to customers." If a company like Tribune Media sees value in local news coverage, you should, too. ■

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# PR Giveaways to Journalists: How to Know When It's a Useful Gift or Bribe



Media junkets, gifting and hosting have been part of the PR toolbox for a long time, especially in industries such as tourism and entertainment. When should you offer freebies and where do you draw the line?

In the travel industry especially, comping journalists on trips so that they can experience the product is commonplace. Likewise in consumer goods, fashion and beauty, gifting is central to most PR programs. After all, how can a writer give a genuine review of a hotel, a piece of clothing or sports equipment they've never used or experienced?

There is certainly a place for hosting and gifting in today's media environment. As ethical PR professionals, however, we need to ensure that there always is a good reason for deploying such tactics; they should never cross the line into bribery. The key word is balance.

An example might be a press junket around the release of a new blockbuster movie. Typically the film studios will fly in entertainment journalists from all over the world to the media junket leading up to the premiere. Given the high levels of secrecy around film releases and the limited availability of talent, it's reasonable to bring key media together in one place to allow them to conduct interviews and preview the film. Providing flights and accommodation to these journalists could be seen as simply enabling them to attend these key events so they can do their job.

Let's take a look at the legal considerations around gifting. The concept of a free press—in other words, a press that is free from undue influence—is central to American society. The laws of free speech are protected under the First Amendment, which includes journalists.

Bribery in business is illegal; however, gifts are not. Since we lack monetary guidelines as to what is considered a gift as opposed to a bribe, the key element is the intent behind the gift. If it is given without expectation, it is not a bribe.

## ANTI-BRIBERY LAWS ARE UNCLEAR

Owing to the vague nature of anti-bribery laws in the U.S., many media organizations have self-regulating policies that require staffers to refuse anything of value, such as a meal, a bottle of wine or a T-shirt. Likewise, the **Society of Professional Journalists'** code of ethics states journalists should "refuse gifts, favors, fees, free travel and special treatment... that may compromise integrity or impartiality."

The code goes on to say that it is "intended not as a set of 'rules' but as a guide for ethical decision-making. It is not—nor can it be under the First Amendment—legally enforceable." Media organizations have adopted many ethical procedures framed in this manner, as a set of voluntary guidelines rather than a mandatory code.

These ethical codes vary by industry. In the case of travel journalism, the **Society of American Travel Writers'** code of conduct states that "no member shall publish information

about a destination about which he or she has no firsthand knowledge unless the member uses reliable sources of information."

The code goes on to outline other rules around accepting press trips, which prohibit associate members (PR pros) from offering payment for editorial coverage, and active members (writers) from accepting payment.

Generally if a gift or hosting is given without expectation of influence, then it is acceptable under most professional journalism standards. It should be clearly understood that the journalist is free to write anything he/she likes and that it will be an objective editorial piece relating their experience.

PR pros should be aware of each media organization's policy, though, especially in industries where gifting and hosting are common. By offering to pay for products or services, you may be putting a journalist in a difficult position. Journalists could be risking their reputation and possibly even their job. Always be up front with media about payment expectations.

Bloggers without traditional journalism training or freelancers unbound by a company code of ethics may be more likely to accept gifts and hosting. Some may even ask for them. In these cases the duty lies with both the journalist and the PR pro to ask themselves whether the gift could be considered undue influence.

## IT'S A QUESTION OF DEGREE

It's important to consider the level of hosting and gifting. For example, travel journalists on a press trip might have their flights, hotels and activities comped, but do they need all their meals paid for too?

A good rule of thumb is to ask yourself whether writers need this experience and how likely they are to write about it. If it's a wine writer and you're paying for lunch and wine-tasting at a vineyard, that's reasonable. Should the journalist be writing about mountain biking, it might be OK to give her the latest cycle accessory, but think twice before paying for a bottle of wine.

Think about your end goal. What message do you want this story to send to the consumer? Every PR pro knows that an authentic piece of editorial coverage is much more influential than an overly commercial piece that is transparently selling something. It's in your own best interest to ensure the journalist does not feel coerced to write anything other than a genuine story.

Taking a balanced approach to media hosting and gifting will not only avoid those awkward moments, it will help you achieve the best possible outcome by generating authentic, inspiring editorial. ■

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# Reputation Alert: Your Stakeholders Have Long Memories Post-Crisis



When the *Makovsky Wall Street Reputation Study* began four years ago, the financial sector was just beginning to heal after being bruised and battered. Much, perhaps too much, had been written about the financial crisis of 2008. But what did the financial industry's reputation look like from the inside, from the point of view of those on the front lines, the marketing, communications and investor relations executives at large and midsize financial services firms? Warren Buffett's aphorism resonates behind the survey's genesis: "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Before turning to the survey, it's instructive to look at reputation and Wall Street through the lens of social media. This can serve as a proxy for how reputation and Wall Street are connected online and in the public's mind. A recent search for "Wall Street" and "reputation" using **Google Analytics** yielded a surprisingly low 3,330 mentions over the three-year period from 2013-2015. We call these the neutral mentions. Search Wall Street and add the word "ruin," plus "thieves," "corrupt" and "rigged," however, and there are 15,524 negative mentions during the same period. That's more than 4.5 times as many negative connotations associated with the terms "Wall Street" and "reputation" than the two phrases by themselves.

For those in the financial services business, this is unsurprising. We find it surprising, though, that seven years after the 2008 crisis, 78% of executives we contacted said that the crisis still has a major effect on stakeholder perceptions of their companies. Within that, there are contradictions that have emerged: 45% of the 2015 respondents think the industry's reputation is better than before the crisis; 22% think the industry is back to normal; and 33% believe significant changes are ahead, including regulatory scrutiny and a shakeout, possibly due to continued high risk in the system.

One of the most striking features of the 2015 study concerns regulation. Protectors of Wall Street's reputation told us they want more regulation. Surprised? Specifically, 81% said additional regulation will increase trust more rapidly with consumers, compared to 78% who said so in 2014, 48% in 2013, and 74% in 2012. On the other hand, 99% said fines, lawsuits and other scandals made it increasingly difficult to build reputation. 76% of our respondents voiced concern about an increase in the Consumer Financial Protection Bureau's database, while 75% said they are concerned about the reputational effect of high-frequency trading.

## THE WINNERS

These are the firms Wall Street marketing, communications and IR execs said had the strongest reputations:

1. VISA
2. J.P. Morgan
3. Wells Fargo
4. AXA
5. Morgan Stanley/Smith Barney
6. PIMCO
7. Merrill Lynch
8. Bank of America
9. Fidelity
10. Citibank

The firms were announced just before Thanksgiving at a Manhattan dinner. During the evening, 25 communications and marketing executives of leading financial brands reacted to the study's findings and discussed rebuilding trust for their brands. Some key takeaways and comments:

- ▶ Companies need to be better prepared to manage a crisis and minimize the negative news and damage it creates to the bottom line. Additional data breaches will create customer service issues with all age groups, especially millennials. Customers report threats to personal information and privacy are the greatest risks to brands with which they do business.
- ▶ In fact, 73% of the 1,008 consumers we surveyed said a breach or theft of personal data would cause them to switch financial service provider.
- ▶ Companies need to own crises. When a crisis occurs, a company needs to be transparent in the way it is handled. There is no room for finger pointing—a perception of it ruins authenticity.
- ▶ In many cases, legal rhetoric has replaced genuine communication during a crisis. This often complicates the issue and prevents the company from communicating clearly how it is fixing the problem.
- ▶ The role of internal communications is to educate and create a responsible culture—so crises don't happen.
- ▶ Executives debated at length whether a B2B or institutional brand needed the same reputation rebuild as a consumer-facing brand in the industry.
- ▶ Cybersecurity is of greater importance at financial brands than in other sectors, at least in terms of reputation. There are more discussions and planning about the ramifications at financial brands than in other industries.

Reputation is intangible but omnipresent. It can be elusive, but the real thing is felt and perceived easily. It's worth keeping in mind the words of Abraham Lincoln: "Character is like a tree and reputation like its shadow. The shadow is what we think of it—the real thing is the tree." ■

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**1. E. coli:** While **Chipotle** dealt quickly and transparently with its E. coli crisis (PRN, Nov. 15), the stain remains. As of Nov. 29, there were 45 known cases of E. coli O26 in six states linked to Chipotle outlets, dating from Oct. 19, *The Food Poison Journal* reported. Worse for Chipotle, its share price fell to 564.81 at market close last Thursday, down nearly 25% since disclosing that it was voluntarily closing 43 outlets Halloween weekend. The stores have reopened and the Denver-based burrito maker said last week it's set to announce new guidelines for its local produce suppliers. CEO **Steve Ells** will speak Tuesday at a financial conference and is expected to outline the stricter guidelines. Meanwhile the E. coli O157 strain linked to **Costco** chicken salad made with celery from **Taylor Farms Pacific** has infected 19 people in seven states, dating from Oct. 6. While Taylor expanded its recall of products last week, chairman/CEO **Bruce Taylor** contends health officials are overreacting by linking Taylor celery to the E. coli. He said the recall is predicated on "an abundance of caution," later speaking of a "false alarm," *The San Jose Mercury News* reports. Unlike the E. coli strain linked to Chipotle, the O157 variety can lead to death. We wish a speedy recovery to those affected and that Mr. Taylor doesn't have to eat his words. – We report the bad and the good. After halting production of ice cream due to a listeria outbreak (PRN April 23, May 11), **Blue Bell Creameries** restarted production at its third and last major plant, in Brenham, TX, late last month. Ice cream from the plant will be monitored and there's no firm date as to when it will be sent to market for sale, Blue Bell said. – Integration continues to be one of the



industry's buzzwords. **Publicis Groupe** last week said it "radically" reorganized its leadership and agency networks into four groups, "putting the client at the heart of [the] organization...the idea consists of reversing [the] current structure, built around the concept of worldwide networks, by breaking down silos in order to offer clients the Groupe's entire know-how and expertise...all Publicis Groupe capabilities will be available to each...client..." the company said in a statement. Client service will be paramount, it added. Chief client officers will be responsible "for the entire range of services and skills the client can benefit from, no matter the discipline or the country. Whenever possible, the dedicated teams will be gathered under one roof...the mission will be to simplify the way clients access the range of solutions, without duplication or delay, and to accelerate the Groupe's growth and development." The four groups are: Publicis Communications, Publicis Media, Publicis.Sapient and Publicis Healthcare.

**2. CSR for the Long Run:** The consumer can be sophisticated, particularly when he or she is a millennial considering issues surrounding corporate social responsibility (CSR). The first **Aflac CSR Survey** reports four of five respondents (81%) said they were more likely to buy from a company whose philanthropic work was done consistently, year-round—rather than those that activate only in times of need. Aflac conducted the survey online in August and September, with some 6,000 people responding. Not surprisingly, the survey also found that CSR and philanthropy are more top of mind on a daily basis for millennials than for those older than



Renee Wilson, President, PR Council

35; 92% of millennials said they are more likely to purchase from companies they perceive as ethical. The surprise, though, was that older generations lack the same sentiment toward CSR as millennials. Being a parent also influences attitudes toward CSR, the study found. For example, more millennials (49%) than non-millennials (36%) would donate a large portion of their salary to a cause that has affected them or a loved one and live modestly. When asked the same question, more parents (51%) than non-parents (32%) would do the same. Millennials (66%) and parents (69%) say they are likely to invest in a company well known for its CSR program compared to non-millennials (48%) and non-parents (40%). "Data shows that parents tend to view CSR and philanthropy through the eyes of their children and have views similar to younger people," Aflac SVP of corporate communications **Catherine Blades** said. "Our survey makes it clear: Successful companies will pay attention not only to the emerging needs of millennials, but the different way in which they view the world. To them, who you are is as important, if not more important, than the products you produce."

**3. People:** As we went to press **Subway** named **Coca-Cola's** chief marketing and commercial officer **Joseph Tripodi** its CMO. – Veteran **SeaWorld Entertainment** VP of communications **Fred Jacobs** left the company last week after more than 20 years. While SeaWorld praised Jacobs' work, it gave no reason for his departure. – The **PR Council** selected **Renee Wilson** as president, succeeding **Kathy Cripps**. Wilson joins from **MSLGroup**, where she served as chief client officer. ■

## The Awards Luncheon is December 9 at the National Press Club in D.C.

### PR People Awards Finalists

#### Hall of Fame Inductees

- Margery Kraus, APCO Worldwide
- Chris LaPlaca, ESPN
- Bob Pearson, W2O Group
- Karen van Bergen, Porter Novelli

#### Account Director or Supervisor of the Year

- Ray De Lorenzi, CLS Strategies
- Megan Feffer, Spectrum
- Lauren Musiol, GYMR Public Relations

#### Agency Account Manager of the Year

- Candice Eng, INK PR
- Daniel Gregory, Susan Davis International

#### Community Relations Professional of the Year

- Brian Graves, Sr., Community Unit School District 308
- Gina West, Fannie Mae

#### Crisis Manager of the Year

- Karen Doyne, Burson-Marsteller
- Yasmine Esparza, Newlink Group
- Jerry Nappi, Entergy Wholesale Commodities
- Jamie Schumacher, JMS Public Relations

#### Digital Communications Leader of the Year

- Reed Albers, Entertainment Software Association
- Brian Donahue, Craft Media/Digital
- Stephanie McCratic, Acorn: An Influence Company
- John McInerney, Ruder Finn

#### Event Marketer of the Year

- Andrew R. Campanella, National School Choice Week

#### Financial Communications

##### Professional of the Year

- Ryan Barr, Burson-Martsteller
- Jerry Dubrowski, Bank of America

#### Government Communicator of the Year

- Adriena Daunt, Tourism New Zealand
- Shoshona "Shoni" Piliip-Florea, US Forest Service, Pacific Northwest Region

#### Intern of the Year

- Austin Courtney, Susan Davis International

#### Internal Communicator of the Year

- Amy Haran, USANA Health Sciences

#### Marketer of the Year:

- Anastasia Khoo, Human Rights Campaign
- Kimm Lincoln, Nebo Agency

#### Media Relations Professional of the Year

- Sol Colom, Discovery Networks Latin America/US Hispanic
- Angie Larsen, USANA Health Sciences
- Sam Moore, SSM Health Media
- Jon Sullivan, Aflac

#### Professional of the Year/Agency

- Spencer Baretz, Hellerman Baretz Communications
- Victoria Baxter, Weber Shandwick
- Rebecca Honeyman, Hotwire PR
- Ilissa Miller, iMiller Public Relations

#### PR Professional of the Year/ Corporate

- Trisha Cardoso, Showtime Networks Inc.
- Patricia Garofalo Fernandez, General Electric

#### PR Professional of the Year/Nonprofit

- Christine Nyirjesy Bragale, Mercy Corps
- Patrick R. Riccards, Woodrow Wilson Foundation
- Bridget Weston Pollack, SCORE

#### PR Team Leader

- Catherine Blades, Aflac
- Tim Johnson, UPRASE Marketing + Public Relations

#### Public Affairs Professional of the Year

- John Guilfoil, John Guilfoil Public Relations

#### Publicist of the Year

- Anna Treiber, Henson Consulting, Inc.

#### Social Media Professional of the Year

- Kelly Mahoney, CompTIA

#### Spokesperson of the Year

- Jerry Nappi, Entergy Wholesale Commodities

#### Agency

- Lauren Amaio, Global Strategy Group
- Emma Beck, LEVICK
- Scott Bisang, Joelle Frank
- Robert Bitter, LANE PR
- Ken Bruno, Access Communications
- Angela Carrasco, Havas PR North America
- Sarah Chavey, ANTHEMIC Agency
- Stephanie Clarke, Havas PR North America
- Virginia Cromwell, Weber Shandwick
- Kristin Davie, Peppercomm
- Ray De Lorenzi, CLS Strategies
- Christine Deakers, Eastwick Communications
- Bethany Early, Jaffe
- Jenny Gardynski, PAN Communications
- Elizabeth Gray, APCO Worldwide

#### Corporation & Association

- Seth Adam, GLAAD
- Dayna Adelman, HEINEKEN USA
- Bradley Akuburo, Pratt & Whitney
- Catherine Anderson, Apple
- Annie Bailey Austin, Oregon's Mt. Hood Territory
- Vince Azar, Astellas Pharma
- Chris Brooks, Hilton Worldwide
- Jessica Carlton, Huntsville/Madison County Convention & Visitors Bureau

### Rising PR Stars Honorees

- Cara Greene, Stanton Communications, Inc.
- Anna Haberlein, Arizona Public Service Co.
- Kendal Hurley, Ballantines PR
- Hana Katen, WE Communications
- Meghan Kidd, Porter Novelli
- Kristen Labriola, Marina Maher Communications LLC
- Allie Metcalf, Edelman
- Katie Milgrom, APCO Worldwide
- Jeanette Naranjo, RockOrange
- Katie O'Brien, Henson Consulting, Inc.
- Alexandra Papazis, Marina Maher Communications
- Kyle Peterson, Clement | Peterson
- Michelle Reino, Luquire George Andrews
- Mandy Robinson, Tremor Video
- Greg Romano, Edelman

- Cristina Rue, CLS Strategies
- Rachel Saffitz, Makovsky & Company
- Kristal Sauer, Gagen MacDonald
- Jesse Scott, The Firm Public Relations & Marketing
- Danny Segal, Edelman Public Relations
- Michelle Selesky Giuda, Weber Shandwick
- Kimberly Settiff, Antenna Group
- Bill Smith, Makovsky & Company
- Karen Sullivan, MSLGROUP
- Chrissy Terrell Murray, Gannett Co. Inc.
- Shannon Toher, The Yu Crew, LLC
- Brooks Wallace, Hollywood PR
- Stephen Wilson, Coyne PR
- Samantha Wolf, Havas PR North America

- Alex Cohen, Apttus
- Anthony Dobies, University Relations/News at West Virginia University
- Natan Edelsburg, Muck Rack
- Julia Ehrenfeld, Bank of America
- Amy Etheridge, Boys & Girls Clubs of America
- Kristen Fraser, Aflac
- Britta Gidican, Trupanion
- Kamari Guthrie, WeddingWire

- Jo Jensen, DDC
- Kathleen Kirkham, Smithfield Foods
- Alison Kwong, National Instruments
- Eliza Levy, National Council of Textile Organizations
- Michelle Muslera, MasterCard
- Molly Phillips, Omni Hotels & Resorts
- Lucille Spann, Visit Florida
- Sarah Stipicevic, Peter G. Peterson Foundation
- Matthew Windsor, Animal Planet

### DECEMBER 2015

12/11 Entry Deadline: Social Media Awards

12/17 Webinar: Visual Storytelling 101

### JANUARY 2016

1/20 Webinar: Paid Ad Placement on Social Media

1/26 Workshop: Emerging Communicators in New York, NY

1/26 Top Women in PR Awards Luncheon in New York, NY

### FEBRUARY 2016

2/19 Entry Deadline: PR Agency Elite Awards

2/25 Visual Storytelling Boot Camp in Huntington Beach, CA

2/26 Social Media Summit in Huntington Beach, CA

### JUNE 2016

6/6 Workshop: Google for Communicators in Miami, FL

6/6 Social Media Awards Luncheon in Miami, FL

6/6-8 Digital PR and Marketing Conference in Miami, FL