

CONTENTS

Web Tools1,3
Case Study1,4,7
Data Dive2
Crisis Management2,5,6
What's Trending in PR6
The Week in PR8



WEB TOOLS

Don't miss

Agile PR at 40: @HavasPRUS Shares Lessons Learned With an Eye Toward the Future, a Twitter chat, Sept. 29, 2pm ET #HavasPR40

Tips for Creating a Measurable Video Strategy Across Facebook, YouTube and Other Platforms

With 8 billion average daily video views on **Facebook**, 4 billion+ on **YouTube** and one hour of video uploaded to YouTube every second, the path ahead for brand communicators seems clear: commit to video. But with that much video in the social ecosystem, how can you compete, especially when videos taken during a Beyoncé concert September 10 showing a pre-arranged marriage proposal for her dance captain receive more than 5 million views? We asked PR pros with

video expertise and restricted the conversation to brand video on Facebook and YouTube.

KEEPING COSTS LOW

Creating engaging, yet budget-wise videos is a favorite topic for Elaine Seward, social media director, **American Chemical Society (ACS)**. There are “basic things you can do” to make modest-budget videos look better, she says.

Continued on page 3

CASE STUDY

BY MARISA LONG, DIRECTOR, PR & COMMUNICATIONS, U.S. GREEN BUILDING COUNCIL

How a Fast-Growing Nonprofit Rebuilt Its PR Team Using Agency Principles

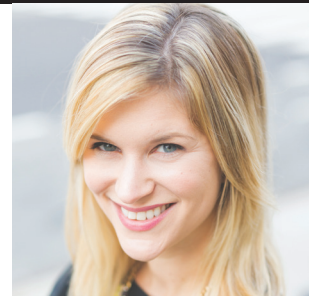
Whether you are managing and growing a team in-house, looking to build better relationships with colleagues and senior executives or establishing the best way to work with consultants or clients, creating a PR team structure that produces results and meets demands is critical to success. PR pros must create a thoughtful plan, identify individual strengths, recognize weak spots and address change and challenges head on—all while creating compelling campaigns that produce results.

GROWING TO MEET DEMANDS

At the **U.S. Green Building Council (USGBC)** we've had to navigate significant growth and find the right way to make sure PR

was meeting demands. USGBC is a nonprofit dedicated to creating a healthier, more sustainably built environment. Our primary vehicle for this market transformation is LEED, the world's most widely used green building rating system.

Since LEED launched in 2000, it has grown to certify more than 5 billion square feet of space in more than 160 countries. Today, approximately 1.85 million square feet of space certifies every day. There are nearly 200,000 LEED-credentialed professionals and thousands of volunteers globally and more than 12,000 national member organizations, rang-



Continued on page 4



Editor, Seth Arenstein, sarenstein@accessintel.com
Editorial Director, Steve Goldstein, sgoldstein@accessintel.com
Graphic Designer, Yelena Shamis, yshamis@accessintel.com
Content Manager, Sophie Maerowitz, SMaerowitz@accessintel.com
Assistant Content Manager, Mark Renfree, menfree@accessintel.com
Managing Editor, Guidebooks, Ian Wright, iwright@accessintel.com
Director of Marketing, Laura Snitkovskiy, lsnitkovskiy@accessintel.com
Marketing Manager, Rachel Schermann, rschermann@accessintel.com
Account Executive, Lindsay Silverberg, lindsay@prnewsonline.com
Publisher and VP of Marketing, Amy Jefferies, ajefferies@accessintel.com
SVP/Group Publisher, Diane Schwartz, dschwartz@accessintel.com
Chief Operating Officer, Heather Farley
President & CEO, Don Pazour

Group Subscriptions – Laurie M. Hofmann, lhofmann@accessintel.com
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 e-mail: clientservices@accessintel.com
 New York Editorial Office:
 40 Wall Street, 50th floor, New York, NY 10005
 Phone: 212.621.4890 · Fax: 212.621.4879
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UPCOMING EVENTS AND WEBINARS

PLATINUM PR AND AGENCY ELITE AWARDS LUNCHEON
 OCTOBER 19, 2016
 NEW YORK CITY, NY

SOCIAL MEDIA CONFERENCE AND CRISIS MANAGEMENT WORKSHOP
 OCTOBER 19-20, 2016
 NEW YORK CITY

DIGITAL PR AWARDS LUNCHEON
 NOVEMBER 16, 2016
 NEW YORK CITY

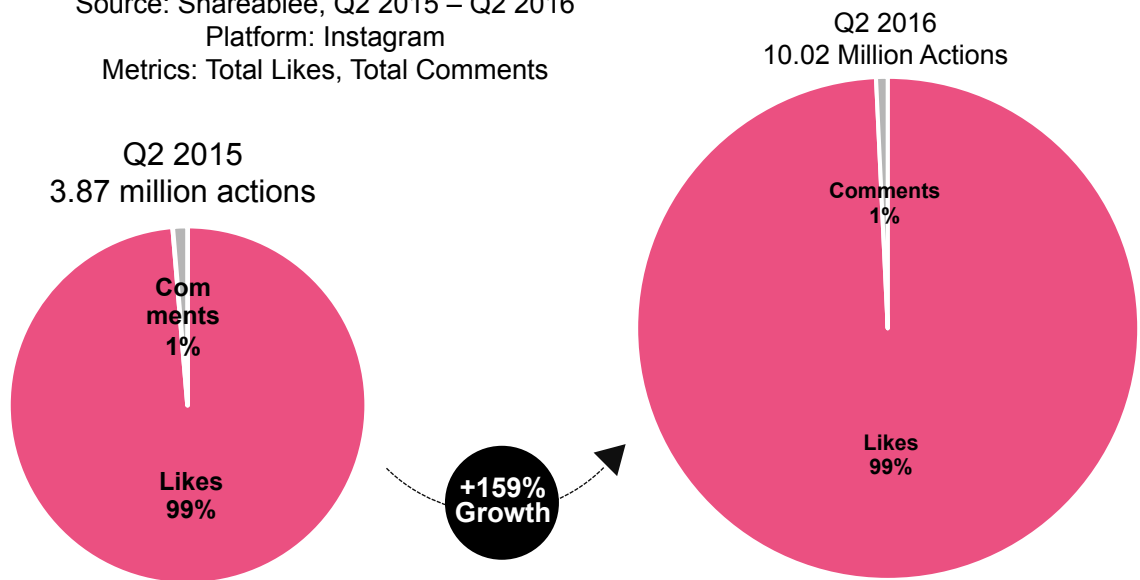
Consumer 'Likes' Top 'Comments' 99-1 for B2B Brands on Instagram in Q2

Data can be sliced many ways. Below we see consumer actions, or engagement, with U.S. B2B brands on Instagram. Actions grew 159% between Q2 '15 and Q2 '16, according to **Shareable** data provided exclusively to *PR News Pro*. Actions are the total of likes and comments. As we've seen before, brands needed to post only

a few more times per month on average to spur significant engagement growth. Interestingly, the ratio of likes to comments remained constant year over year (see chart below). There were 99 likes for every 1 comment. Video actions grew 168% during the period. And 26% of all actions year over year came from video. ■

U.S. B2B Brands % of Consumer Action Type on Instagram: Q2 2015 vs Q2 2016

Source: Shareable, Q2 2015 – Q2 2016
 Platform: Instagram
 Metrics: Total Likes, Total Comments



Source: Shareable data provided exclusively to PR News Pro

CRISIS MANAGEMENT

Honesty, Accountability, Apology, Investigation Urged for Wells Fargo

You saw the headlines Sept. 8 and 9 discussing the record payment of \$185 million **Wells Fargo** made to regulators. The basic details surrounding the reason for this fine also are well known: Some 5,300 bank employees allegedly created an estimated 2 million bogus bank and credit card accounts. Some were started with fake names. Others used identities and funds of unsuspecting Wells Fargo customers. The 5,300 employees were fired during the past five years,

the bank said.

Once news like this breaks, several things usually happen. For one, Capitol Hill clamors for hearings. Wells Fargo CEO John Stumpf will appear before the Senate Banking Committee Sept. 20. The media begins digging. One of its first targets was Carrie Tolstedt, a consumer banking executive who allegedly oversaw some of the 5,300 employees and their illegal activi-

Continued on page 5

Measuring Your Audience Is Key to Video Success

First, “clean the shot.” Remove anything that will distract from the main object in the frame. “Take your time on this.”

Audio “is unforgiving...you can have good video and bad audio and you’ll lose an audience,” so be aware of sound from air conditioners, car traffic, etc. “Adjust [volume] levels. [Viewers] don’t want to turn up or down the volume” on their devices. Also make sure volume is consistent: avoid having the opening loud and the rest of the video far softer.

When editing, get rid of pauses. “People have minimal attention spans...they don’t want to sit through 30 seconds of you setting up a camera,” she says. Another tip: if there’s a pause during a talking head segment, splice it out, of course, but to avoid having it look awkward, right after the splice moving the person’s image in the frame can “make [an awkward splice] look a little more natural,” she says. For editing she uses **Adobe Premier Pro**. “I love it, it’s super easy and works with Adobe’s After Effects, which we also use a lot.”



Elizabeth Sorrell

National Audubon Society social media manager Elizabeth Sorrell praises inexpensive video, too. “I can’t underemphasize how well smartphone videos work on social.” She touts editing features on smartphones and “inexpensive licensing options” at sites such as **Shutterstock** and **iStock**, whose “high-quality clips” can be had for less than \$100.

A tip: one of the biggest mistakes brands make is failing to optimize for mobile, Sorrell says. “90% of Facebook’s daily active users are accessing the platform via mobile devices. A video that’s gorgeous on a large editing bay monitor might not translate when condensed to a small screen.” Be aware of “sweeping shots and dramatic landscapes” that don’t do well “when scaled down” to mobile. Tight shots that “viewers can instantly understand are more likely to get people to stop scrolling and watch the rest of your video.”

PRODUCING VIDEOS FOLLOWERS WILL CRAVE

A key to content strategy, Seward and Sorrell agree, is “asking your audience what it wants,” Seward says. “It sounds obvious,” adds Sorrell, “but do more of what works and less of what doesn’t.” This means you have to “spend time analyzing your metrics, which can be an easy step to

skip.” Seward adds that a common mistake is “ignoring your audience [by not measuring and interacting]...we had a really good conversation with our fans...our audience is pretty smart and asked for more science. So we did that.” ACS surveys its followers online, and also at the end of videos.



Elaine Seward

The two emphasize measurement should extend beyond raw likes and shares. “We’re looking at the engagement rate, and seeing at what point people are dropping off from the video,” Sorrell says. Like Sorrell, Seward tracks engagement and “retention time,” as opposed to a 10-second view, “which is what Facebook [counts].” She likes YouTube’s Average View Duration, which informs you when people stopped watching your video. “We found people dropping off at the end of our videos...so we continued to talk about the video topic while the credits were rolling.” Another tip to keep viewers watching at the end is using a call to action. “We asked people to respond to questions” about the video topic and asked viewers what topics they’d like to see in future videos. “People respond much better when you ask them directly to do something,” she says.

Content: For Seward, a guiding principle is “finding one cool takeaway that nobody will forget.” Sorrell’s version: “Focus on what distinguishes you.” O.K., but how do you make that happen? “At Audubon, we’re the bird people, so we’d be remiss to create videos not true to that.” At ACS, a video begins with an idea that’s then modified over weeks. Once a draft script is created, it’s sent to a scientist “to make sure the science is correct,” Seward says. For example, the team decided in July it wanted to do something for **Apple’s** annual September announcement. That broad idea resulted in a 3-minute, 47-second video called “How to Keep Your Phone Battery Charged Longer.” Posted on YouTube September 13, it had 23,000 views within two days. ■

CONTACT: e_seward@acs.org esorrell@audubon.org

Editor’s Note: Seward and Sorrell will speak at PR News’ Social Media Conference & Crisis Management Workshop, in NYC, October 19-20. For information: www.socialmediaconf.com

PRNews’ CSR AWARDS

PR News’ CSR Awards is the industry’s best showcase for the most impactful, socially responsible and green campaigns from the past year. Enter this program to shine the spotlight on the people and campaigns driving your organization’s success in corporate social responsibility.

Entry Deadline: September 30 | Late Deadline: October 7
Enter: prcsrrewards.com



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

Winners will be honored in D.C. in March 2017

Nonprofit Uses Agency Template to Organize Staff

ing from Fortune 500 companies to small businesses.

When I arrived in 2010, USGBC had about half the 30-plus staffers that today make up the marketing department. USGBC had somewhat plateaued in attracting new audiences and was seeking to expand its reach. I was tasked with overseeing the launch of the Center for Green Schools, which reached beyond the B2B community and introduced us to consumer audiences.

Over the past few years, our efforts also started expanding to new products and programs through USGBC's sister organization, Green Business Certification Inc. (GBCI).

With so many B2B brands and B2C causes, disseminating information that resonates with the right audiences can be a challenge. The marketing department is responsible for growing USGBC's marketplace presence and making sure the message is clear and bipartisan for a variety of stakeholders that expect information, transparency and support. And we are mission-based; ultimately we are focused on advocating for a more sustainable future and providing solutions to create a sustainable environment for generations to come.

CREATING A PLAN

With such rapid growth we filled gaps to meet demands. In the past few years, though, we've become more strategic in hiring staff that bring specific skill sets and in making sure existing staff are correctly deployed. When I worked on the launch of the Center for Green Schools my role extended from web and collateral development to media outreach, social media, overall messaging, event support and more. As a jack of all trades, I had to get scrappy and step outside my comfort zone to make sure goals were met. I certainly stepped on toes without a full understanding of who was responsible for what within our team.

As we continued to grow, USGBC's head of marketing, COO, myself and other leaders in the department started to implement changes, moving away from program silos to focus on subject-matter expertise. I was tasked with growing our PR and communications team, an exciting opportunity for a former PR agency executive who was somewhat new to the nonprofit world. I had supported the NY-based agency I worked at during a time of rapid growth. I knew some of the lessons I learned there would apply to USGBC.

I started thinking about how I could implement some of the practicalities of a high-performing agency structure for an in-house team that supported internal departments, member companies and industry professionals as our "clients." In-house departments serve a similar function to an agency, but the priorities are different. At an agency, while you focus on client happiness and proving your value, your value also rests on revenue and the bottom line—you can make decisions and prioritize your level of support and staff hired for clients based on monetary value and a fee structure. In-house, you certainly try to focus on the same areas, but prioritizing clients can be more challenging when your work isn't subject to a monthly retainer or hourly rate. This is when setting goals and prioritizing are most important.

Creating a plan on paper doesn't make it successful. Similarly, writing a job description doesn't make it your job—you have to work and let the results talk. It doesn't hurt, though, to create a plan that will hold you and your team accountable and create transparency around success.

When we began restructuring our PR team, I took a few weeks to create a 90-day plan that incorporated goals from our SVP of marketing and COO. I also met with my team and others in the organization who worked with our department to solicit feedback. These goals were clear and achievable for the time period. They included individual and team goals, such as increasing media coverage for the next quarter, streamlining our consultants' work, identifying clear roles for each team member and establishing new internal programs. In addition, I included my vision on the long-term role I wanted our team to play within the organization.

ESTABLISHING ADAPTABLE STRUCTURE

For goals concerning how we wanted to expand the team, I took several steps to help inform the decisions we made toward growth:

1. Identify strengths and weaknesses: We looked at what was working from an individual, team-wide and organizational standpoint and played to strengths that allowed each team member to claim a sense of ownership over their work. For example, we focused some staff on media engagement, while others worked primarily on creating written materials.

We also evaluated where there were holes, such as being more proactive with media pitching and tracking and better leveraging our stakeholders. We created positions to fill these roles or identified how we could use our consultants more effectively.

2. Client feedback: As an in-house PR department, our clients include other departments and external stakeholders, so we talked to our business development, program and technical teams to see what support they thought was most crucial. This also helped identify what stories we wanted to tell through our PR campaigns. We talked to our member companies and local community leaders to assess their needs from us. For example, we decided to assign a POC within our team and increase the PR benefits we provide to member companies. We recognized the impact these stakeholders could have in the success of our PR strategy.

3. Anticipate and tackle turnover: Once we made a plan to grow our team and set ambitious goals and objectives, we realized this would shake things up a bit and that there was a chance not everyone would be on board. As with all change, it is important to be adaptable and create a culture that allows people to grow and feel secure. At USGBC, we use a feedback structure loop that identifies what's working and what's not on an ongoing basis. Accordingly we moved some staff into new roles that were a better fit for their skill sets.

Continued on page 7

ties, which supposedly was known as sandbagging inside the bank. A claim made by several of the 5,300 is that they created the fake accounts to meet quotas and keep their jobs. It is also claimed the 5,300 were midlevel and front-line employees.

Apparently Tolstedt retired from the bank or was forced out during the summer, before the sandbagging story reached national attention. While her departure seems convenient on first glance, the kicker is her \$125 million golden parachute. Lawmakers already have demanded that much of it be “clawed back” from her under provisions instituted after the financial crisis. A bit more to make communicators cringe: Upon Tolstedt’s departure, Stumpf, in a statement, praised her as a leader, “a standard-bearer of our culture” and “a champion for our customers.”



Ashley McCown

We asked a crisis communicator and a reputation expert how the bank can regain its reputation and the confidence of Wall Street, regulators, the media and its customers.

The advice of Ashley McCown, president, **Solomon McCown & Company**, and Stephen Hahn-Griffiths, VP, U.S. strategy consulting,

The Reputation Institute, can be divided into several parts:

1. Who Did It and Who Knew? Both McCown and Hahn-Griffiths agreed the bank should launch an investigation into the fake accounts. “First, get your house in order,” McCown says. This investigation should include examining how the illegal activities were allowed to occur and who, if anyone in the bank’s leadership, knew about it, Hahn-Griffiths says. Honesty, integrity and transparency should be paramount during the investigation and the entire effort to rebuild the bank’s reputation, he says.

Based on the investigation’s findings, Hahn-Griffiths says Wells Fargo should “create the equivalent of a reputation charter, where you outline publically the precautions you’ll put in place so employees don’t fake accounts just to make the company look good.”

Should the investigation find bank leaders culpable, “Obviously the CEO needs to hold those at fault accountable,” Hahn-Griffiths says. “The CEO also must take decisive action to show this will never happen again...it’s something the CEO needs to own and fix to put confidence back into the organization.”

What if it turns out that the CEO or other senior executives were asleep at the wheel? “That’s where honesty and integrity come in...you must explain how and why things happened. Explain the back story. Be honest. Don’t try to hide behind the rhetoric, just present the facts. Be like **Sony** during its email incident and not like **Volkswagen**, which tried to cover it up...there’s no question, you have to accept wrongdoing and culpability...it’s the only way forward.”

2. One and Done. (Not.) The guiding principle for the bank should be that this exercise “will not be a one-shot deal... there has to be a consistent commitment to transparency and honesty...it can’t be accomplished with an apology on the internet,” McCown says. Regarding the apology, McCown says the bank’s “left me wanting...For a company whose culture is supposed to be centered on customer relationships I found the statement hollow.” In addition, “They’ve not apologized adequately to customers,” or said they’ll learn from their mistakes. Her advice: “Back up, dig a little deeper and express what you did was wrong...grossly wrong...they have to come clean in a way they have not yet done.”



Stephen Hahn-Griffiths

3. Board Needs to Respond: While Hahn-Griffiths emphasizes the role of the CEO, McCown puts the onus on the bank’s board to be “visible and take action.” It and bank leadership need to demonstrate “very quickly” that the bank will “do things differently...and “institute fiscal and financial controls” to ensure that sandbagging will no longer occur.

The board also must hold senior bank leaders publicly accountable. “The board needs to say, ‘If 2% of your employees were fired what does this say about the senior leaders of Wells Fargo and shouldn’t other heads roll?’” She adds, “You can’t tell me people in leadership positions didn’t know about [the fake accounts]. That’s just not credible...” If the board determines the leadership looked the other way or was unaware of what was happening with the fake accounts, “there needs to be new leadership.” [Incidentally, federal investigators in NY and CA reportedly are asking similar questions about when and if senior bank leaders knew of the illegal sales activities.]

4. About Tolstedt: Speaking of departures, McCown calls the July exit of Tolstedt “not credible...clearly it was

Continued on page 6

READY. SET. NOMINATE.

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PR News’ PR People Awards program is your opportunity to showcase the top talent, innovators and passionate professionals who day in and day out are making communications matter in the marketplace. This program is open to communications professionals worldwide at any corporation, agency, nonprofit, academic institution, and governmental organization.



Entry Deadline: Sept. 16 | Late Deadline: Sept. 23

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Questions? Rachel Scharmann | rscharmann@accessintel.com | 301.354.1713

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How I Used a Knowledge Gap to Learn About Integrated Marketing



[Editor's Note: In this weekly feature we ask PR pros to spot trends and discuss how they are reacting to them. In this edition we hear from Stephanie Elsea, VP, communications, Southwest Affiliate, American Heart Association.]

Most of my career has been focused on traditional PR activities such as pitching media, key message development, spokesperson training and media tracking. Though I often worked with marketing and advertising teams, even being at a nonprofit I didn't need to know a great deal about their side of the business. That's changed.

While media relations remains a foundational element of our work, the lines between PR and marketing have blurred. Now, I'm hiring as much for graphic design and video editing skills as for pitching experience.

One of the reasons for this trend is the shift to more of a pay-to-play media environment. In the past, we could depend upon media sponsors to amplify our earned media. Now, however, we have to bring some budget to the table. The financial aspect is even more significant with social media, where we have to promote posts to get in front of followers.

I recently admitted to myself—and others—that the industry had changed faster than my ability to keep up with

it. My team and I were working on pilot project overhauling our media and marketing approach in Dallas Ft. Worth. It occurred to me that my on-the-job training in marketing and advertising hadn't properly prepared me for the task. Sure, I had picked up additional skills over the years, but my depth of knowledge wasn't what the project demanded and deserved.

Rather than try to hide the gap, I used the project as an opportunity to learn. I contacted a couple of trade organizations and ended up having coffee with Bart Cleveland, president of the Austin chapter of the **American Advertising Federation**. It turned out Bart, a longtime ad agency owner, had recently created a company focused on helping creatives learn specific industry skills. After a couple of conversations, I hired him to help guide my senior team and me through the project and to teach us new tricks. I believe we feel much more confident, and competent, in advising our internal clients about the best investments for their limited marketing dollars. To promote continual learning, we also subscribe to trade publications, are members of industry organizations and I try to send at least one staff member to a conference every year. ■

CONTACT: Stephanie.Elsea@heart.org

Continued from page 5

cooked up" as negotiations with regulators were being held. McCown's advice to Wells Fargo: "It needs to demonstrate they're going after her" with a clawback of her \$125 million package. If the current leadership allowed Tolstedt to leave with the package "it's probably not the right leadership to bring about change." *PRN Pro* asked Wells Fargo to comment on any aspect of this article. It did not.

5. Culture: "They have a lot of work to do internally...the changes [Wells Fargo] makes need to be communicated to the public." One issue, she says, is the culture, which seems "two-headed. 'We care about our employees and our customers,' on the one hand and 'Meet your quotas or else!' on the other." This needs to be fixed and communicated as "it's part of their value proposition to customers."

McCown is particularly disappointed in CEO Stumpf's blaming non-senior, rogue employees for the bank's problems during his first interview after the incident hit the news. "When you fire 5,300 of your employees over a five-year period for...opening 2 million fake accounts, you have a culture problem. To blame employees for what happened is not strong, honest or accountable leadership," she says. "Stumpf had the opportunity to come out of the gate with a strong accountability message. Instead he dodged the question and only later said... he feels accountable. No doubt this

wavering and shifting of blame is concerning to Wells Fargo customers and analysts."

6. Find a Spokesperson: The bank needs to find a credible spokesperson, preferably someone likeable, a leader who can lay out plans for a new path and culture and report back to the public periodically what Wells Fargo has accomplished, McCown says. "This person needs to own it...they'll be seen over and over...again it can't be a one-shot apology."

For Hahn-Griffiths, whose company evaluates brands' reputations, including Wells Fargo's, there's hope. "Clearly Wells Fargo is a great company with a solid reputation." The bank received a score of 67.3 this year from The Reputation Institute, at the high end of average. Scores of 70-79 are considered strong, 80+ is excellent. Wells Fargo ranked 19 of 33 banks the Institute examined. Just five banks had strong scores, none had excellent scores. "This is a black eye [for Wells Fargo]...but to blow it out of proportion won't help...[brands] need to negotiate a fine balance" between doing too much and too little in these cases, he says. He predicts Wells Fargo will do the right thing. ■

CONTACT: Shahn@reputationinstitute.com
Amccown@solomonmccown.com

GETTING ORGANIZED

As our basic org chart (*below*) shows, marketing now is organized to support our growing needs. The PR & communications team's responsibilities support the rest of the department, other departments and external stakeholders while pushing forward our PR goals.

Daily responsibilities: The communications team is primarily responsible for creating messaging for USGBC and its programs. This includes maintaining editorial calendars for content distribution. Other responsibilities include: direct stakeholder engagement and external relations; content creation for USGBC's online channels; social media and multi-media management; management of *USGBC+*, the member magazine; management of an internal and external speakers bureau; management of research and public data; oversight of media relations at the local, national and global levels; and management of consultants and vendors.

Integrated marketing communications: We are closely integrated with marketing team members and support content creation for USGBC online channels. We create multifaceted PR campaigns that include visuals and marketing materials, e-marketing engagement, advertising and more.

Public affairs: The communications and advocacy teams work closely to manage public affairs campaigns that help push our policy agendas. Much of our media work, particularly in the U.S., is based on where we see value from an advocacy and policy perspective.

Local, national and international engagement: Some of our best media coverage comes at the local level. Our media team is responsible for knowing the markets we are pitching so we can support local and national media as well as industry and consumer press. For international, we engage in-country/region-

specific PR support for targeted campaigns that we manage. We also work with consultants for larger PR campaigns.

Campaigns: Our larger PR campaigns are heavily focused on stakeholder engagement, not just media relations and traditional PR. We know the best way for us to tell our story is to have our stakeholders share theirs. Each communications team member has a role in outreach, which fosters a culture of collaboration. We evaluate what worked and didn't on each campaign so we can make tweaks and improve efficiency. We also use a shared resource like **Google Docs** or **Dropbox** to make sure our campaign information and plans are in one place, and we create spreadsheets and work plans that assign responsibilities and move everything forward.

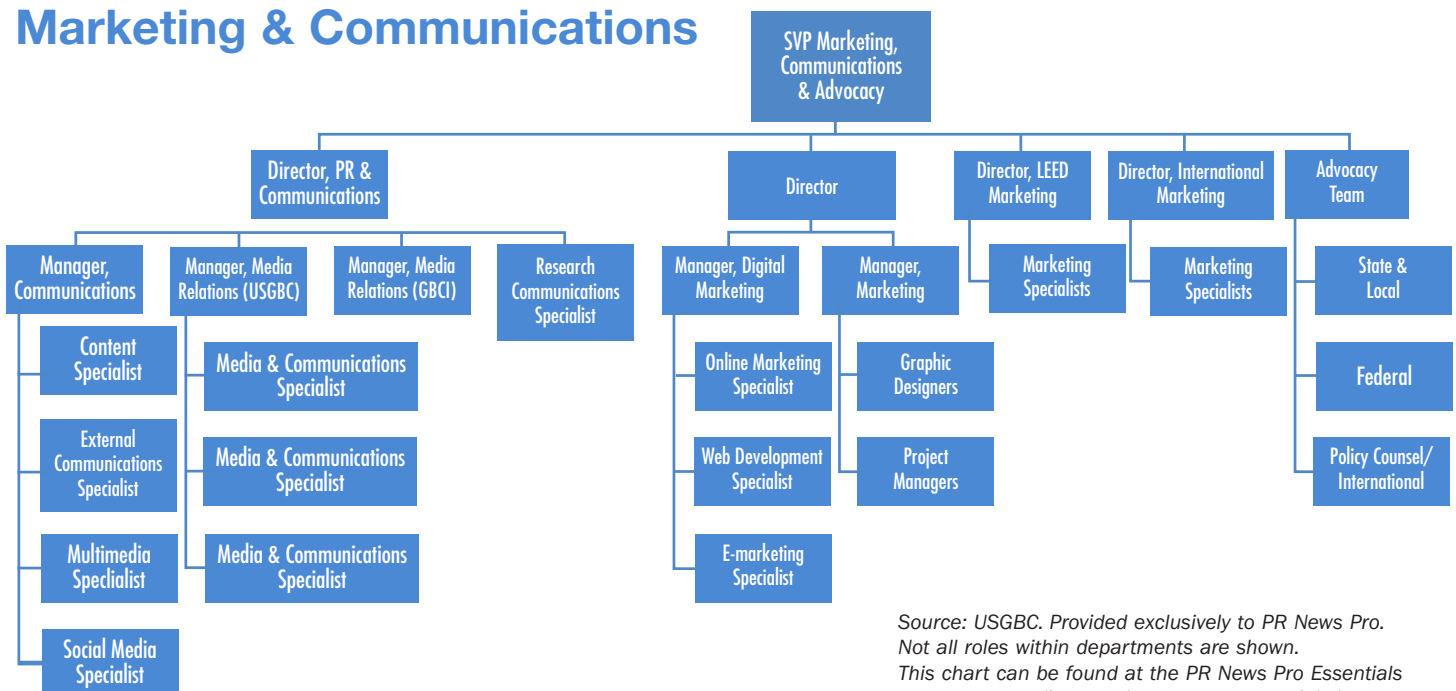
REPORTING RESULTS

When growing a PR team (or making the case for new staff or resources), metrics play an important role to showcase the importance of PR. As part of our restructure, we started to compile campaign-specific and quarterly reports that delve into results. Each component of our team is responsible for reporting out and evaluating their performance.

We also track media and social media coverage and sentiments daily. While the process can be tedious, this data showcases our team's contributions in a digestible way for senior leadership. In addition, providing staff with the opportunity to reflect on their work over a period of time validates individual contributions and successes as part of a team. If you have the budget, investing in external platforms/vendors that help track metrics, distribution and results will provide beneficial support and help rate subsequent campaigns. ■

CONTACT: mlong@usgbc.org

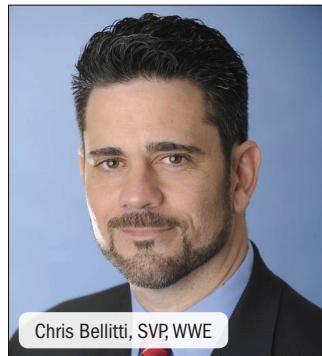
USGBC Organization Chart, Marketing & Communications



Source: USGBC. Provided exclusively to PR News Pro. Not all roles within departments are shown. This chart can be found at the PR News Pro Essentials page: prnewsonline.com/pr-news-pro-essentials/



Heather Bresch, CEO, Mylan



Chris Bellitti, SVP, WWE



Catherine Allen, SVP, WE

1. Platform Prater: The name of Buffalo's football venue, New Era Field, seemed appropriate to kick off **Twitter's** live streaming of Thursday **NFL** games Sept. 15. Giving viewers the ability to watch football on their platform of choice felt like the start of a new age. The media and public were largely positive about Twitter's opening night stream. As *Forbes.com's* headline said: "Twitter's NFL Live Streaming Debut... Commence Cable Cutting, Sports Fans." You didn't even need a Twitter account to watch the game, as the service also streamed the **CBS** feed at tnf.twitter.com. A few minor issues: The Twitter stream was seconds behind the TV feed. Meh. And as *Sports Illustrated* media columnist **Richard Deitsch** (@richarddeitsch) tweeted: "Twitter's NFL experience will be exponentially better with the option of choosing your feed over Twitter's curated TNF feed." True. Still, at \$1 million per game for 10 games, many were calling Twitter's NFL deal a steal. As loyal readers of this page know, Twitter, a favorite of communicators (*PRN*, Aug. 8), badly needs good news to calm nervous investors. Adding live streaming of football to its mix of breaking news and commentary seemed to make Twitter the buzz for at least one night. – Communicators who post videos on **YouTube** [see story on page 1] will be able to engage socially with followers via a Community tab. "Now you can do things like text, live videos, images, animated GIFs and more, giving you easier, lightweight ways to engage with your fans more often in between uploads, in real time," YouTube said Sept. 13. "Viewers will be able to see your posts in the Subscriptions feed on their phones. They can also opt into getting a notification anytime you

post," it added. The tab will be available in "the months ahead," it said. – Brands have several new avenues to explore on the Messenger platform, launched six months ago. **Facebook** said Sept. 12 it's adding capabilities for "brands and businesses to be discovered" more easily on Messenger. Customers also will be able to share their Messenger experience with friends easier by clicking a share icon attached to a message bubble. Other updates include the ability to use Messenger "as a destination for News Feed ads." There will also be a more seamless user interface between threads used by customers and brands. Payment and checkout will be simplified. In addition, brands now will be able to sell products directly to customers in Messenger.

2. News Bits: Wells Fargo CEO **John Stumpf** won't be the only brand chief in the hot seat in D.C. this week (see page 2). **Mylan** CEO **Heather Bresch** will appear before the **House Committee on Oversight and Government Reform** Sept. 21 to explain why her company raised the price of the life-saving EpiPen to \$600, a 400% increase over five years. Bad timing for Bresch: News outlets splashed a Sept. 14 *Wall St Journal* report that said Mylan's top five executives received pay far out of proportion with the top paid execs at eight other healthcare firms with larger market values than Mylan. Mylan's top 5 pulled in \$292 million during a five-year period ending Dec. 2015. The daughter of **Sen. Joe Manchin**, Democrat, WV, Bresch makes \$19 million/year.

3. M&A: Digital marketing agency **Bully Pulpit Interactive** said Sept. 15 it acquired D.C. communications firm

The Incite Agency, which was co-founded by former White House press chief **Robert Gibbs**. Bully Pulpit is the largest digital marketer for the Democratic Party. – **Weber Shandwick** made inroads into the mobile space, acquiring London-based mobile agency **Flipside** Sept. 13.

4. People: **Showtime Networks** promoted **Chris DeBlasio** to SVP, sports communications. He joined Showtime in 2005. Prior to that he was managing director of **Brener Zwickel & Associates'** NY office. – **WWE** named veteran sports PR exec **Chris Bellitti** SVP, communications. Most recently Bellitti had been a VP with **Fox Sports**. He began his career at **ESPN**. – **Dix & Eaton** named managing director **Gregg LaBar** to lead its investor relations practice. President **Lisa Rose** had been leading investor relations; she became president in January. – Former **NBC News** anchor **John Seigenthaler** joined **Finn Partners** as senior counsel, advising clients on crisis communications, message development, media training, video and social media strategy. – **WE** named **Catherine Allen** SVP/GM of its Boston office. Most recently Allen was with **Shift Communications**, where she established its healthcare practice and led the east coast team and accounts. – Congrats to **Ray Kotcher**, non-executive chairman of **Ketchum**, who was inducted into the **Arthur W. Page Society** Hall of Fame Sept. 11. Kudos also to **Aedhmar Hynes**, CEO, **Text100**, who received the group's distinguished service award. – **Bryan Bridges** was named director of digital design at **Lumentus**. He joins from **Burson-Marsteller**, where he was a senior director. ■

PRNews' AGENCY ELITE AWARDS Luncheon

October 19 | Marriott Marquis, NYC
11:00 a.m. - 2:00 p.m.

Congratulations to this year's finalists!
View the full list: prnewsonline.com/agency-elite-awards-luncheon-2016

Advocacy

- Irwin Gail Consumer Communications - Badger & Winters #WomenNotObjects
- JPA Health Communications - Concussion Prevention: Digital Outreach
- LDWWgroup - The Big 12 Conference: Changing the Game, So Legislators Don't Have To
- Momentum Communications Group - Empowering Nonprofit Voices

Agency Awe Professional

- Kathy Bloomgarden, Ruder Finn
- Beth Monaghan, InkHouse
- Christian Rodgers, Pascale Communications
- Telly Wong, IW Group

Agency Team of the Year

- Ballantines PR
- IW Group
- Klick Communications
- Murphy O'Brien Public Relations

Best Training/Education Program

- Hotwire PR - Hotwire DNA
- Infinite Global - Attorneys vs. Accountants: Content Success Study
- INK Public Relations - INK University
- Newlink Academy
- WE Communications - Centralized Internship Program

Branding

- Eastwick Communications - Meet Swivelfly
- RF Binder - Changing Public Perception of Algae: A Groundswell Marketing Campaign from the Thrive Brand

Business to Business

- Antenna Group - Miraah
- Bhava Communications - CrowdFlower Campaign: "The Data Behind Today's Data Scientists"
- Bhava Communications - Hedvig: Going Back to Basics - Launching from Stealth in an Overcrowded Industry
- INK Public Relations - INK for Datapipe
- NCR Small Business with Arketi Group - NCR Silver Generates Small Business Media Buzz
- SHIFT Communications - Creating a Security Rainmaker

Cause/CSR

- Cone Communications - Delivering Impacts Across Business, Brand and Society
- Ingram Micro, Inc. - Elementary School IT Makeover
- Lippe Taylor - Cetaphil Celebrates Camp Wonder 15th Anniversary
- Weber Shandwick & Mars, Inc./ M&M'S - M&M'S Red Nose Day #MakeMLaugh Campaign

Community Relations

- Sage Communications - Leadership Greater Washington Fully Integrated Communications Campaign
- SKDKnickerbocker - Katrina 10: Resilient New Orleans

Community Relations/ Volunteer Programs

- Community Unit School District 308 - PRIDE Recognition Program
- Coyne PR - Good to Go
- Strategic Public Relations Group - Care • Connect • Contribute by SPRG

Consumer Marketing

- 5W Public Relations - jane iredale Blogger Initiative
- MWWPR - Consumer Marketing Practice
- R&R Partners Public Relations - Vegas Season

Content Marketing

- Atomic 212 Group - Lucy the Robot
- Digital Brand Expressions - SEMPO
- W2 Communications - ThreatConnect Project Camera Shy
- Weber Shandwick & Mars, Inc. - M&M'S 1 Million Tastes of Crispy Giveaway: #NashHasCrispy

Crisis Management

- LDWWgroup - Ensuring the Safety of Yemeni Hostages

Digital / Social Media

- Bel Brands USA/The Laughing Cow - The Laughing Cow Love Your Local Events
- MWWPR - Accelerating Change with Innovative Social Strategies
- R&R Partners Public Relations - Vegas Season
- Weber Shandwick & Mars, Inc. - M&M'S Red Nose Day #MakeMLaugh Campaign
- Weber Shandwick & National Pork Board - Grill Crashers

Financial Communications

- LDWWgroup - GameStop EARNING Extra Lives
- Olmstead Williams Communications - Oberthur Technologies: Driving chip cards into American wallets
- Vested - The Business of Star Wars: A Citadel Conversation

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View the full list: prnewsonline.com/agency-elite-awards-luncheon-2016

Integrated Communications

- APCO Worldwide - Ross Initiative in Sports for Equality (RISE)
- LDWWgroup - Integrated "Big Game" Campaign Creates New Demand for Cruising by Drawing Consumers "Back to the Sea"
- The Mosaic Company - The Great Yield Mystery
- R&R Partners Public Relations - Vegas Season
- Sharp Communications & Benjamin Moore - Announce Benjamin Moore's 2016 Color of the Year

Internal Communications

- Newlink - OneNew11nk
- US Postal Service - Western Word

Marketing Communications

- Atomic 212 Group - Lucy the Robot
- The Hawaiian Electric Companies - A Sustainable Solar Future for Hawaii
- Makovsky - Sora Product Guide
- RF Binder - Changing Public Perception of Algae: A Groundswell Marketing Campaign from the Thrive Brand
- Stein IAS and Trelleborg Marine Systems - Measurable Marketing Quality

Marketing to Women

- 5W Public Relations - OneStopPlus Rebrands to FULLBEAUTY Brands, Revolutionizes Plus-Size Style
- GOLD PR - Invisalign "Unbrace Teen Confidence"
- Green Works - Green Works Encourages Girls to Unleash Their Natural Potential
- Lippe Taylor - MonaLisa Touch: Improving a Woman's Gynecologic Health and Quality Of Life

Media Relations

- Cone Communications - 2015 Jiffy Lube National Donut Day
- Fineman PR Produces National Impact for HNTB and Foster Farms
- Murphy O'Brien Public Relations - Santa Catalina Island Company: Breathing Life Back into an Iconic Destination
- Sweeney Marketing + PR - Jo-Ann Local Television Coverage
- Voce Communications - Tile Holiday Campaign 2015

Measurement / Evaluation

- INK Public Relations - THE DMM: Daily Media Report for an International Renewable Energy Company

Nonprofit/Association

- Momentum Communications Group - Empowering Nonprofit Voices
- Piper & Gold Public Relations - T3 Launch Campaign
- Sage Communications - S&R Foundation Fully Integrated Communications Campaign
- SKDKnickerbocker - Katrina 10: Resilient New Orleans

Product Launch

- Alpaytac Marketing Communications/Public Relations - SharkNinja Enters Coffee Market with Ninja Coffee Bar Launch
- GOLD PR ~ Galderma Laboratories, L.P. - "Perfecting the Pout": Launch of Restylane Silk
- Inner Circle Labs - The L16: Bringing New Light to Photography
- Murphy O'Brien Public Relations - Lynx Smart Grill: Smart Gadgets Enter a New Market
- PAN Communications - Artec 3D Shapify Booth Launch
- Peppercomm - LEVL CES Launch

Promotion of Firm

- Fineman PR - Get Your Ship Together in a Crisis: Do a PANTCHEK
- Hollywood Public Relations - Hollywood Holiday Wishes 2015
- Racepoint Global Business Development and Global Marketing Team - Post-Integration: How One Agency Promoted an Evolving Brand, Increased Clients and Attracted New Talent
- RED PR

Public Affairs

- Butler Associates Public Relations - Uniformed Firefighters Association of Greater New York - Correct the \$27/Day Disability Crisis for New York's Bravest
- Davies Public Affairs - Vancouver Energy
- Powell Tate - Halting a tax on medical innovation
- SKDKnickerbocker - Katrina 10: Resilient New Orleans

Publicity

- Sweeney Marketing + PR - Jo-Ann Local Television Coverage
- Think PR - Aloft Hotels Emoji Room Service Launch
- TopFire Media - Mission: Fit to Own

Reputation Management

- BRG Communications - Walmart's "Holiday Sing to Salute Military Families" campaign
- Deveney - UMC Grand Opening Reputation Management
- LDWWgroup - Carnival Corp: "Big Game" Campaign Draws Consumers "Back to the Sea" and Accelerates New Demand for Cruising
- MWWPR - MWWPR's Reputation Management Practice

Web site

- Lippe Taylor

Word of Mouth/Viral

- Irwin Gail Consumer Communications - Badger & Winters #WomenNotObjects
- Minnesota Pork Board - Pig + a Pint
- RF Binder - Changing Public Perception of Algae: A Groundswell Marketing Campaign from the Thrive Brand

Winners will be announced at the October 19 awards luncheon in NYC. Register online at prnewsonline.com/agency-elite-awards-luncheon-2016

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