

PRNews

Social * Marketing * PR

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To start an entry, visit: prnew.se/platinum-18

If you have any questions reach out to my colleague Mary-Lou French at mfrench@accessintel.com.

Sincerely,



Diane Schwartz
SVP & Group Publisher
PR News
www.prnewsonline.com

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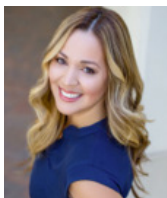
MEDIA RELATIONS

How ‘Relatable Storytelling’ Factors Into Microsoft’s, CompTIA’s, Golin’s Media Pitches

In Washington, D.C., last week it was “All Comey All The Time” as the former **FBI** director hit the circuit for his book, “A Higher Loyalty,” starting with a special interview on **ABC** with **George Stephanopoulos**.

Ask most people what they recall from the interview and others **James Comey** did last week, and they’re likely to mention parts where he described interacting with **President Trump**, especially a White House dinner between the two.

There may be far more important material in the 304-page Comey book than the president’s dinner repartee. Still, as **Kelly Stone**, director of global social media at nonprofit **CompTIA**, says, “People like to relate to people.”



Miri Rodriguez
 Storyteller
 Microsoft

That bit of storytelling wisdom is vital to the positioning turnaround of **Microsoft**, says **Miri Rodriguez**, that company’s storyteller. Years ago the stars of Microsoft’s stories were its products and services. Corporations today, she says, “address customers first, not products first.” Now Microsoft’s products are “the supporting characters” in its messaging, she says. The protagonists are “people empowered”

doing “great things” with Microsoft products.

For example, a Microsoft video features **Ariel Suster**, who’s disrupting violence in her home country of El Salvador. The young men she hires to work at her craft company, **Sequence**, otherwise would be in gangs. Only toward the video’s end do Microsoft products enter the story, as Suster trains young men via **Skype** so they can avoid moving through dan-

Continued on page 3

THE 5 ELEMENTS OF TODAY’S MEDIA STORIES

With more than 75% of journalists feeling pressure to think about a story’s potential to be shared on social, according to Edelman’s Media Forecast, there are 5 things journalists are seeking to make their stories more shareable

- Videos/imagery
- Brevity
- Localization
- A More Human Voice
- Proximity to Trending Topics

Let’s Share: These 5 elements are keys to getting coverage in the social-sharing era. Source: Jack Barbour, Golin; Edelman; PRN Infographic



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APRIL 24, 2018
 1:30-3PM ET

**SOCIAL MEDIA
 AWARDS LUNCHEON**
MAY 23, 2018
 NEW YORK CITY

**GOOGLE BOOT
 CAMP FOR
 COMMUNICATORS**
JULY 19, 2018
 NEW YORK CITY

B2B Content Posted, Engagement Fall in Q1 '18; Videos Posted Rise 4%

Last week we examined the top 10 U.S. B2C brands' social activity in Q1 2018. Generating 2.1 billion consumer engagements across **Facebook, Twitter** and **Instagram**, B2C's grew their consumer engagement 4% despite posting 13% fewer pieces of content year over year. Consumer actions per post rose 17% year over year.

The story is different for B2B brands, which we look at now using **Shareablee** data provided to *PR News* exclusively. During Q1 '18, U.S. B2Bs generated 18 million consumer actions across Facebook, Twitter and Instagram. Unlike B2C brands, which posted fewer pieces of content in Q1 and gained in consumer engagement, with B2Bs both content posted and consumer engagement were off vs Q1 '17 at 4% and 17%, respectively.

The good news is B2Bs experienced 15% growth in consumer actions per post, suggesting consumers were engaged with the quality of content B2B brands posted, says Shareablee's **Ron Lee**.

Another bit of upbeat news for B2Bs: Video content posted during the quarter rose 4%, leading to a 7% increase in video views compared to Q1 2017.

ENGAGEMENT UP AS CONTENT FALLS

A perennial social powerplayer, **IMG Models Worldwide** maintained dominance. Its 3.8 million consumer actions made up 22% of the category's generated engagement during Q1'18.

IMG accomplished this despite a 42% drop in content posted year over year, leading to a 34% drop in engagement. Where it surged was in actions per post, which rose 14% vs Q1 '17, Lee says.

Pantone, the color systems company, also is a social powerhouse. It maintained its social status despite a 61% drop in content posted. It

Shareablee SOCIAL SCORECARD

TOP B2B BRANDS – Q1 2018

Based on Total Actions (reactions, comments, shares, retweets and likes)
 Data provided exclusively to PR News by Shareablee. Sources: [f](#) [t](#) [i](#)

Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	IMG Models Worldwide	3,830,817	820	4,672	1,703,068
2	Pantone	1,661,200	123	13,506	2,131,568
3	Amazon Web Services	1,367,837	4,110	333	1,914,027
4	Sotheby's Sotheby's	1,026,942	1,439	714	1,174,850
5	wix	679,691	542	1,254	4,293,853
6	Intel	672,347	370	1,817	44,801,458
7	Lennar	638,123	758	842	1,567,937
8	Siemens	474,476	225	2,109	706,526
9	The Boeing Company	402,262	99	4,063	1,613,152
10	realtor.com	395,641	780	507	981,346

did so by being extremely efficient. While posting fewer pieces of content Pantone's consumer engagement rose 1% and actions per post soared 157%, says Lee.

Video production rose 83%, leading to a 87% growth in video actions.

AMAZON WEB TOPS IN ENGAGEMENT

Amazon Web Services increased content 138%, leading to a 642% growth in consumer engagement and 212% rise in actions per post, Lee notes.

It also increased video content posted 280%, leading to a 915% increase in consumer actions with videos. Amazon Web Services also led the top 10 list in terms of growth in consumer engagement and video engagement, Lee says. ■

‘Easy Does It’ Empathy May Get You Coverage

gerous neighborhoods. [https://bit.ly/2HDQoc0]

Another video seems fictional. In it the main characters are two former old friends in India whose grandchildren bring them together using a variety of Microsoft-enabled information technology products. [https://bit.ly/190nJpC]



Jack Barbour
Media Director
Golin

While Microsoft technology is more apparent in the second video, the old men in the emotionally charged reunion are the story’s center. As Rodriguez says, “[Microsoft and its products] are the sidekicks.” Microsoft wants “to be the narrator...the story is not about us [and our products, it’s about people using them to do wonderful things].”

Pitching content to journalists with relatable people as the core of a story is relatively easy—reporters “eat this stuff up,” she says. With these stories, Rodriguez argues, Microsoft “can be the media instead of having to pitch to the media.”

Another tip: Storytelling works only if the story tells the “right message” across all channels, Rodriguez adds.

KNOW YOUR PLATFORM



- 140 characters
- Conversational
- Short half life
- Action item
- Photo/GIF/Native Video
- Use one # if appropriate



- 200+ characters
- Top down
- Action item
- Longer-form videos, albums
- Long shelf life
- Skip the hashtags



- Image > words
- 130-150 characters
- No action item
- Pure engagement
- Use Ripl, Time lapse or Boomerang for motion
- Use alllll the #s

Social Trio: CompTIA’s Stone avoids more than 140 characters on Twitter, says video will increase engagement 200% on Facebook and calls Instagram “purely an engagement tool” where images trump words.

Source: Kelly Stone, CompTIA.org

5 ELEMENTS JOURNALISTS SEEK

Microsoft’s effort to put relatable people and video upfront tracks with how today’s journalist operates, **Jack Barbour**, media director at **Golin**, says. Some 75% of journalists are under pressure to think about how a story will play socially. As a result, stories with relatable people at their center and



Kelly Stone
Director of Global
Social Media
CompTIA

those with useful images and even video are among five elements reporters are seeking in a story pitch, he says. The others [see infographic on page 1] include: brevity (can the story be told succinctly); localization (is it a story occurring locally or that will be of interest to local readers?); and a proximity to trending topics (stories that can be pegged to breaking news items).

A piece of advice from Barbour also focuses on people and it’s one we’ve not heard expressed quite this way when discussing pitching and storytelling. “Use empathy,” he says. Think about what the journalist does each day and how stressed she is. Then think about how you as a PR person can help relieve some of the stress.

Barbour’s five elements were on display during a **Mountain Dew** campaign last year, which had as its focus a commercial introducing fictional **NASCAR** driver/egotist Dewey Ryder (played by **Danny McBride**). In an effort to raise awareness for the ad, which had debuted one month prior, and inject Ryder into the zeitgeist and make him the face of the brand, Golin helped roll out additional content, featuring McBride disrupting an **ESPN** interview with NASCAR driver **Dale Earnhardt Jr.** Although the interview was bogus, the laughs are real, as ESPN host **Kenny Mayne**, one of the net’s funniest, plays along with McBride’s Ryder perfectly. Earnhardt Jr. also handles himself well. Also important: The video is less branded and so more “coverage-friendly” to journalists. It also hooked to a news event: Earnhardt Jr.’s impending retirement.

Golin arranged for ESPN business journalist **Darren**

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The Social Shake-Up

May 7-9, 2018
Marriott Marquis Atlanta

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www.SocialShakeUpShow.com

60% of Global Brands Unprepared for GDPR; Just 28% Believe Data Regime Will Mean Big Changes

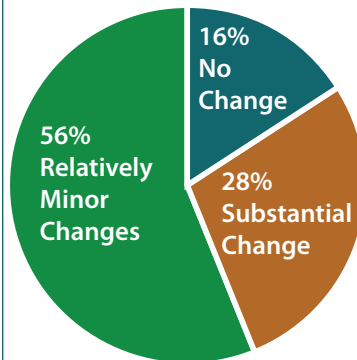
GDPR has nothing to do with GDP, although some portion of gross domestic product may be needed to reach GDPR compliance. Seriously, even U.S.-based communicators should at least have heard of GDPR, the **European Union's** General Data Protection Regulation, which takes effect in Europe May 25. GDPR loomed over the 2 days of questions **Mark Zuckerberg** faced during hearings on Capitol Hill earlier in the month.

GDPR regulates how companies use consumers' personal data. Brands operating in the EU will need to abide by GDPR and rigorously report and perhaps drastically reduce data they collect about consumers. They'll also need to explain to consumers clearly how and why they collect their data. Additional privacy controls also are part of the package. For example, consumers must opt in before their data can be collected and used.

During Zuckerberg's appearance April 10-11, several lawmakers mentioned the possibility of implementing a GDPR-type regime to regulate **Facebook**. He seems onboard.

"Overall I think regulations like this are very positive," he said April 4. "We intend to make all the same controls available everywhere, not just in Europe." In Europe, of course,

HOW SIGNIFICANT WILL THE CHANGES TO YOUR COMPANY'S SECURITY PRACTICES AND TECHNOLOGY BE WHEN THEY'RE IN COMPLIANCE WITH GDPR?

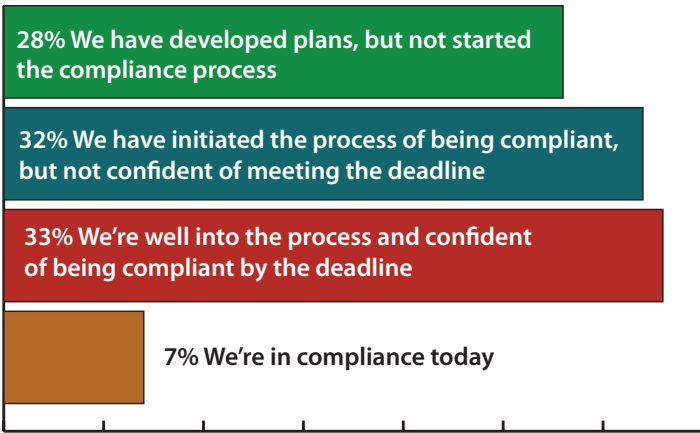


Facebook has no choice but to comply with GDPR.

An April 17 Facebook post previewed the GDPR changes for Europe. It asked European users to agree to some GDPR terms.

With the issue of Facebook's data security/**Cambridge Analytica** creating buzz in the U.S., *PR News'* senior content manager **Sophie Maerowitz** writes "whether or not your brand collects or uses Facebook data, it's probably a good idea" for communicators to know GDPR basics since it

HOW PREPARED IS YOUR COMPANY TO MEET GDPR REGULATIONS BY THE DEADLINE OF MAY 25, 2018?



Source: Crowd Research Partners (531 data professionals, April 2018)

Does your business have a formal process to notify data protection authorities within 72 hours in the event of a data breach?



is they whom brands "will rely heavily on...to keep stakeholders, audiences and customers aware of how their data is being used" and, hopefully, protected. A good GDPR primer is the GDPR site at: www.eugdpr.org

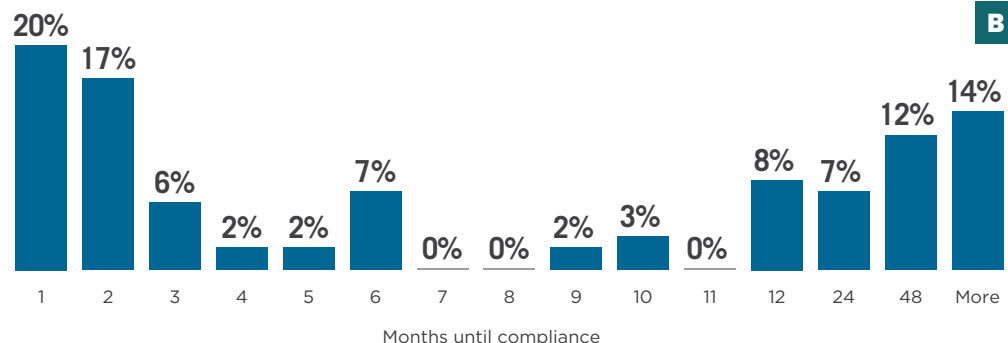
The trouble is, global brands seem nonchalant about GDPR, a new survey of 531 data, cybersecurity and compliance professionals from **Crowd Research Partners** says.

Looking at chart A you see just 33% of respondents say their companies will be ready for May 25, with an additional 7% saying they're now in compliance.

Chart B shows 37% expect to be ready in two months or fewer to be compliant. The rest, 63%, will need at least two months; 14% believe it will be years not months until they're in compliance.

Perhaps one of the reasons the brands surveyed seem to

How many more months do you expect it to take for your organization to become GDPR compliant?



lack an urgency about GDPR is they feel the regime's rules will barely change their data procedures. Just 28% see "significant change" on the horizon, as Chart C illustrates.

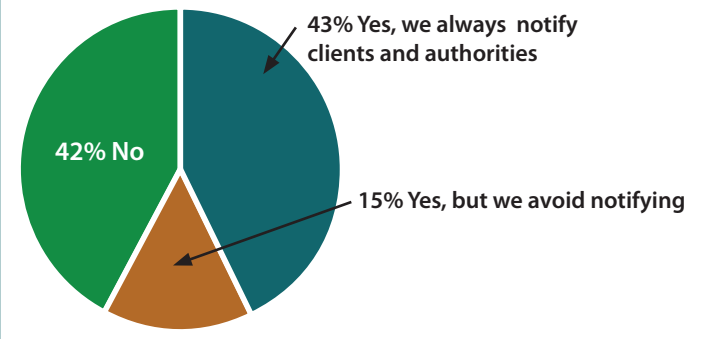
The next charts seem alarming. Looking at threats to data, Chart D equates cybercrime (60%) with employees' accidental loss of data (57%). Chart E might be the most worrisome. 42% of respondents say they have no formal process to notify data protection authorities in the event of a data breach. As you see, 15% have a plan, but avoid contacting authorities.

While 80% confirm GDPR is a top priority, only half say they are knowledgeable about it or have deep expertise; 25% say they have no or only very limited GDPR knowledge.

The primary compliance challenges: lack of expert staff (43%); tight budgets (40%); and a limited understanding of GDPR regulations (31%). 56% expect their organization's data governance budget to increase to handle GDPR. ■

DOES YOUR BUSINESS HAVE A FORMAL PROCESS IN PLACE TO NOTIFY THE DATA PROTECTION AUTHORITY WITHIN 72 HOURS IN THE EVENT OF A DATA BREACH?

E



SOCIAL MEDIA

Facebook and Google Trust Is Eroding Yet It's Too Early for Communicators to Abandon Ship

Trust, thy name is not **Facebook**. Go, ahead, **Google** it. But is Google a trusted source?

Joking aside, Facebook is not the sole tech brand with a trust deficit. Put Google in that category, based on a new **Gallup** survey of 1,509 U.S. adults, April 2-8 (Charts A and B).

Look at the first line in each table; users have little trust in Facebook (55%) and Google (57%) not to sell their data or otherwise handle it judiciously. Ditto for invasion of privacy.

In October 2011, when Gallup asked about invasion of privacy re Facebook, it was just 30% of respondents who were very concerned. It's now 43%.

CONGRESSIONAL CURSE

Another way of looking at the data is to see it as an indication of how much brands should avoid doing things resulting in their being called before Congress. As we noted previously, the 5-day period of radio silence from Facebook re **Cambridge Analytica** might have been one of the things prompting the

Continued on page 6

FACEBOOK USERS' CONCERNS

A

1. Your personal information being sold to and used by other companies and organizations



2. Invasion of Privacy



3 Internet Viruses



4 Unsolicited messages or ads, sent through spam email or appearing on your Facebook page, usually sent to try to sell you something



Very Concerned (Green) Somewhat Concerned (Orange) Not Too/Not at all Concerned (Red)

Source: Gallup (1,509 U.S. Adults, April 2-8)

PRNews
THE BOOK OF
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MANAGEMENT
STRATEGIES & TACTICS

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lawmakers to call **Mark Zuckerberg** to Washington April 10-11.

The Gallup survey began prior to a lot of coverage of Zuckerberg heading to D.C., though it ended near the time of his first day of testimony (April 10).

Chart C, a **SurveyMonkey/Recode** poll of nearly 3,000 adults, was taken April 8-9, closer to the time of Zuckerberg's trip east. The lack of trust in Facebook is clear, yet mistrust of Google, at 5%, barely registers. And the question is slightly different here than it is in the Gallup polls.

The concern for communicators and marketers, of course, is whether or not to keep investing time in mining Facebook's precious archive of user data and its tremendously strong analytics data.

Gallup's take on Facebook's future: "Zuckerberg faces an enormous challenge to assuage...concerns about...personal information being sold and used."

While the Cambridge Analytica incident emanated from a data leak rather than from Facebook selling data, the issue, Gallup believes, "legitimized the concerns many users have

Which Of The Following Companies Do You Trust Least With Your Data?

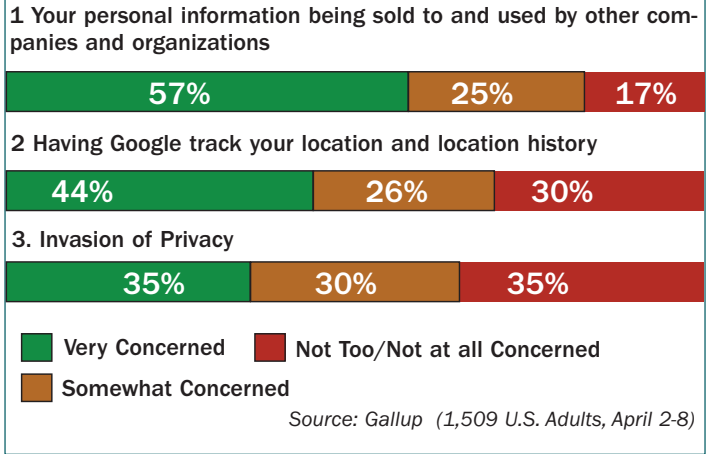
Facebook	56%
Google	5%
Uber	3%
Twitter	3%
Snap	2%
Apple	2%
Amazon	2%
Microsoft	
Lyft	
Tesla	
Netflix	

Note: 20% selected none of the above, 4% didn't answer.

Source: SurveyMonkey/Recode Poll (2,772 U.S. adults, April 8-9)

Google Users' Concerns

B



long had about what could be done with their information and online activity."

Perhaps. Our contention, noted in these pages last week, is while Gallup is correct about users' concerns, we're unsure this is enough to deter them from continuing to spend a lot of time on Facebook (PRN, April 3).

The usage data we presented earlier this month makes our case and Gallup data, in a way, augments our thesis, we believe. Let's agree it's a fact Facebook can suck up a lot of your time. Yet 68% of respondents told Gallup they have no concern at all about spending too much time on Facebook. Just 13% say they are very concerned and 27% are somewhat concerned. Hmmm. ■

Rovell to share the video with his 2 million **Twitter** followers. At that point it was pitched to journalists, offering them photos and footage easily shared on their social accounts.

It then ran as a commercial during a Mayne-hosted 11pm episode of ESPN's *Sports Center*. The next morning ESPN shared it with its 13 million Facebook followers.

THE TAKEAWAYS:

1. Journalists appreciated the creativity of the video campaign and realized running clips and photos from it would enhance their story and create consumer interest.
2. When a topic is niche, such as NASCAR, mainstream talent such as McBride and Mayne can help the pitch.
3. Embrace social media for how journalists can use it (Golin provided clips and photos for media to share), but also how the brand can launch a campaign; for example, it's important to know the right social platform to use.
4. Follow your instinct, but let data and analytics guide you. Knowing the characteristics and analytics of the platforms helped with the choice of where to launch the video. The 24-hour results included 14 media placements, 40 million media impressions, 700K video views, 2,279 shares and nearly 1,000 comments.

STORYTELLING ON A BUDGET

What about storytelling and seeking coverage on a far less modest budget? That's the conundrum of CompTIA's Stone. "We don't sell a sexy product...we're selling a better future." As a result, the organization's social marketing relies on storytelling that will "relate to people" as well as useful imagery, she says.

Similar to Barbour, Stone feels strongly about using "the correct" social platforms to relay messages [see chart]; like Rodriguez, she believes a brand must have a consistent message on all its channels. She subscribes to Barbour's empathy tactic, expressing it slightly differently. "Yes, reporters have quotas...for social media and column inches...so they're stressed and busy" and most newsrooms are getting smaller, Stone, a former reporter, says. As a result, her advice is "Easy does it." This means, "Be a resource, not a pest on a reporter's shoulder." In short, "become a trusted partner in bringing news to their readers."

WHOM TO PITCH?

Since Stone is working with small budgets, she feels it's critical her pitching be efficient. She recommends **Klout.com**, which helps her find influencers, which are arranged by topic

and ranked by their influence, 1-100 (**Beyoncé** is 100). Tip: See where your brand is ranked. “It can be enlightening,” she says.

She uses **SocialRank** to learn about her **Twitter** followers rank. Who among her followers has the most followers? Who is her most avid retweeter? Who is her most active follower? “It’s a great tool to see the landscape,” she says. In addition, Twitter analytics, she says, “is an excellent resource.”

Her mini-case study involves a charitable campaign to assist survivors of Hurricane Harvey. “The goal was a dollar one,” she says. For a catchy pitch, CompTIA decided it would

match every donation 2-to-1. Thinking about other pitching elements, Stone’s team found a compelling visual (a man carrying a cooler in knee-deep water) for its Instagram campaign and made asked its most-loyal social followers to contribute. “Using the tools (mentioned above) we knew who our most loyal followers were,” she says. It also created a concise message for other social platforms and a video with CompTIA’s CEO. The campaign raised \$236,000 from 700+ donors, she says. The cost was just \$700. ■

CONTACT: @JackMBarbour @MiriRod @KellyCulinarian

CRISIS

Starbucks Made the Right Moves to Defuse Crisis Yet More Work Remains, PR Pros Say

As we say in *This Week in PR*, you could look at the **Starbucks** situation in several ways: for a brand with such a progressive stance on diversity and inclusion, it didn’t deserve to get blasted the way it did, or when you’ve staked out such a high-profile position, you’ve set the bar high and any incident can result in a difficult situation.

For the most part Starbucks put its progressive platform in the background and eventually owned the situation, choosing to close its stores May 29 for antibias training for 175,000 employees. Did it make the right choice? We asked several PR pros and academic for their thoughts.



Gene Grabowski,
Partner, *Kglobal*

Gene Grabowski, partner, **Kglobal**, says, “It’s important for individuals and institutions in crisis to make a sacrifice that publicly demonstrates a commitment to change behaviors.” The May 29 closure does that, he says. Starbucks is “sending a strong message to workers and customers that it is doing more than merely apologizing and making promises.” Grabowski also gives

CEO **Kevin Johnson** credit for creating a training program with the help of “prominent people,” such as former U.S. Attorney General **Eric Holder**.

Sandra Taylor, a member of **APCO Worldwide**’s international advisory council and a former Starbucks SVP, says the move to close stores for diversity training differentiates the brand from other quick-serve restaurants. “I don’t know another such company that goes beyond antibias in hiring, promotions etc and embraces antibias training in customer relations.”



Sandra Taylor,
International
Advisory Council,
APCO Worldwide

Still, “I don’t know if it was necessary to do it all at once nationwide.” Yet “that investment signals the company’s commitment to changing behavior... it also means

all store employees will get the training, not just store managers...[and] store employees will understand how critical antibias is to the company culture.”



Dustin York,
Director,
Undergraduate
Communications
Program,
Maryville University

We asked about the downsides. “Some other retailers may consider Starbucks’ action to be grand-standing that will lead to pressure on them to replicate the coffee retailer’s store-closing and training program,” Grabowski says. To some, nothing Starbucks does will be enough, he adds.

Taylor believes customers may view it “as an overly dramatic move.” They’ll “need to see how this makes a difference...in terms of how some groups are treated.”

Taylor believes much needs to go into designing the diversity training. “They’ll need to incorporate this training into orientation for new employees going forward,” he says.

RESTITUTION AND COMMITMENT

We asked **Dustin York**, director of the undergraduate communications program at **Maryville University**, about how Starbucks can regain its image. “People generally forgive when organizations are truly apologetic and take honest and transparent steps to rectify a situation,” he says.

Invite the men who were wrongly arrested to be present in one of Starbucks’ racial bias training sessions, York says. Keep out the media, but create a blog post to share the educational experience. “This would show Starbucks’ vulnerability and desire to learn and grow, rather than exploit the situation for positive publicity.”

He also recommends bringing in a third-party diversity & inclusion organization to audit and provide consultation at all levels. Give this group “full access,” he says. “A self-investigation will not build customer trust.” ■



Howard Schultz, Executive Chairman, Starbucks

1. What's in a Name? Is it fair to call the fatal accident that occurred aboard **Southwest Airlines** flight 1380 last week a PR crisis? Was what happened at a Philadelphia **Starbucks** April 12 a PR crisis? Regardless, in both cases PR was at the fore. Southwest's fine communications/social team reacted quickly to the April 17 incident that killed **Jennifer Riordan**, 43, sending information in short and longer formats, but adding an empathetic note to its words. A video with CEO **Gary Kelly** expressing his regrets was posted within hours. Later in the week Kelly sent letters to passengers on the flight that included a \$5,000 check and a \$1,000 travel voucher. While Southwest's communications work was top notch, it seemed less personal compared to the efforts of Starbucks' executive chairman **Howard Schultz** and CEO **Kevin Johnson**, who set the bar high for senior executives. Both seemed to drop what they were doing and hightailed it to Philly. Johnson's TV interviews impressed, too. He owned the situation instead of pushing it off on a low-level employee's mistake. To be fair, the two headed to the City of Brotherly Love *after* the situation escalated. Social media deemed an earlier written apology insufficient.

2. ...Quick Reaction: Ironically it was Southwest CCO **Linda Rutherford** who, just weeks ago during an **IPR** conference in Washington, D.C., admitted brands can no longer "do good work" and then rest on their reputations. Indeed, few brands seem more progressive on diversity and inclusion than Starbucks. Weeks ago the coffee maker plugged its 100% pay equity for workers of all races and genders performing

similar work in the U.S. And while then-CEO Schultz's idea of having baristas scribble "race together" on cups, hoping to spur conversations with customers about race, was deemed a worthy but bungled attempt, it shows where the brand stands. The takeaways? Rutherford is correct. The demand for savvy communicators to monitor situations and, when appropriate, help craft prompt reaction, seems to be increasing. In addition, when a brand sets itself up as a leader on an issue, the court of public opinion can apply a high standard, fairly or unfairly.

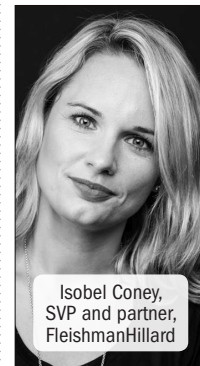


Linda Rutherford, CCO, Southwest Airlines

3. Southwest Update: You could argue the real action for Starbucks and Southwest communicators begins now. For more coverage of Starbucks' road ahead see page 7.] Investigations into aviation accidents generally take a year or more to reach a conclusion. Aviation journalists now are reporting on the minutiae of what might have gone wrong on 1380 and whether or not it's related to an August 2016 Southwest accident. Both involved fan blades separating from engines. Following the 2016 accident the **Federal Aviation Administration** (FAA) proposed inspections of the engines, which were similar to those in 1380. In public documents Southwest and a host of airlines contend the FAA's cost estimates for inspections were "vastly understated." In October, engine maker **CFM** urged inspections to be completed within 12 months. Southwest and other carriers objected. The FAA proposed 18 months. Southwest CEO Kelly last week discussed the carrier's maintenance regime in a social video. Obviously this story bears watching.

4. The Secret to Improving Media Relations: Sorry, it's not a secret. Do your homework and remember basic PR concepts. Those are the prescriptions in the 2018 edition of *State of the Media*, released this morning. For the third consecutive year, media said the most important way PR pros can improve their relationships with writers is to know whom you're pitching (28%); 27% checked "provide original data and expert sources in a timely manner"; 24% said write clearly and "tailor your pitch to suit my beat"; and 15% requested PR to "stop spamming me."

5. ...And the Public Trust: The **Cision** survey of 1,355 journalists from six countries—most from the U.S. (842) and Canada (197)—says 71% of respondents believe the public has lost trust in journalism. That's down from 91% last year, yet still a significant number. The concern over fake news continues, with 59% of reporters saying it makes people more skeptical about all content. Among U.S. journalists, 78% (75% globally) said ensuring content is totally accurate is their organization's top priority.



Isobel Coney, SVP and partner, FleishmanHillard

6. Un-Well Wells Fargo: We told you **Wells Fargo** faced a \$1 billion fine for charging thousands of customers for auto insurance they didn't need as well as mortgage malfeasance (*PRN*, April 17). That became official April 20 as did an unprecedented corollary: in agreeing to the \$1 billion fine the bank also agreed to give the **Office of the Comptroller of the Currency** the right to remove Wells' board members and executives.

7. People: **CommCore** named former **Johnson & Johnson** communicator **Craig Rothenberg** a senior strategic advisor and former **CSX Railroad** AVP **Rob Doolittle** senior consultant. – **FleishmanHillard** named former MD of Britain's **Red Consultancy** **Isobel Coney** SVP and partner, based in L.A. ■