

# PR News

Building the bridge between PR and the bottom line.

September 30, 2013

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Contents

Professional Development

## Attracting MBAs Becomes a Goal as PR Aligns With Business Objectives

Amid the constant change in PR, one issue seems to stand head and shoulders above the rest: The pressure on PR execs to make a business case for marketing communications and convince the C-suite that PR activities can boost the top and bottom lines. There's little debate that in the last few

years PR has become more strategic. Gone are the days when PR reps were called in—after the campaign was fully developed—to write a few press releases and pitch reporters and editors to see if they would bite. PR managers and directors at both corporations and agencies are also taking pains to be more business savvy and speak in a language (read: numbers) that the executives at the top of the company will appreciate.

At the same time, the PR field still lacks executives who truly understand business imperatives and can demonstrate that expertise with, say, an MBA.

The Public Relations Society of America (PRSA) is now betting that more B-school students will be exposed to strategic communications and reputation management via the rollout of an MBA-Level Strategic Communications Course.

The rollout, announced earlier this month, builds on last year's pilot program at five top B-schools, including the Tuck School of Business at Dartmouth and the Kellogg School of Management at Northwestern University. The three launch schools—Ohio State University, Syracuse University and the University of St. Thomas—will offer the course during the 2014-2015 academic year.

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### (DID YOU KNOW?)

#### Seven Things You Will Learn In This Week's Issue of PR News

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## ▶ Internal Communications

By Frank Ovaitt

## Techniques Outlined For Improving C-Suite Engagement With Employees



If you go searching for the organizational crossroads between the C-suite and employees, you'll often find an internal communicator playing the pivotal role in helping each side understand the other. There is much to learn about this in the Institute for Public Relations (IPR) Commission on Organizational Communication's new study, "Best-in-Class Practices in Employee Communications: Through the Lens of 10 Global Leaders."

In-depth interviews conducted by **KRC Research** involved internal communications execs at **Cargill, Chevron, FedEx, GE,**

**IBM, Johnson & Johnson, McDonald's, Navistar, Petrobras and Toyota.** Time and again, the interviewees underscored the importance of top management involvement in helping employees understand corporate direction. Among the practical tips that emerged from the study:

- If you want the executive team to be star communicators, treat them as both a channel and an audience unto themselves.

Respondents in the IPR study spoke at length about how they provide corporate and business leaders with what they need to be effective communicators in their own

areas of the business.

"The business unit and function leaders who make up our top 250 group are themselves a key audience, because they are in a position to translate the enterprise narrative for their specific audiences," said one interviewee.

This person added, "We have designed a program to make sure they understand the company, the company's strategic intent, what our priorities are, and how they can relate that to their own business unit or area. We do regular telephone briefings with them. We do regular email updates to them. We have a leader-

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## ► How To...

Branding

Consumer Marketing

By Maria Reitan

# Decode the 'Connection Craver'



**Carmichael Lynch Spong** recently fielded proprietary research to answer the question, "How are women emerging from the Great Recession?" We found that women, after dealing with the implications of the recession for at least five years, were coping with their new normal in three distinctly different ways. Most women had a dominant coping mindset, along with an evident secondary mind-set. We termed these mind-sets the Creative Controller, Connection Craver and Escape Artist.

In August, I wrote about the Creative Controller. A positive thinker, she's focused on getting the upper hand on the uncertainty wrought by the economic downturn by controlling all the critical factors in her life: her bank account, her shopping list and her previously cluttered social calendar.

In the second of three articles, I bring you the Connection Craver, a woman overwhelmed by too many choices.

### ► Introducing the Connection Craver.

The Connection Craver is not quite as optimistic or "can-do" as the Creative Controller. With an uncertain outlook on life, she's seeking authentic, real and familiar products. She appreciates things she knows and trusts. That includes the people in her life.

### ► She needs help whittling her options.

The Connection Craver, more than any other mindset, relies on others to help her cull through the clutter to land on a smart choice. But she doesn't value everyone's opinion. She turns most often to her partner or spouse for decision-making input, especially of the finan-

cial kind. Next in line are her mom, close personal friends and dad. Why her parents? The Connection Craver appreciates the wisdom that comes with age and experience.

### ► She's gotta have faith.

While this mindset seeks to connect with others both in and out of her inner circle, she is trying to take the attention off herself and her current situation. She seeks involvement in organizations, including church, to take her mind off her challenges.

### ► Brands are her BFF's.

Brands truly are her friends. She is loyal to the brands that she knows work and that her family enjoys. The Connection Craver seeks out "heritage brands" that her own mother may have used and connects with the brands in the same way she would real people, following them on Facebook and Twitter. Think brands like Dove, Ivory and Hellmann's.

### ► Connecting with the Connection Craver.

So how can communicators capture her attention and foster that loyalty? Here are some ways to make that critical connection:

- Acknowledge her circle of influence. Respect those she respects. Elevate your messaging around her partner and parents. Don't treat them as stereotypes. As many brands have witnessed, when your advertising or messaging positions a spouse as a fumbling buffoon, there's an online riot and an apology in your future.

### • Share and share alike.

She not only seeks connections, but also makes them. She's willing to talk about your brand on your behalf, so help her do so. Offer ratings and reviews so she can see

what others are saying about your product or service so she, too, can share her opinions.

- Bolster her brand community. Communicate with her often, surprise and delight her, reward her for loyalty. Give her an active brand community, whether it's strong customer service, in-store support or brand ambassadors who reinforce your messages.

- Engage influencers she respects. We know from our research that celebrity endorsements are met with skepticism by the three mindsets, but the Connection Craver appreciates it when a brand aligns with a spokeswoman who seems authentic. We kept hearing about the Ellen DeGeneres Cover Girl endorsement. While women thought Ellen may not really use Cover Girl, they all said they felt Ellen was down-to-earth enough that she might.

While the Connection Craver is the smallest-sized mindset we uncovered in research, comprising about 10% of the population, she's most certainly the one who can drive referral and recommendation. Get to know her.

The final mindset I'll address has a 180-degree take on products, shopping and coping with reality. Reality bites for the so-called Escape Artist. Find out why in the next installation of our research results. **PRIN**

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## ► Quick Study

# Companies Get Religion On Big Data and The Dollars Start to Flow; Brands Beware the 'Conscious Consumer'

► **Big Dollars Start to Chase Big Data Sets:** Nearly three-quarters (68%) of executives from Fortune 1000 companies expect their organizations will invest more than \$1 million in big data this year, according to a new study conducted **NewVantage Partners**. "Big Data Executive Survey 13" said the percentage of companies that invest more than \$1 million in big data is expected to grow to 20% by 2016.

The term "big data" has been tossed around the PR and marketing precincts for the last few years, of course. But now it seems like the reality is catching up with the rhetoric, in terms of companies investing real coin into the space.

The study revealed several key takeaways about what the future holds in store for big data.

- Nearly a quarter of the respondents (19%) said they expect their company to invest north of \$10 million this year, and 50% expect such investments by 2016.
- Massive scale investments of greater than \$50 million are expected to double in three years, to 14% in 2016 from 6% in 2013.

- Respondents placed the same importance on variety, volume and velocity when collecting and analyzing data.

- Almost half of the companies surveyed (48%) have or plan to establish processes and organizational structures dedicated to data.

Source: New Vantage Partners

► **Being More Cognizant Of Consumers Who Care:** Consumers are increasingly becoming savvier about the products they buy. Not only that, but consumers are increasingly more concerned about how a product can impact personal health, society or the environment.

A recent study of 2,000 U.S. adults by **Clarity Coverdale Fury** and **Mintel** said that the rise of conscious consumers is a rapidly accelerating trend (and

one in which brands need to more cognizant).

The study found that:

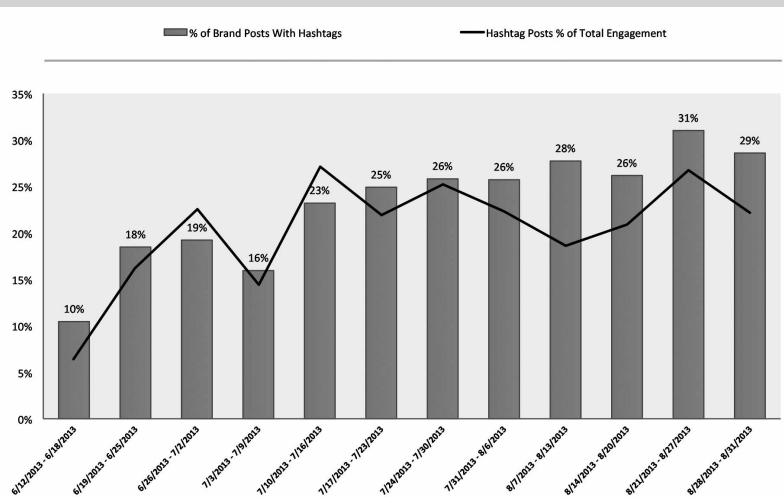
- Nearly a third of the respondents (28%) regularly buy organic for home consumption.
- Nearly a quarter of the respondents (21%) said they regularly shop at organic supermarkets like **Whole Foods**.

- Nearly a third of the respondents (30%) said they participate in charity events such as walks and marathons.

- Lack of willpower was identified as the leading cause for abandoning healthy lifestyle practices. **PRN**

Source: Clarity Coverdale Fury and Mintel

## Facebook Hashtags: Brand Usage & Engagement



Simply Measured

Brands have been steadily increasing the number of posts that feature hashtags, according to an exclusive study by Simply Measured. In fact, in a little more than two months the practice has nearly tripled in frequency. Still, engagement from those posts yield volatile results that neither confirm nor deny that hashtags enhance engagement and visibility on Facebook.

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22515

# Eclectic Mix of Summer Events Helps Spark Engagement For N.Y.'s Soon-to-Be Refurbished South Street Seaport

**Company:** Howard Hughes Corp.

**Agency:** DKC

**Time frame:** May 2013 - September 2013

Lower Manhattan is about to get a major facelift. This week marks the start of a \$200 million redevelopment project at South Street Seaport's Pier 17. When development is finished in 2015 or 2016, there will be a four-story building with rooftop space for public purposes and a front porch overlooking the East River. And while construction will be at least a two-year process, a PR foundation has been set up to help promote the redevelopment project: SEE/CHANGE.

The PR and marketing campaign, which launched on Memorial Day Weekend this year and ran through Labor Day Weekend, was designed to get both locals and tourists to check out some of the dining and entertainment options

affiliated with a series of events and drum up interest for the new South Street Seaport.

"We cultivated a story for a New-York based audience that will come to the Seaport, have a good time there and feel good about visiting the place," said Lincoln Palsgrove, senior marketing manager for **The Howard Hughes Corp.**, manager and developer of the South Street Seaport.

More specifically, the PR campaign had two goals:

- Create a groundswell of support around the revitalization of the Seaport following Superstorm Sandy in October 2012, and get people stoked about the SEE/CHANGE summer series.
- Attract an eclectic and



Photo courtesy: DKC

Morricone Youth plays at FRONT/ROW Cinema stage as part of the SEE/CHANGE summer activation series.

local audience for the various events using social channels to broaden awareness.

"The redevelopment initiative has forced us into creating a new message to reach people who

will be our target customers," Palsgrove added. "We want those customers to be people who live in the New York Tristate area and lower Manhattan."

Lower Manhattan is a burgeoning area. A relatively sleepy part of town before the 9/11 attacks, lower Manhattan has seen a surge in population in the last 12 years, growing to 60,000 this year, from 18,000 in 2001, according to the Downtown Alliance.

## WORKING IN CONCERT

The summer series included a unique blend of events. These events included Smorgasbar, a rotating collection of ten local food and beverage brands; Front Row Cinema, a film series featuring a diverse lineup of films with lawn and lounge-chair seating for guests; concerts; new seasonal retailers along with businesses displaced by Superstorm Sandy and cultural events such as art exhibits.

The retail shops—housed in repurposed shipping containers—dotted two of the adjacent blocks next to the Seaport.

## 3 Tips on How to Reimagine Your Brand

- **Think outside the toolbox.** A fundamental way to shape brand narrative is to consider the tools that are being used to distribute that narrative and create the brand's outward perception. Launching social media platforms isn't always enough, and it's important to dig down deeper into the tactics used in order to deliver effective messages to consumers. Just as one might think a brand is "better" or "cooler" for having a modern-looking website, leveraging online tools or cutting-edge content as the mechanism for message delivery can have the same effect. Can the narrative be incorporated into funny GIFs? Are there memes that can be folded into the marketing strategy? Brands should put themselves into the minds of their consumers to identify the best solutions to reactivate audiences and change perceptions.
- **Use video to tell your story.** The continuous surge of online video has provided ideal conditions for reshaping a brand narrative quickly

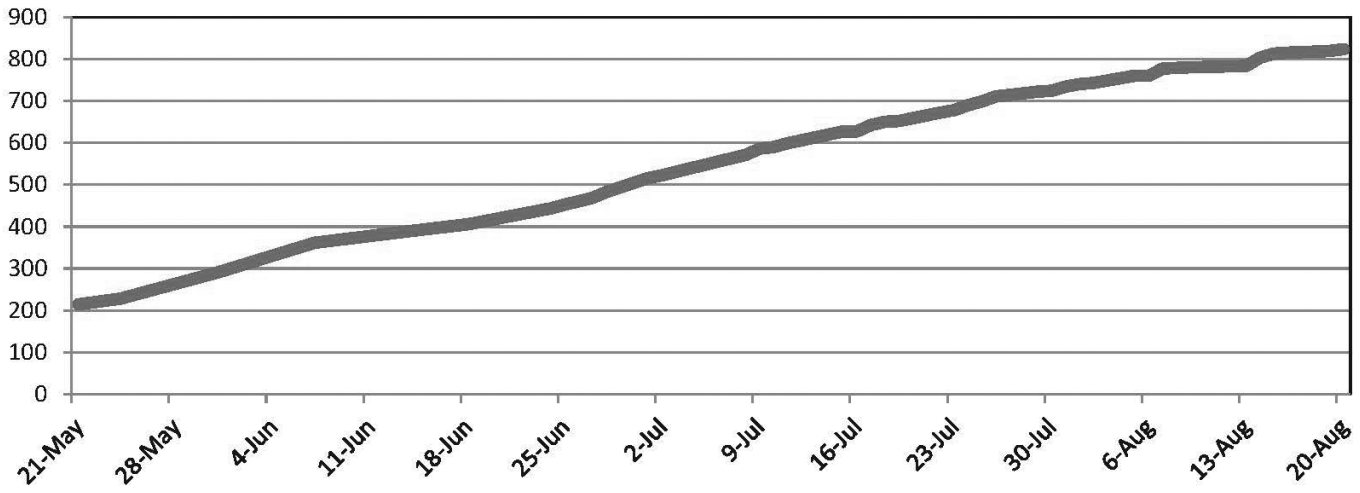
and with high impact. The storytelling quality that video content offers enables brands to take control of their messaging and deliver it in a more compelling format suited for sharing across online channels. Providing an "inside look" at a brand through video content can also be highly impactful, as it allows consumers to feel as though they are a part of the narrative and facilitates closer connections with followers.



**Wendi Leggitt**

- **Engage like-minded partners.** Altering misconceptions about a brand's identity, or creating a new narrative entirely, can be supported by strategic partnerships with like-minded partners via events, social media initiatives or traditional PR channels. Collaborating with a company that is consistent with the brand narrative, or has shared goals such as engaging a particular demographic in a specific market, lends itself to forming deeper connections with communities that, in turn, can reinvigorate the current base of consumers while expanding broader brand awareness to new audiences.

## Instagram Follower Acquisition



From May through August the Seaport's Instagram account obtained 603 new followers, a 283% increase.

With an eye on the small businesses that dominate the neighborhood, Howard Hughes Corp. donated 50% of rent proceeds from the Pop-Up retailers to the rescue effort stemming from the storm.

Howard Hughes Corp. recruited DKC Connect, the digital unit of PR agency DKC, to tie all the PR activities together.

DKC Connect proceeded to help devise the campaign's social media strategy, spread the word to key demos (read: younger people) and, perhaps most important, work closely with retailers and artists to coordinate all the messaging.

"We worked with vendors and partners on the ground [on enhancing the program's social marketing]," said Wendi Leggitt, director of DKC Connect. "Sometimes in social media that piece is overlooked."

### SOCIAL MIXER

For example, when tweeting about musical artists taking part in the concert series, DKC Connect would include the artists' **Twitter** handles in an initial tweet from the campaign and encourage the artists to plug their show via their own accounts.

The campaign also leveraged **Instagram** because the photo-sharing social network has strong appeal among the younger and more urbane demographic, Leggitt said.

Indeed, to enhance the program's appeal among the growing number of younger people living in lower Manhattan, DKC Connect scoured the festivities to identify people who demonstrated "Seaport Style" and shot photos of these folks, Leggitt said.

Lower Manhattan has "become a hub for younger people with a lot of energy," she added. "And we used that energy to tap into that audience."

DKC Connect then packaged the content and distributed it on **Facebook** and **Instagram**, respectively.

Video was another element in the social media strategy. DKC developed a **YouTube** channel, dubbed SEE/CHANGE TV, featuring mini documentaries highlighting various events that were part of the summer series.

And these days a social-media campaign doesn't seem complete without so-called GIFs (Graphics Interchange

Format), and SEE/CHANGE was no exception. Throughout the summer series, DKC Connect created "Weekend Recaps," featuring GIFs of people enjoying the events at the Seaport. The GIFs were initially posted on Facebook and **Tumblr** and then distributed on myriad social channels.

### ALTER THE PERCEPTION

"We shot some quirky content to change the perception and appeal of the Seaport," Leggitt said, adding that it was important that the campaign demonstrate that the Seaport is no longer just for tourists and has much to offer seasoned New Yorkers. "You have to mold your message so it speaks the language of your [targeted] demos."

The PR campaign yielded some significant returns for the Seaport. From mid-May through mid-September the campaign garnered the following results:

- South Street Seaport's Facebook page received 11,486 new likes, a 37% increase.
- The Seaport attracted 783 new Twitter followers, a 44%

increase. Engaging content on Twitter resulted in 2,046 mentions by 957 users.

- The recap GIFs reached more than 110,000 social media users through engagement on Facebook and Twitter.

- As of August, SEE/CHANGE TV had garnered more than 2,250 views on YouTube and 159,201 impressions on Twitter.

- About \$40,000 has been donated to the Sandy recovery effort, but funds are still coming in.

"We've had a tremendous amount of growth in a small period of time," Leggitt said. "It speaks to the fact that when launching a social media campaign you need a few things in place: teamwork, a tight strategy for the underlying audience and optimizing content to keep the conversation going." **PRN**

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# PR Management

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But let's follow the PRSA initiative to a logical conclusion. What about those B-school graduates who are exposed to communications courses during their graduate program, and don't want to take the typical path to a financial profession and are instead interested in a career in PR. How can the industry sell itself?

## HUGE OPPORTUNITY

"It's a golden opportunity for everybody who works in PR," said Daniel Diermeier, the IBM Professor of Regulation and Competitive Practice in the Department of Managerial Economics and Decision Sciences and the Director of the Ford Motor Company Center for Global Citizenship at the Kellogg School of Management. "The more [the industry] can connect with people outside of the industry and connect [PR] with a business imperative, the better chance the industry has to seize the opportunity."

Diermeier, author of "Reputation Rules: Strategies for Managing Your Company's Most Valuable Asset"

(McGraw-Hill), shared three recommendations on what the PR industry can do to enhance its appeal among B-school graduates:

1. Pay market rates. If you're not paying market rates your brand or agency will simply not be able to compete effectively in the space.

2. PR job descriptions need to be suitable for B-school grads mulling a career in communications. "The PR function needs to be more closely integrated with a business purpose," Diermeier said. "The more PR gets away from silos and the more we think about communication as integral to a company's success, the more appealing the company will be to the MBA market."

3. Define the PR discipline as more of a strategic role within the company. "You need to connect it with the enterprise," Diermeier added. "How do we enhance trust with key stakeholders? How do we remove barriers to entering a new market rather than simply putting a PR script together?"

## NOT IMPOSSIBLE

Diermeier stressed that while it's a tall order, the ability to redefine the PR role—and make it more attractive to MBAs—is certainly not beyond the realm of possibility.

"It's happened to other functions, such as human resources and IT, which have had to adapt to an enhanced strategic role," he said. "Rather than focusing on specific skills, e.g. in dealing with computers, they're now dealing with how to use data to support important business decisions."

To attract newly minted MBAs, the PR industry needs to dramatically change the narrative about its business, according to Paul Argenti, professor of management and corporate communication at The Tuck School of Business.

The industry needs to "change the model," Argenti said. "It needs to get smart people from a variety of places and train them; think more broadly about compensation and think about what's going to be interesting work" for MBAs.

When it comes to attracting MBAs, half the battle may be communicators' ability to properly define their brand.

It's what ITT Corp. has been doing since the company in 2011 split into three separate entities.

Anthony D'Angelo, senior manager of communications at ITT Corp., said that the new ITT has very carefully defined its brand in a way that extends to the talent-acquisition market.

To help recruit and develop employees, ITT constructed a "career frameworks" system that spells out the key competencies that are sought in recruits, as well as the key experiences new employees will need to accumulate as they develop and the career stages they can pursue. **PRN**

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## Defining PR as a Career Option for MBAs

PR hiring managers: Do you think typical MBA graduates know what your department or agency really does? I didn't think so. If we'd like B-school graduates to consider entering the profession, or at least value it after they assume other roles, the following PR career requirements should be defined for MBA-holders so they're not discounting our field. An introductory conversation with B-school grads should include:

- **Formulating message strategies.** Explain that they'll need to bring the views of disparate stakeholders into a company's business plans. They will need to know those plans cold, and integrate them with the research designed to advance how the company relates to customers, distribution networks, Wall Street, employees, activist groups, political leaders,

community residents, the news media—and others. This will entail ongoing dialogue with them all as you try to advance your organization's mission. You also need to explain that a key part of that dialogue will be how you relate to the news media. They don't care what the CEO thinks is news; they will decide that. You need to understand and adopt their perspective, and bring it into the C-suite.

- **Navigating new media.** Thinking like journalists in order to relate to them isn't enough, however. At this instant, Gutenberg-scale changes are blitzing our world. Social media has already disrupted the news industry, commerce and organizational life. And more change is coming, faster. Social media is a transformative force, and you'll need to know how to harness it.
- **Mastering the art and science of influencing publics through relationships.** True public relations masters motivate and

change the behaviors of groups of people with shared interests, including the companies they work for. Their strategic tools are research, communication, evaluation, plus shared influence and recalibration with the publics on which the organization's survival depends. You will have to link audiences' perspectives and objectives to those of your organization. This is what great leaders do, and the best PR people do it themselves and enable others. Public relations can always use MBA graduates who understand that valuable role and can apply its methods. The opportunities are huge and growing.



Anthony D'Angelo

*Anthony D'Angelo is senior manager of communications at ITT Corp.*

# Internal Communications

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ship communications Internet site that houses everything we make available to them. We do regular communications tool kits so they have slides, videos and talking points.”

## CULTURE CLUB

When top executives understand their own potential as communicators, they start seeing new opportunities, such as the COO who one research participant described as a renaissance leader. “He’s already thinking, ‘Are my communications methods reaching the next generation coming up?’ So he has challenged us on the social media side. How are we reaching those employees who expect completely different methods of communication similar to what they’re using outside of the workplace?” Here are some other ideas.

- Some leading companies are deliberately putting employee and executive communications together in the organization.

One of the IPR interviewees even carries the title of VP, Leadership and Employee Communications.

Not surprisingly, the study found ample evidence that good speechwriters understand that the job is an opportunity to influence policy, while good internal communicators know that the job is about changing the culture. Putting the two together can be magic.

- Communications people must be business people first and foremost. “The objective isn’t the best internal communications plan, or the best program on a specific project. Our job when we come in every day is: How do we help the organization sell more

product, as competitively and at the highest margins possible? That’s the kind of the mindset that we have,” said one respondent. It could as easily be said about helping the business enter new markets, building community engagement and reputation, and enabling employees to see where they fit and how the company’s success can also be theirs.

- A C-suite that listens to employees is critically important, so create the channels to make that possible—even inevitable.

The listening can take place in town halls, strategy sessions, the CEO’s blog, or old-fashioned management by walking around the office. It’s as much about leadership style and engagement as anything else, though the executives need to be as open to negative feedback as to positive comments.

## DEMONSTRATING VALUE

“This is first time we have had a woman as the CEO,” said one interviewee. “She has worked for the company for almost 40 years, so employees realize that she is one of us. That’s a boost for the way people receive her communications.”

You can’t get there without two-way communication, and you can’t have two-way communication if the executive isn’t listening.

- If it’s going to count, you have to measure it.

The C-suite doesn’t necessarily care about the latest, greatest method of communications. What they want to know is, why should I invest in this function?

Whether it’s the investment of personal time or financial resources, corporate leaders want to know what value internal communica-

tions brings.

If you’re in the circle of senior leaders, you can get immediate feedback. It may be subjective and anecdotal, but it’s important because they are the ones who decide if you stay at the table. Combine that feedback with quantitative metrics at all levels—including for those with whom you have set communications goals—and you have a robust system to measure progress.

“At the highest level, we have what is known as an enterprise scorecard,” one respondent said. “That’s actually how the performance of the company is rated by the board. One of the critical components is company reputation, and within that, reputation among employees that gets published in the proxy statement to shareowners at the end of the year.” PRN

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## What’s the Problem?

C-suite executives face serious challenges in terms of what employees think of them—which complicates and yet demands leadership involvement in two-way employee communications. Bruce Berger, professor at the University of Alabama and chief research editor of the IPR Organizational Communication Research Center, cites a wide variety of employee studies that say:

- ✗ **56%** of employees are not proud of their company leaders
- ✗ **Only 10%** of employees believe their senior leaders treat employees as vital assets
- ✗ **38%** believe senior managers communicate openly and honestly with employees.
- ✗ **Only 14%** believe their leaders are ethical and honest



# A Fresh Track to Measure PR Campaign Success



In my previous article in PR News we reviewed how to connect online and offline marketing by first defining our audience, profiling its intent, and determining the message we want to get across and which media channel will be most effective. Now we need to outline our metrics and create our tracking protocols.

▶ **Your Key Performance Indicator (KPI) and metrics.**

The message exercise defined a measurable goal, our KPI. Ideally, your chosen KPI impacts revenue or decreases cost. For each activity within a campaign, tie at least one metric that supports the KPI indicating how each activity influenced the campaign.

For example, for press releases the metrics are press mentions and visits to website; for an email invitation to an event the metrics track the number of emails distributed and the open rate while for an event the metric is the number of attendees.

▶ **Tracking online and offline.**

In today's hyperconnected business environment, it is rare for a communication campaign to exist exclusively offline. We can track audience behavior at each online touch point and make educated assumptions of the offline

influence. For example, if our campaign involves an event, we can send e-mail invitations. At the event, we provide our audience with a motive to visit the website for information.

▶ **Ensuring proper audience flow tracking.**

Just because something is online doesn't guarantee that tracking exists. For example, Google now restricts the keyword data from searches that result in traffic to websites (see [www.notprovidedcount.com](http://www.notprovidedcount.com)). Unless you take steps to ensure your metrics track properly, you may not have the data you expect.

▶ **Google Analytics URL tracking.**

Websites are the natural endpoint for online corporate communications, so we take advantage by configuring tracking to flag activity in (and on) the website.

Other website analytics tools, such as **Site Catalyst** and **Webtrends**, have similar methods for tracking:

1. Confirm the landing page URL. The landing page is the exact page you will send people.

2. Search 'Google Analytics URL Builder' and select the first page in the results. The page provides everything you need to create tracking URLs including detailed instructions.

a. Copy/paste the URL in 'Website URL' field. You must include the complete URL, don't forget the 'http://' or 'https://'

b. Three fields are required: Source (the referrer), Medium (category) and Name (descriptor)

c. Two optional fields are also present, Campaign and Content, to help further define traffic. For example, your email might include two different links to your landing page, one at the top of the email and another at the bottom. Labeling one link 'top-link' in the Content field and the second 'bottom-link' will tell you how many click the first link versus the second.

d. Once you've entered your information, click 'submit' and your complete tracking code will appear, directly below the submit button.

e. Copy/paste the complete URL to a web browser address bar and hit 'enter'—the page should load. You'll notice that in addition to your landing page URL, e.g. <http://mywebsite.com>, you'll see a question mark followed by your tracking info separated by 'utm=' [http://www.mywebsite.comutm\\_source=invite2&utm\\_medium=email&utm\\_campaign=PressEvent&utm\\_content=top-link](http://www.mywebsite.comutm_source=invite2&utm_medium=email&utm_campaign=PressEvent&utm_content=top-link) in the address bar.

3. Repeat this process for every link that you want to track.

4. Confirm that your tracking is properly pulling into Google Analytics. Your test load of the URL in your browser will be recorded and appear within 20 minutes.

▶ **Offline and social tracking using QR Codes and bit.ly.**

Configured URLs can be included within QR codes and URL shorteners, such as bit.ly, thereby extending tracking offline through printed QRs or social channels via bit.ly. Simply copy and paste the "built" URL in the QR or bit.ly tool as you would a standard URL. Upon scanning the QR code or clicking on the shortened URL, you'll be able to see the built URL load in the browser.

Once you've completed the process of assigning metrics to each activity and created tracking code for each link within each activity, you are now ready to roll. In my next article we'll cover how to extract this data and organize it. **PRN**

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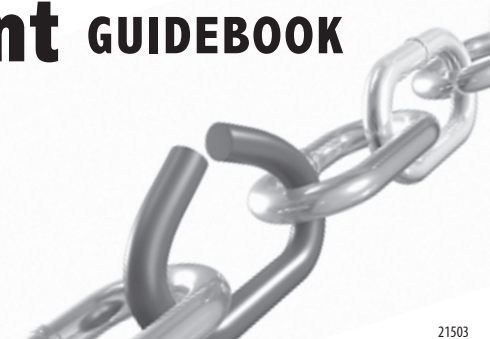
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# PRNews CSR Awards

Corporate Social Responsibility



**Entry deadline: October 18**

**Final deadline: October 25**

Corporate social responsibility is an essential building block of organizations' annual business plans. It enhances reputation and builds positive bridges to communities, customers and the public at large—and in so doing affects the bottom line. The sweeping nature of social networking has only magnified the influence corporate social responsibility programs can have on brand reputation.

#### Categories Include:

- Annual Report
- Blog
- Cause Branding Campaign
- Community Affairs
- Corporate-Community Partnership
- CSR on a Shoestring
- Diversity Communications
- Employee Relations
- Employee Volunteer Program
- Environmental Stewardship
- Event: CSR/Green Focus
- Facebook Communications Campaign
- Green PR Campaign
- Hall of Fame
- Human Rights/Social Justice Communications
- Media Relations
- Nonprofit/Corporate Partnership
- Philanthropy Communications
- Pro Bono Campaign
- Product Design/Redesign
- Recycling Program
- Social Good
- Social Media Campaign
- Twitter Communications
- Stakeholder Engagement
- Supplier/Vendor Partner of the Year
- Sustainability/CSR Report
- Video Initiative
- Volunteer Program
- Workplace Innovation

#### People Category:

- CSR Professional of the Year

#### Agency Categories:

- CSR A-List

#### Corporations (Overall CSR Leaders) Categories:

- Overall Leader in CSR Practices - Corporation with between 1,000 and 10,000 employees
- Overall Leader in CSR Practices - Corporation with between 10,000 and 25,000 employees
- Overall Leader in CSR Practices - Corporation with less than 1,000
- Overall Leader in CSR Practices - Corporation with more than 25,000 employees

Questions? Contact Laura Snitkovskiy at 301-354-1610; [laura@accessintel.com](mailto:laura@accessintel.com).

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