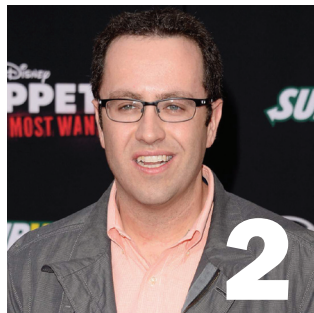


CONTENTS

| | |
|-----------------------------|-------|
| Media Relations | 1,4,5 |
| Digital PR | 1,3 |
| Data Dive | 2 |
| Events Calendar | 2 |
| Writing Well..... | 6 |
| Crisis Communications | 7 |
| The Week in PR..... | 8 |



MEDIA RELATIONS

How Do Journalists Truly Feel About PR's 'Spray & Pray' Approach? You May Not Like the Answer

With PR's many facets, sometimes the essentials, such as PR professionals' relationships with reporters, get crowded out. Yet at its essence PR is about transmitting a message or a story. And the recipient sometimes is a journalist—in fact, your clients or CEO might say journalists are the only recipients who matter. We asked journalists and PR pros about ways to build better relationships with each other.



Thomas Heath

Columnist/Reporter, The Washington Post

At first glance you wouldn't think of Heath as a favorite of PR professionals. Yet one of our sources, a highly respected PR and communications professional, raves about him. "He's a great reporter," the source says. "He's tough, but fair," she

Continued on page 4

DIGITAL PR

PR News Data: PR Resists Lure of Live Streaming & Messaging Apps, Remains Cool on Paid Posts

While many maturing social media channels are moving to a pay model, only about half of the PR News community says it is paying to boost social media posts, a new survey of some 200 PR professionals showed [please see infographic on page 5]. Consistent with a similar survey this summer (PRN, August 3, 2015), PR pros tapped **Facebook** (92%), **Twitter** (93%), **LinkedIn** (85%) and **Instagram** (49%) as their most-used social platforms. Despite what seemed to be a Periscope frenzy, just 9% said they use the broadcasting app for work. Indeed, 87% of those polled said they forego a live streaming app to share their brand's content.

"That's so odd," says Anastasia Lopez, VP, social media, **Padilla CRT**, about the lukewarm approach toward paying to boost posts. "If you're not paying in some way, you're really not getting much engagement," she says. "We think we create interesting content. You might as well pay so it's seen by as many eyeballs as possible," she adds. On the other hand, she's not "thrilled" at the results she's received. "I'd like to see better results," she says.

For Nicole Moreo, director, research and insights at **Pep-percomm**, the split on spending for social is surprising at how unsurprising it is. Paying, she says, "will help you get [your message in front of a lot of people]—that's what we call vanity

Continued on page 3



Editor, Seth Arenstein,
sarenstein@accessintel.com
Editorial Director, Steve Goldstein,
sgoldstein@accessintel.com
Graphic Designer, Yelena Shamis,
yshamis@accessintel.com
Group Content Manager, Richard Brownell,
rbrownell@accessintel.com
Assistant Content Manager, Mark Renfree,
mrenfree@accessintel.com
Director of Marketing, Laura Snitkovskiy,
lsnitkovskiy@accessintel.com
Assistant Marketing Manager, Rachel Scharmann,
rscharmann@accessintel.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
Additional Copies & Article Reprints —
Contact Wright's Media, 877-652-5295;
info@wrightsmedia.com



Published weekly by Access Intelligence, LLC
4 Choke Cherry Road, Rockville, MD 20850

Client Services:
Phone: 888.707.5814 • Fax: 301.309.3847
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

For subscribers only: full access
to PR News article archives at
www.prnewsonline.com

UPCOMING EVENTS AND WEBINARS

**VISUAL STORYTELLING
WORKSHOP**
OCTOBER 6, 2015
NEW YORK

WRITING WORKSHOP
OCTOBER 26, 2015
NEW YORK

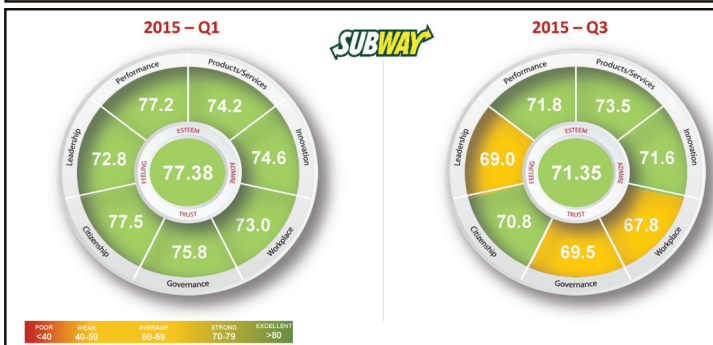
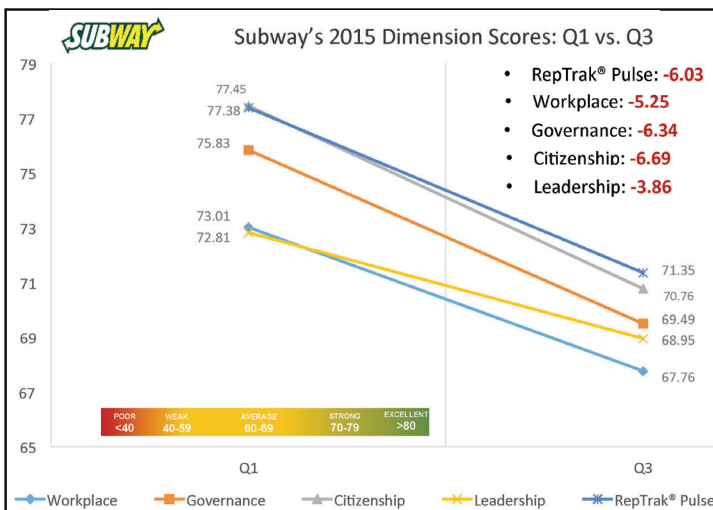
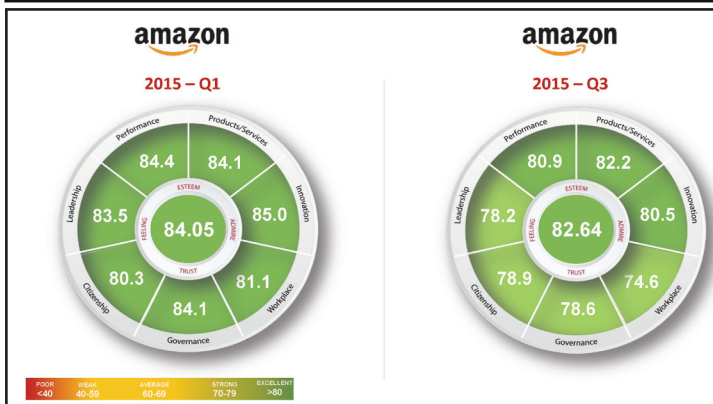
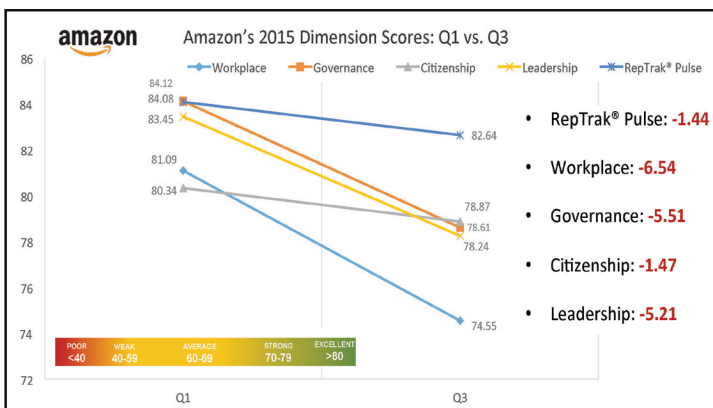
**MEASUREMENT
CONFERENCE**
NOVEMBER 18
HYATT REGENCY, CHICAGO

**FOR MORE
INFORMATION, GO TO:**
PRNEWSONLINE.COM/
EVENTS

DATA DIVE

Communicating Hard, Soft Activities Is Crucial to Maintain a Solid Reputation

Paying attention to finances and products as well as so-called softer categories, such as corporate citizenship, governance and workplace morale, is necessary to build and maintain a brand's reputation, which, as is well known, can be crucial during and after a crisis. With offices in N.Y., Boston and Copenhagen, the **Reputation Institute (RI)** has been tracking public perception of some 7,000 global companies' reputation for nearly 20 years. It collected data from more than 55,000 people to compile the rankings seen on this page. It bases its overall assessment, called RepTrak Pulse, on seven factors: the quality of a company's products and services, innovation, leadership, financial performance and three factors that make up its CSR score: governance (is the company responsibly run & transparent?), citizenship (is it a good corporate citizen?) and workplace (is it an appealing place to work?). Prior to an August 16, 2015, p.1 article in *The NY Times*, **Amazon's** Pulse was excellent [see top chart, top blue line]. Its CSR score and leadership figure fell badly after the article [see chart 2], yet its "excessive focus on the customer" buoyed its Pulse, says Brad Hecht, RI's VP of research. Consistently in the list of top 50 Pulse companies in the U.S.A., **Subway's** CSR score took a blow as a result of its crisis, hurting its Pulse badly [charts 3 and 4]. Subway could have "acted sooner, been more accountable and transparent," Hecht says. It also failed "to create a counter narrative" to describe "the new Subway." One of the lessons for PR pros: Brands not only need to mind the hard issues, like products and finances, and softer ones, such as CSR activities, "they need to communicate about both," Hecht says. ■



PR Resists Live Streaming, Messaging Apps

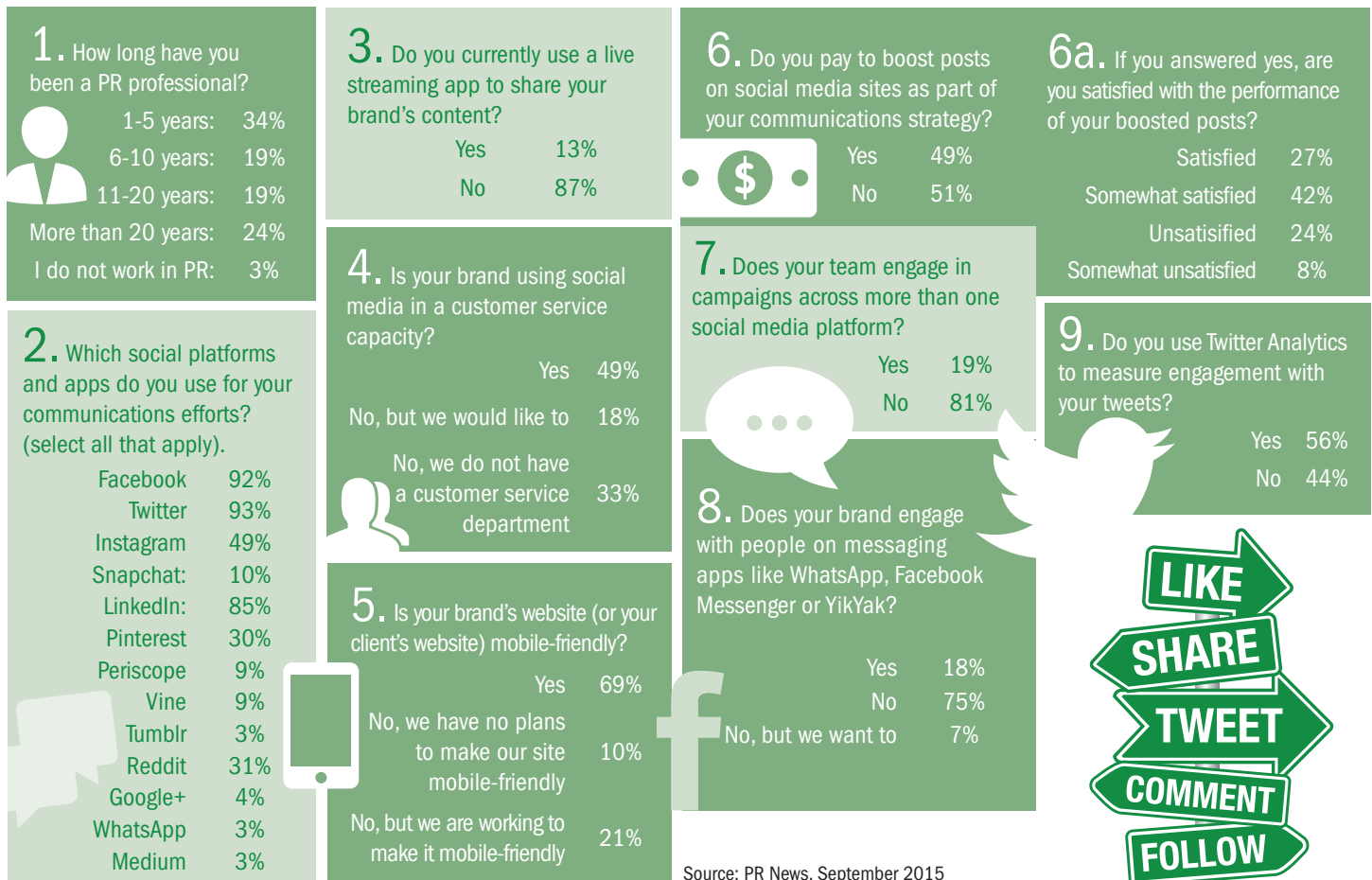
impressions.” Twitter and Facebook tools don’t dig deeply enough into those metrics, she says, “so a lot of people don’t understand what they’re looking at...you need better tools or an analyst on staff.”

Concerning the lack of PR pros using streaming to spread brands’ messages, Lopez calls it “a tremendous lost opportunity.” Yet Moreo is “encouraged...people got excited early about streaming, but really only a few brands can use it or should be using it,” she says. Moreo and Lopez were surprised that 81% of respondents said their teams don’t

engage in campaigns across more than one social media platform. “Why would you put all your eggs in one basket?” Lopez says. “People are missing a huge audience,” Moreo adds. Regarding PR’s slow uptake on messaging apps like **WhatsApp**, **Facebook** Messenger and **YikYak**, Moreo is happy. “Millennials don’t want to be marketed to; don’t reach out to them on what they use to communicate.” ■

CONTACT: anastasia.lopez@padillacrt.com, nmoreo@peppercomm.com

The State of PR and Emerging Social Media Platforms and Apps



PR NEWS' PLATINUM & AGENCY ELITE AWARDS LUNCHEON

October 26 | 11 a.m. - 2:00 p.m. | Marriott Marquis, NYC

This must-attend event will honor the Platinum PR Award winners and honorable mentions who represent the corporations, agencies and nonprofits who took chances, made tremendous strides and understand the power of public relations.

Join us to salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic PR arena. We will also recognize the Agency Elite honorees.

Thanks to our sponsors



Register now at
www.platinumprawards.com



Priority seating
available with
purchases!

The Journalist/PR Relationship From Both Sides

adds. We approach with trepidation. The last thing we expect to hear comes next: “I have a core group of smart, experienced PR people who help me all the time...I can give you example after example,” says Heath, a veteran reporter and columnist at *The Washington Post*. “They know me, they know my column, they know how I like to work,” he says. Heath reports and writes columns about local business, entrepreneurs and companies large and small in the Washington area. Previously, he wrote about the business of sports for the *Post*’s sports section for most of a decade. “They know I want numbers, so they’ll talk numbers” early in their pitches, he says. When members of this group of PR pros propose that Heath interview a local business leader “they’ve done their homework and they’ve screened [and prepared the interview subject],” Heath adds. After that, “they stay out of the way [and let me do my job]...they know I don’t like conference calls.”

Good PR people also “know I’m local (translation: he wants local stories) and they have a good sniff detector (we’ll leave that translation to you). So many of my columns have come from suggestions from PR people.” He mentions a June 28 column about the Boland family, which brought air conditioning to the nation’s capital and today controls the climate inside The Kennedy Center, several Smithsonian museums and Reagan National Airport among many other venues. “Their pitch was just a few sentences.” He also points to Christopher Ullman, managing director of communications at **The Carlyle Group**, a private equity firm. “He knows his stuff inside and out, knows my needs and sets me up with good sources.” Ullman also is available promptly and during off-hours, when editors are apt to question Heath about something. “Generally PR people are very good about wanting to get stuff right.”

Rookie Pitchers: How does a PR person, someone he doesn’t know, get admitted to Heath’s inner circle? “Send me a short pitch by email, personalize it by telling me about something you read that I’ve written recently. You can do that in a line or two, and then get to your point, fast,” he says. There’s a practical reason behind his requirements. “With the constraints of the newsroom, reporters need to be efficient with their time these days,” he says. “There aren’t as many of us as there used to be. The days are gone when you had time to chat on the phone [with PR people]. About the note you send him, “it better not look like you wrote my name at the top and then sent me a note that you’ve sent to 200 other reporters. I won’t read it.” That’s too close to “spray and pray,” he says. He also routinely hangs up on “robo calls.” Rookie mistakes? “They’ve not done their homework. They don’t know me or what I’ve written recently and haven’t taken the time to learn.”



Joseph Anselmo
Editor-in-Chief

Aviation Week and Space Technology

An award-winning journalist, Anselmo leads the team at arguably the leading magazine of the global aviation and space industries, whose former owner was **McGraw-Hill**. Its current owner is **Penton**. Still, he receives errant pitches. “You wouldn’t believe it. There are so many bad [PR people] out there...and lazy ones. They send you a form letter” instead of personalizing a pitch, he says. Similar to Heath, Anselmo groups PR people into two categories, insiders and outsiders. “We rarely get a good pitch from outsiders.” He adds, “but we get blitzed with 100 pitches a day.”

For outsiders to become insiders Anselmo counsels PR people “to learn what we write about, pay attention to the publication you’re pitching.” A 25-year veteran of trade journalism, Anselmo also has an inner circle of PR people he trusts and who trust him, pointing to Bill Reavis, late of **Honeywell**, as an example. “It all boils down to relationships. [Good PR people] will talk on background and trust that you won’t burn their confidence,” he says. “They also won’t waste your time.”

An example of this is when “a PR person invites us to their company’s headquarters; we’ll get an in-depth tour and access to top executives. And then they’ll send us home with something” (translation: a bit of SWAG, sure, but far more important is an exclusive story, perhaps one that can go on the magazine’s cover). “Feed us a scoop. We love exclusives because we can get our readers information that they can’t get free, on the Internet,” he says.

Still, he doesn’t mind writing a story with an embargo that also will get pitched to other publications. “We like embargoes. They give us time to write and double-check stories.” Unlike Heath, he’ll participate in a briefing alongside other publications. “They’re fine, except you have to worry that someone’s going to break the embargo.”

Pitching Coach: Anselmo takes pitches from newcomers via email, although if he doesn’t recognize your phone number, “I won’t answer your call.” Besides doing your homework, Anselmo urges PR people to send pitches in bulletpoints “and tell me quickly why this will be important to our readers. In other words, why I should care about your pitch.” And don’t be afraid to “include some color in your pitch...be creative.”



Brenda Siler
Associate State Director,
Communications, AARP

Clearly Siler’s been listening to journalists like Heath and Anselmo. “I’m definitely an old-school girl, but I realize times change and so does the way we do our jobs.” She says relationships with journalists remain critical to PR pros, but con-

structing bridges with writers has to be done differently now. “You can’t wine and dine reporters,” she says. “Most reporters don’t have time to leave the office.” Instead she reaches out to journalists on social media. “Read what they write and then re-tweet their story or their feed,” she says. “That butters them up, but it also shows that you’re out there and interested in them. It works better than taking them out to lunch, although some executives [and clients] don’t understand that.”

She also stresses relationship building “before you have an event or news you want a journalist to cover. You have to lay the groundwork.” Another tip: Find out what a journalist would like to cover besides what he/she is reporting. “Ask about a story they’d like to write. That can give you ideas for a pitch.”

Inside Pitch: Siler thinks like a journalist when pitching, via social media. She’ll tweet an item that links to her blog, where the larger story is located. She makes sure to add a “.” at the start of her tweet, before the reporter’s Twitter handle, so the reporter and his/her followers see her message. “I’m pitching the media, but also pitching the general public.”

She also thinks like a journalist when composing news releases. “Instead of making it a standard release, organize it with the 5 W’s. Make sure you let reporters know why this story is important to their readers. Who is impacted by the story? Focus on the why.”

An example occurred with an **AARP** report that was released nationally. The report rated various cities for their liveability for people older than 50. Siler excerpted sections that were relevant to Washington, D.C., residents since the city received a high rating and then contacted D.C.-based reporters with links to that section of the report. The links also were on her blog post. “With so few reporters writing so many stories these days, you have to figure out how to get your news to the head of the line,” she says. “And don’t invite reporters to events that are not going to be “change events,” they don’t have time to cover them.”



Elizabeth Hillman
SVP, Communications, Discovery Education

Like Siler, Hillman, who leads communications for Discovery’s education arm, is a combination of old school and modern thinking.

“Nothing replaces the ability to sit down in person with someone and build a professional relationship,” she says.

“Recently, I was able to sit down with a wonderful editor [at a trade show] with whom I talk on a regular basis but this was the first time that we met in person...the brainstorming that we did is proving very beneficial for both of us.”

On the other hand, “reporters are incredibly stretched these days and so it’s harder and harder for them to get out of the office. Be sensitive to that, don’t waste their time. Try to volunteer to come to their office for a quick coffee. Or only reach out to them when you have a strong story to tell and you know that it fits their purview.”

“**It’s important to me that there is mutual respect and that reporters know if one of us is reaching out, there is a real story there.**

Elizabeth Hillman, SVP,
Communications, Discovery Education

Her bosses understand this, she says. “I’m lucky to work for a company where our executives truly value the important role that the communications teams play in the overall strategy of the company. They trust our opinion and expertise.”

Relationships: “It’s important to me that there is mutual respect [between us and the reporter] and that reporters know if one of us is reaching out, there is a real story there,” she says. “And visa versa, if they tell me that [a pitch] doesn’t work... and the reasons why, I will use that information to try to find a better fit in the future.” ■

CONTACT: joe.anselmo@aviationweek.com, Elizabeth_Hillman@discovery.com, bsiler@aarp.org

PRNews’ WRITING WORKSHOP

OCTOBER 26 | NEW YORK CITY

Find your PR writing voice and how you can apply it to brand messaging

What we’ll cover:

- ✓ How to avoid getting deleted and write successful email pitches to journalists
- ✓ How to drive the agenda with powerful internal memos and emails
- ✓ The essential elements for compelling client pitches
- ✓ Establishing a voice and personality on social media
- ✓ Top techniques for becoming not just a presence but an influencer through your blog

Register: www.prnewsonline.com/writing-workshop2015

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

26344

Keep Your Boilerplates Fresh, Direct, Jargon-Free—If You're Still Using Them



Google “boilerplate” and you will find it’s either a fictional robot or rolled steel for making boilers. Click three pages in and *Urban Dictionary* tells you the curious origin of the term we use to describe the company summary found at the bottom of nearly every press release. “The **American Press Association** shared its building with a sheet-iron processing plant when it was founded 1892. Chicago printers dubbed the noisy American Press offices a boilerplate factory, and boilerplate became the word used to refer to the third-rate filler that the syndicated news agency turned out.”

While the etymology of this term is not overwhelmingly positive, the position of the boilerplate as a staple for business communication, start-up to corporate giant, is secure in the minds of the majority of communications professionals. I say this with confidence as 25 responders to an inquiry on **HARO** brought few arguments for ditching it – although I’m sure there are plenty of dissenters, including one in a recent edition of *PR News*, who argued, “The boilerplate takes up space that could be better used. Journalists who cover your brand rarely need to use your boilerplate. Should they need to, point them to your website. An added bonus: This drives traffic to your site” (PRN, Aug 24, 2015).

The consensus bills the boilerplate as *CliffNotes* for journalists. Megan K. Ryan at **Pitch Note Creative** says reporters “typically on short, and sometimes multiple, deadlines have limited time,” and need the boilerplate’s summary. Amanda Guisbond, director of communications for **American Well**, agrees, adding, that it reduces the risk of having your company described inaccurately or incompletely. Chad Reid, director of communications for **JotForm**, uses boilerplates since people “are bound to read them who haven’t heard of your company.” Trisha Beusaert at **Voices.com** believes that by including company details upfront, reducing unnecessary back and forth with reporters already inundated with emails, boilerplates improve the chances of securing coverage. “PR pros and comms people need to deliver a story pitch on a silver platter to our meal ticket-reporters.”

Boilerplates are not required. In fact, you can find many releases without them. Take **Uber**, for example. “For the **Coca-Colas** and **Nikes** of the world, we know them well enough that a boilerplate probably isn’t necessary. In the case of these larger organizations, they can ditch the boilerplate,” says Kevin Hartman of **LT Public Relations**. Alexander Ruggie, PR director at **911 Restoration**, goes a step further. Boilerplates and press releases “definitely are on the way out,” he says. With tools like **Twitter** “the traditional press release is used mostly to capture the fragmented and waning audience that still uses them for information gleaning,” he says. The press release’s role is changing “with our industry’s shift to real-time information sharing,” agrees Eileen Markstein, a managing director at **Markstein**. “I think some of us [include boilerplates] out of

habit,” says Peter Nasca, president of **PersistencePR**. He frequently deletes the boilerplate, opting instead simply to supply a link to the company’s website. Kari DePhillips, owner of **The Content Factory**, says it’s better for business to incorporate necessary information from the boilerplate into the release itself. “We find that when we do this, it tends to get integrated into the coverage from reporters.”

So, other than good writing, what else should be considered when composing a boilerplate?

Just The Facts: John Boyanoski, president of **Complete Public Relations**, says, “Avoid fluff about mission statements and corporate culture. Give reporters facts.”

Skip The Jargon: Jean Serra, a founder/partner of **Version 2.0 Communications**, says, “Unfortunately, boilerplates have become a repository of ... jargon [sometimes] it’s practically impossible to clearly understand what a company does.”

Social Connection: Include links to social accounts and other relevant information so your connection with a reporter potentially can live past that one release.

Write With Purpose: Put yourself in a reporter’s shoes. A former blogger and journalist, Annabel Jones of **Method Savvy**, says she writes boilerplates from the journalist’s perspective – what information will reporters need?

Keep It Short...: The Advertising Specialty Institute has been involved in a “raging debate” over its boilerplate’s length for the past several months, says Dawn Shurmaitis, its PR manager. Google keeps its very short – 41 words to describe the nearly \$400 billion company. Most of those who responded recommended 3-5 sentences, however. As one of the world’s most recognized brands affords Google certain privileges.

And Fresh: PR consultant and writer Jarone Ashkenazi says a boilerplate should evolve. “Don’t just copy and paste boilerplates from previous releases.” Katie Kern at **Media Frenzy** agrees. “As a company grows and changes over time, so should its boilerplate.”

Dare to Go Rogue: A former colleague customizes his auto-reply out-of-office with amusing anecdotes. I never read anyone’s 000 except for his – because he makes it interesting. In the same vein, I always have thought – for the right lighthearted company – it might be a fun practice and tactic to get reporters to scroll to the bottom of your press release to find a fresh, off-topic observation or great quote: “If you need something, just ask someone else.” – Miss Piggy

CONTACT: Sarah Segal can be reached at: sarah@blueshirt-group.com

Volkswagen PR Exec Speaks: ‘Company Takes This Matter Very Seriously,’ Media Site Tab Added

Shortly after the **Volkswagen** (VW) crisis erupted, we asked the carmaker's communications team for an interview to explain its strategy. It responded quickly, agreeing to an interview when appropriate. This week John Schilling, general manager, product communications, told us that he is “not ready to speak at length on what we are doing...from a PR standpoint. At least not now.” He added, “I will say we have taken the necessary steps to address this issue with our employees, our dealers and our customers. Our agency of record, **Edelman**, is assisting us through this.” He noted, “As environmental protection and sustainability are among Volkswagen's strategic corporate objectives, the company takes this matter very seriously and is cooperating with the investigation [and is]...committed to finding a remedy...as soon as possible. We want to assure

customers and owners of these models that their automobiles are safe to drive, and we are working to develop a remedy that meets emissions standards and satisfies our loyal and valued customers. Owners of these vehicles do not need to take any action at this time.” Schilling mentioned, as our timeline shows, VW has halted dealer sales on new and pre-owned diesels and created a consumer microsite. “We’ve also created a special tab on our media site, (<http://media.vw.com/releases/category/18/>) where we issue company statements or press releases.” As the timeline indicates, the emissions situation has been brewing since 2014. We are curious if/when VW's communications team began preparing for it. ■

CONTACT: john.schilling@vw.com

Volkswagen Timeline: A Long Road—Emission Issues Began in 2014

| | |
|---------------------------|---|
| May 2014 | Researchers at W VA University and the International Council on Clean Transportation say VW diesel Jetta (2012) and Passat (2013) have “significantly higher in-use emissions.” VW insists the differences are due to technical issues. |
| December 2014 | VW issues voluntary recall of diesel cars in CA to address the issues. |
| May 2015 | CA Air Resources Board (CARB) tests the updated emissions on a 2012 Passat. Some improvement found, but not enough to meet CARB standards. |
| July 8 | CARB shares its findings with VW. |
| July 8-September 3 | CARB and EPA refuse to certify VW's 2016 diesel slate. Certification is necessary before the cars can be sold. |
| September 3 | VW admits its diesel cars contain “a defeat device to bypass, defeat or render inoperative elements of the vehicle's emission control system,” CARB says. The cars produce emissions 10-40 times higher than EPA limits. |
| September 18 | VW story hits the news cycle Friday afternoon, Eastern Time, as EPA says VW violated Clean Air Act. With fines at \$37,500 per vehicle, VW faces an estimated \$18 billion penalty. |
| September 20 | VW CEO Martin Winterkorn says he’s “deeply sorry” for violating EPA standards and orders an external investigation. |
| September 20 | VW orders U.S. dealers to halt sales of four-cylinder diesels, four-cylinder diesel Audi A3s and certified pre-owned models. (Audi is a luxury brand in the Volkswagen Group.) |
| September 21 | VW's stock drops 18% on Wall Street. |
| September 22 | VW says 11million of its diesel cars globally contain the “defeat device.” The automaker sets aside \$7.3 billion to fix the cars. Share prices drop 20%. |
| September 22 | VW's U.S. CEO Michael Horn apologizes; “we have totally screwed up,” he says at a lunch to unveil the 2016 Passat. |
| September 23 | Winterkorn resigns; says he lacks knowledge of the affair, but accepts responsibility for it. |
| September 25 | Porsche chairman Matthias Müller named Volkswagen CEO. He pledges “the most stringent compliance” with government standards. |
| September 27 | VW launches vwdieselinfo.com , a consumer site containing company statements and answers to FAQs. |
| September 27 | Germany's motor authority gives VW until Oct. 7 to submit a plan demonstrating how to fix the affected vehicles. |
| September 28 | “Nothing can justify deception and manipulation,” Müller says in a speech to 1,000 employees. Dow Jones Sustainability Index says it will drop VW's stock Oct. 5. The Index tracks the best companies in economic, environmental and social criteria. |
| September 29 | Müller says engineers over the weekend crafted a “comprehensive action plan” to fix the vehicles. VW will submit the plan to regulators in Germany and the U.S. next month, he said. |
| September 29 | VW may avoid criminal charges in the U.S. due to a loophole, some legal experts say. |

Sources: PR News research, press reports, cars.com



1. PR Newswire on the Block: Britain's **UBM Plc** confirmed last week it's in "highly preliminary" talks to sell press release distribution service **PR Newswire**. The rumors about PR Newswire's sale had been circulating for months. UBM's statement last week confirmed that it was speaking with several interested parties, but provided no names. That's where enterprising reporters entered the story. Actually, they were part of the story the previous day, Tuesday, when *Reuters* reported PR software and intelligence provider **Cision** was in on the bidding auction. That report and UBM's confirmation of its desire to sell bumped up UBM's share price about 2 percent. The *Reuters* report followed *Reuters* stories months ago about UBM, which largely is an events company, wanting to sell PR Newswire. The asking price, cited in those earlier *Reuters* pieces, was \$700+ million. PR Newswire posted revenue of \$298 million last year. And, yes, UBM distributed its release on its sale intentions via PR Newswire. — **comScore** and **Rentrak Corporation** said last week they will join forces in a stock-for-stock merger. Rentrak will merge into a wholly owned subsidiary of comScore, the firms said. comScore's CEO **Serge Matta** will lead the combined company. **Bill Livek**, Rentrak's current vice chairman & CEO, will serve as the company's EVP and president. **David Chemerow**, Rentrak's current COO & CFO, will serve as a strategic advisor to the CEO. The merger will allow the company to provide even more robust measurement solutions to media and advertising industries, the companies said.

2. Like Dislike: Remember our story about **Facebook's** "dislike" button (PRN, Sept 21, 2015)? We said PR pros might find it useful as it would help them learn more about customers and more clearly



tell brands' stories. Last week **Worldcom Public Relations Group** released a study confirming that view. The study said 75 percent of Worldcom's Americas region partners support the button. "Our partners found the dislike feature a natural evolution by Facebook, as it now allows brands to collect more unvarnished data," said **Jonathan Bloom**, marketing chair of Worldcom Public Relations Group Americas region and CEO of **McGrath/Power Public Relations & Communications**. "We think the feature will provide another tool to help better tailor content that resonates with consumers and target audiences." The survey also showed most respondents view Facebook as a key channel for digital media efforts, with 87 percent considering it an important component of a digital marketing strategy, Worldcom said. 56 percent of those surveyed said Facebook's announcement on its intention to develop the dislike button was an effort to remain relevant in light of **Snapchat's** release of enhanced features.

3. People Moves: It's getting to look like the White House under the golden arches. Last week **McDonald's** added **Jano Cabrera** as corporate SVP of U.S. communications, global media and PR, effective Oct. 15. Previously Cabrera was worldwide VP at **Burson-Marsteller**, where he advised *Fortune* 500 companies, governments and nonprofit organizations. His focus was on brand protection and reputation campaigns. Prior to that, he was a politico, including spending time in senior communications positions at the White House and in Congress. Here's where it gets very interesting: At McDonald's Cabrera, 41, will report to **Robert Gibbs**, global COO and EVP. Gibbs managed press relations during Sen. **Barack Obama's** (D-IL) first presidential



Honoree
Frank Ovaite
(left) and
Gary Sheffer,
VP, Strategic
Communications,
General
Electric, Chairman of the
Page Society

campaign and later was press secretary during President Obama's initial term in the White House. Gibbs joined McDonald's in June. — **Ruder Finn** said **Katy Kelley** rejoined the company as SVP, creative culture and global marketing. She'll be responsible for "raising Ruder Finn's creative reputation by nurturing a lively, spirited culture that engages employees and celebrates innovative thinking," the company said. Previously she was at **Cohn & Wolfe**, where she was VP of global marketing. — **The Arthur W. Page Society** during its 32nd annual conference last week honored **Björn Edlund** as its 2015 inductee to its Hall of Fame, the Society's highest honor. The most recent inductees include **Richard Edelman** of **Edelman**, **Nicholas Ashooh** of **APCO Worldwide** and **Howard Paster** of **WPP Group**, who was honored posthumously. Edlund "has made substantial contributions to how enterprises think about and undertake communications," the Society said. "At **Royal Dutch Shell** he helped repair the company's reputation and create a corporate entity positioned as a major global oil and gas producer and marketer." Another important announcement at the conference: **Frank Ovaite** received the Society's 2015 Distinguished Service Award, given to an individual who has helped strengthen the role of PR in business and society. The most recent recipients of this honor include **John Onoda** of **FleishmanHillard**, **Maril MacDonald** of **Gagen MacDonald** and **Kim Hunter** of **Lagrange Communications**. A member of PR News' Measurement Hall of Fame, Ovaite recently concluded "a highly successful second tenure as president and CEO of the **Institute for Public Relations** and has helped redefine and evolve the meaning of PR as a research-based social science," the Society said. ■

PRNews CSR Awards

Corporate Social Responsibility



ENTRY DEADLINE: October 16 | FINAL DEADLINE: October 23

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
- 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 less than 1,000
- 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 more than 25,000 employees

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

Enter today! www.prnewsonline.com/csr2015

Early Bird rates end Oct. 23!

PRNews' NOVEMBER 18 | CHICAGO **MEASUREMENT CONFERENCE**

REPUTATION | SOCIAL MEDIA | CRISIS MANAGEMENT
MEDIA RELATIONS | ENGAGEMENT

Join PR News for the PR Measurement Conference at the Hyatt Regency Chicago, where you'll get the latest best practices in PR measurement, real-world case studies of successful measurement strategies and interactive learning.

You'll walk away with the skills to:

- Align social media activity with your organization's business objectives
- Leveraging the latest Facebook updates for PR
- Shape your reports in a way that makes sense and is quantifiable in terms that C-level executives understand
- Measuring the impact of your social media initiatives
- Using social tools to manage your time more efficiently
- Use metrics to identify and focus on social media platforms that are most relevant to your audience
- Write measurement reports that can serve as a guide to the type of content you should be generating
- Learn the KPIs that matter most to management
- Create a measurement scorecard that translates dashboard output into easily digestible information
- Learn the difference between goals and KPIs
- Establish KPIs that match your organization's objectives
- Clearly define the role of PR in sales and other key organizational benchmarks versus that of other marketing disciplines
- Use attitudinal and behavioral research to assess consumer reaction to PR programs

Sessions include:

- Fear Factor Metrics: A Look at the Metrics Communicators Fear Most
- Case Studies I, II, III & IV : PR Measurement at Work in the Real World
- How to Apply Social Insights to Communications Strategy
- How to Create Measurement Dashboards That Communicate PR's Business Value
- How to Measure Media Coverage and Tie It to Organizational Goals

Attendee bonuses include:

- Eight points toward your PR News Certificate in Social Media
- An Executive Summary written by the editorial staff of PR News

Sponsored by:



Register at: www.prmeasurementconf.com

Questions? Contact Jessica Placencia at 301-354-1611 or jessica@accessintel.com