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LIVE STREAMING

Periscope Up: How Southwest, Adobe and Human Rights Campaign Use PR's Hottest New App

It was inevitable that **Periscope** would become a blazing-hot PR tool. Just this week brands from **Nestle** to the **San Francisco Opera** used the live streaming phone app to augment their relationships with audiences. Days ago **Coach** “periscoped” its fashion show from London and 2-time Masters champ Bubba Watson aimed his phone at fellow golfers during a Masters practice round. On a Thursday afternoon a tiny sampling of the estimated 20,000 daily Periscope

feeds found audio firm **Beats by Dre** talking with Karl-Anthony Towns [hours later Towns became the NBA draft's #1 pick], The **Weather Channel's** Bonnie Schneider discussing heat waves and multiple brands and advocacy groups “periscoping” outside the Supreme Court following its decision to uphold Obamacare. In March, the **Twitter-owned** app was downloaded 1 million times the first week it was available on iOS. Weeks later it repeated that feat when it

Continued on page 4

CRISIS COMMUNICATIONS

BY ALLISON STEINBERG

How to Protect Your Brand From Digital Information Leaks

In an environment of bitter competition, overlapping priorities and increasing use of unsecured digital communications systems, the threat of information leaks is greater than ever. How can we, as communications professionals, implement safeguards to ensure our brand is protected?

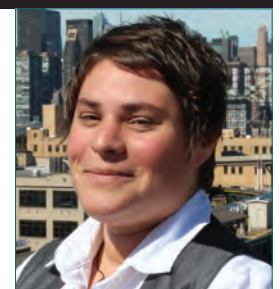
PROTECTING YOUR BRAND

You are the protector and gatekeeper of your brand. It's your job to ensure that the maximum amount of positive and least amount of negative information about your organization is circulating internally and externally. You are unable to control everything, of course. Leaks will occur and cyber-

security is another issue altogether. Yet you can help mitigate certain problems common to organizations in this porous information age.

► Create Strong Infrastructure:

A key to avoiding leaks is making certain your infrastructure has enough safeguards. Often this entails deploying IT systems that restrict proprietary information to areas with layered digital security. In addition it could entail creating digital spaces for certain materials that aren't easily accessible to others.



Continued on page 5



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UPCOMING EVENTS

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 SAN FRANCISCO, CALIFORNIA

BIG 4 CONFERENCE AUGUST 6, 2015
 SAN FRANCISCO, CALIFORNIA

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Get Emotional and Watch Fans Share Your Content More Frequently

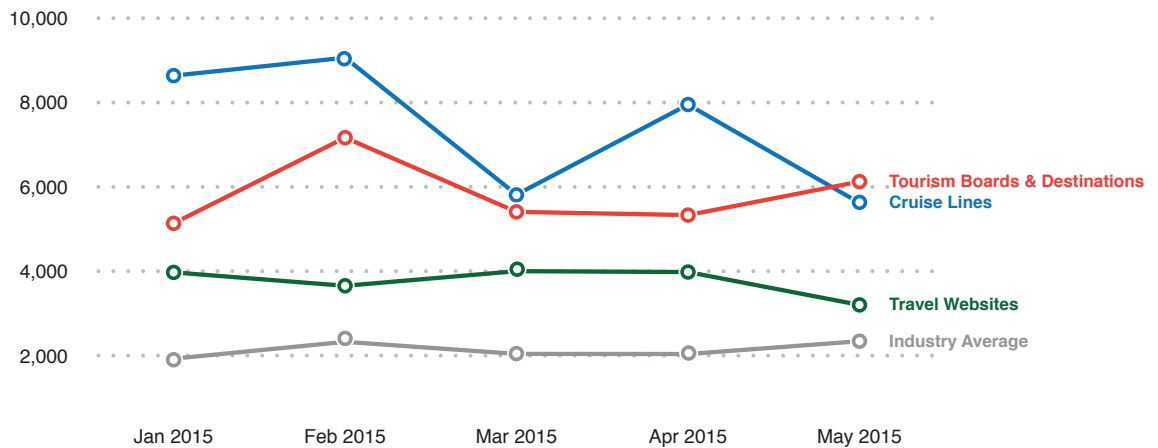
Have share will travel. Social media engagement within the travel sector grew 24 percent from January through May, compared with the same period last year, according to an exclusive study for PR News by social media analytics company **Shareable**.

Nearly half that growth can be attributed to a 10 percent hike in the amount of travel-industry content shared on **Facebook**. The growth in shares, in turn, fueled a 31 percent boost in total media impressions for the category.

The takeaway for PR pros: Consumers are more likely to share content in which they feel emotionally invested. “Go Hawaii’s strategy of encouraging fans to share with friends and family photo posts of beautiful beaches and sunsets generated great success, driving 132K shares,” said Tania Yuki, CEO of Shareable. “Pure Michigan, whose posts featured creative and surprising activities that audiences could enjoy in the state, propelled the tourism board to the top five in total shares and engagement.” ■

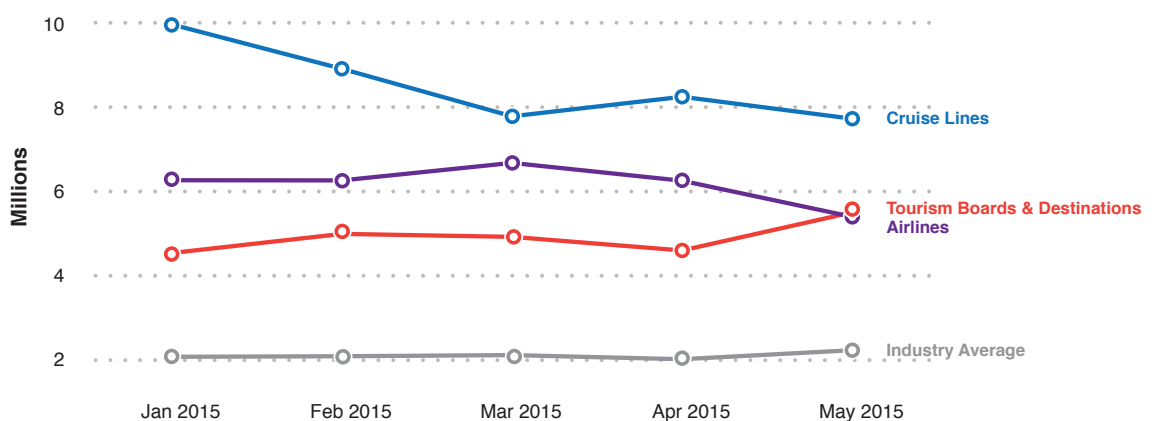
Top Travel Industry Categories by Average Number of Shares on Facebook Content

Source: Shareable, Jan - May 2015
 Platform: Facebook
 Metric: Category Average Shares



Top Travel Industry Categories by Average Number of Impressions on Facebook Content

Source: Shareable, Jan - May 2015
 Platform: Facebook
 Metric: Category Average Impressions



What You Need to Know to Improve Your Company's Social Media Policy Guidelines

The onus is on PR to create a social media policy (we hope you have already, but surveys show plenty of companies have not). Once your policy is written, the work is far from done. It's also on you to update the policy. A good rule of thumb is to look at updating the policy at least yearly, due to the fast-changing nature of social media. Social media policies should be living, breathing documents. ■

► **Be specific.** One of the biggest problems with social media policies is that they are too unclear. The lack of specificity means having clarity in language and rules. Complex rules and overly broad terms will doom a social media policy from the start.

► **Recognize that employees use social media.** A lot. Creating rules that limit social media use and anticipate every potential negative posting about an organization will fail. Craft a policy with the idea that workers will use social media in some form.

► **Prioritize what's important.** An organization cannot ban everything said about it on the Internet. If an organization values its trade secrets, financial reports or promotional strategy, then limit employee communication on those issues. By trying to ban everything that employees will say on social media, the organization in effect bans nothing.

► **Make sure your employees understand the policy.** Having a policy is useless if no one understands it. Providing employee training on

the policy helps employers highlight what's important. Employees also may provide valuable feedback during these sessions.

► **Keep the policy flexible.** Writing a social media policy means you recognize technology is changing. Because of that, social media policies should avoid being medium-specific. This also means policies should not be written in stone. Update them yearly and when new social media platforms emerge.

4 WAYS TO ADD CLARITY TO YOUR SOCIAL MEDIA POLICY

- **Avoid jargon.** Organizations attempt to provide clarity by using specific terms that are unknown to their employees. Jargon and complex syntax should be removed in favor of short, simple rules.
- **Provide concrete examples.** Sometimes a rule or policy doesn't make sense unless it's placed in context. Providing hypothetical examples of specific rules may give clarity to the reader.
- **Structure the policy to be readable.** Having a policy that has multiple paragraphs and subparagraphs reduces readability. Hidden clauses and fine print are signs of a policy that may be in violation of federal law. Avoid writing a policy that makes the reader refer back to previous statements or headings.
- **Avoid catchall phrases.** Companies want to make sure they have covered every conceivable scenario in a policy. This is impossible and confusing to readers. Catchall phrases and overly broad language contribute to vagueness.

Source: Cayce Myers, assistant professor, department of communication at Virginia Tech. This above content is a book excerpt from PR News' Book of Employee Communications and Strategies. To order a copy, please go to pnewsonline.com/prpress

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26173

Brands View Periscope as Major PR Vehicle

came out on Android. Perspective: **Facebook** claims about 750 million daily mobile users and 70 million photos are uploaded to **Instagram** each day. Still, with its super-easy interface and Twitter integration (Twitter users on iOS can periscope and/or follow others in seconds), the potential for using Periscope to personalize your conversation with customers seems endless. Be careful of possible legal implications related to copyright infringement and privacy, which we'll explore in a future story.

PR News asked three PR pros for best practices as they integrate Periscope into their PR strategies.



Nakiesha Koss
Social Strategist & Channel Lead, Adobe Systems

Highlighting product launches seem naturally suited to Periscope. Two weeks ago, **Adobe** offered a 24-hour Periscope series promoting the release of its 2015 Creative Cloud software suite. At the top of every hour, Adobe began a new Periscope live stream, which gave viewers a chance to chat with Adobe team members about its new apps. "Periscope gives viewers the experience of the right here and right now," Koss said. "It's a nice feeling users get from the immediacy."

Most Important Lessons Learned: Periscoping sometimes is a 2-person sport. The person doing the periscoping needs support staff to answer questions that come in via Twitter and to retweet the shoot and hashtag. Adobe chose to dial back the volume of tweets to keep viewers focussed on the live stream.



Maureen McCarty
Deputy Marketing Director,
Human Rights Campaign

As the Supreme Court earlier this year heard oral arguments on whether states can prohibit gay marriage, the largest LGBT civil rights advocacy group, the **Human Rights Campaign**, sent its PR staff to Periscope a rally on

the Supreme Court steps. "We thought this was an organic way for our members to feel like they were part of an historic moment," McCarty said. "The great thing about Periscope is it's adaptable to a multitude of moments, whether breaking news or education."

Most Important Lessons Learned: While Periscope enables viewers watching in real-time to comment on the broadcast, you can extend the reach of comments by continuing the discussion via Twitter both before and after the live stream.



Brooks Thomas
Communications Advisor, Southwest Airlines

Southwest Airlines deployed Periscope in April for the rollout of its 10th special state aircraft, Missouri One. "Throughout the day we went live to showcase the new bird," Thomas said. "Not only were we able to integrate the response of the Periscope audience, but also the reactions of the live audience and the emotions involved in what became a very meaningful present for the hometown crowd."

Most Important Lessons Learned: You need to extend the life of the video/story. The best opportunity to follow-up with the viewing audience about the subject matter is right after the broadcast ends. Timing is critical in another way. "We started the stream well before the event began and we had to stick with it," Thomas said. "The audience became a bit restless; things picked up once footage of the plane being unveiled began rolling." ■

To learn more about Periscope best practices and strategies attend PR News' webinar: "How Periscope Can Broadcast Your Brand," July 9, 1:30-3:00 p.m., ET. To register, please go to prnewsonline.com

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3 TIPS FOR USING PERISCOPE

► **Before you live stream, build excitement by announcing it on your site, creating a landing page and a hashtag.** Once the Periscope tweet is live, use a permalink to your landing page and embed the tweet there. After the session, upload the completed video

to your site, YouTube channel and other platforms. When possible, Periscope during your audience's peak engagement time on Twitter.

► **Live streaming is exciting but inevitably brings unplanned situations.** Have a contingency plan. Also run a short test on a personal Twitter handle to check sound, connectivity, staging, camera

angles and tweet language. For unplanned breaking news, embrace raw footage. Talk to your audience, address people by name and involve them in the stream to create a sense of partnership in the moment.

► **Shoot the broadcast vertically, it will appear sharper and make it easier for viewers to read comments**

appearing on the screen. Use a tripod to avoid wobbly images. Monitor the screen; since it does not enable hyperlinks, you need to tell viewers where they can find more information about what's being live streamed and/or put a forwarding URL onscreen.

Tips compiled by PRN and Maureen McCarty.

How PR Can Help to Build an Infrastructure Against Internal Information Leaks

Boosting your infrastructure may require additional investment depending on what type of information is shared throughout your internal networks and how important it is that the data be protected.

Strong infrastructure entails more than IT-related measures. Culture is critical, too. Your company will need human resources policies and confidentiality agreements that protect internal information. The screening process for potential employees also is important in this regard.

For instance, is there a question that tests the honesty or integrity of candidates? Screening protocol and clear internal communications channels can be influential in ensuring that you're creating the right environment for confidentiality.

There's also an external component. It is advisable to foster excellent rapport with key reporters on your beat. That means having a cadre of media contacts that you can contact at the moment of an information leak or the potential for negative news.

► Timing is Critical:

As someone who guides the internal communications strategy, it's important to be the eyes, ears and watchdog of your organization. Think about the right balance between keeping an informed internal team and not handing over too much information. Timing is a big part of the equation.

Which key stakeholders should know about breaking news or a new announcement? How can you empower them to maintain confidentiality? Sometimes, it's just a matter of prepping your communications materials with the word "Confidential" on drafts. Other times, it may involve leaving people out of the loop and bringing them in closer to the time you deploy public communications.

You'll have to make more calculated decisions about whom to include and when, while leaving all internal stakeholders enough time to activate their particular tasks and empowering others to be informed employees while safeguarding information as best you can.

► Working with Partner Organizations:

This can be tricky. More organizations involved equates to more people who could leak information. Below is one way to try to control such a situation.

I worked on crafting an announcement with a coalition of partner organizations and a state governor's office.

As one of the few communications professionals in a group that consisted mostly of policy people, I decided it would be prudent to lead communications.

This tactic may have seemed overly generous or, perhaps stupid, because I was offering to invest time and energy to an effort that would help competing organizations. Actually it was a deliberate move. By offering to lead communications, I was taking control of the message.

As the lead communications person, I became the main point of contact between the group and the Governor. This meant all timely and important information flowed to me first, eliminating the possibility that our organization would be left out or uninformed. This also meant that the other organizations yielded their control to me.

My organization controlled the message. That meant our organizational logo and branding were more prominent, as was our quote in the press release. It also meant we were the first to hit 'send' on the press release and could guide strategy and rapport with reporters, leveraging our ability to be included in news stories where we might otherwise have gotten lost in the mix.

There are risks in a situation like this. An organization may go rogue and break the news before others, which has happened on more than one occasion.

The fact remains that it still benefited us to take the lead among partners announcing the same thing, and we would certainly employ the same strategy moving forward in the right instances. ■

(The above is an excerpt from PR News' Book of Crisis Management. To order a copy, please go to prnewsonline.com/prpress.)

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How LEGO's Global Innovation STEM Award Program Cut Through the Media Clutter

The 2014 FIRST LEGO League Global Innovation Award program provides an example of how non-profit organizations can get on the media map and increase awareness with stakeholders. The annual event is based on a partnership between **FIRST**, a not-for-profit organization that inspires 6-18-year-old students to explore STEM (science, technology, engineering and mathematics) careers, and LEGO Education. FIRST's LEGO League (FLL) challenges students to solve real-world problems by thinking of ideas and inventions that can help people lead better lives.

THE GOALS

The 2014 FLL Global Innovation Award aimed to raise awareness about FLL through earned/owned media and promote the program's partnerships and sponsorships. The PR strategies included:

- Showcasing students' creative problem-solving skills
- Using expert spokespeople to articulate and differentiate the unique learning process FLL offers
- Leveraging social media channels (FIRST and sponsors) to extend key messages

FIRST collaborated with **Cone Communications** to develop and execute a PR campaign for the FLL Global Innovation Award competition. The 2014 FLL tasked students to develop solutions for weather disasters that could threaten the safety of their communities. The students' ideas aimed at helping people prepare for, stay safe during or rebuild after a natural disaster.

THE EXECUTION

The public relations campaign targeted STEM-focused media publications, STEM bloggers and social media channels owned by FIRST and its partners.

Cone reviewed each finalist team's research and inventions before the competition, and tailored media pitches to highlight its problem-solving process. Cone also reached out to hometown media outlets before the program to educate them about it and inform them of the local finalist; this way, hometown media were ready for the final announcement and coverage details ahead of time.

The PR team also secured media interviews with FIRST spokespeople, who discussed the unique, hands-on learning experience FLL provides to students. They also emphasized the opportunity for students to explore the patent process necessary to bring their inventions to market.

The team created messages for FIRST and its sponsors to distribute on their social channels before and during the award ceremony. Immediately following the ceremony, sponsors and FIRST posted messages and photos about the winning team and two runner-up teams.

In addition, Cone facilitated video interviews with sponsors about their support of FIRST, including LEGO and **XPRIZE**.

The interviews included positive sentiments about FLL and were edited into short videos and uploaded to **YouTube**. The team also promoted the videos on FIRST social channels and sponsors' social channels.

In executing these efforts, the PR team learned the following lessons:

► **Meet with each sponsor to discuss what will be the best return on its investment.** For some, it is gaining favorable publicity; for others, it's using stories and photos of the winners on social media channels and in their annual CSR (corporate social responsibility) reports.

► **Set realistic expectations for media results.** The inventions may yield media coverage in students' hometown media outlets; however, national outlets, such as The TODAY Show or *USA Today*, need compelling human-interest stories and dramatic results to consider coverage.

THE RESULTS

The campaign secured 19 media placements for a total of 3.8 million traditional media impressions, and more than 600,000 **Facebook** and **Twitter** impressions. Stories about the competition ran in *EdTech*, *T.H.E. Journal*, *Odyssey Magazine* and **Society for Science**. STEM education influencer Joanne Jacobs posted a blog about the campaign, as well.

For regional media coverage, Cone secured feature stories in each of the winning-team's hometown markets, including *The Boston Globe*, *The Boston Herald*, **WBZ/CBS-Boston**, **WFXT/FOX-Boston**, **New England Cable News** and **KCRG-ABC/Iowa**.

The PR team was able to track campaign results using **Radian6** and **mGauge**. Radian6 captured social media activity on Twitter and Facebook among consumers and STEM influencers.

From May 27-June 5 the tool recorded a spike in the usage of the hashtags #FLL, #firstlegoleague and #omgrobots. This demonstrated that followers were engaged with official campaign hashtags and terms, and were engaged in online conversation about FIRST.

Radian6 also captured coverage about the campaign generated by blogs and mainstream news. The team placed all Radian6 results into mGauge, a Cone Communications media tool, to calculate all media coverage and impressions; 100 percent of the coverage and sentiments were positive.

In addition to these media results, since its 2010 inception the program has earned sponsorship support from major organizations, such as **Booz Allen Hamilton**, **John Deere** and **XPRIZE**. ■

(Maureen O'Connell, director at Cone Communications, wrote this article.)

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8 Video Scripting Tips for PR Pros



A well-written video script that grabs the viewer's attention and keeps him/her engaged is the basis of every successful video. If someone won't watch your video to the end, you've lost an opportunity. Viewership drops off severely after 60 seconds; much sooner if you haven't truly engaged the viewer. Remember, video is a visual medium. With many mobile users automatically muting videos, a compelling visual is critical, too. In today's "content is king and video is king of content" world, successful videos—B2C or B2B—begin with a well-written script that conveys your message to the appropriate audience as quickly and succinctly as possible.

Writing for online video is similar to other writing public relations professionals do. They all emphasize getting to the point quickly and making it stick with the audience.

Here are some tips to help you craft a better script.

1. 'KISS.' Keep It Simple and Short. Obviously, the length of your script/video depends on your audience. While an audience at a trade show break-out session will watch for five or six minutes before tuning out, someone visiting your website could bail on your video in seconds. This also applies to sentences: keep them short, declarative and sans jargon. And lose the commas. No commas in scripts.

2. It's all about the message. In media training, we talk about media math: $9 \times 1 = 1$ and $3 \times 3 = 1$. That is, if you try to cram nine messages into any writing, the reader/viewer/listener only will retain one of them. If you reduce your messages to three (humans love things that come in threes), and repeat those three times, your audience is likely to recall all three. In video programming, however, to grab the audience you need to reduce it to one key message delivered in a single sentence early in your script. Note: A 60-second marketing video allows only for about 150 spoken words, so choose wisely.

3. Support the message. After you've stated your key message, you need to back it up with facts and figures. Tell the reader/viewer/listener how your brand or client's company will deliver on the key message and provide benefit to the customer. Credible third-party endorsers (subject-matter experts, analysts, satisfied customers, etc.) can provide believability and support your key message.

4. We're only human. One of the 5 Gospels of News is human interest. People care about people. Focus on the personal benefits your client's company bring to the world. This will help build trust and keep viewers fully engaged. Stories with a "Slobs Like Us" angle always will grab attention. Show your audience real people your company has helped and the viewer/reader/listener will relate better.

5. Tone it up or down. Don't write down to or over the heads of your audience. Know your audience intimately, its likes and dislikes, its level of expertise and write accordingly. A video for mechanical engineers will have a much different tone than one for soccer moms. The tone you set will influence the setting, talent used and type of dialogue.

“**You've written a great script in your mind. Now you need to hear your script. Reading your script out loud will show you where changes need to be made in verbiage, pacing and tone.**”

6. 'WIIFM' isn't a radio station. When writing a script, keep in mind what the viewer will be thinking while watching: 'What's in it for me?' 'Why should I care?' 'What is your company/product going to do for me?' Establishing how you or your client will benefit the audience is critical.

7. Speak up. You've written a great script in your mind. Now you need to hear your script out loud. Reading your script out loud will show you where changes need to be made in verbiage, pacing and tone. The way we write is very different from how we speak.

8. Call to action. The idea of your video is to get the viewer to do something. Be sure to include a call to action: buy our product, attend our seminar, download our latest infographic, sign up for special offers, etc.

Knowing your audience (slobs like us), writing short, declarative sentences, conveying your message in the first 10-15 seconds of your video and showing the viewer the benefits your client's company provides will go a long way in getting your video watched and shared. ■

CONTACT: Reg Rowe is founder of GrayHairPR, a virtual PR agency based in Dallas, TX. He can be reached at rowe@gray-hairPR.com



1. LEGO Builds On Sustainability:

The toy giant said last week it plans to invest \$150 million during the next 15 years to make its plastic building blocks in a more sustainable way. It's the company's latest move to reduce its carbon footprint—and boost its “public” relations in the process. Last October **LEGO** said it would end a 50-year relationship with **Shell**—Lego products are sold in Shell gas stations—after the company was criticized about the oil giant's Arctic drilling, according to news reports. LEGO confirmed it will let the contract expire, but no word when that happens. In 2013, the company started a partnership with **WWF**, the environmental group, to develop a plan for making its materials more sustainably. The moves should help LEGO's reputation when it comes to protecting the environment. As with any sustainability effort, though, the challenge for LEGO is how to communicate the changes and let people know about how they will benefit their lives.

2. Instagram Sharpens Focus on Search:

The photo- and video-sharing site last week announced what it called major updates: a revamped Explore page and the ability to search for people, places and hashtags. The new Explore page features photos and videos related to trending hashtags and places, in real-time. The new Places Search enables users to look at just about any location on Earth. The service seems to



want to make it easier for people to find content; the rub for PR pros is to produce a steady stream of photos related to their products and services.

3. What Do Influencers Want From You?

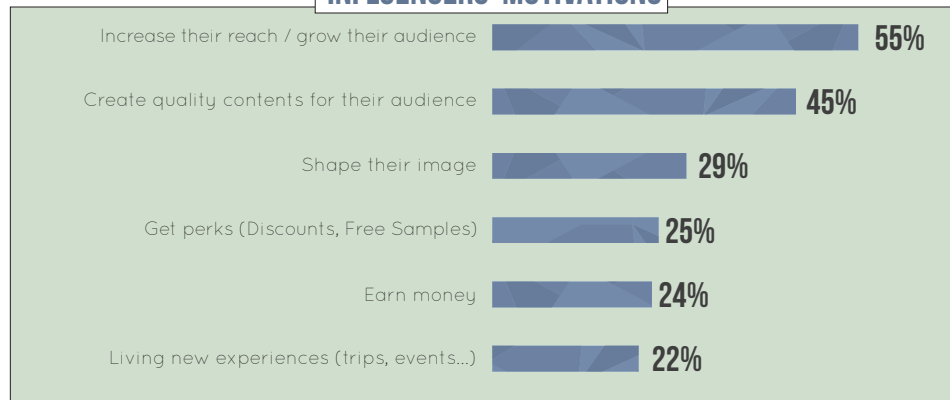
Topping the list: Boosting their reach and growing their audience. That's according to the second annual study on the **State of Influencer Engagement**. Conducted by the software company **Augure**, the study surveyed more than 600 marketing and communication professionals in 30 sectors. While influencers and bloggers often are paid to work with companies on branding and other efforts, money is not their biggest motivation (*see chart below*). Communicators working with influencers may need to redouble their efforts to ensure that the content they work on together is something influencers can be proud of and makes them want to establish a long-term relationship with your company.

4. PR Movers: Weber Shandwick The agency appointed **Chris Perry** (*pictured, above*) as Chief Digital Officer, a newly



created role. Formerly president of digital communications, Perry will help accelerate the agency's digital business and continue to serve as global chair of Mediaco, its content consulting and publishing practice. Weber also appointed **Bradford Williams** chair of its Global Technology practice. He served as acting general manager of the agency's San Francisco and Silicon Valley offices in 2013 and 2014. In addition, Weber Shandwick appointed **Ian Cohen** global executive producer and president, content creation and innovation; **Adam West** executive VP, digital operations and client services, North America; and **Cheryl Cook** senior channel strategist, North America...**Portland** named **Sebastian Schwark** director and head of its New York office. He joins Portland from **Hill+Knowlton Strategies**, where he worked on reputation management and employee communications...**Newlink America**, an Hispanic communications agency, has named **Lisette Hoyo** as its newly appointed senior VP of client services. Prior to joining Newlink America, Hoyo served as executive VP of client services for **Republica**. ■

INFLUENCERS' MOTIVATIONS



Source: State of Influencer Engagement, Augure

Editor's Note: PR News will not publish July 6, in honor of Independence Day. We will return July 13. Happy 4th!

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PR

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PR News' Digital PR Awards is the industry's top honor in the PR and communications digital space, recognizing outstanding digital initiatives among corporations, agencies and nonprofits. The coveted awards set the industry benchmark for excellence across all areas of digital PR. The winners of the Digital PR Awards are those organizations that took risks, made tremendous strides and understand the power of digital communications in public relations. Your hard work is done – now it's time for you and your team to get recognized for it! The awards will also salute the PR, marketing and communications executives behind the scenes who make these digital initiatives shine.

Winners and honorable mentions will be awarded in the following categories:

- Blog (Organization)
- Cause Marketing/CSR
- Contest/Game
- Crisis Management
- Digital Communicator
- Digital PR Campaign
- Digital PR Firm of the Year
- Digital Marketing Campaign
- Digital PR Team of the Year/Corporate
- Digital PR Team of the Year/Nonprofit
- Email Newsletter/s
- Employee Communications
- Facebook Communications
- Influencer Communications
- Intranet
- Listening Campaign
- Location-Based Digital Campaign
- Media Relations Campaign
- Microsite/Custom Site
- Mobile Campaign/Mobile App
- Most Engaged Brand
- New Digital Service/Product
- New Site
- Online Community
- Online Newsroom
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