

CONTENTS

Social Media.....	1,3
Media Relations.....	1,4
Data Dive.....	2
Events Calendar.....	2
Writing Well.....	5,6
Measurement.....	7
The Week in PR.....	8



SOCIAL MEDIA

What Google's AdWords Redesign Means for Savvy PR Professionals and Brand Marketers

Admit it, the ads that pop up during moments when you're using free **Google** products, such as the nearly ubiquitous Search or the highly popular **YouTube** video service, can seem annoying. Most people ignore them, right? Not so. To communicators, those keyword-driven ad campaigns can boost a brand's presence, increase buzz, drive eyeballs to a site and perhaps lead to increased revenue.

Introduced some 15 years ago and known officially as AdWords, they also happen to be rather important to Google. In fact, some argue AdWords is Google's most important product. It provided a substantial portion of the \$74.5 billion in revenue the company generated last year. In the final quarter of the year, advertising was Google's largest earner, bringing in \$19 billion of the \$21 billion in Q4 revenue.

Continued on page 3

MEDIA RELATIONS

BY NED BARNETT, APR, MARKETING & PR FELLOW, AMERICAN HOSPITAL ASSOCIATION

How to Make Your Broadcast Media Pitch the Gold Nugget Amid the Dross

There's good and bad news concerning getting coverage for your brand or organization on television and radio.

The good news is that with today's 24-hour news cycle, the talk radio and cable news media have a voracious appetite for news sources. They constantly need new angles on breaking news, as well as fresh faces to help put that breaking news into context.

The bad news is that everybody and his brother Jack already are inundating talk-show and news-show bookers with pitches, most of which aren't within light years of being on target. This means show producers must wade through a daily tidal wave of dross, searching for a gold nugget.

By following four simple, straightforward steps, though, you can cut through the flotsam and land your executives and, by extension your brand, on cable talk-news and talk-radio programs.



- ▶ **Step One:** Create an on-target email list of talk-show bookers and producers, subdividing them by the story types and story angles their shows cover.
- ▶ **Step Two:** Carefully monitor new and breaking stories for any news angle tied to your brand or organization. The

Continued on page 4



Editor, Seth Arenstein,
sarenstein@accessintel.com
Editorial Director, Steve Goldstein,
sgoldstein@accessintel.com
Graphic Designer, Yelena Shamis,
yshamis@accessintel.com
Assistant Content Manager, Mark Renfree
mrenfree@accessintel.com
Managing Editor, Guidebooks, Ian Wright,
iwright@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
9211 Corporate Blvd, 4th Floor
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

MEASUREMENT CONFERENCE & SOCIAL MEDIA WORKSHOP

APRIL 20-21, 2016
NATIONAL PRESS CLUB
WASHINGTON, D.C.

PR NEWS' WORKSHOP: GOOGLE FOR COMMUNICATORS

JUNE 6, 2016
THE RITZ-CARLTON,
MIAMI, FL

DIGITAL PR & MARKETING CONFERENCE

JUNE 6-8, 2016
THE RITZ-CARLTON,
MIAMI, FL

DATA DIVE

Like Brands Governments Test Content, Frequency, Fun on Social

Governments and world leaders are increasing their presence on social media. And like brands, some are committed to it, while others use a **Facebook** page as a placeholder, posting mundane announcements or no content at all. Indeed many of the trends brands have observed on social are apparent with the social accounts of world governments and leaders.

Some 90% of governments have an official Facebook presence, according to a **Burson-Marsteller** study. As the chart below shows, President Barack Obama is the most popular world leader on Facebook, with 46 million likes on his campaign page. Indian Prime Minister Narendra Modi is next with nearly 32 million fans on his personal page and 10.1 million followers on his institutional PMO India page, which is in third position. Turkey's prime minister is next, followed by Indonesia's leader Joko Widodo and Egypt's president.

As we've seen often with brands, having a presence on social media is only the start. To

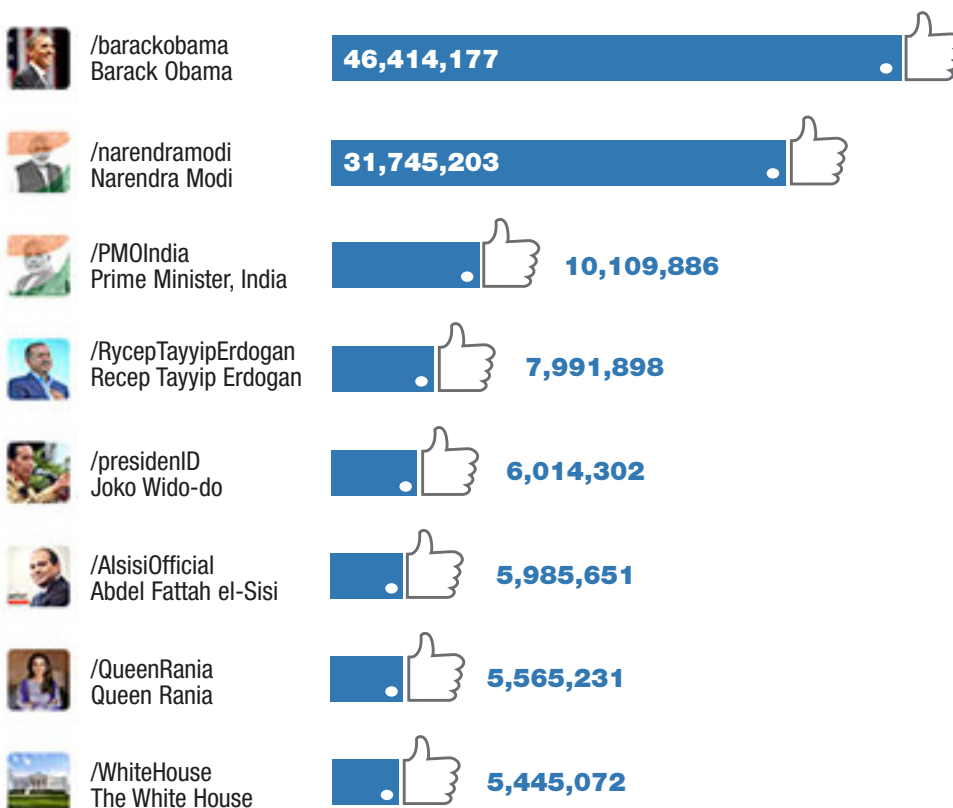
be successful, governments must monitor, engage and interact with audiences regularly, post relevant content, be transparent and humanize the brand periodically. Posting photos and videos also is helpful.

As you might expect, government Facebook use varies. While some merely broadcast the daily activity of their leaders, others engage with citizens, replying to comments and encouraging a free flow of visitor posts.

And frequency, always a question for brands, poses a similar conundrum for governments. The Dominican Republic's president posts 27 per day; Botswana averages 20 posts daily. Yet this fails to equate to greater engagement. By the way, the median average daily posting rate is one. Argentina's President Mauricio Macri is the most engaged leader, with a rate of almost 12%. ■

Editor's Note: Sarab Kochhar, research director, Institute for Public Relations, contributed this post and will speak at PR News' Measurement conference. www.prmeasurementconf.com

Most Liked World Leaders in 2015 NUMBER OF PAGE LIKES



Source: Burson-Marsteller

Redesign to Make Daily Check of AdWords Easier

That's why it was big news Monday when Google unveiled a redesign for AdWords to select users of its cash cow product. The product of years of observing reportedly hundreds of global clients using AdWords, this first redesign in forever is expected to make it easier for users to track the words they've bought. Deploying Google's Material Design strategy, users will find a series of graphs called Overviews replacing pages of data about specific words. Additional changes are supposed to help users better track the effectiveness of individual words on particular platforms. Eventually it's also supposed to facilitate the task of tracking multiple campaigns.

All this prompted us to ask AdWords experts what the new design means for communicators and how brands can most effectively deploy AdWords.

"This is great news for brand marketers," says Michael Brito, head of the U.S. division of **Lewis Pulse** and SVP, digital marketing. "AdWords now will provide the flexibility to serve and manage ads across multiple devices and channels, allowing marketers to be just as nimble as their customers."

Amelia Burke-Garcia, director, Center for Digital Strategy & Research, **Westat**, agrees communicators should welcome the changes. In addition to making the data more accessible to users, Burke-Garcia says Google is emphasizing data that is "closest to clients' objectives" and "streamlining" some of the procedures for accessing the most important data points. Both Burke-Garcia and colleague Julie Yegen, senior digital media associate at Westat, emphasize Google has promised changes to AdWords will be iterative, with additional modification being rolled out through 2017.

While the redesign is exciting news, Burke-Garcia and Yegen remain committed to sticking with several basic principles when brand communicators deploy paid Google advertising, although they emphasize each brand is different. "There are no absolute must-do's" or goals you should adopt when creating a paid Google effort, Burke-Garcia counsels.

► **Begin at the End:** As with any undertaking involving data, communicators must be clear from the outset about the end goal, Yegen says. "Do you want to increase traffic to your site? Do you want more exposure for your brand's



What It's Worth: While it's great for your brand to be at the top of a Google organic search, purchase consideration rises 20% when a brand has paid to be in the top position and 24% when it's the top organic and paid listing. Source: Google

message?" The end goal will "determine your AdWords strategy...think critically about your goals." Specifically Yegen and Burke-Garcia have found Search and Display may be the best ways to drive traffic to a Website. Yet deploying YouTube is a better to share a message about an issue. Videos are useful for engaging audiences where they are—but not necessarily as good driving traffic to other websites, so "make sure that your videos are full of the information that you want your audiences to see."

► **It's Still King:** Yegen admits it's communications 101, but she stresses that you should "make sure what you write is good...and tie keywords back to your creative." In addition, simple, declarative copy that's compelling and has a call to action (CTA) continues to work best.

► **The Anti-Ronco Showtime Rotisserie:** While Ron Popeil might disagree, Yegen says AdWords users should avoid "the set it and forget it" mentality. "One of the beauties of AdWords is that you can monitor it daily...you can consider modifications," perhaps adding copy containing new keywords, a different CTA or a landing page with different images, she says. By all accounts the redesign unveiled last week should make it easier for communicators to check their various AdWords campaigns daily. ■

CONTACT: Michael.Brito@lewispulse.com ameliaburke-garcia@westat.com julieyegen@westat.com

Enter Now!

ENTRY DEADLINE:
MAY 4, 2016

LATE DEADLINE:
MAY 11, 2016

PRNews' PLATINUM PR AWARDS 2016

Prove Your Weight in Platinum

PR News' Platinum PR Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic PR arena. The winners are from corporations, agencies and nonprofits who took chances, made tremendous strides and understand the power of public relations.

Thanks to Our Sponsor: **Business Wire**

Enter Online: platinumprawards.com



27679

A 4-Step Method for Gaining TV & Radio Exposure

important word here is “carefully.” I use **Google Alerts**, but there are many ways of identifying breaking news.

- ▶ **Step Three:** Next, determine the brand’s take on this breaking news, then write and post a brief blog explaining the brand or organization’s position.
- ▶ **Step Four:** Finally, and most important, send a killer pitch.

The Pitch: Remembering what we said above regarding the mound of off-target pitches, your pitch must have:

- A subject line that can’t be ignored.
- A brief introduction that sizzles—something strong enough to compel the booker to pick up the phone. Include a link to the blog.
- A short, compelling reason why your executive is ideal to put this breaking story into perspective for the show’s audience.

Remember that “brevity is the soul of success.” You must keep the pitch short enough to appear above your email’s sig-file—a brief paragraph, not more. If you have more information, put it below the sig file, with a notation, “for more information, scroll down.”

Bookers’ and producers’ buy-in time for considering your pitch will be measured in seconds; you’ve got to nail them quickly. This means your pitch has to compel immediate action. In our 24-hour news cycle, news literally is here today, gone tomorrow. Any delay could be fatal.

This is relatively easy if your organization already is in the news or an executive you’re working with is recognized as a talk-show source. This approach works equally well, however, if you are a brand promotions manager, dealing with a product that generally isn’t considered newsworthy.

For example, let’s say you promote a brand-name luggage maker. First, ask yourself, “Where’s the news?” If you’re a luggage maker, the answer could be “right in front of you.” Any time the **TSA** does something that catches the media’s attention—an almost weekly occurrence—you have a shot at inserting luggage into the story. Knowing the next TSA controversy is coming, follow these steps:

First, create that targeted media list. Subdivide it into the kinds of programs that cover such news. For a luggage maker, refine it for those who cover terror, travel and security, as well as consumer advocates and, perhaps, the political media. Every segment of the media that would cover either travel or the TSA is fair game here.

Next, prep your spokesperson on issues related to the TSA, included luggage-related factoids such as those concerning locked luggage and the TSA master key—something few travelers know about, but which could create problems for any traveler who checks luggage.

Moving on, pre-identify likely issues, then compose boilerplate blogs that can be quickly personalized and tailored to the breaking news.

With this in hand, refine your media-pitch list to target those programs that cover the specific aspect of the TSA

story closest to what your client does.

In this way, as soon as a TSA story breaks, your expert can be booked for a TV or radio slot, explaining how the TSA works and what it does with (and to) checked luggage. In addition, your expert needs to be ready to offer something useful: three tips for hassle-free travel; the seven deadly sins of luggage packing; or the top ten things to look for in luggage that will minimize problems with the TSA.

Then, do the same thing for travel-related stories. Figure out what they will be in advance, prepare the spokesperson, compose the blog and get your media list ready. Do this for every kind of story that is relevant. ■

CONTACT: ned@barnettmarcom.com

AN EMAIL TEMPLATE YOU CAN USE FOR YOUR OWN MEDIA PITCHES

Using the brand-name luggage-maker example from above, here is a hypothetical email pitch following up a TSA-related breaking news story. In the story, the TSA is caught breaking locks on checked luggage and rifling the contents.

Subject Line: Why the TSA Breaks Into Luggage, and How to Avoid it

Alternate Subject Line: Preventing the TSA from Breaking Into YOUR Luggage

Pitch: The TSA has been caught red-handed, breaking into checked luggage, destroying locks and sometimes destroying luggage.

There is a reason for this, and there are ways to avoid it.

Our expert on luggage security, Bob Samson, explains it in this blog ([link](#)). He is ready to put this story into perspective for your audience.

Mr. Samson is nationally recognized in the field of luggage security. The author of *Your Luggage or Your Life*, he frequently speaks before travel industry groups and consumers on ways to protect what you pack.

Bob is ready to tell your audience what it can do to safeguard its luggage, even protecting it from the TSA.

For more information, scroll down

Signature file

(insert blog copy or press release text here, below the sig-file)

Five Tips to Transform Brand Communications Into Storytelling

Professional basketball is a world teeming with giants. I'm not talking about the players—I'm talking about projects, practices and techniques that tower above the rest.

I'm talking about a campaign or initiative that becomes the talk of the town, a clever post that sets the social media world ablaze, or a product, service or brand that creates reverberations in the public sphere. I'm talking about storytelling. For the **Miami Heat**, storytelling elevates the way we connect to and activate our fans all over Heat Nation.

Journalists are busier than ever, consumers are savvy today than they were yesterday and the flow of information is massive and neverending. In other words, the heat is on for PR practitioners everywhere. These days, an interesting narrative is non-negotiable, and sharing it across multiple media is standard operating procedure. After all, giving your audience what they want, when they want it and how they want it is tantamount to keeping them engaged with your brand.

Miami Heat storylines are numerous and diverse. Marketing communications is charged with publicizing the business of basketball, which includes ticket plans, merchandise sales, sponsorship agreements, promotions and community outreach. So how do we pitch these less-sexy but bottom-line impactful aspects of our business and make them equally appealing to our audiences? We tell a story.

CREATE CONTENT, THEN CONTROL THE STORY

Even the most rabid Heat fans were somewhat incredulous when the team unveiled nine separate identities (i.e., Miami Heat uniforms) for the 2013-14 season. There's nothing new about new uniforms. It's a story we've been telling since 2006. But that season's sheer number of uniforms required distinctive storylines, contexts and themes—and really believable storytelling. That's where the persuasive power of the pen is king.

Your press release likely will be the first opportunity you have to tell your story, so use it wisely. Define and position your idea. Set the tone. Don't be afraid to use an attention-grabbing headline (but only if it makes sense). Use vibrant

language, but use it judiciously. Provide interesting details and a compelling story arc. And, if you include a quote, make it relevant, specific and organic, steering clear of clichés.

Next, call in the visual reinforcements to help you tell a more complete story. Eye-catching graphics, riveting photographs, demonstrative video features and/or emotive audio clips are surprisingly easy to produce thanks in large part to the sophistication of mobile phones and a wide variety of computer software programs.

Then, deliver the story through all available channels in the language particular to each medium: clever and casual via **Twitter**, lighthearted and communal on **Facebook**, visually stimulating on **Instagram**, and imaginative and resourceful on **YouTube**.

GIVE AUDIENCES REASONS TO JOIN THE STORY

Your customers and clients (and in this case, fans) play a huge and starring role in your story. Educate them as to why they should care about the story. Then, remind them of their role in it. Finally, empower them to share it.

One of the nine uniform stories we crafted—"Throwback Black"—evoked a very specific part of the brand's history. With its chunky numbers, large drop shadow and scoop neck silhouette, and featuring the original design of the flaming "T" in the word "Heat," Throwback Black paid homage to the passionate Miami Heat teams of the mid 1990s. Those teams soared to memorable basketball heights, establishing the franchise among the **NBA's** elite.

The era was characterized by the rise of a well-documented rivalry with the **New York Knicks** and über-intense playoff battles that transformed casual fans into fierce Heat loyalists.

For legions of Heat fans, the Throwback Black jersey conjures a range of powerful emotions and extraordinary moments of which they were an integral part. Having the cur-

Continued on page 6



PRNews' Digital PR & Marketing Conference & Google for Communicators Workshop

JUNE 6-8 | MIAMI

Register Online at www.prconferencemiami.com

Questions? Contact Jessica Placencia at jessica@accessintel.com or 301.354.1641

Let PR News immerse you in all things digital at a three-day training conference for public relations, communications and marketing professionals! The Digital PR & Marketing Conference and Google for Communicators Workshop will deliver the mission critical strategies and best practices that will help you meet your goals in today's digital world.

rent roster sport this uniform bridges the gap between past and present. Buying and wearing the Throwback Black jersey makes Heat fans not only witnesses to team history, it makes them active participants in it.

The Heat has been around for almost 30 years—a short stint compared to so many other brands in the business world. But connecting customers and clients to your company history, corporate folklore and authentic touch points can be the seed from which a fantastic narrative grows.

Your social media channels are a great way to make this happen. You can grow your story exponentially by inviting customers and clients to share their feedback and/or experiences through sites such as Twitter, Facebook, Instagram, **LinkedIn** and **Pinterest**.

Customer testimonials can either boost or break a brand. Take time to consider the consumer's perspective to create a more thoughtful, well-rounded story.

INCLUDE EMPLOYEES IN STORYTELLING

Employees are the best brand ambassadors you have. They're advertisers and influencers with extensive social networks. And they've got skin in the game, so they're uniquely equipped to communicate your story in an authentic and personal manner. Indeed good storytelling requires buy-in and participation at every level of an organization, from the mailroom to the C-suite.

This is especially true of our most recognizable employees—the players—upon whom the success of storytelling lies. After all, those 15 guys on the hardwood are the ones actually wearing these nine uniforms. The best way to guarantee their buy-in is to show them their role in the story. That means we do our very best to ensure they look like rock stars when they take center stage in our marketing communications.

Over the years, one of our EVPs has assumed a hip and rather humorous alter ego to pitch campaigns to Heat employees and get them excited about and actively involved in the storytelling. His preferred method of internal communication typically is email, so the tone is informal and festive. He engages the staff with charm and wit, challenges it with friendly banter and creates a playful and enthusiastic atmosphere. Such an approach not only establishes instant camaraderie but also secures employee buy-in.

When sharing your story internally, the delivery should be conciliatory. Don't say, "Do this." Instead say, "Here's what we'd like for you to do and here's why it's important." Then, let your staffers take the idea and run with it.

ENGAGE THE MEDIA

PR is a business of symbiotic relationships and rapport. This is most evident when we try to engage the media in our storytelling. Media are a shrewd and skeptical bunch to be sure. Sparking their interest and soliciting their endorsement

requires strategy and common sense. It can also be quite useful to appeal not only to what they do, but to who they are as people—parents, husbands, wives, consumers, fans and so forth. Such a consideration adds a personal touch to your dealings with your media contacts, and it can also strengthen your connection.

The personal touch was a successful strategy that helped sell the "Name Collection" storyline to the South Florida media. The Name Collection was among the new uniforms the Heat unveiled during the 2013-14 season. Its essence was that popular player nicknames would be displayed on the back of the jerseys where player surnames normally appear.

The Name Collection highlighted well-known monikers that fans, the media and even the players themselves use. For example, the roster included "J. Shuttlesworth" (Ray Allen), "Birdman" (Chris Andersen), "D.Wade" (Dwyane Wade) and "King James" (LeBron James). Each nickname has a backstory of its own, which illuminates interesting tidbits about a player's career or personal history. Marketing communications then got to work researching local media nicknames.

Some were obvious—former players-turned-broadcasters whose nicknames were widely known. For others, we simply asked. A week later, we delivered two-dozen personalized jerseys to producers and talent around South Florida (both English and Spanish), who were only too happy to sport their Name Collection jerseys on air and elaborate on their nicknames and backstories. It was great fun for the Heat but, more important, it was fun for the media.

Don't assume a personal touch equals friendship. The idea of a personal touch is simply a way of making interactions with the media friendlier with the goal of strengthening your existing professional relationship.

STAVE OFF NEGATIVE TALK

Storytelling is the most proactive way to stave off the negative talk. Our job as PR pros is to avoid—or, at the very least, reduce—the possibility of generating bad publicity about our clients and brands, initiatives and campaigns.

The Heat understood the potential of having nine uniform unveilings in a single season criticized as a gimmicky retail stunt. But wearing a player's jersey is the most visible way for fans to connect with the Heat brand in general and with a Heat player specifically. This is where the leap from communications to storytelling delivers priceless PR dividends.

Control the message. Don't let it control you. Stave off any negative talk by anticipating questions and objections. Thinking like a journalist will allow you to identify weaknesses in your pitch and/or obstacles to your story's success. ■

CONTACT: @miamiheat

Some Dashboard Tips You Can Apply Now (and a Pitch for Live Events)

Year after year, I've always found that the PR News Measurement Conference provides a perfect balance of education and networking.

No, *PR News* did not ask me to write this column. I asked to write it, because these Measurement Conferences have constantly provided value to me.

I got my start in web analytics back in the dark ages of 1997-2002. I loved to run "content experiments," moving around posts on our media websites to find out which visualizations and locations generated the most interest.

The lessons learned from data and analytics were captivating; this passion served me well when I moved to PR measurement in 2005—a perfect transition for someone who was a former national journalist, a TV news website manager and an early adopter (1994) of online communities.

Measuring the influence of PR's strategies and tactics fascinated me immediately. I wanted to learn more from experts in the field. I was hungry for additional information. PR News' Measurement Conferences provided an avenue for me to find it. The reasons I attended then are still applicable. Here are 10:

- **Relevant.** Conference presentations are topical and current; they cover the subjects that PR pros are discussing.
- **Understandable.** Presentation content is easy to follow; that was the case even when I was fairly new to the industry.
- **Tips of the trade.** Presenters always provide how-to tips and checklists to follow when you go back to work.
- **Lists.** Frequently we receive lists of tools and resources.
- **Case studies.** Real-world examples support the best practices discussed.
- **Pain points.** Some presenters talk about pain points and how we can learn from them.
- **Fun.** Yes, data can be fun. Many data geeks have a great sense of humor, sharing amusing stories and generating laughs during the day.
- **Vendors.** When you're not at presentations, you can visit with vendors and learn from them, too.
- **Networking.** We all share a passion for measurement, so it's easy to start a conversation with others. Over the years, some peers became long-time friends.
- **Mentors.** If you're looking for a measurement mentor, your efforts at networking might net you one.



This year's Measurement Conference is titled "Make the Connection Between Your Communications Initiatives and Your Organization's Business Goals." Even as a presenter, I expect to soak up the helpful information found in presentations as well as from vendors and other measurement professionals.

Here are just a few of the skills you might take home:

- ▶ Create measurement dashboards that communicate PR's business value.
- ▶ Use modeling, technology and data to achieve measurable results on ROR (Return on Reputation).
- ▶ Measure the impact of your messages across **Facebook, Twitter, Instagram** and **YouTube**.
- ▶ Learn about the top measurement tools and how to pinpoint metrics that matter.
- ▶ Understand the latest trends among today's audiences.
- ▶ Integrate the industry standard Barcelona Principles 2.0 into your measurement strategy.
- ▶ Measure media coverage and tie it to organizational goals.
- ▶ Apply social insights to communications strategy.

DASHBOARDS SHOULD TRACK BUSINESS GOALS

I'll be part of the panel on measurement dashboards, which is a passion of mine. Here is a sneak peek at what I'll be discussing:

Dashboards must start with your company's communications and business goals, along with objectives that you know are measurable. You also need to know your audiences and tailor your dashboard to their needs. With all that knowledge in hand, you then pick metrics. If the dashboard is intended for senior leadership, your metrics should be based on what the C-suite's inhabitants want to see tracked.

Most likely, the C-suite doesn't care much about an increase in followers or fans, although there are exceptions. Senior leaders typically, and understandably, are more interested in business, financial and reputation metrics.

The metrics displayed on your dashboard should also represent how your C-suite defines success. Your idea of success could be quite different, depending on your job description. Focus on wins in the metrics that matter most to them.

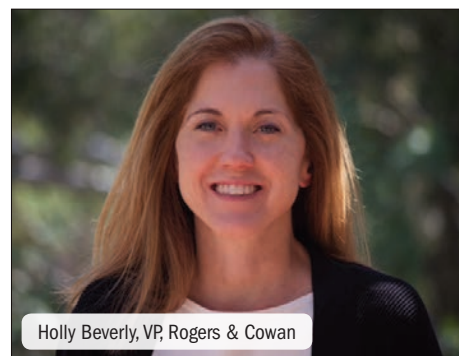
Keep your dashboard concise, simple and consistent with charts and high-level insights. And keep it clean. Don't clutter your dashboard. Make highlights easy to absorb. ■

Editor's Note: Margot Savell will speak at PR News' Measurement Conference April 21. www.prmeasurementconf.com

CONTACT: margot.savell@researchdatainsights.com



Theranos CEO Elizabeth Holmes



Holly Beverly, VP, Rogers & Cowan

1. Tough Times: We told you about the federal feeding frenzy going on in D.C. concerning **Volkswagen** and its emissions transgressions (*PRN*, March 14). Here's more evidence. The **Federal Trade Commission** (FTC) last week filed suit in San Francisco, alleging the carmaker misled consumers when it advertised its diesel vehicles were environmentally friendly. The federal judge overseeing litigation against VW has given the company until April 21 to formulate a plan to fix the more than 600,000 U.S. vehicles that contain software designed to fool emissions tests. Although it is unable to impose monetary penalties, the FTC wants a court order requiring VW to compensate U.S. consumers who bought or leased the affected cars from 2008-2015. VW also recalled nearly 1 million SUVs last week due to faulty foot pedals. – More trouble for Canadian pharma **Valeant** (*PRN*, March 21). Late last Thursday the former Wall Street darling whose U.S. shares have lost nearly 90% since August was given a stop-trading order from a Canadian regulator for failing to file its annual report and other documents. Back in the U.S., Valeant asked creditors for additional wiggle room to keep it from defaulting. – More bad news for **Theranos** and founder **Elizabeth Holmes** (pictured above) (*PRN*, Feb 15). At press time, a new federal report said Theranos blood-testing products often failed to meet the company's internal requirements.

2. Early Bird Gets the Facebook: **Weber Shandwick** was the first global PR firm to trial the Facebook at Work platform (*PRN*, Dec. 21, 2015). Now it's the first to adopt the employee engagement tool that allows company staff

to message each other, among other things. "We're adopting it across our company to continue to analyze and understand advantages for clients, as well as benefit from the value it brings to our own...collaborative global network," said Chris Perry, Weber Shandwick's chief digital officer. – As announced late last year, the merger of **Vantage PR** and **PAN Communications** will be known from April 1 as PAN Communications. – How many times have you told your significant other or friends that "they should make a TV show about what we do in PR"? Wish granted. **Netflix** said Friday that reality docu-series *The Agency* will bring viewers inside the workings of **Slice Communications** of Philadelphia. The series premieres May 1.

3. Well Done, Sir Richard: Disguised as a serious offer for 20% off seats coinciding with a **Virgin America** logo redesign, **Sir Richard Branson's** April Fools effort was a fine attempt to show the brand doesn't take itself too seriously. Always on the lookout for examples of brands' social media prowess, we opened the innocuous-looking email that promised "a peep" at the new logo and a video explaining its backstory. The logo seemed real enough, if unusual, but one character in the video was too over the top. That and the napkin sketches that Branson supposedly drew just seemed far too excessive in number and in resemblance to various bathing suit parts. Sir Richard had us. More important, we concentrated on his brand for several minutes. Mission accomplished.

4. People: **Weber Shandwick** named **Patricia Cooper** SVP in its Sacramento office, responsible for expanding Weber Shandwick's public affairs

practice in CA and across the country. – **DeVries Global** named **Colby Vogt** global EVP business intelligence. Vogt joins DeVries from **FleishmanHillard**, where he led research and analytics for several regions. – **Greg Sherry** was named EVP communications by **Kellen**, the association services and communications firm. Sherry spent much of his career building **The Sherry Group**, which he sold to **Publicis**. After that he served as managing director of the consumer marketing practice at **G&S Business Communications**, and SVP consumer marketing at **Levick**. – **Lewis** named **Michael Brito** SVP of U.S. digital marketing and leader of its digital marketing in the U.S. Brito comes from **W20 Group**, where he headed social marketing. In addition, **Mark Burr** was named SVP of **Piston**, a Lewis company. He was at **Uniworld Boutique River Cruises** as global digital director. – **Leslie Campisi** joined **Anthemis**, the digital financial services investment and advisory firm, as CMO. She joins from **MSLGroup**, where she was SVP digital practice lead. – **Sean O'Brien** joined **PadillaCRT** as VP of technology and innovation. He comes from **Mithun Agency** where he was SVP technology and innovation. – **Rogers & Cowan** named **Holly Beverly** VP. She will lead the firm's new business, marketing and social media efforts across the agency's entertainment and brand teams. – **Telecommunications Industry Association** named **Ashley Simmons** director of communications. Formerly she was director of communications at the **Intelligent Transportation Society of America**. – The communications director for **Gov. Scott Walker** (R-WI) **Jocelyn Webster** is leaving for a VP post at **WE Communications**. ■

PRNews MEASUREMENT CONFERENCE and Social Media Workshop APRIL 20-21 • WASHINGTON, D.C.



On April 20-21 in Washington, D.C., leading measurement and digital experts will show you how to develop a measurable communications program for media relations, social media, crisis management and brand enhancement. You'll get updates on the latest trends in measurement standards plus learn the ins and outs of the big three social platforms and what it takes to succeed in the current multimedia digital space.

MEASUREMENT CONFERENCE SESSIONS INCLUDE:

- Measurement Dashboards That Communicate PR's Business Value
- Case Studies: PR Measurement at Work in the Real World
- Measuring Social: How to Measure Your Impact Across Social Media Platforms
- How to Measure Media Coverage and Tie It to Organizational Goals
- Measuring Social: How to Apply Social Insights to Communications Strategy

SOCIAL MEDIA WORKSHOP SESSIONS INCLUDE:

- Go Beyond 140 Characters With Twitter to Build Your Brand
- How to Use Instagram for Multigenerational Engagement
- How to Get the Most Out of Facebook - From Video to Organic Posts and Beyond
- Play-to-Play: How to Use Paid Ads on Social to Amplify Your Brand's Content

Thanks to Our Sponsors:



Register Today at www.prmeasurementconf.com

Questions? Contact Jessica Placencia at Jessica@accessintel.com; 301-354-1641.