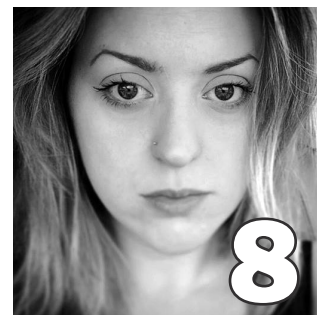


CONTENTS

Social Media.....	1,3
Media Relations.....	1,4
Data Dive	2
Events Calendar.....	2
Events.....	5,6
How I Got Here.....	6,7
Internal Communications	7
The Week in PR.....	8



SOCIAL MEDIA

How Food Network Ditched TV Tactics and Created Successful Videos With ‘Pans and Hands’

As you know, doing more with less is a regular refrain in PR and marketing. As such, we regularly bring you tips about doing things on a tight budget. One thing we speak about often is that brands can create video relatively inexpensively using a mobile phone with a good camera, a tripod, a microphone and lights (PRN, June 27, 2016). We realize some brand communicators may be skeptical about this and, as a result, eschew video altogether. Considering the statistics

presented below, this might be a poor choice.

Still, shouldn't top-flight brands with the budget, equipment and knowledge to produce expensive videos obtain better results than those using a mobile phone and a tripod?

Take **Food Network**, for example, known largely for television, but with strong inroads in the online and social spaces. Food can afford to make showy live digital videos, what with its television studios, video equipment and big-name talent.

Continued on page 3

MEDIA RELATIONS

BY MICHAEL SMART, PRINCIPAL, MICHAEL SMART PR

How to Pitch Successfully During the Content Marketing Revolution

Knowing I specialize in boosting pitching results, people sometimes ask me if I think content marketing is making pitching less relevant.

They're wondering about this due to the growth of brand journalism, where companies create their content simply to attract eyeballs and raise awareness.

When CMOs go to conferences or watch Gary Vaynerchuk videos, they are being told: "Look at the industry publications and sites that your customers subscribe to, and then put those outlets out of business."

So if brands are seeking to attract customers directly to their own material, why bother to jump through the hoops of

refining your ability to pitch stories to anyone else?

It was a fair question in the early years of the content marketing revolution.

But those anticipating the demise of pitching are ignoring the future. They're also unknowingly constraining their own potential by limiting their view of what pitching really is.

THE REAL FUTURE OF BRAND JOURNALISM

Here's the deal: Yes, over the coming years, some brand journalism sites *will* achieve significant influence in their indus-



Continued on page 4



Editor, Seth Arenstein,
sarenstein@accessintel.com
Editorial Director, Steve Goldstein,
sgoldstein@accessintel.com
Graphic Designer, Yelena Shamis,
yshamis@accessintel.com
Executive Editor, Jerry Ascierio,
jascierio@accessintel.com
Content Manager, Sophie Maerowitz,
SMaerowitz@accessintel.com
Managing Editor, Guidebooks, Ian Wright,
iwright@accessintel.com
Assistant Content Manager, Samantha Wood,
swood@accessintel.com
Director of Marketing, Laura Snitkovskiy,
lsnitkovskiy@accessintel.com
Marketing Manager, Jessica Placencia,
jplacencia@accessintel.com
VP of Marketing, Amy Jefferies,
ajefferies@accessintel.com
Publisher, Michael Grebb
mgrebb@accessintel.com
SVP/Group Publisher, Diane Schwartz,
dschwartz@accessintel.com
Chief Operating Officer, Heather Farley
President & CEO, Don Pazour

Group Subscriptions — Charlotte Clay,
ccclay@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

**WEBINAR:
WRITING FOR
COMMUNICATORS**
SEPTEMBER 13, 2017
1:30-3:00PM ET

**PLATINUM PR &
AGENCY ELITE
LUNCHEON**
SEPTEMBER 14, 2017
NEW YORK CITY, NY

**THE DIGITAL
COMMUNICATIONS
MARKETING SHOW**
OCTOBER 17- 19, 2017
MIAMI, FL

DATA DIVE

Engagement With Automotive and Fashion Influencers Trends Downward

It's a cliché, but true: Social media is like the Wild West. The rules continue to be written, and they change rapidly. Sometimes the amount of posted content correlates directly with the level of consumer engagement, designated as actions on these charts. (Shareability is defined as the sum of shares and retweets.) In August, though, relationships were direct, at least for Automotive and Fashion influencers, according to

Shareablee data provided to us. For example, **Carlifestyle** generated 10 million actions, down 17% vs. July 2017. Accordingly, its content posted fell 30% vs. July. Fashion's **Chiara Ferragni**'s 28 million actions was down 34% from July, says Shareablee's Ron Lee. Ferragni's content posted also was off, 35% vs. July. Overall, consumer engagement with Fashion (-10%) and Automotive (-4%) influencers was off in August. ■

Shareablee

SOCIAL SCORECARD

TOP 5 AUTOMOTIVE INFLUENCERS BY TOTAL ACTIONS: AUGUST 2017

Based on Total Actions (reactions, likes, comments, shares and retweets on content)

Sources:

RANK	AUTOMOTIVE INFLUENCERS	TOTAL ACTIONS	TOTAL CONTENT	TOTAL AUDIENCE	SHAREABILITY
1	Carlifestyle	10M	660	4.4M	10K
2	Lewis Hamilton	7.3M	110	13.5M	50K
3	CarsWithoutLimits	7M	447	4.2M	23
4	Valentino Rossi	6.8M	93	22.9M	100K
5	StanceNation	6.7M	520	4.8M	11K

shareablee.com | info@shareablee.com | @shareablee

Shareablee

Shareablee

SOCIAL SCORECARD

TOP 5 FASHION INFLUENCERS BY TOTAL ACTIONS: AUGUST 2017

Based on Total Actions (reactions, likes, comments, shares and retweets on content)

Sources:

RANK	FASHION INFLUENCERS	TOTAL ACTIONS	TOTAL CONTENT	TOTAL AUDIENCE	SHAREABILITY
1	Chiara Ferragni	27.8M	108	10.6M	206
2	Dulceida	14M	180	2.4M	13K
3	Camila Figueiredo Coelho	11.2M	379	9.7M	1K
4	Mariano Di Vaio	7.2M	70	9.4M	5K
5	Sherri Hill	5.8M	177	6.7M	750

shareablee.com | info@shareablee.com | @shareablee

Shareablee

Food Network's 5 Steps to Better Live Videos



Kate Gold,
VP Social Media/
Convergent
Content,
Food Network

In fact, it did all that. Unfortunately, things didn't work too well. Food has changed course and now is having success in the live video space. Here's what it's learned:

1. Live Video Is Not TV: For a holiday campaign a few years ago, Food "treated [live streaming] as live TV," devoting extensive hours, planning time and monetary and human resources to producing six **Facebook Live** sessions, says Kate Gold, VP social media and convergent content.

The ROI "wasn't there," she says, noting Food's heavy investment.

The key: TV and digital have their own formats. Instead of TV's competition shows, Food has adopted what it calls "hands and pans" videos, "where you literally see just the hands of a food preparer, the food and the pans used to make a dish." It also is producing informal, "spur-of-the-moment videos...and videos people can watch without the sound being on." This relates to lesson 2:

2. Every Second Is Someone's First Impression: Initially, Food thought it needed celebrity hosts for its live videos. For one about making lobster rolls, it engaged Luke Holden of **Luke's Lobsters** to narrate and host. The video received 100K views and 4K live views. Another Food video showing only Luke's hands making lobster rolls, and with his narration, did 10 times better. It received 1.2 million views and 8K peak live viewers. "What we learned is we had to concentrate on the food...and make every single second count...since people can't rewind on a live video. They must be able to know what's going on no matter when they enter."

3. Visuals Take Precedence: "We thought our live videos with talent would knock it out of the park." The first few live videos were interviews with celebrity chefs, "essentially talking heads," a relatively low-cost endeavor. Without viewers having the sound on, though, this format didn't work well. Where celeb chefs succeed, she says, is when content featuring them is edited down to short clips, embedded into a non-live video. For example, instead of having a celebrity chef offer 10 steps for making a certain dish, footage of a chef

Seeing Is Believing

When 2017 is over, it's expected that video will account for nearly 75% of online traffic. (Mary Meeker, Kleiner Perkins, May 2017)

By 2019 video will represent more than 80% of all internet traffic; for the U.S. it will be 85%+. (Cisco, June 2017)

Your brand is 53% more likely to show up on a Google search if you have a video embedded on your site. (Google, 2016)

will offer a few seconds of color during a native video.

4. Keep It Simple: "I can't stress this enough...anytime we've tried really hard to be successful [on a live video], it has failed." Food used three hosts at various NYC locations to conduct a bartender's competition on live video. The video didn't perform well. "It concentrated too much on people and...didn't provide enough value to the audience."

Another tip: Concentrate on a single message in a video. "We've found if there are too many messages in a video" it's less likely to be shared. Why? "It's hard for people to discern" which message to share with friends.

5. Experiment With Days and Times: Again, early on Food used its TV experience to schedule live videos. And again, it learned a lesson. It turns out prime time can be great for television, but not for social videos. "Evening hours" that can be graveyards for TV, such as Friday nights, "actually work well for our videos." In addition, Gold says live video might not work for your audience. "People are so used to watching when they want to watch...live video rarely performs well" for some brands.

Still think big-time resources and extensive video production assets equal success in social video? We hope we've provided you with some food for thought about that. ■

CONTACT: @katefgold

Takeaways

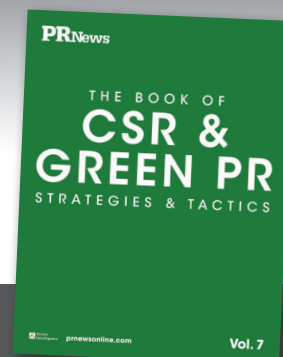
1. Video is not TV. Each medium has its own characteristics.
2. Before you begin your video efforts, know your goals and the characteristics and viewing habits of your audience. Tactics will flow from there.
3. Make sure your visuals help visitors know where they are immediately since many view social videos without sound.

CSR & GREEN PR GUIDEBOOK

PR News' CSR & Green PR Guidebook captures best practices in communicating the positive relationships that organizations are building with their communities of interest. This six-chapter guidebook connects the dots between the effective communication of positive social contributions and corresponding improvements in bottom lines.

Chapters include:

- Cause Marketing & Community Relations
- Sustainability Initiatives & Reporting
- Employee Communications and CSR
- Social Media & CSR
- Philanthropy & Human Rights Communications
- Stakeholder Communications



PRNews

Questions? Contact clientservices@accessintel.com
www.prnewsonline.com/csr-green-pr-guidebook-vol-7

How to Pitch During an Era of Content Marketing

tries. But those editors are going to be clamoring for ideas and experts and content just like traditional media sites do now. And that's where you come in.

THE MORE THINGS CHANGE, THE MORE...

Actually, it's already happening. I see coverage reports where PR pros are claiming placements on the *OPEN Forum* small-business site, which attracts more than 1 million unique visitors per month. Guess what—that's entirely a “brand journalism” site that **American Express** runs. But if you get your executive or thought leader in front of an audience that's important to you, who cares?

I just spoke with someone who left behind a 20-year career at one of the world's top newspapers and now is the lead editor for the content machine of a famous company you've heard of. She has preserved the habits, routines and thought patterns that made her a great journalist.

And the PR pros who are going to be successful building content partnerships with her are going to have the same skills as those who were successful pitching her when she was at the newspaper.

Tim Ferris, the author, speaker and investor, started his podcast as a complement to his blog. It's another way to keep himself in front of his audience and potential customers. Now, as you may know, his podcast is huge and attracts A-list guests. And Tim gives them authority over the final edits! It's pure content marketing, both for the guest and for Tim.

If I represented an author with a book coming out on a topic that interests Tim, you can bet he would be my first influencer to pitch.

Pitching has never been limited to securing coverage from traditional media.

Today pitching is (and in the future it will be) about: 1) finding a third-party gatekeeper who has an audience you want to reach; and 2) explaining to the gatekeeper how the content you're proposing matches the needs of that audience.

It doesn't matter if that gatekeeper works for *USA Today* or *American Express*.

WANDERING EYES

There's another reason that content marketing accentuates the need for skilled pitching pros. As the amount of content online skyrockets, consumers of it are more discriminating.

The brand journalism sites that survive will be those that successfully earn mentions and links from other sites with heft and eyeballs.

Have you noticed how much content seems the same? Every consumer website has a post for each topic that's trending on **Twitter**. Every industry site has a bunch of posts about whatever the hot new rage is (see all the **Snapchat** coverage in the PR trades).

The days of creating content and merely “putting it out there” are over. Content-driven brands increasingly will need pitching pros like you to promote their stuff to other gate-

keepers to get it shared and watched. A traditional media company that owns a website actually brought me in to train its journalists how to “pitch” their stories to journalists at other sites. If the “real media” need to do it, then the “brand” media need to as well.

HOW TO ADAPT YOUR PITCHING TACTICS

In short, here's how you adapt:

Watch for the brand journalism sites that emerge in your industry. Study them and build relationships with their editors, just as you would with the staffers at a traditional media outlet. They'll likely have different needs and operate under varying philosophies, but once you figure out those, you'll see how your content and thought leaders can help them.

If you identify a niche that is narrow enough that you can create content for it that is different from anything else out there, then go for it. Or find a different channel; maybe there already are a ton of blogs about your topic, but there aren't any podcasts. Or **YouTube** channels.

Once you've nailed the content, then start pitching it to others in the space, offering in return to share and link to theirs. You'll build up a small cadre of content partners, and your interactions will be less pitching and more trading.

All the while, continue to laser-focus on 10 or so outlets respected among your key audiences. As we've noted in these pages before, pitching is addition by subtraction, less is more. Demonstrate to the influencers that you know their market and needs, and show them how your ideas meet their demands.

They'll Google you and see your content being shared by all the other sites and find you a credible source. And the new and different ideas you share with them will get covered. And that exposes you to new followers who otherwise would never have heard of you.

Your role in that virtuous cycle is *pitching*. There are plenty of content creators around. The skill set that is rare and valuable resides within the pitching pro who can get content distributed and highlighted.

And that means the “content marketing revolution” is going to be very good for your career. ■

CONTACT: *Michael Smart is the media pitching coach PR pros seek when they want to boost their success in media relations. He advises everyone from Fortune 10 brands to nonprofits and sole proprietors. Learn more at: michaelsmartpr.com*

Takeaways

1. Content marketing does not signal an end to the importance of pitching, but media relations pros may need to adjust their targeting tactics.
2. Content marketing sites need top-quality ideas and stories just as more traditional media do, so pitching remains vital.
3. Pitchers will need skills similar to those they used to pitch traditional publications and sites.
4. Pitch 10 or so top influencers; research their needs and show them how your content meets their demands.

Lessons Learned Doing PR for the Mayweather-McGregor Fight

Editor's Note: In our August 22 edition we interviewed Kelly Swanson, whose firm oversaw PR for the August 26 Mayweather-McGregor fight. In the article below she relates lessons learned from that experience.

From the minute **Ultimate Fighting Championship** star Conor McGregor took to social media to challenge boxing champion Floyd Mayweather to a long-speculated but seemingly impossible crossover matchup, fan and media interest in the fight was impossible to ignore.

As a publicist you can wish for nothing more than the opportunity to work on a never-done-before, larger-than-life event. Prior to the fight, I said it was unlike anything I'd worked on during my 25-year career. Now that it's over, I believe it's safe to say it was and probably will be considered a one-in-a-million event.

Following a four-city media tour across three countries that attracted 40,000+ fans and 800 media members (PRN, August 22, 2017), our biggest challenge was ensuring no one stopped talking about the fight until it happened. Also, we knew we'd be consumed with managing the massive media interest and activities during the day of the fight. While I am thrilled with what my team accomplished, I definitely learned a lot during this experience. I offer these tips for PR pros gearing up for major projects or events:

OWN TOUGH DECISIONS, BE TRANSPARENT

Sometimes you need to make tough decisions that won't win you popularity contests. Throughout fight week, we had to turn away some tried-and-true media members from certain interview opportunities. We decided to let national news crews take priority over bloggers and vloggers.

It might sound counterintuitive in the digital age, but that's not the case. Unlike other sports, where there is tighter control of the media outlet-approval process, boxing is more giving and less monitored. In a normal scenario, these bloggers and vloggers help bring attention to the sport but are reaching already "sold" customers. So for an event such as this, major outlets take precedence, particularly when **CNN**, **Good**

Morning America and **The Today Show** were willing to cover it. We placed a priority on helping major media get what they needed, believing their coverage could increase pay-per-view attention and sales.

Of course, it's vital to keep your relationships with media strong, so we always made sure to communicate our decisions transparently and respectfully. We notified media face to face at the events and explained this was a different scenario than usual. Instead of getting one-on-ones they needed to get quotes from the stage.

Through transparency and honesty, we were able to reach a mutually beneficial resolution for all parties. Certainly you never want to "bite the hand that feeds you," but if you have an opportunity to step outside of your traditional audience, you have to take that chance.

KNOW YOU CAN'T CONTROL EVERYTHING

There are only so many things you can control. Sometimes you have to accept that and alter elements as needed.

During the fight-week kickoff event known as Grand Arrivals, McGregor was supposed to arrive before Mayweather. He was late, though; Mayweather showed up first. We made an executive decision to adjust the event order, allowing Mayweather to go first. We informed all parties (promoter, fight camps and the emcee) of the change immediately. Then, while standing in 100-degree Las Vegas heat outside of T-Mobile Arena, we jumped into action and alerted media, already on site, of the new running order. This was particularly crucial for media outlets covering the event live, such as **ESPN**. Ironically the change ended up working in our favor, as the fighters crossed paths (not part of the plan) and the footage was picked up around the world.

KNOW YOUR LIMIT (AS IN EMAILS)

We use **Google** for Business and the limit for sending is 10,000 emails per email account, per day. Since we service quotes, stats and scorecards to all press via email through-



SOCIAL MEDIA GUIDEBOOK

In PR News' Social Media Guidebook, the challenges of planning, executing and measuring successful social media campaigns are met with eight chapters on everything from Snapchat to live streaming to blogging.

Chapters include:

- Measuring and Communicating Social Success
- Facebook
- Snapchat
- Live Streaming

PRNews

Order your digital or print copy today:
prnewsonline.com/social-media-guidebook



out fight night, we knew that we would quickly hit that limit. It was not something that occurred to us prior to fight night, but luckily we were able to quickly arrange a backup plan for communicating with hundreds of media members throughout the night. That meant having a **MailChimp** and **Constant Contact** template with the list of credentialed media members' emails uploaded and ready to go, just in case we reached our maximum. We have found emailing quotes and photos throughout the night expedites the media's ability to file stories faster and more efficiently. By creating backup templates, we adjusted seamlessly without disturbing the flow of information.

DON'T REINVENT THE WHEEL

The speed with which this event came together (we usually have months to plan; for this fight, we had weeks) and its magnitude made logistics a challenge. Fight-week event venues we've used were too small for the massive media presence. That meant a lot of adjustments, including construction of a massive, Super Bowl-sized media tent.

Since many media members were accustomed to a certain fight-week schedule (press conferences, workouts, weigh-in, etc.), the ability to adjust and communicate changes in plans became key. We sent out an addendum to our normal fight-week media schedule, which included more details than we normally send, such as: credential pickup info, maps to the off-site tent and venue, shuttle bus times, meal schedules

and more. The documents were sent via email to credentialed media through the credential company so media members knew the material was official, as opposed to our usual distribution channels.

We also were mentally prepared to be available 24/7 via phone and email to help media adjust to these changes. The last thing we needed was a headline about media missing events because they were unable to find them. Any hiccup where the media was concerned could have reflected badly on us as PR pros. Still, we stuck to our core plans and complaints were few. Just in case, we made a small PR gesture to the media: offering several areas where they could toast marshmallows and choose from a variety of candy bars at lunch. We had never done this before, so it added a fun element to the afternoon.

PLAN FOR THE WHAT-IFS

We conducted daily morning meetings with the entire PR staff (including the UFC, MGM Resorts International, Showtime and more). Every action item included a What-If strategy session. While most scenarios never materialized, the planning ensured we were prepared and ready to accomplish our goals. Scenarios included fighters missing from events, tardiness and media attempting to enter without credentials. ■

CONTACT: kgregory@swansonpr.com

HOW I GOT HERE

BY MELISSA GALLAND, MARKETING MANAGER, ADAIR HOMES

Adair Homes and the 'Shocking' Nature of Customer Feedback

Editor's Note: We ask PR and marketing leaders to tell us about people who've influenced their career, the best advice they've received and recent trends. This week we speak with Melissa Galland, marketing manager, Adair Homes.

"Once you stop learning, you start dying." Albert Einstein uttered those words, but I heard them from my high school yearbook faculty advisor, Mrs. Gail Huijbregtse. In this ever-evolving field, you will be unable to bring success to your brand or yourself if you aren't keeping current. I devote time to researching ideas online, being active in marketing groups, reading, attending webinars & classes and maybe most importantly, being unafraid to ask questions.

My time with Pinnacle Marketing Group was a turning point in my career. The support and encouragement I received from the team inspired me to be more than I ever thought I could be. I loved the way I was invited to collaborate and share ideas with the team despite my very junior level at the time. This experience transformed not only my confidence,

but also how I work with others. Now whenever I start working with someone new, I start by telling them, "My best idea ever plus your best idea ever is probably actually the best idea for now—soon we will come up with something even better!"

I'm watching closely the combination of content marketing and inbound marketing. This combination allows for a more customer-centric strategy, positioning companies and brands to solve problems and answer questions for customers. It's not just about pretty photos or a catchy slogan—we are helping people. To develop the best content for this we must listen to what our customers are saying in person, on social media and in surveys. Extensive market research and a strong knowledge base also are critical. It is important not only to answer questions customers are asking, but if you can answer the questions they didn't know they had, it will increase their ability to consider you a trusted advisor.

Our most downloaded piece of content is our *Timeline*



Guide. We developed it after hearing customer feedback from multiple sources that they didn't understand the building process. Some of the feedback was shocking to us. For example, while we celebrate when a project is completed ahead of schedule, the customer is frustrated with how long a project took. Now, when customers download the Timeline Guide they come into the building process better informed. It has had such a significant impact for those customers that it is now part of an email workflow to ensure all customers who have signed with us and have not already downloaded that piece of content will have a chance to read it.

Without a doubt, the platform I have found to be most effective is HubSpot. Our online traffic has been soaring since we started using it in November 2016. It's so much more than the volume of leads when you are running a successful inbound campaign. We've noticed customers who come to us through these campaigns are more informed about our process and more excited to move forward. Now we are working to harness HubSpot's power to offer continued support to customers once they sign a contract with us. ■

CONTACT: dclark@smartbugmedia.com

INTERNAL COMMUNICATIONS

BY PIA SINGH, VP, FLEISHMANHILLARD

5 Steps to Protect Brands From Employees' Controversial Politics

U.S. business leaders are facing “new kinds of pressure from within—from employees who expect their company to stake out positions on numerous controversial social or economic causes, and from board members concerned with reputational issues,” a *NY Times* article says.

Today many Americans are motivated to engage in political advocacy or other activism. Some employees hold more extreme views and may take part in activities that advocate violence, racism or other fundamentally unacceptable ideas. Such individuals may be identified in connection with a public protest, or their workplace comments may snowball in the media. These situations quickly can create disruption among coworkers, and also become a brand-building or brand-degrading moment for the employer.

While some brands choose to stay above the political fray, standing by idly is not an option when an employee is involved in intentionally provocative communications at work or engages in off-duty acts that contradict company values.

As we have seen, reaction from coworkers, consumers, investors and the courts can be swift and harsh. Not making the company's position clear enough, fast enough, in response to a situation or criticism, can be a mistake.

The need for accelerated decisions and responses on sensitive topics has put new pressure on management teams. As one former CEO stated, “Even if you want to keep [work and politics] separate, your customers, your employees and the public may not.”

As such, here are five steps communicators and business leaders can take to ensure internal preparedness amidst an unpredictable external environment:

1. Know the rules. State and local laws governing employment vary widely. Keep in mind that laws might not always completely align with company policies. Conduct a thorough review of all policies governing employee conduct now, before an issue arises.

2. Know your stakeholders.

Conducting a stakeholder analysis will help you understand all the parties that need to be involved, the best ways to reach them and the potential challenges of working with each.

3. Know the issue(s). Nothing is black and white. Most large corporations have diverse constituencies that draw from both sides of the political spectrum. As a result, leaders fear that taking a stand on an issue might alienate millions of customers. Carefully weigh with your leadership team the pros and cons of specific responses and determine the best course of action. For instance, it may seem inevitable that terminating an employee will end in a lawsuit. But is the cost of litigation more favorable than the potential cost of the damage to your values or brand?

4. Know your team of advisors. You're not alone. Your HR, legal, labor and reputation management teams are there to help, and should have a seat at the table from the start. Host a joint session with key stakeholders and think through the scenarios you may face. Then, work side by side to develop responses and draw up formal policies.

5. Know your company. Ask yourself questions to help determine when and how to speak with employees in response to news events. Does your brand have a history of making political statements like **Amazon**, **Apple** and **Google**? Or do you take a more moderate tone, like **Morgan Stanley**? Does an employee's off-duty activities run counter to your company's core beliefs? Can you afford to stay silent on this issue?

Once you've considered the variables and conducted a thorough internal assessment, develop a plan. This will put your company in a position to limit negative public attention and minimize business impact and reputation damage. ■

CONTACT: chelsey.watts@fleishman.com





1. For Whom The Bell Tolls: We told you Aug. 29 about the likely expulsion from Britain's **Public Relations and Communications Association of Bell Pottinger** for its sleazy campaign that played on racial divisions in South Africa, as noted in **Katie Paine's** *Image Patrol* (PRN, July 17, 2017). As expected, PRCA's sanctions came Sept. 4, resulting in scores of Bell clients jumping ship, including British banking giant **HSBC**. CEO James Henderson resigned September 10. At our press time Bell reportedly was about to fold.

2. News Bits: For the first time in the history of the respected **Pew Research Center's** surveys, more than half (55%) of Americans 50 and older say they receive some of their news on social media sites. That's 10% higher than in 2016. Not surprisingly, 78% of those younger than 50 say they receive news from these sites; that figure is unchanged since 2016. Overall, 67% of Americans told Pew they get news via social, up slightly from 62% last year. Most significant, though, is that modest increase stems from substantial increases among older Americans, and those who are less educated and nonwhite, Pew says. The survey polled nearly 5,000 U.S. adults last month. — From **Pew** to **PewDiePie**, the Swedish **YouTube** star and influencer, noted in these pages last summer when he was cited in **Federal Trade Commission** (FTC) comments about the **Warner Bros.** case (PRN, July 18, 2016). The FTC mentioned PewDiePie as an example of an influencer who'd received "thousands" of dollars for touting *Mordor*, a Warner Bros. video game, to his 57 million subscribers without disclosing he was paid for his endorse-

ment. The newest PewDiePie story involves his use of racial epithets. Again. PewDiePie uttered the "n word" during a live stream recently. He apologized immediately. Early in 2017 several brands ended ties to him due to anti-Semitic remarks he spewed in videos (PRN, Feb. 27, 2017). He apologized for those remarks, too.

3. Influencers Targeted: Speaking of influencers failing to disclose ties to brands, what would the **FTC** do if influencers touted a company they also own? **Trevor "TmarTn" Martin** and **Thomas "Syndicate" Cassell** found out last week when the FTC acted against them, its first action against influencers. In a Sept. 7 settlement statement, the FTC said the two, who own online gaming service **CSGO Lotto**, now must



"clearly and conspicuously disclose" their connection with the company since they promote it on social. The two are "widely followed in the online gaming community," the FTC said. In addition, it said they "allegedly" paid other influencers to tout Lotto on social platforms "without requiring them to disclose." Previous FTC actions, such as the one involving **PewDiePie** (see item above), were directed at brands that engaged influencers. For attorney **Allison Fitzpatrick** of **Davis & Gilbert LLP**, this latest FTC action is a "loud and clear...message" to influencers to disclose paid endorsements.

4. Mail Call: In a separate but indirectly related item to the above, the **FTC** revealed it's sent "warning letters" to 21 of 90 influencers who received "educational" letters from it in April about disclosing ties to brands they endorse. "The warning letters cite specific social media posts of concern to staff and provide details on why they may not be in compliance with the FTC Act as explained in the Commission's *Endorsement Guides*," the FTC said. The



letters ask the influencers to advise the FTC staff "as to whether they have material connections to the brands in the identified posts." If they have those connections, the letters ask the influencers to state "what actions they will be taking to ensure that" their posts "clearly and conspicuously disclose their relationships." Says attorney **Allison Fitzpatrick** of **Davis & Gilbert LLP** these 21 influencers "should be concerned that they may be the subject of the FTC's next enforcement action...If I had received a second letter from the FTC, I would be calling my attorney right now." She adds April's warning letters put influencers on notice, but "with the latest action against Martin and Cassell, the FTC is announcing that notice time is over."

5. People: **Coca-Cola** Global Group director of digital communications and social media **Doug Busk** has left to become managing director of **MSL's** Atlanta office. A contributor to this publication and friend of the *PR News* brand, the affable Busk is known for championing *Coca-Cola Journey*, the branded storytelling platform. He'll be working throughout MSL to "evolve the company's brand storytelling offering," MSL said. — **United Technologies** named **Kelli Parsons** SVP/CMO, reporting to CEO/chairman **Greg Hayes**. Replacing the retiring **Nancy Litner**, Parsons will oversee 400 communicators. Most recently she was **New York Life's** SVP/CCO/CMO. — **French/West/Vaughan** promoted **Scott Palmer** to VP, digital and social media. — **Lippe Taylor** named **VaynerMedia's** **Tina Cervera** chief digital & creative officer, a new role (picture 3, p. 1). ■

THE BOOK OF CRISIS MANAGEMENT STRATEGIES & TACTICS

PR NEWS' LATEST VERSION OF THE CRISIS MANAGEMENT GUIDEBOOK

Readers will learn to develop a robust crisis plan and put together an agile team that can respond to any eventuality with the 9th edition of Crisis Management Strategies and Tactics.

The Book of Crisis Management offers case studies aplenty—from Delta and Wells Fargo to Ryan Lochte in Rio de Janeiro and other crises. The guidebook's authors, who come from agencies, nonprofits, corporations and universities, have compiled case studies and contributions from Wells Fargo, Chipotle, United, Uber, United States Marine Corps and The Late Show with Stephen Colbert.

ARTICLES INCLUDED IN THE GUIDEBOOK:

- *"5 Ways to Build Relationships With Media Before a Crisis Hits (Instead of During)"*
- *"H.O.T. Communications: A Crisis Prevention Balm to Soothe Stakeholders"*
- *"Navigating the Two-Way Social Media Superhighway in Times of Crisis"*
- *"Report Card: How 9 Brands Handled Being in Trump's Crosshairs on Twitter"*
- *"Reputations at Risk: What Steps to Take When 'Recall Fatigue' Sets"*
- *"A Lingering Crisis: How Chipotle's E. Coli Crisis Haunted Its Reputation"*
- *"The Social Order: Uber and PewDiePie Illustrate Society's Influence on Crisis"*
- *"Southwest's Communications Chief Shares Her Top 3 Crisis Management Tips"*
- And more. See all articles at www.prnewsonline.com/crisis-management-guidebook-vol-9/.

The guidebooks' six chapters on media relations, internal communications, social media, exposure and spokesperson training, the crisis plan and case studies contain specific takeaways, checklists and step-by-step guides to give a solid framework upon which to weave each brand's own resilient and flexible crisis plan.

The 9th edition of the Book of Crisis Management is available now in both digital and print.

Buy your copy today at www.prnewsonline.com/crisis-management-guidebook-vol-9/.