

BULLDOG REPORTER'S
PR UNIVERSITY

presents

**“Tying PR Results to ROI: New
Measurement Tools and Techniques That
Prove PR’s Value”**

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Audio Conference Transcript

Featuring

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BRIAN PITTMAN: Thank you, and welcome to this Bulldog Reporter audio conference titled “Tying PR Results to ROI: New Measurement Tools and Techniques That Prove PR’s Value.” I’m your moderator. With us today are Brandy King, Mark Weiner, Katie Paine, James Bowers, and Ted Skinner.

BRANDY KING: Hello.

MARK WEINER: Hey, everybody.

KATIE PAINE: Hi, there.

JAMES BOWERS: Hello.

TED SKINNER: Hello, thanks for joining us, everyone.

BRIAN PITTMAN: As an overview, we're going to be breaking today's session into three key areas. First, we're going to cover four key principals and rules for using data to gauge PR success. We're going to define ROI and PR value; we're going to cover some controversial considerations like ad value. Then we're going to move into new ideas for linking PR outputs to business outcomes. We're going to throw in some do-it-yourself measurement tips to get you started. And we'll close the call today with Web 2.0, tying numbers to social media, some common mistakes and best practices for presenting results to management. That's a lot, but we've done these topics and other topics before. I guarantee we'll get through it all in the next 90 minutes. So without further ado, let's hear less from me and more from our panelists. And let's dig into their first tips on today's topic. I'm going to start at the top with Brandy, then go to Mark, then Katie then to James and to Ted with these first couple of questions. So Brandy, this first one's for you. And we'll just move on with Mark with the same question and on down the list. What's your number one take away tip today for using data and measurement to communicate PR value to clients or management?

BRANDY KING: Well, mine would be management, being a PR department that is here at Southwest, the corporate PR. And my number one take away would be consistence. I know that's simple, about not to surprise management by what's being measured or what's being communicated and make sure your delivery to them is consistent on some type of basis, whether it's small or an in-depth overview of what's being communicated. That's it. Just to be consistent and to do it on a regular basis.

BRIAN PITTMAN: Okay. And so you're talking about consistency -- just asking you to elaborate here a little bit, how frequently do you do that, and what kind of dashboards do you present?

BRANDY KING: Well it depends. We do it on topics. So on a specific topic, if we're entering a new city, for example. When we

went into Denver, we delivered the messages to them when we entered Denver. And then we did an update. And since that was such a specific topic, we did an update on a six-month basis to see where we're at and where we need to head and if we need to tweak our message. On an overall basis, we do send messages to our leadership on a daily basis. And that's a small kind of snapshot of what's being said. And we do more of an in-depth analysis on a quarterly basis.

BRIAN PITTMAN: So consistency. And we'll talk a little bit later about what tools and services you're using to present those numbers to give our listeners an idea of what's available out there. All right, Mark, let's go with you. Your number one tip today if the call were to end in the next couple of minutes. What's the one thing you want people to know and do?

MARK WEINER: Gee, that's a heavy burden.

BRIAN PITTMAN: I'm going to put it on you.

MARK WEINER: Since the world ends tomorrow. Here's what I would suggest. That it's important to measure, some of the measurement techniques that people will hear today will link PR to sales, PR to stock price, important business outcomes. Not everybody can make that kind of connection. But I would suggest to everybody on the call that I think it's preferable to measure even partially, just to measure. Be partially right than to be totally in the dark and precisely wrong. And we'll be talking about some of these techniques today that enable everyone to measure. I think it's within the reach of everybody within public relations. And it certainly seems to be the expectation among those people who invest in PR and who are looking for a quantifiable Return on Investment and proof of performance.

BRIAN PITTMAN: So the larger tip is get your foot in the water, get started?

MARK WEINER: Absolutely. And I think after this phone call, those people who are participating online will have the means to begin the process, even if it's just one small step.

BRIAN PITTMAN: Okay. And if not, I will surely hear about. So Katie, what's your number one take away tip today?

KATIE PAINE: Number one tip is to understand what drives your audience or customers or whoever it is that you're trying to communicate with, to act the way you want them to act. In other words, understand what drives purchase, if that's the field you're in. Understand what drives students to apply to your college if you're in a university. Understand, if you're in a non-profit world, what drives people to donate money. And then measure the effectiveness of communicating that driver. Whether that be a positioning statement or a message. But you have to measure that to properly understand the impact that communications has on behavior.

BRIAN PITTMAN: Okay. Behaviors, would that be business outcomes?

KATIE PAINE: Yes, exactly.

BRIAN PITTMAN: I may mangle some of the definitions here and key words. And it's up to you guys to correct me, please. All right, James, how about you? What's your number one take away tip today?

JAMES BOWERS: Well, my number one take away tip would be not to forget that you are a PR firm. And when you're presenting results to your clients or to your supporters, so many times when I see charts and graphs, they do not pull out the heaviest emotional and strongest messages and put them first. They bury them, or they put them in the phrasing of a statistician. When we deal with people we try to put the highest clips, the most emotional video up front. And then back it up with the data. So that you get an emotional acceptance of success and then use the numbers to prove what they have already felt in their gut.

BRIAN PITTMAN: Okay. What do you mean exactly by "emotional message"?

JAMES BOWERS: When we present, we deal with issue advocacy issues. And so when we go back to supporters, and so we can't rely on sales as a metric. So oftentimes it's either heavy clips or the value of the clips. So if you have a *New York Times* op-ed versus a letter to the editor that runs in the *Bergen Record* or numbers that your ad got picked up and put in this many articles in the ad value numbers and things like that. We will lead with the best video clip of a spokesperson, or the best op-ed in the biggest paper. And focus on those messages first. And then back up what people, the excitement that the client or the supporter feels seeing that kind of exposure with the numbers that prove that hey, this was born out throughout the campaign. Not just in this one hit.

BRIAN PITTMAN: That sort of ties back to what Katie was saying -- well hers was more on behavior and outcomes. But what you're saying is look what's of value to the client and focus on that, right?

JAMES BOWERS: Exactly.

BRIAN PITTMAN: Emotional hot buttons to the client. And that may not necessarily tie in the metrics like sales. But we can get into that. There may be some differing opinions on today's call. And I bet there are some that come out of that one too. And you started to go to ad value, so we'll get there in a moment. Ted, how about you? Your number one tip today?

TED SKINNER: Well, getting to go last, mine actually ties a bit into what Katie was saying and a bit into what Brandy was saying. And that's to make sure that you get your key audience involved early. In other words, if you're presenting to the senior management, rather than creating a report and then taking it to them, before you start the measurement exercise, speak with them first and find out what do they really expect from you and your department? How are they evaluating you? And consider your audience as well. For example, if it is to drive sales or other business outcomes, are there particular product managers or sales managers, et cetera, that should also be considered? You should have some data that can help them by sharing relevant clips, for example, with the sales team. That they may be able to share with prospects. It helps not only to improve the measureables, but it also improves your visibility within the

organization as being a resource to them. So rather than waiting until too late in the process and sort of sitting there as a separate entity, devising what you want to measure and then passing it up, make sure that you get them involved earlier in the process rather than later, so that everybody's on the same page. And then you can perform and remain at consistency -- that Brandy was talking about -- so you find out how often they need to be updated. What they do with the information that you update them with, et cetera.

BRIAN PITTMAN: All right. Let's move on to the next question. In our pre-calls it came up a few times. Mark mentioned it a few times. That PR folks are often reluctant to tie efforts to measurable results. In particular, ROI. Why is that? What's the aversion?

MARK WEINER: Are you directing that question to me?

BRIAN PITTMAN: Yeah, Mark, let's start with you.

MARK WEINER: I think in my experience it's a question of unwillingness rather than a question of inability. Because the measurement systems that are available to public relations people, and those that are represented on this phone call too are available. And they're not expensive, they're not prohibitive, they're not brain surgery. Some of them are simple and cost-effective solutions. So when we think about the unwillingness of the profession to measure, I think it's a question of public relations being among the last elements within the organization to be forced to measure. But what I've seen is that senior management wants measurement, but does not know enough about public relations to implement a measurement system. And public relations people want to measure because they want to comply with what these executives are requesting, but they don't know enough about measurement systems to take it forward. So what we have is a kind of a dance that's been going on for decades, where public relations comes up, public relations people who don't measure properly come up with these kind of incomplete measures that don't satisfy management, but management doesn't know how to direct it.

BRIAN PITTMAN: Okay. So part of the call is going to be how to overcome that, the two ships missing in the night. Panel, let me just say, don't wait for me, just jump in there. Katie?

KATIE PAINE: My thought about the difficulties, it's not reluctance or fear that communications results effect our lives, the problem is the R, which stands for return, is very fuzzily defined in way too many cases. Where it's one thing to say sales, measuring PR's impact in sales is a fairly complex process, because you have to figure out how to isolate it, et cetera. But frankly, sales people sell. To a certain extent, when you ask the average PR person, what's the return that you're trying to get; you'll get 50 different answers for the same program. And that to me is the problem. It's insufficient awareness of the business implications of what people are doing. And a lack of clarity on what the R in ROI stands for.

BRIAN PITTMAN: And so how do our listeners overcome that? First steps?

KATIE PAINE: What I recommend is you go straight to whatever member of the C suite is it that's making the decisions and calling the shots. And if it's more than one, put them all in a room together and say okay. Here's the deal. What do I have to do to earn a 50 percent raise and a case of champagne at the end of this year? And what have I been hired to do? And if you eliminated my department, what would be missing? So figure out what it is that they're expecting you return to them, what's the actual return, the outcome that you want, and then work backwards from there.

BRIAN PITTMAN: It sounds like everyone's sort of coming down on that. That's the same tips, good. There's consistency on this call. Ted, I know you had some thoughts on this.

TED SKINNER: I think they've all been covered adequately on that.

BRIAN PITTMAN: Okay. Some of the things you had talked to me about was expense?

MARK WEINER: Can I offer one other thing about this question, about ROI? Because I think it's true what Katie's saying. But I would

draw a distinction, since the distinction has already been drawn in the title of the webinar, that Return on Investment and proving value are different things. And proving value is a subjective measure. And the definition of value changes from one organization to the next. And even from one person to the next person within the same organization. But Return on Investment, I would suggest to you, is more strictly defined in financial terms. That the initiative, whether it's public relations or anything else, is either attracting money to the organization in a way like sales or making a connection to stock price, like that. It's helping the company retain revenue by operating more intelligently and doing more with less and for less. And it's also public relations' job to help the company or the organization avoid catastrophic costs. Where the market capitalization of a publicly held company going through a crisis, for example, could result in value losses of billions of dollars. So I would just say that there's a distinction that I would draw. That Return on Investment is actually very strictly defined in financial terms. Value is subjective. And it's important for everybody to understand the value system in which they're operating.

BRIAN PITTMAN: Okay. Well let's just go -- you're sort of jumping ahead into the meaty part of the call. And hold some of these backing into it questions for a little while. Let's go to defining ROI and throwing out some specific ideas for measuring that. And PR's impact on that. I know that others want to sound off on how to define ROI. And then we'll shift years and talk about how to define value. So Mark got us going. Go ahead, Brandy.

BRANDY KING: Just kind of adding on to that, we aren't expected and don't try to tie Return on Investment to actual news clips. Southwest is consistently talked about just because we are an airline. But we found a way to tie ROI directly to our press releases, which is almost, it's a bonus. We don't consider it an expectation from our management. But it's something we've found a way using technology to do. And so we've started to do it a few years back. And it's not something that could be done with every company, but it does lend itself to the kind of operation we are. And what we do is we put a source code, which is a link in our press releases, we optimize those press releases so that they show up pretty high on the priority list when you do a Google search for let's say, "low fares." And through

that press release, if somebody is reading it and links over and does "book a fare," that revenue is directly linked to PR as far as they went through that press release, they were interested in finding and booking a fare, whether it's a fare sell or whether it's entering a new city like Denver. That Return on Investment is directly linked back to PR and has been, I think, well over a million dollars a year has been linked to our efforts with press releases.

BRIAN PITTMAN: That's a great example. And so every example for me needs to have a tip for our listeners. So Brandy, how can you tie that back to a suggestion for our listeners?

BRANDY KING: Well, if you have a company that is open and willing to do that, I know that sometimes security becomes a question, and we haven't run into any security problems by putting that link in there. So I would think just tapping your technology department, because they are the ones that are able to do that source coding. And then find a free tool to optimize your press releases. There's tons of them online. And find key words. Put them in the titles; put them in the top of the press release. We have a Philadelphia press release; it's a couple of years old. And the optimization was done so well it's still generating and booking revenue. So the only thing we can assume is that people have that press release saved somewhere, and they use it whenever they're thinking of booking air fare. So contacting the technology department, seeing if there's something they're open to, and then finding resources to optimize your press releases.

BRIAN PITTMAN: All right. And in your case it's a little unique, putting the link straight to purchasing tickets is unique to your business.

BRANDY KING: It is.

JAMES BOWERS: I want to touch on something there. I think that Brandy makes an excellent point with her suggestion there and her idea. That it does go to a creativity factor in doing these kinds of metrics. It will be different for every company. And there are some standards to look at. But going back to what Ted had said in the beginning, where you need to have the client or the managers or whoever you're reporting to agree upon what kind of things define

success, so that you can then put enough efforts into developing what those metrics might be. If it's an afterthought, and it's not included as part of the beginning, then you're going to constantly be trying to play catch up and look in hindsight and say okay, how can we prove that this was good?

TED SKINNER: I have something to add to that as well. Other customers of commercial wire services will also link to a special section of the website that may not directly be related to booked revenue. But you can tell how many people linked and what search terms they search for, et cetera, in order to come to your website. So that's another way to tie in those metrics back to a news release. Either distributed over a wire service or just placed out through social media.

BRIAN PITTMAN: All right, good. Let me back up. Mark, I have a question for you on your overall definition of ROI.

MARK WEINER: Go ahead.

BRIAN PITTMAN: You broke it into three sections, I think. Bringing money into the organization. We've all sort of talked about, offered a few examples of that. But can you elaborate on the retaining money and avoiding catastrophic cost component of that? And give me an example, maybe?

MARK WEINER: Sure. I can give you an example of each one. Retaining money for the organization is probably the most common form of generating Return on Investment, and I'll bet that everybody on this call does it in some way. It could be as simple as targeting a press release. Or making sure that your media contact lists are up to date. So that the PR person minimizes waste. And all that waste has some cost attached to it. So in terms of the relative Return on Investment, doing more with less and for less, I've seen programs where simple things like targeting press releases can have a return, identifying events that are unproductive, but may be expensive. I'd had experience working in Six Sigma organizations, where the whole focus is about identifying and eliminating waste as a way to improve productivity and performance. And that can be simple and it's within everybody's power to do so.

BRIAN PITTMAN: So let me ask a question, because it's what I preach in *Journalists Speak Out* all the time, targeting your releases.

MARK WEINER: Well, who would be a beneficiary of that kind of thinking?

BRIAN PITTMAN: Yeah, I would. How can you show ROI on that?

MARK WEINER: By showing that maybe more news coverage and smaller mailing lists would be one way. I'm making this up right now, but it could be a return on the average mailing. If the average mailing has a list of 50 recipients, and last year you generated 40 stories on this press release, this time you generated 200 using the same distribution list. That would be a simple way to do it.

BRIAN PITTMAN: Understood.

MARK WEINER: The catastrophic cost, managing catastrophic cost is actually where the biggest returns can be found. So trying public relations to sales can amount to millions of dollars in sales. I've seen that in dozens of cases. Doing more with less can save money, but it's usually limited to some percentage of the overall PR budget. Because all you can do is save some fraction of that. The third element of avoiding catastrophic costs can save billions of dollars. And the best example I can give you is the example of what happened to Ford and Firestone a few years back during that tire blow out case in Texas. Where these two companies chose to play out their debate in the media in a very visible and visceral way. During that time, Ford lost 40 percent of its market capitalization. And Firestone lost 50 percent of its market capitalization. Much of that attributed to poor communication, planning and crisis communication strategy. So in those cases, poor communication cost the company money. So when people ask how do we quantify the value or quantify the Return on Investment of quality counsel? You know, PR isn't just a marketing tool; we're also responsible for providing sage counsel to the organization. This is one of the most meaningful forms of counsel. And that's helping the organization avoid catastrophic costs in the way that Ford and Firestone were unable to do.

BRANDY KING: Just adding to that, being an airline, that's absolutely true. And the PR department does play a major role if there's any type of incident with the airline. And we do have a way to measure how successful we were with that using our measurement tools. And how successful our message was. And moving forward, if that needs to be tweaked.

BRIAN PITTMAN: Okay. Do you want to elaborate on how that works?

BRANDY KING: Well, I think that goes into measurement tools piece of it.

BRIAN PITTMAN: That's all right; we're all over the worksheet right now, so it's okay.

BRANDY KING: Okay, good. Well just looking at if we have an isolated incident, because like I said before, we have an overall company manual to keep the business and operation going. But the PR department also has a separate manual that I keep updated that has the communication piece on that. So we're the only department that has a separated manual in the case of a crisis or an incident. And so PR is likely to lead those efforts in many ways, because the communication is such an important piece of that, especially being an airline, whenever your revenue is based on how well you handle and respond to a situation. So keeping track of what happened, you can also -- I mean, definitely look at bookings and see and there was any flux in how much you were booking during the time of an incident or after an incident. But also just using measurement tools by measuring positive, neutral and negative tone with the coverage that corresponds after that incident has ended.

KATIE PAINE: If I can add something in here, and this may get into tools more than you want to. But I think one of the big overlooked things is the use of web analytics. And the ability to track now, thanks to web analytics and stuff like that, where firms that I know are tracking traffic to particular sites on their website. And then tracking the number of downloads of applications or order forms or whatever, tracking click-throughs that translate into sales. Tracking applications

that translate into tuition payments. Tracking donations in the non-profit world. Translating into donations for alumni on university website. And there's a huge volume of data that's available via web analytics that makes it very easy to calculate the return from any given thing that you do in PR.

BRIAN PITTMAN: Okay. I'm going to ask, we did dive into sort of section two in the worksheet. And I'm in section two, panel, for you to note in the agenda. We'll come back to some of the other preliminary questions in a moment. But there's no sense in not just digging in here. Mark and everyone started going to definitions of ROI. We grouped it into three separate little buckets. I'm going to ask the panel to elaborate and give some more specific examples of how you have measured PR's impact on ROI. We've offered a few tips here. I just want some case studies, step-by-step examples of how you've made that. And if I'm mixing apples to oranges, correct me, how you've made the PR to sales connection. Can someone walk us through a particular case study in which they've done this either for a client or at their organization?

MARK WEINER: I can, if that's okay. I'm sure everybody has their examples. The example that I have is for the company Delahaye that I just left. Working with the client Proctor & Gamble. And there was a very visible case where we were able to incorporate public relations data into a statistical model that's becoming more and more common, called the marketing mix model. It's a sophisticated statistical analysis, which helps companies optimize their marketing investments. And it looks at any sort of marketing investment that the company is making or that the brand is making. So it would be mass-market television, advertising, price promotions in the form of coupons, it could be trade marketing, it can be direct marketing, it can be any form of marketing. As well as external factors like the weather or economic conditions. And all of this data is collected along with sales data. So all that supermarket scanner data that we're contributing to these big data warehousing systems is used to analyze sales activity by market by time. And then the marketing mix modelers look at what marketing activities were present in that place at that time to correlate marketing initiative with sales activity in the short term. Proctor & Gamble did this, I think, two years ago. I worked on maybe 20 or 30 of them. But because these analyses are

proprietary, if you had unlocked the key to unleashing sales, you wouldn't be keen on sharing that with your competitors and the rest of the world. So these are very closely held --

BRIAN PITTMAN: That's what we're doing today.

MARK WEINER: To a degree. And with Proctor & Gamble's permission. Because it was really kind of out of character for them to publicize this in the way they did. And what we've seen in all these other cases too is a great rationale for measuring public relations. The great news was in 30 or 40 of these cases, what we've seen is that public relations consistently delivers the best Return on Investment for driving sales. Just averaging up these 30 or 40 that have participated. Mass-market advertising delivers roughly a dollar twenty on the dollar. Trade promotions; trade marketing delivers roughly two dollars on the dollar. Price promotions actually lose 25 cents on the dollar. And public relations delivers, on average, between six and seven dollars for every dollar invested. Now, that's an incredible story to tell. And I can tell you that companies that do this kind of market mix modeling usually focus on those marketing initiatives in which they have the greatest investment, which is mass market TV advertising and price promotions. And eventually they get around to public relations. But once public relations is introduced, they see how important it is not just to measure the return on their largest expenditure, but also to understand those marketing tools which deliver the greatest return. And that has been public relations in a very consistent way. Ranging from maybe 2.50 on the dollar, up to 45 dollars on the dollar. I would just caution listeners not to start multiplying add values or multiplying circulations by those numbers. This came as a result of a rigorous statistical analysis. But this is the way that companies, especially consumer product companies, are planning their marketing and communication expenditure. And that public relations continue to demonstrate this kind of return; funds are coming to public relations. And even a one or two percent shift from mass market television advertising into public relations will triple or quadruple the average PR budget. So this is the greatest time to be in public relations. And as more and more of these cases become known, what we've always felt in our hearts to be true is being quantifiably made true through these models. And it's great news for PR.

BRIAN PITTMAN: Mark, where can our listeners go to dig deeper into that case study? Can they?

MARK WEINER: If people wanted to do a Google search, I would put in the word was "Proctor & Gamble," and they termed this process "prevalue." If you put that into Google you'll find these stories. I'm sure you ran something about it in *The Daily Dog*. It appeared in *Ad Age*, it appeared all over the place.

BRIAN PITTMAN: So first tips. Mark, I'm going to ask if you had to write a sidebar for this, if you had to do your three or four take away tips on using or leveraging or beginning to get into market mix modeling, what would that sidebar look like? First tip is go find the case study. What else?

MARK WEINER: Learn as much as you can about it, because I think that this is coming to marketing, it's coming to public relations. And once it does, it never goes back. That every marketing discipline will be measured in terms of its ability to drive sales. And so things like generating buzz or ad values or the big clip book are just a thing of the past. The good news is that PR delivers a great return. So I think we should all be embracing it. So the first thing is to learn everything you can about it. The second is to recognize that only consumer product companies, or almost exclusively consumer product companies, are the ones that can do this. If you're selling power turbines to hydroelectric plants, you're not going to be able to do that kind of market mix modeling. It requires a lot of transactions in a lot of places. But if you work for an organization like that, then you should reach out to whoever in the company is doing this kind of work. They have departmental names like market intelligent, marketing analytics, marketing optimization. Might be market researchers who can guide you to it. PR people are not the ones who lead this ordinarily, because we represent such a small part of the marketing spend. But if it's already happening at your company, the marketing mix modelers are always happy to incorporate more data to explain more of what they need to know about what drives sales. So learn what you can, find the people within your organization who are doing it, and then you have to measure in order to deliver data from public relations to help feed the model. So learn,

do your homework, find out from your own organization what's being done, and then measure so you can participate.

BRIAN PITTMAN: Awesome. That's the kind of tactical stuff our listeners are looking for today. So thanks. Katie, Brandy, James, Ted, don't want to leave you guys out on this. We're still focused on how can we make the PR to sales connection. How PR can do this. I'm looking for examples.

KATIE PAINE: I can jump in here if you want. And this is also going to lead us into the social media question. Lisa Carhart was consulting, had done some consulting on social media with theater groups and theaters. And what she did was she set up a blog for incoming performances and got the incoming actors to blog on the theater website. She was then able, because it was the theater's website, she was there and able to track the actual number of tickets to the performances that were sold. As a result of the blog versus other forms of media. They do routinely say where did you hear about this, and stuff like that. But the cool thing about the blog measurement was it really didn't cost very much to put a -- it didn't cost anything to put a URL from the blog to the ticket page; it was just a separate URL. And they were able to track many thousands of dollars of additional tickets that would not have been sold had they not started the blog.

BRIAN PITTMAN: Okay, good. Great examples.

BRANDY KING: I think of the link with the press release at Southwest. And it's a little bit easier to track things online whenever you buy fares online, which is where most fares are bought these days. But just a few other examples for Southwest is we will drive a fare sale solely on PR just to compare what traditional advertising versus a PR driven fare sales results are. And they always come out to be very well received. And they get, the word is spread just almost as well as traditional advertising. And then another tactic that sometimes we will use, we are able to think outside of the box and do a somewhat extravagant PR stunts here at Southwest. And we will do a PR stunt. Sometimes we'll have a PR stunt, which we would usually do just to connect with the community, and have it as a grassroots effort. Now, we will at times take coupons, simply

coupons that have a code on them and hand those out at the PR stunt. And deliver those coupons, which could also be used by friend and family, and track what revenue comes in from those codes that are used on online bookings.

BRIAN PITTMAN: Great. Good specific examples. Ted, James, any other thoughts, any other examples?

JAMES BOWERS: We've done several things along the lines of, I think what -- I don't know whether it was Brandy or Mark that said -- in that we create micro websites with whole different URLs for different campaigns, especially if we're doing multiple types of outreach at the same time. So that we can gauge whether it's the paid advertising or what kinds of paid advertising versus the PR or link value is in terms of driving web traffic. And it's been very helpful to be able to isolate what is producing the most amount of traffic. And some of causes with some of our clients, that traffic is a substitute for sales. Because they're not selling something, but if they're selling an idea, one of the few ways to see how many people you got to get there. And then we're also tracking from that how many people emailed articles or emailed pages to a friend with a same idea. Because it brings in a tag that shows where did that pass-along value originate. And anyone who comes to one of these websites and goes to a page, we'll track if it came from what medium, whether it was PR or paid advertising. And then we assign a higher value to that initial spark if that person passed it along to one other person or more.

BRIAN PITTMAN: Great ideas for our listeners. Ted, anything you want to add before I invite our listeners to participate?

TED SKINNER: I would just touch a little bit more on the web analytics here. Most of those software packages will also let you know exactly where they came from. So what page were they visiting previously? And most of the times if it's search engines as well, it will also tell you the type of search words that were performed. So as a way to tie that back in a potentially increase the ROI on the next one, you may think they're searching for low fares, for example, with Brandy, but they may end up finding out that many people are also searching for lowest fare, Dallas, or some other search term such as

that. That you might be able to incorporate into your next release or more heavily used on your on internal websites, et cetera. To help fulfill the cycle. So take the information that you're getting from your initial reports, and strengthen what is working. And spend less time on those things that aren't working, and tweak the messages a bit as a result. So that's something that also needed to be tied into any measurement campaign is the actionable items that you get from the reporters that you're receiving and/or creating.

BRIAN PITTMAN: A lot of good value here. A lot of specific tactics, tips and examples. We will continue with our rather significant agenda in a minute. Just so our listeners know, I am on the hot seat. I'm aware that we need to cross off the measurement mindset section in the worksheet, the do-it-yourself measurement section, the Internet buzz section, which we'll do last. But there will be a lot of great stuff in there. And we'll start with Katie on that. And then the common mistakes and best practices of presenting results to management. There's a lot to cover yet, and we will get to it. But the only way to make sure you get your take away is to send in your emails now. And I think we should do this now, open the phone lines to live questions. While we wait I'm going to tell your panel where we're going next in the agenda. I want to ask what exactly is PR value? I want to get some definitions because it is in the title. I want to cross that off the list -- and I want to talk momentarily because it was brought up -- about the controversial things like ad value and the PR multipliers. I think Mark mentioned it earlier. Here is a live question.

Q. Yes. I have a question for you, for Mark. When you were talking about the PR evaluation and the Proctor & Gamble scenario, would something like that work in healthcare? Thank you.

MARK WEINER: Thanks for the question. I'm not certain that would apply to an organization like yours. The prerequisite for these kinds of analyses is that there's like millions of transaction actions. So think about selling Head & Shoulders at supermarkets around the country. And the number of purchase transactions that are happening every single day in hundreds of markets. That's what's required to feed the model, because the statistical analysis is looking at the variation from week to week and from market to market to cover what's working and when. So that may not be the best one for St. Jude, but there may be

other approaches, that if not leading you directly to admissions or to donations, gets you a lot closer to it than what you may be doing now. And that may be what you work towards. By asking people how they came to St. Jude and what it was that helped them become aware of the organization and brought them to you.

KATIE PAINE: Can I just jump in here, because I've had some experience working with Lahey Clinic and Dana Farber and people like that. And what the research shows in one of these organizations was that actually drove people to select a particular hospital was obviously their friends and family doctors and close circle of friends. However, once you got past that obvious one, the next one was having doctors in a particular specialty area being quoted in the media as experts on that topic. And what they found was the fact that when a doctor like Eric Weiner who's commenting on breast cancer gets quoted, the actual inquiries and patients go up. So one of the ways they tie the PR there is to actually track very carefully the quotes and who's being quoted in the media and what they're saying and whether they're communicating key messages and whether they're sounding like an expert as a way to determine what the value of the media is. Rather than saying it's a positive article, it's not so much that it's a positive article, because it, for the most part, most coverage like that is fairly tried. But what they're really looking for specifically is are the doctors being quoted and are they being quoted as experts?

BRIAN PITTMAN: And that correlates with what? You do that media monitoring analysis --

KATIE PAINE: And that actual correlates with inquiries.

BRIAN PITTMAN: Inquiries.

KATIE PAINE: Certainly with inquiries and referrals. Does it actually correlate to patient admissions, I don't know. Theoretically it should, but I didn't get that piece of the research.

BRIAN PITTMAN: But the basic tip is to do your media monitoring and to overlay it with regard to mentions by your experts, your doctor, et cetera. Lay it over referrals, inquiries, admissions.

KATIE PAINE: Stuff that drives customer behavior.

JAMES BOWERS: One other thing you could lay over that is whether or not other experts for other hospitals, or in the media, mention other hospitals were also included, whether they were local or national. So were you the only voice in the article versus one of many?

BRIAN PITTMAN: Share discussion. But the larger issue, tying it back to ROI, sales value, I threw it all together, it's unfair. But, is to correlate it with how many people are bringing in the door or coming to the hospital. Okay, fair enough. There are other questions here.

Q. I've read on Katie's blog before. And it's true. There's no silver bullet for talking about measurement. But all the time you hear from clients, especially larger corporations, that they want to be able to -- like CPMs or AVEs, or things like this. Now I saw another entry in Katie's blog was that the Nielsen ratings, and what is it --

KATIE PAINE: comScore.

Q. -- right, exactly. And they were being called on the carpet for all of this. In terms of beginning the process of moving people into this more sophisticated way of thinking, all right? Are there practical ways to ease them over, talk in a language that they know? But then bring them to this more sophisticated, integrated look? Because for better or for worse, I'm inheriting a mindset. And I have to grapple and that. In order to bring them along. Does that make sense?

BRIAN PITTMAN: A big question. Do me a favor just for my sake. They can probably address the entire graph that you just shared. If you had to summarize that question, how would you do it?

Q. With the data being faulty today, how do you work with clients to understand that this is not a precise science?

KATIE PAINE: Well first of all, faulty data is basically based on the fact that these firms have been using a variety of different things in different ways to measure eyeballs on websites. So the only thing

that's really faulty here is if you're counting eyeballs on websites. Some metrics are not absolute. However, if you're looking at percentages, for example, so if you're looking at percentage of articles who contain your key spokesperson sounding like an expert. Or if you're looking at the percentage of articles that contain key messages or something like that, that's absolutely correct. That is a mathematical certainty. I would never say that this is that imprecise. What I'm saying there is that we've known forever, and really since they started counting eyeballs on the Internet, that there was some question as to whether every single eyeball was being counted accurately. I don't think anybody ever believed that that was the case.

BRIAN PITTMAN: Other perspectives on that, panel, for him?

MARK WEINER: I have one. I would suggest that there's a lot of misunderstanding and misconception about how public relations can or cannot be measured. I think each of us in the profession have a professional responsibility to advance the science of public relations. And there's a lot of information that's viable to you. It appears through webinars like this. It appears in newsletters like *The Daily Dog*. It also appears on website like the Institute for Public Relations, which Katie and I are members of a measurement commission. You can find this information for free. Lots of good opinion pieces, lots of how-to at www.instituteforpr.org. And you can learn about this stuff. Now for clients who don't understand what PR can do and what it can't to and what's a reasonable or meaningful measure, what I would suggest to you is that from my own experience, most public relations people, and by that I would say like 98 out of 100, don't understand the value system in which they're operating. So they're left with grasping at straws as to what they just believe is valuable without really understanding its value. Or whether anybody else thinks it's valuable.

BRIAN PITTMAN: The value system at the client or the company? Or within the industry?

MARK WEINER: Within our own organization. So I can tell you an example I'm thinking of is a brewery, a name you'd recognize. And going to see this PR department and walking into this secret

conference room. They didn't let anybody into the this conference room because it was just piled high with press clippings and crumpled up spreadsheets all over the floor. Because they just tried to measure and failed, and tried to measure and failed. So the big question they asked is how do you prove the value of PR? And my question was tell me about the value system within your organization. And they could not answer that question. And most people cannot. So what I recommend in the book I wrote, there's a whole guide to it. Is something I called an "executive audit," or an "internal client audit." Where instead of just talking to the principal contact at the corporation or the client, or the head of the PR department, or just trusting conventional wisdom and the way they've always done things. Is to talk to other people who have an influence over PR spending and PR planning. And give them choices. And what I've seen over the years is that when it comes to measuring performance, there's kind of a bell curve. Every year we talk to thousands of executives. And we found that things like clip counting and ad values were considered by executives who fund the PR programs to be reasonable measures and measurable. Right, you're counting clips. But meaningless. And if you go over the bell curve to the other side, it was measure like sales, PR drives sales. Which is really meaningful, but really hard to measure. And so not very reasonable. And then at the center of the bell curve, the big test, the top of the bell, were things like delivering key messages to target media, beating the competition, and meeting or exceeding measurable objectives, whatever you want to make them. And raising awareness. So for the most part, these executives do have a solid understanding. But if you're talking to the one executive that values ad values over everything, I think you have to shift the focus away from proving value to just that person, to including more people who have an influence over the decisions that are made as it relates to PR planning and investment decision making.

Q. That's great. I just want to make sure I understand it before I go. So what Katie was saying is the numbers are relevant as long as you meet up with certain objectives. And those objectives could be defined in terms that you just outlined in terms of meaningful outcomes and so on and so forth. Is that basically in a nutshell, right?

KATIE PAINE: Yeah, exactly. There is mathematical certainty in the numbers if you're looking at percentages. If you really want to count every single eyeball, then that's probably not reliable.

Q. Right. Okay, thanks.

BRIAN PITTMAN: I hope that helped. We covered a lot there. Mark started to get into what exactly PR value is. Mark started to talk a little bit about PR value, and tapping into how to arrive at value consensus among clients. I can't remember if it was Ted or James who had a thought about that in our pre-call, saying sometimes you have to give the client exactly what the client wants and what they think is valuable. And for some of them it might just be beating the competition, getting covered in the news story. So it might come back to a clip. That might be important to an exec, a CEO. Putting the clip, framing it, putting it up on the wall. That's on the weak end of the spectrum that you outlined, I guess, Mark, right?

MARK WEINER: Well, that was over the course of thousands of interviews with executives. I know somebody at a Fortune 10 company who told me that the only measurement that he needed was being able to walk into the executive dining room and have people say hey, I saw that story, it was really great. So things like that, I just don't think they're doing anybody any favors by insisting on that kind of thinking.

BRIAN PITTMAN: Yeah, it doesn't elevate the standard and the science behind the industry at all. But I think that's important. We're talking about arriving at value consensus -- and value is part of the title here -- with your clients. I'm going to go with an email question, and then we have a few things we really have to cross off the list. We have to get into the social media stuff. I know Katie has a lot to share there. But let's take care of people's specific needs. "How do you quantify a placement on the dot com" -- this goes to Katie's stuff I bet -- "on the dot com of a news outlet, such as NewYorkTimes.com? Isn't unique monthly visitor" -- that's a metric -- "misleading because it covers a 30-day period, and my story only runs on a single day?"

KATIE PAINE: Right. But chances are that the story will stay up there for more than that single day. It's in the archives. At the *New*

York Times, you have to pay for the archives. But in many of these publications, the story does stay up there. And the industry's settled on unique monthly audience, or unique visitors per month a while back. The problem there is, that goes back to the previous question, which is that unique visitors changes depending upon whether you're getting your data from comScore or Nielsen. Now, hopefully, that's going to change and there will be a standard out there. And now you can go to Alexa or Compete to other sources of "visitor eyeball counts" and get the information, maybe. But there's an awful lot of uncertainty out there. The reality is that you definitely should be treating the *New York Times* and NYtimes.com as two separate publications. Because there's no doubt that the information and the content is different, as is the circulation figure. But it's not really misleading, because it assumes the stuff stays up there for longer than one day.

BRIAN PITTMAN: Okay. Rest of the panel, any take on that? All right, let's go with another email question. "What's the best way to measure stories that run online in terms of ad value?" I guess we should go there now. We should talk about what ad value is and what the controversy is. But we'll peg it to this question. "What's the best way to measure stories that run online in terms of ad value and impression/page views?"

JAMES BOWERS: I'll comment on that. Mark or Katie may have a better read on this, but from my experience in terms of buying online ads and trying to somehow find a rate card somewhere that's actually anywhere close to reality, I think any number that you would come up with on an online measurement there would be so, the error in the number would be so great that it would be practically useless. Unless you had a client that insisted you had to have that, I think that your result is going to be really wishy-washy.

MARK WEINER: There's a service that has done as good a job as anybody can getting real data for ad values. It's a company called Sqad in White Plains, New York. It's call Spot Quotations and Data. And this is one company that started out in tracking this for television advertising and has extended it to Internet advertising. And what they gather every week is the actual purchase data of media buyers for a spot on that site or on that program on that day on that time.

And then they sell it back to people who buy it. It could be that somebody who's selling advertising for a competing website wants to know how much people are actually paying to buy space on their competitor's website. It could be PR people who are looking to quantify an ad value. But what's really special about it is that it does not work off the rate card. I think that's one of the real dangers of using ad values is nobody pays the rate card. And if you're quantifying your PR results by rate card data, you're over exaggerating the value you would have had to pay. If anybody pays rate card rates, and you're a media buyer, you'll probably get fired by the end of the day for paying 50 per more than you needed to. I'm sure *The Daily Dog* is the same way. If you negotiate hard enough, he'll give you a better deal. The same thing is true with every other medium. So this guy at Sqad actually gets the data that people have paid. And that's real data, and I think that would be a way I would go.

BRIAN PITTMAN: As a reminder, I'm strictly editorial side. So let's go with a live question.

Q. We have a question about how to measure the effectiveness of ROI, whether from different types of outlets, like Internet, TV, radio, print. Is the measurement tool different for measuring the effectiveness of coverage on different media outlets? And does one provide more value than another?

KATIE PAINE: I can jump in there. The tricky thing is is if you want to compare different media from different types of media. In other words, social media versus mainstream media versus online websites. We recommend that you do it in separate charts, at least. And in separate studies. Simply because you are comparing apples to oranges. You're looking at audit circulation figures for the *New York Times*, and then you're looking at either Sqad data or comScore or whatever data there is for the online publications. And you're looking at Compete and Alexa and god knows what for blogs. So the numbers are not necessarily comparable. And at this point it doesn't look like there's any chance of them being comparable. That having been said, you could certainly take a number. A metric that I use all the time is that you analyze media, you figure out how many messages are, which of the postings or which of the articles contain the key messages you're trying to get across. And you look at the

cost per message. It's a way of being able to say well what would it cost me to get this message across an advertising versus what would it cost me to get this message across in a blog? And you just take your budget and divide it by the number of messages that have appeared. Now, is that accurate? Would that pass the Jim Grunig standard? No. On the other hand, if you have to compare messages, that's one way of doing it.

BRIAN PITTMAN: Part of the question sounded like services and vendors which are better across different types of outlets for tracking and measuring and analyzing media.

KATIE PAINE: Hang on a second, because your problem there is the fact that there's many, many different things that you just covered. There's tracking, there's CyberAlert and CustomScoop and eWatch and Bacon's and god knows what. There's a million tracking and monitoring services out there. And then there are the measurement services. There's blog measurement companies like BuzzLogic. And then there's full analysis companies like Symphony and whoever else is out there. So you have to sort of say okay, there's this measurement toolbox that we're advocating. You need data collection tools, you need data analysis tools. And what are you talking about for which?

BRIAN PITTMAN: Well, can't get into them all for this call. We're running out of time here, and I still have to cross off a few connections of the worksheet. Keep your email questions coming. Meanwhile panel, I need someone to define ad value. Tell me succinctly -- because we have to cross other things off the list that may be more important than this -- why it's controversial, and this thing with PR multipliers. People have asked questions about that. Can we just do that pretty quickly? What's the deal with ad value? Why is it controversial?

KATIE PAINE: It's controversial because there's some of us that feel that it should never be used under any circumstances. And then there are others that think it's okay.

BRIAN PITTMAN: Well then define it for me.

MARK WEINER: Well, ad value is the amount of money one would spend to purchase an amount of time or space on air or in print or on the Internet. And because -- I would speculate that because public relations has been struggling or has struggled in the past to come up with a way to demonstrate value in terms of dollars, that people have migrated towards ad value because it's a measure that's reasonable to provide. In other words, it's easy to provide. And I'm one of those people who's more of an ad value moderate. I don't think that it's a great measure, but I know -- like I said right up at the beginning -- I'd rather be partially right than totally in the dark. And ad values do equate to certain elements that I think demonstrate a level of PR performance. A print clip, if it's a big print clip it would cost more to buy at amount of advertising than if it was a small print clip. If it was a prestigious publication, it would cost more than if it was just any old publication. So in those ways -- and big circulation over small circulation. So those are three ways that I think ad values work. The trouble is when you start calling it ad values, you start equating it to a different marketing discipline, you really are mixing things up in a way that really obfuscates public relations and its unique power. Public relations is unique within the marketing mix. We should take pride in it. We should defend the uniqueness that we bring because it really is the flag we wave. PR owns negative news coverage. I talked about controlling catastrophic costs. Public relations is the only communications vehicle, or the first communications vehicle when troubles hit the fan. And that's not equateable to ad value. So anyway, the difficulty with ad values is that people use them in ways that are, I think, blur PR's unique value. Then you have people who take it even further and multiply ad values because of some implied credibility that PR offers that an ad would not. There was, I guess, research that was done by Proctor & Gamble again, years ago, where they quantified for their category for their products in their programs, so relative credibility to advertising. The Institute for Public Relations did a similar study earlier this year. You can get that white paper, which found that there was no extra value in PR in terms of ability for recall of an ad versus recall of an editorial. Trouble is people start multiplying it times whatever numbers. And whenever corporations ask me about what the right multiplier is, whether it's 2.3 or 3.5 or 4.3, my advice to them is always the same. And that is how they learn to divide. Because any kind of multiplier is bogus, and it should never be used in the first place.

KATIE PAINE: The other thing, if I can jump in here and say is that as Mark just said, most of the calculation for ad value equivalency are done incorrectly. Especially when you get them from one of the clipping services. Because they are including all articles. And obviously, you wouldn't pay in an ad to have a negative message out there. Ads contain your messages; they leave, presumably, your audience more likely to buy the product. They contain photographs. They contain visuals. They contain all these other things that earned media does not. So you're completely comparing apples and oranges in the first place. And then worse still, as we said before, you're using inflated values and whatever. And it has nothing to do with what -- goes back to my first point -- which is what is motivating your customers? What is driving behavior there? And the biggest problem is that in as we get more into social media, it's even worse. Because people are not paying attention to your messages any more unless they're interested in them. So now you're trying to equate something that may work to something that isn't even working.

BRIAN PITTMAN: Let's cross that off the list. Fair enough? Let's move on. We've got a few sections to cover, one of them is really critically important, which is the social media section, which we haven't even touched upon. So I'm looking at three to five minutes for each one of these sections. Some of this stuff is in the manual. For example, Katie, this kind of leans heavily on you. You provided some 12 immutable laws of measurement. I want Katie and the rest of the panel to help me cross off this section. Give our listeners some notes under the section; misnamed or not, it doesn't matter. Let's give some notes here. The measurement mindset. Key principals of using data to gauge PR success. We've talked a lot about them throughout the call. Katie, can you get us going and sort of touch upon some of your laws of measurement there?

KATIE PAINE: Well, it's very specific. The immutable laws of measurement in the 21st century. Because what is so different now is how decisions have, purchase decisions are being made. It used to be that if you screened it enough, eyeballed it often enough, you'd sell something. Today that doesn't work. There's no longer, you're screening isn't going to work because people are making decisions based on Google, based on search. They're making decisions -- and

I'll give you my example. Which is it used to be -- I was running the other morning and came across a sign on a lawn. And it was on a very busy street and it said "will mow your lawn, 50 bucks," and a phone number. And 40,000 cars go by that lawn every day. Well yeah. But most of those 40,000 cars already have their own lawns or don't have any lawns at all. Most of them are driving too fast to write down the phone number. So your "ad" is being completely wasted. What the new model is is the equivalent of taking that sign, going around to the neighborhood and putting it on every unmowed, unkempt lawn. And saying here's somebody with a need to mow your lawn. Let's go put that ad on that lawn. And hopefully they'll call me and say yes, I need you to mow the lawn. But the target of the ability to target messages to specific people who are looking for you has changed the entire dynamic. So when I say stop screaming at people, start listening to them. Start being who you are and seeing who's pleased rather than being out there trying to please everybody. Being there when they need you. And focusing on not how many eyeballs I've reached, but reaching the right eyeballs. So all of the dynamics that we're talking about, with ad value and everything else, and essentially going to go out the window in the next few years because social marketing the search to everything else is changing the landscape.

BRIAN PITTMAN: All right. And we need to get into that in just a second. Rest of the panel, do you want to add anything to this key principals of using data? We're covered it, beat it into the ground, I think. But anything you want to add here?

MARK WEINER: Key principals of using data --

BRIAN PITTMAN: To gauge PR success, which is exactly what the entire call is about. I think it got it, all right?

KATIE PAINE: I want to say one other thing. You forget, you become what you measure. Because the important thing to remember here is whatever goes up on your dashboard, whatever you're focused on is what you're going to become. And so you really need to think carefully about what you're measuring. Because if you're measuring, for example, my classic case is I have a friend who, a former client, that always measured ad value and was, in fact,

compensated based on getting a certain value for her earned media. And she was working for a gaming company. And she did that by calling up her friend at the *Today Show* and getting the CEO of the *Wall Street Journal* and the *New York Times*. Well, the entire audience is 16 year-old boys. How many 16 year-old boys are you going to reach? But what she was doing, because she was compensated for it that way, was focusing on the high value media. When it wasn't doing any good in terms of selling video games. And another case who is a woman who was hired to develop and improve relationships between a police department and a community. And she was counting ad value. And I said what are you doing? And she said well, I get up every day and try and get as many column inches as I possibly can. And I had well, that's going to have no impact whatsoever on your community relations because you are not measuring what it was you're hired to do. So you've got to remember whatever it is that you're measuring is what you've got to focus on.

BRIAN PITTMAN: And a lot of what you're saying, Katie, goes back to some of your guidelines for setting up a measurement system. That's also in the materials provided. And I can consider this grouped under the section measurement tips, easy measurement tips to get your team started. Section three. You are talking about how to define the appropriate audiences there with both those examples. And knowing what you're measuring. Can you walk us there, I think it was six steps, panel, forgive me. I'm leaning on Katie here pretty heavily because she can get us to cross off section three. Can you do that Katie? Walk through those steps?

KATIE PAINE: Sure. Very quickly, we've actually talked about almost all of them. Which is define your objectives and goals. You've got to figure out what it is you're trying to achieve in the first place. Then you have to define your specific audiences that you're measuring, because you probably don't have enough money to measure relationships with every single audience that's out there. And you have to understand what motivates that audience to act. Step three is to define your specific metrics that you're going to use to measure your success. And that again, gets back to you become what you measure. So are you measuring percentage of articles containing key messages? Are you measuring preference or awareness? Step four is pick your benchmark, because

measurement is essentially a comparative tool. Step five is actually selecting the measurement tool. And that's the second-to-last step. You don't go out there and say I'm going to hire a measurement company that does X, Y and Z until you've done all these other steps. Don't even talk to them until then. And then step six is to analyze results. Because data and research without analysis and understanding and insight is just trivia. It's just numbers. You have to be able to say not there's a big spike in June, can't you see? Versus see, as a result of the 50,000 dollars extra we put against this campaign, we doubled the communication of our key messages this quarter. You have to put in the sell whys. And then you have to do it again. Because measurement is not a one shot deal, it's an ongoing process. And you need to look back and say when do you need data at your fingertips to make these decisions that you have to make. And then you have to make sure that the data is there when you need it. And that's the six steps.

BRIAN PITTMAN: Good overview, thank you. Rest of the panel? Brandy, Mark, James, Ted? How about you guys? Anything to add here -- I'm grouping it under this massive bucket. Measurement tips to get your team started. Katie offered a few, sort of a structure of the measurement system. Your suggestions under this section?

BRANDY KING: We as a company are able to -- many of our employees and executives are able to speak to the media. I know some companies limit that to a select few spokespeople. But in order to measure our key objectives -- and we do this also segment it out -- but overall, we have key messages and we actually distribute that to our employees that would most likely be in front of the camera or a reporter. And then there's key messages. We have key words that we use to measure our message and how successful we are in getting those into the media.

BRIAN PITTMAN: Okay.

MARK WEINER: My advice would be as far as getting started is to measure something. And even if it's not making this the art of sales connection or anything else, measure something. Whether it's activities, measure simple things that you can measure. Like tabulating circulation, tabulating clips, the way everybody does. Also

looking at references, counting the number of key mentions, key markets reached. Simple things that can be done in a spreadsheet. Even if management is not asking you for this now, it's a good thing to do. I can't think of any CEO who does not value the effort to do a better job. And by measuring, you will be proving value. That's a by-product. But you will also get the feedback you need to do a better job over time by setting smarting objectives, developing better strategies a tactics and staying on track over time.

TED SKINNER: I just want to second Mark's opinion on that. I speak to so many people every day that just never get started because it's such a long -- it can seem like too big of a process or a burden to get started. But Mark's right. If you just start with one thing and gradually add on to it or find out what is helping you provide good feedback to tweak your messages or change the mixture, et cetera. It's got to start with the first step. So take that first step today. And get it going.

BRIAN PITTMAN: All right. Who hasn't gone on that? I just want to make sure everyone's had a fair chance to offer their advice.

JAMES BOWERS: I would echo the same things. I think my comments have already been covered.

BRIAN PITTMAN: All right. We have two areas to cover. I can do it, I'm going to ask the panel for an extra two, three, minutes. So we can cross off these next two sections and make sure we give value to our listeners. Section four, putting Internet buzz into context. That's my phraseology. I don't know if the panel would agree with it. But we're talking here about social media measurement. Why it's important and how it relates to this topic. I'm going to ask Katie to start on this. Katie, why do we need to measure social media, and how do we start doing it?

KATIE PAINE: Well, you've got to measure social media because it's where conversations are happening. It's where your customers are hanging out and talking about you. And if they're not talking about you, they're talking about your competition. And whatever is going on out there, you need to know about it. Because what you don't know well definitely hurt you. I went on a rampage about my bank and it

turns out that four million dollars was withdrawn from the bank the next week. And that was one relatively minor blog, never mind what happened to Dell and the lock company and everything else. We just know that these things do have impact of the value of your reputation. And frequently on your bottom line. So what's going on in social media is huge, it's influential. And the biggest reason is that the 51 percent of journalists out there say they go to blogs on a regular basis to get news story and to check facts.

BRIAN PITTMAN: But how do our listeners get started doing this stuff? It's a lot to ask in the next couple of minutes, but what tools?

KATIE PAINE: Basically, learn about RSS and do RSS. At the very least go to IceRocket or Technorati and get an RSS feed about your brand, your company. And have it delivered to your RSS feeder or your inbox on a regular basis. That will at least tell you what's being said. If you get overwhelmed with it and you can't keep up with it and there's too many postings then you may have to go do something else. There's CyberAlert and CustomScoop and eWatch, and all those people are delivering blog postings to your desktop for your 400 bucks a month. The next piece of that is that you really do need to listen and understand, to listen to the competition as well as to you to understand what's going in the marketplace. Think of social media as one big giant focus group. Where you get to listen in to a whole bunch of conversations. It's a research tool, it's a data tool, and it's a marketing tool.

BRIAN PITTMAN: And a way to measure ROI is in the materials listeners, but I'm just going to ask this. You mentioned in your materials, in the white paper you provided on this topic, Websidestory, using Websidestory?

KATIE PAINE: There's two or three good Websidestory, WebTrends and ClickTracks are three web analytics tools that you can use. But frankly, I would just use Google Analytics. It's better than anything and it's got beautiful charts and graphs and whatever. So if you're doing your own, there's two different questions you have to ask yourself. First of all, I was talking about measuring your image in social media. But if you want to measure your own blog, use Google Analytics.

BRIAN PITTMAN: All right, Ted, you have something to add to this, I bet.

TED SKINNER: Just get started with that as well. There's also plenty of other analytics packages that will bring you all sorts of additional features. But not at the price of Google Analytics. You can download that for free and get started right away. There's obviously also blog measurement that will go above and beyond that that will actually analyze some of the information there. For example, MediaSense and PR Newswire are partnered with a company called Umbria that will go in and analyze a lot of that information rather than reading all the posts for you. So there's lots of different ways to get started. But I agree with Katie. Another one I might add is BlogPulse that has a lot of great information and graphs as well. So those are some really good places to get started with today. As we said, to just get started.

BRIAN PITTMAN: All right. I'm going to use the extra two to three minute for us to shift gears for tips into presenting data and results in the language of CFOs. What's your advice to our listeners? For once they do the monitoring measurement, they've got the data, what's your advice for presenting metrics numbers to their bosses and clients?

MARK WEINER: I think one of the most important outcomes of this call would be that measurement, public relations measurement allows us to communicate the value and the Return on Investment of public relations in the language of business. And that's important. Because historically, we've communicated the value and the performance of public relations in terms of our own language of buzz and ad values and the clip book. And I've been a judge for ten years for all the major PR awards programs. So I get to judge the programs that the profession considers to be the best of the best. And I can tell you that they're loaded. It's just amazing to see this. Because these are the best of the best in people's opinion. They're loaded with all these references about generating significant buzz and delivering meaningful media awareness in the time of great media clutter. It's a bunch of nonsense. And it doesn't resonate with the people who are investing, choosing to invest or choosing not to invest in public

relations. So the clearer we can be in our communication of public relations performance and public relations objectives and strategy and performance is in our best interests. And once we as a profession begin to clarify what we do and how we do it, the profession will benefit. And I think it's one of the responsibilities we share as members of the public relations profession. It's bigger than just getting by with this one client. Because we have a duty to educate our clients to the true power of public relations. And I believe that the power of public relations is unleashed through measurement and being able to demonstrate the science of what we do.

BRIAN PITTMAN: Well, that's a nice summary. I'm almost tempted to give you the last word, but let's open up to the rest of the panel. Your final tips for speaking the language of the businesses we work for.

JAMES BOWERS: I will just add to Mark's comments. I think he's right, but I think you do need to tailor your presentation of those metrics. Knowing who the audience is and what their personality is. What's going to grab them? Because just as if you wouldn't put the same ad or the same press release to a trade journal as you would to *USA Today* or do an ad in *Forbes* differently than you would a kid's show, there are going to be different metrics that grab different people. And you just need to do your research about the personalities of the people in the room that you're presenting to, and make sure that you cover all your bases as well as being scientific. And making sure you do it in an honest a sincere way. But definitely you want to tweak it associated to what they're going to care about.

BRIAN PITTMAN: Ask them what they want to see. All right, Brandy, Katie, Ted?

KATIE PAINE: For me I'd say competition, competition, competition. Look at what keeps them up at night. They don't know to know how it did over time. They don't want to hear you beat your chest. It's not about that. It's about the competition is doing X we need to do Y. Make sure that what you're presenting is actionable, and frame it from the perspective of what it is that your C suite is worrying about at night.

TED SKINNER: And helping with that framing goes back to sort of my initial comments today. That you really need to know the language they want to talk and how they're evaluating you before you dig into this or work with them to describe that. Because then you'll know exactly the frame you'll need to put it in when presenting it.

BRIAN PITTMAN: Right. Back to the beginning, which is great. Brandy, can you close us often this? Anything you want to add?

BRANDY KING: No. I don't really have anything else.

BRIAN PITTMAN: Well, perfect then, because that is all the time we have today. I want to thank everyone listening. I really want to thank our panel of experts; Brandy, Mark, Katie, James and Ted.

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Conference Title	Type	Date
Travel and Recreation: Top Editors Advise on New Trends and Hot Buttons That Win You Exceptional Coverage	Meet the Editors	1/4
Why PR Must Control the Media Interview: Master Trainers Reveal Proven Strategies for Defusing "Gotcha Journalists"	Master Class	1/11
Special Session: Pitching the Business of Technology and Telecom to Magazines, Dailies and Blogs	Meet the Editors	1/17
When Blogs Attack: How to Protect Your Brand to Dispel Rumors and Manage Crises in the Blogosphere	Master Class	1/18
SEO Secrets for Better PR: How Search Engine Optimization Can Supercharge Your Results	Master Class	1/25
Special Session: Ten Seconds to Succeed or Die: Mastering the Art of Phone Pitching and Follow-Up Calls	Master Class	2/1
Telling Your Story in the Op-Ed Pages: Editors Reveal Best Placement Practices and Practical Guidelines	Meet the Editors	2/8
Creating Million-Dollar Press Releases and Power Headlines: Newswriting Tips from Working Editors	Master Class	2/14
When Disaster Strikes: Proven Techniques—and Worst Mistakes—for Responding to Crisis During the First 48 Hours	Master Class	2/15
How Can PR Work with Top Bloggers to Get a Fair Shake and More Positive Coverage?	Meet the Editors	2/22
Pitching Business News to Top Dailies: Editors Reveal Secrets that Earn Golden Ink	Meet the Editors	3/1
PR Writing: Ten Smart Press Releases Reveal Best Practices for Writing Compelling Copy That Reaches Media and Consumers	Master Class	3/8
PR's Greatest Journalistic Faux Pas: Veteran Reporters Reveal How to Master the Media Mindset for More Ink	Meet the Editors	3/15
Corporate Blog Revolution: Insiders Reveal Best Blogging Practices	Master Class	3/21
PR Pitch Fest: Journalists and PR Vets Share the Secrets of Successful Pitches	Meet the Editors	3/29
Corporate Podcasts & Video Blogs: How PR Can Adopt New Web Tools to Drive Brand and Result	Master Class	4/5
Reaching Women in Mass Market Magazines: Pitching Tips from the Editors of the Seven Sisters and Beyond	Meet the Editors	4/12



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Special Session: Reaching the Hispanic Market: Editors and Latino PR Experts Reveal Best Pitching Practices for Reaching Millions	Master Class	4/18
Branding Boot Camp: New and Novel PR Techniques to Define Support and Promote Your Brand	Master Class	4/19
Pitching Gadgets and Gear: Editors Tell How to Get Gear and Gadgets into Leading Consumer Tech Media	Meet the Editors	4/27
Best Online Pressrooms: How PR Can Supercharge Websites to Boost Media Coverage	Master Class	5/3
Pitching Food and Beverage Media: Epicurean Journalists Dish on Best PR Practices	Meet the Editors	5/10
Red Alert! How PR Can Craft the Ultimate Crisis Survival Plans in Seven Easy Steps	Master Class	5/17
Targeting PR to Top Blogs: Online Editors Share Pitching Tips and Faux Pas	Meet the Editors	5/24
Corporate Online Video: PR at Big Brands Shows How Streaming Video Can Reach the Masses	Master Class	5/31
How PR Can Build Long-Term Relationships with Top Journalists: Best Practices of Indispensable PR Pros	Meet the Editors	6/7
Amazing PR Stunts: Creating Blockbuster Special Events That Media Can't Resist	Master Class	6/14
Special Session: Pitching Health Media: Top Journalists Share Health and Media Trends and Pitching Tips	Meet the Editors	6/20
Tying PR Results to ROI: New Measurement Tools and Techniques That Prove PR's Value	Master Class	6/21
Secrets of Winning PR Awards: 2007 Bulldog Award Winners and Judges Reveal How to Create Superior PR Campaigns and Entries	Master Class	6/28
Supercharging Press Releases: How PR Can Use SEO and Multimedia to Distribute "Smart" Releases	Master Class	7/12
Pitching Business Magazines: Top Business Journalists Share PR Pitching Successes and Secrets	Meet the Editors	7/19
Special Session: Mastering PR Creativity: How to Brainstorm Brilliant, Award-Winning Campaigns Every Time	Master Class	7/25
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Special Session: Pitching Freelancers: How to Get Covered in Major Media Through Contributors and Stringers	Meet the Editors	8/15
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