

PRNews

Guide to Best Practices in **PR Measurement**

Volume 2



Published by
PR News Press
www.prnewsonline.com

 **Access
Intelligence**

PRNews

Guidebook Editor & PR News VP/Group Publisher:
Diane Schwartz, 301.354.1761,
dschwartz@accessintel.com

PR News Editor: Courtney M. Barnes,
212.621.4986; cbarnes@accessintel.com

Editorial Director: Peggy Cope,
212.621.4875; pcope@accessintel.com

Director of Marketing Comms: Amy Jefferies,
301.354.1699; ajefferies@accessintel.com

Director of Circulation Marketing:
Carol Bray, 301.354.1763, cbray@accessintel.com

Assistant Art Director: Dimitry Ekzarkhov

Senior Graphic Designer: Tara Zaino

Division President, Heather Farley

President & CEO, Don Pazour

PR News ADVISORY BOARD

Ned Barnett — Barnett Marketing Communications

Carol Cone — Cone Inc

Peter Debreceny — Allstate

Mike Herman — Epley Associates

Anne Isenhower — American Cancer Society

Jim Lukaszewski — Lukaszewski Group

Tom Martin — ITT

Mike Paul — MGP & Associates PR

Deborah Radman — Stanton Communications

Gerald S. Schwartz — G.S. Schwartz & Co.

Helene Solomon — Solomon McCown & Co.

Mark Weiner — Delahay

PR News BOARD OF CONTRIBUTORS

Andy Gilman — CommCore Consulting

Angie Jeffrey — VMS

Bruce Jeffries-Fox — Jeffries-Fox Associates

Richard Laermer — RLM Public Relations

Richard Levick — Levick Strategic Comms

Katie Paine — KDPaine & Partners

Rodger Roeser — Justice & Young

Lou Thompson — National Investor Relations Institute

Reid Walker — Honeywell

Article Reprints, 800.707.5814;

ClientServices@accessintel.com

For photocopy or reuse requests:

800.772.3350 or info@copyright.com



PR News is published weekly by Access Intelligence, LLC

4 Choke Cherry Road, Second Floor,

Rockville, MD 20850 USA 888.707.5814

www.prnewsonline.com

E-mail: clientServices@accessintel.com

New York Editorial Office:

110 William St., 11th Floor, New York, NY 10038

Phone: 212.621.4986; Fax: 212.621.4879

Subscription/Renewal Coupon

I want to subscribe to PR News for \$697 a year and receive 48 issues plus full access to the online Article Archives. Fax this coupon to 301.309.3847 or email information to clientServices@accessintel.com.

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____

ZIP: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

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

Payment information: Attention: MD, CO, WI customers, please add appropriate sales tax to your payment.

Bill my: VISA MASTERCARD AMEX DISCOVER

Card Number: _____

Amount: _____

Signature: _____

Expiration Date: _____

Please Print Name on the card: _____



Dear PR Colleague,

From the early hours of our day, we're measuring something: the amount of coffee in the filter (how much caffeine do I *really* need?); what to wear (what's my mood — a jacket with that shirt?); how to organize the day's errands (how important is it appointment after all?). You get the picture.

In the office, it's another story. Measurement is both the Holy Grail and the gnat swirling in front of our faces on a hot summer day. We love measurement and we hate it. But at the end of the day, we need it. It's what makes our organizations better, more efficient. It's what makes us more successful, smarter.

PR News has woven the topic of measurement into nearly every story we write. Despite the fact that journalists by nature are cynical and will always want you to "prove it," we know that if it can't be measured, then there's something missing. You get that. What's hard to grasp, though, is how to measure, what to measure — and then, what to do with the results.

This second volume of the *PR News Measurement Guidebook* challenges you to step up your game, and we show you how. We've asked measurement experts from all walks of business life — corporations, nonprofits, PR firms and universities — to share their ideas on the next practices in PR measurement. There is no cookie-cutter recipe here, but there are shared strategies and tactics. From this guidebook, you can pick and choose the ideas and techniques that are best for you.

There's a lot to digest in this *Guidebook*, so I recommend you bring your highlighter to a quiet room and a comfortable chair, and start consuming the ideas contained herein. And I thank you for taking interest in this incredibly important topic.

All the best in your PR efforts,

Diane Schwartz
Vice President & Group Publisher, *PR News*
www.prnewsonline.com
dschwartz@accessintel.com

PS: Special thanks to the Institute for Public Relations for their partnership on this book.

Table of Contents

Chapter 1: Trends & Opportunities

Embracing the Clarity of Measurement.....	10
Prospective and Retrospective Approaches to Measurement.....	12
When Worlds Collide: Relationship Management Gets and Education.....	14
How to 'Go International' Through Research.....	16
Measurement Dashboards: a Panacea for Accountability Needs?.....	18
Measurement Mantra: Don't Break the Five Rules of Engagement.....	20
Metrics Offering Intelligence Beyond the Numbers.....	22
Prioritizing Stakeholders for Public Relations.....	24

Chapter 2: What's Your Reputation Worth?

Measuring Corporate Reputation, Making the Connection, Defending the Case.....	40
Unrolling the Road Map, Reaching a Goal.....	43
How to Measure Your Results in a Crisis.....	46

Chapter 3: Media Relations Measurement

How to Manage Media Relations when the 'Journalist' is a Blogger.....	56
Perspectives on the ROI of Media Relations Publicity Efforts.....	58
The Games of Telephone and Dominoes: Measuring the Success of Your Media Campaign.....	66
Methodology: a 30,000-Foot View on how to Approach Media Relations.....	68
Exploring the Link Between Volume of Media Coverage and Business Outcomes.....	70

Chapter 4: Measuring Marketing Communications

Evaluating the Social and Business ROI of Cause Branding Initiatives.....	82
In an Eventful Time, What's the Sponsor's ROI?.....	84
Exploring the Comparative Communications Effectiveness of Advertising and Public Relations.....	86
A Discussion of Advertising Value Equivalency.....	93
That Was a Good Speech. Now, Why Did We Do It?.....	96

Chapter 5: Leveraging New Media

Basic PR Measurements Using Google and Other Resources	100
Help from the Tech Side: Truly Measuring the Impact of PR.....	103
New Rulers for a New World: How to Measure the Impact of Consumer-Generated Media.....	105
Content Paralysis	110
Gathering Listener Feedback for a Podcast	112
Managing Risk, Maximizing Results: Video Rocks Traditional PR.....	113
Understanding and Controlling Digital Risk.....	115

Chapter 6: Making the Sales Link

Making the Link Between Public Relations Initiatives and Sales Revenue.....	122
SEO and PR: The One-Two Punch for Driving Sales	125
A PR Campaign that Gets the Sales Picture	128

Chapter 7: Proving Your Worth

Proving Your Worth: What Does Success Look Like?	134
All About the Bottom Line: Measuring PR from a Business-Development Perspective.....	136
Your Best Brand Ambassadors Could Be Right Down the Hall	138
The Value of Public Relations Strategists: Resolving a Perpetual Misunderstanding	140

Chapter 8: Measuring What's Inside: Internal PR

The Unquantifiable Value of Ethics Training	148
Implementing New Media Tactics to Reach Internal Audiences	150
Internal Measurement: Moving Beyond Time Sheets and Line Items.....	152
Prozac Corporation.....	154

Chapter 9: Case Studies in Measurement

Children's Healthcare of Atlanta: A PR Measurement System.....	160
Anatomy of a Partnership: City Year & Timberland.....	162
Creating the 'Leading Economic Indicator's Indicator'.....	165
Measuring Media Understanding Ensures a Winning Strategy.....	166
Using Measurement to Plan and Manage Stakeholder Engagement	168

Chapter 10: Dictionary of Public Relations Measurement and Research