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SOCIAL MEDIA

How a Hospital Communicator Uses Social Media and Traditional Tactics for Brand Awareness

The first month of the year traditionally signals a fresh start. With just a few days remaining in January, there's still time for brand communicators to take a fresh look at the tactics they employ to generate coverage and awareness of products and services.

We asked an experienced brand communicator for best practices to generate buzz. The tips provided should freshen your efforts this month and for the year to come.

BE A SOURCE, KEEP YOUR ENEMIES CLOSE

So much buzz is generated via social these days. Still, making sure you continue to practice the basics of PR and communications also can build awareness for brands, says Mo Moorman, director of public relations & social media, **Aurora Health Care**. Aurora is a nonprofit, integrated health care system, with 32,000 caregivers including 1,800 physicians in 15 hospitals, 150+ clinics and 70 pharmacies.

Continued on page 3

REPUTATION

Wells Fargo Doing Well Pushing Good Stories, Yet Overall Theme Lacking As It Counters Crisis

In the wake of the phony accounts story, which made headlines Sept. 8, 2016, **Wells Fargo** has fed social media followers a steady diet of good-news stories. Yes, there have been media statements from the bank acknowledging that it dismissed 5,300 employees due to the bogus accounts. In fact, in the crisis's early days, then-CEO John Stumpf tried to pin the wrongdoing on them. The bank's culture, a hallmark of the brand, was blameless, he stressed.

Shortly after that, Stumpf was summoned to Capitol Hill, where legislators of both parties blasted him. He didn't have his job much longer.

Yet if you'd followed the brand's social media accounts,

you'd barely have known anything was wrong. Wells Fargo was either silent, touting its banking and mortgage services or tweeting news of its charitable activities. Indeed even as states and municipalities announced they were suspending ties to the bank, Wells Fargo responded by saying it would continue to be charitable in those areas.

After the scandal broke, a radio spot from Wells promised to make good to customers, although the ad never mentioned why the bank's patrons would need such assistance. Around the holidays the brand broke a terrific TV ad, showing the iconic Wells Fargo wagon in a wintry scene making a delivery of holiday packages to the glowing faces of kids

Continued on page 2



Editor, Seth Arenstein, sarenstein@accessintel.com
Editorial Director, Steve Goldstein, sgoldstein@accessintel.com
Graphic Designer, Tara Bekman, tzaino@accessintel.com
Senior Content Manager, Jerry Ascierto, jascierto@accessintel.com
Content Manager, Sophie Maerowitz, SMaerowitz@accessintel.com
Managing Editor, Guidebooks, Ian Wright, iwright@accessintel.com
Director of Marketing, Laura Snitkovskiy, lsnitkovskiy@accessintel.com
Assistant 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
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Group Subscriptions — Laurie M. Hofmann, lhofmann@accessintel.com
 Additional Copies & Article Reprints — Contact Wright's Media, 877-652-5295; info@wrightsmedia.com



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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

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UPCOMING EVENTS AND WEBINARS

WEBINAR: BUILD A BRAND NEWSROOM THAT PUTS YOUR ORGANIZATION INTO THE MEDIA MIX
FEB. 21, 2017
1:30-3:00PM ET

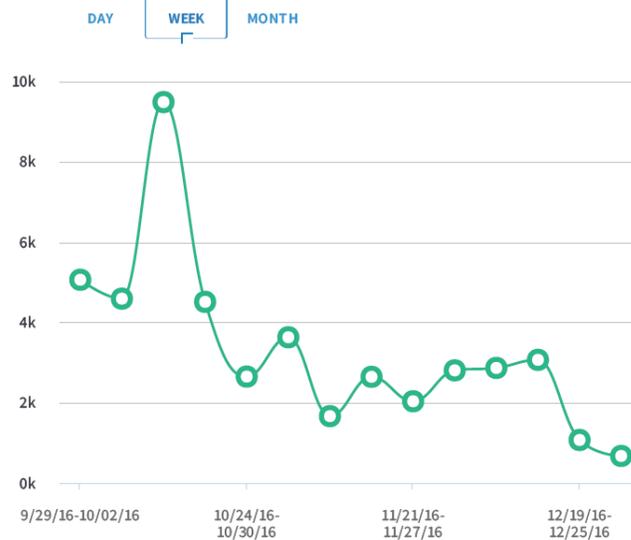
DIGITAL SUMMIT & CRISIS MANAGEMENT BOOT CAMP
FEB. 23-24, 2017
 HUNTINGTON BEACH, CA

THE SOCIAL SHAKEUP
MAY 22-24, 2017
 ATLANTA, GA

Continued from page 1

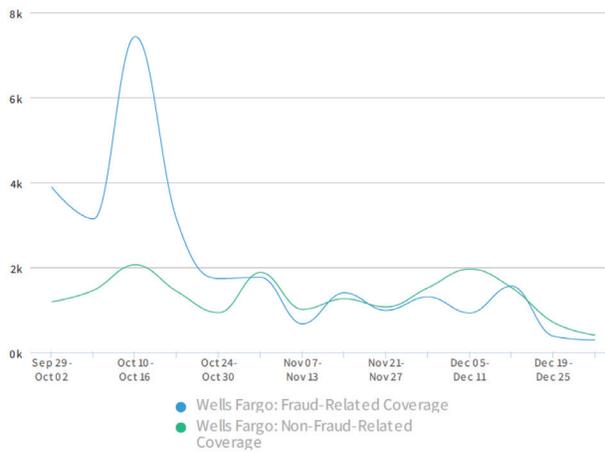
Wells Fargo Scandal Spiked Early, Subsided as Upbeat Stories Emerged

Wells Fargo Headline Coverage



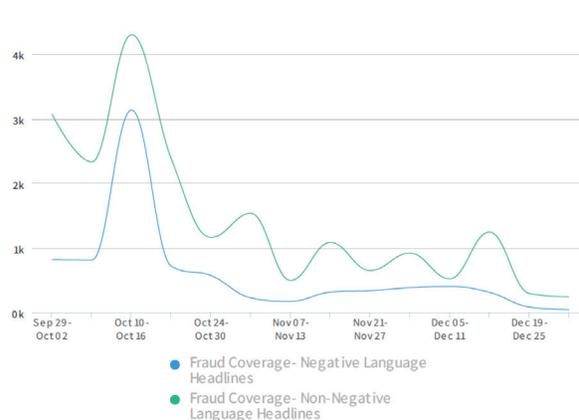
ANALYSIS | Wells Fargo over 9/29/16 - 12/31/16

Fraud v Non-Fraud Coverage



ANALYSIS | 9/29/16 - 12/31/16

Fraud Headlines v Non-Fraud Headlines



ANALYSIS | 9/29/16 - 12/31/16

Source: TrendKite

and adults. It was a masterful ad, gorgeously shot; the musical accompaniment was excellent, too.

The question, of course: Did this work? For answers, we asked PR News Pro data partner **Trend-Kite** to crunch the numbers for online and print coverage from Sept. 29, 2016–Dec. 31, 2016.

The week of Oct. 10, 2016, Wells Fargo mentions in headlines reached an apex (see top chart). “Unfortunately for Wells Fargo, its scandal received about four times the coverage the brand usually receives,” says Trend-Kite’s Lacey Miller. Note, though, the curve dips as the year comes to an end. More on this below.

The next two charts examine the intensity of fraud coverage.

TrendKite separated coverage by articles that used negative words in headlines and those that did not. The assumption: if a headline is negative, so is the story.

The charts featuring social amplification (see page 4, left side) show consumer engagement with stories about Wells Fargo. Engagement is defined as consumers sharing articles. As you can see in the All-Social Amplification chart (page 4, top), consumers were heavily engaged on **Facebook**. Unfortunately for the bank, almost 82% of content shared on Facebook about Wells Fargo was about the fraudulent activity.

What words were used most often in crisis-related headlines and articles? The most-popular word used was “scandal”: 21,372 mentions between 9/29/16 and 12/31/16. Scandal even bested the word “banking.” Banking was used 19,387 times. “You expect the word ‘banking’ to be present because that’s the business Wells Fargo is in. During the crisis time period, though, the word ‘scandal’ (or ‘scandals’) beats it,” Miller says.

Anatomy of a Crisis: The TrendKite charts, provided exclusively to PR News Pro, show heavy Wells Fargo scandal coverage initially, with a steep decline as the year ends.

Continued on page 4

Internal Relationships Key to Success



Mo Moorman
Director of PR &
Social Media

AURORA HEALTH CARE

blog, tweet and appear on industry panels. These activities keep them in front of journalists.

The payoff is that when a journalist writes a story about your competition, it can help your brand. “Articles about our competitors that mention us [because we’ve had physicians provide valuable information to the writer] help build our brand awareness,” he says.

The need for communicators to build relationships with internal stakeholders is critical, he says. It was vital in the above example and can be seen as one of the foundations of Moorman’s 12-part plan for success (see graphic).

WHEN TO PROMOTE

“There’s nothing about my brand that lends itself to social posting or live video.” Moorman could have agreed with that commonplace thinking, but chose to ignore it. Instead he undertook an effort last year to promote St. Luke’s Hospital as two competitors threatened its market-leading status in Milwaukee. Sticking to his 12-part plan, Moorman’s team sought appealing content. It was decided to highlight St. Luke’s variety of procedures and services, and feature Transcatheter Aortic Valve Replacement (TAVR), a heart procedure, to emphasize differentiation from the competition.

Among the tactics Moorman’s team used was a **Facebook Live** video to publicize TAVR. “For us, showing surgery [live] delivers the message that we do the big stuff...[and believe it or not] surgery is compelling [on video and overtakes what Moorman calls] the gross-out factor” of surgery. Indeed, the vid, first shown in July 2016, had 47,000 views when we checked Jan. 25. That “we are confident enough to show [a procedure live] is a big message [from our brand],” he says.

Indeed, that the once-live video lives indefinitely on Aurora’s Facebook page goes directly to a tip he has for promoting live video. While Moorman will promote a video the day it’s shot and several days and weeks before, “the vast majority of viewers are watching it after” it’s shot, he says. “The more important promotion is after” the video is shot.

CRAFTED PITCHES

To promote TAVR with social, Moorman first identified seniors and the general public as targets for the video. The video was supplemented with a pair of blogs from a leading heart surgeon. In addition, “numerous” posts on Facebook, Twitter and **LinkedIn** were promoted. Topics were chosen for the “great angle” they offered; they included a celebration of the hospital’s 1,000th TAVR, a 103-year-old woman who got TAVR and is leading an “interesting life” and a Holocaust survivor who got a TAVR. More traditional earned media included a press release touting the above-mentioned 1,000th TAVR at St. Luke’s.

Importantly, Moorman tailored his pitches to particular media outlets. Trade/industry targets were pitched differently than local mass media journalists, who were offered interviews with surgeons, who explained the TAVR procedure.

12-POINT PLAN FOR COMMUNICATIONS SUCCESS



Source: Aurora Health Care, Mo Moorman

Continued on page 6

FEBRUARY 23-24, HUNTINGTON BEACH, CA

PRNews' DIGITAL SUMMIT & Crisis Management Boot Camp

Register online: www.prnewsonline.com/digital-summit-2017

Join PR News in Southern California for the Digital Summit and Crisis Management Boot Camp. Attendees will get takeaways in influencer marketing, paid and organic social posts, maintaining strong relationships with the media and more!

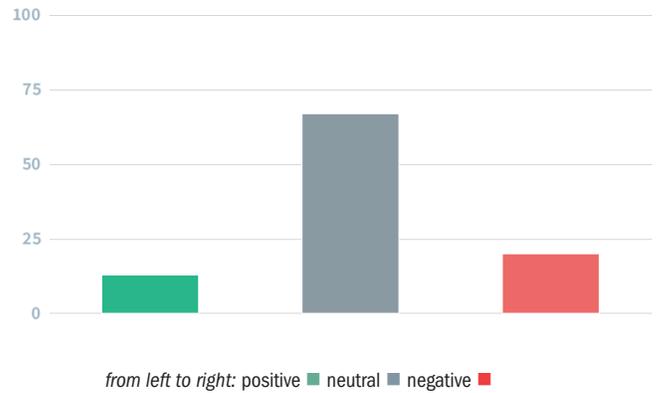
Questions? Contact Jessica Placencia at jessica@accessintel.com; 301-354-1641

Wells Fargo Scandal Resonated on Facebook

WF Headline - All Social Amplification

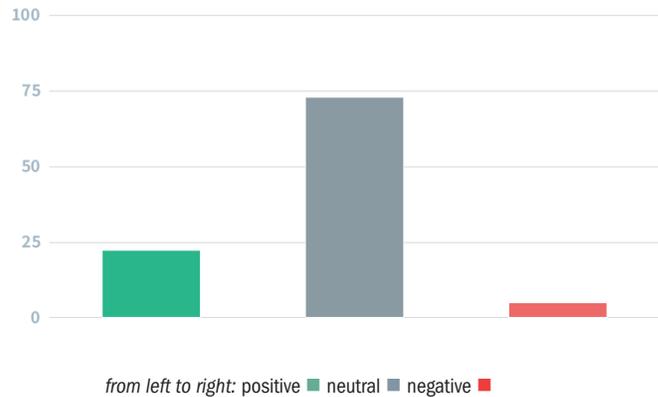


Sentiment After the Scandal Broke



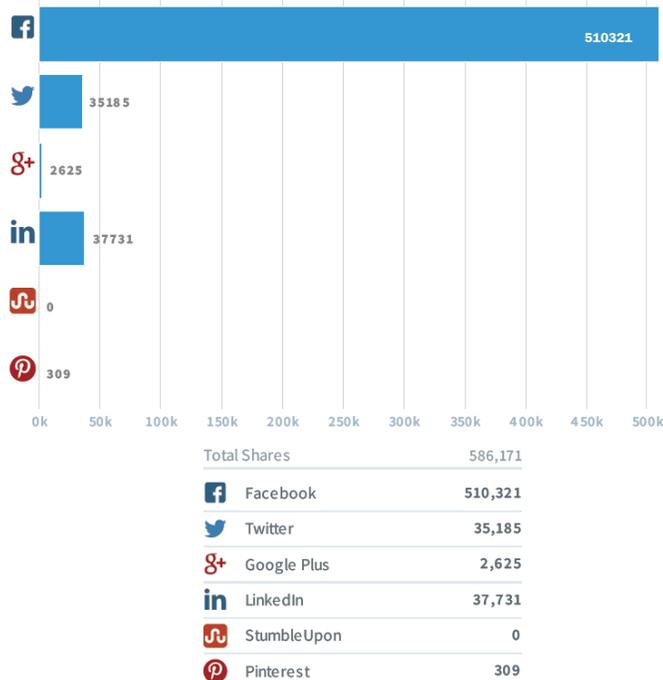
ANALYSIS | Wells Fargo over 9/29/16 - 12/31/16

Sentiment Before the Scandal Broke



ANALYSIS | Wells Fargo over 1/01/16 - 6/01/16

WF Fraud Coverage - Social Amplification



Facebook: As the left-hand charts show, the bogus accounts scandal resonated with Facebook users, with stories with "Wells Fargo" in the headline shared some 600,000 times. Values for the two charts on the right: 13%, 67% and 20% (top); 22%, 73% and 5%.

The final two charts compare sentiment during the crisis period. Here TrendKite measured the tone of keywords in both headlines and bodies of stories. As you can see from the top chart on the right, Wells Fargo was seen as significantly more negative during the crisis period of 9/29/16–12/31/16 as compared with earlier in the year (lower chart).

"In terms of raw coverage, Wells Fargo has been doing a solid job of getting non-fraud mentions and stories out...as shown by the headline coverage," says TrendKite VP Russ Sommers. "They're not doing as well in [the more difficult task of] message management; there's no theme or set of themes tying them together," he adds. "Although 50% of the headline mentions...may be non-fraud-related, the primary messages that come through are related to fraud. Wells Fargo has missed an opportunity to change the dominant key messages in the conversation."

We'll give Wells Fargo a chance to comment on this story in a coming edition. ■

How PR Sweetened the Tale of City's Sewer Project



It might surprise you, but few PR pros and government officials are inspired at the prospect of working on a sewer, highway, water or parking garage project. A few of us really dig it, though (sorry).

Major infrastructure projects can have a significant influence on a city's economy and its residents, and their management is a large responsibility. Given the state of our country's infrastructure and what President Donald Trump promised during the presidential campaign, it seems there will be no shortage of these projects in the next few decades.

THE ISSUE

Renew Evansville, a long-term sewer improvement program and the Indiana city's largest capital improvement project ever, is a \$729 million plan that will be implemented over 24 and half years. Every aspect of the project, especially the need to increase rates to generate capital, touches all of the **Evansville Water and Sewer Utility's** (EWSU) 60,000 customers.

With apologies to Ed Norton of "The Honeymooners," sewers are about as unsexy a topic as you can find. And they're underground. As the old adage goes: out of sight, out of mind. None of this makes the communicator's job easier.

Faced with general public disinterest in Renew Evansville, EWSU began working with **Borshoff** in 2012 as the city was developing its proposed solution to the problem of combined sewer overflows.

THE PLAN

The public involvement plan for Renew Evansville was robust, and overseen by state and federal agencies. The communications strategy included a website, renewevansville.com, media relations, videos and printed collateral, social media, briefings with elected officials, a Citizens Advisory Committee (CAC), presentations to neighborhood associations and public meetings.

Given the large amount of jargon associated with such a project, messaging had to be clear. It was a goal to simplify explanations of terms such as combined sewer overflows, consent decree and sewer interceptor in our outreach tools.

Before launching project communications, preparations were made to respond to the toughest questions, ensuring anyone in a public-facing role had the messaging and was prepared to address a variety of issues.

In both the public and private sector a project greatly reduces its odds of survival without buy-in from stakeholders, internal and external. In this case it meant getting initial buy-in from community leaders. That's why we assembled the CAC. It was our sounding board months before we distributed materials to customers and the media. At their best, CACs can be advocates for a project. Even at their worst, CACs can help your team understand negative feedback and sometimes provide insight to address it.

THE REVEAL

We knew the first step for communicating the details of Renew Evansville required educating customers and elected officials about their sewer system. And in Evansville the most effective way to do that is via the news media.

The first round of meetings with journalists resulted in 19 media placements. By clearly identifying the issue, making the case for improvements and reinforcing that this was a state and federal mandate, we helped media understand the importance of the issue. The media helped our cause as it educated customers about the program.

The media also helped raise awareness for our website and **Twitter** account: @RenewEvansville. On the website and Twitter page we shared engaging graphics, videos about the sewer system, detailed service-area maps and frequently asked questions.

Continued on page 6

PRNews WRITER'S GUIDEBOOK

PR News' 2nd Edition of The Writer's Guidebook Focuses on Everything from Press Releases to Speeches and Social Media

Chapters Include:

- Creating Newsworthy, Shareable Press Releases
- Email Communications
- Speeches and Presentations
- Writing for Social Media
- Writing for SEO

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Questions? Contact Rachel Scharmann at rscharmann@accessintel.com.

INFORMATIVE, ENGAGING PUBLIC MEETINGS

Presenting details of Renew Evansville at public meetings is a federal requirement, and we wanted to provide as many options for residents as possible. To encourage attendance, we held meetings in each of Evansville's six wards, alternating between 9 a.m. and 6 p.m. start times.

Media relations helped us promote public meetings. In addition, we used renewevansville.com, **Facebook**, Twitter and bill inserts—all effective, inexpensive tools.

Before the meetings, all members of the team—from engineers to planners to executives—were given clear, written outlines covering the run of show, room layout, where to direct reporters and how residents could get questions answered after the meeting was over.

During and after public meetings, a premium was placed on visuals. While it's easy to find more pleasant subjects than sewer issues to create graphics for, top-quality photos, presentations, etc. were priorities. EWSU, its engineers and Borshoff collaborated on graphics for the meetings, website, handouts, social media and for display in public spaces. These included maps of EWSU's service area and combined sewer overflow locations, diagrams of how a combined sewer overflow occurs, and renderings of possible solutions.

The strongest presenters, who speak well off the cuff, were deployed to represent the project. Visual presentation elements provided additional context. We've found that equipping speakers with strong talking points and excellent visuals boosted their confidence. In turn, residents had a better experience listening to the presentations.

One of the strongest tools in our arsenal was video, especially when it came to explaining what a combined sewer overflow is and its causes. Videos were short, simple and eye-catching. Motion graphic and illustrated formats were used. Often videos were run on a loop at public meetings, posted on our website and linked to our social channels, including **YouTube**.

THE RESULTS

While we could not expect anyone to be happy that sewer rates were rising, customers have been supportive of Renew Evansville. Approximately 60 residents attended the August 2016 public meeting, for example. Thanks to steady communication with customers, they were well informed. This allowed the meeting to focus on important details. We attribute this boost in momentum to several factors, including the success of a virtual town hall (detailed in sidebar).

The @RenewEvansville Twitter account has continued to gain followers and proven itself to be an effective tool when it

Local business trades were pitched stories on St. Luke's role as a heart-care destination and surgical training center.

CELEBRATING TAVR AND OUTCOME METRICS

There was even a 1,000th TAVR celebration at the hospital, where media, patients, physicians and administrators mingled. Images and video were captured with a smartphone, edited using iMovie and posted that day on Facebook.

AN ALTERNATIVE PUBLIC MEETING

One of Renew Evansville's most effective public meetings wasn't a meeting at all.

We'd held six public meetings, yet local officials wanted another before utility rate increases before utility rate increases. Exhausted by the thought of another meeting with few attendees, we came up with an alternative: a virtual meeting on public TV.

The show was broadcast live. People emailed and tweeted questions before and during; they also phoned with questions. Two subject-matter experts and I fielded questions and used visuals to accompany our answers.

We received 12

emails, six tweets or **Facebook** posts and 16 call-in questions, enough to convince us in the moment to expand our 30-minute program to one hour. The station estimated that 18,000 viewers watched the public meeting, and nearly 100 downloaded it later when the video was made available at our website.

While many may not expect us to deliver cutting-edge public involvement programs, we are committed to efforts—like the virtual public meeting—that enable us to have an open dialogue with customers.

By Allen Mounts, director, Evansville Water and Sewer Utility

comes to communicating with customers. For example, during the August public meeting, attendees tweeted photos of the various visual materials we developed, encouraging their friends to learn more about the project.

LESSONS LEARNED

While this is a two-decades-long effort, at least a few lessons seem clear. In short, many of the tactics and how-to's deployed for more glamorous PR efforts can and should be used to educate stakeholders and gain support for less-sexy public works projects. The need to create compelling narratives and top-quality visuals and graphics to cut through the clutter and gain social and traditional media coverage is alive and well, even when the topic of discussion is buried under ground. ■

CONTACT: Emily.Kibling@borshoff.biz

In measuring social posts via **Google** analytics and **Cision**, Moorman's KPIs included number of blogs posted and impressions, but concentrated on actions. "Did [our content and other actions] lead to downstream conversion...did consumers make an appointment" with Aurora as a result of our efforts? ■

CONTACT: moorman.mo@gmail.com

62% of Clients Unfazed by Fake News, PR Firms Say

The previous *Quick Survey* from **The PR Council** (*PRNP*, Oct. 31, 2016) was a case of “The more things change, the more they stay the same.”

We applied that well-tested aphorism to characterize a concern uppermost on respondents’ minds back in the third quarter of 2016. In that survey of 100 member agencies, some 73% of respondents said “proving ROI through metrics tied to business results is the biggest pressure clients are facing that will touch agencies.”

FAKE NEWS CONCERNS OR NOT?

The newest survey, done in December and provided by the PR Council exclusively to *PR News Pro* readers, could be titled “It depends on where you sit.”

This new poll wrestles with a relatively current phenomenon: fake news. Set for distribution to PR Council members early next month, this survey shows 62% of PR firms saying their clients are unconcerned with fake news. On the other hand, 77% of the firms who responded to the PR Council survey are “concerned or very concerned.”

As you can see from the table, social media/distribution was seen as the client program thought to be most vulnerable to fake news (54%).

PR SHOULD TAKE THE LEAD

68% of those surveyed said fake news would not be a short-term issue and it weakens the credibility of our “traditional media outlets.” Some 62% said the PR industry should “have a leading voice on fake news.”

They’d approve of statements from the head of **PRSA** Jane Dvorak and Denise Bortree, director of **The Arthur W. Page Foundation** [see item on page 8].

Of course, with the recent attacks on media from President Trump, his press secretary Sean Spicer, and chief White House strategist Steve Bannon, opinions about fake news and the influence of and trust in the media could be in flux.

MEASUREMENT AND BUDGETS

Another interesting result concerned measurement, a consistent issue with PR pros. 32% said their biggest measurement challenge was a lack of adequate budget allocated to it; 30% said clients were “unable to express a clear measurable objective;” and 24% said clients fail “to prioritize measurement.” As we said at the start, “The more things change....■

PR COUNCIL Q4 2016 QUICK SURVEY

BASED ON INPUT FROM AMERICA'S LEADING FIRMS

FAKE NEWS

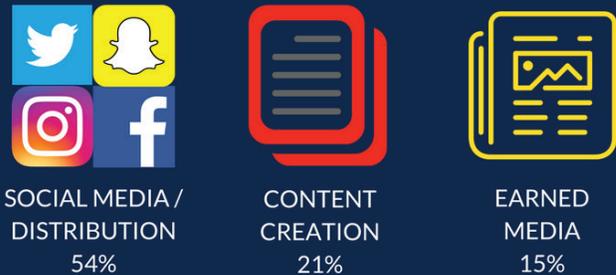
How concerned do your clients appear to be about the fake news trend?



How concerned are you about the fake news trend?



CLIENT PROGRAMS MOST IMPACTED BY FAKE NEWS



Respondents say that fake news is not going to be a short-term issue and it weakens the credibility of our traditional media outlets (68%). However 62% of respondents feel that the PR industry should have a leading voice on fake news.

WHAT PRESENTS THE GREATEST CHALLENGE TO YOUR FIRM'S MEASUREMENT PROGRAMS?



PROJECT-BASED VS. AOR RELATIONSHIPS

Agencies have either experienced no change (43%) or an increase (48%) in the percentage of clients who prefer project-based over AOR relationships.

RESPONDENTS ATTRIBUTE THIS CHANGE TO:



2016 VS. 2015

When asked to compare 2015 EOY headcount and revenue to 2016 EOY, the majority of respondents said headcount had increased and revenue was higher.

PRCOUNCIL.NET





Amy Lamparske, Managing Director, Digital Media,
W2O Group



Paul Dyer, President, Lippe Taylor



Debbie Worthen, VP, PR and Marketing,
Onset Financial

1. Fit to Be Teed: It seems regulations are continuing to come into focus for influencers and brands: Be clear or be gone. Last summer we told you about a **Federal Trade Commission (FTC)** case involving **Warner Bros. Home Entertainment** and its influencer, internet sensation **PewDiePie**. The regulators said the dashing Swede failed to “disclose adequately” that the brand paid him and others to provide favorable coverage of video game *Middle Earth: Shadow of Mordor* (*PRNP*, July 18, 2016). Earlier, the FTC smacked high-end retail brand **Lord & Taylor** for failing to disclose it paid 50 fashion influencers to wear a paisley dress from its 2015 summer collection (*PRNP*, Mar. 21, 2016). Late in August, it was members of the **Kardashian** clan caught in the regulatory thicket, sort of. Lacking regulatory power, Watchdog group **Truth in Advertising** made noise as it posted a letter claiming Instagram powerhouses **Kim** and **Khloe** Kardashian and half-sis **Kendall Jenner** were “engaged in deceptive marketing campaigns.” Again the issue was a failure to disclose relationships with companies paying celebs as influencers, per FTC regs. Message received: **FitTea**, a dietary supplement the ladies endorse socially, “revised” said endorsements “to better disclose material connections” between the brand and its influencers. The revision was made “following an inquiry from the **National Advertising Division (NAD)**,” NAD said in a Jan. 26 release. NAD, its release says, “Is an investigative unit of the advertising industry system of self-regulation” and the **Council of Better Business Bureaus** administers it. In fact, the NAD announced a separate action against FitTea last month dealing with, er, weightier issues, claiming

its endorsers posted false claims. NAD also said FitTea was “placing paid endorsements adjacent to unpaid consumer reviews on its web site, which made it difficult for consumers to determine which posts were independent reviews and which were sponsored advertising,” says attorney **Allison Fitzpatrick**, partner, **Davis & Gilbert LLP**. Communicators will dismiss this story at their peril. “Not only does the FTC have the authority to bring actions for violations of the *FTC Endorsement Guides*, the NAD also has the power to bring actions for violations of [it] based on its ability to challenge false and deceptive advertising,” she says. In addition, the NAD can bring an action even if the FTC fails to. Significantly, the NAD named the Kardashians in its action. “I believe regulators and self-regulators are putting celebrity endorsers on notice that they may be subject to their next action if they do not start disclosing their sponsorships in compliance with the law.”

2. News Bits: “One of the most in-depth, transparent crisis responses I’ve ever seen,” was how **Katie Paine** described **Samsung’s** detailed explanation during a Jan. 22 presser about how battery issues caused its Note 7 phone to ignite. – **BizWire TV** will unveil a slew of changes this week, including new host **Jordyn Rolling** (host **Erin Ade** is off to **CNN**), new graphics, set and soundtrack. Now a once-per-week show, BizWire TV also will debut “interactive” elements, allowing viewers to see the show online and via social, BizWire TV’s partner **Al Roker** tells us. – Not a surprise: **Facebook Stories**, twin of **Instagram Stories** and similar to **Snapchat Stories** began tests in Ireland, *Business*

Insider reports Jan. 26. – *PR News* celebrated the industry’s top women Jan. 25 in NYC, but we’ll add a tip of the hat to an additional two deserving leaders: **PRSA** chair **Jane Dvorak** and **The Arthur W. Page Society Foundation** director **Denise Bortree**. Dvorak, in a Jan. 25 statement, and Bortree, in a blog post at *instituteforpr.org* Jan. 24, blasted fake news, the post-truth society and “alternative facts.” Both saluted communicators who hold themselves to the highest ethical standards. Agreed.

3. People: Former **3M**, **General Mills** and **Walmart** exec **Amy Lamparske** joined **W2O Group** as managing director of digital media. She’ll be based at W2O’s Minneapolis office. W2O chief **Bob Pearson** sees “a significant increase in digital paid media demand from our clients in 2017.” – You gain one, you lose one: **Paul Dyer** is exiting **W2O Group** to become president of **Lippe Taylor**, a woman-owned business. Dyer’s not the only male president of Lippe Taylor; **Cohn & Wolfe** president **Jim Joseph** held the job, too. Dyer will report to CEO **Maureen Lippe**. We asked Dyer whether earned media’s credibility will suffer as a result of attacks on the **Trump** administration. “Earned media always has been about starting relevant conversations... the news media is doing exactly that. President Trump has demonstrated going after a person, group, or idea sometimes is the best way of making them relevant. I believe we are in for at least four years of earned media really being at the center of important trends, ideas and movements.” – Longtime Utah newscaster **Debbie Worthen** is taking her storytelling talents to **Onset Financial** as VP, marketing and PR. ■

PRNews' Agency Elite Awards

Entry Deadline: March 3 | Final Deadline: March 10

Enter Today at: www.prnewsonline.com/Agency-Elite-2017

One of the most important—if not the most important—signifiers of the success of a PR agency is a client saying, “Thanks for the great work, let’s do it again next year and here’s an increase in your budget.” That’s great news for you and your team members, but what you really need to spread the news is amplification and peer validation. That’s where PR News’ newly launched Agency Elite Awards come in. We are going to showcase the top PR agencies by practice area at an awards luncheon event in fall 2017, and now is the time to secure a place for your agency on this elite list.

CATEGORIES

By Practice Area:

- Advocacy
- Branding
- Business to Business
- Cause/CSR
- Community Relations
- Consumer Marketing
- Content Marketing
- Crisis Management
- Digital/Social Media
- Financial Communications
- Integrated Communications
- Marketing Communications
- Marketing to Youth
- Marketing to Women
- Measurement/Evaluation
- Media Relations

- Media Training
- Multicultural Marketing
- Nonprofit/Association
- Public Affairs
- Product Launch
- Publicity
- Reputation Management
- Search Engine Optimization
- Word of Mouth/Viral
- Writing/Editing

PR Agency Internal and Promotional Categories:

- Best Training/Education Program
- Community Relations/Volunteer Programs
- Diversity Initiatives
- Internal Communications

- Proprietary Software/Client Solutions
- Promotion of Firm (marketing, advertising, PR)
- Web site

Agency “Awe”

Professional Awards:

Please write a synopsis explaining how this person has raised the bar on creativity, strategy and execution for his or her agency, or how this person has gone above and beyond for their agency or for clients.

Agency Team of the Year Award:

Share with us what makes your agency or team shine. Please provide five examples of outstanding initiatives that moved the needle for your agency, both internally and externally with clients.

Enter
Today!

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www.prnewsonline.com/Agency-Elite-2017