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SOCIAL MEDIA

Influencers at Social Shake-Up Urge Brands to Ditch Perfection, Be Social on Social Media

(Atlanta) It's becoming a cliché that “you never know what will happen at **The Social Shake-Up Show.**” Yet the cliché fit last week's convocation of social media communicators here. Had **Socrates** been among the 700 Shakers he might have uttered a form of the aphorism attributed to him: “I know that I know nothing.” Translated in a more popular form: The wise person is the one who knows there is much to learn about social media.

Not that the 90 speakers failed to impart many trenchant lessons during the 3 days; they did, as you'll see in this story. Yet many of the most compelling takeaways emphasized mixing social with basic tenets of PR and communication, including avoiding the urge to answer a question when you lack a solid answer. A more authentic response to such a query is to admit, “I don't know.”

INFLUENCERS GET PERPLEXED, TOO

For example, during a closing general session panel about influencers, the influencer **Shaun McBride**, better known as **Shonduras**, told the audience even successful influencers are flummoxed at times. The biggest misconception about influencer relations, he said, is every creator and influencer knows what she or he is doing.

“The majority [of influencers] are just really lucky to be where they're at; they make exciting content and...focus on click bait, numbers and views,” he said.

Even more important for brand communicators who are employing influencers, Shonduras said, “[Influencers] will check all the boxes that you give them without actually pro-

moting your brand. That's why influencer marketing is the Wild West. It's getting better and better, but you can still get burned.”



Shonduras
Influencer

Another tip: hashtags, Shonduras added, will not sell your product. “It's going to make you look branded and mechanical.”

Influencer **Brian Fanzo**, CEO of **iSocial-Fanz**, agreed. “Getting a hashtag trending is the biggest crock that there is,” he said. “I use hashtags as the glue to the conversation that brings people in. Using hashtags as the metrics for valuing an influencer is a crock.”

So how can brands win with influencers? Shonduras argued a symbiotic relationship between an influencer and a brand's story is critical. “By accepting the brand, getting together and building a campaign that makes the brand look like the hero, everyone wins,” he said.

PERFECTION VS. AUTHENTICITY

Another important takeaway: Nobody, including brands and CEOs, is perfect. It's best to concede this, more than a few speakers said.

For example, Shonduras credited **Snapchat** for taking “us from this world of perfectly curated content and show[ing] us that raw and real are just as powerful, and often more important.”

The idea of admitting imperfection also was a central theme of Fanzo's opening general session keynote. Referring to questions he says he repeats nearly every time he speaks, Fanzo asked, “Is there any brand that's perfect?”

Continued on page 3



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UPCOMING EVENTS AND WEBINARS

**WEBINAR:
 ADVANCED YOUTUBE TACTICS FOR BRANDS
 MAY 17, 2018
 1:30-3PM ET**

**SOCIAL MEDIA AWARDS LUNCHEON
 MAY 23, 2018
 NEW YORK CITY**

**GOOGLE BOOT CAMP FOR COMMUNICATORS
 JULY 19, 2018
 NEW YORK CITY**

SOCIAL MEDIA

Consumer Engagement Up 2% for Travel Bloggers, Video Engagement Rises 36%

It's easy to say the influencer with the largest audience will be the most engaged. This week's look at the consumer engagement with social media content of Travel influencers during 2018 Q1 illustrates how incorrect such a statement can be.

Again, data is supplied by **Shareablee** to *PR News* exclusively.

While it's true British Travel influencer **Louis John Cole**, aka **FunForLouis**, has the largest audience and is ranked number one in our list (see chart), influencers with smaller audiences can be factors in this top 10 list.

For example, look at number 8 **Anna Pastukova**, who has a relatively small audience and few posts, yet she tops **Alivia Latimer** (number 9) and **Nathalie Van den Berg** (10) on the strength of her 4K consumer actions per content.

Ditto **Maja Malnar** (number 3), whose audience is less than half that of number 4 **The Blonde Abroad**, aka **Kiersten Rich** of CA, yet Malnar's consumer engagement tops Rich's and Malnar posted about half the amount of content as Rich.

CONSUMER ENGAGEMENT UP

In contrast to several sectors we've examined this year, Travel's Q1'18 was nearly all good.

Travel influencers generated 25 million consumer engagements across **Facebook**, **Twitter** and **Instagram** during the quarter, which was an uptick of 2% year over year, says Shareablee's **Ron Lee**. The only negative was it took Travel influencers 15% more content year over year to achieve the 2% growth in engagement.

The category saw a 46% increase in shares

and 10% increase in videos posted, Lee says, leading to a 36% increase in consumer actions with videos and a 163% rise in video views. Facebook and Twitter, which generated 7% and 1% of engagement, saw a decrease in consumer engagement. Instagram engagement rose 9% despite a 9% drop in content posted.

As we noted FunForLouis dominated, yet his content posted was off 36% year over year, leading to lower figures in consumer engagement, video engagement and shares, Lee says.

Carin Olsson, a native of Sweden living in Paris, takes #2 with 1 million consumer actions, though content posted was off more than 40%, with a 45% drop in consumer engagement. ■

Shareablee SOCIAL SCORECARD

TOP TRAVEL INFLUENCERS – Q1 2018

Based on Total Actions (reactions, comments, shares, retweets and likes)
 Data provided exclusively to PR News by Shareablee.

Sources: [f](#) [t](#) [@](#)

Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	 Fun For Louis	1,783,218	199	8,961	3M
2	 Carin Olsson	1,186,127	227	5,225	972K
3	 Maja Malnar	814,973	224	3,638	327K
4	 The Blonde Abroad	758,273	506	1,499	689K
5	 Carina Otero	661,714	124	5,336	206K
6	 Raya Encheva	607,976	70	8,685	223K
7	 Jordan Herschel	490,812	40	12,270	530K
8	 Anna Pastukhova	392,166	99	3,961	51.9K
9	 Alivia Latimer	354,686	162	2,189	104K
10	 Nathalie Van den Berg	227,260	224	1,015	224K

Influencers to Brands: Use Social to Connect

The room was silent. “Is there any CEO who’s perfect and knows all the answers?” Silence again. Yet marketers, he said, are in the business “of building trust” and while it’s scary to admit your brand isn’t perfect, this is the image most often portrayed. Clearly, though, “people don’t trust brands or logos...so [be authentic and] stop trying to convey perfection,” he counseled.

Social video, where 81% of Internet traffic will be by 2020, can help, he says. Video “will bring us back to the authenticity of social media...and the coolest thing you can do on live video,” he says, “is to say ‘I don’t know’ to a question...it adds validity to what you do know” and makes you and your brand appear “more human...Perfection,” he says, “is a fairy tale.”

While Fanzo is a product of the digital economy, much of his philosophy seems close to traditional PR wisdom. Be yourself on social, whether you are a brand or a person, is central to his business strategy. “When my clients ask me how to answer a question [on social], I tell them to do it honestly. When you don’t know the answer to a question, say so.”

THE HIDDEN POWER OF SOCIAL



Brian Fanzo
CEO,
iSocialFanz

Another Fanzo thrust: Be social on social media. While it may sound obvious, a quick look at social platforms makes it clear some brands have missed the point or forgotten about it. Instead social media has become a marketing and sales portal exclusively. Fanzo emphasized to Shakers this is the wrong approach.

In fact Fanzo is so dedicated to the importance of brands as people connecting with customers on social media, he argues “the power” of social media “is in being social.”

He urges brands to use social “to shrink the distance between us and our customers.” A key, he says, is providing experiences. “People are craving access,” to unusual experiences. Offer them those experiences “where they live,” Fanzo says.

For example, he’s excited about **Facebook** chief **Mark Zuckerberg**’s push for “meaningful interactions,” even if it means people will spend less time on the platform.

Fanzo tells Shakers he loves **Instagram** “because it’s tough for marketers to mess it up...it actually pushes you to be social on social media.”

He also praises **Twitter** because it lets us “connect with people who don’t know us, like us or need us.”

The concept of being social on social media and interacting with large numbers of people on a more intimate level than previous forms of communication allowed is central to Fanzo’s view of change. Digital media, has changed communications so radically that many brand executives need to be eased into it, since change scares many people, he says.

Executives who are comfortable with older forms of communication need to be educated about social’s ability to conduct a dialogue with customers. Such education, he says, can be “as simple as [having] a conversation” with a senior executive or a customer.

Many executives, he says, “are a lot like” the lawmakers whose questions of Zuckerberg last month on Capitol Hill seemed so ill-informed. Fanzo’s message: Shakers and those in social need to inculcate social’s resistors and the ignorant, but do so gently.

...BUT PERSONAL RELATIONS TOP SOCIAL

On the other hand, he argues in favor of the importance of personal relations over platforms: “Social media was not built to replace a handshake,” he says.

The principles of authenticity and honesty on social media also ran through the closing keynote of influencer **Nathan Pirtle**, CEO of **Work With The Coach**. “I don’t know everything,” he told Shakers. “I want to know what other [companies] are doing, how they are growing...get rid of the idea that you know everything...and listen to what people are saying...you get all your information from people...even people who don’t look like you...talk to all of them,” he says.

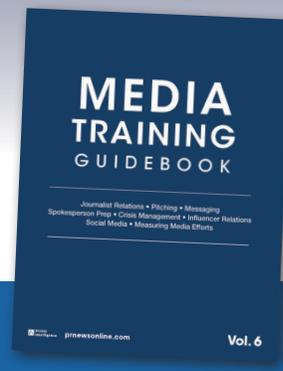
To Pirtle, compiling peoples’ thoughts is what’s commonly called data. And while he discounts “the brilliance of analytics and data,” as opposed to interacting with people, he advises, “Use the [free] analytics you have” that’s available.

Continued on page 4

MEDIA TRAINING GUIDEBOOK.

In this PR News Media Training Guidebook, you’ll find key ways to establish relationships that could yield valuable exposure. Beyond getting your foot in the door with influencers, we’ve gathered authors from various backgrounds—in-house, agency, nonprofit, ex-reporter—to address the evergreen topics of getting your messaging on point, preparing members of leadership for on-camera interviews and more.

- Chapters include:**
- Prepping the C-Suite/Spokespeople Messaging
 - Game Day: Before/During the Interview
 - Social Media
 - Journalist Relations
 - Crisis Management
 - Measuring Media Efforts



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Questions? Contact Laura Snitkovskiy at laura@accessintel.com
www.prnewsonline.com/media-training-guidebook-volume-6/

Part of Pirtle's message also is in concert with Fanzo's idea of connecting with people on social. Pirtle emphasizes, "I like to know people before I throw content into their face."

The key to Pirtle's business also goes back to the concept Fanzo discussed of making human connections on social. "I think," Pirtle said, "about what value I can give people...love, inspiration, motivation."

'FIELD OF DREAMS' MARKETING IS BROKEN



Nathan Pirtle
Owner,
WorkWithTheCoach

Another tip: brands should allow influencers to use the social channel that works best for them. While some Shake-Up speakers insisted Instagram was *the* platform for influencers, it's clear influencers have their favorites and know where their audiences are.

Fanzo says people "will not come because you build it...you have to go to where the conversations and audiences are."

And lest you think all his advice is soft in nature, he notes "If your posts are lacking engagement, it's probably because they are not engagement-worthy."

Pirtle likes Twitter because it allows him to better control the conversation. "It's all about how you follow, whom you target and the conversations," he said. "I try to stay away from all the political stuff and just reach the people who want to grow. Instagram hasn't been great for me—I'm not that cute, I'm not a model and my messages are long. I can't drop a one-minute video and get my point across."

Fanzo, meanwhile, uses Twitter lists to stay organized, but relies on podcasting to grow his brands. "My podcasting community is the most intimate community I have," he said. "People come up to me and cry, give me a hug. I love podcasting because it allows the consumer to paint their own picture of the creator." ■

CONTACT: @Shonduras @iSocialFanz @workwthecoach

SOCIAL MEDIA

In Spain It's Good to Be the King, Particularly When 'Having It Your Way' Means a Free Whopper

Burger King scotched its *Have It Your Way* slogan back in 2014 after four decades, but the company continues to urge customers to personalize their beef.

That was part of the conception behind a recent campaign in Spain that Madrid-based agency **Lola MullenLowe** conceived for the food brand. The goal was to boost engagement, paid media was nonexistent and the effort lasted fewer than 3 hours.

In a series of **Instagram** Stories posts Burger King urged users to nominate their favorite condiments and toppings for its 4.2-ounce Whopper. Each of 9 additional ingredients had a 15-second Stories segment. The segments asked visitors if they wanted the featured ingredient on a hypothetical Whopper. After watching all 9 Stories the user's answers built his/her customized sandwich. In addition, users received a coupon for a free Whopper, redeemable in Spain.

The stunt helped the brand increase its Instagram following by 10% and in so doing Burger King had conducted a de facto survey of what customers desire on their Whopper.

Incidentally the so-called InstaWhopper was created according to the survey's results. For the record, beyond a double beef patty, it featured cheese, bacon, ketchup, mayo, lettuce, onion and tomatoes. Pickles, the fans' least-favorite ingredient, was left off the crowd-sourced creation.

Ad Age reported the story initially. ■

Burger King Avoids a Pickle

270,000: Interactions with Burger King's Instagram account in fewer than 3 hours; fans were urged to suggest their favorite condiments and extra toppings for Whoppers

45,113: Unique users among those who interacted with Burger King's Instagram account

34,675: Number of customized coupons for Whoppers * generated for visitors who submitted suggestions

5,000: Number of new followers to Burger King's Instagram account resulting from the campaign, a 10% increase

0: Amount of paid media for the campaign

*Pickles: Ingredient visitors determined was their least favorite; it was left off the crowd-sourced Whopper



Sources: AdAge, Lola MullenLowe Madrid, PRN Chart

Facebook Usage Steady Despite Cambridge Analytica Incident and Capitol Hill Hearing

It's official. **Facebook** chief **Mark Zuckerberg** did his job, returning serves and lobs from lawmakers for more than 10 hours on Capitol Hill during the middle of last month. Certainly the examination of Zuckerberg two congressional committees conducted about **Cambridge Analytica's** data pull and other related and unrelated topics failed to make significant changes in Facebook usage in the platform's home country, a new poll from **Ipsos** and **Thomson Reuters** shows.

The poll is among the final pieces of data needed to pronounce Facebook healthy after its most troubling PR headache since it went public in 2012.

The survey follows a stellar Q1 financial report where it topped Wall Street's expectations for advertising revenue of \$11.4 billion, pulling in \$12 billion.

The implications for communicators: algorithms and Zuckerberg's meaningful social interactions aside, Facebook remains a dominant if not *the* leading social channel. Its issues of being powered by an aged demographic remain, however (PRN, January 9, April 24).

HALF REMAIN STEADY FACEBOOK USERS

In short, the survey found roughly half of Facebook's U.S.-based users had not recently changed the amount they use the platform.

Another 25% said they were using Facebook more. This group of increased users balances the 25% of users who told the pollsters they were using Facebook less, had stopped using it or deleted their account.

The national poll of 2,200 U.S. adults (1,900 said they were Facebook users) was conducted online April 26-30 and released last week. Zuckerberg sparred with lawmakers in D.C. April 10-11, providing ample time for Facebook users to react by deleting their accounts or at least reducing their use of the platform.

FACEBOOK SECURITY CONCERNS

On the other hand, security seems a concern. The poll shows Facebook users were more attuned to security measures than users of other platforms (see chart).

Facebook Monthly Users and Platform Security

241 million: Facebook monthly users in N. America (Q1 2018)

231 million: Facebook monthly users in N. America (Q4 2017)

74%: Percentage of Facebook users who said they were aware of their current privacy settings

78%: Percentage of Facebook users who said they know how to change their privacy settings

60%: Percentage of Instagram users who said they know their current privacy settings.

65%: Percentage of Instagram users who said they know how to change their privacy settings.

55%: Percentage of Twitter users who know their privacy settings.

58%: Percentage of Twitter users who know how to change their privacy settings

Source: Ipsos/Thomson Reuters (2,194 adults, April 26-30) May 2018

Still, only 23% of Facebook users said they have "total control" over the information they store on the platform; 49% said they have "some control;" 20% believe they lack any control; and 9% were unsure.

Among all adults, 64% said they use Facebook at least once daily, down slightly from 68% who said so in a similar poll in late March. News reports about Cambridge Analytica initially appeared March 16, shortly before that poll was conducted.

Facebook said monthly users in N. America rose to 241 million during Q1 2018, up from 231 million at the end of Q4 2017. The growth was consistent with previous years, yet another sign of Facebook's relative health following what now can be called the Cambridge Analytica scare. ■

SOCIAL MEDIA GUIDEBOOK

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

Chapters include:

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

PRNews

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



Communicators and Marketers Urged to Learn Tech Skills to Better Tailor Pitches and Messages

Ask a media relations pro to summarize a lifetime of pitching tips into a few well-chosen words and she might say, “Know the publication and reporter you’re pitching to and tailor your approach accordingly.”

Based on an unscientific survey (also known as the hundreds of pitches *PR News* editors receive), most pitchers are ignoring such advice.

A new survey of 585 marketers in 19 industries across 181 countries sheds light on why this might be so.

In short, media relations pros lack the technical skills to tailor emails in a time-efficient way [see charts below].

Additionally experience with automated marketing is lacking, the survey says.

ONE SIZE FITS ALL: NOT

From there you can surmise pitches to media and messages to customers, respectively, lack tailoring or personalization, a major issue when seeking media coverage from journalists and attempting to curate personalized experiences for consumers (*PRN*, May 8).

In a finding that will result in countless journalists and consumers muttering, “I told you so” under their breath, more than half (53%) of marketers told the survey they send the same email to all recipients.

Again it could be a skills issue with email marketing and marketing automation. Just 14% of marketers, the survey reports, go beyond basic segmentation and use automation to personalize their messages.

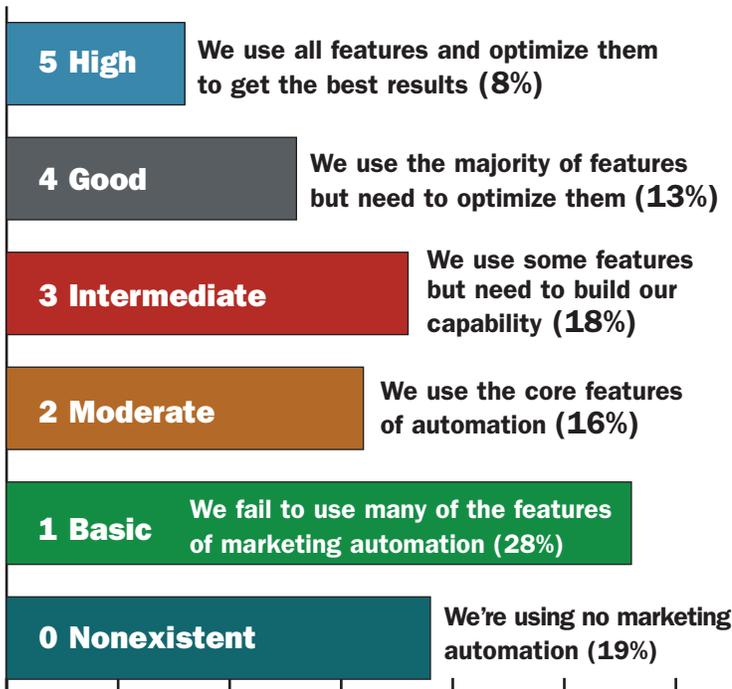
Most marketers lack the confidence and experience with automation and email they need to sell more effectively. For example, 28% of marketers rate their skills with automated email as intermediate, while nearly one-third (29%) rate their skillset as basic. The issue here, of course, is email arguably is the dominant medium used to pitch reporters.

MARKETING AUTOMATION A MYSTERY

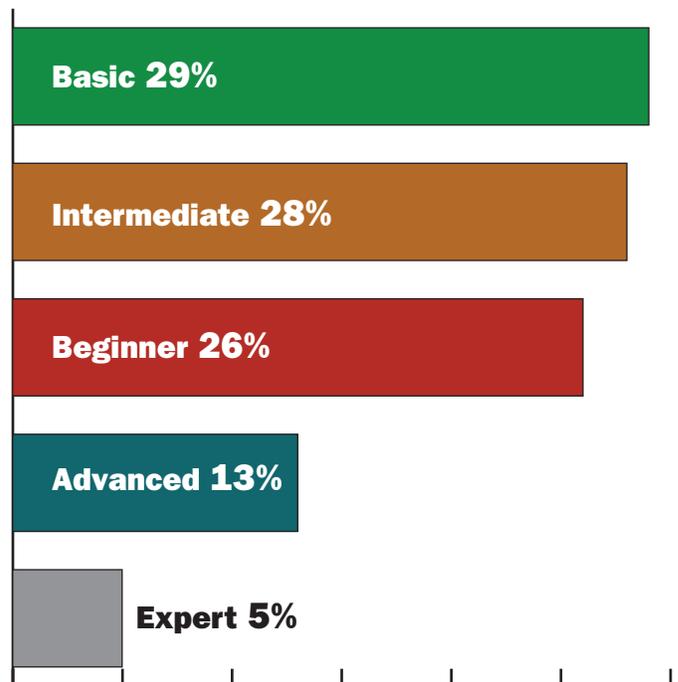
Just 8% of marketers rate the effectiveness of their marketing automation efforts as high (use all features and optimize for best results). Almost 20% of marketers surveyed say their skills with automated marketing are nonexistent and consequently they’re using no automation.

Certainly automated email lists save time when PR pros pitch media and automated marketing tactics can help marketers seek customers, yet time saved may be only half the battle. Countless surveys show when it comes to pitching media and sending the correct message to customers, tailoring is critical. Obtaining tech skills to facilitate shaped pitches and customer messages likely will prove beneficial. ■

Effectiveness of Marketing Automation



Marketers' Expertise Level With Automated Email



Sources: Get Response, Smart Insights (585 marketers in 181 countries) May 2018

Digital Ad Revenue Up 20% to \$88 Billion in 2017; Mobile Video at \$7 Billion Bests Desktop

While some holdouts still believe digital is a passing fad, the latest digital advertising figures would seem to put such arguments to rest. In addition, the media consumption figures in the chart below add to the argument against digital pursuits being a flash in the pan.

As for digital advertising, 2017 was another record year, with revenue at \$88 billion, up 21% vs 2016, the **Interactive Advertising Bureau** (IAB) said May 10 in a report **PwC** prepared for the Bureau.

Mobile was the dominant chunk at 60%, or \$50 billion, up from \$40 billion year over year. Video was strong, responsible for \$7 billion of mobile's total, a 50% jump vs 2016 figures, outdoing desktop video advertising (\$5 billion) for the first time. Video advertising in both desktop and mobile formats grew a very healthy 30% year over year, the IAB report says.

SOCIAL AD SPEND SLIGHTLY OFF

Social media advertising also surged, with its 5th straight double-digit rise, up 40% to \$22 billion. There was a small surprise in search, which continued its dominance at \$41 billion, up 20% from \$35 billion in 2016, with 50% coming from mobile search. Still search as a format was off slightly. In

2016 search was responsible for 48% of digital ad revenue. In 2017 it was 46% of the digital ad revenue pie.

A caveat, the figures are slightly less than definitive since the report's sources include a pastiche of data, including 10-K filings, financials and media reports. In addition it's unclear what information the assumed dominant powers, **Facebook** and **Google**, provide to the survey.

IN PRINT WE TRUST

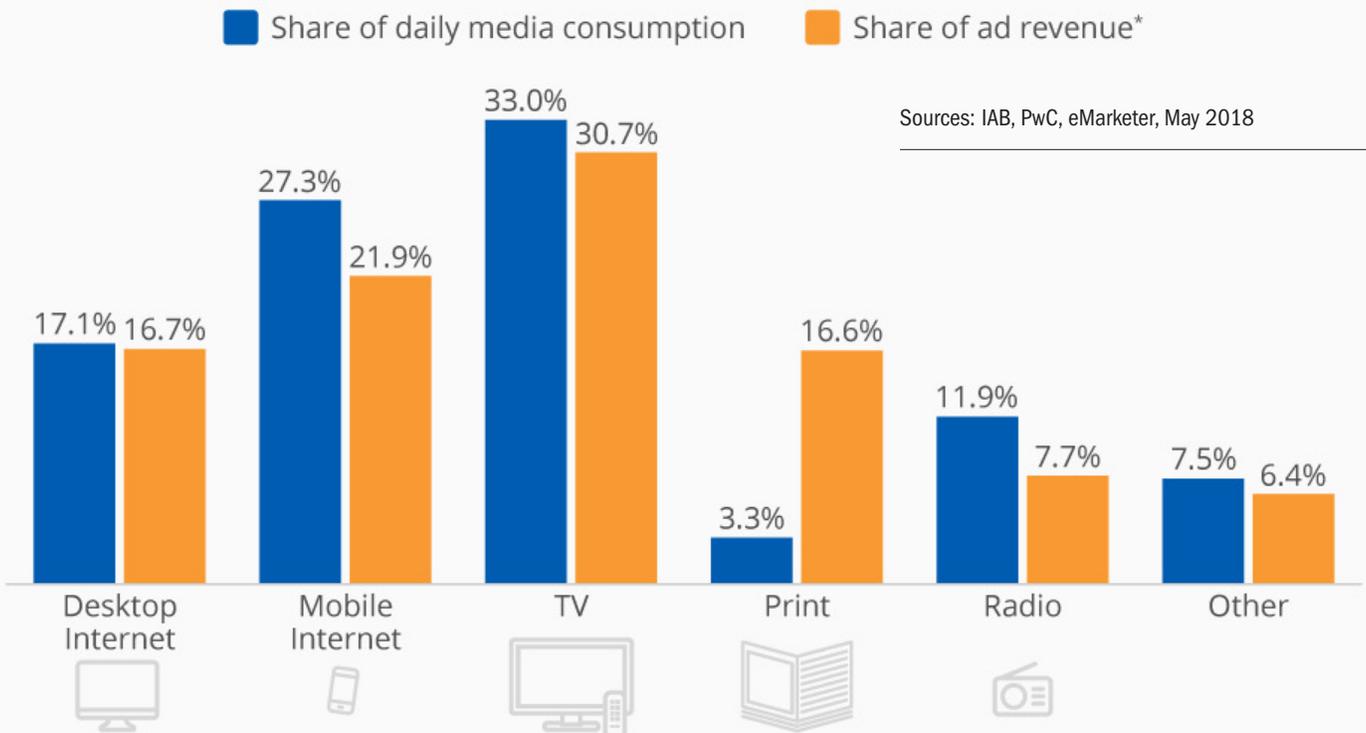
A large question, of course, is whether or not advertising is present in places where the public spends its time consuming media. The Statista chart below shows advertisers seem to be spending wisely.

The chart compares IAB's U.S. ad revenue figures with **eMarketer's** media consumption estimates for 2017. As you can see, while digital pursuits were considerable, they still trail the dominant media, television, which captured 31% of ad revenue in 2017.

The exception, of course, is print, which consumed 3% of our time yet captured 17% of ad spending. This should change when/if digital advertising becomes more transparent. ■

How Ad Spending Aligns With Media Consumption

Share of media consumption vs. share of advertising revenue by medium in the U.S. in 2017





Kate Conger, Senior Reporter, Gizmodo

1. Strange Times: These are head-scratching times for PR pros who specialize in media relations. We offer three examples. Last month the **NY Times** dismissed a veteran editor without explanation beyond he made some “mistakes” (*PRN*, May 1). Then, after scads of media questioned the Times’ lack of transparency, the paper allowed one of its reporters to advance the story, though she had to rely on anonymous sources. In short, several female Times staffers accused Metro editor **Wendell Jamieson** of inappropriate behavior, the story, quoting unnamed sources, said. Sources also told the Times reporter management decided to stay quiet about the dismissal to protect the female employees involved (*PRN*, May 8).

2. ...Transparencia: Last week we had the spectacle of writers harshly criticizing the media company that owns their outlets. In a May 8 article posted on **Gizmodo** and titled *Univision is a F-cking Mess* (we removed one letter in the fourth word of the headline), Gizmodo reporter **Kate Conger**, **Splinter’s Dave Uberti** and **Deadspin’s Laura Wagner** collaborate on a nearly 8,000-word article portraying **Univision’s** growth as a massive business and journalistic failure. In particular, it decried the way Univision moved into digital properties, including the acquisition of digital entities such as Gizmodo, Splinter and Deadspin and the draconian cuts that have followed. Although much of the reporters’ wrath is aimed at Univision executives’ poor decisions, it admits market pressures, such as the ad success of **Google** and **Facebook**, make any attempt at creating a going concern on the digital side more difficult. Univision’s growth, particularly in television

and radio, had made it a darling of the media world. The story, though, paints Univision management clueless as to how to integrate the digital publications, with employees caught in the middle. An excerpt: “At the working level, a lack of clear editorial vision left employees adrift. Relentless pivots meant...people hired to do one job were often given different assignments within a matter of months, ending up working on projects that didn’t align with their experience; meanwhile, executives seemed far more focused on creating the narrative of a fast-growing media company...”

3. ...Rocky Mountain Low: Couple these unusual media occurrences with recent events at the **Denver Post**, where employees penned an open letter blasting the paper’s new hedge fund owner, **Alden Global**. Earlier, Alden Global reportedly refused to allow the paper to run an editorial criticizing Alden’s management. The takeaway for media relations pros: the research you conduct prior to pitching your stories to media best include a review of the battlefield.



Helen Kim, Former VP, Nike

4. Just Do It Consistently: The latest news out of **Nike** last week contained a surprise but also had a feeling of consistency. There was yet another round of senior Nike executives departing the company in the wake of a major exposure of a dysfunctional culture at the world’s top athletic brand (*PRN*, May 8). CEO **Mark Parker** said during a town hall there would be more exits, though they would end last week. Indeed an additional quintet of senior execs is gone, yet one is a female: VP of Nike East for N. America **Helen Kim**. She joins **Simon Pestrige**, global VP of marketing for performance categories; **Steve**

Lesnard, head of running, N. America; and **Tommy Kain**, director, sports marketing. The consistent element is Nike made no official mention of the departures. It fell to **Bloomberg** to confirm them. Nike provided no reason for the exits. With 11 senior executives gone rapidly, a talent dearth worried market analysts, concerned Parker’s ambitious revenue goals may be even more difficult to achieve. Nike’s shares fell May 9 and 10 on the departure news but were recovering at press time.

5. Survey Says: PRSA and Edelman are collaborating on a survey about PR measurement techniques. PRSA also appointed a commission to study measurement. – The **Plank Center** will sponsor the *N. American Communication Monitor* to survey the status quo, qualities and trends of communication management.

6. Growth: Karbo Communications unveiled a dedicated digital content team. **Jeff Curtis** will run the team.

7. People: Congrats to *PR News* friend/Hall of Famer **Andrew Bowins** on his appointment as SVP, communications and industry affairs, the **Entertainment Software Association (ESA)**. Most recently Andrew was executive director, corporate reputation and communications, **KPMG**. – **Burson Cohn & Wolfe** named former **Cohn & Wolfe** worldwide president **Jim Joseph** global president, brand solutions, a new position. – A pair of **APCO** appointments: former chief foreign correspondent for the **WSJ Jay Solomon** was named senior director; and former **State Department** official **Prashanth Rajan** was named a director. ■



Andrew Bowins, SVP, Communications, Industry Affairs, Entertainment Software Association