

What are you going to do with your life today?



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Director of Public Relations



Modern Protocols and
New Industry Standards
for Tracking and
Measuring, and Reporting
the Value of Earned Media
and Public Relations

TRANSLATION:

How do we keep score in PR?



TERMS OF ENGAGEMENT:

Public Relations (PR) = Action

Strategic communications and initiatives that build mutually beneficial relationships between organizations and their publics.

Earned Media = Outcome

The publicity that results from PR efforts.

- Gained organically through content, editorial, or word-of-mouth
- Produced by a third-party influencer
- Free/Unpaid

TERMS OF ENGAGEMENT:

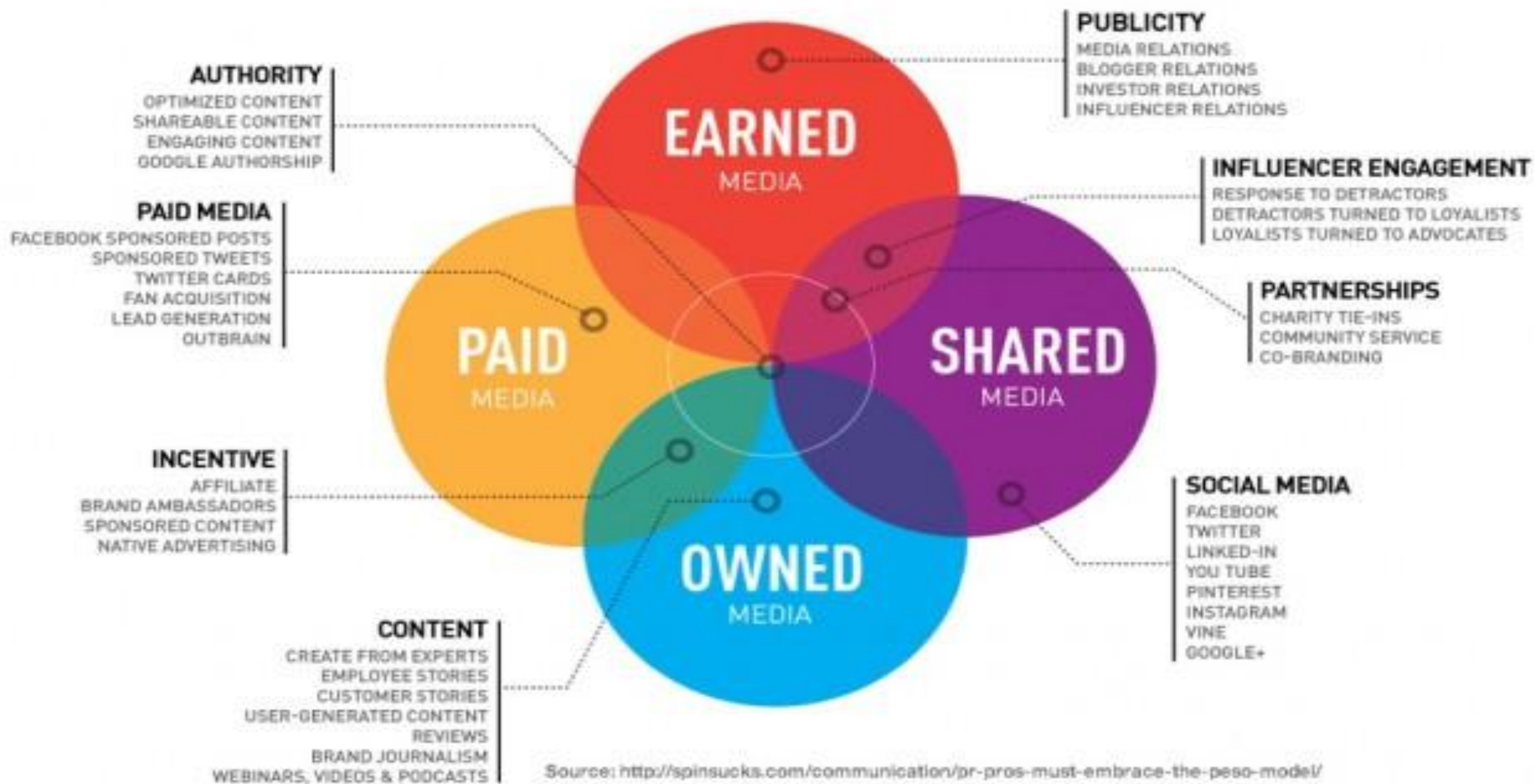
Advertising = Action

Calling public attention to a product, service, or message using paid announcements and placements using mass media channels - print, outdoor, broadcast, online, etc.

Paid Media = Outcome

Publicity gained through purchased advertising or other paid placements.

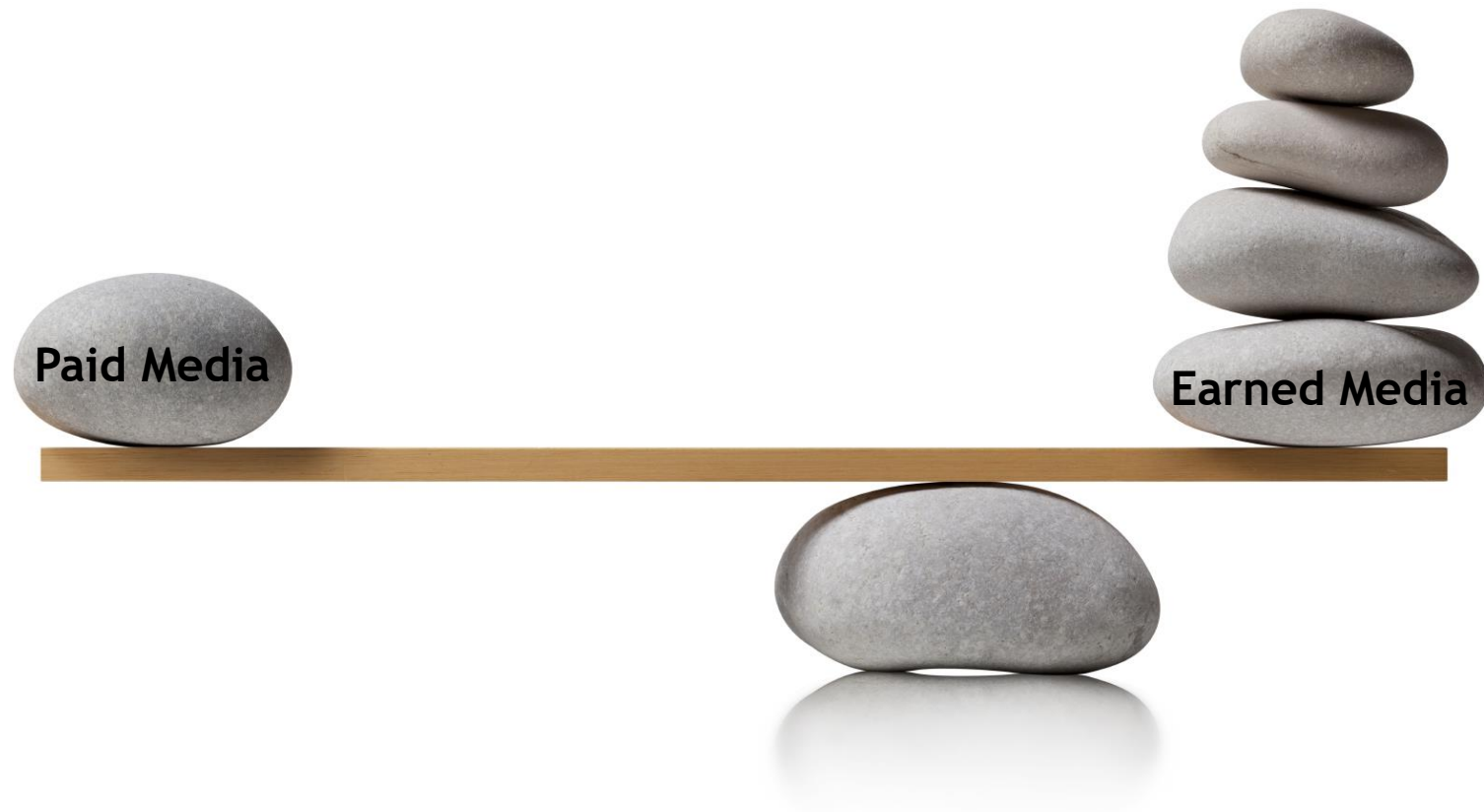
PESO Model: Paid, Earned, Shared and Owned Media



3 OLD-SCHOOL PR RULES:

1. **Advertising Value Equivalents (AVE)**
2. **Count Clips**
3. **Impressions / Readership**

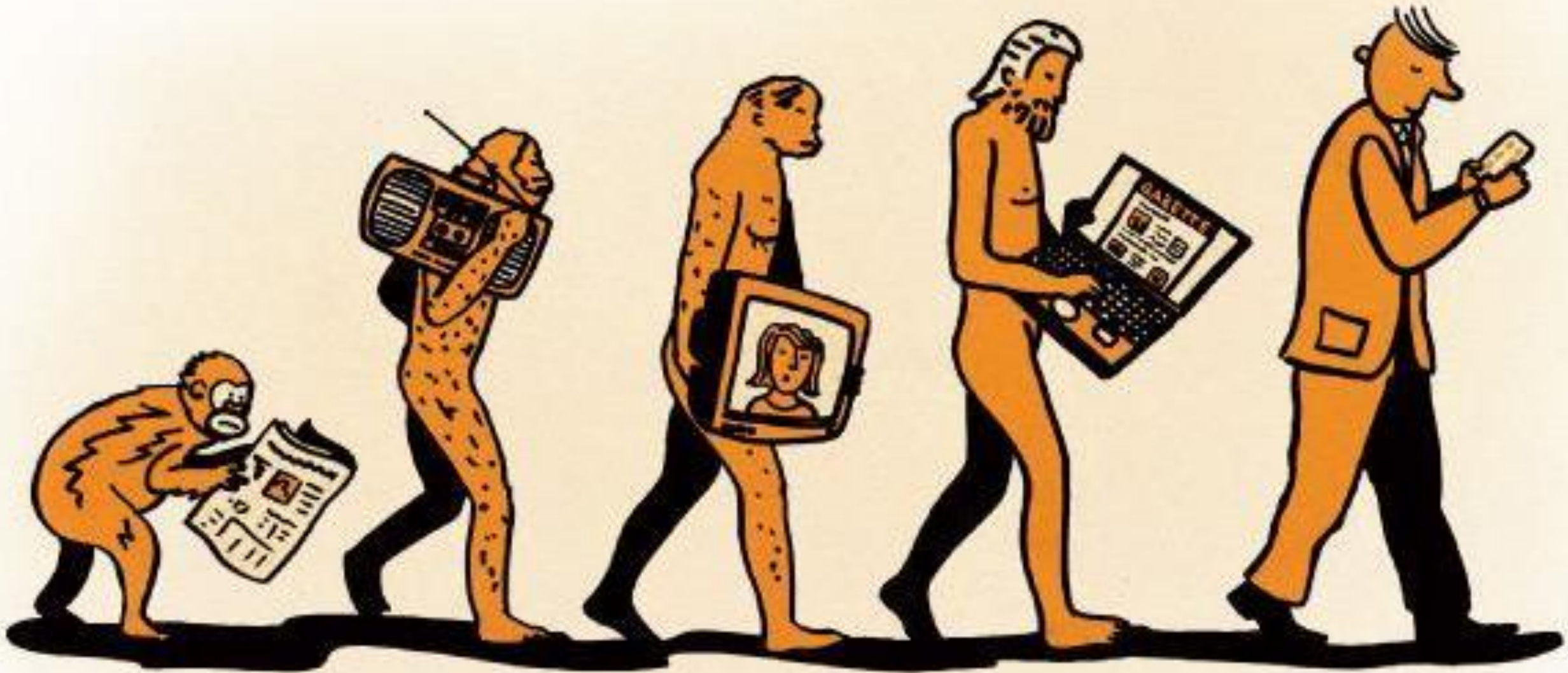
ORIGIN STORY:



WHAT CHANGED?

How we communicated
and connected to
THE WORLD

90's TECH REVOLUTION



WHAT DIDN'T CHANGE?

How Public Relations
measured and valued
Earned Media
in the
DIGITAL AGE

Advertising



Public Relations



BIRTH OF
ONLINE
MEDIA
(90's)



**TIME FOR
NEW
RULES!!!**



THE NEW RULES

The PR Industry (finally) realized it was essential to its survival to develop a new way of measuring the value of earned media.

The new model would need to adhere to strategic measurement practices that were unique to the PR Industry and correspond to the true values of earned media.

In 2010 the top industry leaders and scholars from around the world met during the 2nd Annual European Summit on Measurement in Barcelona, Spain.

That Summit produced the first overarching framework for effective public relations, communications, and earned media measurement.

THE BARCELONA PRINCIPLES

Developed and Supported by:

1. International Association for Measurement and Evaluation of Communication (AMEC)
2. The Global Alliance
3. The Institute for Public Relations
4. The International Communications Consultancy Organization
5. The Public Relations Consultants Association
6. The Public Relations Society of America

THE BARCELONA PRINCIPLES

The Barcelona Principles represent an industry-wide consensus on a basic set of principles that serve to guide individual organizations in establishing a standard set of metrics that can effectively measure the value of Earned Media and evaluate the results of public relations efforts in a transparent, reliable, and consistent framework aligned with the goals of any organization.

THE BARCELONA PRINCIPLES

(in a nutshell)

1. Earned Media Evaluation should consider both the Quantity and Quality of coverage.
2. Advertising Cost (AVE) No Longer Equates to the Values of Public Relations.
3. Impression/Readership multipliers should be Discontinued as inherently subjective and they grossly underestimate real potential exposure in today's online universe.
4. Measure Outcomes - NOT Output - as a metric of success in Public Relations.
5. Consider Organizational Goals in addition to Business Results when developing PR plans.
6. PR Measurement should be done in a manner that is Transparent and Replicable.
7. Don't forget to Listen to Your Audience as part of your review of Earned Media.

GROUP THERAPY



GROUP THERAPY

GATHERING EARNED MEDIA?

Are you actively looking for clips and news stories?
If so, how are you doing that?

CLIPPING SERVICES?

Do you use a clipping service?
If so, which ones?

MEDIA DATABASE?

Do you use a Media Database?
Is it set-up for collecting and reporting Earned Media coverage?
Does it allow for customization of fields and reporting formats?

GROUP THERAPY

REPORTING?

What metrics are you currently reporting for Earned Media?
Are your current metrics meeting the needs of your leadership and stakeholders?
What else would demonstrate real value of PR/Earned Media to those audiences?

WHAT NEEDS TO CHANGE?

Are you currently reporting more “Output” or “Outcomes” for PR efforts?
How do you make your Earned Media Reporting more valuable to your audiences?

HOW ARE YOU USING RESULTS?

Are you looking at how the results of PR align with your Organizational Goals?
How can you include Qualitative Results into your PR Goals annually?

13 POINTS OF LIGHT

(Here's what we did...)

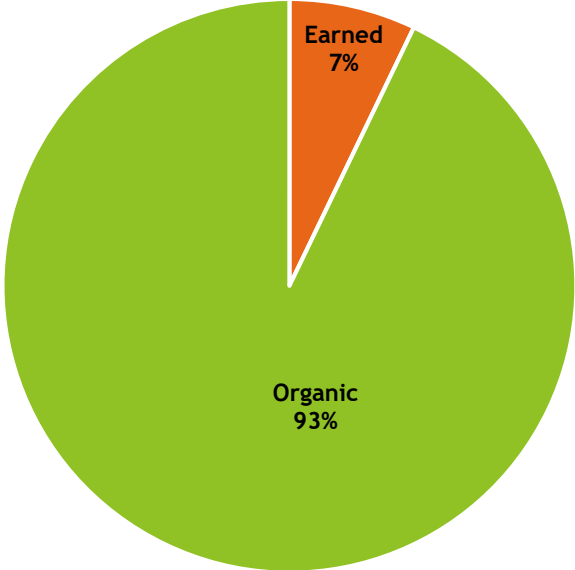
- 1. TOTAL CLIPS** Quantitative
- 2. SOURCE OF STORY** Earned or Organic
- 3. MEDIUMS** Magazine | Newspaper | Travel Blog | Web | Other
- 4. REGIONS** All of our target geographic areas + “US” + “International”
- 5. TONE** Positive | Negative | Neutral
- 6. AREAS OF INTEREST** Family | Food/Dining | Harrisburg | Hershey | Couples
Outdoors/Soft-Adventure | Holidays/Events

13 POINTS OF LIGHT

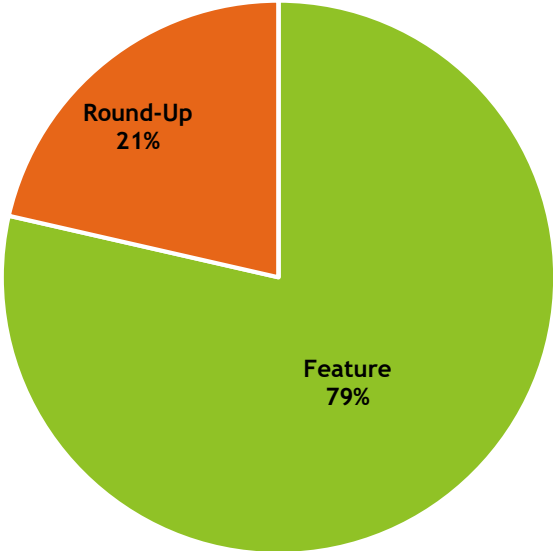
7. ARTICLE TYPE	Feature Round-Up Other
8. TOPICS	Destination Event Industry Local Organizational Other
9. PHOTOS	Yes/No
10.VIDEOS	Yes/No
11.OUR URL	Yes/No
12.BUREAU NAMED	Yes/No
13.BUREAU QUOTED	Yes/No

REPORTING

Source of Coverage

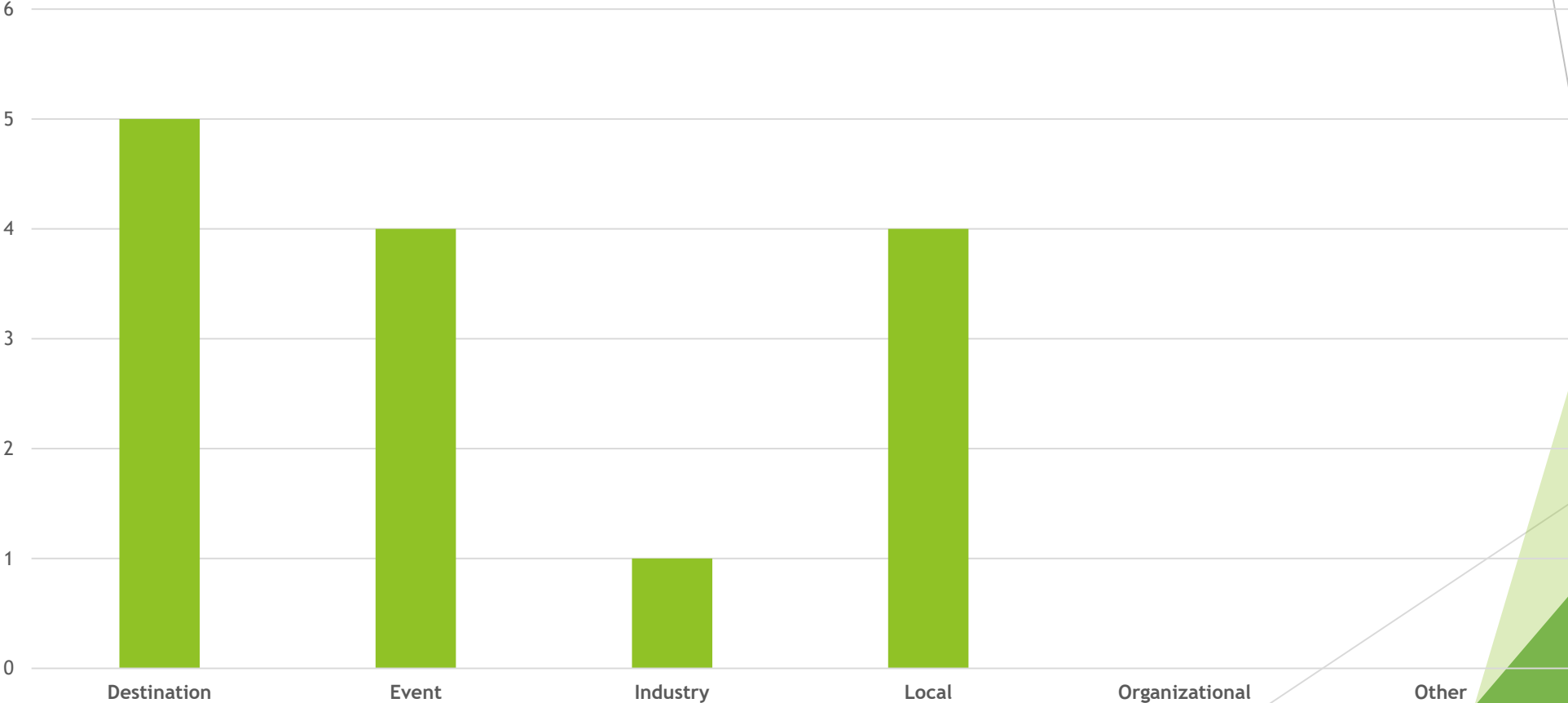


Article Types



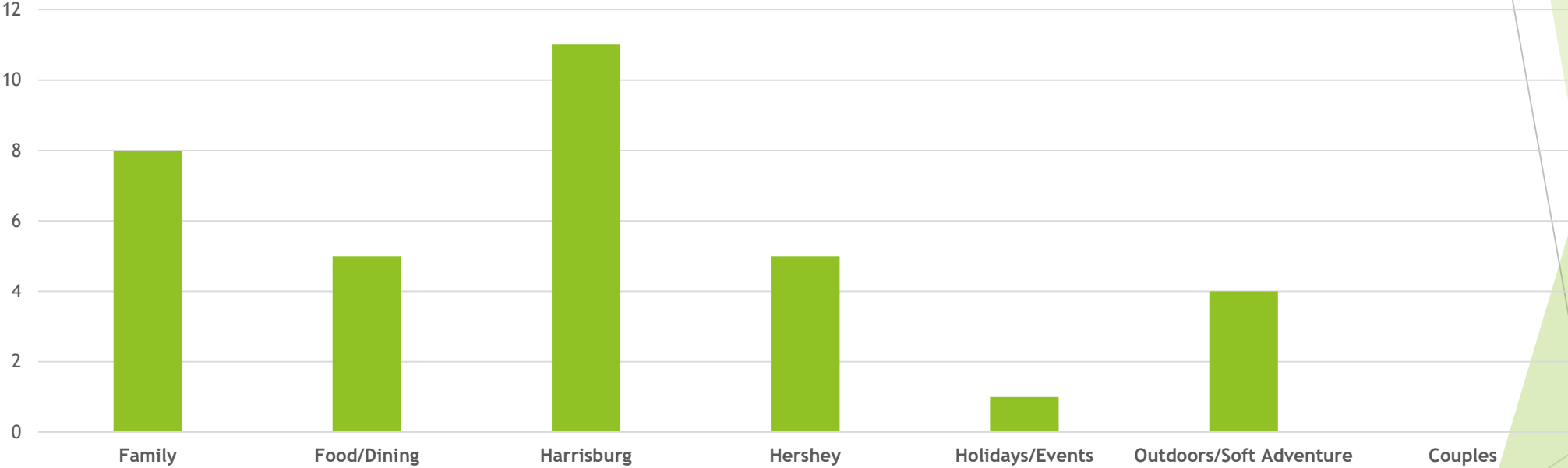
REPORTING

Topics of Articles



REPORTING

Areas of Interest



REPORTING

Mediums



“How To Keep Score In PR Today”



Presented by:

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