

PUBLIC RELATIONS TACTICS

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A Taste for Corporate Communications

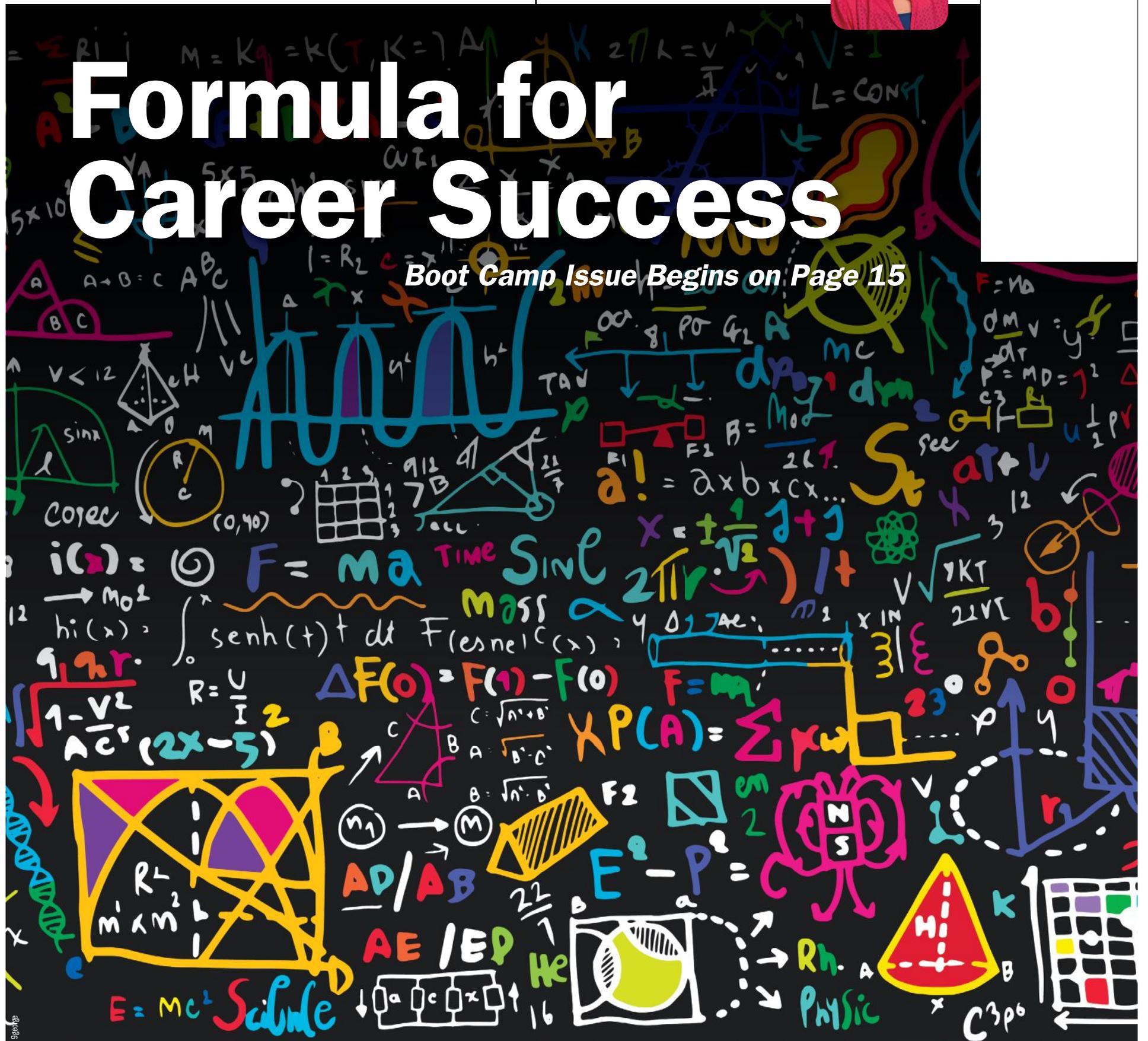
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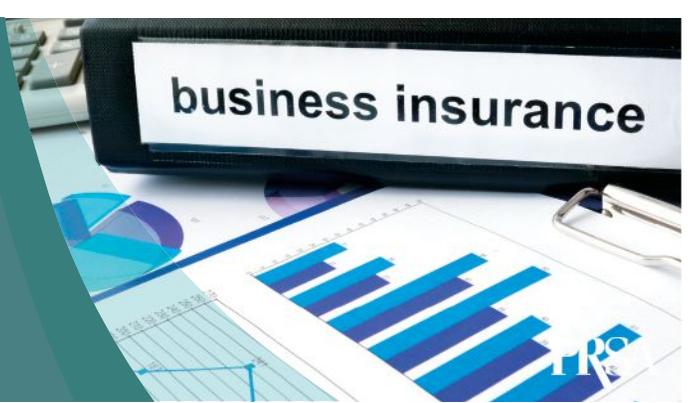


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Summer Reads for PR Pros

By Hanna Porterfield

It's August and it's likely a slower time at your office. Hopefully, you have some vacation days left. So why not use those extra Summer Fridays, early releases or long weekends to catch up on some reading that will give you a leg up on industry knowledge before the fall?

Below are a few of my favorite, classic PR-related book recommendations, plus a few other fun and interesting reads that will give you a new perspective on current events.

“Pitch Perfect: How to Say It Right the First Time, Every Time” by Bill McGowan

Media guru and Emmy Award-winning correspondent Bill McGowan's 2014 book focuses on “how to get your message across and get what you want with pitch-perfect communication.” A trusted adviser to tech companies and a media coach to the stars, he serves up advice for the rest of the industry.

“Between You & Me: Confessions of a Comma Queen” by Mary Norris

Though it's just a few years old, this book is a classic. By seamlessly blending



grammar into a witty, enjoyable book, former *New Yorker* editor Mary Norris shares her language know-all. As Amazon's book review notes, “Between You & Me” features “laugh-out-loud descriptions of some of the most common and vexing problems in spelling, punctuation, and usage.” Norris also has a great knack for storytelling.

“The Handmaid's Tale” by Margaret Atwood

If you've been binging on this on-demand Hulu series, then take a step back and read the novel that inspired it all. The dystopian society portrayed here is ever more prevalent with today's current political climate. Originally written in 1986, the novel depicts a futuristic world where people own women as property.

“Crystallizing Public Opinion” by Edward L. Bernays

In his first book, the father of public relations wrote: “Perhaps the most significant social, political and industrial fact about the present century is the increased attention which is paid to public opinion.” Bernays' combination of crowd psychology and psychoanalytical ideas continues to prove how PR pros find success by managing public opinion.

“The Tipping Point” by Malcolm Gladwell

If you want to understand business in a more holistic manner and powerfully communicate with various audiences, then Malcolm Gladwell's books are a good place to start. In particular, he defines the tipping point as, “the moment of critical mass, the threshold, the boiling point,” after which a product or idea spreads like wildfire. You'll find ties to public relations in several parts of his book, including the statement “Ideas and products and messages and behaviors spread like viruses do.” Finally, explore his three rules of epidemics: the law of the few, the stickiness

factor and the power of context.

“A House in the Sky” by Amanda Lindhout and Sarah Corbett

Amanda Lindhout's chaotic childhood leads her to catching the travel bug and leaving her native Canada to explore the world. In her memoir, which starts as an adventurous recap, she tells the story of her own kidnapping in Somalia and how perseverance can help you survive dire circumstances.

“Confessions of an Advertising Man” by David Ogilvy

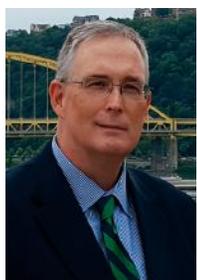
A superstar in the advertising industry, David Ogilvy has also taught the public relations world quite a bit. His book provides specific strategies, tactics and techniques used by the man himself, and many cite it as a top read for anyone in business. **T**



Hanna Porterfield is chair-elect of the PRSA New Pros Section and a senior account executive at Development Counsellors International in New York. She is a graduate of Michigan State University. Connect with her on Twitter @citygirlhanna.

Going Beyond Good Work With Internal Marketing

By Tim O'Brien, APR



Tim O'Brien, APR

The independent practitioner couldn't believe her ears. Here she was, finishing a project in which she had delivered a steady stream of media opportunities and placements — and yet a senior member of the client firm was lecturing her on “lack of results.”

Didn't this person know of her performance? Maybe not.

Letting strong work speak for itself is often not enough. Sometimes we have to do internal marketing to make sure the right people are continually aware of the value we're delivering.

Gather results and conduct an analysis

Margaret J. Arnold of Margaret J. Arnold Public Relations in Kimball, Minn., likes to begin her post-program or post-project

work by conducting an analysis for herself.

“Since the plans are strategy-driven, it is helpful to first make notes in the plan, cross off the to-dos or highlight or strike out the tactics that were either put on hold or removed from the plan during implementation,” says Arnold, who has a master's in business communication. Post-program analyses are also “my opportunity to gather data from team members. I often summarize results as I go along, so at the end of the project it's easy for me to complete one last project-summary email to my client and other stakeholders.”

After a project, she holds scheduled debriefings to discuss results and next steps. The meetings might include a celebratory lunch or treats that she brings in for the team.

As appropriate, we also discuss whether the project should be entered into an industry awards competition, she says.

Todd Nelson of TNTpr in



Oakland, Calif., says, “The job of a PR practitioner isn't done until results are gathered and a report is generated, just like laundry isn't done until the shirts are hung and socks are folded.”

His reporting tools vary. “If it is a wide release through a wire service, I provide detailed reports of media coverage, social media placement, geographic reach and other measurable outcomes during the first 30 days after the release,” Nelson says. “With targeted-release campaigns, my standard tool for

reporting is media-placement statistics, which include digital and print-publication subscriptions and reach, and social media analytics such as ‘likes’ and ‘shares.’ Key stats may also include revenue increases, new customer acquisitions, media mentions,

website registrations and event attendance.”

Highlight critical information

Robert Beadle of Northeast PR, Inc., in Central Falls, R.I., believes that if you wait until the end of a project to start talking to the “right people,” it's usually too late.

“I make sure to ask my client before the project begins for the names of those who have a stake in the marketing program,” he says. “Then I reach out to them to make sure they know the project

is happening and they have a voice.”

Ericka Lozano-Buhl of Mix-to Communications in Portland, Ore., says, “No matter your field, I believe you should always be striving to be better.”

In this spirit, she says, “Debriefings aren't just a way to share successes with clients.” Instead, they are a way “to analyze how to do my work more effectively.”

As part of her reporting, she uses the analytics tools on Facebook and Twitter whenever possible, in addition to her favorite measurement platform, Google Analytics.

“Clients are paying for good work and they want to know whether they have results to show for it,” Lozano-Buhl adds. “It's important to understand how to highlight critical information and share it clearly.” **T**

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