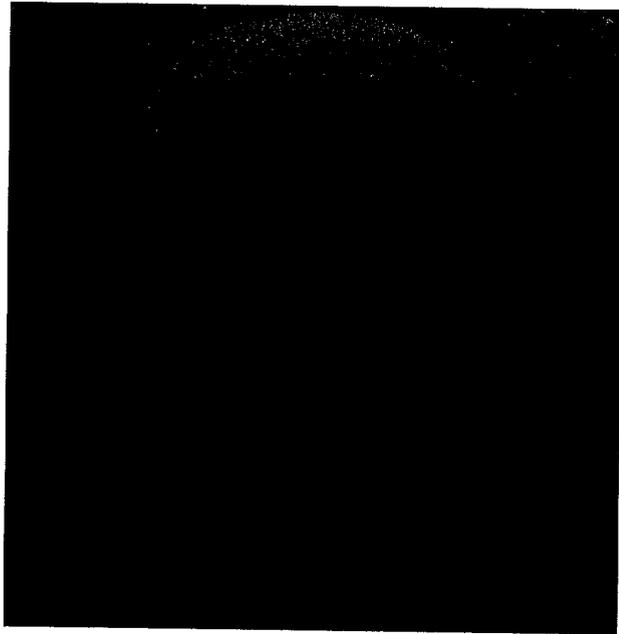


SOMARC's Practical Guide Series

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TICAL PR

Monitoring Public Relations

**THE
FUTURES
GROUP**

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Practical PR

Monitoring Public Relations

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Practical PR: Monitoring Public Relations

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Introduction

Monitoring Public Relations

Public relations can be an effective tool in your marketing arsenal. It has also become a critical part of successful SOMARC programs. Public relations provides credible, targeted exposure. It can help build your program among opinion leaders and health professionals, it can reinforce advertising messages, effectively communicate about complex, sensitive issues, help your messages break through advertising clutter, and get attention for your products and program.

Public relations can help you meet your program objectives. By using PR you can influence behavior, educate your audience and their families about how to space children and live healthier lives, and communicate to hard-to-reach segments of the population. In SOMARC programs, public relations is often used to communicate to consumers, government and religious leaders, journalists, health professionals, and corporate decision-makers.

Monitoring public relations efforts is an important part of any SOMARC public relations program because it is what helps you determine where your efforts are finding success, and where they may need some revision. If you do work with a PR agency, they can monitor activities for you and report back to you on a regular basis. If you don't, monitoring can easily be done by staff.

To make the monitoring easier, we have included forms and worksheets to assist you. You will want to choose whatever activities work for you and for the PR professionals who help you.

This *Practical Guide* also is intended as a test. When you do use some of the monitoring activities, we would appreciate it if you would let The Futures Group International in Washington, DC, know what works and what doesn't work. We will incorporate your comments in the next version of this monitoring guide.

What SOMARC Managers Need in Order to Monitor

As a SOMARC manager, there are a number of tools and information you will need to help you monitor your program's public relations efforts. These include an understanding of

- **Agency selection** — How to select the best PR firm for our project
- **Agency etiquette** — How to manage an agency to get the best results
- **Agency costs** — What will it cost to manage and monitor a PR program? What are the differences between labor and out-of-pocket costs?
- **Agency personnel** — Who is working on the project?
- **Approval process** — Who in your office/on staff needs to review and approve agency-prepared PR materials?
- **Media contacts** — Who is being contacted about the program, what are they asking/saying, and what problems and opportunities do we have?
- **Media placements** — What stories are placed, who is reading them, and do they include the program's key messages?
- **Related stories** — Are any stories running that talk about your program that you didn't place? Is anything running that could positively or negatively impact the program?

- **Agency/staff interaction with influentials** — How frequently do you or the agency interact with program influentials? What are the opportunities for greater interaction with decision-makers? Where are potential problems?
- **Agency/staff interaction with other intermediaries** — How frequently/what are the opportunities for talking, working, or meeting with other intermediaries, such as doctors, pharmacists, community group leaders, that could affect the program?
- **Materials distribution** — Which materials have been distributed and in what quantities? Which materials are most popular and useful for the target audiences?
- **Impact** — How do you know if your PR messages are getting out? Are they on target? Are they having the impact you desire?
- **Review an agency** — How can managers communicate with agencies about their work? How to enliven a relationship that needs attention

The following chapters of this guide will describe how to monitor public relations activities. In most sections there are forms to help you. It is important to monitor your public relations program on a regular basis, preferably reviewing new information once a month. If your PR agency is handling these activities, you should request a monthly report.

While much of this *Practical Guide* assumes that programs will be working with PR agencies or individual PR experts/ freelancers to develop programs, some managers may choose not to use an outside supplier and will do the work in-house. Most of the requirements for PR professionals also can be applied to in-house professionals. Additional considerations for in-house operations are described throughout this *Practical Guide*.

Selecting Individuals and Agencies

Big vs. Small

When possible, it is wise to hire a public relations firm or an individual with public relations expertise to help you with your PR. Individuals could either be freelancers or individuals you could hire and put on staff. These PR pros, whether large agencies, small agencies, or individuals, are experts at what they do, they probably have good contacts with the local media, and you should expect them to be able to create newsworthy materials and know what sells to a journalist.

Cost and the level of service you receive are two considerations when making the decision to use a big firm versus an individual freelance public relations professional or small two- to three-person firm. Big agencies often offer a broad range of services and support, and have higher overhead costs and fees to support these services. Additionally, senior people in big agencies usually spend time on the agencies' largest accounts. Accounts that are not perceived as having great opportunities for making the agency money often cannot afford to provide a lot of senior management attention. Smaller groups often have lower overhead, but do not always offer the range of services large agencies do. Senior people usually run the business and work on projects. Consequently, a smaller account can receive the attention of a more seasoned professional.

The process for selecting your public relations supplier — whether a big agency, a smaller agency, or one or two professionals — is pretty much the same.

Where to Begin

Following are activities you can do to start

- Determine your budget — how much can you spend?
- Investigate other companies and individuals and use word-of-mouth to narrow down the list of prospects. You may also want to ask your advertising agency for a recommendation. Ask people recommending the agencies what they liked about the agency or individual and what they did not like.
- Did the agencies or individuals accomplish the goals of their clients? Were the clients satisfied? Was it worth the cost? What is the agency or individual known for — creativity, strategic thinking, account management?
- Look into the possibility of hiring an individual freelance public relations professional or even a small two- to three-person firm. Their expenses and overhead costs are usually lower than those of a 'full-service' agency. These types of firms may also serve you better for short-term, one-time projects.
- Invite at least two companies to compete for your business.
- Keep in mind that agencies can be retained on a project basis, rather than a monthly fee. It all depends on how you structure the relationship.

Written Proposal

Once you have narrowed down the field to three to five agencies

- Ask each agency, by letter, for an agency resume and a short proposal for your business. Explain that you are looking for an agency, give them all the same background information about the program and why you need an agency.
-

What you will receive from them is a broad proposal. From this, you should be able to narrow down the number of agencies with which you would like to meet personally.

- Invite them to make a formal presentation to you demonstrating their capabilities and showing examples of their work with other clients. Agencies call these work samples their portfolios.
- Be sure you ask which agency staff members will work on your account. They are called your account team. Make sure they are all invited to the presentation.

The Agency Presentation

Give each agency a brief scenario for a public relations project or special event. Make sure you give each agency information about your project, your goals and objectives, and target audiences. You may wish to give them a copy of your marketing plan. It is often a nice gesture to provide a modest budget for reimbursing them for their expenses if they will be required to spend an extraordinary amount of time preparing sample creative materials or a plan.

Set aside a day to hear all the presentations. Give each agency enough time to present and be sure to leave time for questions.

Making the Selection

Determine the criteria that are important (i.e., health experience, publicity, creativity, management) and create a scoring sheet defining your criteria. Following is an example of a scoring sheet often used by SOMARC.

CRITERIA FOR JUDGING PUBLIC RELATIONS FIRMS

Agency _____

1 EXPERIENCE (15 POINTS)

PR industry knowledge and experience implementing a multifaceted public relations program that supported issues and/or a product and included several elements, such as

- Placing stories in the media/placing spokespeople on radio and TV shows
- Getting issues covered in television programming
- Training journalists/spokespeople
- Communicating during a crisis situation
- Using interpersonal education (slide shows, videos, seminars, speaking engagements)
- Working with research, monitoring media, evaluating programs

2 UNDERSTANDING OF PROGRAM SCOPE AND CREATIVE, TIMELY APPROACHES (15 POINTS)

Grasp of our problem/challenge, scope of the work, creative, practical ideas for reaching objectives outlined in the brief — suggestions for adding resources to team and getting the work done on time, attention to deadlines

3 STRATEGIC PLANNING ABILITY (15 POINTS)

Experience developing written, strategic communications plans, demonstrated by an example

4 MEDIA PLACEMENT AND TRAINING (20 POINTS)

Media placement capability — placing stories in the media/placing spokespeople on radio/TV shows, crisis communications, training journalists, media training of spokespeople

5 COLLATERAL (15 POINTS)

Experience creating collateral materials, writing brochures, understanding of materials necessary for low-literacy audiences, health professionals, non-traditional providers

6 EXPERIENCE WITH OUR TARGET AUDIENCES (20 POINTS)

Experience working with our target audiences — low-income women, health providers

After hearing all the presentations, you should have a good idea as to the agency you want to hire. Review your scoring criteria for each agency. Also, ask yourself

- Did the agency do what you asked them to do?
- Did they create and present a strategic plan that complemented your goals and fulfilled your needs?
- What was the scope of their media and government contacts?
- Were they well-researched and thorough throughout? Did they do their homework?
- Did they stay within the budget guidelines you gave them?
- Could you and your staff work with this agency? Were there any obvious personality conflicts?
- Are the people who made the presentation the same ones who will be working on your account?
- Is the agency so large that your account becomes insignificant to them? Or so small that they cannot perform the agreed-upon tasks? Look for a balance.
- Do they appear truly interested in doing a good job for you?

NOTE: Be sure to advise those that you reject that you have selected another agency.

Agency Billings

There are basically four ways an agency gets paid

- 1 Monthly retainer — a monthly fee that covers consulting only
- 2 A flat fee — usually when an agency is hired for a special project for a pre-determined amount of time
- 3 Fee plus — this includes a set monthly retainer that covers personnel, overhead, and agency expenses plus out-of-pocket expenses such as travel, photography, phone, mailing, etc
- 4 Hourly fee — this means the client is paying for all hours incurred on a project, with no set ceiling

Agency Contracts

If you hire an agency or individual to handle your public relations activity, it is wise to put them on a six-month trial period prior to signing any long-term contracts. However, it is advisable to avoid any long-term contracts altogether. Limit contracts to one year if possible.

Monitoring Agency Hours and Costs

It is important for you to know where your PR budget stands at all points in time. It also is important for you to understand how the budget is being spent and by whom.

An overall PR budget should be part of your PR plan. For a discussion about the budgeting process, please refer to the *Practical Guide for PR* which is also available through The Futures Group International in Washington, DC.

The following form can help you track your spending on a monthly basis so that you always know how much of their budget your agency or PR professional has spent. If you are managing in-house costs, you may not need to track labor costs.

SUMMARY OF AGENCY HOURS AND COSTS

Spending for month of _____

TASK 1	(Such as pill publicity)			
		<u>Hours (#)</u>	<u>\$</u>	<u>Total</u>
•	<i>COST OF LABOR (by person)</i>			
_____		_____	_____	_____
_____		_____	_____	_____
•	<i>ITEMIZED COST OF GOODS PURCHASED (Also referred to as Direct Costs or Out-of-Pocket Expenses)</i>			
_____		_____	_____	_____
_____		_____	_____	_____
•	<i>TOTAL</i>			_____

TASK 2	(Such as brochure development)			
		<u>Hours (#)</u>	<u>\$</u>	<u>Total</u>
•	<i>COST OF LABOR (by person)</i>			
_____		_____	_____	_____
_____		_____	_____	_____
•	<i>ITEMIZED COST OF GOODS PURCHASED</i>			
_____		_____	_____	_____
_____		_____	_____	_____
•	<i>TOTAL</i>			_____

OTHER CHARGES	(Fee, overhead, profit)			
_____		_____	_____	_____
_____		_____	_____	_____

GRAND TOTAL

TOTAL PR BUDGET				
	LABOR	DIRECT COSTS	OTHER CHARGES	TOTAL
Balance previous month	_____	_____	_____	_____
Spent this month	_____	_____	_____	_____
Remainder	_____	_____	_____	_____

Agency Etiquette

Your PR agency or individual pro should have the tools to monitor your program's public relations activities. It is best to work from a plan so that both you and those working on the project know what to expect and when to expect it.

You will also want to work from a budget that includes a breakdown of labor and direct costs so that there are no surprises. It will help you to know where you stand each month in terms of your budget. Include in your contract that the agency or PR pro should notify you before they exceed a budget. You may wish to base the notification on a specific amount of money, such as when 10 percent of the budget remains.

Be sure to sit down with the agency or PR pro and outline what you would like to accomplish in terms of your monitoring activities. You can share the forms in this guide and choose to use those that meet your objectives. Also, make it clear who the agency's principal contact is within the SOMARC office and who has authority to give final approvals.

You and the agency also need to come to an understanding about when rush charges occur. (Rush charges are extra costs that are added on to such items as printing and typesetting for doing a job more quickly than normal.) Your agency should let you know up front if something will cost extra because of a rush. Then you can make a determination about how to proceed.

It is important that you and the agency meet deadlines that you impose on each other. If the agency is waiting for you to provide them with information they need to complete a task, you need to realize that may affect the project timeline. It is important to regularly communicate with the agency about deadlines and progress.

Most importantly, treat your agency as a partner. They will feel valued and respected, and you will get the results you desire.

Approvals

Creation of a PR program will be smoother if it is done in collaboration between program managers and PR professionals. This section reviews program elements that often require review and approval from program managers and others.

Advertisement and Program Creation

Radio or TV advertising and programming concepts and scripts must be approved before production by all appropriate overseeing bodies such as Advisory Boards, National Family Planning Boards, USAID, and the Ministry of Health. Depending on the country, concepts and scripts may need to be reviewed by religious leaders. You should then review the final product — with translations if necessary — prior to production and prior to airing. The production and review schedule should allow you and the agency time for revision if necessary prior to its scheduled air date. It is often useful for you and others who must review final copies of scripts, artwork, and printer's proofs to sign and date the final approved version.

Event Plans and Materials

The agency will obtain the necessary approvals from SOMARC managers to conceptualize, plan, and execute program events such as health fairs, bike races, village theater, or other activities. You need to review all materials that will be distributed prior to their production or before they are ordered in quantity.

Presentations and Briefing Packets

For presentations to advisory committees, influentials, and religious groups, your PR manager or agent may be responsible for creating a presentation on overheads, slides or flip charts, and accompanying visual presentation handouts. Your PR agency or staff PR manager may also be responsible for production of opinion leader briefing packets. Although your PR pros can oversee this process, the final products, including translations, need to be

reviewed by you, any other pertinent SOMARC manager, advisory committees, and other relevant individuals in the approval process

Article Placement

Your PR manager or agency will work with you and others involved in the program to conceptualize and write press releases, articles, and columns in local newspapers. All materials must be approved by the SOMARC manager before being sent to reporters. While it is not always possible, you can ask publication editors if you can review all stories before they are placed in print. A written translation must be provided to SOMARC managers and, again, enough time must be allowed for revisions, rewrites, and translations.

Updated Media Lists/ Media Performance

Your PR agency or staff PR manager can be responsible for keeping current media lists of local and national print, radio and TV reporters who cover medical, health, contraceptive beats, and any other areas that relate to SOMARC social marketing programs. This list needs to be regularly updated since these names change frequently.

A running list should also be kept of the reporters who have covered stories about SOMARC projects, the topics of the stories, and the slant of the article (negative/positive or neutral).

Your media list will serve two functions. First, it will allow SOMARC to contact interested press every time you hold a press event or mail out a press release. Second, it will also allow you, your PR manager, and the agency to analyze likely interest in and positions on future stories.

Every month the agency should supply updates of the lists to SOMARC. If you are doing the work in-house, your PR manager should update the list monthly. The following form can be used to create your list and add updates.

Media Update List

Publication/ Program	Circulation/ Reach	Audience Demographics	Reporter/ Producer	Section/ Program	E mail/Street Address	Phone Number	Fax Number	New Addition or Update	Date

Monitoring Contacts with Reporters and Media Producers

Regular contact with reporters and producers allows you, your PR manager, or the agency to establish a relationship with them, which can be beneficial when you want to suggest a story be covered by a reporter. Monitoring contacts with reporters is important because it keeps you on top of stories they may be working on and lets you know what currently interests the media.

You will want to monitor all program contacts — including those made by SOMARC staff and agents for the program. Be sure to keep track of contacts with TV, radio, and print news reporters, TV producers, and program hosts to discover opportunities for placement on any programs or in print that relate to health or news. The monitoring process also needs to include determining what stories have run, future opportunities, and what your next steps should be. Your agency or PR manager should provide you with a media list. You can add or delete media outlets and reporters based on your knowledge. A sample form for media contacted is included at the end of this chapter.

When contacting the media on your list you will want to suggest story ideas that relate to your program. Maybe the story is tracking an individual's situation who is positively affected by your program, or perhaps you will be contacting the reporter to follow up on an invitation to come to a press conference you are hosting.

When you or your agent talk to the reporters, it is helpful to keep a log of your contacts. The media contact form following this chapter can serve as a guide to help you, your PR manager, or your agency to record any contact you have with the media. You will want to note the angle or story you

pitched, any opportunities for placement that the reporter may suggest or mention, the level of his or her interest in the story, as well as potential problems

One suggestion if you are conducting an event or a press conference is to use the form for pitching a particular story instead of a time period. For example, the form could be "SOMARC Condom Announcement Press Conference" or "Benefits of the Pill" and you could monitor the success of your PR placement efforts for each subject for which you seek publicity.

Be sure to include any next steps in your monitoring process. Often a reporter will ask you to call back at another time or when it gets closer to an event. The reporter may also refer you to another reporter who may be more familiar with the subject or give you story ideas that they are more likely to cover.

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Monitoring and Analyzing Publicity

Obtaining Copies of Clips and Broadcast Stories

The impact of efforts to place stories in the media about an issue, program, or products cannot be adequately measured unless the quality of the content of articles and stories that appear are known and assessed. For example, one program may be successful in placing many stories in the newspaper. But if the stories are not on strategy, that is, if they do not simply communicate the program's key message points, then the stories do not further the program's marketing goals. They are a waste of program money.

Story quality cannot be assessed until copies of all stories printed or broadcasted are obtained. Consequently, the first step in monitoring and analyzing publicity is to obtain copies of all print and broadcast articles and stories. Clips can be obtained in several ways.

By staying in regular contact with the media, your PR agents or manager should be aware of when articles or stories appear. And they will be able to contact those media outlets and order back copies or issues if they missed them on the newsstands.

In many cities there are also clipping services that constantly monitor and tape television broadcast stations. You then pay a fee for copies of the specific program you need. These clipping services may be one alternative if your PR manager or the agency has been unable to tape a particular show.

Many stations, both radio and TV, also save their own broadcasts for a certain period of time. If you have a good relationship with the reporter, he or she may simply tape the program for you out of courtesy. You should not count on this, however, unless you have spoken with the reporter in advance.

Clips should be submitted, as they appear, and translated if necessary. Video and radio clips should be submitted monthly on reels. For ease of presentation, you might want to dub the radio stories onto the video reel. Note that you might still want to request that your PR manager or agency submit a written transcript of broadcast stories along with the clips.

It also is useful to track and clip stories that might impact the program, even if they weren't placed by the program. These stories can influence your consumers as well as opinion leaders and professionals who have influence on your program.

Content Analysis

Once articles and stories are captured, they should be analyzed for how much of the program's key messages they contain and the positive, negative, or neutral slant on the information. This greatly influences what people who saw, heard, or read the stories think about your program or products. Articles and stories should also be analyzed against the key message points of the program and its products.

The publicity monitoring report that follows should be submitted on a weekly basis when you are engaging in a publicity push, and every two weeks otherwise. You may choose to change the frequency depending on the level of effort during certain time periods. A sample form for assessing program coverage follows.

PUBLICITY MONITORING REPORT

Complete for each story that runs

Media (TV, Radio, Print)	_____
Publication or Channel	_____
Section/Program	_____
Article/Program Type (News, Feature, Editorial, Column, Letter to Editor)	_____
Page/Day Part	_____
Date	_____
Length	_____
Circulation/Reach	_____
Placed by Program/Agency (yes or no)	_____
If no, source of story (if known)	_____
Was the story positive or negative?	_____
Recommended Action (none, file, follow-up to correct misinformation, etc)	_____ _____ _____

CONTENT ANALYSIS FOR PLACED ARTICLES AND BROADCAST STORIES

Date _____

Article/Program Name _____

Reporter. _____

Tone (list by percent)

Positive _____%

Negative _____%

Neutral _____%

Mixed _____%

Subject(s) (list by percent)

General family planning _____%

Reproductive health _____%

SOMARC program _____%

Pill _____%

Injectable _____%

Condom _____%

IUDs _____%

Other modern contraceptives _____%

Traditional methods _____%

STDs/AIDS _____%

Service networks _____%

Others (specify)

_____ %

_____ %

_____ %

Issue(s) (list by percent)

- Spacing _____%
- Non-permanent methods _____%
- Limiting population _____%
- Hormonal Issues _____%
- Against religious beliefs _____%
- Others (specify) _____%
- _____ %
- _____ %
- _____ %

Accuracy (list by percent)

- Inaccurate information _____%
- _____ %

Key Message Points Analysis

- Number of Accurate Key Message Points in Story _____
- Percent of Story Containing Key Messages _____

Messages on SOMARC Program

(indicate if message is contained in story and if information is accurate)

All Audiences	Contained	Accurate
Message _____	_____	_____

What key messages were omitted?

Was any information damaging to the program? If so, what?

What messages/story content wouldn't be appreciated by USAID?

What aspects of this story are you pleased about?

What aspects of this story would you change?

How could placement of this piece have been improved and what can we do differently in working with this reporter/publication/station the next time?

Does the piece offer opportunities for future placements?

Spokespersons

Contained Accurate

Message _____

Message _____

Message _____

Message _____

Message _____

What are the next steps?

Monitoring Summary of Related Coverage

Each month your PR manager or the agency should clip, regularly analyze, and translate for SOMARC any articles or stories on related issues that might affect the SOMARC program. Obviously, if there is a topical or breaking issue, you need to be alerted as soon as possible and conduct a full analysis of the situation, including recommendations for next steps/response.

SUMMARY FORM FOR RELATED PROGRAM COVERAGE

Name _____

Date _____

Program _____

Attached with this form are copies of articles on a topic related to the SOMARC program. The following is a quick summary of the content and issue.

Recommendations for next steps

Is a full analysis of the situation required? _____

If so, when will it be completed? _____

Advertising/Publicity Synergy Monitoring

Ensuring that your PR and advertising efforts are integrated is critical to the success of your program marketing efforts. When advertising and PR are synchronized, you receive greater reach, exposure, and synergy. For example, if you are running a TV and print ad campaign in a given time period, you should be placing articles and conducting other publicity activities that maximize your messages during that time period and extend the message when your advertising is off the air.

Each month a report should be created detailing advertising spot placement/frequency and press coverage (both placed and serendipitous) in radio, TV, and print. This will allow you to see where there is synergy between your advertising and PR efforts.

The following form can help you track PR coverage along with your ad campaign.

ADVERTISING/PUBLICITY SYNERGY REPORT

Program _____

Month _____

ADVERTISING
(RADIO, TV, OR PRINT)

PUBLICITY
(RADIO, TV, OR PRINT)

Date appeared/aired _____
 Format _____
 Ad size/length _____
 Station/publication _____
 Audience reach _____

Date appeared _____
 Format/name _____
 Column inches/time _____
 Positive or negative? _____
 Circulation/reach _____

Date appeared/aired _____
 Format _____
 Ad size/length _____
 Station/publication _____
 Audience reach _____

Accuracy (1-5 scale,
 5 = best) _____
 Rate the article overall
 (same scale) _____

Date appeared/aired _____
 Format _____
 Ad size/length _____
 Station/publication _____
 Audience reach _____

Date appeared _____
 Format/name _____
 Column inches/time _____
 Positive or negative? _____
 Circulation/reach _____
 Accuracy (1-5 scale,
 5 = best) _____
 Rate the article overall
 (same scale) _____

Date appeared/aired _____
 Format _____
 Ad size/length _____
 Station/publication _____
 Audience reach _____

Date appeared _____
 Format/name _____
 Column inches/time _____
 Positive or negative? _____
 Circulation/reach _____

Date appeared/aired _____
 Format _____
 Ad size/length _____
 Station/publication _____
 Audience reach _____

Accuracy (1-5 scale,
 5 = best) _____
 Rate the article overall
 (same scale) _____

Crisis Monitoring

In the role of monitoring the media for SOMARC clips or other related and topical issues, your PR manager or agency needs to identify and report any program problems or crisis potential immediately. In the event of a crisis or emergency, your manager or agency also needs to be prepared to present you with a plan, including action steps and persons responsible. The plan will contain recommendations regarding next steps.

Be sure to refer to *the Practical PR Guide to Crisis Communications* for a more detailed description of how to handle crisis situations and a detailed outline for developing a crisis plan.

It is hoped that through regular monitoring you will be able to spot potential negative problems as they arise, rather than hearing about a negative article or story days after it appears on-air. As you know, negative issues need to be dealt with immediately and in almost all cases you need to be prepared with a program position and statement.

Your PR manager or agency may not share the same sense of urgency or definition about what constitutes a crisis. Therefore, that makes ongoing, timely monitoring of PR activities even more critical, especially when you do not speak or read the local language.

Monitoring Contacts with Other Organizations, Health Professionals, and Influential Individuals

Contact with other organizations, health professionals, and influential individuals is another important way to maximize your program goals. It allows you to understand what is happening in the political, social, religious, and health arenas that may affect your program or your objectives. Since the landscape can often change rapidly, the more contact you have with people who influence important decisions, the greater your ability will be to stay informed and meet your program objectives.

Some examples of contact with agencies and individuals could include establishing a regular luncheon by the program to inform key influentials and organization representatives about program progress, raise any important issues, and solicit doctors' opinions or advice about patient/customer materials. Speaking engagements at regular meetings of health professional organizations are also a good opportunity for building program and product awareness among doctors, pharmacists, and midwives.

Becoming involved in local organizations, such as health-related or charitable groups, is another way to meet with these important target audiences. If your program has an Advisory Board, you might want to make sure there is a health professional on that Board.

Some countries have worked successfully with companies to provide education about specific family planning methods and either give away product samples or arrange

for SOMARC products to be dispersed via the company pharmacy

The following form can help you keep track of contact with organizations, individuals, and health professionals

Updates/changes	<hr/> <hr/> <hr/>
Influentials' concerns about the products and program	<hr/> <hr/> <hr/>
Any interesting points made in comments or discussion?	<hr/> <hr/> <hr/>
Results/progress made to date	<hr/> <hr/> <hr/>
Upcoming meeting scheduled? (Date?)	<hr/>
Planned activities/tasks for next month	<hr/> <hr/> <hr/> <hr/>

Monitoring Events

Planning and conducting events can be a powerful way to get your messages across to a wide audience. Events can also let you control the messages you wish to get across and provide an opportunity to educate people in a fun-filled way.

Examples of some contraceptive social marketing events include village theater plays that act out program messages or themes, entertainment events, or cooking contests that teach a message or media-based promotional contests based on answering questions about contraceptive methods. Dances, health fairs, races, or fun-runs are other public forums that can provide an excellent platform to disseminate your messages.

Like any other program activity, events can be monitored to ascertain their effectiveness. The following form can help you track and analyze the effectiveness of your event.

When you do hold events, you might want to have attendees sign in with their names and addresses so that you can quantify the number of attendees. A list will also allow you to conduct follow-up efforts and provide you with a mailing list in the case of future events.

EVENT EFFECTIVENESS REPORT

Event name

Event date

Type of event

Purpose of event

Where held

Number of people
attending

How would you rate the
event on a scale of 1-5,
with 5 being the most
effective?

Why was it successful/
not successful?

What were the primary
messages that were
imparted during the
event?

**Were there messages
that didn't get across?
If so, which ones?**

**What would you do
differently/better the
next time or if you could
do it over again?**

**What materials, if any,
were distributed at the
event?**

**How many materials
were distributed (list
amounts for each type)?**

**Do you have any
follow-up events
planned?**

How many hours of work went into the event?

How many news stories (newspaper, TV, radio, magazine) appeared about the event before and after?

Would you say that the results of the event and resulting media coverage justify the hours expended on the project?

Future Activities/ Suggested Plans/Tasks for the Next Months

Planning for future events and publicity can help your staff and the agency stay on track with your goals and objectives. It will help if you can plan out these tactics in advance. This gives you one method to track your placement activities and your PR manager's and agency's effectiveness and lets everyone know what is projected for the future.

Your PR manager or agency could submit a monthly list of planned articles, interviews, and scheduled programs, or other public relations tactics. The following form can help you outline the scheduled PR activities, date, and any other relevant information.

FUTURE PR ACTIVITIES

NEXT MONTH (_____)

Suggested Activities

Publicity Goal _____

Publicity Objectives _____

Story angle _____ Date _____

Story angle _____ Date _____

Story angle _____ Date _____

Event Goal _____

Event Objectives _____

Event planned _____ Date _____

Event planned _____ Date _____

Event planned _____ Date _____

Materials Goal _____

Materials Objectives _____

Material planned _____ Date _____

Material planned _____ Date _____

Material planned _____ Date _____

THE NEXT 60 DAYS

Publicity Goal _____

Publicity Objectives _____

Story angle _____ Date _____

Story angle _____ Date _____

Story angle _____ Date _____

Event Goal _____

Event Objectives _____

Event planned _____ Date _____

Event planned _____ Date _____

Event planned _____ Date _____

Materials Goal _____

Materials Objectives _____

Material planned _____ Date _____

Material planned _____ Date _____

Material planned _____ Date _____

THE NEXT 90 DAYS

Publicity Goal _____

Publicity Objectives. _____

Story angle _____ Date _____

Story angle _____ Date _____

Story angle _____ Date _____

Event Goal _____

Event Objectives _____

Event planned _____ Date _____

Event planned _____ Date _____

Event planned _____ Date _____

Materials Goal _____

Materials Objectives _____

Material planned _____ Date _____

Material planned _____ Date _____

Material planned _____ Date _____

Reviewing an Agency

After you have worked with your agency for a year or so, your relationship can be strengthened by an agency review. This gives both you and the agency an opportunity to give each other positive and negative feedback. It is important to provide specific positive and negative examples to the agency so that they understand why you feel the way you do. Always discuss together what solutions are available and how you can mutually work to resolve any problems. The following criteria apply to an in-house PR pro as well. However, you may wish to adapt the form based on the responsibilities you have given to your PR manager.

AGENCY REVIEW FORM

Agency Name _____

Review Date _____

Which individual is the account manager responsible for the account?

What has the agency done that has been particularly effective?

**Rate the agency's level of understanding
of the program and the project scope** 1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

**Rate your level of comfort/compatibility
with the agency team**

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's work doing media placement

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's work abilities in strategic planning

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's writing abilities

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's comprehension of the project and political sensitivities

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's ability to verbally present your program

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's market research skills

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's analytical skills

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's creative capabilities

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's client relationships

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's ability to supervise the project

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's ability to lead the PR program with new ideas

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's organizational skills

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's planning skills

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

Rate the agency's ability to listen and take direction

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

How would you rate the agency overall, based on understanding, presentation, personalities, compatibility, etc ?

1 2 3 4 5

Specific reasons why you answered as you did

Suggestions for improvement

The Monthly Report

Managers should create monthly report formats that work best for the needs of their programs. It often is useful to request a brief monthly summary of activities, followed by whatever reporting forms you desire. A sample outline of a monthly report could include:

- A Summary of Activities This Month
- B Summary of Hours and Costs
- C Media List Update
- D Media Contacted This Month
- E Publicity Monitoring Report with Clips Analysis
- F Summary of Related Coverage
- G Contacts with Organizations, Individuals, and Health Professionals
- H Even Effectiveness Report
- I Future PR Activity
- J Advertising & Publicity Synergy Report

Remember, the choices are up to you. While you don't want to overburden your agency, the agency should consider assigning a staff member to be responsible for the monthly report, so that you will have information about the status of work whenever you need it. If you manage your PR activities on-staff, you should assign your PR manager or someone else to be responsible for the monthly report.

Conclusion

The monitoring activities described in this *Practical Guide* might seem overwhelming for any manager who is already swamped with the details of running a day-to-day program. However, if the monitoring activities are added to your agency's or your in-house PR manager's jobs, it will become a natural part of the work you and they do. Don't find yourself in the embarrassing situation of mounting a public relations effort that you think is great, but can't prove. Your payoff for monitoring comes as you have to make program decisions. If you know what the results of your public relations activities are, you will have a much better ability to direct staff activities and make decisions and accomplish whatever your program is setting out to do. Good luck!

Glossary

Following are definitions of some terms that may help you better understand the language of PR professionals

Account executive — The PR professional who works on a specific client's business

Account manager — The PR professional who works on the day-to-day projects of a specific client and coordinates all work for that client

Account team — The PR professionals who work on a specific account

Account supervisor — The PR professional who oversees work on projects for a number of different clients. The account manager reports to the account supervisor

Angle — The slant or position of a story

Blueline — In offset printing a photoprint made from stripped-up negatives or positives, used as a proof to check position of image elements. The proof is blue

Brief — A summary document often outlining a creative or media strategy

Broadcast director — In a public relations agency, the individual who oversees placement of stories primarily on radio and television

Creative director — The PR professional who oversees the creative work of an agency, such as publication design or collateral material development

Event — A gathering of people specifically for or that provides an opportunity to communicate the program message. PR events include a broad variety of activities such as a press conference, health fair, medical meeting, contest, sporting game, or community theater.

Hit — An article or story that runs in the media due to the efforts of a PR professional.

Media director — In a public relations agency, the individual who oversees placement activities.

Media placement — The art of suggesting stories to media professionals (reporters and editors) and providing them with objective support information so that the story will maintain its integrity and appear on the air or in print.

On-strategy — A public relations activity, such as an article placed in the media, a contest or a meeting, that primarily communicates the key messages of the program or is reflective of the program objectives as described in the PR strategy.

Pitch — The time when a PR professional describes a specific story to a reporter or editor and provides the rationale for why it is worthy of coverage.

Portfolio — Samples of printed work — both materials and news clips an agency or PR professional has done.

PR strategy — The overall direction of a public relations program, how public relations will be managed to meet a program's objectives.

PR plan — A document, ideally stemming from an organization's marketing plan, that outlines public relations objectives, strategies for accomplishing the objectives, and methods for measuring the program's impact.

Publicity — Stories in the print and broadcast media

Rush charges — Extra costs incurred to complete work requested in shorter time than is normally required. These fees are usually charged by printers and typesetters. However, some agencies will work overtime to do the work a client needs quickly. The extra time to do the work quickly can also cost extra.

Satellite media tour — Interviews linked by satellite of a spokesperson in a studio in one city being interviewed by a news anchor or reporter in another city.

Spin — The angle or slant of a story.

Spokesperson — The individual who speaks for a public relations program.

Target Audience — The specific group at which a marketing or communications effort is focused.

VNR — Short for video news release. A public relations tool that tells a story on videotape. The VNR is produced so that it can be edited to fit a television station's format, such as including their reporter in the beginning. VNRs usually contain B-roll (tape without sound) that can be used for reporters to do a voice-over.