

edit

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A publication of IABC/Phoenix, five-time winner of the International Chapter Of The Year award

Summer 2005

Measuring Progress Through Communications

What you measure will depend on what is meaningful to your organization

By Andrea Parsons, ABC, CEBS
Communications Consultant, Aon

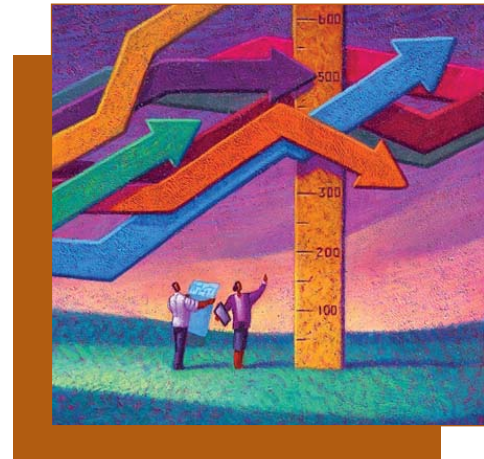
About 10 years ago I attended a seminar on a cutting edge topic – measurement. The speaker said there were only three ways to measure internal communications: interviews, surveys and focus groups. How far we have come. Although surveys and focus groups are keystones for evaluating employee awareness, they are no longer considered the only means for measuring.

Measurement has grown more sophisticated. It is being tied to observable and measurable behavior such as turnover, utilization rates, response times, charitable involvement, etc. But just because the yardstick for measuring success is changing, it doesn't mean you need a big budget to support it. The only substantial investment required is the time and effort in working with your business leaders to identify three things: "how employees should be acting," "what behaviors should be different" and "what impact change would have on the business."

Certainly communications can't take all the credit for moving a business forward or changing employee behavior. It can, however, be recognized as the catalyst for employee understanding about why a company needs to downsize, how a new compensation incentive program works or the reasons a business sponsors a community event. Employee understanding can lead to engagement and engagement can result in employees behaving differently. Now that type of communications has a real impact on the business.

Where do you begin?

- Review your communication efforts to ensure they align with business initiatives.
- Make sure your goals and objectives are realistic and measurable. Your statements should include numbers, such as "increase by 10 percent."
- Set a baseline to mark your progress. It can be as simple as an attitudinal survey or documenting activity as of a specific date (e.g., 15 calls every hour as of July 1).



- Build several metrics into your plan. Not only can you compare responses against more than one factor, you have a backup in the event one fails (e.g., a poor survey response).
- Evaluate your efforts. You can review your efforts informally by charting your progress and changing direction as needed, or formally by conducting a communications audit.

In the end, what you measure will depend on what is meaningful to your organization. It will force you to ask questions and get involved, making you not only a savvy communications professional, but a true business partner.



Andrea is a communications consultant with Aon, a global HR consulting firm. Her primary functions include developing employee communication strategies along with designing and implementing associated tools.

A Message From Our Chapter's President

“One of the great things about IABC/Phoenix is that its members fill a diverse range of roles within communications and public relations.”



Jenny Brooks
IABC/Phoenix President

The past eight months have been busy ones for me. In November, I had a baby girl. I have to tell you, nobody really explained with any exactness how my life would change and how busy I would be.

Since having a baby, I'm just amazed by how much she learns by watching others – right from birth. She watches me to see how she should react to others, play with

objects, eat her food. She even looks at me to see how I wave bye-bye and blow kisses. As her parents, my husband and I are in charge of making sure that we and everyone who surrounds her serve as role models for her. We have to teach her what is good for her, what is dangerous and how to react when things don't quite go her way. It's a giant responsibility, and again, one that no one explained with any accuracy.

It occurs to me that as members of IABC, we are all role models. We set the standards for professional communication with a variety of audiences. Learning by observation doesn't end with childhood. Everyone learns by watching those around them, and as communicators we need to be especially aware of this. Our target audiences are watching us to see how they should react to what we tell them.

One of the great things about IABC/Phoenix is that its members fill a diverse range of roles within communications and public relations. We are also a friendly group, open to questions, advice, tips for bettering our craft. As a member of IABC/Phoenix, don't be afraid to use this local network of communications professionals. Find a role model within this group and better yourself as a professional.

I hope that IABC/Phoenix is the place you turn to for bettering yourself as a role model in communications. I'm looking forward to the next year, because I think I'm going to learn a lot about being a good mother and about being a good professional communicator from all of you.

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Five Low-Cost, High-Impact Components to Measure Any Marketing Campaign

Take the headache out of justifying marketing budgets, projects and the results of campaigns

By Jeny Dowlin

Account Services Director, Revolution Agency

Jeny Dowlin is the account services director at Revolution Agency, a full-service advertising agency in Phoenix. She can be reached at jeny.dowlin@revolutionagency.com.



Justifying marketing budgets, projects and the results of campaigns is a constant headache for many marketers. While many recognize the intangible value of branding efforts, without tangible measurements, it is hard to explain to the CFO why spending \$50,000 on a six-month print campaign is more effective than a \$10,000 direct mail program.

A recent CMO Council study reports 90% of marketing executives believe measuring marketing performance is a priority, but less than 20% have metrics in place.

In today's business environment of "how did this help our sales" here are five tools to gather measurable data that can please any CFO, CEO or sales department.

Component #1: Call to Action.

From a radio spot to a direct mail postcard, a call-to-action allows you to uncover how effective your specific message was. Maybe they didn't buy, but they did hear and respond. This helps identify that it is not the marketing message that needs tweaking. If you provide an 800 number, discover how the calls were handled – did the script not hold up to the promise in the campaign? If you sent people to a Web site, was there not enough compelling content? Adding a number to call or Web site to visit provides you immediate information on how a campaign is working.

Component #2: Get the Zip Code.

Whether you do business citywide or nationwide, research indicates that customers are often clustered by where they work or live. By obtaining their zip code, you can pinpoint exact neighborhoods to activate guerilla marketing programs like direct mail, transit advertising, and community relations. Keeping track by zip code may reveal your product is huge in the northeast or that more urban dwellers use your service over suburbanites.

Component #3: Obtain the Email Address.

If you are looking for any kind of contact information, obtaining the email address should be number one. Email addresses allow you direct access to the individual for future promotions - and future buy-in(s). It also demonstrates some level of interest from prospects in what your company has to offer. With just an email address alone you can send people surveys, e-newsletters, special offers and more.

Component #4: Unique Codes for Special Offers.

It is important to provide unique codes for different offers so you can track how many people completed a purchase through an individual campaign. By providing a code on postcard A and another on postcard B, you can see how a customer is reacting and getting to the point of purchase. The sales department can help you compile the data showing how many prospects became customers. And more importantly, you will learn how many did not become customers. This information also helps pinpoint your point of conversion. If you know that 35 percent logged onto the Web site through the call to action, but only three percent made a purchase, you can begin to improve the purchase process. Are there too many steps for them to go through? Are they getting lost in your navigation? If so, figure out how to redirect them.

Component #5: Where did they see you?

Especially key on your company Web site's "contact us" form, it is important to pinpoint how people found you. Did they see the ad? Get the newsletter? Referred by a friend? You can ask this question on a direct mail piece, event registration form or a post-conference survey. This component shows you conclusively what is getting results and where to spend the dollars next year.

Measurement is incredibly important to any marketing endeavor but it is usually one of the first costs that gets cut. Without measurement tools in place, it is difficult to know what to improve or remove for the next campaign. Without knowing what is broken, how can you possibly fix it?

New Chapter Web Site Revealed

Out with the old, in with the new...IABC/Phoenix launches new site

By Robert Colbert
Employee Communications Manager, America West Airlines

It's only fitting that after bidding a fond farewell to the old IABC/Phoenix logo a few months ago, we say good-bye to the old IABC Phoenix Web site as well.

As co-Director of Web Content for IABC/Phoenix it is my pleasure to introduce the new IABC/Phoenix Web site to all of you. Thanks, in large part, to the work of co-Director Laurie Mahoney, we have been able to give one of our favorite sites on the Web a facelift.

From the homepage to the navigation, this new look offers you a site that's easier to navigate and with more information to boot. If you've got questions about what's going on in your company or want to chat with other IABC professionals, be sure to visit our message board (Resources>>Message Board). Meet the 2005-06 Board members or read the latest edition of edit express the next time you visit iabcpheoenix.com.

We're committed to providing IABC members and Valley communicators with fresh news and information to help people stay informed and aware about the latest chapter events and updates. Stay tuned for more from your chapter Web site and be sure to visit often.



Co-Directors of Web Content for IABC/Phoenix: Robert Colbert and Laurie Mahoney



Don't hesitate to let us know what you think about the new iabcpheoenix.com! Send a message to me at robert.colbert@americawest.com. I look forward to hearing from you soon.



The message boards are a place for IABC/Phoenix members to participate in on-going, in-depth discussions about a variety of topics including marketing/advertising, employee communications, member news, IABC events and much more.

The IABC/Phoenix message board communities are a great place to debate issues, get advice, and build new professional relationships.

Please remember though that IABC is a professional organization and inappropriate postings will not be tolerated (please use your best judgment). Log-in to the new IABC/Phoenix Web site at www.iabcpheoenix.com and join the discussions today!

WORTH ATTENDING

IABC/Phoenix Monthly Luncheons

September Monthly Luncheon

What: Building a Breakthrough Brand: The Cold Stone Creamery Recipe for Success

When: Thursday, Sept. 15, 11:30 a.m. - 1:00 p.m.

Where: University Club of Phoenix, 39 E. Monte Vista, Phoenix, AZ

Kevin Donnellan, director of public relations for Cold Stone Creamery, will discuss how achieving breakthrough brand status is a key success factor in Cold Stone Creamery's vision: "The world will know us as the Ultimate Ice Cream Experience by making us the #1 best-selling ice cream brand in America by December 31, 2009." From their humble beginnings with one store in Tempe, Mr. Donnellan will explore the evolution of the Cold Stone brand and what's next on the horizon. Learn the history of the Cold Stone brand, their "Pyramid of Success," and their philosophy of product, concept and people.



Lunch will include a special treat from Cold Stone Creamery.

2005 Southern Region Annual Conference



What: 005: Communications Shaken, Not Stirred

When: October 16 - 18, 2005

Where: College Station, Texas

Prepare to be shaken. The inaugural conference for the new IABC Southern Region will not simply stir up a few good ideas as most conferences do. Rather, just as IABC has been shaken up with a realignment of the old districts into new regions, this conference will shake up your conventional ways of thinking about communications.

Like James Bond, communicators must be globally minded citizens who use new technology and innovative strategies to effectively shake things up and not simply stir things around.

This conference will provide professional communicators an opportunity to:

- Learn from Rolando Santos, Senior Vice President and General Manager, CNN Headline News, about Connecting with an International Audience.
- Be inspired by Rudy Ruettiger, subject of the movie Rudy, to pursue your communication goals.
- Get new ideas from Jane Cook, U.S. Presidential History Specialist and former White House Webmaster, who will discuss Communication Secrets from Presidential Shake-ups.
- Be in-the-know with IABC Special Agents in Charge: David Kistle, ABC, IABC Past Chair; Julie Freeman, ABC, IABC President; and Glenda Holmes, IABC Chair-elect.
- Have your resume and portfolio professionally critiqued.
- And much more!

The conference is only \$325 for IABC members who register before August 31. Pre-conference workshops are \$95. For more info on the conference, please visit www.iabcphoenix.com and click on the '2005 Southern Region Annual Conference' under News and Events on the home page.

Reach Top Communicators Through IABC/Phoenix Sponsorships

IABC/Phoenix is seeking sponsors for its monthly luncheons. Through an IABC/Phoenix sponsorship, public relations and advertising agencies, consultants, printers, video producers, and other suppliers of communications products and services can reach top communications professionals throughout the Valley – showcasing what they have to offer and remaining top of mind with potential customers.

Monthly Luncheon Sponsor Benefits

- Sponsor will be recognized with a logo and link to company Web site on the IABC/Phoenix Web site (www.iabcphoenix.com) within the "Our Sponsors" section. Sponsor will also be recognized on the IABC/Phoenix Web site as part of the event information.
- Sponsor will be recognized in Edit Express e-newsletter as part of the event information. This e-newsletter is sent to IABC/Phoenix's membership of professional communicators. Sponsor will be recognized within a flyer that is distributed to members at the meeting prior to the meeting being sponsored.
- Sponsor may place up to one brochure and one promotional item at each seat during the luncheon they sponsor.
- Sponsor will be recognized verbally at the luncheon by the IABC/Phoenix president during opening announcements.

Sponsorship Costs

- \$300 to sponsor one meeting
- \$500 to sponsor two meetings* (\$100 savings)
- \$700 to sponsor three meetings* (\$200 savings)

* Meeting dates do not have to be consecutive, but dates must be agreed upon up front in order to receive this discounted price. To secure your sponsorship at the next IABC/Phoenix monthly luncheon, contact Rachel Pearson at 480-429-2259 or rpearson@scottsdalecvb.com.

Does Media Relations Really Measure Up to the Company's Bottom Line?

An example of how one company measures media effectively

By Alice Sluga
Senior Media Relations Specialist, Cox Communications



Alice is a senior media specialist for Cox Communications, the nation's third largest cable television provider. She can be reached at alice.sluga@cox.com.

Ahhhh, the question that makes us all sweat...how do you measure media effectively? Ask this question to public relations and communications' staff and you will get a number of reactions - silence, take the advertising equivalency, count column inches, etc, etc...

I liken media measurements to someone's nails screeching down a chalkboard. Yes, I can certainly find a best seller on the subject, attend a web seminar, go to a three-day conference or if all else fails, think out of the box.

About two years ago, Cox Communications was faced with the age-old question of how to effectively measure media clips. In other words, does media relations add value to the company and does it ultimately benefit our financial bottom line at the end of the day. It was time to think out of the box. With the vision of our team's vice president, a media matrix system was born.

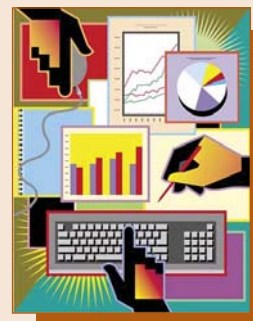
In the Cox Media Measurement system each clip is closely analyzed utilizing an Excel spreadsheet.

- **First Column:** What company objective has it reached? Objective listed.
- **Second Column:** Date of Clip.
- **Third Column:** Subject/Title.
- **Fourth Column:** Target Messages. What messages were received and printed.
- **Fifth Column:** Message Ranking – 1-5. Did we deliver and get printed all messages, then a five. If not, the number is lower.
- **Sixth Column:** Description – Overview of Story.
- **Seventh Column:** Positive or Negative?
- **Eighth Column:** Position/Placement in Medium. The placement is also looked at closely and given the appropriate percent. The thought being that if it's on the front page with photo, it will receive 100% of "eyes". The following list is the placement/percent.*

Print-Circulation/Placement (Broadcast/Radio Receives 100% at All Times):

- Front Page/Main News with Photo – 100%
- Front Page/Main News No Photo – 95%
- Front Page/Business with Photo – 80%
- Front Page/Business No Photo – 75%
- Front Page/All Other Sections/Pages – 60%
- All Other Sections/Pages – 55%

*Then divided by 500:1 points value



- **Ninth Column:** Total Points. This is determined by taking the circulation number and dividing it by 500 (500:1 point value).

Once the monthly matrix has been completed, we can measure the effectiveness of our efforts. A report is written summarizing the monthly totals comparing it to last year so we can determine if we are improving or not moving the needle forward.

It may seem like a lengthy process, but in our business we are being called more than ever to provide (in writing) results. Management is looking for value. Media measurements will continue to be a hot topic for years to come, that is certain. Heck, it still gives all of us a reason to attend conferences, catch up with one another and network, right?! You can't put a price on that.

Did You Attend The IABC International Conference?



Nearly 1,400 attended IABC's 35th Anniversary Conference in Washington, D.C. this June and rated it the best IABC conference in many years.

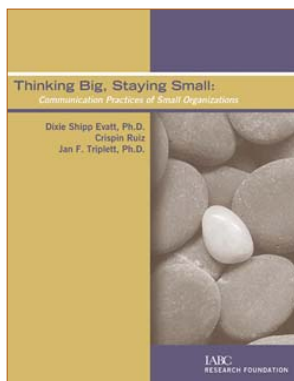
If you missed the event, never fear - complimentary speaker handouts from many of the workshops are posted online at our 2005 International Conference Web site at <http://www.iabc.com/conf2005>. Simply click on "handouts" on the top menu bar to download.

Additionally, most of the general sessions were recorded on video. The plenary DVDs are now available for purchase at <http://www.tangibledata.com/iabc>.

You can also own your personal copy of the 35 year anniversary video shown at the opening conference session. The DVD includes commentary from top communicators on how the profession, the practice and IABC have evolved decade by decade. Order your copy of the Evolution35 DVD at <http://www.tangibledata.com/iabc>.

A volunteer news team of IABC bloggers also reported on the conference, providing practical commentary on session learnings, emerging issues, hallway conversations and use of water bottles by plenary speakers. Plus IABC Chair Warren Bickford, ABC, summarizes his address from the Annual General Meeting. Blog postings from the conference are archived at the IABC Café at <http://blogs.iabc.com/chair/archives/category/iabc-international-conference-2005>.

Three new products were also featured at the conference, including Win Leadership Support and Improve Performance: The Communicator's Reinvention Toolkit; Corporate Communication From A to Z: An Encyclopedia for Public Relations and Marketing Professionals; and the IABC Research Foundation report Thinking Big, Staying Small: Communication Practices of Small Organizations. To order a copy of any of these new materials, go to <http://www.iabc.com/knowledge>.



Mark your calendars now for the next conference to be held in beautiful Vancouver, British Columbia June 4 - 7, 2006.

Where Does IABC/Phoenix Rank Among Other Chapters & Districts?

IABC -- RETENTION AND RECRUITMENT STATISTICS

(June 30, 2004 - June 30, 2005)

Includes professional members, 500 Club members, and corporate package members

*** (SORTED BY OVERALL GROWTH PERCENTAGE) ***

District/Region*	Total Paid 06/30/04	No. Renewed yr end 6/30/04	Retention %	Total Paid 06/30/05	No. New Members yr end 6/30/04	Recruit. %	Overall Growth Percentage
Americas Region	42	38	90%	60	22	52%	42.86%
Asia/Pacific Region	372	273	73%	451	178	48%	21.24%
Europe/Middle East Regio	378	271	72%	450	179	47%	19.05%
Canada District 1	1,041	916	88%	1,223	307	29%	17.48%
US District 3	834	639	77%	979	340	41%	17.33%
Canada District 2	1,666	1,406	84%	1,833	448	27%	10.02%
US District 5	1,390	1,113	80%	1,512	399	29%	8.78%
US District 2	840	645	77%	898	253	30%	6.90%
US District 1	1,266	961	76%	1,306	345	27%	3.16%
US District 4	1,274	979	77%	1,299	320	25%	1.96%
US District 6	1,240	921	74%	1,260	339	27%	1.61%
US District 7	654	495	76%	647	152	23%	-1.07%
Africa	121	58	48%	97	39	32%	-19.83%
Total	11,118	8,715	78%	12,015	3,321	30%	8.07%

US DISTRICT 5 -- RETENTION AND RECRUITMENT STATISTICS

(June 30, 2004 - June 30, 2005)

*** (SORTED BY OVERALL GROWTH PERCENTAGE) ***

Chapter	Total Paid 06/30/04	No. Renewed yr end 6/30/04	Retention %	Total Paid 06/30/05	No. New Members yr end 6/30/04	Recruit. %	Overall Growth Percentage
Fort Worth	43	35	81%	59	24	56%	37%
Colorado	95	78	82%	129	51	54%	36%
Central Oklahoma	20	17	85%	25	8	40%	25%
Tulsa	34	30	88%	42	12	35%	24%
Dallas	248	212	85%	291	79	32%	17%
San Antonio	38	30	79%	44	14	37%	16%
Topeka	33	30	91%	38	8	24%	15%
Members-at-large	13	11	85%	14	3	23%	8%
Phoenix	257	204	79%	268	64	25%	4%
Kansas City	200	170	85%	205	35	18%	3%
Houston	228	162	71%	232	70	31%	2%
Austin	62	49	79%	60	11	18%	-3%
Tucson	44	34	77%	42	8	18%	-5%
Brazos Valley	52	39	75%	44	5	10%	-15%
Southern Colorado	23	12	52%	19	7	30%	-17%
Total	1,390	1,113	80%	1,512	399	29%	8.78%

* The IABC districts have been realigned into new regions



Job Hunting?

Be sure to visit the IABC/Phoenix Job Bank for the latest job opportunities for communicators.

The IABC/Phoenix Job Bank provides employment opportunities derived from a variety of sources, including employers, recruiters, publications and the Internet.

What are you waiting for? Check out the Job Bank today at www.iabcphoenix.com/jobbank.



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Editor's Note: If you have any suggestions for themes of future issues of *edit*, we would like to hear from you. The theme for this quarter's issue is **measurement tactics in the communications industry.**

Although there is a central theme in each newsletter, we will run articles and features that we hope are of interest to the majority of our readers.

The theme of the next *edit* newsletter is still to be determined. If you have articles or feedback you would like to share, please contact the editor at hdean@hdcommsolutions.com by 10/17/05.

STAR VOLUNTEERS OF THE QUARTER

With dedicated members, we are able to offer all of our members more services, opportunities and resources to grow socially and professionally. It was only through our members' help that IABC/Phoenix Chapter attained the title of World's Best Chapter in 1990, 1994, 1999, 2002, and 2004. Thank you for helping us earn the title again in 2004!

1st Quarter Winner

Hollie Costello
Director of Copper Quills



Hollie Costello did an amazing job with this year's Copper Quills dinner and awards ceremony. To help alleviate the costs of the event, Hollie created sponsorship opportunities and a silent auction - both Copper Quill firsts. Attendance was an all-time high as the Arizona Historical Society was packed by members anxious to hear television newsman Cary Pfeffer announce the winners and see the new IABC Phoenix logo unveiled. Hollie put in dozens of volunteer hours to make this great event happen and is deserving of this Volunteer of the Quarter honor.

Help Us Recognize Our Star Volunteers

IABC/Phoenix would not be the great chapter it is without the help of all our wonderful volunteers including board members, directors and committee members. Everything that is done through the Phoenix chapter is done completely by dedicated volunteers. We want all IABC members to have the opportunity to thank one of their fellow members for the work they have done to make our chapter so strong. We will recognize up to three star volunteers once a quarter, so please help us by nominating someone you feel deserves this honor. **You can go to our Web site to download a nomination form, or contact Laura Capello, VP of Member Benefits at lcapello@bbbsaz.org.**