



**Strategic Communications
Navigating a World Disrupted**

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**stories
and the
people
who tell
them.**

Business Wire, a Berkshire Hathaway company, is the global leader in news release distribution and regulatory disclosure. Investor relations, public relations, public policy and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia.

Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX Network.

Business Wire has 18 newsrooms worldwide to meet the needs of communications professionals and news media.



Learn more at
<https://services.businesswire.com/public-relations-services>



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T. Garland Stansell, APR
PRSA 2020 Chair



Del Galloway, APR, Fellow PRSA
2020 International Conference Chair



“In these uncertain times, we value more than ever — and never take for granted — each business, organization and institution that joins with us to help educate, inform and advance the careers of our members.”

Following the great success of ICON 2020, PRSA’s first all-virtual International Conference, and as we reach the end of what has been an incredibly challenging and difficult year, we want to take this opportunity to thank all the sponsors, partners and exhibitors who have supported PRSA while we continue to fulfill our mission as the nation’s leading professional organization serving the communications community.

As was true for many organizations throughout the world, the coronavirus pandemic forced PRSA to cancel, postpone or alter the format of many of our regional and national events, not being able to guarantee the health and safety of our members and other attendees in a live setting. Each step of the way, you demonstrated commitment, flexibility and true collaboration to help ensure that each situation was handled responsibly, skillfully and gracefully.

In these uncertain times, we value more than ever — and never take for granted — each business, organization and institution that joins with us to help educate, inform and advance the careers of our members.

Thank you again for your steady support — we couldn’t do it without you — and we’re excited about maintaining and strengthening our relationships with you as we all look toward the future.

Moving PRSA Forward!

T. Garland Stansell, APR
PRSA 2020 Chair

Del Galloway, APR, Fellow PRSA
2020 International Conference Chair

Industry Resources



ALLISON+
PARTNERS

Allison+Partners is a global communications agency driven by a collaborative approach to innovation and creativity. The agency operates in 31 markets worldwide and is organized around four practices: Consumer Brands, Corporate + Public Affairs, Healthcare and Technology. All Told works across these practices to deliver integrated storytelling for clients.

► **Contact Information:**

Name: Allison+Partners

Address: 40 Gold St., San Francisco, CA 94133

Phone Number: (415) 217-7500

Email: info@allisonpr.com

Key Contacts: Jules Smith, Vice President, Talent Acquisition, (646) 428-0671, jules@allisonpr.com

& Scott Pansky, Co-Founder/Partner, (310) 496-4440, scottp@allisonpr.com

Website Address: www.allisonpr.com



amazon

Amazon's Worldwide Communications organization focuses on protecting and burnishing Amazon's reputation. We amplify the impact Amazon has on employees, customers, and communities. The team drives awareness and education of the many innovations and services that Amazon develops on behalf of customers by telling compelling stories across earned, owned, experiential and social channels.

► **Contact Information:**

Name: Amazon

Address: 2121 7th Ave., Seattle, WA 98121

Phone Number: (206) 740-7216

Email: kimhardy@amazon.com

Key Contacts: Kimberly Hardy or DJ Cabeen

Website Address: https://www.amazon.jobs/en/job_categories/public-relations



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American University's School of Communication educates and empowers Strategic Communication graduate students with strategic tools and insights that set them apart from their peers. Students are taught how to:

- Grasp a communication challenge and create a strategy to address it.
- Target an audience.
- Create a compelling message.
- Write persuasively.
- Advocate in a changing digital media world.

► **Contact Information:**

Name: American University – School of Communication

Address: 4400 Massachusetts Ave. NW, Washington, D.C. 20016

Phone Number: (202) 885-2040

Email: bferry@american.edu

Key Contact: Brandon Ferry

Website Address: <https://www.american.edu/soc/communication/ma/ma-scom.cfm>



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► **Contact Information:**

Name: Bell Textron Inc.
 Address: 3255 Bell Flight Blvd., Fort Worth, TX 76118
 Phone Number: (817) 280-2650
 Email: rhastings@bellflight.com
 Key Contact: Robert T. Hastings, APR, Fellow PRSA, Executive Vice President, Communications and Government Affairs
 Website Address: www.bellflight.com



Brandpoint is a full-service content marketing agency in Minneapolis. Since 1996, we've helped agencies and clients tell their brands' stories and get them seen by people that matter most. As the industry leader in MAT release distribution, our online media placements reach the largest and highest-quality audience in the industry.

► **Contact Information:**

Name: Brandpoint
 Address: 850 5th St. S., Hopkins, MN 55343
 Phone Number: (952) 278-0780
 Email: contact@brandpoint.com
 Key Contact: Melissa Wexler mwexler@brandpoint.com
 Website Address: <https://www.brandpoint.com>



Business Wire, a Berkshire Hathaway company, is the global leader in news release distribution and regulatory disclosure. Public relations, investor relations, public policy and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia.

Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX Network. Business Wire's worldwide newsrooms are available to meet the needs of communications professionals and news media globally.

► **Contact Information:**

Name: Business Wire
 Address: 101 California St., San Francisco, CA 94111
 Phone Number: (888) 381-9473
 Email: info@businesswire.com
 Key Contact: Tonya Bowman, Head of Customer Service & Sales Development
 Website Address: <https://www.businesswire.com/>

Industry Resources



CISION

Cision is a leading global provider of earned media software and wire distribution services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 4,800 employees with offices in 24 countries throughout the Americas, EMEA and APAC. For more information about Cision's award-winning products and services, including the Cision Communications Cloud®, visit www.cision.com and follow Cision on Twitter @Cision.

► **Contact Information:**

Name: Cision
Phone Number: (877) 297-8912
Website Address: <https://www.cision.com/us/>



COLUMBIA UNIVERSITY | M.S. in Strategic
School of Professional Studies | Communication

The School of Professional Studies (SPS) at Columbia University designed the M.S. in Strategic Communication program with a unifying vision: to respond to the industry-wide need for strategic perspective, critical thinking and exceptional communication skills at all levels of the workplace and across all types of organizations. Taught by distinguished academic faculty and leading practitioners in the field, our offerings provide students with an educational experience that is immediately applicable in the workplace.

► **Contact Information:**

Name: Columbia University School of Professional Studies - M.S. in Strategic Communication
Address: 203 Lewisohn Hall, 2970 Broadway, MC 4119, New York, NY 10027
Phone Number: (212) 854-9666
Email: communications@sps.columbia.edu
Key Contact: Gina Malara, Admissions Counselor
Website Address: sps.columbia.edu



critical
mention

Critical Mention is the leading PR and Communications Platform. The Critical Mention Earned Media Suite offers media monitoring for TV and radio, online news, podcasts and social media. The suite also provides a media contact database as well as advanced analytics and reporting

► **Contact Information:**

Name: Critical Mention Inc.
Address: 521 5th Ave., Suite 1610, New York, NY 101751
Phone Number: (212) 398-1141
Email: elebowitz@criticalmention.com
Key Contact: Eric Lebowitz
Website Address: www.criticalmention.com



DePaul University's College of Communication offers nationally recognized graduate programs for professionals seeking continued development. Advance your career by earning a Master's degree in Public Relations and Advertising, Journalism, Health Communication, Digital Communication and Media Arts, or Communication and Media.

► **Contact Information:**

Name: DePaul University – College of Communication
 Address: 14 E. Jackson, Chicago, IL 60604
 Phone Number: (773) 325-4405
 Email: gradcom@depaul.edu
 Key Contacts: Wynne Strugatch, Assistant Director of Graduate Admission and Karin Winters, Assistant Director of Graduate Student Services
 Website Address: <https://communication.depaul.edu/academics/graduate-programs/Pages/default.aspx>



Accelerate your career or find a new path with a master's degree in Global Strategic Communications from **Florida International University (FIU)**. The top-ranked degree program is available fully online and can be completed in 12 months from anywhere in the world with certificate options available in Conflict Resolution and Consensus Building.

► **Contact Information:**

Name: Florida International University // Global Strategic Communications Master's Program
 Address: 3000 NE 151 St., North Miami, FL 33181
 Phone Number: (305) 919-5674
 Email: gsc@fiu.edu
 Key Contacts: Aileen Izquierdo, Chair, Department of Communication, Assistant Teaching Professor and Program Director, M.S. in Global Strategic Communications
 Heather Radi-Bermudez, APR, Assistant Teaching Professor and Marketing Director, M.S. in Global Strategic Communications
 Meira Langsam, Senior Coordinator, Academic Services, Department of Communication
 Website Address: <https://carta.fiu.edu/gsc/>



The Fund for American Studies (TFAS) hosts Washington, D.C.-based and virtual Academic Internship Programs for undergraduate students each summer, fall and spring.

TFAS programs include academic credit from George Mason University, an internship placement and furnished housing in the heart of Washington, D.C. Students participate in a variety of exclusive guest lectures, site briefings as well as professional development and networking events.

TFAS students leave Washington with 250+ hours of professional experience, an expanded network of contacts, and a greater understanding of the variety of career opportunities.

► **Contact Information:**

Name: The Fund for American Studies (TFAS) – Academic Internship Programs
 Address: 1621 New Hampshire Ave. NW, Washington, D.C. 20009
 Phone Number: (202) 986-0384
 Email: admissions@tfas.org
 Key Contacts: Dana Fought, Associate Director of Recruitment & Admissions and Joe Starrs, Director of U.S. Programs
 Website Address: www.DCinternships.org

Industry Resources



The George Washington University – Strategic Public Relations Program With our master's program you'll gain first-hand insights on how to meet today's challenges from a diverse field of leading PR practitioners.

You'll learn the latest skills, big-picture strategic thinking, and real-world approaches in media relations, crisis management, international PR, and public affairs. Learn more at gspm.gwu.edu.

► **Contact Information:**

Name: The George Washington University – Strategic Public Relations Program

Address: 805 21st St., Suite 401, Washington, D.C. 20052

Phone Number: (202) 994-1526

Email: gspmgrad@gwu.edu

Key Contacts: Ryan Elizabeth Arey, Director of Recruitment & Marie Rudolph, Senior Marketing Strategist, The George Washington University, Graduate School of Political Management, 202-994-5513, mrudolph@email.gwu.edu

Website Address: gspm.gwu.edu



Kiterocket is a PR and marketing agency that makes brands more valuable by embracing what makes them different, helping them find their voices and be heard. Our collaborative teams combine traditional public relations with digital, social media and experiential marketing, supported by full creative services.

► **Contact Information:**

Name: Kiterocket

Address: 45 W Jefferson Street, Suite 700, Phoenix, AZ 85003

Phone Number: (602) 443-00300

Email: info@kiterocket.com

Key Contact: Rose Rover, Operations Manager

Website Address: www.kiterocket.com



A full suite of Media Intelligence Solutions, **LexisNexis** offers a media monitoring suite of powerful analytics, expert human analysis, and the most comprehensive set of global news and social content in the market.

► **Contact Information:**

Name: LexisNexis

Address: 9443 Springboro Pike, Miamisburg, OH

Phone Number: (888) 46-NEXIS

Email: vorhees@lexisnexis.com

Key Contact: Alyssa Vorhees, Senior Marketing Manager, LexisNexis | Nexis Solutions

Website Address: www.lexisnexis.com/prsa



Located on the east bank of the Hudson River in Poughkeepsie, New York, **Marist College** is an independent, private liberal arts institution serving upward of 1,400 graduate students.

Marist offers 10 graduate programs, and one doctoral program. Six of the graduate programs are offered online. Marist has over 100 corporate and organizational partners. We offer tuition discounts for non-discounted programs.

► **Contact Information:**

Name: Marist College
 Address: 3399 North Road, Poughkeepsie NY, 12601
 Phone Number: (845) 575-3484
 Email: Graduate@Marist.edu
 Key Contacts: Van Riley, Senior Assistant Director of Graduate Admission & Brian Scott, Director of Graduate Admission
 Website Address: www.Marist.edu



The Mather Group helps you manage your digital reputation through SEO and Wikipedia.

We believe in building and protecting accurate digital reputations for our partners and their brands. By working with MarCom teams to manage their digital assets, we help eliminate frustration over the ever-changing online landscape.

► **Contact Information:**

Name: The Mather Group LLC
 Address: 411 Center St., N. Vienna, VA 22180
 Phone Number: (703) 623.4490
 Email: Josh@themathergroupllc.com, steve@themathergroupllc.com
 Key Contacts: Josh Greene & Steve Hung
 Website Address: www.themathergroupllc.com



MP&F is a team of 70-plus communications and public relations strategists that works with clients large and small from all over the country in a variety of industries. We help our clients reach the right audiences with the right messages in order to create change and motivate action.

► **Contact Information:**

Name: MP&F Strategic Communications
 Address: 611 Commerce St., Ste. 3000, Nashville, TN 37203
 Phone Number: (615) 259-4000
 Email: info@mpf.com
 Key Contacts: Alice Chapman, managing partner; Pam Schmidt, director of HR and talent development
 Website Address: www.mpf.com

Industry Resources



MUCK RACK

Muck Rack's Public Relations Management (PRM) platform enables PR teams to work together to find the right journalists for their stories, send customized pitches, build meaningful relationships with the media, monitor news and quantify their impact.

Thousands of organizations use Muck Rack to take their communications to the next level.

▶ **Contact Information:**

Name: Muck Rack

Address: 96 Spring St., 7th Floor, New York, NY 10012

Email: hello@muckrack.com

Key Contact: Josh Steinberg, Events & Partnerships Manager, josh@muckrack.com

Website Address: www.muckrack.com



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Name: Northwestern | Medill

Address: 1845 Sheridan Rd., Fisk Hall, Suite 104, Evanston, IL 60208

Phone Number: (847) 491-5359

Email: medillgraduateadmissions@northwestern.edu

Key Contact: Julie Collins, Director of Graduate Admissions and Financial Aid

Website Address: <https://www.medill.northwestern.edu/>



Quinnipiac
UNIVERSITY

The Quinnipiac University School of Communications is preparing aspiring leaders with the dynamic skills needed to thrive in today's fast-paced marketplace. Offering on-campus and online graduate programs across public relations, interactive media & communications, and journalism, our industry-experienced faculty and supportive community are here to help you reach your goals.

▶ **Contact Information:**

Name: Quinnipiac University

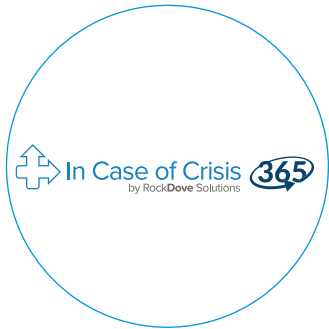
Address: 275 Mount Carmel Ave., Hamden, CT 06518

Phone Number: (877) 403-4277

Email: quonlineadmissions@quinnipiac.edu

Key Contacts: Scott Farber & Jonathan Bailey

Website Address: qu.edu/communications



Our mission is simple. **In Case of Crisis 365, by RockDove Solutions**, helps organizations move from static plans and generic company tools, to a purpose-built issue and crisis management platform. In Case of Crisis 365 gives clients instant access to their plans in a truly actionable format, including playbooks, intelligent workflows, responsive communications, and insightful reporting. In Case of Crisis 365 clients are better prepared to respond faster and more efficiently to emerging threats.

► **Contact Information:**

Name: In Case of Crisis 365, by RockDove Solutions
 Address: 970 Lake Carillon Drive, Suite 300, St. Petersburg, FL 33716
 Phone Number: (800) 787-1639
 Email: info@rockdovesolutions.com
 Key Contacts: Megan Kaplar, Director of Marketing & Operations or Maggie Stevens, Senior Director of Marketing
 Website Address: www.rockdovesolutions.com



Sacred Heart University Gain the knowledge, skills and experiences to become a successful communication professional in the 21st century with a master's in strategic communication and public relations from Sacred Heart University.

► **Contact Information:**

Name: Sacred Heart University
 Address: 5151 Park Ave., Fairfield, CT 06825
 Phone Number: (203) 396-6877
 Email: nassre@sacredheart.edu
 Key Contact: Edward S. Nassr, Associate Director of Graduate Admissions
 Website Address: www.sacredheart.edu/scma



Signal AI is a strategic communications tool that uses artificial intelligence to interpret the global media and turn it into key in-the-moment insight for business and communications leaders.

► **Contact Information:**

Name: Signal AI
 Address: 443 Park Ave. S., 2nd Floor, New York, NY 10016
 Phone Number: (917) 398-5931
 Email: Hello@signal-ai.com
 Website Address: www.signal-ai.com/

Industry Resources

The logo for Stukent, featuring the word "STUKENT" in a bold, sans-serif font. The letter "U" is stylized with a blue and green gradient.

Stukent's digital textbooks are updated twice a year to maintain relevancy and align with industry standards. The first-in-the-world Mimic simulation platform provides students opportunities to navigate challenges via a controlled environment, giving them hands-on experience before graduation.

Stukent's mission is to help educators help students help the world.

► **Contact Information:**

Name: Stukent Inc.

Address: 1690 International Way, Idaho Falls, Idaho 83402

Phone Number: (623) 308-7999

Email: heather.somsen@stukent.com

Key Contact: Heather Somsen

Website Address: www.stukent.com

The logo for Temple University, featuring a red square with a white letter "T" inside, followed by the words "TEMPLE UNIVERSITY" in a bold, sans-serif font.

Klein College
of Media and Communication

Temple University, Klein College of Media and Communication Graduate students pursue professional and scholarly opportunities in the seven graduate programs and three graduate certificates at Klein. Our programs prepare students for myriad careers in academia, communication management, policy, media, production and research in arts and community groups, governmental and educational institutions, corporations, media industries, professional associations, and more..

► **Contact Information:**

Name: Klein College of Media and Communication, Temple University

Address: 344 Annenberg Hall, 2020 N. 13th Street, Philadelphia, PA, 19122

Phone Number: (215) 204-8560

Email: Kaitlin.pierce@temple.edu; Kleingraduate@temple.edu

Key Contact: Kaitlin Pierce, Associate Director of Research and Graduate Studies

Website Address: <https://klein.temple.edu/academics/certificates/public-relations-online-graduate-certificate>; <https://klein.temple.edu/academics/graduate-programs>

The logo for the University of Florida, featuring the letters "UF" in a bold, blue font, followed by the text "College of Journalism and Communications" and "UNIVERSITY of FLORIDA" in a smaller, blue font.

The **University of Florida College of Journalism and Communications** is one of the premier communication programs at a top 10 public university. Our graduate program includes in-residence and online master's degrees, graduate certificates, and a Ph.D. program. Find out more at info.jou.ufl.edu/PRSSA2020.

► **Contact Information:**

Name: University of Florida College of Journalism and Communications

Address: 1885 Stadium Road, Gainesville, FL 32611

Phone Number: (352) 273-3412

Email: onlineadmissions@jou.ufl.edu

Key Contacts: Daressa Howard Hope, Admissions and Enrollment Coordinator & Jennifer Ford, Marketing & Communications Director

Website Address: info.jou.ufl.edu/PRSSA2020



The **University of Memphis Department of Journalism and Strategic Media** offers undergraduate and graduate hands-on training by faculty members with professional experience on the cutting edge of digital media. Its programs are offered both on campus and online.

► **Contact Information:**

Name: University of Memphis

Address: 3711 Veterans Ave., 300 Meeman Journalism Building, University of Memphis, Memphis, TN 38152

Phone Number: (901) 678-2401

Email: jrsm@memphis.edu

Key Contacts: Matthew J. Haight, Ph.D., Assistant Chair and Associate Professor, Department of Journalism and Strategic Media & Tom Hrach, Coordinator of Graduate Studies

Website Address: www.memphis.edu/jrsm



The **USC Annenberg School for Communication and Journalism** prepares students to inquire, innovate and lead at the global crossroads of media, technology and culture. The school's expert faculty, experiential learning opportunities, unparalleled network and state-of-the-art facilities allow students to advance in the communication, journalism and public relations fields.

► **Contact Information:**

Name: USC Annenberg School for Communication and Journalism

Address: 3502 Watt Way

Los Angeles, California 90089-0281

Phone Number: (213) 740-3951

Website Address: <https://annenberg.usc.edu/communication>



Signal's Impact Intelligence platform measures the real-time evolution of opinion, and identifies the topics, networks, and people that can shape it. Using AI and machine learning, Signal mines social, traditional, and broadcast media for signals of changing beliefs. With Impact Intelligence, marketers, communicators, and insights professionals drive more powerful campaigns, products, and experiences, and risk analysts identify threats before they fully emerge.

► **Contact Information:**

Name: Signal Labs

Address: 600 California St., Floor 18, San Francisco, CA 94108

Phone Number: (510) 861-5226

Email: mktg@signalabs.com, ryan.stirtz@signalabs.com

Key Contacts: Ryan Stirtz, Marketing Manager

Website Address: www.signalabs.com

Advertorial Courtesy of **Brandpoint**[®]

Controlled Media in 2021: How MAT Releases Can Guarantee Coverage

With the rise of COVID-19 in early 2020 and the presidential elections this fall, it's become increasingly difficult for brands to connect with consumers — and the way forward rests on unstable ground. We all can predict that the weeks leading up to and following the elections will be contentious, and the pandemic shows no signs of leaving our news cycle any time soon. It might seem impossible for marketers and PR professionals to get their content seen in the middle of all this noise.

Still, opportunistic brands can navigate a crowded media landscape with the right content plan.

By using strategic sponsored content plans, like MAT releases, you can control your message for maximum reach and ROI. Many PR professionals are using paid media efforts to earn quality placements to supplement their own owned media and pitching tactics.

What is a MAT release?

A MAT release is a feature article geared to a consumer audience and is often featured in newspaper sections such as home and garden, automotive, food/cooking, health and wellness, and other consumer-oriented areas. They help brands raise public awareness of a product, service or issue.

Unlike traditional ads, a MAT release article has the potential to be placed on the front page of a newspaper, front-and center on the features page, or on the home page of a major news website. They provide relief from consumer ad fatigue because of their entertaining and informative nature.

How are MAT Releases controlled media?

Simply put, controlled media is exactly what it sounds like: media controlled by you (the brand). This includes the messaging, placement, design of your media, and much, much more

Brandpoint's MAT release offering — and the more advanced media types such as the Premium MAT release and the Expert Series — is a surefire paid media tactic that will help you gain trust, boost your brand awareness and even drive traffic.

Here are the different ways you can control your message through the MAT release:

- 1. Timing:** Brandpoint's customer service skills are tailored to meet the demands of fast-paced PR agencies. We're used to quick turnarounds and short deadlines. We can also advise you on when exactly to push your campaign out for the best results.
- 2. Messaging:** With an in-house team of writers and editors, your content will be created by people who know your brand's guidelines and voice. Our writing team has experience writing for many different industries, including complicated segments like finances or healthcare, and can make sure to tell your story in an engaging way.
- 3. Audience:** The MAT release has many audiences targeting options, including by demographic and location. You can be sure that your message is only shown to the people in the areas that make sense for your brand!
- 4. Amplification options:** With the Premium MAT, you can supercharge your MAT release to drive even more high-quality placements and traffic.

Contact Brandpoint today at (952) 278-0780 to talk to one of our marketing specialists — we can help get your brand's voice to cut through the noise, no matter what.

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THE GEORGE WASHINGTON UNIVERSITY

The George Washington University — Master's in Strategic Public Relations

Today's PR practitioners need to know how to employ more than traditional PR/PA methods in the digital world. Online communication, a 24-hour news cycle, and new technologies have forever changed how information is shared and public opinion is formed.

At GW, we deliver an award-winning comprehensive strategic public relations education that reflects the ever-changing communications landscape. Our students develop a professional grade portfolio and master the skills they need to become a top PR or PA professional.

Reflecting our home base in Washington, D.C., our Master's program provides you with an understanding of how politics and government impact business, technology, and communications, and it is focused on preparing students for a wide range of communications careers.

Many of our students go on to work at major PR firms or in communications roles with associations, nonprofits and global corporations. Others find work on Capitol Hill, in the executive branch or political campaigns.

Our classes, taught by leading PR/PA professionals, meet in the evenings, allowing students to engage in and find work in the vibrant communications marketplace of our nation's Capital. Our program is also offered fully online and will soon be available in a hybrid (online and on campus) format.

In addition to the Master's degree, we offer three Graduate Certificates (Digital Communications, Global PR and Strategic PR) that can be applied to the Master's degree.

We look forward to discussing your academic and career goals with you.

“Our students go on to work at major PR firms or in communications roles with associations, nonprofits and global corporations. Others find work on Capitol Hill, in the executive branch or political campaigns.”



THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Advertorial Courtesy of **MUCK RACK**

The Cost of Inefficient PR in 2020

The future of PR budgets has never been guaranteed. Now, in the midst of a global pandemic, your team's budget can be harder to safeguard than ever before.

Over half of PR pros said that the loss of clients and business revenue was their top COVID-19 related challenge in this year's State of PR, while 44% expected the virus to significantly affect their budgeting when they were surveyed in early April.

Next time you manually build a media list, do the math—that time wasted can cost much more than you bargained for.

Hidden costs to inefficient PR workflows

In this age of remote work, having the right process in place to run your PR team is more crucial than ever. Businesses without an automated workflow hemorrhage costs in the long run.

Only 11% of PR pros report using a CRM (Customer Relationship Manager), while 63% of teams are using spreadsheets daily.

You may think you're saving money by opting for a free tool like Google Sheets over a paid CRM or media database, but what are you really getting?

1. Inaccurate information

When journalists are constantly changing jobs or becoming full-time freelancers, it's critical for PR teams to have accurate, up-to-date information about the people they want to build relationships with.

Still, many PR pros hindered by legacy media solutions and ancient tools are stuck with static, stale data. Bad contact information can result in lost pitches and time wasted.

2. Imprecise measurement

Measurement and reporting on ROI still ranks among several of their top challenges in this year's State of PR survey.

Why?

PR pros are expected to consistently report their efforts to senior stakeholders — a process made more difficult amid the budget scrutiny brought on by COVID-19. This becomes a greater strain when burdened with a manual workflow.

3. Siloed relationship management

Tracking internal communications and relationship activity is a requirement for successfully placing coverage — and that can't happen in a vacuum.

A proper system of record should tell you who on your team last contacted a reporter, when, what was said and what the result was, so your next outreach will be communicated in context.

Public Relations Management Software can make remote collaboration a time-saving experience

Your software should save you time and money—that's why Muck Rack launched the Public Relations Management (PRM) platform.

"Prior to using Muck Rack, I tracked all of our company's media coverage manually for two and a half years," said **Sandy Pell, Head of Corporate Communications and Public Relations at Vidyad.** "Now I'm getting back 10-15 minutes of my morning every day — and those minutes add up! Muck Rack's automated coverage reports have helped me become much leaner."

MUCK RACK

Public Relations Management (PRM)

Build media relationships, collaborate from anywhere, and measure success

PRM unites the traditional elements of Public Relations software—media database, monitoring, distribution and analytics—into a single platform built to boost team collaboration and efficiency.

The all-in-one PR solution you've been waiting for:



FIND THE RIGHT JOURNALISTS, PODCASTERS, FREELANCERS AND MORE

Access the industry's most accurate media database so you can spend more time building relationships and less time maintaining old contact lists.



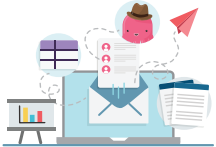
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Be the first to know about outreach opportunities, potential crises and other critical information.



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Send and personalize pitches without the pain of creating a new email for every person. Track emails sent from your inbox, schedule emails in the future, manage follow-ups, and optimize results using data.



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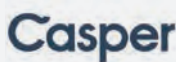
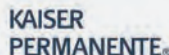


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The Rise of the CCO

A recent survey found that Fortune 500 Chief Communications Officers (CCOs) have increasingly prominent roles and rising leadership expectations; in fact, 67% of respondents said that a strategic mindset was the most important leadership characteristic for successful CCOs. CEOs expect CCOs to act as high-level strategic advisors and, in turn, CCOs expect their teams to operate as a strategic function.

With a greater focus on reputation than ever before, organizations are seeing the need to pay more attention to reputation when it comes to business decisions. This means that a PR team and the CCO should be able to answer key questions and operate more strategically, something the Chartered Institute of Public Relations highlighted in their State of the Profession report.

With a CCO in place, there is a greater focus on reputation and how business activities might impact an organization's perception among its stakeholders. It also means PR teams are more closely aligned to overall business objectives. In our recent webinar on reputation management, **Stuart Thomson**, Head of Public Affairs at leading law firm BDB Pitmans, said: "It's important to have a voice and have a champion of comms at the leadership level, but it's also important to speak the language of leadership. Ask 'are we delivering for the objectives of the various members of leadership or are we talking about comms metrics that they might not fully understand?'"

For PR teams to adjust and better align with leadership's objectives, they need a more strategic remit. This transition doesn't just benefit leadership though. It has the ability to enhance the reputation of the PR team and its members within the business—not just through successes in line with company goals, but in aiding departments through distributing key information.

Let's take two examples. Firstly, how PR teams assess media coverage. Instead of focusing on reach or number of mentions, they can assess the sentiment behind coverage with an AI-powered tool. Using more detailed insights, PR teams can help leadership understand the effect of strategic decisions on the company's reputation.

Secondly, how PR teams demonstrate their success. PR measurement has often been overlooked, but selecting the right metrics can show how Comms teams are changing behaviors and delivering impact. Signal AI's measurement expert **Neil Morrison** said: "***Moving beyond vanity metrics and better defining the success of the PR operation is a big task. Leaders may ask 'So what if my team achieved 150 articles in the Nationals? So what if the Advertising Value Equivalent (AVE) of my coverage was £4.2 million? What does this mean to me?' With the right metrics that show the true impact of PR & Comms, fewer CEOs and boards will be able to say, 'So what'.***"

Posing more strategic questions in day-to-day activities will better define a team's remit. Demonstrating more nuanced ways of measuring success will also help leadership understand and engage with Comms. Now, when it comes to making key decisions, the C-suite has a trusted advisor in the form of their Comms leaders, and reputation is considered at every turn.

Are our PR, comms and corporate activities driving positive or negative perception? Are our key messages cutting through and resonating? How are competitor announcements being received? What are the emerging risks that might impact us? What is the sentiment towards us internationally? What is my company famous for (in the minds of people we care about)? Are **we** part of the conversations that we want to be driving? How does that compare to our competitors and aspiring peers? How do I get an **answer** to the questions that matter to my business? What is driving the coverage we receive? What are **the** influential voices in our space saying and how is it affecting us? Is it positive or negative? What **questions** are our customers trying to answer? How do I make sure we spot oncoming risks or threats early? How do I measure the quality of my work and report **that** effectively to stakeholders? How do I diagnose them and build an appropriate response to them? How much do early warning signs of risk **matter**? How are our business activities impacting our reputation? What are the rising issues and opportunities that we should be aware of? What impact is our reputation having on our business? How are our perception and reputation changing over time?

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5 Tips for Communicating During Uncertain Times

In times of global uncertainty, like the current COVID-19 pandemic, maintaining consistent and strategic communications is key – but can be difficult to accomplish. Communications playbooks – even those specifically developed for crises – don’t always address situations like the one we’re in now, leaving brands unsure how to proceed with their communications.

What’s more, though our age of interconnectedness and hyper-globalization has made it easier than ever to communicate, it’s also made it more difficult to break through the noise and communicate in a way that’s both meaningful and impactful. Here are five recommendations for how brands can communicate effectively during times of uncertainty:

- 1. Prioritize authenticity.** People are smart. If you release a slap-dash statement just to join the conversation, you could come off as tone-deaf. Start with an intentional, empathetic approach and you’ll find an authentic communications strategy.
- 2. Lead from the top.** In times like these, it’s human nature to look to global leaders for guidance. Send a letter on behalf of your CEO to your customers – and wider community – that provides reassurance for the current situation, reaffirms your commitment to working together, and outlines clear next steps.
- 3. Leverage data.** If there’s anything that’s certain right now, it’s that the global conversation will be massive and highly-dynamic. Leveraging real-time data analytics can help you better interpret the global conversation, determine the accuracy of information, and develop the best communications platform.
- 4. Partner up.** We’re stronger together. Where it makes sense, establish and leverage strategic partnerships – with your customers, other organizations, and beyond – to help widen the impact and scope of your communications.
- 5. Stay nimble.** Things change fast. A communications strategy that worked yesterday may not work today. Stay nimble and adjust the tone, content and frequency of your communications as needed.

During uncertain times like these, it’s important to communicate in a way that is clear, direct, and accurate – a reassuring combination for anyone overwhelmed by rapidly changing circumstances, an onslaught of information, and a lack of clarity about what the future holds.

To learn more about smart modern communications tools and strategies, visit SignalLabs.com.

“During uncertain times like these, it’s important to communicate in a way that is clear, direct, and accurate.”

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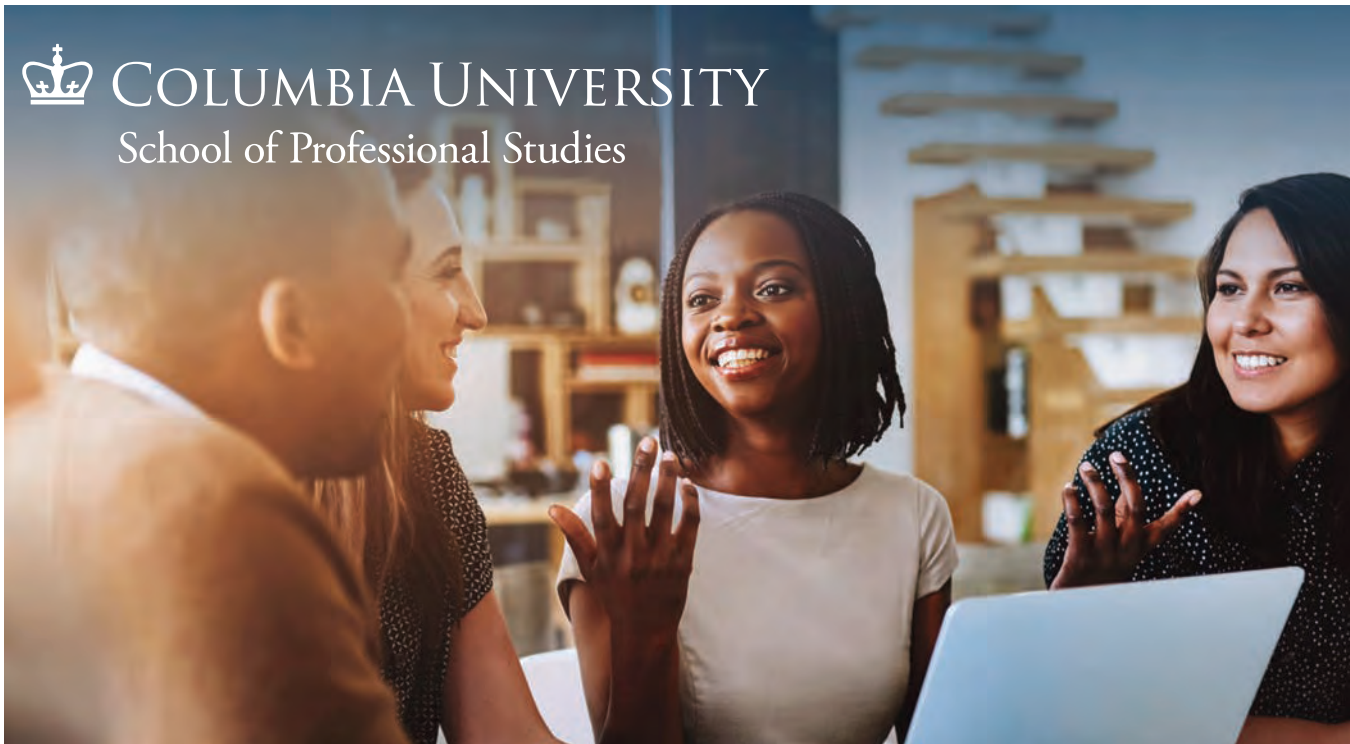
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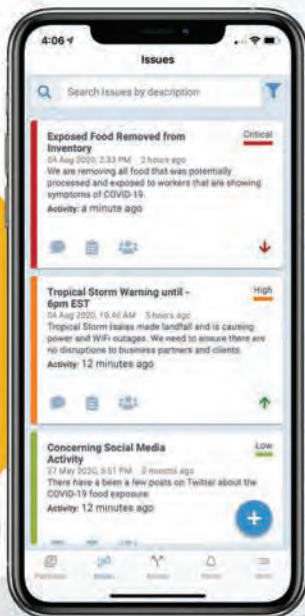
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