



Jen Jackson

Portfolio

The irony of artificial intelligence: Addressing inequality in AI (wearetechwomen.com)

After putting out a last-minute request for next-day copywriting support, Jen immediately jumped to the challenge of researching and producing an excellent online feature on the subject of artificial intelligence. The content was highly-praised by the client and impressed the editors of the publication for meeting the requested brief. Jen was a pleasure to work with, delivering exactly what was promised, ahead of schedule and at an affordable hourly rate. I wouldn't hesitate to recommend her to other agencies and look forward to working with her again.

Hannah Viney, Founder at Sycamore Communications

Jen worked incredibly quickly to produce excellent and concise copy for my new website. It was exactly what I needed with very little input from myself. Thank you Jen!

Handmade Baby and Children's clothes | Pip-Pop & Wren (pippopandwren.com)

Amy Madden, Founder at Pip Pop and Wren

NEURO'S GETTING READY TO MAKE THE MOVE

Road to 2014

Many Trust services are moving to the Southmead site in May next year following the opening of the Brunel building. Here, Insite looks at how the Frenchay-based Neurosciences Department is preparing for the move.

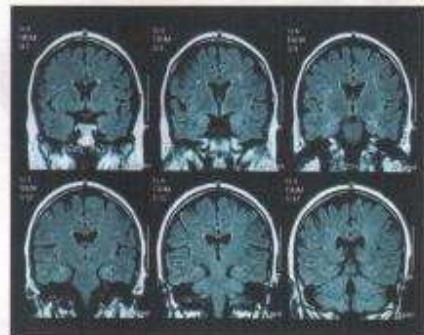
The Neurosciences Department's national and international reputation means it receives patient referrals, not just from across the South West, but also from across the UK and the world. The department also frequently captures the attention of the media due to its outstanding work.

Since the 1940s, the Neurosciences Department has been consistently at the forefront of technical advances in neurology and neurosurgery. These include the development of world's first minimal invasive surgery techniques, pioneering the use of deep brain stimulation for the treatment of functional disorders such as Parkinson's disease and epilepsy, and developing the use of robotic surgery to deliver drugs straight into the brain with pinpoint accuracy.

Pearl Griffiths trained in nursing at Frenchay, qualifying in 1980. She has worked in neurosurgery for the last 33 years, progressing from a staff nurse to Head of Nursing for Neurosciences, her current role.

She said: 'There have been a number of medical advancements within the department and our strong neuroscience nursing team at ward level have supported the team amidst these changes.'

'We also have specialist nurses in the fields of surgical treatments for Parkinson's disease, Dystonia, neuro-oncology, specialised multiple sclerosis (MS) treatments delivered by MS nurses, epilepsy nurses and the management of this condition that includes a full epilepsy surgery programme. All of this work is interdependent upon us all at every level which allows Neurosciences to have a wide and extensive research portfolio.'



The department has strong links with the University of Bristol, with the team leading ground-breaking research into the treatment of conditions including multiple sclerosis and dementia and the wider use of deep brain stimulation in the field of pain management and depression.

The Burden Neurological Centre at Frenchay was the first research unit to study psychiatric disorders in the UK.

Consultant Neurologist Dr Richard Hardie added: 'A huge change for the department has been the increase in the size and complexity of the medical teams. When I started we had four Neurosurgeons and three Neurologists - we now have 13 and 14 respectively.'

'The 13 consultants, who are world-leading experts in their specialities, carry out more than 3,500 individual procedures each year, of which 50 per cent are emergency admissions.'

'Changes to the way the team works are necessary to ensure that the whole team moves smoothly into the Brunel building in May 2014 and continues to deliver the service it is renowned for.'



Pearl added: 'The biggest change that I think the whole nursing team should be proud of is how we have moved in a planned way from working across seven Nightingale wards to a team approach to the delivery of patient care.'

“We will ensure that a friendly personalised touch is maintained when we move to the Brunel building and it is important therefore that we continue to listen to our patients.”

'We now have a neurosurgical nursing team across 67 beds over four individual wards and a neurological and stroke nursing team across 44 beds over three wards. This means that the patients should receive the nursing care they need by the appropriately skilled nurses and matron.

'Patients value the continuity of care they receive – the fact that they are greeted with a familiar face, and the closeness of all the amenities, scans, wards and so on.'

'It's also important that we will be under one roof in the Brunel building as our services are currently closely located and this means we are able to call upon our nurse practitioner colleagues and specialist nurses to work with us at short notice.'

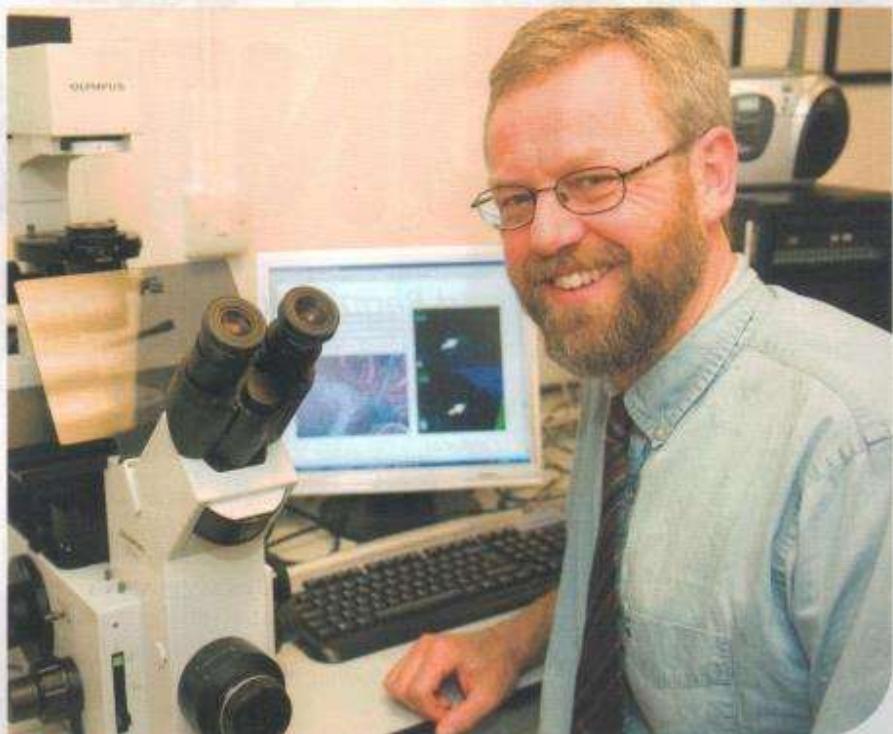
'We will ensure that a friendly personalised touch is maintained when we move to the Brunel building and it is important therefore that we continue to listen to our patients.'

'The Neurosciences Department will be working in a brand new facility, but the standard of care and the same familiar faces will move with us from Frenchay to Southmead at what will be an important milestone in the history of this world-renowned department.'

The team currently includes a dedicated paediatric neurosciences service, which treats children and young people, 24 hours a day, seven days a week, with a wide range of conditions from across the South West from Frenchay Hospital. This service will move in April 2014 to the Bristol Children's Hospital, as part of long-term plans to centralise all children's inpatient services at one location.



Team approach: From left, Pearl Griffiths, Debbie Beynon, Emma Wright, Diane Cornish, Richard Hardie and Sue Parker



Research: Professor Neil Scolding is leading a major trial using stem cells to treat multiple sclerosis

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FLUT1BC32013 NAME OF ISSUER MEMBER: Friends Life

NAME OF PASSENGER:

Friends Life colleague

FROM:

London New York, USA

GLOBAL TREATMENT INSTRUCTION:

Neurosurgery

LAUNCH DATE OF GLOBAL TREATMENT:

16 March 2015



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What is TravelSmart?

TravelSmart is NBT's new advice and assistance service to support staff in their choice of how they can get to work.

Recently launched by Bristol's Mayor George Ferguson, **TravelSmart** encourages all staff to look at their personal travel plans and consider alternative forms of transport. The benefits include potentially saving money, improving your health and being more environmentally-friendly. So far, 30 staff have volunteered to become **TravelSmart** representatives. They will be a point of contact within your department and will be able to point you in the right direction for information.

You can find out more at www.nbt.nhs.uk/travelsmart. Or call the Travel team to find out who your **TravelSmart** rep is, or if you would like to become one for your department: 0117 323 2791.

TravelSmart




Above: TravelSmart launch event

What are my options for travelling to work?

As part of **TravelSmart** you have the following options:

- Travelling by bus, using discounted bus tickets, with increased frequency and extended bus times
- Using the good links from Bristol Parkway railway station, with several buses an hour. There are currently also £1 journeys to Southmead and Frenchay hospitals on the number 18 bus from the station
- Linking up with others who can offer or receive lifts through www.liftshare.com and supporting this through our 'guaranteed ride home' policy
- Trying one of our free electric and standard bikes in our try-before-you-buy scheme, 24/7 cycle first aid kits, Bicycle User Group (BUG), cycle storage, shower and locker facilities, free Dr Bike check-ups and discounts such as cycle scheme available
- Walking or running to work. There are shower and locker facilities as well as software tools to plan your route
- Using our designated motorcycle bays
- Making the most of teleconferencing and videoconferencing facilities so you may not have to travel to that meeting

"I tried out an electric bike for fun but soon realised this would be an ideal way to commute my eight and a half mile journey to work. I haven't driven to work since June."

Phyll Alexander
Medical Secretary,
Frenchay Hospital



How are roads and bus services improving?

The six public bus services coming onto the site will be improved, beginning earlier and finishing later, as well as running at weekends.



There will be five buses an hour to Bristol Parkway railway station and these will drop passengers at the front entrance to the Brunel building.

Other bus services will call at the entrances of the hospital site. In addition, many other bus services operate along Gloucester Road, only a few minutes' walk along Dorian Road from the hospital site. Taxi and patient transport drop-offs will be provided at the main entrance to support those who need this additional service.

The Trust has worked with Bristol City and South Gloucestershire councils to develop improvements to the public roads providing access to Southmead. South Gloucestershire has agreed that the A4174 Ring Road approach to the Filton Roundabout will be widened to provide an additional lane. This scheme will increase the number of vehicles that can pass through the junctions.

nbt.nhs.uk/moving
Brand new hospital. Same familiar faces.

Brand new hospital.
Same familiar faces.

North Bristol
NHS Trust



Today at 2am, Frenchay A&E moved to Southmead Hospital

The move of staff, wards and
services will complete by 28 May

 nbt.nhs.uk/move

With little more than seven months to go before the £430 million Brunel building at Southmead Hospital Bristol opens its doors in May 2014, the Trust is looking to recruit 150 Move Makers – volunteers who will play a vital part in helping patients and visitors find their way around the new building.

The Move Makers will meet, greet and direct patients and visitors arriving in the public areas of the Brunel building and the car parks.

Tricia Down, Head of Capital Planning for the Trust, said: 'Their role will be more than functional - they will be making a difference to patients, visitors and staff who step into our fantastic new building for the first time – particularly given the vast size of the atrium.'

'By the time we get to May 2014, Southmead Hospital Bristol will have transformed as a site quite considerably, although there will still be work continuing in some areas.'

“The new hospital building is fantastic but I can see how people visiting it for the first time could be a little overwhelmed.”

'Having a welcoming, friendly face when patients and visitors arrive in the car park or the Brunel building, with someone to guide you to your appointment or assist family and friends will be invaluable during a time of considerable change.'

The Move Makers will receive training and will work in four-hour shifts. It is intended to recruit 150 volunteers, though some may choose to do more than one shift in a week. They will be required to assist in the public areas for the two-week period in May 2014 when patients are being transferred by the Move team and ambulance crew, although some volunteers may remain in place in the weeks following.

Jan Bartlett, from Stapleton, has volunteered at Frenchay and Southmead hospitals for the past ten years, playing the organ and piano at the hospital chapels. She was one of the first to sign up to becoming a Move Maker after enjoying her experience as a Games Maker at last year's Olympics.



Meeting, greeting, directing: Move Makers Jan Bartlett, John Berry, Theresa van der Merwe, Jenny Beckin

Jan said: 'The move to the new hospital at Southmead is an exciting project and one that I was keen to get involved with. The new hospital building is fantastic but I can see how people visiting it for the first time could be a little overwhelmed. I am looking forward to being part of the team that will help patients and visitors find their way around.'

It is important to note that the Move Makers will not in any way be involved in the transfer of patients from Frenchay and Southmead which will be done by our highly trained staff in collaboration with the ambulance service.

To find out more about becoming a Move Maker, please contact Jill Randall via email jill.randall@nbt.nhs.uk or telephone extension 02843.

To find out more about the new hospital, visit www.nbt.nhs.uk/newhospital

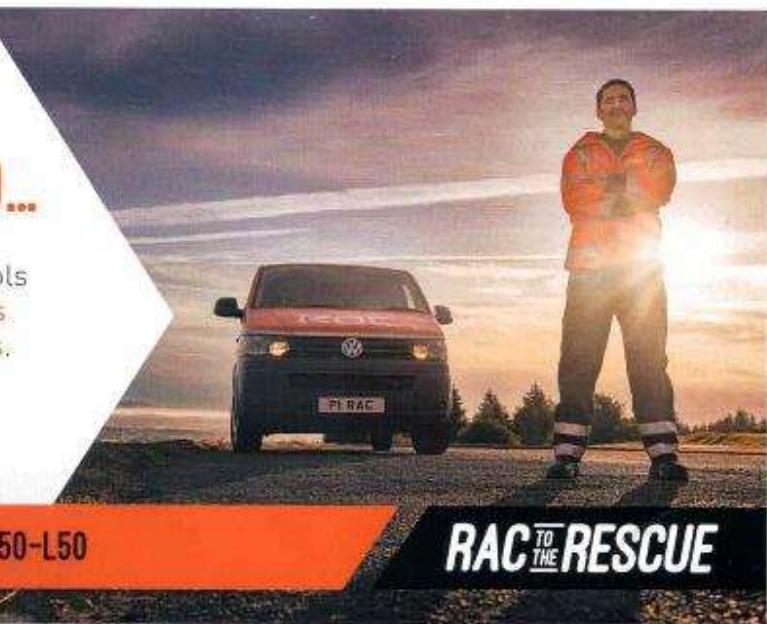
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I am a freelance marketing and comms consultant specialising in helping companies to find the words that mean business.

With over a decade of all-round marketing and comms experience, I can provide strategic support as well as delivery, with everything from copywriting, social media content and web projects, to a complete marketing or comms strategy for your business.

Recent clients include Sycamore Communications, North Somerset Council, UWE, Press Pause, Red Monkey Accounting, Arc Fundraising and Harleys Global.

I am also a published poet and am currently writing children's stories. One of my poems was recently used in a BBC programme and another is on sale at Clevedon pier. Five of my poems have been published in anthologies. I have a keen interest in photography and am combining this with my creative writing to make gifts.

To find out more follow my blog: [Penned by Jen \(jenpenned.blogspot.com\)](http://jenpenned.blogspot.com)



GREEN IS THE WORD – SHOULD YOU EVALUATE ENVIRONMENTAL PR?

1. Introduction

No one can deny the growing importance of green issues. A recent survey by McKinsey and Co found that 90% of companies say they are doing more now than five years ago to incorporate environmental social and governance issues into their core strategies, whilst BT found that 33% employees believe working for a responsible employer is more important than their salary.

As customers become more environmentally-aware, marketing and PR is also adapting to reflect these trends, with banks promoting their limited paper use and car companies focusing on reduced emissions. M&S gained attention as the first company to charge for plastic bags, a subject debated on Newsnight which referred to the environment as "*one of the most important issues around at the moment*" and the debates rage on about palm oil.

2. The danger of greenwash

Yet are these strategies working to enhance the reputation of these companies? How effective are such campaigns? The danger is that companies stand accused of 'greenwash' which can be portrayed as equally sinful to not going green at all. For example, Friends of the Earth commented that BP "*has invested millions of pounds in telling the world it is going green, but this company's core business is dirty at heart*" A study by James Wright of Trimedia for the CIPR found that greenwashing, the practice of promoting environmental practice whilst acting in an opposing or dishonest way, was prevalent in the corporate world but also within government when statistics are presented and this is "*tainting PR's fragile reputation*." Sincerity and substance are all-important, therefore it is vital to know which messages are coming through and how favourably they are being conveyed.

According to BT "*CSR has to be credible and relevant to the business*" – otherwise it can be seen as false. It is important to get it right, as they found that there is a direct relationship between customer satisfaction and perception of the company as socially responsible and in the case of BT, 28% of their corporate reputation is derived from CSR.

3. Why evaluate

Based on our recent evaluation at Mediatrack of four major international players, we have found the following:-

- Between five and ten per cent of their coverage focused on environmental issues.
- For two of these companies such items attracted favourability above the overall average, whilst the other two fell below the mean proving that it is a volatile topic.
- These volumes are lower than we would expect given the current focus on the climate, yet we would anticipate that this will grow over the coming years.
- Environmental issues can be the cause of highly negative reporting.

For these reasons it is worth monitoring the way a company's green credentials are displayed in the media, particularly under the umbrella of CSR where much unfavourable reporting can be found. We have recently seen companies forced to defend themselves; Greenpeace attacked Unilever about palm oil production and they are soon to write a report based on Olympic

sponsors such as Coca-Cola. These stories hit the headlines and can be very damaging due to the emotiveness of the issues.

4. How to evaluate

There are three stages to evaluation:-

- **Measure outputs:** the product resulting from your campaign, such as the number of articles written by journalists on the subject of environmental issues surrounding your company.
- **Measure out-takes** by looking at the impact of the outputs, for example the number of key environmental messages in the coverage.
- **Measure outcomes**, which is an evaluation of behaviour changes in customers or improved sales resulting from the PR work.

The ideal way to test your strategy would be to measure the outcomes as this directly relates to the extent to which you have achieved your business outcomes; do people want to drink at Starbucks if it claims to be green? Will people boycott Unilever's products because of the palm oil accusations? We already know that 58% have avoided a product or service due to bad reputation according to the Co-op bank.

At Mediatrix we can look at out-takes to see which messages are penetrating the media and how favorably journalists report them, providing a great insight into understanding the effectiveness of your green messages. This enables you to see which ones are working and which need to be adapted and allows us to advise you on how to improve your strategy.

We can break down coverage in a range of ways to uncover how your messages are working, for example we can analyse by:-

- area to show geographically where you are being reported in a favourable light
- title and journalist to reveal which relationships are producing positive results and which need more work
- country, as we have found that environmental issues produce greater coverage in the UK than other European countries and favourability tends to be higher here too.

What sets us apart at Mediatrix is that we specialize in evaluating proactive and reactive coverage, putting the findings into the context of general media debate. We have found that 55% of items are generated by an event, either proactively-led such as a press release or launch, or resulting from outside influences which provoke a reaction such as an investigation. We also add our awareness of other stories which may be dominating the media at any given time, as we understand that PR professionals cannot control the media. Encouragingly we have found that 67% of all events attract favourable coverage so it is worth pouring efforts into the proactive PR and aiming for a neutral rating from negative events.

5. Timing

It is clear that environmental concerns are here for the long-haul, yet timing is key to weathering the storm. For example, industrial water usage is likely to be the next hot topic, though we have not yet seen it entering the coverage significantly. However, many of our savvy clients have noted this important subject and are addressing it now before it becomes an issue. The approach is similar to that of crisis communications; it is vital to plan ahead and to be honest and upfront.

An example of this approach was Gap who despite their poor record of workers' rights have "taken a positive step by publicizing the conditions for workers in its factories" according to Martin Hickman of the Independent and the company's own statement is upfront: "While Gap, like all clothing companies, is far from resolving all workers' rights issues, it has come further than most". However a lot more work is needed to alter public perception as they were ranked 12th, where 1st is the most unethical, in the Fraser Ethical Reputation Index published in 2006. Once perception mounts that a company is acting unethically, it can take a long time to challenge such public opinion.

5. Learn from others' mistakes

As the BBC pointed out, the reputation of CSR was damaged by weapons manufacturer BAE Systems who launched a range of "environmentally friendly" munitions as part of its corporate responsibility initiative with these immortal words: "Lead used in ammunition can harm the environment and pose a risk to people." When environmental PR is ill-judged it can be very detrimental to the company so the importance of getting your messages right has never been greater, as the green card could make or break a campaign.

According to John Paluszek from Ketchum the key advice is to "make sure you're monitoring the issues that are coming down the pike". You can only manage what you monitor, and if your messages are read as greenwash then all your good work could have been wasted as far as your reputation is concerned.

6. Success story

It's not all bad news though and with the right policies and PR, these issues can raise the profile of your company significantly. In the case of one of our clients, they were listed high in the Business in the Community Index in 2005 and we found them to have 11% of coverage regarding CSR that year, and it was the only issue to exceed the +1 barrier on our favourability scale. The following year they reached the Platinum level in the Index, proving that their efforts on this issue reaped great rewards.

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Grandparents well-being compromised by grandchild care issues

30/09/2010

A study named 'Grandparents' Voices' launched today (30th September) by the Grandparents' Association in the 'Relative Values' series, looks at the views of grandparents who face up to challenging family situations. It shows that grandparents who provide kinship care, or who lose contact with their grandchildren, do so at considerable cost to their health and relationships.

This research was commissioned by The Grandparents' Association and undertaken by Professor Bob Broad PhD, London South Bank University. Prior to this there was little evidence about the health and well-being of grandparents as full-time kinship carers, significant carers or those who have been denied contact with their grandchildren. He outlines that governments present grandparents as a 'public utility' as 'largely unpaid child care contributors.'

For those offering full-time kinship care, 55% said their physical health had worsened, 70% said their sleep patterns had deteriorated and 40% admitted that their mental health had suffered. Added to this, there is a lack of financial support and less than half continued working when they took care of the children.

One grandparent commented: "Psychologically this has ripped me apart. I don't have a social life and feel my life has stagnated. It's not fair on the child, but equally it's not fair on me. I have grown very resentful."

In Spain, a call has gone out for grandparents to strike and whilst many are reluctant to offer full-time support, with 82% of children receiving some care from grandparents in the UK, they feel they have no choice as many want to prevent those children going into care.

Finally, the report showed that grandparents experiencing the worst effects on their relationships and health are those who are denied contact with their grandchildren, usually as a result of family feud. This is due to a lack of control, with 81% saying their mental health had worsened as a result.

When looking at the support groups available to all groups, social services proved to be the least helpful and the research concludes that grandparents want more support, more recognition and more services. It asks whether the 'Big Society' can involve the sharing of care between the state, the individual and the family about responsibilities, duties and rights.

With Grandparents' Day falling on October 3rd, now is the time to recognise the huge contribution grandparents make to society. Lynn Chesterman, Chief Executive of the Grandparents' Association added: "This research confirms and validates what the grandparents were telling us, which is it is not always about the cost of raising a grandchild or the cost of going to courts. Other issues raised are also about the loss of relationships, and the mental and emotional strain on relationships.

"No one has done any research like this and no one was taking the grandparents seriously. The Grandparents' Association listened and acted to bring attention to what grandparents really feel. We hope that it will be used alongside other evidence to give us a fuller picture of how losing contact with or raising grandchildren fulltime impacts in so many ways."

Relevant links

- [Grandparents Association \(Opens a new window\)](#)



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NAME OF ISSUING AGENT: Friends Life

NAME OF PASSENGER:

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FROM: TO:

London New York, USA

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Neurosurgery

LAUNCH DATE OF GLOBAL TREATMENT:

16 March 2015



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Bristol News and Features

Review: Spike Milligan's 'Adolf Hitler: My Part in His Downfall', Bristol Old Vic

Details

Review: Spike Milligan's 'Adolf Hitler: My Part in His Downfall', Bristol Old Vic

15 July 2009

Description:

Jenni Mitchell reviews Spike Milligan's 'Adolf Hitler: My Part in His Downfall' at the Bristol Old Vic:

As we took our seats to watch the performance a notice warned: 'expect the unexpected'. The play was certainly a rollercoaster ride of hilarity and severity, though for a play about Spike Milligan this was hardly surprising. It reflected the extremes of mood experienced by the man himself.

Tim Carroll and Ben Power have used a range of theatrical styles to reflect the changing style of the books they have dramatized, and they capture the voice of Spike Milligan brilliantly. We were kept on our toes as the cast played with the conventions of theatre itself; the scenes were introduced as part of a radio show giving a sense of performance, yet the brief war scenes created a feeling of reality as the bombs seemingly echoed throughout the auditorium. The excellent direction added to this trickery, with parts of the scenery crashing around the actors in dramatic fashion.

The ever changing mix of musical styles covered jazz, opera, classical and even a barter shop quartet, placing music as a respite from the war as a central theme. It made for a very entertaining show and there was a strong sense that the music, coupled with Spike's humour, helped him to survive the horrors of war. The camaraderie was also uplifting and touching.

What became quickly apparent was that, though written during the war, Milligan's quick-witted words still resonate with audiences today. Jokes about health and safety, such as the comment that firing wooden mushrooms at the enemy could cause 'unnecessary injury', hit home. His abstract humour has stood the test of time and Sholto Morgan, who played Spike, perfectly embodied Milligan's child-like nature and the imagination. Matthew Devereaux also gave a particularly strong performance as the Bandmaster who did hilarious Hitler impressions.

The prominence of Milligan's madcap humour throughout made the interspersed moments of gravity all the more moving and powerful. The most telling moment was when Spike finished singing a melancholy tune and the audience were uncertain whether to clap. It was if we didn't know how to feel; Spike had created a war of emotions, reflecting his own inner turmoil.

We never dwelt long enough for it to become sentimental, as Spike would race in with another joke as if he was constantly putting on an act. This play cleverly spoke volumes about the severity of war, whilst entertaining us all with music and laughter; as much of a contradiction as the man who wrote it.

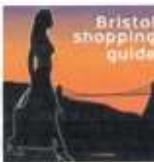
Jenni Mitchell is a freelance writer with a passion for all things Bristol.

The views expressed are those of the writer, and do not necessarily reflect the views of Guide2Bristol.

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Advertising Standards Authority



"Mediatrack Research has helped the ASA re-evaluate our press approach to get the best value out of our efforts - and also to think of new ways to reach our target audiences." *Lynsay Taffe, Director of Communications, Marketing and Public Affairs*

Helping regulators navigate contentious issues

Regulators and regulatory trade bodies like the Advertising Standards Authority walk a fine line. They wield considerable influence in coercing companies to take action. Their decisions affect public confidence and corporate governance.

Because their judgments are scrutinized by industry and public alike, understanding not just how their judgments are portrayed in the media, but also how the reasoning behind their decisions is explained, is of vital importance to their planning.

Analysis of this kind is used within Board meetings, for reporting to the Council, and by the Communications Team in planning strategy. In such contentious work we alert clients to emerging issues so they can be on top of the story rather than following it. We monitor a range of sectors to demonstrate which areas are driving coverage most favourably so that campaigns can be fine tuned on the basis of hard evidence.

Invest Northern Ireland



"I was impressed with the speed with which Mediatrack Research came to terms with the project brief and the highly professional service they delivered. Throughout the project, they continually sought to add value, identifying and evaluating additional key messages, and provided a meaningful report on a substantial volume of news across a complex set of messages. Their results support the ongoing development and targeting of key messages going forward."

Peter Harbinson, Head of PR & Media Relations, Invest NI

Getting the biggest bang for the buck

Often the most interesting evidence for a client is not what they initially asked for, but what we discover by careful testing.

We were asked by Invest Northern Ireland to investigate key messaging for a major Inward Investment conference for US investors in Northern Ireland. In a nutshell, Invest NI wanted to know if the message 'Northern Ireland is an attractive location for inward investment' was reaching its key audiences in the weeks prior, during and following the conference to establish the impact of the event.

On investigation, and as we probed further and further into the coverage, we discovered two other themes which had not been formalized were running in a far more interesting way to journalists, investors and consumers - 'Northern Ireland has a young, educated workforce' and 'People in Northern Ireland have a good work ethic.' We advised Invest NI to shift their emphasis and include more specific messages with greater resonance into their communication and to use US investors as speakers and therefore as key endorsers of investing in the Province. Invest NI restructured their communications as a result and their media profile and coverage improved significantly. And what's more, the comms team had hard evidence to prove that this change in coverage was not coincidence, but the result of careful planning based on numbers.



MEASURING SOCIAL MEDIA

The increasing importance of social media

The 2008 'US Media Myths and Realities'¹ survey revealed that buying decisions are more frequently being based on information from blogs and social networking sites. Social media therefore has the potential to be highly influential to any brand and whilst many PRs are adopting these techniques alongside traditional media for reaching their key publics, it also becomes an important aspect of media measurement. Following on from our previous white paper *The Blogosphere and Social Media for Financial Markets – an Introduction* we felt it necessary to address approaches to measuring social media as the market has already moved on significantly.

Social media is an area which should be embraced by PR practitioners as it provides new opportunities to engage with and target key audiences. Described by the CIPR as "the term commonly given to websites, online tools and other Interactive Communication Technologies which allow users to interact", one key facet of this medium is its variety; blogs, podcasts, wikis, bookmarking, networking and videos can give a new angle to a campaign and sites such as Twitter, Delicious and Facebook provide an insight into the views of your stakeholders and a space to engage with them. It is vital to keep up-to-date with this evolving field as the early adopters will be onto the next fad whilst the majority are just discovering Twitter. It's a fast-paced arena so it is important to know which sites your target audience are interacting with.

Why measure this media?

In terms of measurement, social media offers the ideal opportunity to listen to the chatter about your brand and seed discussion in ways that were not possible before, thereby facilitating two-way communications. What PR professionals also need to be aware of is the reliance of journalists on these platforms. A recent study² revealed that 59% of journalists use blogs regularly for story ideas so it is more important than ever to be engaging with this field if your story is to be picked up by the traditional media. The two types of media now feed each other so neither can be ignored, and when setting your objectives it is key to build in evaluation, so you know what to alter moving forward.

In addition, we have witnessed the rise of the citizen journalist over recent years so the journalist is no longer the gatekeeper to the media – anyone can post a comment about a company or brand and depending on their level of influence this could have a profound effect. The video of the 'dipper well' at Starbucks is a case in

¹ Study by Ketchum and the University of Southern California's Annenberg Strategic PR Center.

² 2008 Middleberg/SNCR Media Survey

point. As the public are given this platform and become more vocal, PRs have to work harder to identify those who could have an impact, and so the need increases for an evaluation agency to keep them informed.

It is also worth remembering that comments posted on the internet are permanent, whether positive or negative. The potential to have a lasting impact is therefore clear. Type 'Wal-Mart, Edelman' into Technorati and there remains evidence of the scathing criticism of this corporate giant's actions which coined the phrase 'flog'. In contrast, type 'Wispa' into Facebook and there lies proof that nearly 20,000 people supported the return of this product.

What to measure

With a vast array of tools at a PR team's disposal it can be difficult to know where to start and which media are appropriate to target or measure. Deloitte's report *The State of Media Democracy: Are you ready for the Future of Media? (2007)*³ comes in handy here as it outlines the media activity of different audiences. It divides the population into four generations: the Millennials (ages 13-24), Generation X (25-41), Baby Boomers (42-60) and Matures (61-75). This report shows, unsurprisingly, that the Millennials are "leading the way" by embracing new technologies across the spectrum. Generation X are "most interested in general lifestyle/personal interest information" whilst Baby Boomers use the internet, but rely on traditional media and Matures even more so. This report gives an indication of how different target audiences consume their media which points to which sites and tools need to be measured.

How to measure

Quantitative Measurement

Owing to the sheer volume of chatter, it is not possible to measure everything and this is not advised even for traditional media measurement. What is important is to identify the sources which matter and monitor those, in the same way that an organisation would draw up a list of core target media rather than monitoring every newspaper.

Volume must not be ignored however, as the more that is generated, the quicker the opinions spread. So to start with this can be measured in various ways; tools such as Google, Technorati, Feedburner, Xenu and Alexa provide a good starting point for ascertaining volume and reach of brand mentions. It may be that you want to measure traffic, sales or Search Engine Optimisation to note the prominence of your brand in the world of social media and the web has many tools for quantitative analysis. Number of hits, unique visitors, comments and time spent on your site all provide useful data about your reach and go some way to determining the impact of your presence within social media.

³ Conducted by Harrison Group, an independent research firm

Qualitative Analysis

However, as Barry Leggetter points out⁴ qualitative analysis is likely to become more important in the future as companies seek to establish the content of conversations, the tone and favourability. It is not enough to know *how much* is being said about you, but *what* is being said. He suggests some metrics for this type of measurement:

- Is your client part of the product or industry conversation?
- If not, who is dominating the conversation?
- How is your client talked about on the web compared to competitors?
- How well are your client's target issues and planned messages discussed?
- How are customers interacting with your brand using Social Media?
- What's the impact of online buzz and are you managing it?
- How often is your brand mentioned on key sites?

These measures can be incorporated with your analysis of traditional media and it is important to remember that social media demonstrates just one part of your profile and should be aligned with print and broadcast measurement to establish a balance.

Engagement is the most important factor; it's no good measuring a blog which no one follows. So counting the number of comments, ratings, bookmarks and so on is of greater value. Katie Paine⁵ takes this a step further and talks of measuring those all-important outcomes; the behaviour changes which campaigns aim for, which can be measured by using web analytics to look at click throughs for example.

She also advocates monitoring the type of conversation and classifies discussions into 27 types, including:-

- Asking a question
- Augmenting a previous post
- Calling for action
- Distributing media
- Expressing agreement
- Expressing criticism
- Making a suggestion
- Soliciting comments

To take this a step further, these types of conversations could be segmented into active and passive, as some express a call to action towards others involved in the conversation.

Aside from what people are talking about, another key factor to be considered is who is leading the conversation. Evaluation can pinpoint your key influencers and

⁴ Social Media – Guidelines for Measurement

⁵ Presentation at the AMEC Conference: Digital Media and the Need to Measure its Impact, November 2008

these are the new gatekeepers of social media and therefore the ones to watch. Some will cross over into traditional media, the leading journalists who blog for example, whilst others will be members of the public who are influential amongst their peers.

Some of the sites have measurement facilities built in – Twinfluence and Technorati authority for example. However, qualitative analysis from an evaluation agency will enable you to drill down into the types of conversations being led by the key influencers, and therefore to monitor the social environment. This can feed into your planning and strategy as you become aware of how your brand is perceived in the world of social media.

This is a vast arena which is rapidly evolving and can therefore seem overwhelming to the PR practitioner who wants to keep track of the chatter about their brand. The most important factor is that you measure relevant relationships with the people that matter and can have an influence on your reputation. Whilst this could potentially be anyone, frequent monitoring will enable you to respond to events as they happen and in a medium which speaks to your target audience.

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