Evolution:
PR’s Role in Driving Organizations

Jane Dvorak, APR, Fellow PRSA
2017 National Chair
PR’s Role

• We must be **LEADERS**
• We must be **ANALYSTS**
• We must be **STRATEGISTS**
Voice of Conscience
Leadership

The world needs dreamers and the world needs doers. But above all, the world need dreamers who do.

*Sarah Ban Breathnach*
Leadership

Peak Leader Model

Source: FMI Consulting - www.fminet.com
Analyst

Big Data.
More than a buzzword.

PR pros must become analysts of data in a variety of forms – not for counting – for strategic decisions.
Analyst

Actual Media Measurement Has Fallen to 1995 Levels

What Is Measured?
- Earned Media
- Earned, Organic Media
- Earned, Owned, Organic, Paid
- Owned, Earned

MARKETING MIX (ROI)
- KPIs/OUTCOMES (ROMO), Trends
- KEY MESSAGES/COMPETITORS
- AD VALUE EQUIV
- TONE
- COUNTING

MEASUREMENT ACTIVITY

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Strategist
We can’t ignore the digital world.

Data is being created every minute in millions of ways.

And today, it takes nearly 20 “impressions” to make an impression.
Strategist
Strategist

Laughter!

#CJRevolution
Strategist

Creativity → Innovation → Problem solving → Laughter

SOLUTIONS!

#CJRevolution