

PRSA Media Benchmarks Project

February 2, 1999

BENEFITS

- **Creates a signature event.** It's supportive of membership recruitment. Largest monthly lunch audience in 1996. Gets people to annual meeting, if scheduled in November.
- **Creates true benchmark.** Follows through with successful event, creating a true benchmark after establishing a baseline in 1995.
- **Provides a member benefit.**
 1. Creates an educational event.
 2. Draws attention to local media trends.
 3. Provides data helpful in explaining media environment to clients and executives.
- **Offers partnership opportunities.** A followup City Club program?
- **Creates communications vehicle for opinion leaders.** CEOs and elected officials can vent about media frustrations for us and we don't have to say a word.
- **And, it may be a break-even event.** With pro-bono contributions, ticket fees and sponsorships, it may be possible to break even.

STEPS FOR BENCHMARK COMMITTEE

1. Develop a mailing list of about 800 opinion leaders.
2. Supervise the research.
3. Analyze the data.
4. Produce a results report and news release.
5. Organize a lunch program which summarizes the findings and provides a media observer to comment on recent newsroom trends.
6. Brief the PRSA Board in advance of the survey release.
7. Mail findings to survey participants.

PRSA Media Benchmark/1999 timeline/3.2.99

Date	Item	Task	Who
2/28	Questionnaire	Review questionnaire	Riley/CFM
3/2	Budget	Review budget/timeline with Board	CFM
3/30	Budget	Line up pro bono services	CFM
3/30	Questionnaire	Review questionnaire with Program Committee	Riley/CFM
4/01	Event management	Meet with Program committee about speakers	CFM
4/15	Event management	Recruit speakers	CFM
4/16	Data collection	Acquire mail lists	CFM
4/30	Data collection	Complete mail lists	CFM
5/07	Event management	Write event summary	CFM
5/14	Questionnaire	Survey printing	?
5/14	Questionnaire	Order envelopes	Riley
5/28	Survey mailing	1st mailing	?
6/18	Data collection	2nd mailing	?
7/16	Data collection	Deadline for return of survey	Riley
7/30	Data collection	Complete data entry	Riley
8/20	Analysis	Analyze data and write draft report	Riley
9/24	Analysis	Write news release	CFM
9/24	Analysis	Print report	Riley
9/30	Event management	Coordinate content of lunch presentation	CFM
9/30	Event management	Review results with Program Committee	CFM
10/04	Event management	Review results with Board	CFM
10/05	Send results to respondents	Write cover letter	CFM
10/08	Event management	Write media advisory about lunch	CFM
10/13	Event management	Mail media advisory about lunch	CFM
10/14	Analysis	Print 4-page release	CFM
10/16	Send results to respondents	Print letter	?
10/18	Send results to respondents	Mail results release to media	CFM
11/16	Event management	Present data at lunch	Riley/CFM
11/16	Send results to respondents	Mail results to survey respondents	?

PRSA Media Benchmark/1999 Budget/3.02.99

Item	Task	Who	Quantity	Unit cost	Est. Subtotal	Pro bono
1/Questionnaire	Survey development	Riley/CFM			\$0	\$500
	Survey printing	?	1,700 x 5 pgs = 8,500 pgs	3 cents per page	\$255	
	Envelopes	Riley	2,500		\$450	\$50
2/Survey mailing	Mail list/CEO	CFM	Top 500 CEOs		\$250	
	Mail list/Elected officials	CFM	5 hours			\$550
	1st mailing/1st class		1,600	0.33	\$528	
	Handling				\$250	
	2nd mailing/1st class		800	0.33	\$264	
	Handling				\$250	
	Business return postage		350	0.83	\$290	
3/Analysis	Compile data	Riley			\$80	\$2,500
	Write Report	Riley	20 hours			
	Write news release	CFM	10 hours	\$110		\$1,100
	Print report		200 x 30 pgs = 6,000	3 cents per page	\$180	
	Print 4-page release		500 x 4 pgs = 2,000	3 cents per page	\$60	
4/Event management	Recruit speakers	CFM	3 hours	\$110		\$330
	Coordinate content	CFM	5 hours	\$110		\$550
	Write event summary	CFM	1 hour	\$110		\$110
	Speaker costs				\$100	
5. Send results to respondents	Write cover letter	CFM	1 hour	\$110		\$110
	Print letter		350x1 pg = 350	3 cents per page	\$11	
	Postage		350	0.33	\$115	
	Envelopes		350		\$60	
TOTAL					\$3,143	\$5,800
Contingency					\$300	0
GRAND TOTS;					\$3,443	\$5,800



News Release

For release: October 23, 1996

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Details of this survey will be made public today (Oct. 23) during PRSA's monthly luncheon, 11:30 a.m.-1:30 p.m., at the Portland Hilton. Mike Riley of Riley Research Associates and Jim Upshaw, professor of broadcast at the University of Oregon will present the results to the PRSA membership.

Leadership survey: Business and government executives give only average grades to local media

PRSA MEDIA BENCHMARKS PROVIDES PORTLAND AREA WITH A COMMUNITY-BASED NEWS RATING.

PORTLAND, OREGON — What grades do top business executives and local elected officials give to Portland-area news organizations?

A survey of business and community leaders released today gives the local media only average grades for overall performance. The surveyed opinion leaders passed out no "excellent" marks and handed out a few "below average" rankings in specific categories.

- ✓ Survey respondents said the media, particularly television news, are sensational.
 - ✓ The community leaders gave radio news the highest marks for overall performance.
 - ✓ As a group, area newspapers finished last, behind both television and radio, in ratings for overall performance, accuracy, balance and relevance of news coverage.
 - ✓ Nearly half the participants believe news coverage by local newspapers and television stations is about the same as five years ago.
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Results of the survey, summarizing the confidential opinions of 234 business and government leaders, will be released today by the Portland Metro Chapter of the Public Relations Society of America (PRSA), a non-profit professional association. The survey was conducted for PRSA by Riley Research Associates, a Portland public opinion research firm.

"There have been significant changes in the news business in the past five years," says Gail Dundas, president of the PRSA Portland Metro Chapter. "Since public relations professionals work with the news media on a daily basis, it's important that we understand the attitudes of key media consumers." Dundas pointed out that the survey reflects the opinions of business and community leaders, not the opinions of public relations professionals.

About 800 surveys were mailed in August. The list targeted CEOs of the top 500 companies (ranked by employment) in the three-county Portland area and Clark County, Wash. More than 225 local elected officials also received the survey. The list was rounded out with about 75 of the area's largest non-profit corporations and key trade associations. "We have a response rate of 29 percent, which is very good return by industry standards," said Mike Riley.

WHERE DO THEY GET THEIR NEWS?

To understand the rankings, it's important first to know where business and government leaders turn for information. The answer varies depending on whether the respondent works in the public or private sector. But, as a group, respondents say:

■ **Newspapers.** As expected, *The Oregonian* is the dominant newspaper, with 91 percent of the respondents saying they read the state's largest daily on a regular basis.

Following *The Oregonian*, they read the weekly *Business Journal* (50 percent); *Wall Street Journal* (39 percent); *Willamette Week* (26 percent); *Oregon Business*, a monthly magazine (24 percent); *Daily Journal of Commerce* (17 percent); *The New York Times* and *USA Today* (both 14 percent) and *The Columbian*, a daily based in Vancouver, Wash. (11 percent). Suburban newspaper readership included the *Valley Times/Tualalatin Times* (11 percent), the *Gresham Outlook* (9 percent), the *Lake Oswego Review* (6 percent) and the *Hillsboro Argus* (3 percent).

■ **Local TV news.** KATU (ABC) was the most-watched local news station, capturing 37 percent of the respondents, followed by KGW (NBC), with 33 percent; KPTV (UPN), with 11 percent and KOIN (CBS) with 10 percent. Another 8 percent said they get their local news from KOPB (Oregon Public Broadcasting). KPDX (Fox) scored zero percent.

- **Newspapers.** The past five years have seen significant changes in coverage, format and design by area newspapers. Nevertheless, nearly one-half (49 percent) of the survey participants said local news coverage by area newspapers is about the same as it was five years ago. One-third (32 percent) said news coverage is getting worse. Less than one-fifth (18 percent) said news coverage is improving.
- **TV news.** Again, nearly half (49 percent) said television news coverage is about the same as five years ago. About one-third (29 percent) said TV news coverage is improving, and 22 percent said coverage is getting worse.
- **Radio news.** Three-quarters (72 percent) of respondents said radio news coverage is about the same. One fifth (19 percent) said it is getting better, and 9 percent said it's getting worse.

SIZING UP THE LEADER—THE OREGONIAN:

Because of its influential position in the state, respondents were asked a series of specific questions about *The Oregonian*. In general, readers gave *The Oregonian* average ratings for its news coverage. Using a 1-to-5 scale, respondents gave the highest ranking to the newspaper's pages dedicated to Portland-area news (3.5). They gave business news an "average" rank (2.96). Executives from manufacturing industries (2.54) and the finance/service sector (2.6) gave the business news section a less than average rating.

PERFORMANCE	TOPIC	RATING
Above average:	Portland area news	3.50
	Northwest news	3.26
	Lifestyle news	3.25
Average:	Suburban/Zones sections	3.07
	National news	2.97
	Business section	2.96
	Editorial pages	2.92
Less than average:	Government/politics	2.76
	International news	2.75

Report available: The Media Benchmarks is available by making a request via PRSA's email address: PortPRSA@aol.com. or by contacting Riley Research Associates, (503) 222-4179.