



PRowl Public Relations

Summer 2008 Evaluation

October 14, 2008

Jessica Lawlor, Director of Public Relations

PRowl Public Relations Evaluation

After a successful first semester in spring 2008, PRowl Public Relations continued its work in promoting the firm to the media and to the Temple University community. Our goals included increasing the amount of visitors to the blog, creating a website, purchasing business cards and utilizing Blackboard. We increased our presence in the social media world by creating a Twitter account. We improved the blog's content and pitched the blog to other public relation bloggers.

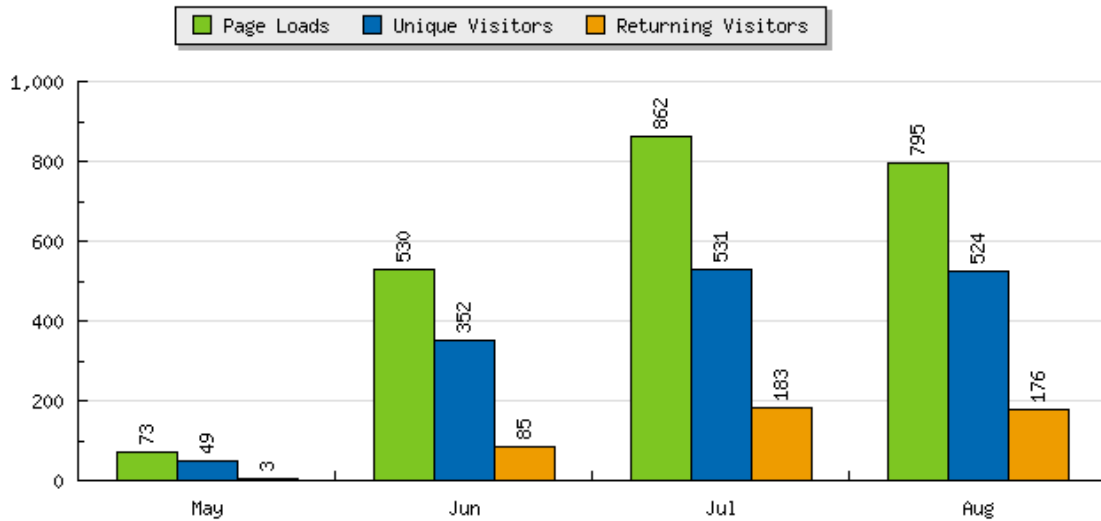
Blog

The PRowl Public Relations blog was created on January 27, 2008. The blog is updated daily by the Board of Directors, with entries focusing on social media, current events, and public relations tips.

- Statistics

At the end of May, we signed up on www.statcounter.com to keep track of the amount of visitors to our site. The statistics from the summer are featured on the graph below.

- The green bar represents the total amount of page loads.
- The blue bar represents the number of unique visitors, which can be described as the total number of returning visitors and first-time visitors.
- The orange bar represents the number of returning visitors, which can be described as a person who returns to the blog an hour or more later.



- Promotion

In order to gain more exposure for the blog and the firm in general, we decided that we needed to make ourselves known to other public relation bloggers.

- After researching other public relations blogs, we compiled a list of sites and contacts to pitch our blog to. (*For a complete list of the blogs, see Supplements under “Blog Contact List.”*) In return, we added the blogs which added links to their site to PRowl Public Relations’ blog.
- We signed up on the website [Twenty Something Bloggers](#), a community for bloggers between the ages of 20 and 29. The site encourages members to join “groups,” in order to help other bloggers find the topics that interest them more easily. The groups we joined include Business Bloggers, Current Affairs, and Journalism Students.

- Guest Blogging

Beginning this summer we invited general staff members of PRowl Public Relations to guest blog on the weekends, so we could post seven days of the week instead of five. This ensured the blog was always being updated and it gave members the opportunity to increase their participation within the firm. The following members contributed to the blog this summer: Kayleigh Nance, Rachael Robinson, Ashlee Chisholm, and Laura Macenka.

Coverage

After we connected with other bloggers through the blog pitch, we were approached by Sarah Wurrey, a writer for Media Bullseye, an online PR magazine. She expressed interest in interviewing the members of PRowl Public Relations for a story to be featured on the site. The story appeared online on July 18, 2008 and helped increase the traffic to the blog. On July 17, 2008 the blog received 18 hits, and on July 18, 2008 the blog received 52 hits. (*For the complete article see Supplements for web address, located under "Social Media Links"*)

Social Media

This summer we utilized different social media websites to promote ourselves further.

- Facebook

We continued to maintain our Facebook group page, with two news updates. The first update congratulated the new firm members on being hired, and also listed the new Board of Directors. The second update provided a link to a story written about the firm for Media Bullseye. We also added pictures from the Spring 2008 semester to the photos section of the Facebook group.

- Twitter

Twitter is a social networking site, best described as “micro-blogging.” Users answer the question, “What are you doing right now?” and have only 140 characters to answer the question. Using Twitter’s search engine, we were able to find other PR professionals, and “follow” them which means we are able to see their updates and what they are doing. We update Twitter daily, usually promoting the newest blog post, and providing a link to the blog. Currently we “follow” 177 people, and 84 people “follow” us. We currently “follow” all of the people who “follow” us because many of them are also PR practitioners and we can benefit from reading their updates. Many users have sent us private messages asking for details about the firm, and we have responded to their inquiries.

Website

Kim Sherman, our web designer sent us a draft of the website in July. We sent her edits, and she re-did the website. We then sent her additional edits and now await the final draft of the site.

Blackboard

This summer we began to utilize Blackboard to keep track of dates and documents. The entire firm has access to Prowl Public Relations’ Blackboard group. The Board of Directors, however, has the authority and responsibility to post items and add dates to the calendar.

- Calendar

All deadlines and dates and times of meetings are placed on the Blackboard calendar. This helps to eliminate confusion about when documents are due, meeting locations and times.

- Documents

Each account has an assigned folder on Blackboard. Account Executives must send all documents to the Director of Public Relations for posting. General information forms and templates (i.e. Weekly Activity Reports or Client Contact Reports) can also be found on Blackboard.

Problems that Occurred

- The website was not finished, due to difficulty in communicating with the web designer. Deadlines were not met due to our web designer's schedule and difficulty in getting in contact with her throughout the summer. We contacted Kim several times by phone and email but could not get in touch with her.
- Business cards were not purchased due to difficulties in uploading our pre-made template, because the resolution of the image was blurry. We also had difficulty in getting in contact with Bonnie Rubin, the person who designed our business cards.

Future Plans

- To create a portfolio for PRowl Public Relations. Our portfolio will be a compilation of all of the media coverage we have received for ourselves, as well as for our clients.
- To continue to pitch to other PR bloggers and to position PRowl Public Relations as a firm that Philadelphians and other businesses will recognize upon hearing and seeing our name.
- To pitch PRowl Public Relations to public relations trade publications and e-mail newsletters such as *The Daily Dog*, a PR e-publication.
- To place an order for our business cards by the end of September.
- To continue promoting the blog, especially to STOC students at Temple University.
- To form a better relationship with PRSSA and offer our services when needed.
- To ensure that all PRSSA members have a comprehensive understanding of what PRowl Public Relations does, in order to recruit students in the spring.

Supplements:

Blog Pitch

Hello *name of person*,

My name is Jessica Lawlor and I am a member of PRowl Public Relations, Temple University's first and only student-run PR firm in Philadelphia, Pennsylvania. We have a blog that we update daily with PR tips, commentary on PR in the news, and announcements about our firm. We would love you for you to take a look at our blog, and it would be greatly appreciated if you could add our blog to your blog roll. In return, we would be happy to add you to ours! The link is: <http://prowlpublicrelations.blogspot.com/>

Thank you for your time,

Jessica Lawlor
PR Director, PRowl Public Relations

Blog Contact List

<i>Site</i>	<i>Contact</i>
Murphy's Law http://tpemurphy.com/blog/	Tom Murphy tpemurphy@hotmail.com
Canuckflack http://canuckflack.com/	Colin McKay colin@canuckflack.com
Media Culpa http://www.kullin.net/	Hans Kullin hans@kullin.net
Leverwealth http://leverwealth.blogspot.com/	David Phillips david.g.h.phillips@gmail.com
What's Next http://www.whatsnextblog.com/	BL Ochman bl@whatsnextonline.com
Chip Griffin http://www.pardonthe disruption.com/	Chip Griffin chipgriffin@gmail.com
PR Studies http://prstudies.typepad.com/weblog/	Richard Bailey Richard@prstudies.com
The Flack http://www.theflack.blogspot.com/	Peter Himler Peter.himler@gmail.com
Communicators Anonymous http://12commanonymous.typepad.com/my_weblog/	12comm@sbcglobal.net
Observations of Public Relations http://armourpr.wordpress.com/	Luke Armour Luke.armour@gmail.com
PR Squared http://www.pr-squared.com/index.html	Todd Defren tdefren@shiftcomm.com
Common Sense PR http://www.commonensepr.com/	Eric Eggertson Eric.eggertson@b5media.com
Communication Overtones http://overtonecomm.blogspot.com/	Kami Huyse kamichat@gmail.com
PR Couture http://www.prcouture.com/	Tips@prcouture.com
Media Mindshare http://mediamindshare.wordpress.com/	Michael Tangeman mt@michaeltangeman.com
The Buzz Bin http://www.livingstonbuzz.com/blog/	Geoff Livingston geoff@livingstonbuzz.com
Unspun http://unspun.shiftcomm.com/	No contact information I may leave a comment
Engage in PR http://www.engageinpr.com/	Kyle Flaherty kffbos@gmail.com

<i>Site</i>	<i>Contact</i>
Morgan McLintic on PR http://www.morganmclintic.com/pr/	Morgan McLintic morgan@mclintic.com
The New PR http://www.ryananderson.ca/	Ryan Anderson blog@ryananderson.ca
A Shel of my Former Self http://blog.holtz.com/index.php/weblog/hct-home/	Shel Holtz Shel.holtz@gmail.com
Drew B's Take on Tech PR http://theblogconsultancy.typepad.com/techpr/	Drew Benvie theblogconsultancy@gmail.com
From the Front Lines of PR http://frontlinespr.blogspot.com/	Ian Lipner prtalk@ianlipner.com
Marketing Roadmaps http://getgood.typepad.com/getgood_strategic_marketi/	Susan Getgood sgetgood@getgood.com
NYU PR Forum http://nyuprprogram.blogspot.com/	Adam Berkman dagreatberkman@gmail.com
Simon Says http://simoncollister.typepad.com/	Simon Collister simon_collister@hotmail.com
All things PR http://northernpr.co.uk/	Sam Oakley Oakley.sam@googlemail.com
Brand Strategy http://brandstrategy.wordpress.com/	Ruth Mortimer ruth.mortimer@centaur.co.uk.
Brendan Cooper http://brendancooper.com/	Brendan Cooper Form on site
Julia Roy http://www.juliaroy.com/juliapatriciaroy/	Julia Roy juliapatrciaroy@gmail.com

The following blogs added us to their blog roll or wrote a post about the firm:

- Murphy's Law
- The Flack
- PR Couture
- Drew B's Take on Tech PR
- NYU PR Forum

Social Media Links

- **Facebook:** <http://www.facebook.com/group.php?gid=9126586897>
- **Twitter:** <http://twitter.com/PRowlPR>
- **Media Bullseye Story:** <http://mediabullseye.com/mb/2008/07/student-run-pr-firm-hands-on-e.html>