

## Canadian Public Relations Society

### Measurement Committee

#### 2007/2008 Work Plan

#### **PURPOSE:**

To encourage national adoption of CPRS' Media Relations Rating Points, the standardized system for the measurement and evaluation of editorial media coverage.

#### **GOALS:**

1. To promote MRPs at CPRS and industry events nationally
2. To encourage adoption of the MRP system by PR practitioners in regions across Canada
3. To increase awareness of CPRS' role in MRPs
4. To solicit industry feedback and adapt/grow the MRP system to meet the needs of Canadian PR practitioners

#### **ACTION PLAN:**

Strategies & Actions	Responsible	Completion	Budget
Develop quarterly newsletter and distribute to members and potential users, solicit feedback	Committee	Ongoing	News Canada
Respond to all requests for demos and presentations	Committee/News Canada	Ongoing	\$200/ News Canada
Continually explore opportunities to present at conferences (Canadian Institute, Federated Press etc .)	Committee	Ongoing	\$500
Coordinate CPRS webinar on MRPs	M. Levy	TBD-Spring 2007	\$1,500**
Explore potential to speak at PR conference for Ontario government	T. Bochner	April 2007	TBD
Work with CPRS and IABC to coordinate joint MRP event in Calgary	M. Antonopolous/D. Juergens	May 2007	\$1,000*
Present MRPs at the CPRS conference in Edmonton, manage demo booth	M. Abbass-TBD	June 2007	\$1,000* + booth space
Present MRPs at the PRSA Counselors Academy conference	T. Bochner	June 2007	APEX

Present MRPs at a CPRS-hosted event in Vancouver	R. Douglas	Summer/Fall 2007 TBD	\$1,200*
Continually promote MRP system upgrades and new partnerships through media relations, podcasts, blogs, CCPRF, News Canada direct mail and others	Committee	Ongoing	\$200/News Canada
Present MRPs at mini-conference in Moncton	P. McNamara-TBD	September 2007	\$800*
Coordinate MRP event with CPRS Halifax	D. Jones	TBD	\$800*
Explore potential for additional exposure through AMA	M. Abbass	TBD	TBD
Finalize trademark, receive trademark, owned by CPRS	T. Bochner	TBD-2007	CPRS
Explore potential for additional CPRS/IABC joint events across Canada	Committee	TBD	TBD

\*FLIGHT+ HOTEL FOR SPEAKER. ASSUMES ALL EVENT COSTS COVERED BY LOCAL CPRS CHAPTERS

\*\* POTENTIAL TO RECOVER ALL/PARTIAL COSTS IF THERE IS A REGISTRATION FEE

**TOTAL BUDGET REQUIRED:**

CPRS EVENTS AND SYSTEM PROMOTION \$5,700

CPRS WEBNAIR \$1,500

**DOES NOT INCLUDE:**

TELECONFERENCE COSTS, GENERAL TRAVEL COSTS, MONTHLY MEETING DISBURSEMENT COSTS (ESTIMATED AT \$2,500 PER YEAR) WHICH ARE ABSORBED DIRECTLY BY COMMITTEE MEMBERS. ALSO DOES NOT INCLUDE PRINTING, PRODUCTION OF MATERIALS FOR PRESENTATIONS, GIVEAWAYS ETC. WHICH ARE PAID FOR BY NEWS CANADA.

**OUTCOMES:**

1. Widespread awareness, understanding and adoption of MRP system by practitioners across Canada.
2. Increased profile for CPRS as a leader in measurement and evaluation

**COMMITTEE MEMBERS:**

MIKE ABBASS, STRATEGIC OBJECTIVES

MARIA ANTONOPOLOUS, PORTER-NOVELLI

TRACEY BOCHNER, APR, APEX PUBLIC RELATIONS

RACHEL DOUGLAS, TIM HORTONS

DORIS JUERGENS, NATIONAL PUBLIC RELATIONS

DAVID JONES, FLEISHMAN-HILLARD

MARTINE LEVY, DDB PR

PAT MCNAMARA, APR, APEX PUBLIC RELATIONS