

Chapter 8: Evaluation

Evaluation

- The systematic assessment of a program and its results
- It is a means for practitioners to offer accountability to clients and to themselves

Objectives

- Need specific objectives to measure against
- Evaluation really starts in the planning stages
- Iterative process
 - Ex: Copy testing
- Budget for evaluation and measurement
 - Now about 4-5%
- Informational objective: awareness, info - show info communicated
- Motivational objective: attitude, behavior - more difficult

Current Status of Measurement

- 3 levels of measurement and evaluation
 - Basic (Level 1)
 - Measuring: targeted audiences, impressions, media placements
 - Intermediate (Level 2)
 - Measuring: retention, comprehension, awareness, reception
 - Advanced (Level 3)
 - Measuring: behavior change, attitude change, opinion change

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- Level 1: Basic
- Such as message production, distribution and placement
- Doesn't tell us about audience processing

Measurement of Production

- Measure output from practitioners
- Quantity oriented: 50,000 brochures, 25 press releases
- Same for distribution as production: distribute brochures (10,000 to each branch office)
- Objectives for placement not feasible

Measurement of Exposure

- Compilation of clips out of magazines, radio/TV time
- Burrelle/Luce: monitor numerous media
- Media impressions: Gross impressions: Article in 150,000 circulation newspaper; 150,000 gross impressions; issue of pass along (4X)
- Hits on Internet: hits, pages, time
- Advertising equivalency value/Dollar value (AVE)
 - Ex: 5 column inch story, \$100 for column inch, \$500 AVE

- Use for TV, Radio - 60 second ad cost \$2000; AVE \$2000 for 60 sec story
- Issues of ad equivalency = PR Value 3X
- Weighted media cost: Quality of media neighborhood

Systematic Tracking

- Type of publication
- Sources quoted
- Mention of key copy points: content analysis
- Releases sent/actually published, ROI
- On-line

Cost per person or cost per 1000 (CPM) and Return on Investment (ROI)

- Per person: \$5000 for 100,000, 5 cents per person
- CPM: 5 cents x 1,000 = \$50 per 1000
- Compare cost of advertising vs. PR
- Return on Investment: Spend \$500,000 get \$20 million in sales; ROI is 40 times cost

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- Level 2: Intermediate
- Move beyond simple placement to levels of awareness/information

Measurement of Awareness (and Information)

- Higher level of evaluation
- Require survey tools
 - Ex: Day-after recall
 - Change from benchmark or baseline
 - Pre-Post test
- Measure whether message received, attended to, understood and retained

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- Level 3: Advanced
- Opinion change
- Attitude change
- Behavior change

Measurement of Attitudes

- Shift in valence (+ or -)
- Change from benchmark, baseline
- Pre-post test

Measurement of Action (Behavior)

- Key objective usually linked to behavior
- Tracking measureable behaviors such as orders, calls
- Sales
- Attend: Outside factors
 - Ex: Symphony
- Other use self-reports to evaluate

Request and 800 Numbers

- Responses keyed to release

Measurement of Supplemental Activities

- Communication Audit: 12 months
- Pilot tests/Split messages
- Meeting/events; evaluation form
- Newsletter Readership
 - Content analysis
 - Readership interest surveys
 - Article recall
 - Advisory board