

Melanie Davis, APR

accreditation achieved in 2011



“Too many people think that public relations is only about media relations and that is not the case. It is much more than that with research, strategic planning and counseling management.”



Readiness Review Case

Birmingham Virtual Newsroom: Improving Birmingham's Image

Objective 1:

- Place five positive Birmingham area stories in regional or national media in the first year and increase placement by 25% each year.

Evaluation:

- Benchmark Year 1 (2007): Six stories placed in *USA Today*.
- Year 2 (2008): 43 stories placed in media outlets; a 626% increase from previous year. Stories placed with Fox News Network, CNN, CBS Evening News and NPR.

Objective 2: Increase by 20% annually the number of Birmingham residents, especially in the business community, who positively rank their opinions about the Birmingham region's image as indicated by an annual survey of the target audience.

Evaluation:

- Phase 1 (Spring 2008) survey: 550 people interviewed one-on-one provided an exploratory base to build the Phase 2 survey.
 - Created wallet-sized folded card with fun facts, people, places and things about Birmingham.
 - Distributed cards after administering survey.
 - Given to Chamber members and during speaking engagements at community meetings.
 - Launched www.birminghamwhoknew.com about the great people, places and things in the Birmingham region.
- Phase 2 (Fall 2008) survey: 1,200 people in the Birmingham area, online and one-on-one. (*results below*)

Strengths	Weaknesses
Medical Community	Crime
Higher Education Institutions	Government Officials
Southern Hospitality	Public Education K-12
Family Oriented	Safety
Business Community	Cleanliness

