

Take this test to find out if your organization is maximizing the value of public relations.



1

When was the last time a local reporter called you for a news story?

- ① Never.
- ② More than a year ago.
- ③ Recently, within the last few months.
- ④ Just this week.

2

How does your media coverage compare to those of your competitors?

- ① We never get mentioned.
- ② I don't understand why they get more press than we do.
- ③ It's about equal.
- ④ We set the industry standard.

3

What type of return does your organization see from the cause-related, non-profit events you participate in?

- ① Free t-shirts.
- ② A standard mention from organizers.
- ③ Some media coverage.
- ④ All of the above.

4

Does your corporate identity & marketing collateral generate results?

- ① What is a corporate identity?
- ② What should I be expecting?
- ③ Some people say they like it.
- ④ It's clearly linked to our success.

5

Is your organization leveraging any social media resources or networks?

- ① What is a social media resource or network?
- ② Not in the budget.
- ③ We have a presence, but rarely update it.
- ④ We actively use Facebook and other social media networks.

## You're Done.

Now tally up your score and see how you did.

If your score was 5-10

**Congratulations, you're invisible!**

If your score was 11-15

**Not terrible, but your strategies could be improved.**

If your score was 16-20

**You stand out. Good job.**

Hermanoff is an independently owned, full-service public relations firm. Since 1985, Hermanoff has been providing clients solid strategic communication strategies that have enhanced their brands and reputations around the country.

**Need to stand out locally, nationally or globally? Call us, we can help.**

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