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– Thom Mocarisky, Vice President, Communications

Challenge

As a leader in the measurement of radio listening habits, Arbitron must continually enhance its credibility among two distinct audiences: its customers and the American consumer, whom Arbitron must persuade to participate in its radio and consumer surveys.

Solution

With Vocus tracking all activities and contacts, Arbitron’s PR team integrates its efforts with those of its agency. Vocus’ Online Newsroom empowers Arbitron to update and publish valuable company materials online, immediately.

Results

Arbitron works more effectively and efficiently with its outside PR agency and strengthens relations with its media contacts. The PR team has built more lists, increased its outreach, distributed more releases, and created more timely reports on media coverage without increasing its costs.

Vocus Scores High Ratings with Ratings Experts

Customer Profile

Arbitron Inc. is an international media and marketing research firm serving radio broadcasters, cable companies, advertisers, advertising agencies and outdoor advertising companies in the United States, Mexico and Europe. Arbitron’s core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. With executive offices in New York City, Arbitron has approximately 1,700 employees.

Challenge

Each year, Arbitron surveys approximately 1.5 million Americans about their radio listening behavior. As a result, radio stations, their programs and disc jockeys rely on Arbitron’s ratings. In order to maintain its credibility and validity as the imminent authority on the impact of America’s radio dial on the consumer, the company must consistently reach out.

To help the PR team get the word out more effectively, Arbitron partners with an external PR agency. In the past, both the internal and external teams were constantly contacting media and updating each other through voicemail, meetings and emails. Although these methods worked, it was time consuming and, as the company grew (and had more news), it became distinctly impracticable. Arbitron’s PR team – both internal and external – needed a way to streamline coordination with its firm.

Vocus Solution

After evaluating several options, Arbitron selected Vocus’ online software for public relations. With the company’s external PR representatives also using Vocus, both teams could stay continuously connected regarding communication with reporters. “I saw Vocus and I said ‘I’m in,’” said Thom Mocarisky, vice president, Communications. “It allows us to track all our interactions with the press.”

Vocus gives Arbitron’s outside PR agency access to the same information as its in-house PR staff. Both teams have current details about projects at all times, a common Web-based database of media contacts, shared contact records, and access to the same collateral at anytime, from anywhere. “If you’ve got a PR firm, you need a software application like Vocus so you can all be on the same page and all use the same lists,” Mocarisky said. “Before Vocus, it was a nightmare trying to coordinate lists and activities with our firm.”

Richer Lists, Complete History Records Expand Media Outreach

Vocus provides a complete historical record on each reporter that the company or the agency has contacted in the past, which results in enhanced coverage. "I can look back and see what a reporter asked me three months ago and follow up with new information," Mocarsky said. "That's what I love about Vocus. It allows me to build 360-degree views of my interactions with the press."

The PR team has created hundreds of customized lists and about two dozen standing lists using the software's comprehensive media database. Though the staff spends about the same amount of time building lists, it now builds quite a few more, allowing it to reach new media.

Online Newsroom Offers Immediate Access to Information

Arbitron also added Vocus' Online Newsroom, which helps the company keep its news site updated with press releases, executive bios, photos and other corporate collateral. With a more comprehensive site, journalists and the company's external PR firm have access to valuable information for stories at any time of the day or night.

In addition, the PR staff is able to upload breaking news without the help of IT support. For example, when Arbitron ranked among Fortune magazine's "100 Best Companies to Work For" for third time recently, PR immediately uploaded the press release to Arbitron's newsroom.

"Vocus is a product that I really love and believe in," Mocarsky said. "It's provided a complete integration of my public relations efforts and my work with our PR firm."

Electronic Clips Make Reports Ready the Next Day

Arbitron previously managed its approximately 250 clips by hand each month, an approach requiring months to prepare and circulate a clip report. With Vocus, Arbitron receives clips electronically, making them instantly available for viewing, printing, analyzing and sharing with others. Following a recent announcement about the promotion of one its executives, Mocarsky retrieved all 15 clips the next day and distributed a summary report to executives by 8 a.m. – powerful PR for the PR department itself.

Mocarsky also appreciates Vocus' continuous improvement with each upgrade. "Just when I thought it couldn't get better, Vocus introduced PR4. It's wonderful! It's completely compatible with the Mozilla Browser, which is important because I use a Mac. And, it's great in terms of ease of use, organization and ability to search."

Results: Enhanced Media, Agency Relations

With a centralized system for activities and contacts, Arbitron improves communication and coordination with its PR agency. The teams now work together much more effectively and efficiently – reducing calls and emails to exchange updates, and duplicate work. The PR team fosters stronger relationships with existing reporters and reaches out to new contacts with more accurate, targeted lists and a history of all interaction with contacts. The ease of creating lists and managing news clips frees the team to reach more contacts, drive coverage up and share results immediately with executives.

Overall, Arbitron's PR team gives high ratings to Vocus for its role in expanding Arbitron's PR effectiveness while maintaining its costs. "Vocus is a product that I really love and believe in," Mocarsky said. "It's provided a complete integration of my public relations efforts and my work with our PR firm."



The Americas

4296 Forbes Boulevard
Lanham, MD 20706
Phone: 301.459.2590
Fax: 301.459.2827
Toll Free: 800.345.5572
info@vocus.com

About Vocus, Inc.

Vocus is a leading provider of on-demand software for corporate communications and public relations. Our web-based software suite helps organizations of all sizes manage local and global relationships and communications with journalists, analysts, public officials and other key audiences. Our software helps customers manage media relations, news monitoring and analysis, interactive email campaigns, online newsrooms, and government relations activities. Vocus software is delivered as an easy-to-use and cost-effective annual subscription, with no need for internal hardware, software or IT support. Vocus has more than 1,100 customers representing organizations of all sizes across a wide variety of industries. Our software is currently available in four languages, and is in use by customers around the world. Since 1999, we have achieved 23 consecutive quarters of revenue growth, and have received awards for company growth and product excellence. Vocus is based in Lanham, MD with offices in North America and Europe. For more information please visit www.vocus.com or call 800.345.5572.