

The “Good Government” Pitch: How Federal Agencies Can Measure PR Value

Renata Lana
NOAA Satellite and Information Services



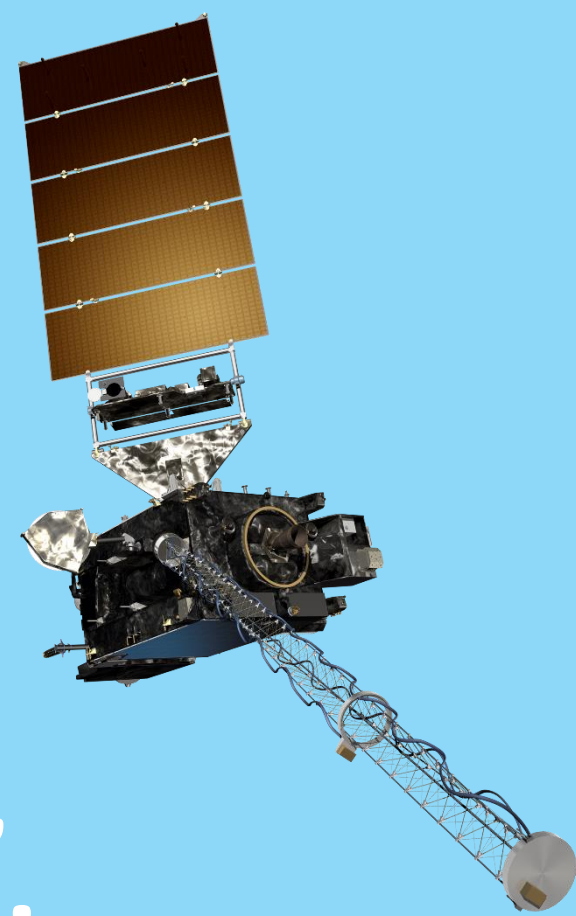
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May 16-17 • Washington, D.C.

Presented by:  Ragan  PR Daily  PRSA

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NOAA's Satellite and Information Service

- Our data is the backbone of your nightly weather forecast
- 24/7 operations of the nation's weather and environmental satellites
- Data archiving and long-term climate tracking



**A universally vital service,
yet low direct citizen interaction**



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The Good Government Pitch:

- We are spending your money wisely
- The goods and services we provide save lives and support the economy
- If we didn't exist, you and your family would be at risk

**So how do we measure
awareness, attitudes, and action
with so little direct citizen engagement?**



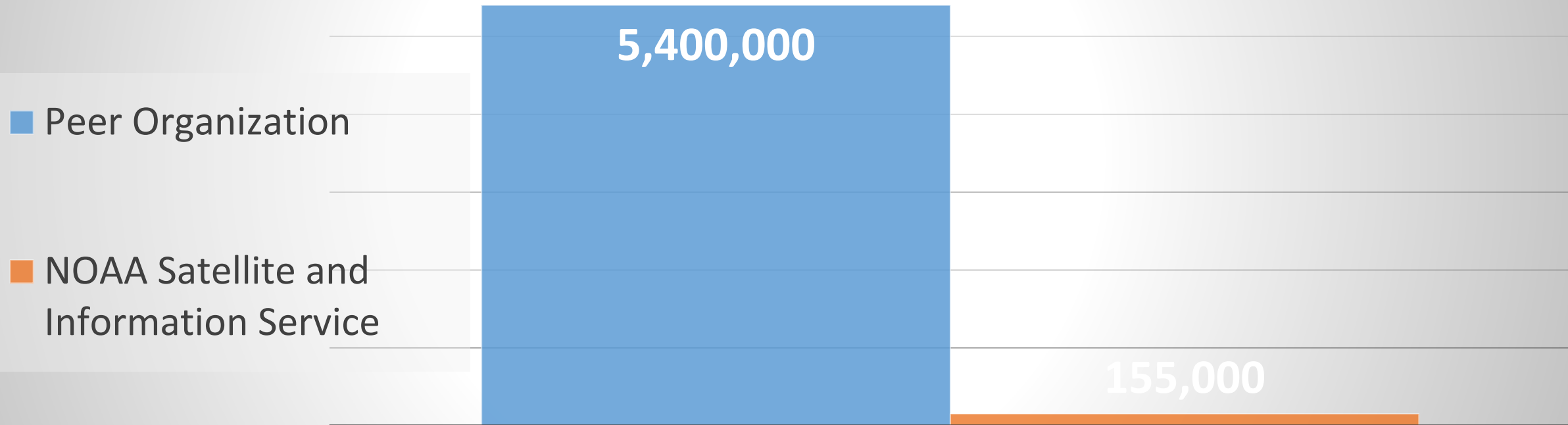
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Talk to Peer Organizations

Web Traffic in May 2015



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Substitute Comprehensive Research for Individual Measurement

NN/g Nielsen Norman Group



TrackMaven

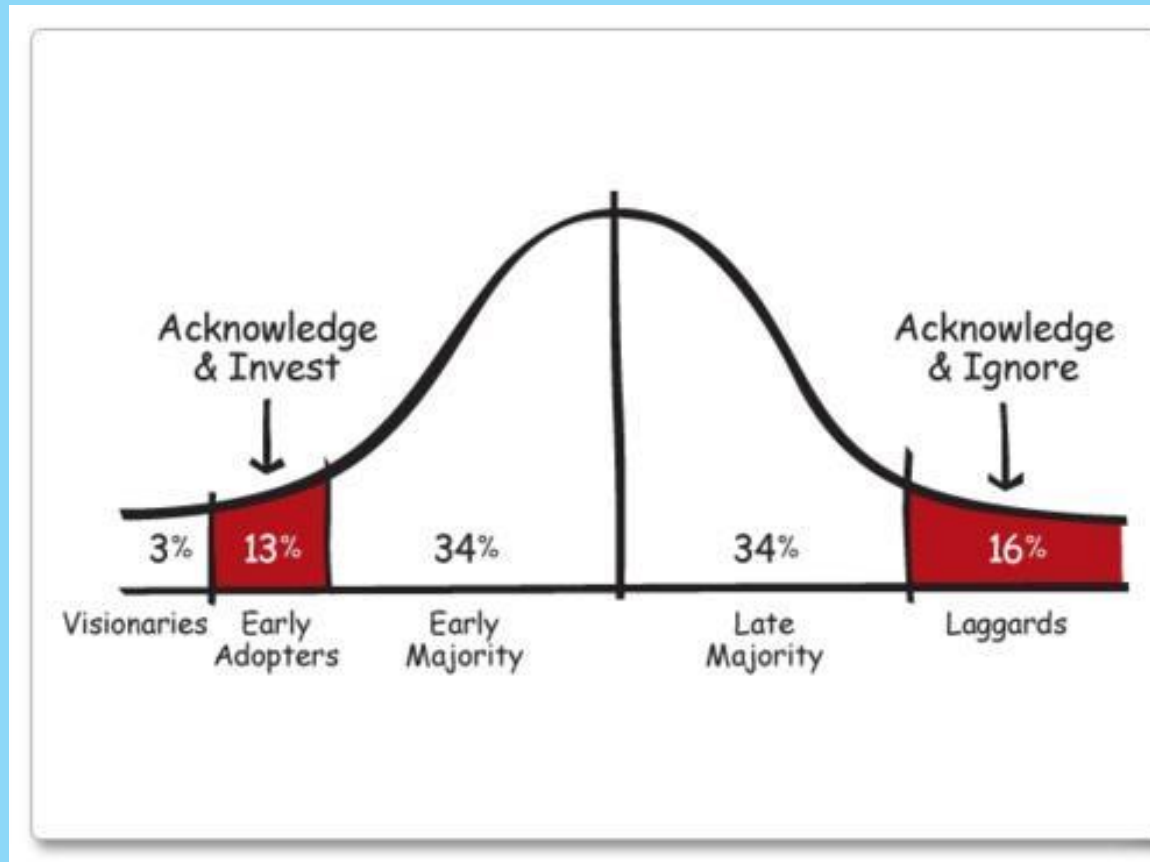


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Narrow Your Audience



From Chris McGoff, *The Primes: How Any Group Can Solve Any Problem*

theprimes.com



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Invest in a Government Satisfaction Index Survey



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