"Vocus brings all our activities into one place, which makes our work a lot easier. We save money in our budget by eliminating the need to pay four to five different vendors for the work that Vocus is now doing under one umbrella."

– Todd Post, Assistant Director of Communications

Challenge
The National Crime Prevention Council (NCPC) hoped to increase the productivity of its small PR department, and lower costs by reducing the number of vendors it relied on.

Solution
The organization consolidated media contact management, list building, distribution, online newsroom management and reporting into one, cost-effective system with Vocus.

Results
The first year, NCPC saved nearly $5,000 by eliminating external vendors for media lists and distribution. It also increased the quantity of coverage by 21 percent and the quality, which included stories on key topics and more broadcast coverage. Additions such as online newsroom and the ability to now send interactive email communications empower the organization's key PR person to be more productive and foster better relations with the media.

National Crime Prevention Council "Takes a Bite Out" of PR Costs, Increases Coverage with Vocus

Customer Profile

In the late 1970s, many Americans thought they could do little about growing crime. But in 1980, that changed with the debut of McGruff the Crime Dog® and his motto "Take A Bite Out Of Crime®." Since then, the organization that introduced McGruff, the National Crime Prevention Council (NCPC), has continued to educate Americans about how they can reduce crime in their communities. As the nation's voice for crime prevention, the national nonprofit educates individuals, neighborhoods, communities and governments to create safer and more caring communities.

Challenge

While NCPC has changed crime, the face of crime has changed as well. These days, crime takes many forms, from identity theft to homeland security to school safety. For the educational nonprofit, PR is an essential way to bring its messages to the general public, the organization's target audience.

NCPC must stay on top of current issues and actively place stories with effectively one person dedicated to PR. Previously the organization handled its lists, news distribution and clipping collection with four or five different vendors. This decentralized approach proved costly and limiting. Clips arrived in hardcopy format then went into storage, making it tough to analyze them. Moreover, PR could not comprehensively measure its activities.

Vocus Public Relations Software Solution

Looking to consolidate its services, NCPC brought in Vocus' online software product for public relations. In one integrated system, Vocus offers media contact management, list building, distribution, clip management and reporting. With Vocus, the organization would lower costs, centralize its activities and information, and enhance relations with the media.

"Vocus brings all our activities into one place, which makes our work a lot easier," said Todd Post, assistant director of communications. "We save money in our budget by eliminating the need to pay four to five different vendors for the work that Vocus is now doing under one umbrella."

Fast, Customized List Building and Distribution

In Vocus, Post manages all his media contacts and builds lists for general as well as specialty publications, customizing lists for each campaign. To date, he has built as many as 40 different lists, creating each in 15 minutes or less using Vocus' up-to-date media database. Within the first two months of using Vocus, the organization appeared on CBS, FOX and ABC affiliates after it quickly identified key contacts at TV stations that accept public service advertisements (PSAs) nationwide.

NCPC also distributes all releases with Vocus, which ties releases sent with recipients' contact records. The organization sends email releases personalized from individuals at NCPC as often as it needs, for no additional cost. With Vocus Email Campaigns, reporters click on links to get more information or reply directly to the sender, allowing NCPC to build better relationships with reporters. NCPC knows instantly who has read a release, and can appropriately follow up.

Simplified Clip Capture and Measurement

NCPC also transformed its news management with Vocus' News-On-Demand product, an electronic clipping service that's integrated into Vocus for ease of capturing and measuring clips. Previously, hardcopy clips arrived once a month from a pay-per-clip service, and an intern would process the paper clips.

> "Vocus gives us a comprehensive and cost-effective solution for all our PR needs, from contact management to distribution to publication on our online newsroom to reporting and clip collection – all under one interactive heading. It's a better way of doing business."

With News-On-Demand, NCPC receives clips electronically each day, giving it immediate insight into its coverage. Post easily forwards clips to others and locates them in seconds when needed. As its coverage grows, news management costs will not. With Vocus reporting, Post evaluates coverage as a whole to find out which crime topics were covered, the tone of stories, the media outlets that ran stories, and geographic distribution, among other metrics.

Enhanced Features with Online Newsroom

With the addition of Online Newsroom, NCPC easily keeps its Web site updated with valuable information for the media. With the click of a button, it posts recent stories, and allows site visitors to search for stories by dates, headlines or topics. Online, reporters indicate the type of email alerts they want to receive, providing a way to tailor content to individuals.

Finally, Communications reports on its activities and coverage with Vocus – a task now possible with everything in one central location. Post creates monthly reports analyzing coverage by topic, media outlet, location and more, to provide to management and shape the team's future efforts.

Results: More Efficient, Centralized, Cost-Effective PR

NCPC consolidated its many activities into one, cost-effective tool with Vocus. The first year, it saved nearly $5,000 by eliminating external vendors for media lists and distribution. PR customizes lists in minutes and distributes personalized releases instantly and as often as it needs for no additional cost. That added efficiency increases productivity and coverage. In fact, coverage increased by 21 percent the first year and included more stories on key initiatives and more broadcast coverage.

"Our coverage has definitely increased. We're doing more – because it's easier to do it," Post said. "The fewer man hours it takes to do the work results in more productivity."

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 the global leader in on-demand software for public relations and government relations. Vocus offers Web-based software that helps companies to meet today's local and global communications challenges, and to build and manage relationships with reporters, analysts, elected officials and other key audiences. Our award-winning 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 received broad industry recognition and is used around the world by more than 1,000 organizations in five languages. Vocus is a privately held company with headquarters in metropolitan Washington and offices in North America, Europe and Asia. For more information please visit www.vocus.com or call 800.345.5572.