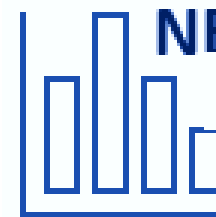
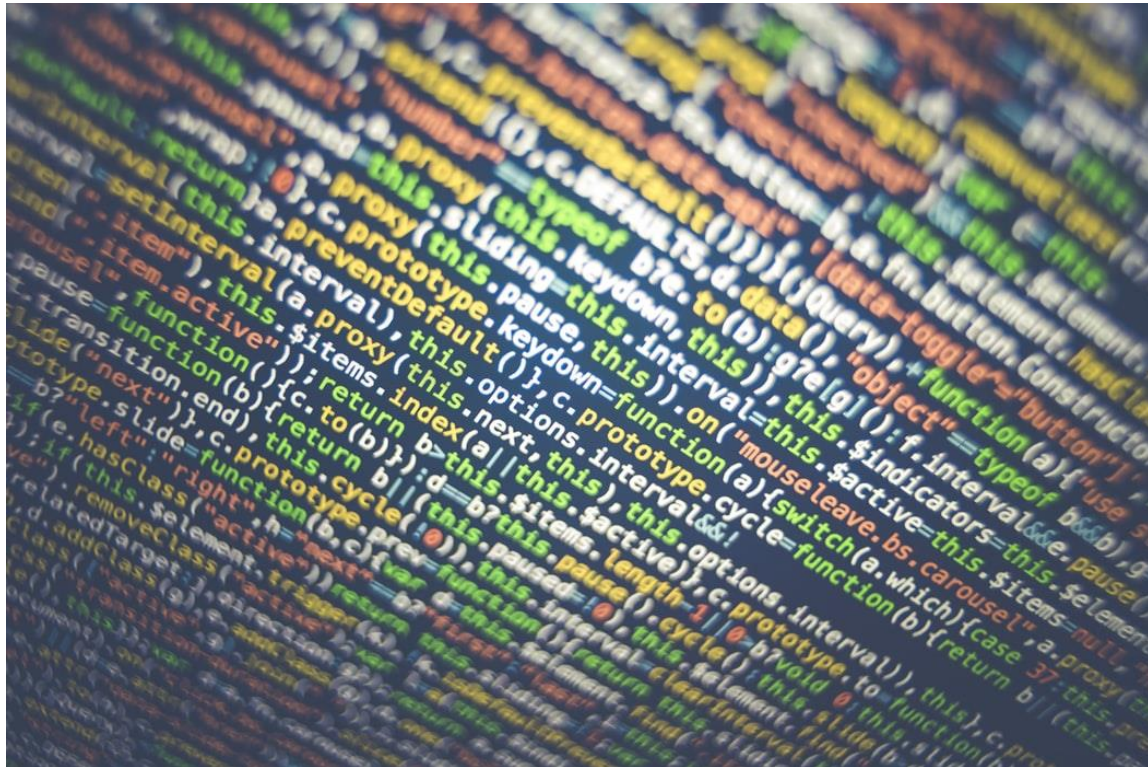


People Management Association (PMA)

Review of Media Coverage

January-March 2020



NEIDHARDT COMMUNICATIONS

Connecting the dots, Unleashing Insights

Key Metrics and Indicators

	Stories	% Change	Impressions	% Change
Total Stories	1,690	-30.99%	3,464,671,821	+17.57%
Favorable Stories	1,690	-30.99%	3,464,671,821	+17.57%
Neutral Stories	0	0	0	0
Unfavorable Stories	0	0	0	0
Avg. Prominence	44.9	+3.0%	0	0
Avg. QRS	4.0	+8.0%	0	0
PMA Research	687	-52.62%	1,524,724,032	-5.59%
Johnny Taylor	306	+11.27%	625,654,521	+23.01%
General PMA	263	+10.97	692,877,295	+137.34%
PMA Staff	144	+65.52%	243,096,912	+164.08%
Talent Acquisition	91	+1.11%	160,162,436	+24.67%
HR Competencies	64	-62.57%	145,592,741	+141.90%
PMA Certification	52	+62.50%	47,023,773	-75.62%
Getting Talent Back	43	+4.88%	10,543,853	+78.37%
PMA Conferences	31	+34.78%	14,761,150	+1825.74%
Expertise Panelists	9	-79.07%	235,108	-97.19%

Scorecard
January-March 2020

Key Findings

January-March 2020

KPI & Monthly Performance

From 1,690 print and broadcast stories, approximately 3.5 billion (+18 percent) gross audience impressions and \$22 million (+23 percent) in media value were created in Q1 FY 2020. While story traffic contracted 31 percent on a quarter-by-quarter basis (QOQ), the average prominence and quality of PMA's stories improved, climbing to 44.9 (+3 percent), and 4.0 (+8 percent), respectively.

The volume curve quickly climbed to 605 news items in January and plateaued there for a month before contracting 21 percent in March. Approximately 72 percent of PMA's story coverage ran in those first two months of the quarter, accumulating 1,210 stories, 1.9 billion impressions, and \$10.9 million in media value. Nevertheless, reach peaked in March with 1.6 billion impressions --representing 46 percent of PMA's gross audience. *Yahoo!*, *Forbes*, and *MSN* collectively fueled the growth with 1.2 billion impressions and 29 news items. The most widely circulated story (overall and in March) discussed unusual and coveted job benefits. Published by *MSN Money*, it generated nearly 115 million impressions.

Leading Story Topics

Amid President Trump's impeachment trial in January, several storylines relating to politics and the workplace circulated. The most prolific story discussed political disagreements at work dividing the workplace. Another widely played news item discussed the firing of an employee for mocking his company's holiday gift on Twitter. And a third topic cited PMA's initiative, *Getting Talent Back to Work* as urging companies to pledge to hire individuals with a criminal background.

Not surprisingly, workplace romances were the subject of numerous articles in February. Although, toxic workplace cultures and the Coronavirus contributed heavily to the coverage, these topics, among others, spilled over into the March news cycle where the pandemic then drove the discussion. It was noted that PMA provided critical guidance to employers needing to address issues with symptomatic employees.

Key Findings

January-March 2020

Sentiment

PMA's positivity trend continued in Q1. (While the association has often garnered favorable media opinion, the indice's trajectory took a decidedly upward turn starting in Q2 2018 -with momentum further accelerating in 2019.) In fact, PMA has not received any unfavorable publicity since Q1 2019.

The Internet

Across all mediums, the Internet was the leading cumulative news channel in absolute terms (983 stories) and as a percentage of gross volume (58%). PMA accrued approximately 3.4 billion impressions online, too, representing 97% of its' gross audience this quarter. Many stories contributed to the Internet's performance, most notably the previously cited mentions of an employee firing, political division in the workplace, Coronavirus, sick leave, and a PMA survey's findings that "42% of U.S. workers have had political disagreements at work." While a diverse group of news outlets provided coverage online none were more prolific sources of PMA content than *MSN* and *Yahoo!* which jointly generated nearly 1.5 billion (41 percent) impressions online through 19 stories.

Categorical Data

Research was the most active sector by both story traffic and impressions with 687 print and broadcast stories and 1,524,724,032 impressions. Workplace romance and politics dividing workplaces generated roughly 25 percent of the cohort's total hits. Nevertheless, PMA also received substantial coverage through the following storylines: Experience for hire, employee financial wellness programs, paid sick leave options, toxic office cultures, and STEM. The following headlines also generated significant impressions:

- *Are Trendy Office Spaces Really the Key to Worker Happiness?*
- *11 of the Most Unusual and Coveted Job Benefits*
- *State of the Union 2020*
- *Should You Talk About Politics and Trump at the Office?*
- *Aussie Workplace Offering 'Pawternity' Leave*

Key Findings

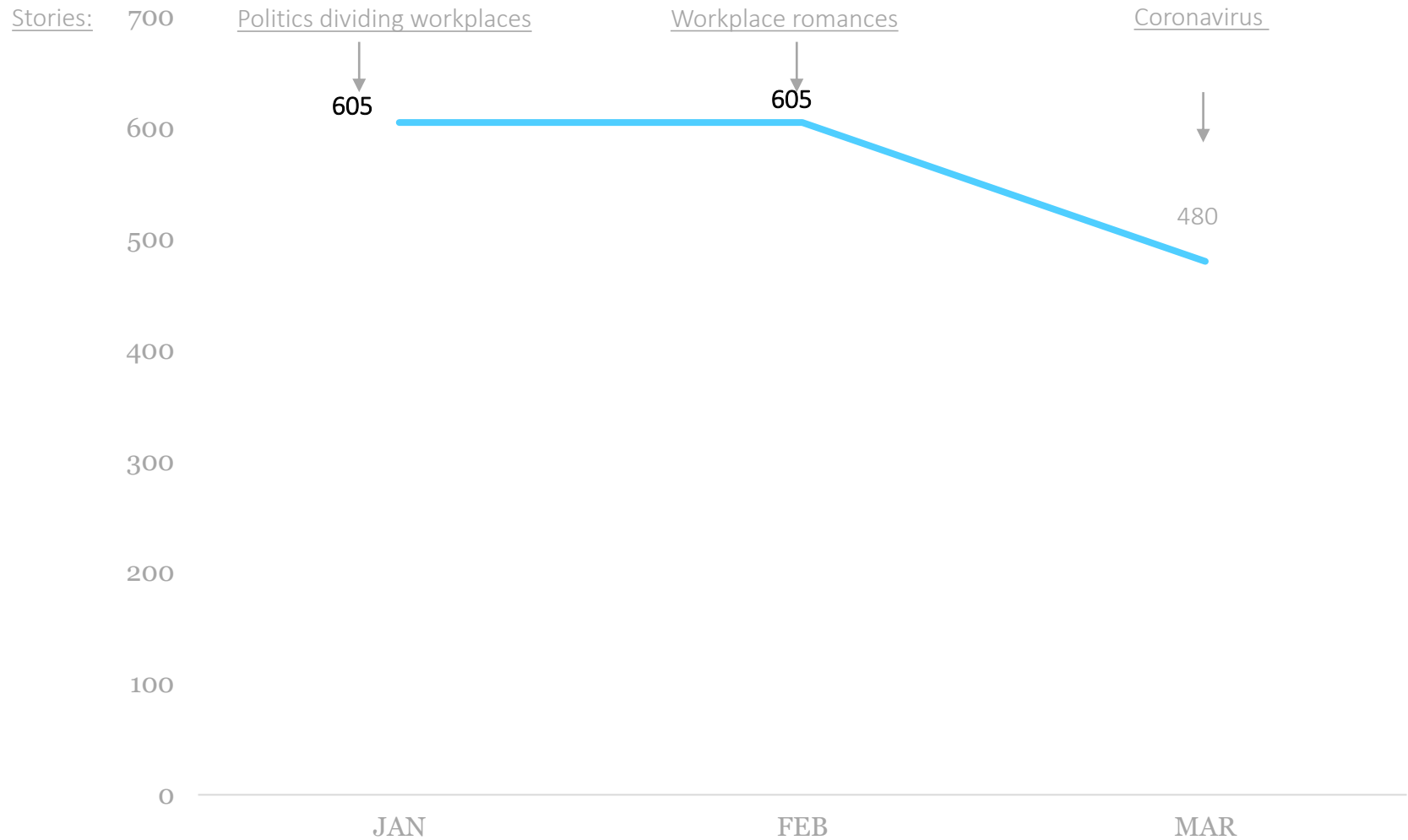
January-March 2020

Prominence & QRS

The Average Prominence of PMA's stories increased from 43.4 to 44.9 QOQ. National television and local radio broadcast segments helped raise the mean score to 45.6 in February. Stories with the highest prominence scores included toxic office cultures, office romances, and politics in the workplace.

QRS was another interesting data point. A slight uptick was noted in the quality of PMA's stories. QOQ their score gapped up to 4.1 (+8 percent). The data set contained 14 "quality accelerators" in March which earned high marks of 9 and raised that month's mean QRS considerably. These news items appeared in *USA Today* and the *Arizona Republic*.

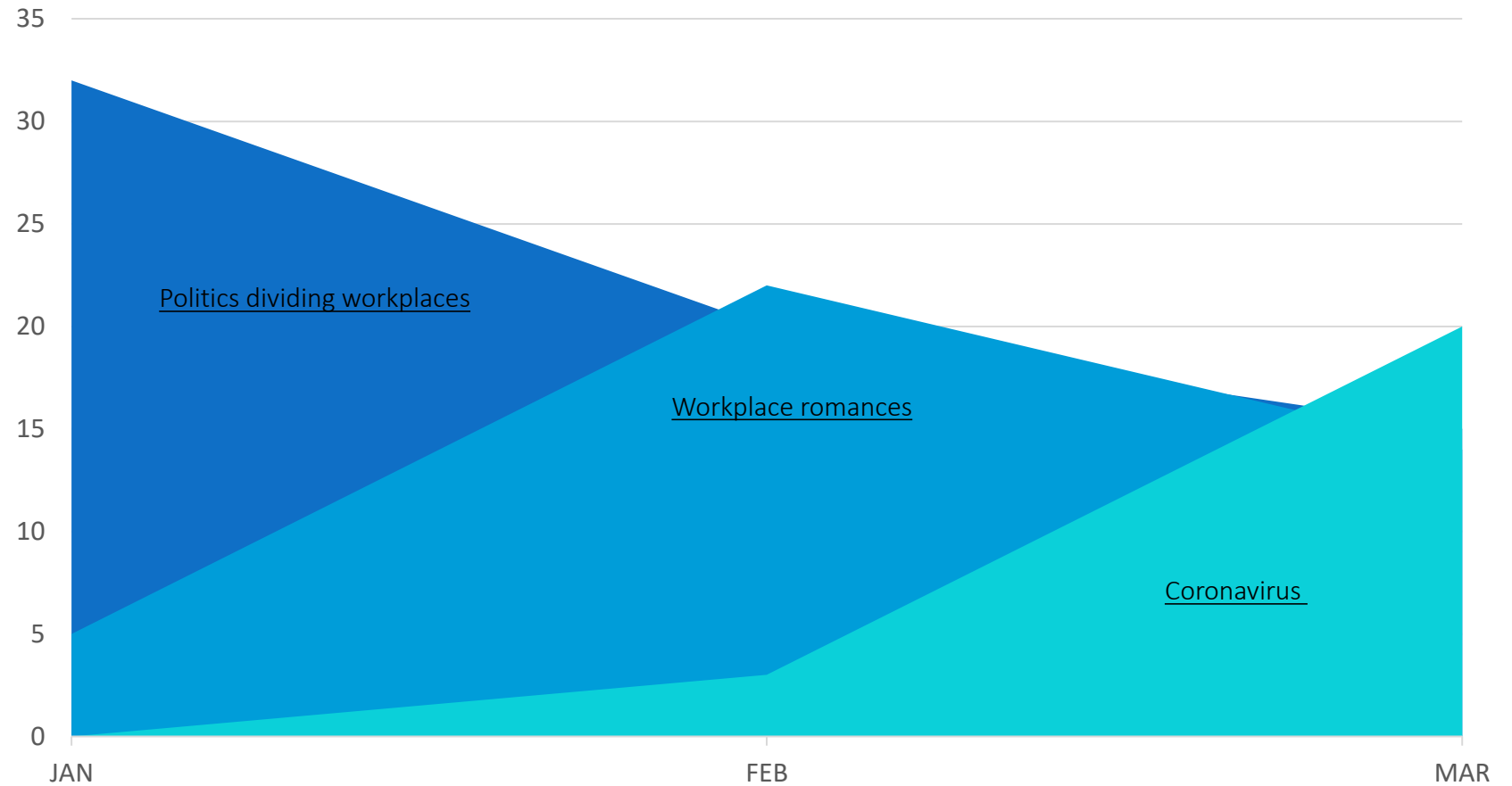
- The frequency curve shuffled sideways for two months, before contracting -21% in March.



Stories by Month

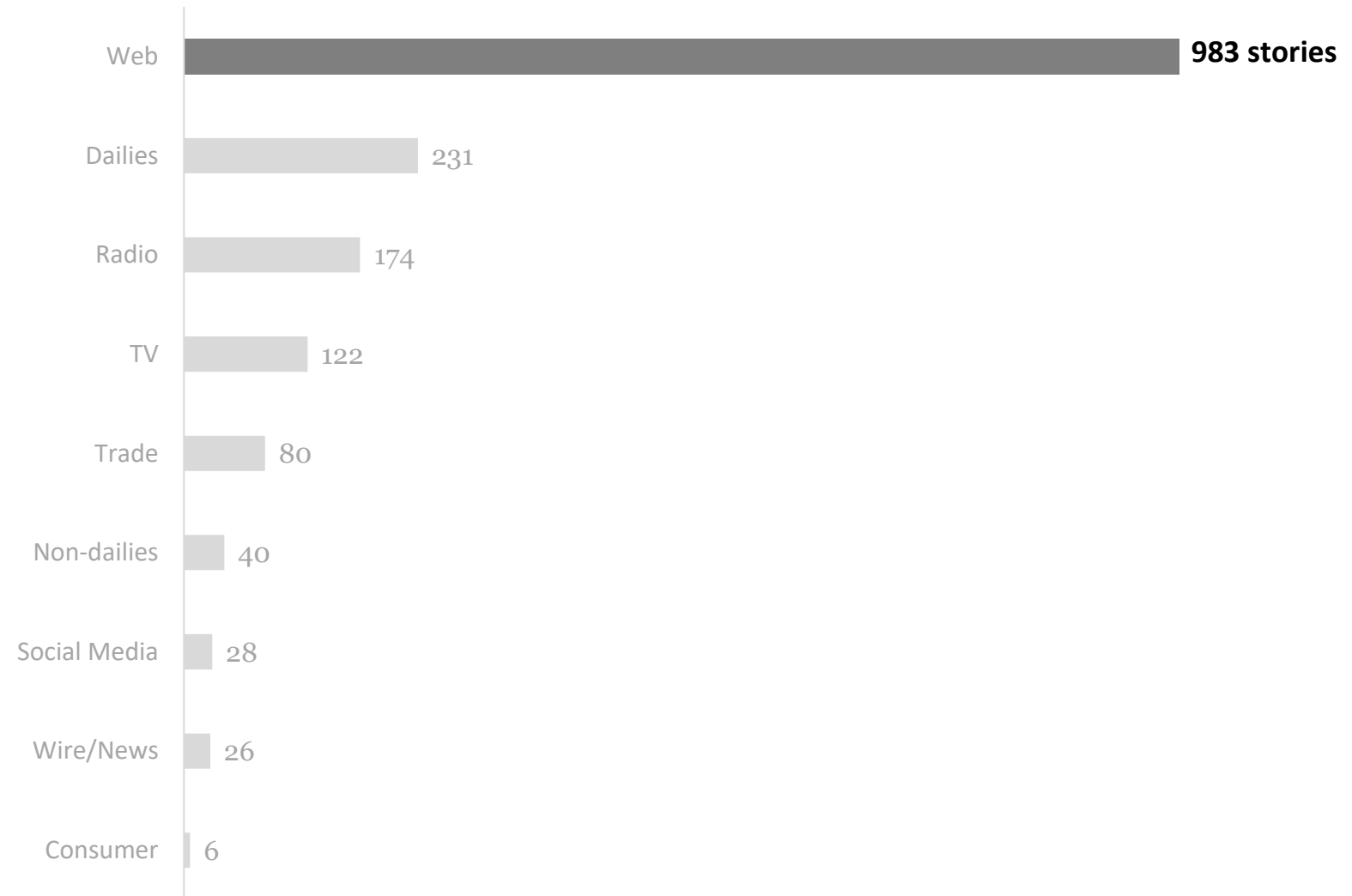
January-March 2020

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Stories by
Content
January-March 2020

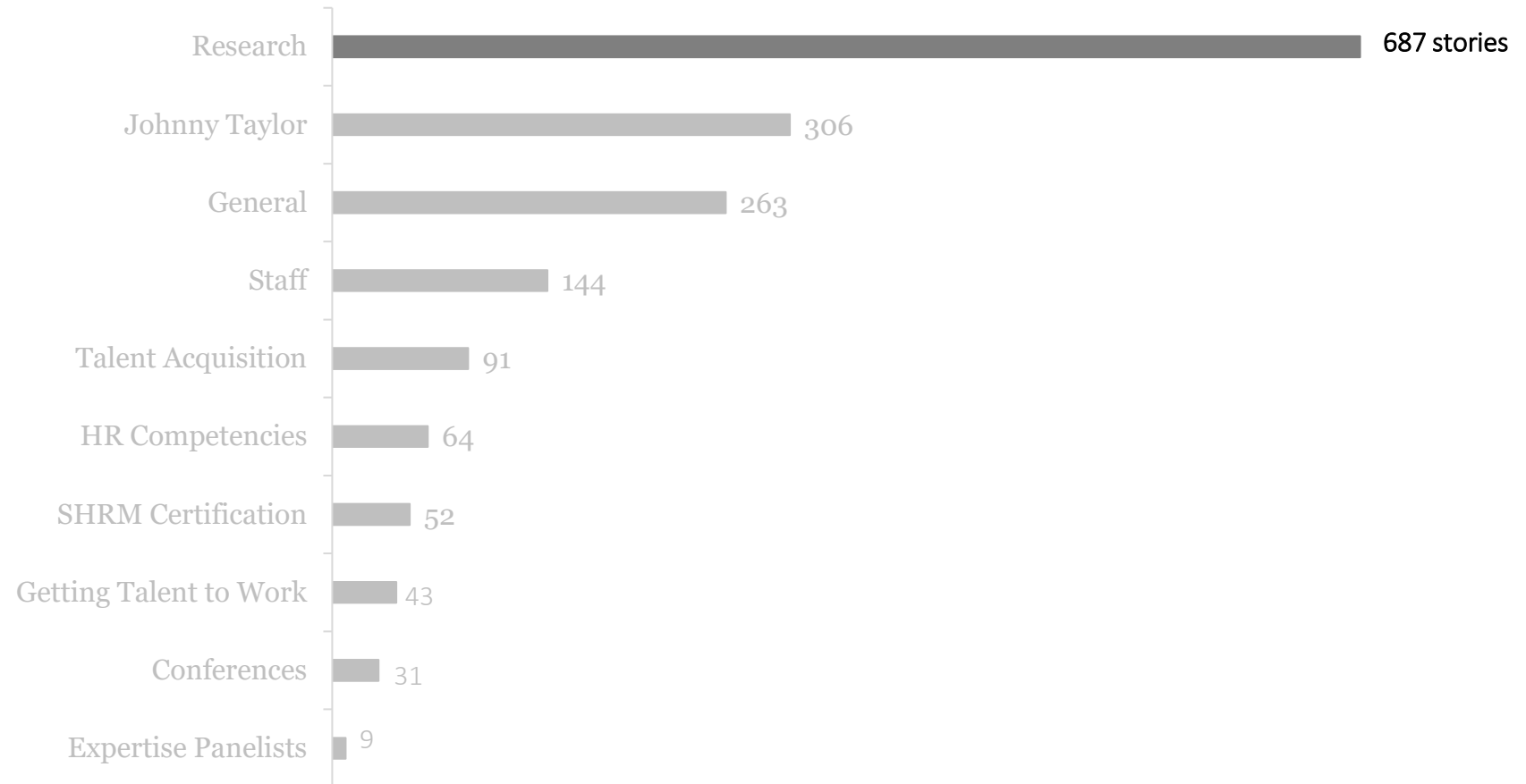
- Across all channels, the Internet was the dominant cumulative news medium in both absolute terms (983 stories) and as a percentage of gross volume (58%)



Stories by Media Channel

January-March 2020

- Stories relating to office romance and politics dividing workplaces represented nearly 25% of Research-sector story coverage



Stories by Category

January-March 2020

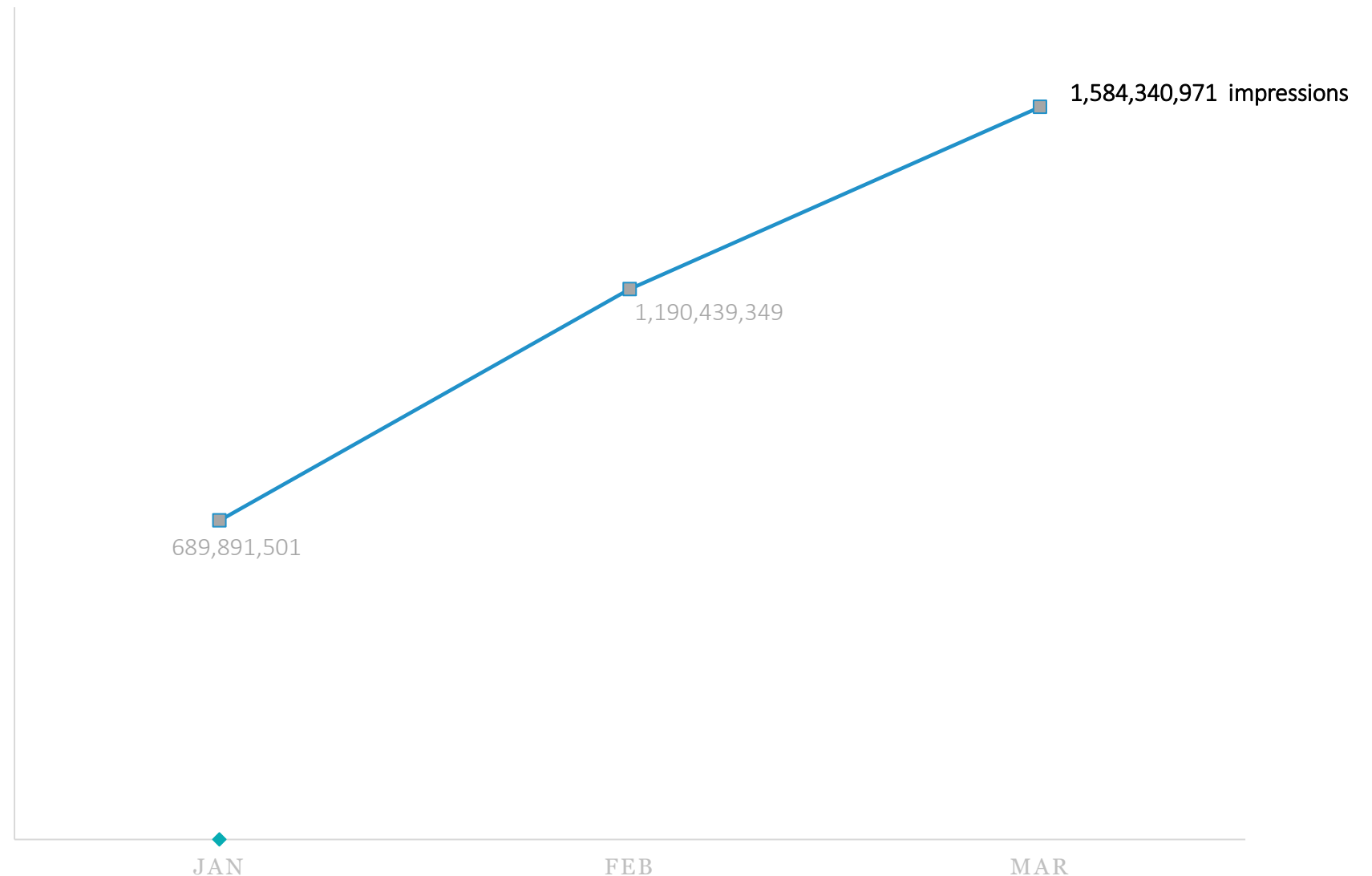
Sentiment

January-March 2020

- Sentiment maintained positive trajectory: no unfavorable news items assessed since Q1 2019*



- Major audience generators *Yahoo!*, *Forbes*, and *MSN* powered 1.2B impressions through 29 news items in March*

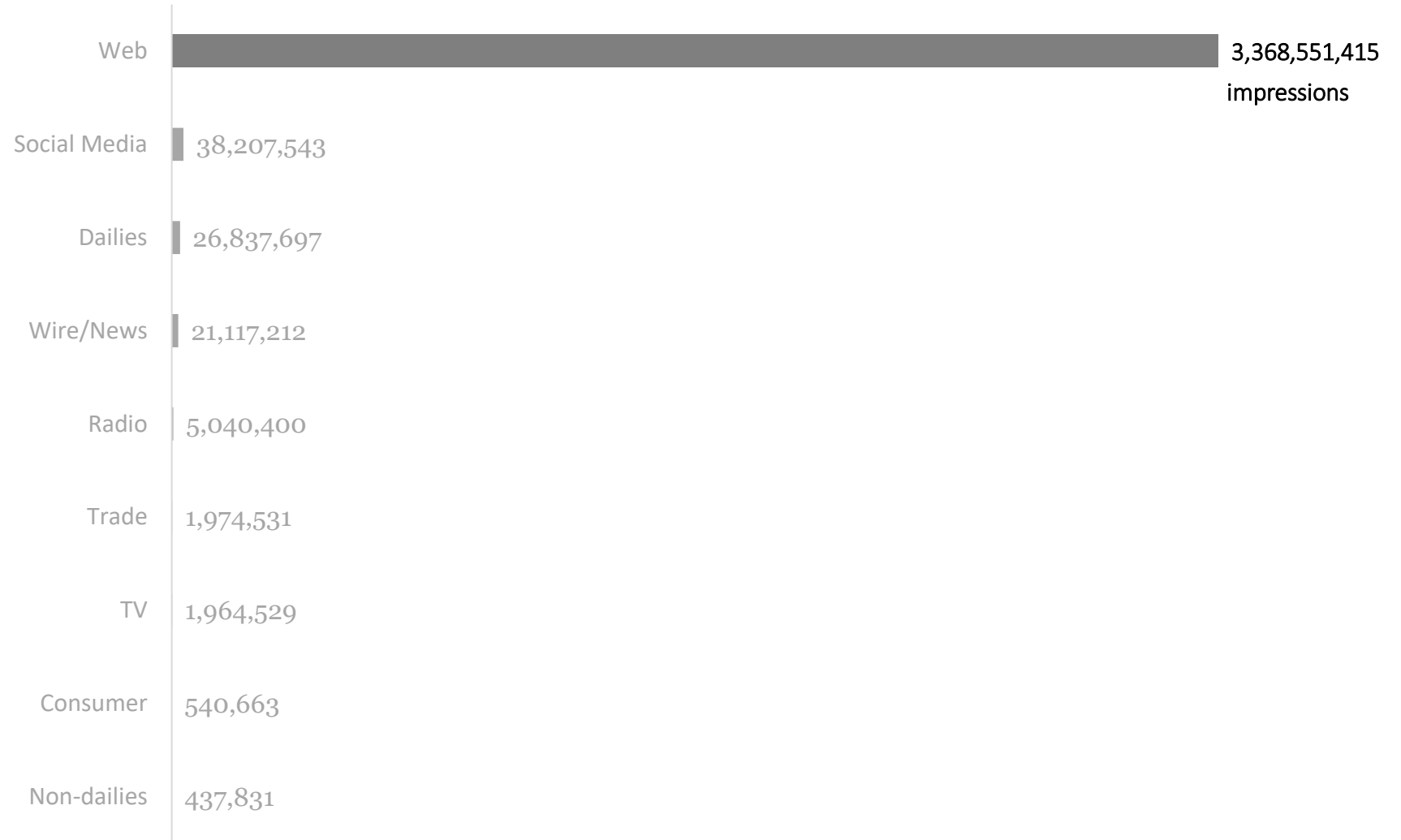


Impressions
by Month
January-March 2020

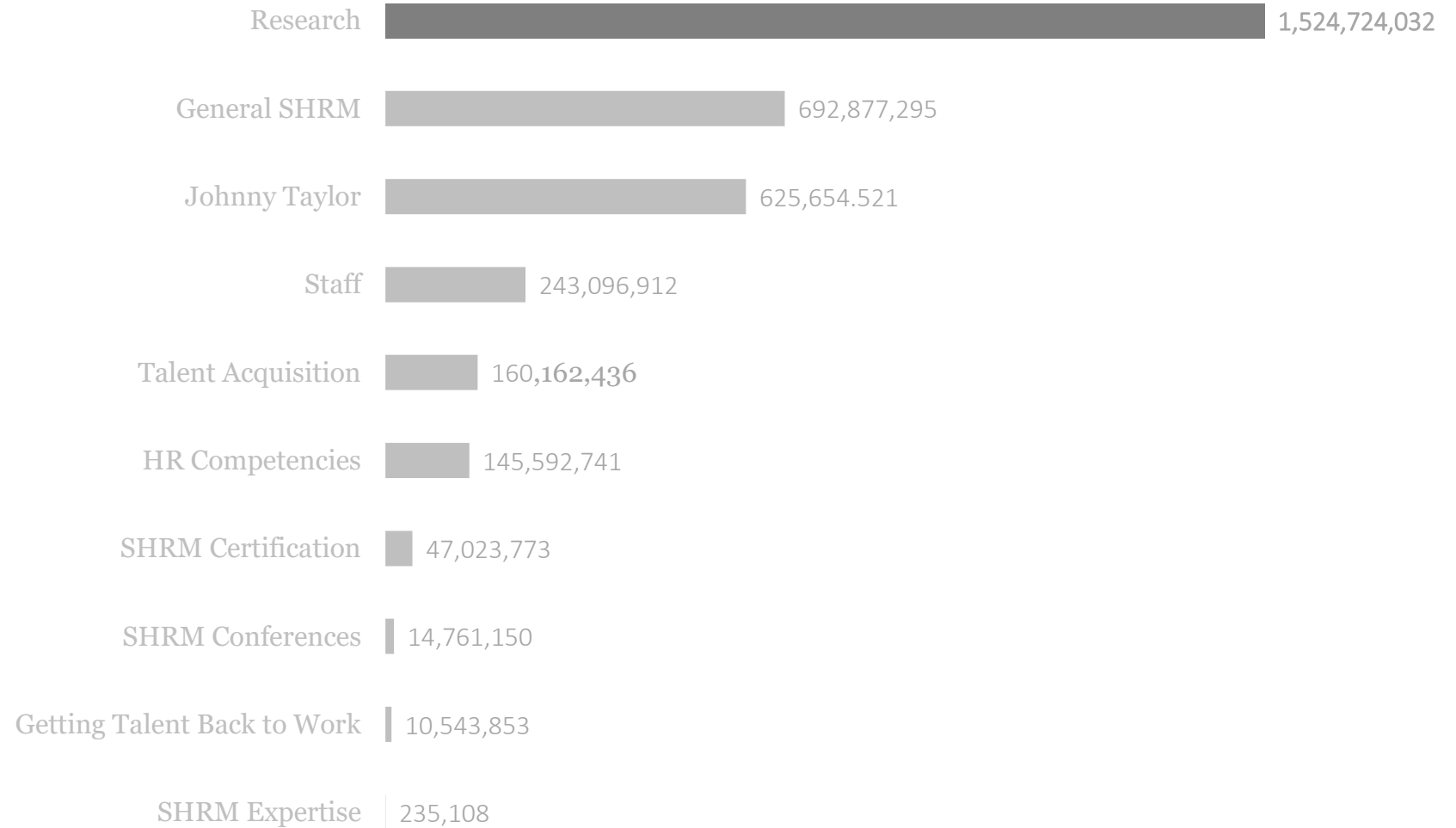
Impressions by Market

January-March 2020

- *MSN and Yahoo!* generated *nearly* 1.5B impressions online via 19 stories throughout the quarter



- PMA survey citing 42% of U.S. workers have had political disagreements at work = most significant story by impressions



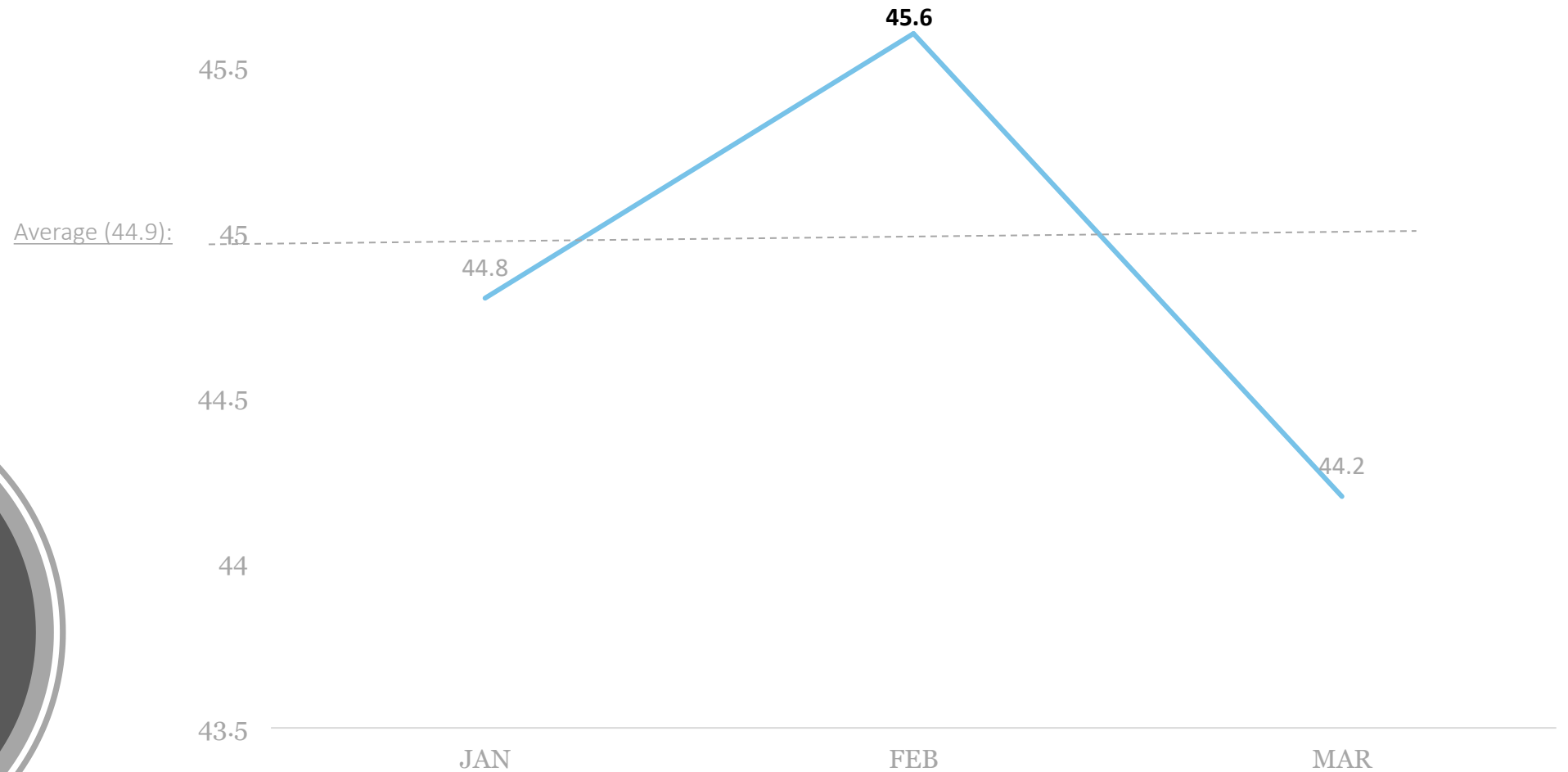
Impressions by Category

January-March 2020

- Prominent syndicated broadcast segments elevated mean Prominence Score in February

Prominence Score: 46

Prominence Accelerator: Toxic Workplace Cultures



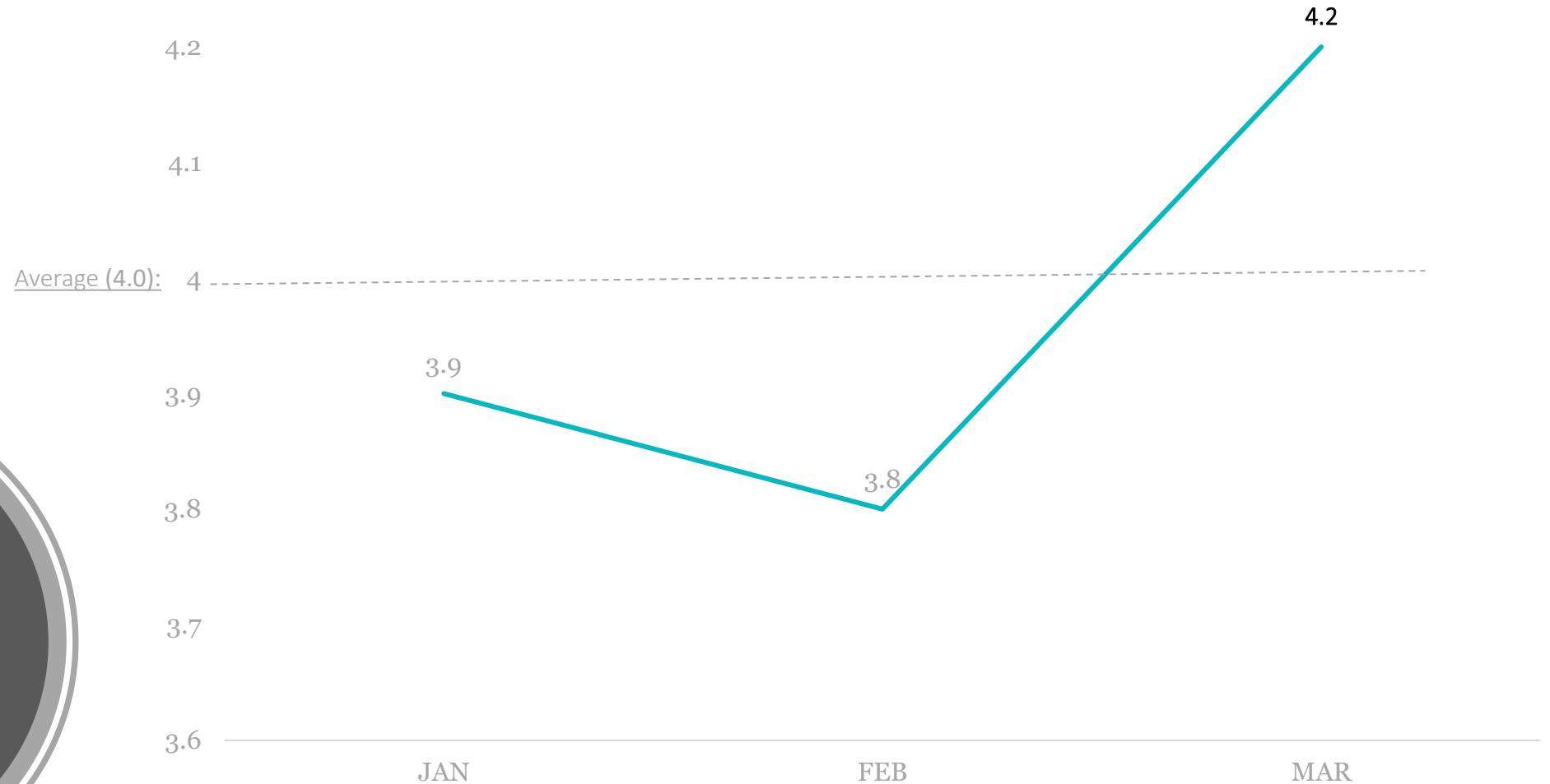
Prominence by Month

January-March 2020

- The data set contained 14 stories with quality scores of 9 in March, raising the month's mean score significantly

Average QRS Score: 4.3

Quality Accelerators: *USA Today & Arizona Republic*



QRS by
Month

January-March 2020