**Chapter 8**

**Class Activity 1: Debating Advertising Equivalency**

Consider the following hypothetical situation:

Assume that you are a senior PR practitioner in a large, publicly traded company. One day the CEO of the company asks you to write a report on the company’s PR activities and to give a monetary value of these activities using the advertising equivalency equation. You know that there are certain criticisms of AVE, and you know that the Barcelona Principles specifically reject AVE as a method of evaluation. What should you do? How would you explain this in the report? Would you still use AVE and then describe its shortcomings as an evaluative practice?

**Class Activity 2: Message Testing and Two-Way Communication**

Write a one- to two-page response evaluating how message testing relates to two-way communication. Using the four models of PR, can message testing ever be two-way symmetrical communication?

**Class Activity 3: Barcelona Principles**

Visit the AMEC website that details the Barcelona Principles 2.0, which were written in 2015 as an update to the 2010 principles.

<http://amecorg.com/barcelona-principles-2-0/>

Pick a principle that has changed from 2010 to 2015. Write a one- to two-page paper on why this change occurred and how the change affects PR practice.

Findings will be shared with the entire class.

**Case Study Discussion**

**Case Study Activity 1: Applying the Barcelona Principles**

In groups discuss the following question:

Would it be unethical if a PR organization conducted evaluation not using the Barcelona Principles? Why or why not?

Discuss this for 10–15 minutes and then each group share their answer with the entire class.

**Case Study Activity 2: Updating the Principles**

In 2015, AMEC and IPR created the Barcelona Principles 2.0. They can be found at the following website:

<http://amecorg.com/barcelona-principles-2-0/>

Look at the 2.0 revisions and decide whether there could be a 3.0 revision. Specifically, identify which principles they think need to be changed and what principles they think will most likely not change over the next five years.