



## NEWS RELEASE FOR IMMEDIATE RELEASE

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### VALUEDRIVENMEDIA DRAWS ATTENTION TO PR INDUSTRY SUCCESS & (MORE IMPORTANTLY) MEASUREMENT

December 2, 2009 (Washington DC) – Believing that the best public relations professionals are the solution in reshaping distorted perceptions of the profession, [Susan E. Jacobsen](#) has announced the launch of [ValueDrivenMedia](#). The Blog, which is a value-add on Jacobsen’s [LUV2XLPR](#) corporate site, showcases success stories in the way of measurable campaigns and PR’s weighty contributions to increased revenue, customer engagement/retention and consistent brand awareness.

Jacobsen, a 15-year veteran in PR, marketing and corporate communications, will use *ValueDrivenMedia* as her platform for exchanging ideas, calling out badly-executed activities fueling negative online rants and highlighting the best campaigns pushing the industry in a positive direction. Jacobsen will welcome all case studies, personal stories, and, of course, candid feedback.

“By engaging my peers to share and celebrate successes,” explains Jacobsen, “we’re able to learn, evolve *and* educate those outside our industry in the ways PR can be measured in addition to playing a fundamental role in business growth.”

Jacobsen’s first post, “It’s a Fabulous Time to Work in PR,” provides professionals with the newest ideas and ways to embrace the ever-changing media to shine and excel—and make more money for everyone!

#### **About**

*ValueDrivenMedia*, a public relations industry Blog spearheaded by PR veteran Susan E. Jacobsen, showcases success stories in the way of measurable campaigns and PR’s weighty contributions to increased revenue, customer engagement/retention and consistent brand awareness. Visit *ValueDrivenMedia* online at [www.valuedrivenmedia.com](http://www.valuedrivenmedia.com) and follow Susan on Twitter <http://twitter.com/SusanEJacobsen>.

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