

PRNews'

PR MEASUREMENT

Guidebook **Vol. 6**



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Foreword

No Hiding From PR Measurement

Dear Reader,

For some communicators, measurement is like that vexing, all-knowing customer who walks into your store or office and everyone hides behind the closest object for fear of being seen. For others, measurement is the gateway to success. They can't get enough of it. If you're in the latter group, this *PR News Measurement Guidebook* is for you. And if you're in the former "hideout" camp, this book is also for you, as you understand that you can run, but you can't hide from measurement.



You'll find in this *PR News* guidebook the freshest and smartest ideas for measuring the impact of public relations and tying your efforts to key business objectives and performance indicators, from awareness to sentiment and perception, from influence and advocacy to action and participation.

There's good news/bad news on the measurement front. The good news is that PR budgets allocated to measurement and evaluation have increased from 4% to 9% between 2009 and 2011, according to the Institute for Public Relations. The bad news is that it's still less than 10% of communications budgets. There should be *more* investment in research and evaluation, as PR plays a larger organizational role and as it continues to meld with Marketing, especially in social media activity.

Linda Childers Hon of the University of Florida College of Journalism and Communications notes in this book that "It's easy to measure things that don't matter, and difficult to measure things that do." We take the sting out of the difficulty by providing you with sound ideas, tactics, checklists and do's and don'ts that will accelerate your measurement efforts.

One of the many measurement topics we cover in this book is how to prove your own worth to senior management. David Rockland, CEO of global research at Ketchum, implores communicators to speak the language of market research. "In the past PR pros have had the attitude of 'things were fine without having to prove our worth,'" he says. Attitudes have rightly changed. Speaking the language of research and allocating time for measurement are essential: "Calculate the odds of keeping your job or client if you consistently challenge the CFO on the ROI of what you do," says Gordon Andrew, managing partner at Highlander Consulting, in this book.

I'd like to thank the contributors to this *PR News Measurement Guidebook* who so eloquently shared ideas, tips and secrets to cracking the measurement code. And I want to thank you, our reader, for taking the time to learn more about measurement. And because of your commitment, the discipline of PR will no doubt be stronger.

Sincerely,

Diane Schwartz, Senior Vice President and Group Publisher, *PR News*
 @dianeschwartz

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