

Time(PST)	Username	Update
2/19/2013 9:00	shonali	And... it's time! Welcome to the bi-weekly chat on all this related to #PR & social media measurement. How're you doing? #measurepr
2/19/2013 9:01	shonali	@xtineds NOW. #measurepr
2/19/2013 9:01	JasMollica	Jumping in to #MeasurePR, please excuse RT, tweets for the time being!
2/19/2013 9:01	shonali	Before we begin our chat, please introduce yourself, tell us who you are, what you do, etc. #measurepr
2/19/2013 9:02	JasMollica	Hi #MeasurePR, I'm Jason Mollica, pres. of @JRM_Comms- social media marketing/PR consultancy.
2/19/2013 9:02	richardbagnall	Good evening, afternoon and morning to everyone, it's a great honour to be invited back to the conversation. Thanks for joining #measurepr
2/19/2013 9:03	lisakwiese	Ahoy #MeasurePR I'm Lisa- I'm an marketing assistant, aspiring to do PR work. I do inbound marketing for an agency in WI
2/19/2013 9:03	richardbagnall	@JasMollica Welcome Jason! #measurepr
2/19/2013 9:03	shonali	Me: I'm CEO of a social PR biz (#wgbiz holla!), measurement geek (hence this chat), foodie & dog-mom. I & 3 Elvis & ABBA too. #measurepr
2/19/2013 9:03	John_Trader1	Looks like an interesting discussion today. John from Atlanta joining, PR for @m2sys a #biometrics R&D company. #measurepr
2/19/2013 9:03	shonali	@DanielTTravels Great! #measurepr
2/19/2013 9:03	xtineds	@shonali You are awesome. Thanks for the reminder! Glad to be here on time. #measurePR
2/19/2013 9:03	shonali	@JasMollica Great to see you here, Jason! #measurepr
2/19/2013 9:03	michaelwhite1	Work for @keenecomms devising social media campaigns across public affairs and public relations. #MeasurePR
2/19/2013 9:03	JasMollica	@richardbagnall Thank you, sir! Glad to be here. #MeasurePR
2/19/2013 9:03	JasMollica	@shonali Great to be here... and to "see" you again. #MeasurePR
2/19/2013 9:03	shonali	And if you're a newbie to the chat, don't worry, we're all very friendly. We won't bite. :) #measurepr
2/19/2013 9:03	richardbagnall	@lisakwiese Hi Lisa, thanks for coming #measurepr
2/19/2013 9:04	BRGLiving	Hey #measurepr. We are a public relations agency specializing in health, safety and wellness. "Communication for better living." - JM
2/19/2013 9:04	shonali	@xtineds Glad to have you! Do introduce yourself to the gang. #measurepr
2/19/2013 9:04	richardbagnall	@michaelwhite1 Hi Michael, welcome! #measurepr
2/19/2013 9:04	richardbagnall	@xtineds Hello, thanks for coming! #measurepr
2/19/2013 9:04	richardbagnall	@John_Trader1 Hi John, thanks for joining #measurepr
2/19/2013 9:04	shonali	@BRGLiving Welcome! And to @michaelwhite1 @kennecomms too #measurepr
2/19/2013 9:05	richardbagnall	@BRGLiving Welcome! :) #measurepr
2/19/2013 9:05	xtineds	@shonali Hi #measurePR. I'm Christine. Recent #PR Master's grad in Houston. Currently, job searching. Happy to be here! I also blog.
2/19/2013 9:05	shonali	@John_Trader1 Great to see you back! #measurepr
2/19/2013 9:05	michaelwhite1	@richardbagnall Thank you! #MeasurePR
2/19/2013 9:05	xtineds	@richardbagnall Thank you, Richard! Happy to be participating this morning. #measurepr
2/19/2013 9:05	shonali	Before we get into the chat, just a few guidelines to make it easy to participate: #measurepr
2/19/2013 9:06	John_Trader1	@shonali Thanks as always for organizing this great chat! #measurepr
2/19/2013 9:06	DanielTTravels	@shonali as yes, I should have included #measurePR haha
2/19/2013 9:06	shonali	Ok, rules of thumb: 1, don't forget to use the hashtag with your tweets, else they won't show up when we pull the transcript #measurepr
2/19/2013 9:06	xtineds	@JennLJohnson00 Love hearing your thoughts! #MeasurePR is a tweet chat happening now that you might be interested in. :)
2/19/2013 9:06	richardbagnall	@xtineds Evening here ;-) #measurepr
2/19/2013 9:06	shonali	2, I will be addressing questions to @richardbagnall, but all are welcome to answer/add to the convo #measurepr
2/19/2013 9:06	shonali	@DanielTTravels :) #measurepr
2/19/2013 9:06	shonali	@John_Trader1 My pleasure. I'm glad it is useful to so many people! #measurepr
2/19/2013 9:07	shonali	3, When prefacing your tweets, pls use "re" Q1" or "A1" (or similar) convention so it's easy to follow the conversation thread #measurepr
2/19/2013 9:07	shonali	4, We love a good conversation, so have at it! But if you have a question that's quite different for @richardbagnall, pls DM me #measurepr

2/19/2013 9:07 therealprmoment RT @richardbagnall: Good evening, afternoon and morning to everyone, it's a great honour to be invited back to the conversation. Thanks ...

2/19/2013 9:07 Tinu RT @shonali: Me: I'm CEO of a social PR biz (#wgbiz holla!), measurement geek (hence this chat), foodie & dog-mom. I & 3 Elvis & am ...

2/19/2013 9:07 sohinibaliga Time for #measurepr with the lovely @shonali

2/19/2013 9:08 colin_wheeler @richardbagnall Hi Richard, Colin from the Waggnr Edstrom London office joining too #measurepr

2/19/2013 9:08 shonali 5: Above all, have fun! This is a lovely group of people, and we're all here to learn collectively. Ready? Off we go... #measurepr

2/19/2013 9:08 shonali @sohinibaliga Hi! I'm very glad you could join today. @richardbagnall is fabulous. #measurepr

2/19/2013 9:08 keenecomms Hi @richardbagnall I work with @michaelwhite1 @keenecomms looking after the PR for a range of travel clients. #measurepr.

2/19/2013 9:08 shonali @colin_wheeler Welcome to the chat! @richardbagnall #measurepr

2/19/2013 9:08 richardbagnall @colin_wheeler Hi Colin, a fellow Brit! ;-) #measurepr

2/19/2013 9:08 richardbagnall @sohinibaliga Welcome #measurepr

2/19/2013 9:09 richardbagnall @shonali Thank you, you're too kind! #measurepr

2/19/2013 9:09 sohinibaliga @richardbagnall #measurepr thank you! Looking forward!

2/19/2013 9:09 shonali For those just joining, remember: use the hashtag, index your tweets (eg re Q1, A1, etc) to make it easy to understand. Ready? #measurepr

2/19/2013 9:10 deannaboss Ready! #measurepr

2/19/2013 9:10 shonali Q1. @richardbagnall Globally, you're one of the thought leaders in #PR measurement. How did you get interested in the field? #measurepr

2/19/2013 9:10 JasMollica RT @shonali: Q1. @richardbagnall Globally, you're one of the thought leaders in #PR measurement. How did you get interested in the field ...

2/19/2013 9:10 xtineds @shonali Thanks, lady! You rock. Such a great host to have here at #MeasurePR.

2/19/2013 9:10 RobinMarie Checking in on #measurepr

2/19/2013 9:11 richardbagnall A1: Before launching Metrica in the early 90s I had worked in PR, both inhouse and at an agency #measurepr

2/19/2013 9:11 shonali RT @richardbagnall: A1: Before launching Metrica in the early 90s I had worked in PR, both inhouse and at an agency #measurepr

2/19/2013 9:11 richardbagnall A1 At the agency in particular we relied on a proprietary analysis system that provided AVEs and impact scores. #measurepr

2/19/2013 9:11 JasMollica RT @richardbagnall: A1 At the agency in particular we relied on a proprietary analysis system that provided AVEs and impact scores. #me ...

2/19/2013 9:12 richardbagnall A1 I didn't understand them. Worse, nor did my client! Even worse, made me look silly in front of them as couldn't explain #measurepr

2/19/2013 9:12 lisakwiese RT @shonali: Q1. @richardbagnall Globally, you're one of the thought leaders in #PR measurement. How did you get interested in the field ...

2/19/2013 9:12 PeterMBarrett Hello all at #measurepr

2/19/2013 9:12 lisakwiese RT @richardbagnall: A1 At the agency in particular we relied on a proprietary analysis system that provided AVEs and impact scores. #me ...

2/19/2013 9:12 lisakwiese RT @richardbagnall: A1 I didn't understand them. Worse, nor did my client! Even worse, made me look silly in front of them as couldn't e ...

2/19/2013 9:13 shonali RT @richardbagnall: A1 At the agency in particular we relied on a proprietary analysis system that provided AVEs & impact scores. #measurepr

2/19/2013 9:13 richardbagnall A1 Realised there must be a better way to prove PRs value. At same time met 2 great business partners and Metrica was on its way #measurepr

2/19/2013 9:13 lisakwiese RT @richardbagnall: A1 Realised there must be a better way to prove PRs value. At same time met 2 great business partners and Metrica wa ...

2/19/2013 9:13 shonali @PeterMBarrett Hey, there, welcome! We're just getting started. #measurepr

2/19/2013 9:13 richardbagnall @PeterMBarrett Evening! #measurepr

2/19/2013 9:14 shonali MT @richardbagnall: A1 I didn't understand them. Worse, nor did my client! Even worse, made me look silly as couldn't explain #measurepr

2/19/2013 9:14 shonali @sohinibaliga AVE is the acronym for Ad Value Equivalency cc @richardbagnall #measurepr

2/19/2013 9:14 colin_wheeler RT @richardbagnall: A1 Realised there must be a better way to prove PRs value. At same time met 2 great business partners and Metrica wa ...

2/19/2013 9:15 richardbagnall A1 Remember one awful moment trying to justify why the AVE had gone up... driven by reams of negative press. Ooops. ;-) #measurepr

2/19/2013 9:15 JasMollica RT @richardbagnall: A1 Remember one awful moment trying to justify why the AVE had gone up... driven by reams of negative press. Ooops. ...

2/19/2013 9:15 shonali MT @richardbagnall: A1 Realised must be better way to prove PRs value. Met 2 great biz partners & Metrica was on its way #measurepr

2/19/2013 9:15 shonali @richardbagnall re Q1 I'm dying to ask which agency but I won't. ;) #measurepr

2/19/2013 9:15 xtineds @richardbagnall @richardbagnall A1 Excellent. Studying #PR, we know one of the biggest challenges is to prove the value. #measurePR

2/19/2013 9:16 shonali MT @richardbagnall: A1 Remember one awful moment trying to justify why AVE had gone up... driven by reams of negative press. Oops #measurepr

2/19/2013 9:16 shonali @sohinibaliga Don't be silly, you're hardly an ignoramus! #measurepr

2/19/2013 9:16 richardbagnall @shonali Worse, we used to photocopy clips (remember those days?!) at 108% to increase the 'thud factor'! :-) #measurepr

2/19/2013 9:17 PeterMBarrett A1: Staggers belief that some firms still boast about their AVE data as if I'm meant to be impressed! Happened just recently #measurepr

2/19/2013 9:17 Launch_it Listening in on the #measurepr chat with @richardbagnall today!

2/19/2013 9:17 shonali OMG RT @richardbagnall: @shonali Worse, we used to photocopy clips (remember those days?!) at 108% to increase the 'thud factor'! #measurepr

2/19/2013 9:17 sohinibaliga @shonali #measurepr Thanks. :)

2/19/2013 9:17 richardbagnall @shonali Maybe it correlates that the agency isn't in existence anymore. It was one of the world's largest too... #measurepr

2/19/2013 9:17 deannaboss yikes. RT @PeterMBarrett: A1: Staggers belief that some firms still boast about their AVE data as if I'm meant to be impressed! #measurepr

2/19/2013 9:18 shonali @richardbagnall Heh! #measurepr

2/19/2013 9:18 michaelwhite1 A1: Let's all hail the death of AVE. Controversial? Nah. #MeasurePR

2/19/2013 9:18 jcruxton RT @PeterMBarrett: A1: Staggers belief that some firms still boast about their AVE data as if I'm meant to be impressed! Happened just r ...

2/19/2013 9:18 richardbagnall RT @PeterMBarrett: A1: Staggers belief that some firms still boast about their AVE data as if I'm meant to be impressed! #measurepr

2/19/2013 9:18 shonali @richardbagnall 108% ??? ARE YOU KIDDING ME?!!! That's almost worse than the bloody multiplier nonsense! Re A1 #measurepr

2/19/2013 9:18 colin_wheeler RT @PeterMBarrett: A1: Staggers belief that some firms still boast about their AVE data as if I'm meant to be impressed! Happened just r ...

2/19/2013 9:19 alexandramarr RT @michaelwhite1: A1: Let's all hail the death of AVE. Controversial? Nah. #MeasurePR

2/19/2013 9:19 shonali Q2 @richardbagnall What was an early learning experience in the field of #measurePR for you, and why?

2/19/2013 9:19 richardbagnall @shonali Inspired! #measurepr

2/19/2013 9:19 sohinibaliga @shonali @richardbagnall Also, how does this make any sense in the viral/google/search-results age? #measurepr

2/19/2013 9:19 FleurieFM RT @Celina_Gorkana: PR measurement headache? Join Gorkana's @richardbagnall at 5 today for a Twitter chat on how to #measurepr hosted by ...

2/19/2013 9:19 JasMollica RT @shonali: Q2 @richardbagnall What was an early learning experience in the field of #measurePR for you, and why?

2/19/2013 9:19 richardbagnall @shonali Just big enough not to be perceptibly noticeable #measurepr

2/19/2013 9:20 shonali @richardbagnall LOL! #measurePR

2/19/2013 9:20 FleurieFM RT @shonali: Q1. @richardbagnall Globally, you're one of the thought leaders in #PR measurement. How did you get interested in the field ...

2/19/2013 9:20 FleurieFM RT @richardbagnall: A1 I didn't understand them. Worse, nor did my client! Even worse, made me look silly in front of them as couldn't e ...

2/19/2013 9:20 shonali @sohinibaliga It doesn't, but you'd be amazed at how many VERY large companies (and agencies) still use it. @richardbagnall #measurePR

2/19/2013 9:20 richardbagnall A2 So, first thing we did was remove all scores & indexes from our approach as they are invariably wrong and confuse people #measurepr

2/19/2013 9:24 FleurieFM RT @John_Trader1: RT @richardbagnall: No 2 clients are the same with (msrment) their needs, no matter how similar they appear to the out ...

2/19/2013 9:24 colin_wheeler RT @John_Trader1: RT @richardbagnall: No 2 clients are the same with (msrment) their needs, no matter how similar they appear to the out ...

2/19/2013 9:24 richardbagnall A2 If that's the case, the answer is there - focus on measuring messages to the audiences and the outcomes from having done that #measurepr

2/19/2013 9:24 CarolynMaeKim RT @richardbagnall: A2 - focussed on this - PR is about getting the right message to the right target audience to achieve an objective.. ...

2/19/2013 9:25 FleurieFM RT @richardbagnall: A2 If that's the case, the answer is there - focus on measuring messages to the audiences and the outcomes from havi ...

2/19/2013 9:25 shonali MT @richardbagnall: A2 - focused on this - PR is about getting right message to right target audience to achieve an objective. #measurePR

2/19/2013 9:25 shonali @Tinu AWESOME! #measurePR

2/19/2013 9:25 John_Trader1 MT @richardbagnall: A2 Focus on measuring messages to the audiences and the outcomes from having done that #measurepr

2/19/2013 9:25 richardbagnall A2 Also learned many things about global pr measurement in which @gorkana (the company Metrica merged with) now excels. #measurepr

2/19/2013 9:26 shonali RT @richardbagnall: A2 Whatever that may be - footfall, sales, share price, downloads, reputation change etc #measurePR

2/19/2013 9:26 richardbagnall A2 Important to have consistent global approach but respect needs of local markets which run at different speeds #measurepr

2/19/2013 9:26 JessicaNorthPR RT @shonali: MT @richardbagnall: A2 - focused on this - PR is about getting right message to right target audience to achieve an objecti ...

2/19/2013 9:26 shonali MT @richardbagnall: A2 If that's the case, focus on measuring messages to the audiences and the outcomes from having done that #measurePR

2/19/2013 9:26 richardbagnall A2 And make sure the measurement provided is future looking and can drive strategy. Not just a look backwards #measurepr

2/19/2013 9:27 Tinu @shonali :) Fascinating so far. #measurepr

2/19/2013 9:27 richardbagnall A2 We call it insight, not hindsight... #measurepr

2/19/2013 9:27 shonali RT @richardbagnall: A2 Imp: have consistent global approach but respect needs of local markets which run at different speeds #measurePR

2/19/2013 9:27 John_Trader1 AMEN! RT @richardbagnall: A2 Important to have consistent global approach but respect needs of local mkts which run @ diff speeds #measurepr

2/19/2013 9:27 colin_wheeler RT @richardbagnall: A2 Important to have consistent global approach but respect needs of local markets which run at different speeds #me ...

2/19/2013 9:28 shonali Q3. @richardbagnall Are there differences in #PR measurement in the US, UK & around the world? If so, what? #measurePR

2/19/2013 9:28 PRMurewa RT @shonali: Q3. @richardbagnall Are there differences in #PR measurement in the US, UK & around the world? If so, what? #measurePR

2/19/2013 9:28 Tinu RT @shonali: Q3. @richardbagnall Are there differences in #PR measurement in the US, UK & around the world? If so, what? #measurepr

2/19/2013 9:29 shonali @Tinu Isn't it? I love having on guests from different parts of the world. And @richardbagnall is FAB (also my V good friend) #measurePR

2/19/2013 9:29 John_Trader1 RT @shonali: Q3. @richardbagnall Are there differences in #PR measurement in the US, UK & around the world? If so, what? #measurepr

2/19/2013 9:29 richardbagnall A3 Yes, although gap is closing all the time thanks to the great work of trade body @amecorg #measurepr

2/19/2013 9:29 shonali Hahah! RT @richardbagnall: A2 We call it insight, not hindsight... #measurePR

2/19/2013 9:29 richardbagnall UK and USA very similar levels of sophistication #measurepr

2/19/2013 9:29 jbagenstos MT @richardbagnall: A2 - #PR is about getting the right message to the right target audience to achieve an objective... #measurepr

2/19/2013 9:30 shonali RT @richardbagnall: A3 Yes, although gap is closing all the time thanks to the great work of trade body @amecorg #measurePR

2/19/2013 9:30 richardbagnall more likely to accept a 'tool' from a 'vendor' which by default means less tailored to specific requirements which is a mistake #measurepr

2/19/2013 9:30 richardbagnall A3 But many good practitioners in the USA. #measurepr

2/19/2013 9:30 Tinu @shonali You know all the best people. (points at self) Great Insights @richardbagnall ;) #measurepr

2/19/2013 9:30 Tinu RT @richardbagnall: UK and USA very similar levels of sophistication #measurepr

2/19/2013 9:31 shonali RT @richardbagnall: UK and USA very similar levels of sophistication (A3) #measurePR

2/19/2013 9:43 colin_wheeler RT @shonali: Like I always say! RT @richardbagnall: Begin with the end in mind. What are you trying to achieve? What does success look I ...

2/19/2013 9:44 richardbagnall A5 Yes, they're a great step forward of common sense advice. There are 7 of them, all quite simple but important common sense #measurepr

2/19/2013 9:44 PeterMBarrett Enjoyed your blog on '16 reasons AVEs suck'. Recommended go-to summary for all.... <http://t.co/HcVy8sHH> #measurepr

2/19/2013 9:44 FleurieFM @shonali @richardbagnall It's as if this discussion were designed for our professional PR unit at @bournemouthuni!! #MeasurePR

2/19/2013 9:45 mediapilot RT @richardbagnall: A4 see AMEC's site here: <http://t.co/Dhq7rikn> where we have a definition of terms & other good stuff #measurepr

2/19/2013 9:45 John_Trader1 @rachaelseda Me three -- especially when it comes to evaluating #PR impact in international markets. #measurepr

2/19/2013 9:45 FleurieFM RT @richardbagnall: A5 Yes, they're a great step forward of common sense advice. There are 7 of them, all quite simple but important com ...

2/19/2013 9:45 richardbagnall A5 BP's famous for killing AVE's in particular. I wrote on why they suck here by the way: <http://t.co/7TeCwXmp> #measurepr

2/19/2013 9:45 JessicaNorthPR RT @FleurieFM: @shonali @richardbagnall It's as if this discussion were designed for our professional PR unit at @bournemouthuni!! #Meas ...

2/19/2013 9:46 shonali Had a fave insight fm @richardbagnall or others at #measurePR today? Post link to my FB page <http://t.co/P9Lzqeun> for the recap (w/credit)

2/19/2013 9:46 richardbagnall A5: BP1: Importance of Goal Setting and Measurement #measurepr

2/19/2013 9:46 colin_wheeler RT @richardbagnall: @kdpaine Good evening from London :) #measurepr

2/19/2013 9:46 richardbagnall A5 BP2: Measuring the Effect on Outcomes is Preferred to Measuring Outputs #measurepr

2/19/2013 9:46 colin_wheeler RT @rachaelseda: RT @richardbagnall: A4 see AMECs site here: <http://t.co/1noADToS> where we have a definition of terms & other good s ...

2/19/2013 9:46 richardbagnall A5 BP3: The Effect on Business Results Can and Should Be Measured Where Possible #measurepr

2/19/2013 9:46 rachaelseda @richardbagnall I'll have to check this out! #measurepr

2/19/2013 9:46 richardbagnall A5 BP4: Media Measurement Requires Quantity and Quality #measurepr

2/19/2013 9:54 colin_wheeler RT @richardbagnall: A6 ***ALL OF US*** have a part to play in this - PR practitioners, in house, agency, analysis companies, lecturers... ..

2/19/2013 9:54 PeterMBarrett (Follow the bongs at @big_ben_clock #measurepr)

2/19/2013 9:54 NetherleyPR RT"@colin_wheeler: *waving banner*! RT @richardbagnall: A5 BP5: AVEs are not the Value of Public Relations (Hooray!) #measurepr"

2/19/2013 9:54 shonali RT @richardbagnall: A6 We all need to play our part. Agencies stop providing, they're not a proof of success #measurePR

2/19/2013 9:54 sohinibaliga RT @deannaboss: True for so many things! RT@richardbagnall: Begin w/ the end in mind. What are you trying to achieve? What does success ...

2/19/2013 9:54 shonali RT @richardbagnall: A6 Clients stop demanding or accepting even, they're not a proof of success #measurePR
2/19/2013 9:54 shonali RT @richardbagnall: A6 PR Awards judges stop accepting them in entries, AVE's are not a proof of success #measurePR
2/19/2013 9:55 shonali RT @richardbagnall: A6 Lecturers stop tolerating them, AVE's are not a proof of success #measurePR
2/19/2013 9:55 FleurieFM RT @richardbagnall: A6 PR Awards judges stop accepting them in entries, AVE's are not a proof of success #measurepr
2/19/2013 9:55 JoeyMester RT @PeterMBarrett: Love the fact that Big Ben gets high #Klout score on drug issues because it tweets 'bong' every hour. #measurepr
2/19/2013 9:57 FleurieFM RT @richardbagnall: A6 So I'm afraid it's better educatoin and more rigorous professional standards we all need to adhere too. #measurepr
2/19/2013 9:57 John_Trader1 Have to run...thank you @shonali for the stellar org skills and @richardbagnall for the wisdom. Outstanding chat today...again! #measurepr
2/19/2013 9:57 richardbagnall A6 And frankly we don't have a choice - other marketing disciplines with robust metrics are moving into our space. Adapt or die. #measurepr
2/19/2013 9:57 shonali RT @richardbagnall: A6 But we will be a better and stronger industry as a result and that has to be a good thing. #measurePR
2/19/2013 9:57 FleurieFM @richardbagnall Do you think that is enough to encourage the everyday professional to change their habits? #measurepr
2/19/2013 9:58 shonali We're almost out of time. My, how it flies. @richardbagnall, thank you so much for a wonderful chat today. #measurePR
2/19/2013 9:58 richardbagnall RT @shonali: FYI @richardbagnall is a contributor to "Share This," published by @CIPR_UK: <http://t.co/jSR3cjLs> #ciprsm great book #measurepr
2/19/2013 9:58 FleurieFM RT @JessicaNorthPR: @FleurieFM @richardbagnall @twatson1709 He's right though, they're a complete waste of time and inaccurate! #measurepr
2/19/2013 9:58 shonali Many thanks to everyone else who joined today as well, the chat is what it is because of you. So thank you. #measurePR
2/19/2013 9:58 shonali And @richardbagnall will be back for Round 2 on March 5, 12-1 pm ET, so save the date for the next chat! #measurePR