


 Transcript from March 2, 2010 to March 2, 2010

All times are Pacific Time

March 2, 2010

- 1:34 am **CommAMMO:** @jschultz no worries. There are many chats - I teach during #measurepr and miss 20-30 min of it and that's part o my gig!
- 9:21 am **jweekes:** #measurePR is 12-1 pm ET / 5-6 pm UK time tomw, special guest is Metrica's @richardbagnall
- 3:34 pm **shonali:** Hey, y'all, don't forget #measurePR is from 12-1 pm ET today with @richardbagnall, who's joining? @kdpaine think you can make it?
- 3:35 pm **NicolePRexec:** RT @shonali: Hey, y'all, don't forget #measurePR is from 12-1 pm ET today with @richardbagnall, who's joining? @kdpaine think you can make it?
- 3:36 pm **PerfectPitchPR:** RT @shonali: Don't forget #measurePR is from 12-1 pm ET today with @richardbagnall
- 3:40 pm **heatherhuhman:** @shonali Won't be able to make most of #measurepr today. Going out to lunch with @B_Batchelder!
- 3:48 pm **kristinwadge:** Some background on #measurepr from @shonali here: <http://bit.ly/7SvDha>. Come join the chat at 5-6pm UK / 12-1pm ET today.
- 4:08 pm **kdpaine:** @NicolePRexec @shonali #measurePR I'm doing my SNCR webinar today until 1 :(
- 4:09 pm **shonali:** @kdpaine Oh no. :(I mean, that's great, but you know what I mean! Still in the dark? #measurePR
- 4:09 pm **shonali:** @heatherhuhman That's a good reason to miss #measurePR, heh heh! @B_Batchelder is fabulous!
- 4:41 pm **rmpapag:** Going to get a Coke Zero and get ready for #measurePR!
- 4:50 pm **williamstim:** Looking forward to #measurePR at 5pm. Come and join the discussion!
- 4:54 pm **shonali:** OK, y'all, just 7 minutes to #measurepr with @richardbagnall. Snooze me if I get too talkative!
- 4:56 pm **richardbagnall:** @shonali Greetings from London! 2 for the price of 1 today! V glad to say @kristinwadge is joining me #measurepr
- 4:57 pm **shonali:** @richardbagnall @kristinwadge Great to see you both! Btw, check out the pix from last week on my Flickr page. :) #measurePR
- 4:58 pm **richardbagnall:** @shonali Will do - nearly sent you a pic of us two coming to the twitter chat on the motorbike through streets of London! #measurepr
- 4:59 pm **Media_Trust:** Catch Metrica's MD live now #measurepr at evaluating PR discussion or in the flesh next Wed at our Media Strategy event <http://bit.ly/94jujt>
- 5:01 pm **shonali:** It's 12 noon ET/5 pm UK time and that means it's time for #measurePR - hello! Before we begin, please take a moment to introduce yourself.
- 5:01 pm **YaniquePR:** @shonali How was your trip? I'll chime in on #measurePR when I understand the questions lol
- 5:01 pm **shonali:** For those of you who are new to #measurePR, it's the regular Twitterchat dedicated to PR measurement, bi-weekly on Tuesdays, 12-1 pm ET.
- 5:03 pm **shonali:** Here's a recap of the 1st #measurePR: <http://tr.im/MGUA> with @kdpaine, transcript from the 2nd: <http://tr.im/PaxJ> with @commAMMO.

3/3/2010

Transcript for #measurePR - What the ...

- 5:04 pm **akenn:** RT @shonali: For those of you who are new to #measurePR, it's the regular Twitterchat dedicated to PR measurement, bi-weekly on Tuesdays, 12-1 pm ET.
- 5:04 pm **shonali:** I'm a #soloPR pro, independent after agency/in house experience with more than a decade in the business. #measurePR
- 5:05 pm **shonali:** @YaniquePR LOL - it was great - and you should chime in with questions too! Come on, introduce yourself. ;-) #measurePR
- 5:05 pm **shonali:** Today joining us from "across the pond" are @richardbagnall and @kristinwadge, both with Metrica. Thanks for joining! #measurePR
- 5:06 pm **richardbagnall:** It's our pleasure, very glad to be here. Kristin is just introducing herself too #measurepr
- 5:08 pm **shonali:** @akenn Thanks! And thanks for joining! #measurePR
- 5:08 pm **rjdavila:** Hello everyone...Ralph Davila from Akron, Ohio. I'm the Dir. of PR for a small agency and glad to be here again! #measurepr
- 5:09 pm **shonali:** Q1: What major changes have you seen in the PR landscape over the last 10-15 years? Esp wrt measurement? #measurePR
- 5:09 pm **shonali:** @rjdavila Hey, great to see you here again - hope you're doing well! #measurePR
- 5:09 pm **rmpapag:** Hello #measurePR! Roxane from RMP Media Analysis here in MD
- 5:10 pm **shonali:** @rmpapag Welcome, great to see you back! #measurePR
- 5:10 pm **richardbagnall:** 1st, increasing demand for 24/7 comms - 3 hour response now considered max, not three days! #measurepr
- 5:11 pm **jenolewinski:** Me too!! I'm a #soloPR pro, independent after agency/in house experience with more than a decade in the business. #measurePR (via @shonali)
- 5:11 pm **shonali:** Re: Q1, RT @richardbagnall: 1st, increasing demand for 24/7 comms, 3 hour response now considered max, not three days! #measurePR
- 5:11 pm **shonali:** @jenolewinski Great to see you, thanks for joining! #measurePR
- 5:11 pm **richardbagnall:** 2 Social media means PRs needs to be more SEO friendly in their writing style - death of the AP rule book you have over there! ;) #measurepr
- 5:12 pm **kristinwadge:** Digital skillset is now a necessary rather than a nice to have #measurepr
- 5:12 pm **shonali:** Re: Q1 (cont) RT @richardbagnall: leading to a step change in monitoring and measurement reqs for handling crises and opps. #measurePR
- 5:13 pm **akenn:** @shonali 10-15 years is a long time! Def have to include the integration of inbound leads, right? Clicks that can be traced to PR #measurePR
- 5:13 pm **shonali:** LOL! RT @richardbagnall: 2 Social media means PRs need to be more SEO friendly in their writing style - death of the AP rulebook! #measurePR
- 5:13 pm **richardbagnall:** 1st PR agency I worked at we still focussed on 'thud' factor of clipping books to impress client. Gone now! #measurepr
- 5:13 pm **rmpapag:** Total agree, have to help clients make the leap RT @kristinwadge Digital skillset is now necessary rather than a nice to have #measurepr
- 5:13 pm **shonali:** Re: Q1: RT @kristinwadge: Digital skillset is now a necessary rather than a nice to have. << agree #measurePR
- 5:14 pm **kristinwadge:** shift to a global / international focus over recent years - driving the need for global measurement programmes #measurepr
- 5:14 pm **shonali:** @richardbagnall But it still amazes me how many people want clips clips clips, I think that's why we're so hung up on AVE. #measurePR
- 5:14 pm **rjdavila:** @shonali The 3-hr response becomes difficult w/ large corps. Legal ramifications hold up the process. #measurepr
- 5:14 pm **richardbagnall:** @akenn Quite right, although integration with sales has always been key PR req, just less easy to prove in past #measurepr

- 5:14 pm **shonali:** @akenn Yup, I think that's definitely one of the things we need to look at. #measurePR
- 5:15 pm **shonali:** @rjdavila True, but I think @richardbagnall is speaking generally to make the point about a quick response. #measurePR
- 5:15 pm **kristinwadge:** unfortunatley a change not seen - outcome analysis and strategic planning - one can dream of it being rule rather than exception! #measurepr
- 5:15 pm **robmctree:** RT @kristinwadge: shift to a global / international focus over recent years - driving the need for global measurement programmes #measurepr
- 5:15 pm **richardbagnall:** And @rjdavila (hi btw!) Quite right, not to mention customer service too - PR must state case to own soc med decisions & response #measurepr
- 5:16 pm **shonali:** Re: Q1: RT @kristinwadge: shift to a global / int'l focus over recent years - driving the need for global measurement programmes #measurePR
- 5:16 pm **ShaneKinkennon:** RT @shonali: LOL! RT @richardbagnall: 2 Social media means PRs need to be more SEO friendly in their writing style - death of the AP rulebook! #measurePR
- 5:16 pm **richardbagnall:** @shonali - hooray the AVE! ;-) WHO wants to go first - I talked on this at the last IPR summit in New Hampshire! #measurepr
- 5:16 pm **williamstim:** Global Measurement Programmes work best if messaging can be consistent on a global basis! #measurepr
- 5:17 pm **shonali:** @richardbagnall LOL, I shoot my mouth off about it enough, you have a go. You *are* the special guest today, after all. :-p #measurePR
- 5:17 pm **shonali:** RT @williamstim: Global Measurement Programmes work best if messaging can be consistent on a global basis! #measurePR
- 5:18 pm **shonali:** @ShaneKinkennon Hey, so nice to see you here! #measurePR
- 5:18 pm **kristinwadge:** @williamstim too right, messaging that is global in focus but not in length! Concise messaging is proven to perform better #measurepr
- 5:18 pm **richardbagnall:** Major problem with AVEs is that they have a \$/£ sign in front of them. Could (should?!) be an orange for all it matters!! #measurepr
- 5:20 pm **shonali:** RT @richardbagnall: Major problem with AVEs: they have \$/£ sign in front of em. Could (should?!) be an orange for all it matters! #measurePR
- 5:20 pm **shonali:** @richardbagnall That's a really good point, but the "marketing" folk want "ROI." So how do you combat that, then? #measurePR
- 5:20 pm **shonali:** RT @richardbagnall: But AVEs do have a small value as a benchmarking index - but lose the monetary link because it's nonsense! #measurePR
- 5:20 pm **rjdavila:** RT @richardbagnall: But AVEs do have a small value as a benchmarking index - but lose the monetary link because it's nonsense! #measurepr
- 5:20 pm **richardbagnall:** Loads of reasons - no account of: targetting, tone, ratecard, not least cos ad values have fallen of a cliff #measurepr
- 5:21 pm **rmppapag:** Love it! RT @richardbagnall: Major problem w/AVEs, they have a \$/£ sign in front of them. Could be an orange for all it matters! #measurepr
- 5:21 pm **richardbagnall:** Quite right, ROI is crucial. 1st thought - not all component parts of mkting have an ROI, marketing as a whole does #measurepr
- 5:22 pm **shonali:** @richardbagnall on why NOT to use AVE: no a/c of: targetting, tone, ratecard, not least cos ad values have fallen of a cliff. #measurePR
- 5:22 pm **richardbagnall:** That said, there are credible ways of showing PRs input, not least econometric modelling - this can be expensive though #measurepr
- 5:22 pm **kristinwadge:** A great piece of advice is to ask in your organisation if a marketing mix / econo model is happening without you / PR included #measurepr
- 5:22 pm **rjdavila:** @richardbagnall True on ad values. If the industry was great, our value would theoretically inc. False measurement technique. #measurepr

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Transcript for #measurepr - What the ...

- 5:23 pm **akenn:** RT @richardbagnall: Quite right, ROI is crucial...not all component parts of mktng have an ROI, marketing as a whole does #measurepr
- 5:23 pm **richardbagnall:** Main way to measure ROI credibly is think of the R in terms of what you are trying to achieve. #measurepr
- 5:23 pm **shonali:** RT @kristinwadge: A great piece of advice is to ask in your org if a marketing mix/econo model is happening w/o you/PR included #measurePR
- 5:23 pm **shonali:** Exactly! RT @richardbagnall: Main way to measure ROI credibly is think of the R in terms of what you are trying to achieve. #measurePR
- 5:24 pm **richardbagnall:** PR 'achievement' can be many things - awareness, sales, hits, reputation, reach etc etc... #measurepr
- 5:24 pm **rjdavila:** RT @richardbagnall: Main way to measure ROI credibly is think of the R in terms of what you are trying to achieve. #measurepr
- 5:24 pm **shonali:** It's all about measurable objectives, right @richardbagnall? #measurePR
- 5:25 pm **richardbagnall:** And then look at the investment from all perspectives on getting those achievements (R). #measurepr
- 5:25 pm **rmpapag:** Challenge is to shift mindset RT @richardbagnall: PR 'achievement' can be - awareness, sales, hits, reputation, reach etc etc... #measurepr
- 5:25 pm **jweekes:** RT @richardbagnall: Main way to measure ROI credibly is think of the R in terms of what you are trying to achieve. #measurepr
- 5:25 pm **williamstim:** And there has to be some I to get ROI. A lot of it is just lipservice don't you find? ! #measurepr
- 5:26 pm **shonali:** RT @kristinwadge: If you can get a PR feed included in an existing econo model (usually owned by adv) you save money, prove ROI #measurePR
- 5:26 pm **shonali:** Love it. RT @williamstim: And there has to be some I to get ROI. A lot of it is just lipservice don't you find?! #measurePR
- 5:26 pm **shonali:** Q2: Do you find the UK approach to measurement is different vis-a-vis other countries, e.g. US, Canada, etc.? #measurePR
- 5:27 pm **richardbagnall:** @shonali - Right! All great PR planning should start at the end - identify what measurable success looks like + plan to achieve #measurepr
- 5:28 pm **richardbagnall:** Yes, many differences. USA more formal with aforementioned AP style guide #measurepr
- 5:28 pm **richardbagnall:** US market more ready to accept automation in measurement i.e. computers not people #measurepr
- 5:29 pm **richardbagnall:** AVEs appear to be more prevalent in US large orgs that large orgs in UK #measurepr
- 5:29 pm **shonali:** Is this a good thing? RT @richardbagnall: US market more ready to accept automation in measurement i.e. computers not people #measurePR
- 5:29 pm **richardbagnall:** In uk market, paper clips (traditional media) still matter far more than in the US - absolute necessity over here #measurepr
- 5:30 pm **rmpapag:** Should be a hybrid approach don't you think? RT @richardbagnall: US market more ready to accept automation in measurement #measurepr
- 5:30 pm **reillybri:** RT @richardbagnall: Main way to measure ROI credibly is think of the R in terms of what you are trying to achieve. #measurepr
- 5:31 pm **shonali:** @richardbagnall That's interesting. So how does social media measurement factor in, then? #measurePR
- 5:31 pm **kristinwadge:** automation for celerity and humans for nuances! #measurepr
- 5:32 pm **richardbagnall:** social media measurement in UK in demand alongside trad media measurement too #measurepr
- 5:32 pm **shonali:** @kristinwadge @richardbagnall The problem is these systems are invariably very expensive. What do orgs w/small budgets do? #measurePR

- 5:32 pm **P_C_M:** RT @shonali: Love it. RT @williamstim: And there has to be some I to get ROI. A lot of it is just lipservice don't you find?! #measurePR
- 5:33 pm **richardbagnall:** The future surely though is that all media will be social - concept of social media as a standalone will die #measurepr
- 5:34 pm **shonali:** RT @richardbagnall: The future surely though is that all media will be social - concept of social media as a standalone will die #measurePR
- 5:34 pm **richardbagnall:** @shonali Measure what matters, not what you can! #measurepr
- 5:35 pm **shonali:** Great advice. RT @richardbagnall: @shonali Measure what matters, not what you can! #measurePR
- 5:35 pm **richardbagnall:** Start with listening via free tools, focus on a planned strategy and objectives, don't go down rabbit holes of links! #measurepr
- 5:36 pm **rmpapag:** Do you say that with the medium in mind only or you think traditional media will die out? @richardbagnall social media will die #measurepr
- 5:36 pm **shonali:** RT @richardbagnall: Start w listening via free tools, focus on planned strategy/objectives, don't go down rabbit holes of links! #measurePR
- 5:37 pm **richardbagnall:** Another difference we find is PR agencies in US more likely to be trying to sell own proprietary measurement systems #measurepr
- 5:37 pm **shonali:** @darbydamit I agree with you, I don't know how you do that either. I'd be worried about a fully automated system myself. #measurePR
- 5:37 pm **shonali:** @richardbagnall as opposed to... agencies in the UK/other countries using firms like yours? #measurePR
- 5:38 pm **richardbagnall:** @rmpapag Absolutely not! Traditional media is changing and will not die. Just will embrace and integrate with social #measurepr
- 5:38 pm **richardbagnall:** @shonali - we didn't see @darbydamit question / point? #measurepr
- 5:39 pm **williamstim:** US/UK PR find it hard to integrate soc media measurement when they work for German/Japanese companies with trad focus. Thoughts? #measurepr
- 5:39 pm **rmpapag:** @richardbagnall CNN has done a good job of this, with Broadcast, Online and their iReporter section #measurepr
- 5:40 pm **richardbagnall:** Yes, us and our competitors, seems to be a greater emphasis on independent measurement over here #measurepr
- 5:40 pm **akenn:** RT @richardbagnall: @shonali Measure what matters, not what you can! #measurepr
- 5:40 pm **akenn:** RT @richardbagnall: Another difference is PR agencies in US more likely to be trying to sell own proprietary measurement systems #measurepr
- 5:41 pm **akenn:** I'm RT a lot of @richardbagnall's advice. Good stuff! #measurepr
- 5:41 pm **shonali:** @richardbagnall RT @darbydamit: Automation may help w/PR msmt, curious how u take ppl out of return-on-relnshps w/o losing smthg #measurePR
- 5:41 pm **richardbagnall:** @rmpapag - Totally agree re CNN #measurepr
- 5:42 pm **richardbagnall:** Many other media (as well as CNN) really starting to 'get it' #measurepr
- 5:42 pm **kristinwadge:** @williamstim beauty of integrating whole media spectrum is you can put emphasis on different media to suit different markets #measurepr
- 5:42 pm **richardbagnall:** Thanks @akenn :) (blushing) #measurepr
- 5:43 pm **rmpapag:** CNN has the only paid App out there. Free media is going to go away it's just a question of when. Will impact measurement cost #measurePR
- 5:44 pm **richardbagnall:** @darbydamit - Quite agree, people understand sentiment, feelings, passion, computers don't! #measurepr
- 5:45 pm **richardbagnall:** @rmpapag - re media cost - right again, already happening in UK market place as online media goes behind firewalls... #measurepr

- 5:45 pm **shonali:** @richardbagnall @darbydarnit And even human analysis can go off track, so keeping a close eye is critical. #measurePR
- 5:46 pm **richardbagnall:** and NLA in plans to monetise online content including sharing of media related URLs... #measurepr
- 5:46 pm **shonali:** RT @kristinwadge: @williamstim beauty of integrating whole media spectrum is u can put emphasis on diff media to suit diff mkts #measurePR
- 5:47 pm **shonali:** Last question for today: What tips would you give someone just getting started in PR measurement? #measurePR
- 5:47 pm **rmpapag:** @richardbagnall What effect if any has media behind firewall had over there re: measurement? #measurepr
- 5:47 pm **richardbagnall:** NLA = Newspaper Licensing Agency - For Intl PRs not aware of issues - NLA news here: <http://bit.ly/9D9J1W> #measurepr
- 5:48 pm **jetsnow:** RT @kristinwadge: @williamstim beauty of integrating whole media spectrum is u can put emphasis on diff media to suit diff mkts #measurePR
- 5:48 pm **shonali:** RT @richardbagnall: NLA = Newspaper Licensing Agency - For Intl PRs not aware of issues - NLA news here: <http://bit.ly/9D9J1W> #measurePR
- 5:48 pm **richardbagnall:** Right, human analysis can go off track - showing importance of using specialists with proper quality control procedures. #measurepr
- 5:49 pm **richardbagnall:** AMEC has quality control guidelines all members have to adhere to. <http://bit.ly/c9C7Gm> #measurepr
- 5:50 pm **kristinwadge:** @shonali it's a cliché but really understanding the business aims and obj is the best starting point #measurepr
- 5:50 pm **richardbagnall:** 'rmpapag None yet as measurement and PR practitioner both have access. #measurepr
- 5:51 pm **kristinwadge:** and aligning the PR objectives with what the business is trying to achieve #measurepr
- 5:52 pm **rjdavila:** Yes, expectations very important also! RT @kristinwadge: @shonali it's a cliché but really understanding the business aims & obj #measurepr
- 5:53 pm **richardbagnall:** Agree with @kristinwadge, nice easy way to remember is think Ghosts - how spooky it is(n't)! #measurepr
- 5:53 pm **shonali:** Re: Q3, RT @kristinwadge: ... and aligning the PR objectives with what the business is trying to achieve #measurePR
- 5:53 pm **kristinwadge:** keep it streamlined, jargon free and aligned with the business. Try to understand what turns the C-Suite / board on! #measurepr
- 5:53 pm **richardbagnall:** GOST - Goals, objectives, strategy, tactics. Then measure what matters and feed back to PR plan #measurepr
- 5:54 pm **shonali:** Re: Q3, RT @richardbagnall: GOST - Goals, objectives, strategy, tactics. Then measure what matters and feed back to PR plan. #measurePR
- 5:55 pm **kristinwadge:** focus on the media that matters - both mainstream and social - don't try and measure the universe #measurepr
- 5:56 pm **richardbagnall:** For PR newbies, would also advise to beware of time sink that links and online media can be. Remain focussed on objectives! #measurepr
- 5:56 pm **rjdavila:** RT @kristinwadge: focus on the media that matters - both mainstream and social - don't try and measure the universe #measurepr
- 5:57 pm **shonali:** RT @richardbagnall: For PR newbies, beware of time sink that links and online media can be. Remain focused on objectives! #measurePR
- 5:59 pm **richardbagnall:** We post lots of news and tips on Metrica's blog - please join the conversatoin on Measurement Matters <http://bit.ly/2CEkeT> #measurepr
- 5:59 pm **williamstim:** RT @kristinwadge: focus on the media that matters - both mainstream and social - don't try and measure the universe #measurepr

- 5:59 pm **shonali:** We have just a couple more minutes for #measurePR today, thanks to all for joining, especially to @richardbagnall @kristinwadge
- 6:00 pm **shonali:** RT @richardbagnall: We post lots of news, tips on Metrica's blog, please join convo on Measurement Matters <http://bit.ly/2CEkeT> #measurePR
- 6:01 pm **rmpapag:** Thank you for another great #measurePR @shonali! Thank you @richardbagnall & @kristinwadge for your time so late in your day!
- 6:01 pm **shonali:** The next #measurePR will be March 16, 12-1 pm ET, so do mark your calendars. Interested in guesting at a future chat? Let me know!
- 6:02 pm **richardbagnall:** Thank you everyone for joining in today's conversation. We are honoured to be asked to help. #measurepr
- 6:02 pm **shonali:** @rmpapag My pleasure, I'm thrilled @richardbagnall & @kristinwadge were here, they're full of smarts. #measurePR
- 6:02 pm **BetsyHays:** RT @rjdavila: RT @kristinwadge: focus on the media that matters - both mainstream and social - don't try and measure the universe #measurepr
- 6:02 pm **kristinwadge:** Thanks @shonali for having us and everyone for joining #measurepr
- 6:03 pm **shonali:** Over and out for today's #measurePR. Thanks, again, all - keep chatting, keep measuring!
- 6:16 pm **kdspaine:** @shonali #measurePR how did it go? I'm assuming Durham is still in the dark, I ran away to Berlin :)
- 6:20 pm **krazy_kell13244:** @shonali #measurePR how did it go? I'm assuming Durham is still in the dark, I ran away to Berlin :) @shonali #... <http://bit.ly/ajG0Tv>
- 6:22 pm **kdspaine:** @kristinwadge #measurepr was catching up on the chat, and could have sworn I read your tweet as "Digital Skillet is now necessary" :)
- 6:26 pm **kdspaine:** @richardbagnall #measurepr @shonali I wasn't even on the call and my blood pressure went up when you mentioned AVE! what no WMC?
- 6:26 pm **kdspaine:** @kristinwadge #measurepr I tell my clients that if their key messages don't fit in 140 characters, they will be ignored
- 6:31 pm **richardbagnall:** @kdspaine no mention of WMC, @Shonali mentioned AVE so it's her fault ;-) No need for high blood pressure though! All in agreement #measurepr
- 6:40 pm **kdspaine:** @richardbagnall #measurepr paperclips? didn't they go out with whiteout and rubber bands? :)
- 6:44 pm **kdspaine:** @richardbagnall #measurepr @shonali see menace this month <http://bit.ly/bepgz2> they've been taking credit for stuff they didn't do for yrs
- 6:46 pm **kdspaine:** @shonali just been reading the tweets from #measurepr. Looks like I missed a good one. Congrats!
- 6:50 pm **prsanews:** Reading up on #measurepr <http://twitter.com/#search?q=#measurepr^RM>
- 6:51 pm **Lavanya23:** RT @prsanews: Reading up on #measurepr <http://twitter.com/#search?q=#measurepr^RM>
- 6:58 pm **shonali:** @kdspaine It was fun! You need to let me know when you're coming back. :) #measurepr
- 7:04 pm **B_Batchelder:** Aww thanks! RT @shonali: @heatherhuhman That's a good reason to miss #measurePR, heh heh! @B_Batchelder is fabulous!
- 7:33 pm **allenkristina:** Bummed I missed it today! RT @shonali The next #measurePR will be March 16, 12-1 pm ET.
- 8:00 pm **kdspaine:** @shonali #measurepr would love to. Let me come up with something to talk about :)
- 8:46 pm **CommAMMO:** RT @shonali: Recap of the 1st #measurePR: <http://tr.im/MGUA>

Of Cabbages and Kings and Meas...<http://www.waxingunlyrical.com/2010...>23 clicks | [More information](#)[bit.ly](#)with [@kdpaine](#), transcriptfrom the 2nd: <http://tr.im/PaxJ> sorry to miss today!

- 8:48 pm **CommAMMO:** Register for [@Shonali](#) in Cleveland - <http://bit.ly/aUL2nE> "Nonprofit Communication in a Digital Age" 22March2010, 11a to 3p [#measurepr](#)
- 9:46 pm **shonali:** [@allenkristina](#) Hopefully you'll make the next one! [#measurePR](#)
- 9:47 pm **shonali:** [@CommAMMO](#) We missed you too at [#measurePR](#). Excited for Cleveland!
- 9:51 pm **rjdavila:** Ru guys coming to Cleveland? If so, we need to meet up! RT [@shonali:](#) [@CommAMMO](#) We missed you too at [#measurePR](#). Excited for Cleveland!
- 11:22 pm **alanchumley:** Sorry to have missed another weekly [#measurePR](#) chat. Neat idea and looking forward to next week.

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