

 [shonali](#): It's not like no one's doing it (connecting outputs to outcomes), so why do you think more PR pros don't? [#measurePR](#)
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 [MediaMiser](#): [@shonali](#) agree, re:"media relations is PR" and sort of ironic that PR has a perception problem. [#measurepr](#)
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 [frugalista](#): [@shonali](#) What is the difference? [#measurepr](#)
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 [ARM](#) [CARMA Tweets](#): [#measurepr](#) attribute some actions 2 some outcomes...yes, but we can use stats to isolate for pr's unique contribution: market mix modeling
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 [shonali](#): I run into the "PR is media relations" school of thought all the time. I don't think industry pubs do enough to change that. [#measurePR](#)
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 [steveseager](#): [@shonali](#) thanks fellow IABCer :) [#measurePR](#)
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 [JGoldsborough](#): [@shonali](#) [@MediaMiser](#) Ah, details, details :). Good point. [#measurePR](#)
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 [MediaMiser](#): [@JGoldsborough](#) [@shonali](#) agree his point would be stronger with more evidence but agree issue is prominent-I see all the time. [#measurepr](#)
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 [shonali](#): [@JohnFriedman](#) Nice to see you here! [#measurePR](#)
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 [shonali](#): RTing Q1 for those just joining: what do you think about this article @ PR not caring @ biz outcomes? <http://mmi.sr/26s> [#measurePR](#)
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 [JohnFriedman](#): The true measure of PR effectiveness has got to be outcomes and not process related (i.e. clips). The real value to the c-suite [#measurePR](#)
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 [shonali](#): [@steveseager](#) Hey, welcome! [#measurePR](#)
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 [steveseager](#): thought: outputs are metrics, outcomes KPIs, strat objectives overall goal that ties close as poss to the company bottom line [#measurePR](#)
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 [shonali](#): [@JGoldsborough](#) [@MediaMiser](#) No, 'cos it's not "research," LOL. [#measurePR](#)
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 [JGoldsborough](#): [@shonali](#) [@MediaMiser](#) Has a pt I agree w/--PR needs to focus more on outcomes. But his research doesn't offer strong support, IMO. [#measurePR](#)
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 [JGoldsborough](#): [@ColbyWG](#) Hey, Colby. How's it going? What's new? [#measurepr](#)
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 [shonali](#): [@ColbyWG](#) Let's hope your prof is ok with that. ;-) [@krusk](#) Good to see you! [#measurePR](#)
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 [shonali](#): [@JGoldsborough](#) [@MediaMiser](#) Well, it *is* his opinion and not a scientific study... [#measurePR](#)
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 [steveseager](#): Hi all, interesting chat :) [#measurePR](#)
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