

 **MediaMiser**: Hey @shonali love to address this article: <http://mml.sr/26s> (PRWeek says PR doesn't care about biz outcomes) if possible today [#measurePR](#)
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 **Dilennox**: [#measurePR](#)
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 **PRTini**: Hi all! I'm Heather. After a decade of agency experience, I opened @gebencomm last year to work w/ small biz & nonprofits [#measurePR](#)
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 **shonali**: @MediaMiser That's a pretty cool name, LOL. Welcome! [#measurePR](#)
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 **shonali**: @sandrasays @dc2fla @Dilennox Welcome to [#measurePR](#)! Do introduce yourselves to everyone.
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 **MediaMiser**: [#measurePR](#) hello! I'm mgr of marketing & communities at MediaMiser--a PR measurement firm, hence my interest in the topic :)
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 **shonali**: @JGoldsborough @TiffanyPR Welcome! @beckwith, that's a good reason... I guess. j/k [#measurePR](#)
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 **sandrasays**: RT @shonali: It's time! Welcome (and welcome back) to [#measurePR](#), your bi-weekly Twitterchat on all things PR (and SM) measurement related.
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 **Dilennox**: Interested to see what's today's topic on [#measurePR](#)
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 **JGoldsborough**: Hello, [#measurepr](#). How's everyone doing? Justin in KC. Doing some research and checking out the chat.
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 **shonali**: @rferrier We'll miss you but thanks so much for sharing the info! [#measurePR](#)
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 **CARMA_Tweets**: [#measurePR](#) Introducing self: senior exec at CARMA, Global Media Analysts based in Wash DC.
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 **rferrier**: Sorry I can't make it to today's [#measurePR](#) tweet chat on all things PR (and SM) measurement related. If you're around, go join in!
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 **shonali**: I'm a [#soloPR](#) pro w/"many" years exp, both agency/inhouse before going solo. Measurement fiend, hence this chat. [#measurePR](#)
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 **shonali**: @shonali @Carma_Tweets Welcome (and welcome back), great to have you! [#measurePR](#)
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 **CARMA_Tweets**: Hello fello [#measurepr](#) chatters!
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 **PRTini**: Multi-tasking: Wrapping up a client project and peaking into [#measurePR](#) for the first time!
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 **shonali**: @abeckwith What's stopping you? :-) [#measurePR](#)
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 **shonali**: If you're joining the chat, please take a moment to introduce yourself, and remember to use the hashtag with your tweets. [#measurePR](#)
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