



 **MIChmski**: Just stumbled upon the [#measurePR](#) chat. OK if I join in?  
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 **shonali**: Do you think people are frightened of failing if they set measurable outcomes? [#measurePR](#)  
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 **Dilennox**: only if the relationship produces an outcome? [@steveseager](#): building essence of PR: a lot of amens tonight. [#measurePR](#)  
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 **shonali**: [@tracybb](#) I don't know, I'm using Tweetgrid. [#measurePR](#)  
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 **bethfulton**: RT [@PRTini](#): Amen. RT [@shonali](#): [@frugalista](#) True "PR" = building/maintaining relationships w/ your "publics," hence the term. Media only 1 way [#measurePR](#)  
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 **shonali**: RT [@MediaMiser](#): Q2: Measurement needs to be in and part of the strategy. You can't succeed if you don't measure it. [#measurePR](#)  
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 **dc2fla**: Exactly! RT [@shonali](#): [@dc2fla](#) You have to correlate outputs/outcomes, wh/means u must have ID'd what those desirable outcomes are [#measurePR](#)  
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 **cavaughn**: [@shonali](#) [@steveseager](#) it aint "effective" strategy without measurement [#measurepr](#)  
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 **JohnFriedman**: [@shonali](#) Ah, research - the importance of knowing and agreeing on wht U can and should measure b4 you define success. [#measurePR](#)  
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 **shonali**: [@dc2fla](#) You have to correlate outputs to outcomes, which means you must have identified what those desirable outcomes are. [#measurePR](#)  
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 **CARMA Tweets**: Like the IPR's measurement commission says: let's drive some science into the art. [#measurepr](#) Other disciplines do it. Let's step up  
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 **steveseager**: [@JGoldsborough](#) [@PRTini](#) [@shonali](#) [@frugalista](#) Relationship building essence of PR: a lot of amens tonight. [#measurePR](#)  
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 **dc2fla**: [@shonali](#) Q2 How can you assess outputs meaningfully (in a way you can take to the top) w/out a measurement strategy? [#measurePR](#)  
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 **SethOrNone**: RT [@shonali](#) True PR is about building/maintaining relationships with your "publics," hence the term. Media rel is only 1 way [#measurePR](#)  
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 **kmskala**: Q2: a major part. 2nd most important aspect, IMO. [#MeasurePR](#)  
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 **JGoldsborough**: [@steveseager](#) [@PRTini](#) [@shonali](#) [@frugalista](#) Relationship building has been, is essence of PR. Tools change, job remains the same. [#measurePR](#)  
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 **shonali**: RT [@steveseager](#): Q2: Absolutely: It ain't strategy without measurement [#measurePR](#)  
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 **EvolveTom**: [@shonali](#) [@prtini](#) opportune time for a shameless plug. Wrote a blog post about media |= public relations <http://bit.ly/d4Asr4> (expand) [#measurepr](#)  
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 **MediaMiser**: Q2: Measurement needs to be in and part of the strategy. You can't succeed if you don't measure it. [#measurepr](#)  
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