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[iMeluny](#): [@shonali](#) PR pros come from various disciplines & industry pubs need to educate against "PR is media relations" school of thought [#measurePR](#)
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[JohnFriedman](#): [@JGoldsborough](#) Absolutely. Just like any other business strategy. Same thing for [#CSR](#), not to change the subject. [#measurePR](#)
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[shonali](#): [@DougSerton](#) Great to see you here, Doug! [#measurePR](#)
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[JGoldsborough](#): [@ColbyWG](#) I have had a good "schooling" on measurement in my first few months here at FH. Definitely vital. [#PR](#) [#measurepr](#)
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