



Transcript from December 21, 2010 to December 21, 2010

All times are Pacific Time

December 21, 2010

- 1:53 pm **CARMA_Tweets:** PR measurement curious? Join @shonali today, 21 Dec. at 12 Eastern for #MeasurePR and talk #measurement #iprmeasure #prmeasurement
- 1:55 pm **alanchumley:** PR measurement curious? Join @shonali today, 21 Dec. at 12 Eastern for #MeasurePR and talk #measurement #iprmeasure #prmeasurement
- 2:02 pm **vocus:** Strong coffee from the club: PR Measurement for Startups <http://bit.ly/i2KK1a> #measurepr
- 3:02 pm **shonali:** @gautamghosh @dgrossman @sara_valor Thanks so much for sharing the post and @alanchumley @CARMA_Tweets for sharing #measurepr. :)
- 3:08 pm **shonali:** Hey, don't forget the last #measurepr chat of the year is today, 12-1 pm ET, with @jenzings. AND it's on the Solstice. How can you miss it?
- 3:13 pm **SidneyRHargro:** RT @shonali: Hey, don't forget the last #measurepr chat of the year is today, 12-1 pm ET, with @jenzings.
- 3:31 pm **margotsavell:** RT @shonali: Don't forget the last #measurepr chat of the year is today 12-1 pm ET w/ @jenzings. It's on the Solstice. How can you miss it?
- 3:32 pm **timotis:** @shonali talk to you at noon EST! #measurepr
- 3:42 pm **skypulsemedia:** @shonali I just hope congress doesn't de-fund Public Radio or your #measurepr chat goes up in smoke.
- 4:24 pm **shonali:** @skypulsemedia I'll have you know #measurepr is fiercely independent. Unless someone wants to throw lucre my way. A lot of it. Maybe. :p
- 4:24 pm **shonali:** @timotis @margotsavell @sidneyrhargro Thanks so much for sharing, and I'm looking forward to seeing you all at #measurepr today!
- 4:36 pm **CommAMMO:** Hoping to "see" you in 25 min for #measurepr with @shonali
- 4:36 pm **shonali:** W00t! And don't forget @jenzings RT @commammo: Hoping to "see" you in 25 min for #measurepr with @shonali
- 4:37 pm **iamgfc:** RT @CommAMMO: Hoping to "see" you in 25 min for #measurepr with @shonali
- 4:59 pm **shonali:** We're about to kick off #measurepr with @jenzings - you in?
- 5:00 pm **jenzings:** Hello All! I'm Jen Zingsheim with @customscoop! Hope all is well... #measurePR
- 5:00 pm **shonali:** And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR (and social media) measurement.
- 5:01 pm **shonali:** I'm really happy that @jenzings of @customscoop (I'm a former client) is with us for the last chat of the year. W00t! #measurepr
- 5:01 pm **iamgfc:** Hi there #measurepr
- 5:02 pm **shonali:** Before we get started, who's here? Do introduce yourself, tell us who you are & what you do. And who saw the lunar eclipse? #measurepr
- 5:02 pm **globalsultana:** Holiday greetings! Sultana here w/ @MasseyComm - what's on the agenda? #measurePR
- 5:02 pm **EmLeary:** RT @shonali: And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR (and social media) measurement.
- 5:02 pm **shonali:** @globalsultana @iamgfc Welcome. Looks like this is your first chat? #measurepr
- 5:02 pm **UrbanSuiteEnt:** Afternoon. Just joined the #measurepr chat. Urban Suite PR #fashion #beauty #lifestyle



5:02 pm **jenzings**: LOL. No eclipse for me--I'm an early to sleep gal. #measurePR

5:03 pm **shonali**: @globalsultana You'll know that in a minute. :) How're you doing? #measurepr

5:03 pm **dunn_lauren**: Lauren, from Halifax. Recent PR grad, working in social media. #measurepr

5:03 pm **BlakeGroup**: Hoping to attend #measurepr today!

5:03 pm **iamgfc**: eclipse looked awesome here in the UK #measurepr

5:03 pm **mikedonatello**: Here, too. First #measurepr

5:03 pm **shonali**: @UrbanSuiteEnt @EmLeary @dunn_lauren Welcome! How're you all doing today? #measurepr

5:03 pm **shonali**: @jenzings Oh, it was quite something. I'm really glad I woke up for it, though I almost didn't. #measurepr

5:03 pm **shonali**: @mikedonatello @BlakeGroup Welcome! Lots of first-timers today, I love it. #measurepr

5:04 pm **iamgfc**: @shonali hi yes it is..and thank you #measurepr

5:04 pm **ariellehaynes**: @shonali im arielle working at a pr firm in atlanta! eager to learn more about pr and expanding my knowledge! #measurepr

5:04 pm **CommAMMO**: Hi all - Sean, #solopr and adjunct prof at Kent State U. No eclipse here in CLE - 2 much cloud. #measurepr

5:04 pm **shonali**: @CommAMMO So glad you could make it! How're you doing, pal? #measurepr

5:05 pm **clarqui**: Hey all-I do web marketing and comm. Saw the eclipse, paying for lack of sleep today! will be lurking while I work to a deadline #measurepr

5:05 pm **shonali**: Couple things before we get started: 1, here's where you can follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurepr

5:05 pm **shonali**: @clarqui LOL. Lurk away. I'm paying for lack of sleep too, but it was worth it. #measurepr

5:05 pm **irosen**: RT @shonali: Couple things before we get started: 1, here's whr U cn follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurepr

5:06 pm **CommAMMO**: RT @shonali: Couple things b4 we get started: 1, heres where you can follow the history/recaps of the chat: <http://ow.ly/2SiQw> #measurepr

5:06 pm **ppnc09**: @shonali I'm Patti, DM for invention development company in Charlotte, NC. Glad to be here. #measurepr

5:06 pm **framingyou**: Julian here, more listening than talking today but happy to join again. No eclipse other than streets full of snow ;) #europe #measurepr

5:06 pm **EmLeary**: @shonali Sickly but happy, thanks. What's the topic this evening? #measurePR

5:06 pm **shonali**: 2, Tips for good "chatting": please reference the Q nos. in your tweets (eg "Re Q1" or "A1"), and remember to use the hashtag. #measurepr

5:06 pm **shonali**: And finally, 3, if you have more qns for @jenzings as the chat progresses, please DM/email them to me to add to the queue. #measurepr

5:06 pm **CommAMMO**: @shonali Good! semester work over, working on PR Metrics syllabus/assgnmts 4 spring term this week. #measurepr

5:07 pm **shonali**: @EmLeary Oh dear, why are you sickly? I hope you're better soon. You'll see what we're talking about in a minute. :) #measurepr

5:07 pm **blockgreg**: Hi all. Checking in from "sunny" San Diego. #measurePR

5:07 pm **rjdavila**: Hi, Ralph from Akron, Ohio... PR, social media guy... #measurepr

5:07 pm **shonali**: @ppnc09 @irosen @ariellehaynes @blockgreg Welcome! #measurepr

5:08 pm **Cision**: Checking in from snowy Chicago. First time here... #measurepr

5:08 pm **shonali**: OK, Q1 coming up (for @jenzings but all are welcome to respond, just remember to number & use the hashtag)... #measurepr

5:08 pm **ppnc09**: @shonali Oh, my first time, too. And I overslept the eclipse, too. #measurepr



5:08 pm **shonali:** @rjdavila @Cision Great to see you! @commAMMO - getting some breathing room, eh? #measurepr

5:08 pm **dfriez:** Hi, It's Debbie Friez in DC. I haven't been able to be on a #measurePR chat in a long time!

5:09 pm **CubanaLAF:** Popping in and out today - Lauren w/ Fleishman-Hillard. #measurepr

5:09 pm **rmpapag:** Hello #measurepr! Checking in from Washington DC area!

5:09 pm **Cision:** Thanks @shonali. I hope I can keep up with today's chat! #measurepr

5:09 pm **globalsultana:** Thank you for the kind welcome @shonali - I'm doing well, thank you. Holidays are still busy for us! #measurePR

5:09 pm **rjdavila:** Hey @shonali. Hope all is well. Excited for today's tweetchat! #measurepr

5:09 pm **jenzings:** @cubanalaf My former employer! #measurePR

5:09 pm **shonali:** Q1: @jenzings shared this on paywalls: <http://ow.ly/3sEML> (have a read). If paywalls take off, how will that change measurement? #measurepr

5:10 pm **shonali:** @ppnc09 @dfriez @CubanaLAF @rmpapag Oh my word, awesome to have all of you, welcome! #measurepr

5:10 pm **shonali:** @rjdavila Yes, thanks; I'm looking forward to taking some time off soon, LOL. #measurepr

5:11 pm **rjdavila:** Hi @rmpapag, @CommAmmo and @cubanalaf! #measurepr

5:11 pm **40deuce:** Hello #measurepr friends! Sorry I'm late, but I had to take care of something. Where are we at? #measurepr

5:11 pm **deasurjadi:** Hi everyone, Dea here, joining a little late! #measurepr

5:11 pm **jenzings:** Re: Q1 - No guarantee paywalls will work-BUT, imp. to strategize and think through, in case they do. NYT 2 roll out in '11 #measurePR

5:11 pm **rjdavila:** @shonali Good. You deserve it! #measurepr

5:11 pm **40deuce:** Oh ya, and I'm Sheldon, the community manager for @Sysomos #measurepr

5:11 pm **CubanaLAF:** Q1: Realize that paywalls only work for super niche pubs/unique content. Should be held to the same measurement standards. #measurepr

5:12 pm **jenzings:** Q1 - the over-reliance on 'impressions' will need to be rethought. #measurePR

5:12 pm **shonali:** @40deuce @deasurjadi Welcome! #measurepr

5:13 pm **BlakeGroup:** IMO paywalls add a new level of customer loyalty: if they're willing to pay for service... Actual user, not just browser. #measurepr

5:13 pm **shonali:** RT @jenzings: Re: Q1 - No guarantee paywalls will work-BUT, imp. to strategize, think through, if they do. NYT 2 roll out in '11 #measurepr

5:13 pm **rmpapag:** A1 The most obvious will be cost increases. News Aggregators will charge more, and our customers will have to pay more in turn #measurepr

5:13 pm **Cision:** RT @CubanaLAF: Q1: Realize paywalls only work for super niche pubs/unique content. Should be held to the same msrmt standards. #measurepr

5:13 pm **shonali:** @jenzings I seem to remember NYT making a big deal about bringing DOWN the paywall some years ago. #measurepr

5:13 pm **40deuce:** A1: Measurement will really depend on how the paywalls are being used. Internal measurement will be easy, but a lot of... #measurepr

5:13 pm **CommAMMO:** RT @shonali: Q1: @jenzings on paywalls: <http://ow.ly/3sEML> (have a read). If paywalls take off, how will that change measurement? #measurepr

5:14 pm **shonali:** So this could be a good thing?RT @jenzings: Q1 - the over-reliance on 'impressions' will need to be rethought. #measurepr

5:14 pm **CommAMMO:** Can cert'ly hope! RT @jenzings: Q1 - the over-reliance on impressions will need to be rethought. #measurepr

5:14 pm **40deuce:** A1: ...outside sources (like mine) only access places that are publicly available to everyone #measurepr



5:14 pm **jenzings:** @shonali Yes. How "Times" change! #measurePR Revenue is way down, reporters need to be paid

5:14 pm **rmpapag:** A1 Publication importance will be clearly defined by willingness to pay for content. Audience reach will take a back seat #measurepr

5:14 pm **CommAMMO:** RT @jenzings: @shonali Yes. How "Times" change! #measurePR Revenue is way down, reporters need to be paid #measurepr

5:14 pm **shonali:** @jenzings Yea, that's what I was thinking too, as all this was happening. #measurepr

5:15 pm **CubanaLAF:** Q1: Curious, though, if all SMM paid platforms are able to access information behind a paywall. #measurepr

5:15 pm **rjdavila:** RT @rmpapag: A1 Pub importance will be clearly defined by willingness to pay for content. Audience reach will take back seat #measurepr

5:15 pm **CommAMMO:** Q1 the whole value chain of the media biz is under assault - the base ad model is failing. Paywalls R 1 alternative. #measurepr

5:15 pm **MattLaCasse:** Late to the party, I'm Matt and I'm here to learn. #measurepr

5:15 pm **deasurjadi:** RT @shonali: Q1: @jenzings shared this on paywalls: <http://ow.ly/3sEML>. If paywalls take off, how will that change measurement? #measurepr

5:15 pm **shonali:** @Cision @cubanaLAF I don't think we can call the NYT a niche publication. #measurepr

5:16 pm **jenzings:** A1 - Paywalls have not been overwhelmingly successful. PR pros in UK are avoiding pitching Murdoch pubs <http://bit.ly/9OSEci> #measurePR

5:16 pm **40deuce:** @shonali @jenzings it will definitely need to be re-thought if outside sources can't see comments on articles #measurepr

5:16 pm **CommAMMO:** RT @rmpapag: A1 Publication import will b clearly def'd by willingness to pay for content. Audience reach will take a back seat #measurepr

5:16 pm **shonali:** Re: Q1 Goes back to something many of us stress: instead of focusing on general "impressions," define your "media universe" well. #measurepr

5:17 pm **mikedonatello:** @jenzings: That's interesting -- it's not like the print exposure is gone. #measurepr

5:17 pm **rjdavila:** @CommAMMO: Q1 - Agreed. Publications will, and are, becoming more segmented and niche... even the mainstream outlets. #measurepr

5:17 pm **CubanaLAF:** @shonali @Cision Hence why a paywall doesn't work for the NYT. #measurepr

5:17 pm **jenzings:** @40deuce @shonali Some can't even see the article, much less comments. It will be an issue if paywalls are successful. #measurePR

5:17 pm **40deuce:** A1: Paywalls will also make it harder for people to share good content #measurepr

5:17 pm **rmpapag:** A1 Will paywalls alter copy wright and redistribution rights? You betcha. #measurepr

5:17 pm **jenzings:** RT @40deuce: A1: Paywalls will also make it harder for people to share good content #measurepr lexactly.

5:17 pm **shonali:** A1 cont: that means knowing which media outlets are important for org/client, and why. #measurepr

5:17 pm **CubanaLAF:** @shonali I think we have to also note that some clients would still like to see impressions - how much education can you push? #measurepr

5:18 pm **rjdavila:** As well as monitor and evaluate... RT @40deuce: A1: Paywalls will also make it harder for people to share good content #measurepr

5:18 pm **CommAMMO:** A1 - the collapse of "mass market" continues. Whole diff measurement thinking - niche, community, particip over Opp2C, imprsns #measurepr

5:18 pm **globalsultana:** A1) agree w/ @CubanaLAF - paying to access online news content < figuring how to monetize content #measurePR

5:18 pm **iamgfc:** RT @rjdavila: @CommAMMO: Q1 - Agreed. Publications will, and are, becoming more segmented and niche... even the mainstream outlets. #measurepr

5:18 pm **MattLaCasse:** Certainly raises the question of which audience merits measurement. Paying audience or non-paying. #measurepr



5:18 pm **blockgreg:** RT @shonali: Re: Q1 instead of focusing on "impressions," define your "media universe" well. #measurepr

5:18 pm **shonali:** @jenzings How much do comments - on an online MSM outlet - really matter, though? #measurepr

5:18 pm **MattLaCasse:** Full disclosure: I hate paywalls for non-premium content. I'm willing to pay for opinions, not willing to pay for facts. #measurepr

5:18 pm **CommAMMO:** @rmpapag UK has vry restrictive copyright, affects media monit svcs now... #measurepr

5:19 pm **rmpapag:** RT @commammo: A1collapse of "mass market" continues. Whole diff measurement thinking - niche, comm, particip over Opp2C, imprsns #measurepr

5:19 pm **40deuce:** @rjdavila yes. That was in the first part of my answer earlier on #measurepr

5:19 pm **shonali:** @CubanaLAF Yes, and I don't think that will change. OTS *can* make a difference, but we need to keep our focus on outcomes. #measurepr

5:20 pm **iamgfc:** @mattlacasse Q1 Mat I think both audiences still need to be measured, paying & non #measurepr

5:20 pm **jenzings:** @shonali I don't think they matter much at all, most are toxic and not worth reading. #measurePR

5:20 pm **rjdavila:** @40deuce Gotcha. Didn't see that. I guess we're on the same wavelength. #measurepr

5:20 pm **shonali:** @jenzings @40deuce I think the sharing issue is much more troublesome & potentially detrimental to the media than comments. #measurepr

5:20 pm **CommAMMO:** @MattLaCasse I hear you, but investig journalism costs \$ - @ProPublica model a possible alternative to paywalls. #measurepr

5:20 pm **MattLaCasse:** @iamgfc I would agree, but which one deserves more attention? #measurepr

5:20 pm **CubanaLAF:** @shonali don't let @donbart hear you say the word 'outcome.' I think he's outlawed it from my vocab. :-) #measurepr

5:21 pm **shonali:** @jenzings Exactly! #measurepr

5:21 pm **jenzings:** A1 - basically, paywalls will further fracture channels. Need to think strategically about other options #measurePR

5:21 pm **shonali:** @CubanaLAF LOL! Well, not everyone is @donbart. :) #measurepr

5:21 pm **shonali:** @MattLaCasse Just seeing you here - yay! #measurepr

5:21 pm **CommAMMO:** RT @MattLaCasse: Certainly raises the question of which audience merits measurement. Paying audience or non-paying. #measurepr

5:21 pm **MattLaCasse:** @CommAMMO I'm not familiar with @propublica. I'll have to check it out. #measurepr

5:22 pm **shonali:** RT @jenzings: A1 - basically, paywalls will further fracture channels. Need to think strategically about other options #measurepr

5:22 pm **40deuce:** @shonali @jenzings 100%. Good content gets shared and stopping that from happening will hurt the producers more than the readers #measurepr

5:22 pm **CommAMMO:** @CubanaLAF @shonali @donbart Been out of the loop - Don's banned "outcomes?" #measurepr

5:22 pm **ariellehaynes:** @shonali Q2 - how do you measure the influence of a blogger #measurepr

5:22 pm **jenzings:** A1 other options could incl a publication's Twitter channel, or newspaper's blog, or FB #measurePR old measurements will shrink

5:22 pm **rjdavila:** RT @shonali: RT @jenzings: A1 - paywalls will further fracture channels. Need to think strategically about other options #measurepr

5:23 pm **Cision:** RT @ariellehaynes: @shonali Q2 - how do you measure the influence of a blogger #measurepr

5:23 pm **shonali:** @ariellehaynes Please DM/email additional questions to me. Thanks! #measurepr



- 5:23 pm **iamgfc:** @mattlacasse Well to me its almost the old fashioned acquisition v retention story,probably the focus changes from time 2 time ? #measurepr
- 5:23 pm **shonali:** RT @jenzings: A1 other options could incl a publication's Twitter channel, or newspaper's blog, or FB. old measures will shrink #measurepr
- 5:23 pm **CubanaLAF:** @CommAMMO @donbart @shonali We use different terminology at FH, which I dig. I think D has blogged about it. #measurepr
- 5:23 pm **CommAMMO:** @MattLaCasse @propublica is a not-for-profit, funded by a (big) donation for 5 yrs total, Pulitzer winner in '10 #measurepr
- 5:24 pm **globalsultana:** A1) Good input from opinion leaders on paywalls from @NiemanLab : <http://bit.ly/eLJM6w> #measurePR
- 5:24 pm **shonali:** Q2: Do diminished audiences mean less desire to pitch a publication? What if the pub has a separate blog?not behind a paywall? #measurepr
- 5:24 pm **dfriez:** Q2 Does a blogger have a targeted audience, which includes the right influencers? #measurepr
- 5:24 pm **CommAMMO:** Possible. RT @jenzings: A1 - basically, paywalls will further fracture channels. Need to think strategically about other options #measurepr
- 5:25 pm **sacevero:** Q2A Through looking at active comments, engagement and following. look @ real relationships formed through blogging #measurepr
- 5:25 pm **shonali:** @ariellehaynes Well, I have it now, promise to get to it later if we can. :) #measurepr
- 5:25 pm **CubanaLAF:** Q2: No. Every pitch has a unique goal. I'd rather hit niche influencers than people who skip the story. #measurepr
- 5:25 pm **CommAMMO:** @CubanaLAF I'm behind. Been a crazy fall! (in a good way...) #measurepr
- 5:25 pm **jenzings:** A2 - That's been seen in the UK - PR pros don't want to pitch stories to pubs with low readerships #measurePR
- 5:25 pm **Cision:** RT @shonali: Q2: Do diminished audiences mean less desire to pitch? What if the pub has a separate blog?not behind a paywall? #measurepr
- 5:26 pm **rjdavila:** A2 - By quality of content relevant to the topic/industry, & contributions by users (comments, interactions, shares, RTs, etc.) #measurepr
- 5:26 pm **UrbanSuiteEnt:** RT @CubanaLAF: Q2: No. Every pitch has a unique goal. I'd rather hit niche influencers than people who skip the story. #measurepr
- 5:26 pm **CubanaLAF:** Q2: This is why measurement will never be a magic button. Each brand, each approach is different from the next. #measurepr
- 5:26 pm **shonali:** RT @jenzings: A2 - That's been seen in the UK - PR pros don't want to pitch stories to pubs with low readerships #measurepr
- 5:26 pm **40deuce:** A2: Every pitch should have it's own goal, but how many people opt to read a paper's blog over the actual articles? #measurepr
- 5:26 pm **KwesiRobertson:** RT @CubanaLAF: Q2: No. Every pitch has a unique goal. I'd rather hit niche influencers than people who skip the story. #measurepr
- 5:27 pm **jenzings:** A2 - Blogs not behind a paywall, but still connected w/the paper, present a possible alternative. #measurePR
- 5:27 pm **Cision:** A2 People paying for content might be the most engaged and therefore have more influence. Pitching those outlets might be best? #measurepr
- 5:27 pm **rmpapag:** RT @cubanalaf: Q2: This is why measurement will never be a magic button. Each brand, each approach is different from the next. #measurepr
- 5:27 pm **CommAMMO:** Possible. RT @rjdavila: A2 - By quality of content rel 2 topic/industry, & contribs by users (comments, shares, RTs, etc.) #measurepr
- 5:27 pm **BlakeGroup:** @rjdavila A2 By quality of content relevant to the topic/industry, + user comments, interactions, shares, RTs, etc. #measurepr
- 5:27 pm **shonali:** RT @jenzings: A2 - Blogs not behind a paywall, but still connected w/the paper, present a possible alternative. #measurepr
- 5:27 pm **dunn_lauren:** A2: Diminished audiences give a new challenge. Communicate with a community that has disengaged. Back to fundamentals. #measurepr



5:27 pm **shonali:** @ariellehaynes Better late than never. We chat bi-weekly on Tuesdays, 12-1 pm ET, if you'd like to mark your calendar. #measurepr

5:28 pm **rjdavila:** RT @rmpapag: RT @cubanalaf: Q2: This is why measurement will never be magic button. Each brand, approach is different from next. #measurepr

5:28 pm **jenzings:** @40deuce How many people do you think separate, say, the NYT Bits Blog from the rest of the online content? #measurePR

5:28 pm **CommAMMO:** @plaindealer rptrs blog...& interact. RT @jenzings: A2 - Blogs not behind a paywall, but connected w/ paper. #measurepr

5:28 pm **sacevero:** Q2 low readership doesn't = lack of great content. could be niche pub, appeals 2 a handful. Tht handful will be intimate readers #measurepr

5:28 pm **shonali:** @jenzings @40deuce IMHO, they don't. What's important is the quality of the content. For tech PR, that's a major "hit." #measurepr

5:28 pm **framingyou:** A2 It's okay to reach a select few if they're multipliers #measurepr

5:29 pm **rjdavila:** Yep... RT @CommAMMO: @plaindealer rptrs blog...& interact. RT @jenzings: A2 - Blogs not behind a paywall, but connected w/ paper. #measurepr

5:29 pm **40deuce:** @jenzings right now? Probably not a lot, but once the main part of the paper goes behind a paywall I think a lot will #measurepr

5:29 pm **deasurjadi:** RT @cision: RT @ariellehaynes: @shonali Q2 - how do you measure the influence of a blogger #measurepr

5:29 pm **timotis:** What's Q2? Just joining! #measurepr

5:30 pm **CommAMMO:** Depends - the PD has done well building comm'y. RT @40deuce: A2: Evry pitch shd hv own goal, how mny ppl read pprs blog vs artcls #measurepr

5:30 pm **framingyou:** RT @shonali: Q2: Do diminished audiences mean less desire to pitch a publication? What if the pub has a separate blog?not behind a paywall? #measurepr

5:30 pm **jenzings:** @sacevero Very true. That's a smart conclusion, but lost on those who rely on big impression numbers. #measurePR

5:30 pm **shonali:** @rjdavila @commAMMO do you think @plaindealer is an exception, though? Most reporters I see who blog DON'T interact. #measurepr

5:30 pm **40deuce:** A1: I think a lot of people hit that blog via the main pub. they are visiting. Stop visiting the pub, stop visiting the blog #measurepr

5:31 pm **CommAMMO:** TRUDAT! RT @CubanaLAF: Q2: This is why measurement will never B magic buttn. Each brand, approach is different from the next. #measurepr

5:31 pm **BlakeGroup:** A2 With all media including blogs, sometimes depth rather than breadth is the key thing to measure. #measurepr

5:31 pm **globalsultana:** A2) That's surprising to me @jenzings - it seems like a more niche audience would be more attractive, especially to #measurepr

5:31 pm **rmpapag:** A2 The Times UK lost 4 million readers to their paywall #measurepr

5:31 pm **shonali:** RT @sacevero: Q2 low readership doesn't=lack of great content. could be niche pub, appeal 2 handful, who will be intimate readers #measurepr

5:31 pm **phirsisch:** @timotis Do diminished audiences mean less desire to pitch a publication?What if the pub has a separate blog?not behind a paywall?#measurepr

5:31 pm **dfriez:** good point. RT @BlakeGroup: A2 With all media including blogs, sometimes depth rather than breadth is the key thing to measure. #measurepr

5:31 pm **CommAMMO:** @shonali Some @WSJ reporters blog, too, but yes, @plaindealer is prob leading here. #measurepr

5:31 pm **jenzings:** @40deuce Even if that's where content is "free"? Hm. Depends on the quality of content, I think. #measurePR

5:32 pm **shonali:** RT @rmpapag: A2 The Times UK lost 4 million readers to their paywall #measurepr

5:32 pm **CommAMMO:** Do they publish revenue? RT @rmpapag: A2 The Times UK lost 4 million readers to their paywall #measurepr



- 5:32 pm **shonali:** @CommAMMO I'm not talking about blogging, but actually responding to comments, interacting on Twitter, etc. IMHO, very few do. #measurepr
- 5:32 pm **DavidSpinks:** What's Q2? Influence of a blogger? #measurepr
- 5:32 pm **jenzings:** RT @rmpapag: A2 The Times UK lost 4 million readers to their paywall #measurepr
I That's significant.
- 5:33 pm **timotis:** Q2: Don't focus on #s when it comes to pitch targets. The world is social now; time to make friends with everyone #measurepr
- 5:33 pm **shonali:** @DavidSpinks No, we're talking about diminished audiences (b/c of potential paywalls) impacting pitching for Q2. #measurepr
- 5:33 pm **40deuce:** @jenzings I see what you mean, but I see hits to the blog vastly dropping off once the rest goes behind the paywall #measurepr
- 5:33 pm **rjdavila:** @shonali @commAMMO @plaindealer - Maybe, now. They're a top 30 market, so if they're interacting, that mentality should spread. #measurepr
- 5:33 pm **DavidSpinks:** There are a number of factors that determine influence of a blogger... #of comments, traffic, klout, links, pagerank... #measurepr
- 5:33 pm **40deuce:** @jenzings especially for a paper. People will find other pub.s that are free and frequent them more often #measurepr
- 5:34 pm **DavidSpinks:** @shonali what paywalls? #measurepr
- 5:34 pm **CommAMMO:** Make friends w/RIGHT ppl. Segment. RT @timotis: Q2: Dont foc on #s to pitch targets. world is social now; make friends w/ evryone #measurepr
- 5:34 pm **DavidSpinks:** @shonali oh like pay for subscription to publications? #measurepr
- 5:34 pm **jenzings:** RT @40deuce: People will find other pub.s that are free and frequent them more often #measurepr I Yes, this is what is happening now.
- 5:34 pm **shonali:** A2: E.g. of a B2B client right now: the media/blog targets aren't necessarily "big," but drive action fm target audience. #measurepr
- 5:34 pm **rjdavila:** RT @DavidSpinks: There r a number of factors that determine blogger influence... #of comments, traffic, klout, links, pagerank... #measurepr
- 5:35 pm **shonali:** @DavidSpinks LOL. We started the chat discussing paywalls & how they'll impact measurement, now pitching. Will get to influence #measurepr
- 5:35 pm **BlakeGroup:** A2 Always keep goals in mind when deciding what to measure. Quality ??s yield quality data! #measurepr
- 5:35 pm **CommAMMO:** @40deuce @jenzings But right now free requires advertising or endowment or micropaymts to sustain. All these are declining. #measurepr
- 5:35 pm **40deuce:** @jenzings exactly, so I can that trend continuing #measurepr
- 5:35 pm **jenzings:** A2 - Paywalls could be a great time to wean from impressions and go to more depth of target audience #measurePR
- 5:35 pm **shonali:** @DavidSpinks ... later if we can - that was a question from @ariellehaynes that's been added to the queue. @rjdavila #measurepr
- 5:35 pm **SamTelfer:** RT @rmpapag: A2 The Times UK lost 4 million readers to their paywall #measurepr
- 5:35 pm **CommAMMO:** Yes! RT @shonali: A2: E.g. B2B client: the media/blog targets arent necessarily "big," but drive action fm target audience. #measurepr
- 5:36 pm **shonali:** RT @jenzings: A2 - Paywalls could be a great time to wean from impressions and go to more depth of target audience. #measurepr
- 5:36 pm **rmpapag:** True RT @jenzings: A2 - Paywalls could be a great time to wean from impressions and go to more depth of target audience #measurePR
- 5:36 pm **DavidSpinks:** @shonali I mean... a paywall might affect the readership of a publication, but that doesn't change how you measure it. #measurepr
- 5:36 pm **shonali:** A2 cont: so that's what we're focusing on, since this does require pitching. #measurepr
- 5:36 pm **rjdavila:** RT @CommAMMO: Yes! RT @shonali: A2: B2B client: media/blog targets arent necessarily "big," but drive action fm target audience. #measurepr



- 5:36 pm **CommAMMO:** Perf agnst obj's 1st, best meas. RT @BlakeGroup: A2 Always keep goals in mind ...Quality ??s yield quality data! #measurepr
- 5:37 pm **shonali:** @DavidSpinks Um, yes, it could. See the chat timeline for thoughts from @jenzings and more... #measurepr
- 5:37 pm **JGoldsborough:** Hi, #measurePR. Jumping in for a bit. Justin from #fhkc. What's the question?
- 5:37 pm **40deuce:** @CommAMMO @jenzings I know. I never said there was an easy way to solve this problem. #measurepr
- 5:37 pm **david20:** RT @shonali: RT @rmpapag: A2 The Times UK lost 4 million readers to their paywall #measurepr
- 5:37 pm **DavidSpinks:** Pitching should still be the same...find the writers/publications that are the best fit for your story, paywall or not. #measurepr
- 5:37 pm **CommAMMO:** TRUDAT! RT @jenzings: A2 - Paywalls could be a great time to wean from impressions and go to more depth of target audience #measurepr
- 5:37 pm **shonali:** @JGoldsborough Heya! We started out talking about potential paywalls & how that could impact meas., now pitching. Q3 soon... #measurepr
- 5:37 pm **rjdavila:** @DavidSpinks @shonali If ur ORM software can't get past the firewall created by subs., ud have to measure manually... #measurepr
- 5:38 pm **40deuce:** @CommAMMO @jenzings I just feel that with so much free content available, maj. of people will find alternatives rather than pay #measurepr
- 5:38 pm **shonali:** Oh, thank GOODNESS. WTHashtag seems to be back. Phew. #measurepr
- 5:38 pm **timotis:** I know pubs are trying to monetize, but do so by banner ads. Paywalls slow down accessibility. Accessibility is important! #measurepr
- 5:38 pm **CommAMMO:** Yes. RT @DavidSpinks: Pitching shud b same...find the writers/publications that are the best fit for your story, paywall or not. #measurepr
- 5:39 pm **40deuce:** RT @timotis: pubs are trying to monetize, but do so by banner ads. Paywalls slow down accessibility. Accessibility is important! #measurepr
- 5:39 pm **jenzings:** @DavidSpinks In the UK, paywalls have caused such a big drop in rdrshp, PRs aren't pitching certain pubs. #measurePR
- 5:39 pm **JGoldsborough:** @shonali Have been having issues with WTHashtag all week. Glad it is up and working again. #measurePR
- 5:39 pm **DavidSpinks:** @rjdavila @shonali I mean... was it ever really possible to know *exactly* what the traffic of a site is? #measurepr
- 5:39 pm **sacevero:** @shonali I saw! Thank goodness indeed, mine came back only a few days ago #measurepr
- 5:39 pm **CommAMMO:** @40deuce @CommAMMO @jenzings I think that's the test Q - if content not ezy replicated, unique in access or perspctv, pay may wk #measurepr
- 5:39 pm **shonali:** Q3: Mashable made predictions for the news media in 2011. <http://ow.ly/3sG3c> How could these potentially impact measurement? #measurepr
- 5:40 pm **jenzings:** @DavidSpinks ...con't- they don't want their stories where no one can read them. #measurePR
- 5:40 pm **DavidSpinks:** @jenzings I understand that... but you're still measuring the same things to determine who to pitch, is my point. #measurepr
- 5:40 pm **jenzings:** A3 - I think the concept of "tablet-only" news pubs presents an interesting measurement challenge. #measurePR
- 5:40 pm **CommAMMO:** Other issue with Web ads - lack of audited impression counts - pricing is soooo low, & clk-thrus R low-scale. #measurepr
- 5:40 pm **shonali:** @CommAMMO @40deuce @jenzings Exactly. I pay for exactly ONE newspaper that does have exclusive content, b/c I value the content. #measurepr
- 5:41 pm **40deuce:** @CommAMMO @jenzings could be true... or could create an even larger rise in citizen journalism #measurepr
- 5:41 pm **jenzings:** @DavidSpinks True, but isn't one of those things the readership of the publication? Talking general news, not niche. #measurePR

- 5:41 pm **Cision:** A3 I think the emergence of pubs available on mobile devices will affect measurement the most. New metrics might need to evolve. #measurepr
- 5:41 pm **rjdavila:** @DavidSpinks @rjdavila @shonali Maybe not traffic, but if biz gets covered in 100 online pubs... tough to monitor behind subsc. #measurepr
- 5:41 pm **shonali:** Elaborate, please? RT @jenzings: A3 - I think the concept of "tablet-only" news pubs presents interesting measurement challenge. #measurepr
- 5:41 pm **CommAMMO:** @DavidSpinks @rjdavila @shonali Well, unique visits, page views fairly conclusive, no? #measurepr
- 5:42 pm **jenzings:** RT @cision: A3 emergence of pubs avail on mobile devices will affect measurement the most. New metrics might need to evolve. #measurepr lyes
- 5:42 pm **CommAMMO:** Great comment. RT @Cision: A3 emergence of pubs on mobile devices will affect measurement most. New metrics might need to evolve. #measurepr
- 5:42 pm **40deuce:** @shonali @CommAMMO @jenzings I'd hate to say it, but I think you're a minority these days in doing that #measurepr
- 5:42 pm **BlakeGroup:** @CommAMMO Agree! Must define objectives, set goals. Then we can measure performance! #measurepr
- 5:42 pm **JGoldsborough:** Q3: Looks like several focus on niche audiences. Maybe orgs will start measuring "target" or "right" eyeballs, not mass. #measurepr
- 5:42 pm **DavidSpinks:** @jenzings yes... so the results you're finding may be different as readership decreases... #measurepr
- 5:43 pm **rmpapag:** RT @cision: A3 emergence of pubs avail on mobile devices will affect measurement the most. New metrics might need to evolve. #measurepr lyes
- 5:43 pm **DavidSpinks:** @jenzings decrease in readership could be a result of any number of things. Paywalls are one of them. #measurepr
- 5:43 pm **deasurjadi:** RT @shonali: RT @jenzings: A2 - Paywalls could be a great time to wean from impressions and go to more depth of target audience. #measurepr
- 5:43 pm **JGoldsborough:** @shonali @CommAMMO @40deuce @jenzings You know who does exclusive content very well? ESPN. Check out Insider. #measurePR
- 5:43 pm **CommAMMO:** @40deuce @CommAMMO @jenzings Not sanguine abt "citizen journos" w/out editing, a la @propublica, @huffpo #measurepr
- 5:43 pm **shonali:** Yes. RT @Cision: A3 The emergence of pubs available on mobile devices will affect msmt the most. New metrics might need to evolve #measurepr
- 5:44 pm **rjdavila:** Absolutely! RT @cision: A3 emergence of pubs avail on mobile devices will affect measurement most. New metrics need to evolve. #measurepr
- 5:44 pm **DavidSpinks:** @commammo @rjdavila @shonali impossible 2 determine those stats accurately unless u have access 2 their analytics or so I thought #measurepr
- 5:44 pm **JGoldsborough:** @CommAMMO If orgs thinking Web ads, should read this first. Connect w/ customer more through earned. <http://bit.ly/c9yUZO> #measurePR
- 5:44 pm **NYCPublicity:** @JGoldsborough I hope so; they might not be keen on this as targeting niche usually takes more time #measurepr
- 5:44 pm **jenzings:** @shonali RE: Tablet only pubs - Will we need to rely on an apps store for subscriber numbers? How is the content selected? #measurePR
- 5:45 pm **JGoldsborough:** @CommAMMO Plus impressions for Web ads are one of the most misleading stats that exist in online measurement. #measurepr
- 5:45 pm **BlakeGroup:** RT @cision A3 ...emergence of pubs on mobile devices will affect measurement the most. New metrics may need to evolve. #measurepr
- 5:45 pm **40deuce:** @CommAMMO @jenzings but I would say a majority of people are willing to opt that way for the free content #measurepr
- 5:45 pm **CommAMMO:** @DavidSpinks @commammo @rjdavila @shonali Correct - only the pubs know their web metrics #measurepr
- 5:45 pm **globalsultana:** A3) Thx for sharing article @shonali - agree w/ #2, recently wrote a blog on this topic: <http://bit.ly/gtJ3lt> #measurepr



- 5:45 pm **jenzings:** @shonali The method of distribution will impact the industry's ability to track, measure, monitor #measurePR
- 5:46 pm **rmpapag:** Nielson will figure it out :) @shonali RE: Tablet only pubs - Will we need to rely on an apps store for subscriber numbers? #measurePR
- 5:46 pm **JGoldsborough:** @NYCPublicity Same issue with SM. Companies want to do it, but not reallocate resources. #measurePR
- 5:46 pm **shonali:** RT @jenzings: RE: Tablet only pubs - Will we need to rely on an apps store for subscriber numbers? How is the content selected? #measurepr
- 5:46 pm **NYCPublicity:** @jenzings @shonali even if you track subscribers, how will you know who is reading regularly? #measurepr
- 5:46 pm **Cision:** A2 Maybe stories can be bought separately like songs off an album? You can then measure which stories have the most traction. #measurepr
- 5:46 pm **shonali:** RT @jenzings: Re: Q3: The method of distribution will impact the industry's ability to track, measure, monitor. #measurepr
- 5:46 pm **CommAMMO:** @40deuce @CommAMMO @jenzings Just remember that bulk web content is repurp'd from mainst media. Wither Yahoo News w/out it? #measurepr
- 5:46 pm **timotis:** A3: So what we read/use is going to be based on what software is available? Always has been Apple's model, but I find it limiting #measurepr
- 5:47 pm **jenzings:** RT @cision: A2 MB stories can be bght sep like songs off an album? You can then measure which stories have the most traction. #measurepr
- 5:47 pm **rmpapag:** RT @jenzings: @shonali The method of distribution will impact the industry's ability to track, measure, monitor #measurePR
- 5:47 pm **timotis:** @jenzings good point! I added to that. #measurepr
- 5:47 pm **JGoldsborough:** @NYCPublicity @jenzings @shonali Right. Don't we also need 2 see what model prevails. Not sold on all "pay 2 play" apps yet. #measurepr
- 5:47 pm **jenzings:** @cision I like that idea. Let's make it happen. ;-) #MeasurePR
- 5:47 pm **CommAMMO:** That's 1 micropay example RT @Cision: A2 Maybe stories cn b bot seply like songs? Measure which stories have the most traction. #measurepr
- 5:47 pm **rmpapag:** A3 New tools and the evolution of existing tools will determine how difficult/easy to #measurepr
- 5:48 pm **JGoldsborough:** RT @Cision: A2 Maybe stories can be bought separately like songs off album? U can then measure which stories have most traction. #measurepr
- 5:48 pm **40deuce:** @CommAMMO @jenzings true, but I think that will change and evolve, especially if forced to. Just what I think though #measurepr
- 5:48 pm **JGoldsborough:** @Cision Interesting idea. Only problem is does it create a crappy UE that users won't put up with? #measurePR
- 5:48 pm **shonali:** RT @timotis: A3: So what we read/use going to be based on software available? Always been Apple's model, but find it limiting #measurepr
- 5:49 pm **timotis:** @cision you want stories to be a commodity? I guess that is the way things are going... #measurepr
- 5:49 pm **rjdavila:** Tools will now dictate dist./meas. RT @rmpapag: A3 New tools, evolution of existing tools will determine how difficult/easy to #measurepr
- 5:49 pm **NYCPublicity:** @timotis @cision I would rather pay a one-time subscriber fee/app fee than per story #measurepr
- 5:49 pm **rmpapag:** @cision Will give new meaning to the term "nickle an dime" (pay per clip) #measurepr
- 5:50 pm **jenzings:** A3 re: stories as a commodity -- Added pressure for really interesting, relevant content in pitches. Might be good 4 industry. #measurePR
- 5:50 pm **shonali:** @timotis @cision @jenzings Stories are already a commodity. I've heard of reporters whose bonuses' based on views/clicks they get #measurepr
- 5:50 pm **CommAMMO:** @timotis @cision Some stories are commodities. Analysis and context will become more valuable, tho at smaller scale. #measurepr

- 5:50 pm **globalsultana:** A3) @Cision - Your suggestion is right in line w/ trend of personalization of communication & content #measurepr
- 5:50 pm **CommAMMO:** Murdoch hopes so. RT @NYCPublicity: @timotis @cision I would rather pay a one-time subscriber fee/app fee than per story #measurepr
- 5:50 pm **JGoldsborough:** Me too RT @NYCPublicity: @timotis @cision I would rather pay a one-time subscriber fee/app fee than per story #measurepr
- 5:51 pm **shonali:** @cision @jenzings @timotis Which means they can fall into the trap of not focusing on "good" content, but "appealing" content. #measurepr
- 5:51 pm **NYCPublicity:** RT @jenzings stories as a commodity - Added pressure 4 really interesting, relevant content in pitches. Might be good 4 industry #measurePR
- 5:51 pm **timotis:** RT @jenzings: A3 re: stories as a commodity -- Added pressure for really [great] content in pitches. Might be good 4 industry. #measurePR
- 5:51 pm **shonali:** Me too. RT @NYCPublicity: I would rather pay a one-time subscriber fee/app fee than per story. #measurepr
- 5:52 pm **dfriez:** @JGoldsborough but, that is the trend. You can pay a full subscription (like buying an album) or just buy the one story. #measurepr
- 5:52 pm **BrandiNeloms:** There's really good discussion taking place in #measurepr. Tune in. I wish I could jump in. I'll keep watch while I dive into projects.
- 5:52 pm **JGoldsborough:** @shonali @timotis @cision @jenzings So do those reporters go home at night and refresh their story pages hundred of times? :) #measurepr
- 5:52 pm **40deuce:** @shonali @cision @jenzings @timotis sooo true. Content will become more about making people happy than giving facts #measurepr
- 5:52 pm **CommAMMO:** One poss is that output measures (clip counts, msg pres, click-thrus) diminish toward behavior measurs-action, discussion, etc. #measurepr
- 5:52 pm **shonali:** @JGoldsborough LOL! I'm serious. I can't say which outlet, but true story. #measurepr
- 5:52 pm **jenzings:** @shonali @cision @timotis True. More reason to build solid, well-rounded pitch lists based on each story, and include bloggers #measurePR
- 5:53 pm **NYCPublicity:** @timotis @jenzings might be tough to keep the content exclusive #measurepr
- 5:53 pm **BlakeGroup:** Gotta run---thanks all for great #measurepr + happy holidays!
- 5:53 pm **rmpapag:** Like Reality TV: Content will become more about making people happy than giving facts #measurepr
- 5:53 pm **JGoldsborough:** @dfriez Agree. But I think most people will pay the subscriber fee, which presents challenge for measuring per story, right? #measurePR
- 5:53 pm **timotis:** @jgoldsborough lol #measurepr
- 5:53 pm **CommAMMO:** Tyranny of the majority. RT @shonali: they can fall into the trap of not focusing on "good" content, but "appealing" content. #measurepr
- 5:53 pm **jenzings:** RT @rmpapag: Like Reality TV: Content will become more about making people happy than giving facts #measurepr IScary, but true.
- 5:54 pm **shonali:** @Cision @jenzings @timotis It'll be interesting to see. But if their \$\$ depends on "sexy" v. "solid," guess where they'll focus? #measurepr
- 5:54 pm **CommAMMO:** Danger 2 democracy, srsly. RT @rmpapag: Like Reality TV: Content will become more about making people happy than giving facts #measurepr
- 5:54 pm **JGoldsborough:** @CommAMMO Like better where you are heading there. But as some1 mentioned, means reporters have 2 engage more. Work new way. #measurepr
- 5:54 pm **dfriez:** @JGoldsborough Yes, it is a measurement nightmare. I do wonder if we might look at re-tweets, comments or Likes? #measurePR
- 5:54 pm **rjdavila:** Q3: It'll be like movies w/ sequels. Reporters will publish new editions of article, hold back import. info, to get more sales. #measurepr
- 5:54 pm **CommAMMO:** @JGoldsborough @dfriez Don't measure the story, measure its impact on what matters 2 you. #measurepr



5:55 pm **jenzings:** @JGoldsborough @CommAMMO Reporters asked 2 do more & more, when's there time to engage? #measurePR

5:55 pm **NYCPublicity:** @jenzings @rmpapag really good point #measurepr

5:55 pm **shonali:** @ariellehaynes Since we're almost out of time, I'm going to hold your question for the next chat (promise) - cool? #measurepr

5:55 pm **40deuce:** RT @rjdavila: Q3: Reporters will publish new editions of article, hold back import. info, to get more sales. #measurepr

5:55 pm **shonali:** AMEN! RT @CommAMMO: Don't measure the story, measure its impact on what matters to you. #measurepr

5:55 pm **globalsultana:** Q3) @NYCPublicity - Given the success of #iTunes & it's domination, this idea by @cision may have traction #measurePR

5:55 pm **timotis:** @jgoldsborough and because behavior online doesn't scale, the page you speak of will need to be on auto-refresh ;) #measurepr

5:55 pm **rmpapag:** Exactly. RT @rjdavila: Q3: Reporters will publish new editions of article, hold back import. info, to get more sales. #measurepr

5:55 pm **CommAMMO:** TRUDAT. Makes old ways obs; risks shrinking ad base. SCARY. RT @JGoldsborough: ...reporters have 2 engage more. Work new way. #measurepr

5:56 pm **shonali:** We're almost out of time. Quick Q4: what's your ONE measurement wish for 2011? #measurepr

5:56 pm **mijori23:** RT @40deuce: RT @timotis: pubs are trying to monetize, but do so by banner ads. Paywalls slow down accessibility. Accessibility is important! #measurepr

5:56 pm **JGoldsborough:** @shonali @Cision @jenzings @timotis Exactly. Call me crazy, but what if media starts seeing initial reporting as half of story... #measurepr

5:56 pm **Cision:** Couldn't agree more RT @shonali: AMEN! RT @CommAMMO: Dont measure the story, measure its impact on what matters to you. #measurepr

5:56 pm **shonali:** @JGoldsborough Reminds me of the discussion going on in our Facebook group! #measurepr

5:56 pm **JGoldsborough:** @shonali @Cision @jenzings @timotis Other half is engaging and following up on where convo takes it. Measure those actions. #measurepr

5:56 pm **dfriez:** Exactly!RT @CommAMMO: @JGoldsborough Don't measure the story, measure its impact on what matters 2 you. #measurepr

5:57 pm **CommAMMO:** @jenzings @JGoldsborough Huge issue as newsrooms shrink. This is problem with media failing to change b4 wolf at door. #measurepr

5:57 pm **rmpapag:** #measurepr wish for 2011 - No Pay Walls :)

5:57 pm **jenzings:** @shonali A4 - That people will stop asking for AVE, and decrease reliance on impressions. Not good measurement. #measurePR

5:57 pm **shonali:** A4: my 2011 measurement wish is for more people to focus on impact. I know we say this over and OVER again. It's gotta take. #measurepr

5:57 pm **JGoldsborough:** @timotis LOL, so true. #measurePR

5:57 pm **JGoldsborough:** RT @jenzings: @CommAMMO Reporters asked 2 do more & more, when's there time to engage? #measurePR

5:58 pm **CommAMMO:** @shonali Q4: my wish: More orgs set measurable objectives and track results against them. Simple, most urgent, easiest 2 do. #measurepr

5:58 pm **JGoldsborough:** @jenzings @CommAMMO You make a great pt. Fall out from newspapers not realizing news, not paper, was their product. #measurepr

5:58 pm **ShannonRenee:** @shonali Q4: a measurement to tell us how little measurements really mean if they can't measure impact #measurepr

5:59 pm **NYCPublicity:** @rmpapag haha, ditto! #measurepr

5:59 pm **jenzings:** RT @JGoldsborough: @jenzings @CommAMMO Fall out from newspapers not realizing news, not paper, was their product. #measurepr IBrilliant!



5:59 pm **Cision:** My measurement wish is that they put out a measurement Bible that everyone understands and accepts. :) #measurepr

5:59 pm **rmpapag:** It will, eventually RT @shonali my 2011 measurement wish: focus on impact. I know we say this over &OVER again. It's gotta take. #measurepr

5:59 pm **40deuce:** A4: Just one?? I think people should give up on influence as a metric. It may be important, but almost impossible to quantify #measurepr

5:59 pm **JGoldsborough:** @shonali Exactly. Focusing solely on exposure if like me sitting down to hear u read a 100 pg book and u stop at pg 10. #measurepr

5:59 pm **sacevero:** Ditto. RT @shonali: A4: my 2011 measurement wish is for more people to focus on impact. #measurepr

5:59 pm **shonali:** Yes! RT @CommAMMO: Q4: my wish: More orgs set measurable objectives, track results against em. Simple, most urgent, easiest 2 do. #measurepr

5:59 pm **rjdavila:** Wish for 2011: Our industry to take measurement more seriously, understanding its importance to our clients & companies. #measurepr

6:00 pm **JGoldsborough:** @Cision Great wish but will never happen. Too many different situations and scenarios depending on brand involved IMO. #measurepr

6:00 pm **shonali:** We're almost out of time. You have been WONDERFUL today, was it the Solstice? :p @jenzings thanks so much for being here! #measurepr

6:00 pm **paolabrussels:** RT @Cision: My measurement wish is that they put out a measurement Bible that everyone understands and accepts. :) #measurepr

6:00 pm **CommAMMO:** @Cision The Barcelona principles are a good start. Maybe theyre the chapter headings... #measurepr

6:00 pm **40deuce:** @Cision that's never going to happen. Too much fragmentation in objectives to come up w/ 1 set of rules #measurepr

6:00 pm **shonali:** Btw, we have LinkedIn & Facebook groups for anyone interested in joining; just search for the hashtag. #measurepr

6:00 pm **JGoldsborough:** RT @shonali: We're almost out of time. Quick Q4: what's your ONE measurement wish for 2011? #measurepr

6:00 pm **jenzings:** @shonali My pleasure -- this was FUN! #measurePR

6:00 pm **jenzings:** RT @shonali: Btw, we have LinkedIn & Facebook groups for anyone interested in joining; just search for the hashtag. #measurepr

6:01 pm **Cision:** @40deuce You're right but a girl can wish, right? #measurepr

6:01 pm **rjdavila:** RT @shonali: Btw, we have LinkedIn & Facebook groups for anyone interested in joining; just search for the hashtag. #measurepr

6:01 pm **shonali:** And we're kicking off the chat in 2011 with... drum roll please, @JGoldsborough - W00t! 1/4/11, 12-1 ET. Save it! #measurepr

6:01 pm **CommAMMO:** thanks all - great discussion. Happy Holidays! #measurepr

6:01 pm **timotis:** A4: A really great digital scorecard site/platform. A "like" is a far cry from an online review. Stop measuring the same way #measurepr

6:01 pm **Cision:** Many thanks to @shonali for hosting today. Great first time here :) #measurepr

6:01 pm **CommAMMO:** RT @shonali: And were kicking off the chat in 2011 with... drum roll please, @JGoldsborough - W00t! 1/4/11, 12-1 ET. Save it! #measurepr

6:01 pm **JGoldsborough:** Q4: PR/Mktg pros start to get: Mass does not equal quality. Bigger does not equal better. Not even a little. Not even at all :). #measurePR

6:01 pm **ppnc09:** @shonali excellent chat. had to jump in and out a bunch but look forward to reading 'scripts. Happy holidays, all. TY, @shonali! #measurepr

6:01 pm **JGoldsborough:** RT @shonali: Btw, we have LinkedIn & Facebook groups for anyone interested in joining; just search for the hashtag. #measurepr

6:02 pm **40deuce:** @Cision haha, always! #measurepr

6:02 pm **shonali:** Not to get too senti, but it's been amazing getting to know you through this chat. Thank you & I wish you much success in '11. #measurepr



- 6:02 pm **jenzings:** GREAT discussion, all. Fun, and as always, thanks @shonali! #measurePR
- 6:02 pm **JGoldsborough:** RT @sacevero: Ditto. RT @shonali: A4: my 2011 measurement wish is for more people to focus on impact. #measurepr
- 6:02 pm **iBridgeforth:** RT @JGoldsborough: RT @shonali: Btw, we have LinkedIn & Facebook groups for anyone interested in joining; just search for the hashtag. #measurepr
- 6:02 pm **rmpapag:** #MeasurePR was awesome as usual. Thank you @shonali and everyone who participated for an informative hour.
- 6:02 pm **dfriez:** @shonali thanks for another great chat! Happy Holidays! #measurepr
- 6:02 pm **NYCPublicity:** @shonali awesome-- will check those out! Thx for this chat- it's my first! #measurepr
- 6:02 pm **timotis:** Thanks all. Definitely will return. first-timer! #measurepr
- 6:02 pm **CommAMMO:** @40deuce Sheldon, are you doing #smmeasure this week? #measurepr
- 6:02 pm **rjdavila:** Thanks @shonali and the measurement crew. Happy Holidays! #measurepr
- 6:03 pm **JGoldsborough:** @timotis Very well said re: like vs review. A like is somewhere between exposure and engagement. Review is recco, influence. #measurepr
- 6:04 pm **40deuce:** @CommAMMO no, we're on break until January. Day before Xmas and day before new years we figured would be too slow #smmeasure #measurepr
- 6:04 pm **shonali:** @dfriez @rmpapag @NYCPublicity @rjdavila @timotis @ppnc09 @Cision My pleasure and thank you again. Happy hols! #measurepr
- 6:04 pm **globalsultana:** A4) That PR measurement is viewed for more than simple numbers, but measured in terms of value to people's lives and the world #measurepr
- 6:04 pm **JGoldsborough:** Thanks @Shonali et all. Happy holidays everyone. Enjoy and do something fun :). #measurepr
- 6:04 pm **NYCPublicity:** @JGoldsborough @jenzings @shonali it was so great to tweet with you in #measurepr today! thanks for the great thoughts-
- 6:04 pm **CommAMMO:** BTW, newbies - the chats are the #1 value of Twitter for me. A few faves: #icchat, #solopr - new intrsts: #smmeasure #commschat #measurepr
- 6:05 pm **globalsultana:** Happy Holidays PR tweeps - enjoyed today's #measurepr chat!
- 6:05 pm **taariqlewis:** My Wish: Let's move beyond measurement! RT @shonali: We're almost out of time. Quick Q4: what's ur ONE measurement wish 4 2011? #measurepr
- 6:05 pm **NYCPublicity:** @globalsultana @cision you're right... I guess we'll see! great chatting with you in #measurepr today! Happy holidays -xo
- 6:05 pm **TabishB:** RT @CommAMMO: BTW, newbies - the chats are the #1 value of Twitter for me. A few faves: #icchat, #solopr - new intrsts: #smmeasure #commschat #measurepr
- 6:05 pm **NYCPublicity:** @CommAMMO @timotis great to chat with you both in #measurepr today. Happy holidays!
- 6:05 pm **CommAMMO:** @40deuce Enjoy the break - #icchat on internal comms is supp to be back the 11th, but - client demands! Consid'g diff day... #measurepr

