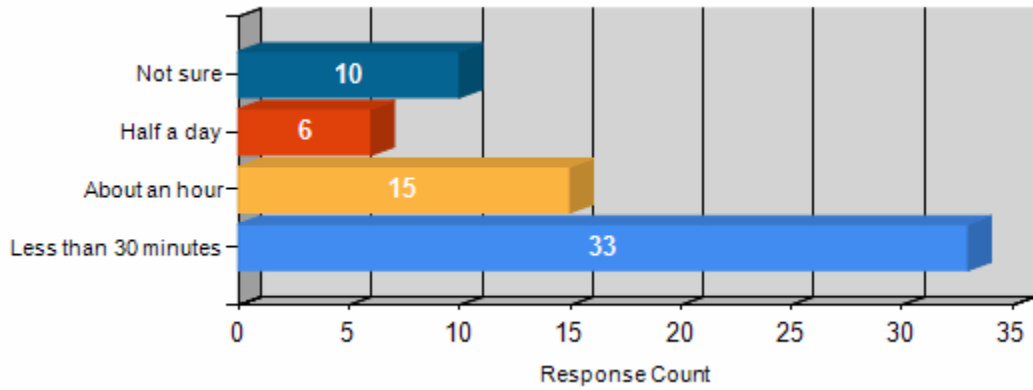


How many hours per day would you say you spend on PR measurement?



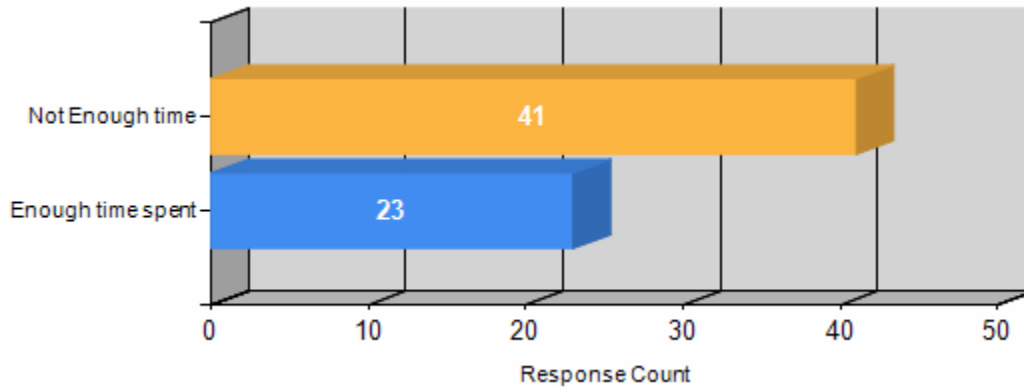
Total Respondents: 64

Total Skipped: 1

	Choice	Response Percent	Response Total
1	Less than 30 minutes	51.56 %	33
2	About an hour	23.44 %	15
3	Half a day	9.38 %	6
4	Not sure	15.63 %	10

Analytics	
Mean	1.891
Standard Deviation	1.106
Standard Error	0.138
Variance	1.222

Regarding question #1, do you feel that this time allocation is:



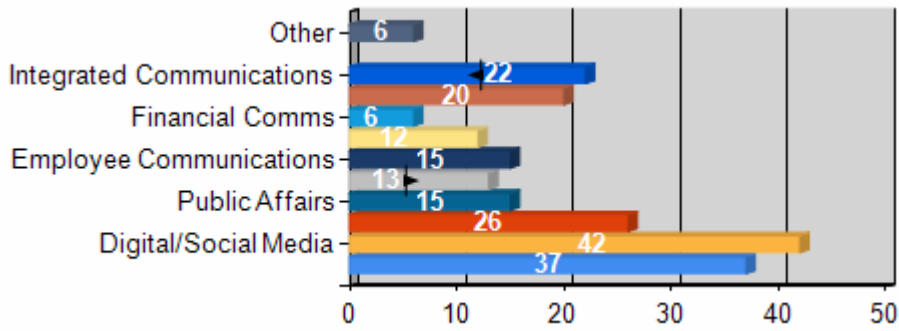
Total Respondents: 64

Total Skipped: 1

	Choice	Response Percent	Response Total
1	Enough time spent	35.94 %	23
2	Not Enough time	64.06 %	41

Analytics	
Mean	1.641
Standard Deviation	0.480
Standard Error	0.060

What areas of measurement are you most interested in (choose 2):



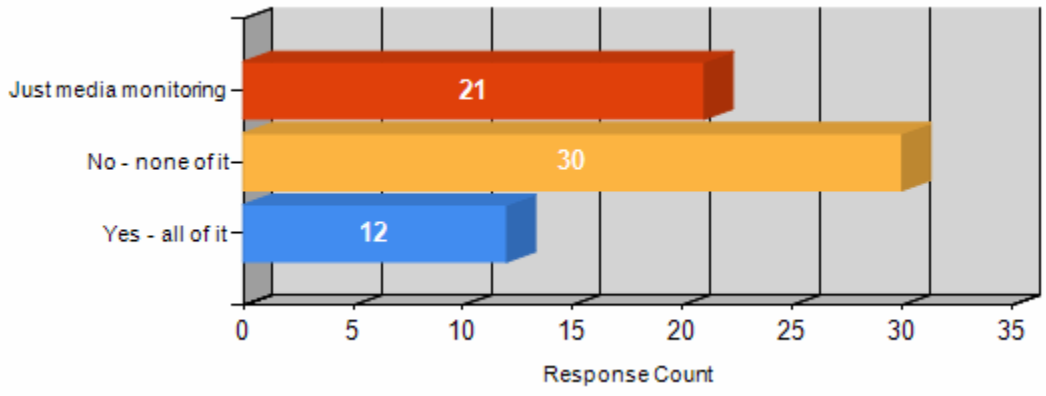
Total Respondents: 63

Total Skipped: 2

Choice	Response Percent	Response Total
1 Media Relations	58.73 %	37
2 Digital/Social Media	66.67 %	42
3 Reputation	41.27 %	26
4 Public Affairs	23.81 %	15
5 Crisis Management	20.63 %	13
6 Employee Communications	23.81 %	15
7 Promotions/Product Launches	19.05 %	12
8 Financial Comms	9.52 %	6
9 Tying PR to Sales	31.75 %	20
10 Integrated Communications	34.92 %	22
11 Other (please specify)	0.00 %	0
12 Other	9.52 %	6

Analytics	
Mean	4.757
Standard Deviation	3.319
Standard Error	0.227
Variance	11.016

Do you outsource your measurement and monitoring efforts?



Total Respondents: 63

Total Skipped: 2

	Choice	Response Percent	Response Total
1	Yes - all of it	19.05 %	12
2	No - none of it	47.62 %	30
3	Just media monitoring	33.33 %	21

Analytics	
Mean	2.143
Standard Deviation	0.710
Standard Error	0.089

What 2 aspects of the June conference are you most looking forward to?

Total Respondents	49
Total Skipped	16

		Response
		I would like to hear from senior professionals with a track record in marketing communications results measurement. I am especially interested in hearing about the latest measurement tools and standards.
		Hearing how others justify PR in a climate of shrinking budgets and case study examples of how people effectively integrate PR in other programs
		Networking
		Learning
		Networking
		digital pr measurement, media relations measurement
		Introduction to the topic and hearing from others, both private and public sector, about what they are measuring and how.
		1.- Media measurement in Latin America - Quantity vs Quality - Comm planning matrix 2.- Integrated communications measurement
		Learning quick ways to show we make a difference.
		What departments within a federal agency take the lead for Transparency and Open Government? How does one measure Transparency and Open Government? For example, how does one measure the benefits of a Blog.
		Learning more about the impact of social media: Which media is best to cover/participate in. How much time to spend doing this?
		learning tactics and tools available to enhance measurement in an efficient manner.
		Current market place for social media monitoring and measurement. Quantitative measurement techniques.
		Different styles of media measurement and tying measurement to strategic goals.
		learning more about measuring without using AVE; learning more about measuring social media.
		Benchmarking Learning something new
		1. Learning how to most effectively and easily measure all forms of media, including social media. 2. See #1
		hearing experiences and solutions of others
		Everything -- moving forward, I want to institute metrics into anything and everything that we can from a PR/communications/public affairs point of view.
		New ideas in the PR field related to measurement.
		Learning a way to measure impact

			Learning more about new tracking and monitoring measures as well as how monitoring/tracking of social media is progressing.
			Panels on social media
			The revenue split between the different media measurement areas
			Meeting PR Colleagues and learning fresh ideas on how to be quantify results
			New developments within the field -- especially new technologies -- and best practices.
			Proving PR's Value Media Measurement Social Media Measurement Internal Communications
			Social Media
			The opportunity to take time away from an insanely busy schedule to think about whether what my staff and I spend our time on is worth the time we spend on it. Looking at the difference in approach between private industry and Government in our approach to social media.
			Learning some tips on what to ask prospective PR firms I might hire to do measurement.
			digital media measurement tying media to sales
			Best Practices in media relations measurement. Reputation mangement.
			Social Media
			Learning better quantitative and qualitative measuring techniques.
			I'm looking for information on successful techniques to measure the impact of communications efforts - as well as understanding of pitfalls.
			-Finding the best ways to measure and analyze our media coverage.
			Perspectives on social media measurement Ideas on measurement methodologies
			To learn new methods for measuring PR results and how to tie these results to sales.
			<ul style="list-style-type: none"> •How to prove and leverage PR's worth to senior management and stakeholders. • How to manage issues and control messages through social media and other media platforms. • How to measure social media from Twitter to LinkedIn, from blogs and social networks to all those communities in between. • How to conduct smarter competitive analysis by measuring what really correlates to outcomes.
			the measurement content and the networking opps.
			Advice and recommendations to determine what to measure; How do we measure strategic engagement (i.e. Exhibits, Community Relations, Tours, website -- other than "hits")?
			Better understanding how to quantify PR's value/impact on the bottom line and social media measurement
			Practices for monitoring brand reputation Linking media analysis to stakeholder research
			Learning how to quantify what our (small) media division does and how to communicate our efforts--both the "wins" and "tries".

			<p>New methods to translate the value of consumer-initiated social media conversations involving client brands. Value of twitter, facebook and online forum/message board conversations.</p> <p>Changing landscape of traditional print publications and corresponding evolution of news web site content and its value, impact.</p>
			<p>I very much want to learn about credible databases that offer potential respondents for online surveys or participants in focus groups. I'd also like to learnt the highest industry standards for recruiting participants for focus groups.</p>
			<p>New ideas for integrating traditional and emerging media relations. Thoughts on integrating vs. keeping the them seperate.</p>
			<p>Demonstrate with tangible examples the value of PR to revenue oriented areas of the company.</p>

Fill in the blank: If I could learn one thing from this PR News measurement conference it would be how to.....

Total Respondents	53
Total Skipped	12

		Response
		apply specific metrics to the communications initiatives my organization is undertaking and report out to our leadership, Board, donors and others in a systematic way about our efforts in this area.
		Effectively measure the impact/ROI of speaking engagements.
		An industry standard to measure Social Media.
		Develop a system for showing the value we bring as a national office to our regions through hard core stats.
		better develop a system of metrics that shows the ROI for effort, measures effectiveness of medrel initiatives, and metrics that provide meaningful insight to ROI/impact of social media efforts.
		Understanding measurement tools available and what they can provide.
		have a clear understanding to measure media effectiveness, in order to use it strategically and tactically as part of promotional strategies
		measure quickly and effectively.
		How to use my time most effectively and efficiently when I participate in social media.
		learning an acceptable method to calculate and illustrate advertising equivalent
		Accurately measure media hits, quality of media coverage, impact of media coverage
		Online measurement techniques for publicity and social media.
		not just quantify, but also qualify the media hits our University lands.
		show the rich value of PR to my company.
		how to advance my program without spending a boatload of money
		What other analytical methods, in addition to getting raw audience numbers, would you recommend to provide more information about the reach and success of a media campaign? Are audience numbers enough?
		How to easily and effectively measure social media results.
		take measurement to the next level by doing more with the data
		Justify the PR function in an economic downturn and show leaders the value that comes from integrating good PR and communications into their projects to make the most of the association's resources.
		What others are doing in the PR field.
		measure effectiveness of a program
		Criteria for most wisest investment in measurement in these changing times.
		Weigh social vs. traditional media ROI

			put a value on social media publicity.
			How to most effectively give value (both monetary value and circulation value) to all aspects of media coverage including print, tv/radio, online and social media for clients.
			The top 10 dashboards PR professionals are, or should be looking for.
			best brag about our department's efforts and explain to others what it is that we do in terms of how we benefit the university overall.
			Easy ways to quantify website traffic. Are there any tools. Big sites like Yahoo are easily obtained but others less so.
		understand the needs of PR practitioners.
			How to tie PR to sales....how to measure media relations (beyond data/brand milestones)
			Proving PR's Value
			Use Social Media to the maximum extent.
			Utilize measurement to confirm effectiveness or redirect work efforts.
			Where to concentrate dollars on measurement to achieve best effects.
			provide more information to internal audiences about value of media
			How to analyze ROI and make it understandable to upper management and Board.
			measure PR! I don't think this concept is implemented at our organization at this point.
			Calculate the cost-benefits of various forms of PR initiatives
			We seek to influence field dialogue - for example, attitudes among policymakers and practitioners in education toward particular reform strategies. I'm hoping for assistance in thinking about how to measure our contribution to changes in field dialogue.
			-Communicate my department's successes through measurement.
			A methodology for measuring social media effectiveness
			To effectively tie PR results to sales, transactions, traffic-driving at stores, etc.
			determine the best way to measure the impact of social media to strategic objectives.
			Determine the best practices for public affairs measurement; see above
			The most critical metrics needed to demonstrate the success of a social media campaign
			How companies view ROI of measurement efforts
			Increase the reach of our PR efforts.
			Comprehensively demonstrate the value of PR impact online, on the ground and in traditional media outlets as opposed to client emphasis on massive numbers typically associated with advertising viewership.
			Measure digital/social media
			Get participants/respondents for research studies.
			Present PR in as a true strategic and essential component of our company, specially in the current economic climate.

