

Measuring PR

Counting outcomes rather than clippings.

Communications & Media

What each level of measure can support.

Measure	Tells you
Outputs: releases, mentions	Activity only
Reach and share of voice	Opportunity to see
Message pull-through	Whether it landed intact
Awareness and attitude shift	Effect on the public
Behaviour and outcome	Whether anything changed

Advertising value equivalence is rejected by the profession's own standards: it prices coverage as if it were an advert, which it is not.