



IS YOUR PR MEASUREMENT EFFORT RELIABLE?

Whether you need to demonstrate ROI or ROE, every PR professional should understand the importance of reliably measuring their work.

Universal Information Services developed this short scorecard for checking your own PR measurement program. For each of the 11 items identified below, circle the number to the right that best describes your use. Add them together for your total score and see how you fare.

PR Measurement Reliability Survey	Scale				
	N	R	U	M	A
	1	2	3	4	5
1. Do you have consistent access to valid media metrics	1	2	3	4	5
2. Do you measure your results over time?	1	2	3	4	5
3. Do you measure both quantitative AND qualitative aspects of your results?	1	2	3	4	5
4. Do you have access to the latest industry-standard metrics from Comscore, Nielsen, Arbitron, SQAD, and etcetera?	1	2	3	4	5
5. Do you measure tone or sentiment?	1	2	3	4	5
6. Do you measure for message prominence and placement?	1	2	3	4	5
7. Do you track and measure key message points within your media results?	1	2	3	4	5
8. Do you have a bottom-line metric measuring strength and impact of your PR efforts?	1	2	3	4	5
9. Does your measurement report include key findings and narrative detailing the meaning of your results?	1	2	3	4	5
10. Do you follow a transparent methodology that can be replicated each time you measure outcomes?	1	2	3	4	5
11. Do you follow the updated Barcelona 2.0 Principles?	1	2	3	4	5

TOTAL SCORE = _____

If your total PR Measurement Reliability score is 43 points or below, then [click here](#) to schedule a free consultation. We're happy to share ideas on how you can improve your measurement efforts.

If the total score of your PR measurement methodology exceeds 43 points, then you are doing above average. [Click here](#) for more ideas on improving your measurement methods or call (800) 408-3178 for a free consultation with our media measurement team. Need to familiarize yourself with the updated Barcelona 2.0 Principles? [Click here](#) to download our quick tip sheet. We're here to help.