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# Reaching a Consensus: Standards for Public Relations Research and Measurement

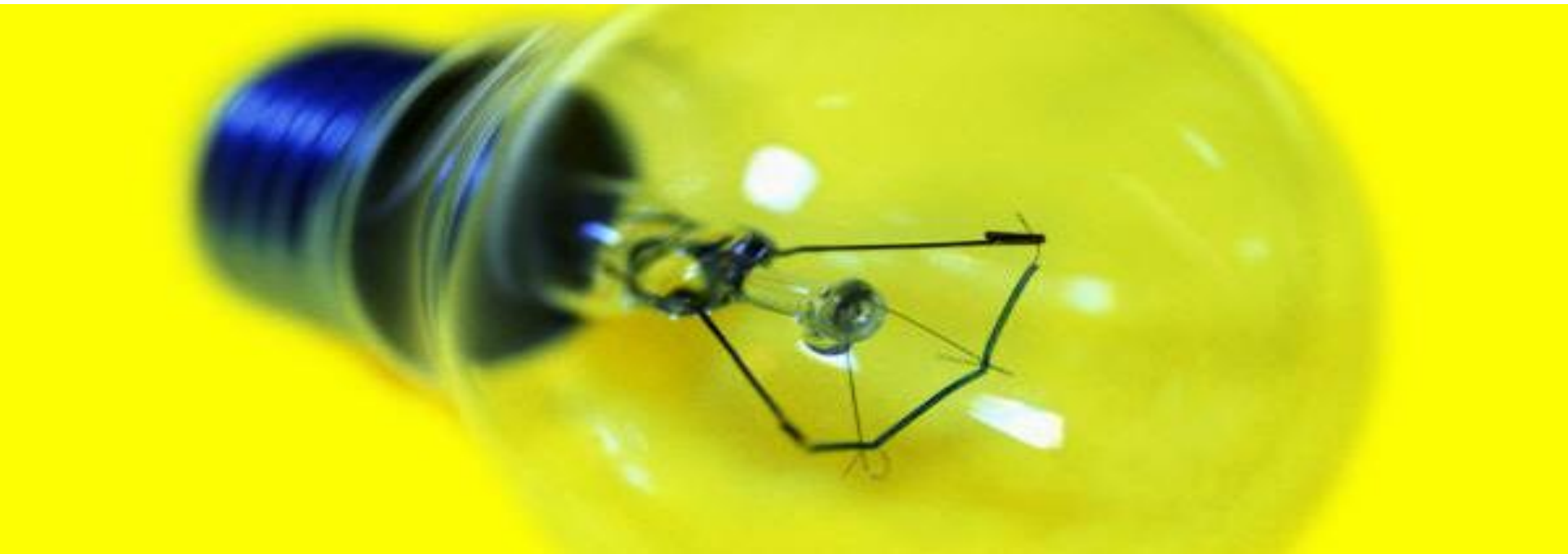


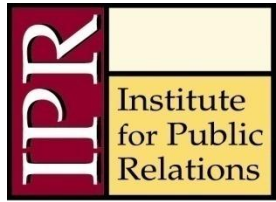
Frank Ovaitt, President and CEO, Institute for Public Relations  
@FrankIPR

# Outline of presentation

1. About the Coalition for Public Relations Research Standards
2. Customer frustration and role in standards setting
3. What we mean by standards and why they are valuable
4. Six-stage process based on ISO recommendations
5. 2012 deliverables
6. How you can be involved

# About the Coalition for Public Relations Research Standards





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# About the Coalition for Public Relations Research Standards

- Mission: to provide a broad platform of standards for research and measurement in our field
- Charter member organizations
  - Council of Public Relations Firms
  - Global Alliance for Public Relations and Communication Management
  - Institute for Public Relations
  - International Association for Measurement and Evaluation of Communication
  - Public Relations Society of America
- Bringing together existing efforts and building upon them
- Bringing in more associations, agencies, clients



# Customer frustration and role in standards setting



# Customer frustration and role in standards setting

- What customers are saying
  - “We can't afford the ‘dueling banjos’ of measurement anymore... We need to develop a position on standard definitions and metrics now or be left behind” – *global food and beverage company*
  - We must “create a standard measurement system across all programs and campaigns to deliver consistent, comparable data” – *major automotive company*
- Industry experts must take the lead in developing standards
- Customer ultimately ordains a standard by insisting on conformance



# What we mean by standards and why they are valuable



# What we mean by standards and why they are valuable

- A published spec
  - Establishes common language
  - Tech specification or other precise criteria
  - Used consistently as rule or definition
- Common language for comparison, increased reliability, greater efficiency
- Foster competition, innovation
- Better measurement raises credibility

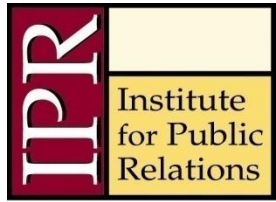


# Six-stage process based on ISO recommendations



# ISO begins with three principles

- Consensus
  - All views are considered
  - For public relations: client organizations, agencies, research/measurement providers
  - Soliciting input from start to finish
- Industrywide
  - Satisfy parties worldwide
- Voluntary
  - Market-driven
  - Involving all interested parties



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# Six-stage process based on ISO recommendations

1. Proposal stage
  - Identify areas where standards are needed
2. Development stage
  - Technical experts draft **proposed interim standards**
  - Posted for review to broaden, deepen, revise draft
  - Successive drafts until working group is satisfied that it has developed the best technical solution
3. Customer panel approval
  - Final arbiter of when proposed standard is ready
  - Panel will include about six or more corporations, major purchasers of PR research and measurement

# Six-stage process based on ISO recommendations

## 4. Publication

- Publish as **interim standards**
- Application begins though process continues

## 5. Validation

- Most standards require validation to prove that they actually measure what they say they do
- When relevance and effectiveness are established, published as **final standards**

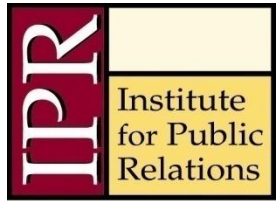
## 6. Review and revision

- Most standards require periodic revision due to changes in technology and public relations practice
- Expect to do so annually



# 2012 deliverables

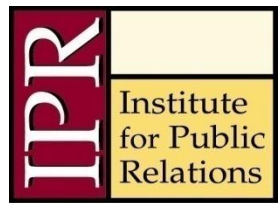




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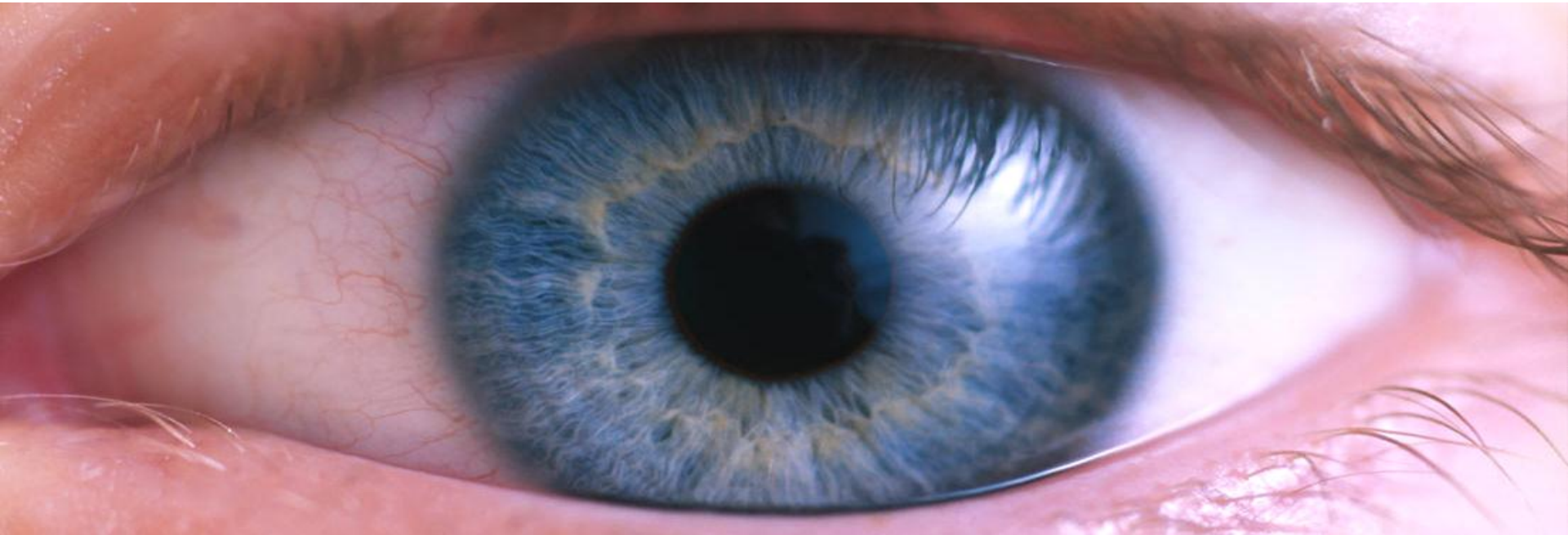
## 2012 deliverables

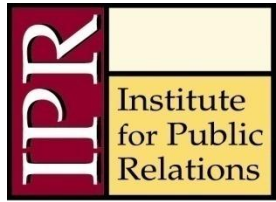
- Social media measurement
- Traditional media analysis
- Ethical standards for research
- Return on investment
- Communications lifecycle



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# How can you be involved





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## How can you be involved

- First and foremost, participate in reviewing, commenting on proposed and interim standards on the IPR website
- [www.instituteforpr.org/researchstandards](http://www.instituteforpr.org/researchstandards)
- If you belong to organizations that make up the Coalition, support them in that effort
- Stay engaged at all six stages of the process
- Commit to the standards



# Staying on track for public relations research and measurement standards

Frank Ovaitt

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Sign up for research letter at

[www.instituteforpr.org](http://www.instituteforpr.org)

