


Myra Norton Speaks as part of PR Measurement Panel

Community Analytics' CEO speaks on ROI measurement at the 2009 PR Measurement Summit in NY

NEW YORK (June 2009) – In an intensive one day summit on Public Relations Measurement, Myra Norton joined measurement experts from top corporations in presenting bold, cost-effective new approaches for monitoring and measuring communication efforts. The Summit, held June 29, 2009 at the Yale Club in New York City, brought attendees up to date on the latest measurement trends, monitoring challenges, break-through techniques and new-media tools. It addressed such topics as the future of communications measurement, determining what to measure, measuring reputation, converting PR results to business results, and much more. The Summit was sponsored by Bulldog Reporter in association with .

Community Analytics' CEO spoke specifically on measuring the ROI of Social Media PR Campaigns. She joined Travis Fore, Senior Vice President, Customer Service & Sales of Network Solutions, Elizabeth Shea, CEO of SpeakerBox Communications, and Rob Key, CEO and Founder of Converseon in a four person panel presenting ideas on quantifying the impact of using social media and social network identification in media campaigns.

In the hour long session, Ms. Norton voiced Community Analytics' answers to the questions posed in the Summit brochure: "Blogging, viral marketing, Twitter, pickup on social networks, word of mouth—they're all hot . . . but they take a great deal of time and can cost can cost a substantial chunk of your company's budget. Question is, do these new modalities really move the needle? Most PR practitioners believe it would be foolish to ignore social media, but they have trouble quantifying that belief. So how should you justify your investment in social media to management?"

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About Bulldog Reporter:

By providing an inside view into the workings of journalists and top media organizations Bulldog Reporter helps PR practitioners increase their effectiveness in gaining positive coverage. In addition, Bulldog Reporter offers a repository of insight into media relations best practices, techniques and technologies that increase PR professionals' success in developing long-term relationships with the press, building brands, measuring results, and cultivating respect from upper management for the public relations functions. In short, our media relations products and services provide the most useful, most comprehensive and most accurate information about media relations available to public relations practitioners. The Bulldog Reporter product and service lines are owned by Infocom Group, which was founded in 1980.

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About  BurrellesLuce:

BurrellesLuce helps communication professionals maximize their media relations results through a full range of planning, monitoring and measurement services. The company's online platform, BurrellesLuce 2.0, enables clients to view press clippings, target and connect with journalists and bloggers, monitor the media for coverage, and measure and understand the impact of public relations campaigns. Founded in 1888, BurrellesLuce is among the first and the most trusted of the country's media strategy service providers. Clients appreciate the company's commitment to cutting-edge technology and personalized customer service. BurrellesLuce is headquartered in Livingston, New Jersey, and has offices throughout the United States.

About Community Analytics:

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

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