

# Reading and Resources List

This is the **Reading and Resources List** for Paine Publishing's Measurement 101 Curriculum Package. The entire package includes:

- a **Syllabus**,
- a **Reading and Resources List**,
- Six Measurement 101 **Video Lessons**,
- Six Measurement 101 **Lesson Guides** in pdf format to accompany the videos,
- Paine Publishing's **Standards Compliance Curriculum package**
- a subscription to *The Measurement Advisor* newsletter
- Access to “**Ask Katie Paine**” monthly online measurement hours

The six Measurement 101 Lessons include:

Lesson 1: **Why Measure?**

Lesson 2: **How to Set Measurable Goals**

Lesson 3: **How To Define And Prioritize Audiences**

Lesson 4: **How To Define The Right Metrics**

Lesson 5: **How To Select The Right Tools**

Lesson 6: **How to Get Insight From Your Data**





## Introduction to Paine Publishing's Measurement 101 Curriculum



**Hello!** I'm Katie Paine, CEO of Paine Publishing. I've been helping people to design and implement communications measurement programs for more than 25 years. Consider this six-lesson Measurement 101 Curriculum your Personal Navigation System on the road to the perfect measurement program. We take you right through the measurement process—from setting goals to interpreting results.

Welcome to the Reading and Resources List...



## Websites

Paine Publishing's Standards Central: <http://painepublishing.com/standards-central/>

The Institute for Public Relations: <http://www.instituteforpr.org>

## Publications

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## What is Paine Publishing?

Paine Publishing is an educational publishing company that helps organizations establish effective, meaningful communications measurement programs that are in compliance with industry standards.

- We publish [\*The Measurement Advisor\*](#), the newsletter for professional communicators who want data and information to continuously improve their measurement programs and bring standards into their organization.
- We offer [measurement education packages](#) that include specific case studies, white papers, presentations, and checklists, on the following topics:
  - [Best Practices and Measurement Standards Compliance](#)
  - [Travel and Tourism Best Practices and Standards Compliance](#)

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