

ASA--PRSA Collaboration Creates Guidelines for Using Statistics in Public Relations Campaigns

ALEXANDRIA, VA and NEW YORK (PRWEB) SEPTEMBER 14, 2011 — The [American Statistical Association](#) (ASA) and [Public Relations Society of America](#) (PRSA) recently collaborated to create a best-practices guide for the use of statistics in public relations campaigns. Through this strategic partnership, the organizations seek to enhance the understanding of public relations professionals about the value and role of statistics in communications programs.

The *Statistics Best Practices Guide for Public Relations* and the PRSA-ASA relationship is part of the ASA's ongoing campaign to increase the public's awareness and understanding of the statistics profession and its contributions to many aspects of our lives. Public relations professionals are a critical audience for these efforts. The guide, developed by a joint PRSA-ASA task force, is available for download on the ASA web site at <http://www.amstat.org>.

"The ASA--PRSA partnership brings together two societies similarly positioned within their professional domains," said **Nancy L. Geller**, ASA president. "Each is the largest, most well known society in its respective profession and both organizations accredit professionals in their respective fields. In addition, our members share a commitment to improving the quality of practice in our respective areas of expertise. In today's data-centric world, the guide will help both organizations attain their goals, and is an exciting outcome of our collaboration."

"The understanding of statistics is a critical skill for modern public relations professionals and is central to PRSA's continuing efforts to increase the business value of public relations," said PRSA Chair and CEO **Rosanna M. Fiske, APR**. "The best practices guide that has been created through the partnership with the ASA is an important resource for our members and for PRSA's work to enhance the business value of public relations."

The guide will serve as a valuable resource for the public relations profession's ongoing effort to develop global measurement standards. Among several highlighted concepts, the guide advises public relations professionals to consider the following when using statistics:

- Always compare the data with the statistics to make sure they accurately describe the distribution of responses or numbers.
- All statistical research includes some level of uncertainty.
- Trends do not continue indefinitely.
- Using graphics to communicate results often helps make them easier to understand.

About the Public Relations Society of America (PRSA)

PRSA is the largest professional organization serving the U.S. public relations community. With a mission to "advance the profession and the professional," PRSA provides news and information, thought leadership, continuing education and networking opportunities; sets standards of professional excellence and ethical conduct; and advocates for the business value of public relations and greater diversity among public relations professionals. Based in New York, PRSA comprises 112 local Chapters; 14 Professional Interest Sections that focus on specific industries and practice areas; and the Public Relations Student Society of America (PRSSA), which is active at more than 320 colleges and universities.

About the American Statistical Association

Headquartered in Alexandria, Virginia, the American Statistical Association is the world's largest community of statisticians and the second oldest continuously operating professional society in the United States. For 170 years, the ASA has supported excellence in the development, application, and dissemination of statistical science through meetings, publications, membership services, education, accreditation, and advocacy. Its members serve in industry, government, and academia in more than 90 countries, advancing research and promoting sound statistical practice to inform public policy and improve

human welfare. For additional information about the American Statistical Association, please visit the ASA web site at <http://www.amstat.org> or call (703) 684-1221.

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