



**JOINT PRESS RELEASE**

**Precise becomes PRCA media intelligence partner**

**LONDON, 18 May 2009** - Precise, the leading provider of media intelligence services, and the PRCA, the trade association for public relations consultancies and leading in-house communications teams in the UK, have announced a partnership to provide PRCA members with access to Precise's services.

As the PRCA's official Media Intelligence Partner, Precise will be the only organisation that the PRCA recommends to organisations for media analysis, monitoring and forward planning. The agreement will come into effect on 1 June 2009.

Precise works with organisations of every size and across all sectors. They advise their clients on what media to monitor, help them understand the significance and impact of what is being said, and through their forward planning service, help improve the effectiveness of their communications activity.

Francis Ingham, PRCA director general explained "With the PRCA PR Leaders' Panel committed to the importance of media analysis, the right partner is vital for organisations to plan campaigns effectively, respond in a timely manner to unforeseen issues and demonstrate the value of communications to their organisation's success. Precise provides a comprehensive, efficient and quality service that will meet our members' needs as well as addressing the challenges presented by the changing media landscape."

Keir Fawcus, Precise Managing Director: "We recognise the importance of the work undertaken by the PRCA and are delighted to be able to assist their members in establishing effective analysis programs to demonstrate their return on investment in PR, and look forward to continuing to develop our services to meet the changing requirements of both agency and in-house teams."

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**Notes to editors:**

**About the PRCA**

The PRCA (Public Relations Consultants Association) represents public relations consultancies and in-house communications teams in the UK. It has over 150 members and represents and is dedicated to promoting excellence in PR.

**About Precise**

Precise is the UK's leading provider of media intelligence services, providing press, online, broadcast and social media monitoring, media analysis and forward planning services in support of PR and external communications activity. Precise is retained by 5,000 agency, corporate, consumer, financial, charity and government clients including the majority of the top 100 PR agencies and over 75 per cent of the FTSE 100.

**For more information please contact:**

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