

MEDIA EVALUATION METRICS

The metrics below present quantitative and qualitative options that allow an organisation to extract insightful trends from media coverage. A dedicated analyst codes each item against the organisation's criteria, uncovering trends and evaluation outcomes.

| METRIC | DESCRIPTION |
|--------------------------|--|
| Date* | The publication date of a news item. |
| Source* | The media outlet that published the item (e.g. New Zealand Herald). |
| Source Country* | The country of the source's predominant audience. |
| Source Region* | The region of the source's predominant audience. |
| Media Type* | Identifies the media's primary publishing format (e.g. 'Radio - Website'). |
| Structure | Identifies the style of the item as balanced, opinion or one-sided, e.g. Press releases are generally one-sided. |
| Visual | Desirable or undesirable imagery or graphics. |
| Topic | The topic of the item as identified by a media analyst. Multiple topics can be coded. |
| Topic Tone | Tone of the article towards the topic. |
| Item Tone Towards Client | Overall tone of the item towards the organisation or its staff. |
| Spokesperson | Most prominent spokesperson (internal or external) quoted in reference to Client or its activities. |
| Spokesperson Topic | The topic the spokesperson is discussing. |
| Spokesperson Tone | The tone of spokesperson's comments critical or supportive of the client. |

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|--------------------------|--|
| Advocates | The number of people (usually external spokespeople) quoted in an item speaking positively towards the client. |
| Critics | The spokespeople (usually external) or number of spokespeople quoted in an item speaking negatively towards the organisation. |
| Key Messages | Identify which key messages are getting the best cut through in media coverage. |
| Key Message Quality | Coded for each required Key Message (e.g. Implicit / Explicit). |
| Tone Towards Key Message | Coded for each required Key Message. |
| Author | The author of the item, where available. |
| Headline | Does the headline of the article exaggerate or downplay an issue in relation to the client or their activities. |
| Prominence of Brand | Identifies if the first mention of the organisation is in the first, second or third of the article. |
| Prominence of Voice | Identifies if the client is quoted in the first, second or third of the article. |
| Shared/Sole Mention | Is the client the only organisation/individual mentioned in the item? Can be coded regarding any organisation or limited to select organisations e.g. competitors. |
| Dominance | A numeric value based on the number of times the Client was mentioned in an item. |
| Authority and Leadership | Identifies items in which an organisation is being portrayed as showing leadership or as an authority on a topic. |
| Share of Voice | Compares mentions of the organisation against other nominated organisations across all media types. |