

## AbaF

# Tips on monitoring the media

Monitoring your media coverage and calculating its value is an extremely valuable tool when reporting back to business partners.

Once this process has been implemented, it is then possible to use the outcomes as part of your benefits package in subsequent negotiations – always covering yourself and your organisation by stipulating that, of course, editorial coverage cannot be guaranteed.

Major arts organisations will often budget to have a professional media monitoring service capture any media coverage of their events or organisation. However, for most arts organisations this not an option as the volume of media coverage does not warrant such expenditure.

Ensuring that any media coverage is tracked by using a media monitoring spreadsheet (refer to sample provided) plus a well maintained clippings file will do the job.

The media monitoring spreadsheet does not cover all aspects of media monitoring and you may find the need to add additional columns and formulas to meet your reporting needs.

### **Some tips and useful terms**

Contact your local commercial media outlets and request their advertising rate cards. It is wise to replace the rate cards every six months to ensure you are using the most up to date rates. Most rate cards include information such as:

- circulation and or readership (circulation is the more reliable figure to use)
- reach and market share
- editorial and advertising deadlines
- casual advertising rates – for print it will be per column or centimetres, radio and television it will be per 30 second spots.

Additional information may include terms like:

- **ROS:** (run of station) meaning advertising spots can run across all programs without targeting particular programs or segments.
- **Loadings:** print advertising usually carries a loading for colour and placement such as **EGN** (early general news) which equates to the first 15 – 45 pages of the newspaper (depending on the size of the newspaper).
- **Live reads:** in radio these will often be a higher rate as the presenter will read the advertisement or promotion with the assumption being that it will carry more editorial weight than a produced advertisement.
- **Program rates:** both in television and radio, rates are calculated by the size of the reach and market share throughout a programming day. Rates for breakfast radio are higher than for the afternoon program as there is a larger audience available.

The trick with calculating values for editorial is to ensure you match the advertising rates that correspond with your editorial placement. For example, if you have an interview during a breakfast radio program, then use the corresponding advertising rate for that program. It may simply be under 'peak' on the rate card. Similarly, for print media use the rate that reflects the location of your editorial within the newspaper – the most expensive advertising placement is usually going to be right hand page, colour in EGN.

For the purposes of media monitoring and the attached spreadsheet, the additional loadings have not been taken into consideration as separate items. However, you can incorporate these within the advertising rate column.

**ABC**

Of course, the Australian Broadcasting Corporation does not have a rate card, but this does not mean you do not calculate the value. The recommendation is that you take the advertising rates from the commercial equivalent within the market place i.e. the talk radio station. It is worth comparing the reach & market share of both stations to ensure the comparison is valid. If not, find another commercial station that is more comparable.

**Other media**

Smaller publications such as newsletters, State or Federal government arts magazines, event programs, websites, subscriber communications etc. should only be included on the spreadsheet and within your funding or business partners' reports. It is often extremely difficult to calculate the value. If it is impossible, simply log it on the spreadsheet noting that a commercial rate is not appropriate for that entry. It does not mean it is not valuable.

**Tracking**

One of the simplest ways of tracking is to continually update your media release distribution spreadsheet (included on your media monitoring spreadsheet). By completing this, you have a mechanism by which to follow up what clippings you need to collect and to update your media valuations.

If you have radio or television coverage, prior to the interview being broadcast or televised, request a copy. You may need to supply a DVD, disk or similar – simply ask what the producer requires to ensure you get a copy. If at all possible, do not leave this until after the event as often the tapes are erased and re-used.

**Transparency**

Media coverage is often seen as one of the major benefits for businesses supporting events or organisations. Do not inflate the value of your media coverage. Often the businesses that you will be dealing with buy more media than you will ever be able to afford. Briefly explain within your report the valuation model you have used. This will validate your figures.

**Media release distribution**

Even if you do not receive any media coverage, your distribution spreadsheet will demonstrate to your business partner the efforts you made and also provide feedback as to why there wasn't interest. Targeted media release distribution is nearly always going to produce better results for your event or organisation and your business partner.

Ensure that your media release acknowledges your business partners and other funders and you receive sign off from them prior to distribution.

The above is a very brief outline of what you can do to capture a very important element of any business partnership. It is important you adapt it to your needs and that of your business partner. Check with your business partner to see if they engage a media monitoring company. If so, request that certain key words are included on their monitoring list to capture media activity related to your business partnership.

This fact sheet has been developed by Fiona Lange Consulting on behalf of AbaF.

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**Sample spreadsheets****Media monitoring spreadsheet**

Media release date	1 May 2011
Media release title	Festival launched
Media outlet	The Guardian
Contact person	Joe Smith
Telephone	08 9111 2222
Mobile	1111 222 333
Fax	08 9222 3333
Email	<a href="mailto:j.smith@guardian.com.au">j.smith@guardian.com.au</a>
Follow up date	3 May 2011
Response	Photo opportunity organised and story running 5.5.11

**Value of print media spreadsheet**

Publication date	1.5.11
Publication	Art Look
Circulation	10,000
Journalist	Joe Smith
Editorial or advertisement	Editorial
Page number	13
Image Yes/No, Colour/Mono	Yes, colour
Columns	7
cms	20
Advertising rate per col/cms	\$20.00
Total value	\$2,800

**Value of radio coverage spreadsheet**

Broadcast date	1.5.11
Broadcast time	07.10am
Station	7JJJ
Reach	100,000
Presenter	Joe Smith
Interview or advertisement	Interview
Duration - minutes	5 minutes
Equals no of 30 second spots	10
Advertising rate per 30 second spots	\$300.00
Total value	\$3,000.00

**Value of TV media coverage spreadsheet**

Telecast date	1.5.11
Telecast time	6.26pm
Station	Channel 7
Reach	600,000
Program	News
Interview or advertisement	Interview
Duration - minutes	0.5
Equals no of 30 second spots	1
Advertising rate per 30 second spots	\$5,000.00
Total value	\$5,000.00