



The QIATM Media Monitor

Practical Media Analysis Ideas for Communications Professionals

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Practical Metrics For Measuring the Media

Practical Metrics as part of a comprehensive Media Monitoring & Analysis System

A lot is being discussed today about media analysis, pr measurement, communications return on investment (ROI) and a lot of other important issues. Corporate communications/public relations is one of the few remaining major business processes without established metrics, and given the need for all aspects of an organization to perform in today's competitive marketplace, the drive to measure our communications is certainly not unwarranted, nor of low value. Indeed, with the right type of system and metrics, communications measurement can become a highly rewarding and valuable effort.

Some "Lessons Learned"

Over the eight years we have been involved in media analysis and communications measurement with QIATM, we have developed some basic guidelines that have proven successful in creating an effective measurement system. Here are a few key points:

- **Start simple** – develop a system that produces information you understand, know, trust and consistently use. Start with the basic concepts of measuring overall impression volume and tonality, and then build in more comprehensive analysis factors as your needs and understanding grows. [QIATM's Basic Content Analysis](#)  level was designed specifically for those seeking to build a solid foundation in their media monitoring and analysis efforts. This fundamental analysis level provides substantial information to enhance your media relations efforts, measure the overall favorability of your media environment, track and measure trends in communications levels, whether it be for one office, multiple divisions or clients, or a large cor-

porate group. This is a very cost effective way to begin a comprehensive media monitoring and analysis system.

- **Ensure that your measurement system uses metrics and concepts that are clear to your client – both internal or external.** In many cases it helps to use units of measurement that enable your non-communications professional "clients" to envision and understand the import of the information being presented to them.

As an example, in QIATM, we have kept a "full-page equivalent" (FPE) metric not to generate ad equivalencies, but to enable non-communications professionals to visualize volume and tonality. It's much easier to say to an executive that "... over the past four weeks, your organization has generated enough information to fill one hundred pages of a news magazine, with over fifty of these pages containing information critical to what you are trying to do."

Without question, these types of metrics get your client's attention.

- **Utilize a system that provides for a growing, accessible database of information.** One of the key values of media monitoring and analysis is not just to understand what happened today or yesterday, but to understand what's important based on major trends over the last thirty, sixty and ninety days. One of the principle reasons we shifted [QIATM to a web delivered basis](#)  was to enable our clients to conduct both real-time and historic analysis on information critical to them. Being able to understand historic patterns and content plus overall trends provides valuable context to assessing what happened today and yesterday and deciding what to do about it.



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Active links to additional information.



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- **Develop measurement criteria that give you what you need.** While our job as experts in measurement is to provide guidance and technical expertise, the best counsel we can provide is to help you define and clarify what you need to know, and then to develop the systems and metrics to provide you with this data, plus the capacity for this system to seamlessly grow and change as your needs change.

Again, one of the principle capabilities of  [QIA™ On-line](#) is its ability to accommodate almost any conceivable analysis factor. Much of this comes from the fact that we utilize trained media analysts to review and analyze the media based on your criteria. Utilizing computers to then let you study their analysis through a powerful, user-friendly web research system combines the best of human analysis, intuition and capability with the power of the computer to analyze and provide data to your specific needs.

Schedule a Test Drive

To help you determine what will be the most important metrics for your media monitoring and analysis system, consider scheduling a demonstration of QIA™ On-line. In this 30 minute, complementary session we will not only provide a clear picture of how QIA™ works, but also provide you with the opportunity to explore the measurement concepts and metrics most meaningful to you.



More information?

Call us toll free at **866-443-9600**, or e-mail us at info@qia.com with any thoughts or questions you might have.

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