



The QIATM Media Monitor

Practical Media Analysis Ideas for Communications Professionals

June 2004

On-line News Libraries

Outsourcing your news collection, indexing and archiving while improving productivity and enhancing ROI.



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For many, managing the daily barrage of news clips continues to be a necessary but highly unproductive activity. From clipping, sorting, copying, distributing and then storing, this process consumes a significant portion of their time on a daily basis. And in most cases over 90% of all news clips collected are never used again nor stored in a way that facilitates easy or effective research.

This type of consistent market feedback alerted us to a need that QIATM On-line was already structured to solve — the comprehensive collection, on-line storage and indexing of news items. Based on this feedback, we extended the functionality of QIATM On-line's database and search engine to provide a robust, client-defined system for collecting and storing news clips — one that ensures you will never have to handle those pesky press clips again, except for those you select in cruising through your new on-line news clip library from your desktop.

Let's look at some of the key labor saving and information sharing capabilities of this system.

1. You direct, we collect.

A common rule of thumb is that you should use multiple collection sources to ensure that you capture all the news and information important to you. Since QIA's on-going media analysis activities already integrates information from multiple collection sources, it has the informational structure and functionality to collect, store and index any news items to your criteria. All of our collection activities are guided by key words you and we develop, and comprehensive media lists we continually compile and update.

2. Indexed and archived news – now available through your web browser.

When we collect news for a client's on-line news library, each news item is indexed and archived in QIA's web accessible database using the following basic information:

- News Date
- News Source (the name of publication, TV station, radio station, etc.)
- News Type (ad, article, editorial, letter to the editor, etc.)
- Byline
- Headline
- Comprehensive Synopsis

Clients can also further customize their on-line news clip library by adding any number of criteria such as:

- News subject
- Executive/staff name mentions
- Specific company, operating entity or division, regional office mentions
- Market or region where the mention occurred

QIATM On-line News Libraries can accept almost an unlimited number of indexing factors, with the only effective limitation being functionality, common sense and budget.

3. Distribute the news to your key team members and stakeholders 24/7.

QIATM On-line News Libraries is a web-delivered service — all information is immediately available to everyone you've given permission to the minute it's posted. Whether they are members of your immediate team, external clients, internal clients or other stakeholders, QIA's powerful search engine enables them to identify, select and assess the news important to them through their web browser, 24/7.



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4. Analyzing your news clip library – the beginning of effective media analysis.

Our objective is to insure everything we collect today is in your news library for your analysis first thing tomorrow morning. Your on-line library uses QIA™'s powerful media analysis engine, which enables you to select and study news based on any of the specific criteria built into your customized QIA™ database. QIA™ On-line News Libraries can then display this information through your web browser in multiple formats:

- Through charts that measure the number of news clips by any analysis criteria you've selected – date, news subject, byline, publications vs. TV or radio, editorials vs. news articles vs. advertising or any combination;
- Trend charts that illustrate changes in clip counts over time by any criteria;
- Listings of all news clips that are important to you sorted by any of the criteria above;
- A detailed summary of each news item that includes Date, Source, Type, Headline, Byline and a Comprehensive Synopsis. Our comprehensive synopsis provides you with an effective overview of the content of each news item without burdening you with the detail until you need it.

5. You select it, we retrieve it.

Out of all the news clips you review daily, there will typically be just a few you or others wish to read/study in a full-text version. To have those on your desktop in minutes, just e-mail, fax or phone us the unique ID number for each selected news item and we'll send you the full-text version – e-mail for electronic news clips, fax for paper news clips/transcripts.

QIA™ On-line News Libraries - the foundation to all QIA™ analysis systems.

All clients who use QIA™ On-line for any form of content analysis already have the news library functions built in – it's the foun-

ation on which all QIA™ systems are built. As such, clients who start with a news library can easily expand it to include any form of in-depth content analysis whenever they need it – including retrospective analysis of the items already in their library.

Critical Benefits

QIA™ On-line News Libraries provide a wide-range of substantial benefits:

- Instantaneous news distribution to individual and groups you select;
- Increased staff productivity by outsourcing labor intensive news collection, indexing and storage;
- Greater return on the cost to monitor/collect news items because now your news can be studied, searched and analyzed;
- Greater internal and/or external client use of the news important to your (or their) organization;
- 24/7 access to a searchable news library, customized to your specific needs;
- Greater organizational acceptance and value regarding the importance of news and its impact on organizational success.

Schedule a Test Drive

To understand how QIA™ On-line News Libraries can work for you, call us toll free at 866-443-9600 or e-mail us at info@qia.com to schedule a personal demonstration.

Read More?

- [How QIA™ Works](#)
- [On-line News Clip Libraries](#)
- [Basic Media Analysis](#)
- [Advanced Media Analysis](#)
- [Message & Opinion Measurement](#)
- [Brand & Reputation Factor Analysis](#)
- [Retrospective Analysis](#)
- [Communications S.W.O.T Analysis](#)
- [Comprehensive Written Reports](#)
- [Report Presentations](#)
- [On-Call Strategy Support](#)



Active links to additional information.

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