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Toolkit 7

Evaluating media coverage

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Thank you for downloading the guide to evaluating media coverage

The purpose of this document is to help you monitor and evaluate the results of any media outreach you undertake. For guidance on working with the media and developing your own media outreach campaign, including how to approach journalists, please refer to [Toolkit 2](#)

This toolkit includes:

- Section 1 – Why monitor and evaluate a media outreach campaign?
- Section 2 – Monitoring the media
- Section 3 – Evaluating your coverage

This document aims to provide support and guidance only and it is not mandatory that your organisation uses the information outlined in this toolkit as part of your testing week activities. If you have any questions do get in touch:
eurotest.rigshospitalet@regionh.dk

Please also remember we are active on [Facebook](#) and [Twitter](#). Tell us about your plans, share information and photos and tweet us (#EuroTestWeek or #TestTreatPrevent) to help build anticipation and excitement for the week.

Section 1 – Why monitor and evaluate a media outreach campaign?

Raising awareness of key messages

Using the media to disseminate your key messages can be an effective way of reaching your target audiences and raising awareness of the importance of testing for HIV and/or hepatitis.

For a list of key messages for testing week, organised by target audience, please visit the [website](#) or download the [Key Messages](#) document from the website's materials page. When developing your media materials, such as a press release, you may want to align the content to the testing week key messages – updating them to suit the needs of your target groups as necessary.

Why monitor?

By monitoring the media for coverage of testing week initiatives, you can see where and how widely your story has been picked up by the media. Through establishing regular media monitoring, you can easily keep track of your progress, in terms of media coverage achieved throughout testing week and understand how far your messages have spread.

Why evaluate?

In addition to monitoring the media for coverage of your story, you may also wish to evaluate your coverage. This will help you understand the impact of the story and how successful your media campaign has been beyond the number of pieces of coverage you achieved.

This is particularly important when considering key message penetration across your target audiences, whether this be the general public, healthcare professionals or those who are at an elevated risk of HIV and/or hepatitis, such as men who have sex with men (MSM), people who inject drugs (PWIDs) or immigrants from high-prevalence countries. Were the benefits of HIV and/or hepatitis testing successfully communicated through the media? Were there any key messages that were not well received by journalists? Was any of the coverage negative in tone?

Evaluation can also help you think about anything you might do differently in the future, such as focusing efforts on a particular media type or including another spokesperson from your organisation to speak to journalists. It can also help you to identify and quickly respond to publications where the coverage is factually incorrect.

Section 2 – Monitoring the media

Launching your media outreach campaign

As outlined in [Toolkit 2](#), it is important to identify which media you plan to target, such as local newspapers, online news publications or specialist press that is targeted at a specific group such as the gay community, and consider which news angles or ‘hooks’ will grab journalists’ attention.

Once you have emailed your media materials to journalists or adapted and sent out the [template press release](#), you should begin monitoring the media to see if your story is published.

You may have already set an objective in terms of how much coverage you want to achieve through your media outreach and monitoring the media is essential in helping you keep track of your progress.

Monitoring for coverage

In addition to purchasing copies of local and/or national newspapers to check for your news story, there are many options available to help you keep track of the media coverage you secure, including:

- **Search engine alerts** – major search engines, such as Google, offer free email updates of the latest relevant online results based on your chosen keywords or search terms (www.google.co.uk/alerts). By creating an alert for ‘European Testing Week’ in your region, any new results that include this term will be emailed directly to you on a regular basis. This can be the easiest way of monitoring for online coverage of your story and we recommend you set up multiple alerts for your campaign, including your organisation name
- **Follow up with a call** – if a journalist said they were going to cover your story, it is worth giving them a call to find out exactly when you can expect the story to be published and to ask if they can send you a copy. Most journalists will be happy to send you the final article, once published
- **Media monitoring or ‘clipping’ services** – there are many companies who offer complete media monitoring services (print media, online media and broadcast media, i.e. television and radio) for a fee. It is worth assessing whether this would be of value to your organisation and do not be afraid to ask for a free trial or charity discount, if relevant
 - You can keep costs down further by limiting the number of search terms you ask the company to monitor or by paying for a cost-per-clip service, which means you only pay for the articles you want to read in full

Monitoring social media

Social media is a fast-growing and fast-changing platform and can be an excellent channel for spreading news quickly. While this can make it harder to monitor, there are many free online tools that have been developed to do this for you, such as:

- **Hootsuite** – its free package offers users the ability to schedule ‘tweets’ ahead of time, which means you can set up your entire twitter campaign for testing week in advance. Following this, you can then track real-time data for everything you share and see where it has been re-tweeted by other organisations or individuals (www.hootsuite.com)
- **TweetReach** – a simple-to-use tool to monitor how far your tweets travel and measure the impact of your social media discussions. Type in the name of your organisation and a report, including visual graphs and charts, will be automatically generated for you (www.tweetreach.com)

Remember that we are on Twitter (twitter.com/eurotestweek) and use the hashtag #EuroTestWeek. Search for all posts with this hashtag to follow the week’s activities and what’s being said about testing week!

Section 3 – Evaluating your coverage

What to evaluate

There are a number of different things you can look for when evaluating your coverage to help you understand how well your story has been received and anything you might do differently in future. These include:

- **Key messages** – how many of your key messages were included in each piece of coverage? Which ones in particular?
- **Target audience** – it is important to have an understanding of which audiences your story particularly resonated with and therefore who was most likely to read your key messages. For example, was it covered in the national press, raising awareness among the general public, or were there any specific genres of publication that picked up your story, i.e. gay media?
- **Media type** – which type of media published your story, online, print or broadcast media?
- **Tone** – was the article positive, neutral or negative in tone overall? Try to be as objective as possible when analysing the content of the articles
- **Spokesperson use** – if you offered a spokesperson for interview or provided a quote in your media materials, how often was a spokesperson included in the media coverage? This may help you decide which type of spokespeople to work with in future and which publications are likely to want an interview
- **Audience reach** – how many people did the story reach? You can usually find the circulation or readership figures of a print publication easily online. There are also online tools that produce ‘traffic’ estimates for websites, for any online coverage, such as www.trafficestimate.com. Similarly, most radio and television stations are able to provide information on their average audience size for a particular programme or time

To get you started, you may wish to make use of the **template media evaluation spreadsheet**, which is available as part of this toolkit. An example of this is on the next page. This spreadsheet will assist you in capturing any media coverage of your campaign and includes the columns needed to analyse the above aspects.

You can then use the information captured in the spreadsheet to generate charts and graphs to include in a short evaluation report. See the **template evaluation slide deck** which you can also use and adapt as part of this toolkit.

An example of how you would fill in the spreadsheet has been included on **page 7** to assist you when filling in the template spreadsheet.

Example entry: template spreadsheet

To mark or tick a field, insert a '1' as this will enable you to add up the final scores at the bottom

Example UK HIV/ Hepatitis organisation Media Monitoring Report: European HIV-Hepatitis Testing Week 2016

Date	Title of article	Link	Publication	Audience reach	General public	Hepatitis community	MSM	Healthcare professionals	Online	Print: National	Broadcast (Radio/Television)	Positive	Neutral	Negative	Spokesperson 1 from organisation	Message 1	Message 2	Did it mention HIV-Hepatitis testing week?
29-Nov	Local group supports Hepatitis C	n/a	The Local News	121,000	1					1			1		N/A			yes
30-Nov	European HIV and HCV community	www.onlinepaper.com	Pink News	383,000		1	1		1			1			N/A			yes
Total				510000	1	1	1	0	1	1	0	1	1	0	0	0	0	0

Use this section to record the details of the coverage from the date it was published, to the publication name. You can enter these fields with words, whereas the others you will fill in with a number '1'

The 'Total' row automatically calculates the total for each column, highlighting how many pieces of online coverage you had for example, or those including a spokesperson quote

Use the total column to help you generate graphs and charts to include in your evaluation report, to see which key messages were most popular, for example