Media Analysis Summary Guidelines

Your media analysis summary should include the following information:

1. List which media sources were monitored

2. How many total stories appeared in the media related to your issue (list any subtopics that were tracked) during the project term?
   a. N by media type (e.g. newspaper, TV, radio, online publication)
   b. N by story type (e.g. news story, LTE, blog entries, interview)

3. Describe your media advocacy efforts
   a. Type and N of your advocacy activities (e.g. press events held, LTEs submitted)
   b. Indicate if your advocacy was in response to other news stories
   c. What were the outcomes of your efforts? (e.g. N of news stations attending press conference, LTEs published)

4. Describe media reach
   a. How widespread were your stories (e.g. community-level or countywide coverage?)
   b. Estimated number of people that saw/read/heard your coverage

5. Describe the tone of the coverage
   a. Was the media (or public blogs) in favor of or opposed to your policy goal?

6. Number & type of paid media coverage
   a. What was the size of the ad(s)?
   b. Where did the ads run and for how long?
   c. What was the readership of the selected publications?

7. Explain why / why not your issue did / did not receive media coverage
   a. Which angle(s) of your issue resonated best with media channels?
   b. Which angle(s) failed to generate media interest?
   c. How did your media plan change in response to coverage or lack thereof?

8. Summarize how the media coverage impacted your policy campaign
   a. Was the coverage accurate?
   b. What did the public learn about your issue from the media?
   c. Did you modify educational materials based on the coverage?
   d. Did the coverage guide the project in a new direction?