TCEC
Tobacco Control Evaluation Center

Instrument ESSENTIALS
for Media Activity

TOPIC

The aim of media activity is to monitor what is being said about tobacco/vaping issues and to try to shape the direction of what is said/covered. <u>Only a small part of media activity is tracking how much coverage your own project's media efforts garnered</u>. It is also important to see what IS getting covered and how relevant topics are being framed so that you can tie your campaign messaging to other issues and identify community priorities and influencers.

Tobacco control projects work to address this by conducting media-related activities such as media activity records, surveys, focus groups, social media monitoring, etc.

TERMINOLOGY

× Beat: the content area assignment that a reporter focuses on – e.g., religion, health, environment

× Influencers: information sources that people follow (particularly in social media/blogs). Engaging with other influencers (by commenting on their posts or sharing your content on their pages) can magnify your content to larger audiences. Strategically try to build relationships with people and organizations that have large followings.

× Reach: the number and type of audience a publication is distributed to – e.g., 120,000 urban

× Sentiment/Slant: whether the media piece is generally presents your issue in a positive, negative or balanced light. Balanced coverage is where both sides of the issue are presented and/or if it is completely objective so that no slant is discernable.

USES OF EVALUATION

Media Activity Records are used to:

a. Monitor trending coverage/conversation around the topic of interest
b. Look for opportunities to engage the media audience on your topics of interest, correct misconceptions, identify influencers
c. Inform the timing, content, and tactics of the project's media generating activities
d. Assess the effectiveness of media-generating activities carried out by the coalition/project

Measures
- Topics covered
- Slant of piece
- Need to respond

Public Opinion Surveys are used to:

a. Monitor trending coverage/conversation around the topic of interest

b. Learn where the public turns for information on topic

c. Measure exposure, "stickiness" of media coverage

d. Understand public priorities, concerns

e. Inform the timing, content, and tactics of the project's media generating activities

Measures
- Topics covered
- Info sources
- Stickiness/recall
- Need for correction, education

Focus Groups are used to:

a. Explore content topic, format, timing, appeal to target audiences

b. Inform project strategies and timing

Measures

- Where do they turn for information on the topic? (platforms, outlets, influencers)
- What do they see as priority issues?
- What is the best way to frame the issue?
- What content/headline/format/etc. would most catch their attention?

Key informant interviews (with reporters/influencers/thought leaders) are used to:

a. Understand how best to engage with and form relationships with media makers (in order to get your content picked up by them)

b. Explore content topic, format, timing, appeal to target audiences

c. Inform project strategies and timing

Measures
- What do they consider priority issues?
- Where do they turn to for content/ideas?
- Who do they follow? Who should you follow?
- What do they look for in a story?
- How do reporters/influencers frame the issue?
- When do they publish? What are their deadlines? How much lead time do they need?
- Do they take story content that they don't originate?