

# 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?