

10. Monitoring Media Trends



ACTION utilizes several media monitoring and evaluation techniques to track its media activity and advocacy efforts. Quantitative measures provide an analysis of the number of articles and/or news spots placed, number of press events conducted, and number of journalists briefed about one's issues. These tools can help assess the effectiveness of media advocacy efforts, but it is also important to consider the timing and event-specific targeting of media placements, which should also be considered when developing an advocacy strategy. For example, a single editorial in a key policymaker's hometown paper at a key decision point might be much more valuable than dozens of in-depth articles throughout the year in major national publications.

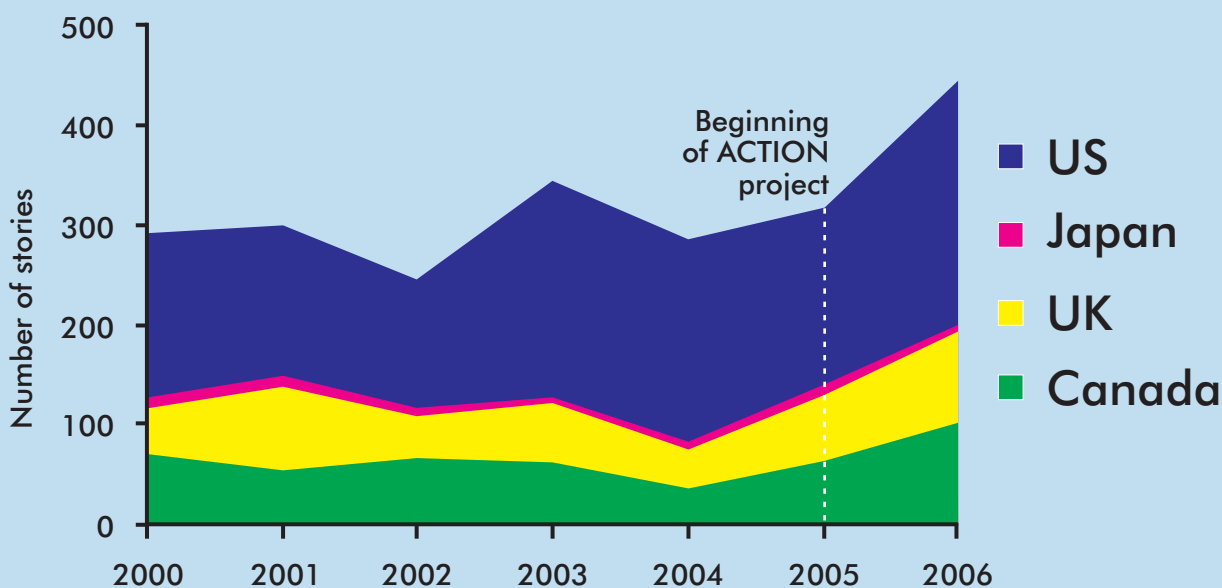
Given the complexity of accounting for the effective timing and targeting of media placements, the ACTION project has also measured **trends** in national media coverage beginning before the project's start. This has provided an additional, relatively simple way of tracking whether media coverage on the global TB epidemic has increased in the project's targeted donor countries and helping broadly gauge how the ACTION project has contributed toward impacting media coverage.

Tips & Suggestions

1. If you are monitoring the media only to immediately locate recent news coverage, most free services such as Google will meet your needs.
2. When using free web services such as Google, keep in mind that the fact that a news story appears on a media outlet's web page is no indication that it was actually printed or broadcast.
3. If you want to establish historical baselines, you will likely need to subscribe to a paid service such as Nexis. Paid services are also more amenable to precise search parameters.
4. Monitoring trends in a variety of different foreign languages can become very complex, expensive and time consuming.
5. Leverage your media monitoring efforts by showing key decision-makers how much attention your issue is receiving in the media.

Trends in Media Coverage of the Global TB Epidemic in Donor Countries

From a Sample of 100 Leading Media in the US, Canada, UK and Japan



Nexis search parameters: (Asia OR Africa OR "Eastern Europe" OR "Latin America" OR "Global Fund" OR "Drug Facility" OR "World Bank" OR "foreign aid" OR "development assistance" OR plural (DOTS) OR caps (PEPFAR)) AND tuberculosis AND atleast 3 (tuberculosis OR TB)