



Media Relations  
Rating Points™



# Media Relations Rating Points (MRP™)

## Overview for Version 2.0


# Media Relations Rating Points

## Overview

The Media Relations Rating Points system (hereafter MRP) provides communications professionals with a widely accepted, standardized reporting mechanism for measuring the effectiveness of any media relations campaign. The management-by-objective system can be applied to any type of media coverage and can also be used to measure crisis communications or unplanned, after the fact, media attention. This system can be easily customized by company or by project and provides clear metrics to evaluate media coverage and to track both total reach and cost per contact.

## Setting Campaign Objectives

An essential step in the process of evaluating any project or campaign is to set clear qualitative and quantitative objectives or criteria prior to the commencement of the campaign/project. By determining the criteria for a project and incorporating MRP at the onset, a project can generate measurable and meaningful results.

						<b>Media Coverage and Analysis Report</b>						<b>Date: January 15, 2009</b>		
Publish Date	Media Outlet	Location	Prov	Type	Reach	Tone			Quality Ratings					
						Positive	Balanced	Negative	Bonus/Demerit Point	Company/Brand Mention	Key Message(s)			
28-Dec-08	Ajax/Pickering News Advertiser	Ajax/Pickering	ON	Community Paper	101,182		✓			✓	✓			
28-Dec-08	GLOBEANDMAIL.COM	National	CA	Web Site	1,094,715		✓			✓	✓			
20-Nov-08	The Medical Post	Toronto	ON	Magazine	100,887	✓				✓	✓			
5-Nov-08	CINF-AM	Montreal	QC	Radio Station	33,600	✓				✓	✓			
16-Oct-08	News:A-Channel News at 6	London	ON	Television Program	314,600	✓				✓	✓			
16-Oct-08	The Toronto Sun	Toronto	ON	Daily	648,200	✓				✓	✓			
<b>Report Totals:</b>					<b>2,293,184</b>	<b>67%</b>	<b>33%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>67%</b>			
<b>Number of Stories:</b>					<b>6</b>									
<b>Budget:</b>					<b>\$25,000</b>									
<b>Total Reach:</b>					<b>2,293,184</b>									
<b>Cost Per Contact:</b>					<b>\$0.011</b>									
<b>MRP Quality Score:</b>					<b>77.78%</b>									
<b>MRP Data Provided Under the Authority of News Canada</b>														
<b>MRP™ © CPRS 2008.</b>														

## Qualitative: Tone and Ratings

Each piece of media coverage can be evaluated using tone and objectives/ratings.

**Tone** — Tone is defined as the explicit or strongly implicit characterization of an article's or segment's subject, and it reflects how a target audience is likely to feel about the client, product, or topic. MRP™ reports tone as positive, balanced, or negative and is represented on the MRP report by checkmarks. Note that an article's tone is independent of variables such as brand, key message, or call to action. Thus, while an article that has a supported key message is more likely to also be positive, it is not positive because it has that key message.

**Ratings** — Users are able to choose three to eight ratings (see below), or they can create custom ratings.

**Company/Brand Mention** — An accurate representation of the “brand” or name of a product, person, or service in the piece of media coverage.

**Photo/Image/Colour** — The inclusion of an accompanying photo, whether it is a photo you provided or the result of a photo opportunity. Often the inclusion of a colour photo will have more impact, and this occurrence should be evaluated separately.

**Spokesperson Quotation** — The inclusion of a quotation from the appointed spokesperson, either from an interview or via a media release.

**Prominence** — Prominence reflects size - the length and breadth of the coverage in a medium. Being a featured article for example.

**Key Message(s)** — The desired information is disseminated.

**Exclusivity** — The company, the brand, or the product is the singular focus of a news item, with no competitor included or used as a comparison.

**Tier 1 vs. Tier 2 Media Outlets** — A pre-established target list used as a criterion. For example, a national newspaper might be considered Tier 1, whilst a community newspaper is Tier 2.

**Headline/Newscast Positioning** — The geographic location of a printed article, such as in the front section of a newspaper above the fold. Within broadcast media, the item would be the lead story.

**Target Audience** — The achievement in coverage within a type of media outlet that reaches a target audience based on readership/audience profile.

**Credibility of Spokesperson or Expert** — An opinion or quotation used within the coverage which enhances credibility.

**Inclusion of Website** — The inclusion of a link to a website, URL, blog, etc.

**Call to Action** — The inclusion in the news item of a call to action, as specified in the PR plan.

## Bonus / Demerit

As an optional evaluation tool, a bonus or demerit checkmark may be employed. When used as a bonus, this scoring applies to coverage above and beyond what may have been expected in the initial campaign objectives, and it adds a point to the rating totals. The reverse also holds true: the impact of highly-visible, negative coverage may be scored and reflected in the rating total. To illustrate: the front page of a product launch could result in a bonus checkmark. However, front-page coverage involving a negative story as a result of the campaign could result in the deduction of one checkmark from the total.



## MRP Ratings Totals and Quality Score

The MRP Quality Score is calculated by adding the number of rating checkmarks obtained, including any bonus or demerit, if applicable, and dividing this result by number of stories multiplied by the number of ratings.

## Quantitative Measures

Cost per contact (CPC) is calculated as total program cost divided by reach.

## Data Suppliers

Canadian audience reach and readership data for the various media (English and French) is provided by News Canada through its partnership with the following leading data providers:

**NADbank (Newspaper Audience Databank)** is the principal research arm of the Canadian daily newspaper industry, and its data is drawn from an annual study conducted in urban markets across Canada. A two-part methodology is employed; a telephone interview is used to collect newspaper readership, other media and demographic data. This interview is followed up by self-completed questionnaire from agreeable participants.

**ComBase** conducts North America's largest media study, which measures in excess of 400+ individual Canadian markets. With a 2-year sample of over 50,000 interviews covering more than 1,000 publications and radio stations, this study provides insightful data on cities, towns, and villages across the country. ComBase employs the 'Recent Reading' technique currently in use by readership studies in Canada and around the world. The interview begins with a 3-month screen-in question for a long list of market publications that includes dailies, entertainment, agricultural, automotive, employment, alternative, ethnic, and other print publications. All publications identified as read in the past three months are put through the standard recency and frequency suite of questions.

**PMB (Print Measurement Bureau)** provides Canada's leading syndicated study for single-source data on print readership, non-print media exposure, product usage, and lifestyles. It uses an annual sample of 24,000 participants to measure the readership of over 115 publications and consumer usage of over 2,500 products and brands.

**BBM Canada** provides broadcast measurement and consumer behaviour data, as well as industry-leading intelligence, to broadcasters, advertisers, and agencies. Services include a digital broadcast-ready TV people meter system, diary surveys for 100+ radio and television markets, and a variety of syndicated and custom research studies. Participants are recruited via telephone solicitation and the household is mailed a diary to record their viewing habits.

**comScore Media Metrix, Canada** measures consumer behaviour through its proprietary "panel-centric" hybrid design, patented data capture technology, and online data retrieval network. The comScore panel, which tracks the Internet activity of 36,000 Canadians each month, utilizes a sophisticated methodology designed to accurately measure behaviour in the digital environment. As one of the most comprehensive views of internet activity, this massive information network delivers extremely high quality data for MRP.

## MRP – Measurement made easy

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