Media Monitoring and Evaluation

Document Type	Standard operating Procedure	Draft or Final document	Final
Document reference number		Document developed by	Valerie Kavanagh Communications Directorate
Approval Date		Document approved by	
Revision number		Responsibility for implementation	
Revision Date		Responsibility for review and audit	

Media monitoring and evaluation

Ongoing media monitoring and evaluation is an essential part of effective media relations management for the HSE. The HSE uses a press monitoring cuttings service which is available to all HSE staff. Each morning all national newspaper cuttings relating to HSE and health issues are posted on a website where you can view or download them. The website is http://mediaone.kantarmedia.ie/mms3/monitor.jsp

or you can go through the Intranet from this link

http://hsenet.hse.ie/Intranet/News_and_Events/National_News/cuttings/.

The username is: hseuser
The password is: hseuser

Through the press cutting service and national radio monitoring the National Press and Media Relations Office will monitor news coverage of HSE matters.   Email summaries of each day's newspaper coverage will be issued by Kantar and will be made available to Head of Communications and Head of Press and Media Relations. Email summaries of each days newspaper and radio coverage will be made available to Area senior managers from Kantar.

Where inaccuracies or incomplete facts are used, consideration should be given at the earliest opportunity as to whether steps to seek redress or correction are necessary.

Due to licensing and copyright restrictions imposed by the Newspaper Licensing Agency users will not be able to access articles in the Irish Sun, the Irish Star, The Daily Mail, The Mirror or the Sunday Times.

Due to copyright restrictions imposed by the Newspaper Licensing Agency the HSE are only permitted to hold a display scan of the relevant clip in your portal for a period of 28 days from the date of publication. If you wish to get a copy of an article from any of these papers you should contact Valerie Kavanagh or Muiriosa Ryan in the HSE Press Office by emailing press@hse.ie

Department of Health ROI (Monitor) - Windows Internet Explorer

http://mediaone.kantarmedia.ie/mms3/monitor.jsp

facebook

File   Edit   View   Favorites   Tools   Help

Favorites   Department of Health ROI (...   pTools CMS - Login   HSE.ie - Health Service Exe...   Online Services - Internet B...   Suggested Sites   Web Slice Gallery

Department of Health ROI (Monitor)

Search   Advanced   Log Out   Help

Research   Contact   Monitor   Publish   Manage   Evaluate   Accounts

| All | | | All | 1) Dept of Health | 2) HSE | 3) OMC | HSE Dublin Mid ... |

All
Press
Internet
Broadcast

Filter by

MediaBook
☐ Grayscale
☐ ToC only
☑ Keyword highlight

Sort by
◉ Date (Newest first)
○ Date (Oldest first)
○ Source
○ Headline
○ Selection
0%
Create MediaBook

Print Selected
Alert a Colleague

Sel	Rank	Media	Source	Date▼	Page	Headline
☐	1	Press	Meath News & Sport	20 Aug 2011	6	Call for HSE "dreadful episode"
☐	2	Press	Meath News & Sport	20 Aug 2011	1	HSE DEFENDS LATEST CUT TO OUR LADY'S HOSPITAL SERVICE
☐	3	Press	Meath News & Sport	20 Aug 2011	17	Have a coffee for county hospice
☐	4	Press	Westmeath Examiner	20 Aug 2011	3	Hospital record leak 'not malicious'
☐	5	Press	Anglo Celt	18 Aug 2011	2	Young man stabbed in the neck with bottle in isolate...
☐	6	Press	Anglo Celt	18 Aug 2011	3	McGiverns hope new system will spare other families ...
☐	7	Press	Anglo Celt	18 Aug 2011	40	Ballinamore girl was victim of a State "systems fail...
☐	8	Press	Anglo Celt	18 Aug 2011	15	CORLOUGH
☐	9	Press	Anglo Celt	18 Aug 2011	2	Nurses suspend action
☐	10	Press	Anglo Celt	18 Aug 2011	12	Community Service orders
☐	11	Internet	Business And Leadership	18 Aug 2011		Data protection commissioner asks HSE to review reco...
☐	12	Internet	Galway Advertiser	18 Aug 2011		Good Samaritans to refurbish St Francis' Home in bid...
☐	13	Press	Irish Daily Mail	18 Aug 2011	22	Patient dies in ambulance as monitor fails
☐	14	Press	Irish Daily Mail	18 Aug 2011	21	How to gain three years
☐	15	Press	Irish Daily Mail	18 Aug 2011	17	Girl sectioned after trying to set house alight
☐	16	Press	Irish Daily Mail	18 Aug 2011	12	Nip it in the bud
☐	17	Press	Irish Daily Mail	18 Aug 2011	2	Crumlin lands its 24/7 air ambulance
☐	18	Press	Irish Daily Mail	18 Aug 2011	2	Anglo adds to wave of bank cuts with plan to axe 350...
☐	19	Press	Irish Daily Mirror	18 Aug 2011	2	FLY BY NIGHT
☐	20	Press	Irish Daily Mirror	18 Aug 2011	11	WAlK for flrsT TIMe
☐	21	Press	The Sun	18 Aug 2011	34	Forced to mend teeth with glue
☐	22	Press	The Sun	18 Aug 2011	24	He won't just walk... Adam'll play for Bray

0 clips selected   Select Page | Clear Page | Clear All

Done   Internet   95%

start   PRESS - Inbox - Micro...   Department of Health...   Muiriosa   NCU Protocols - Medi...   10:48

Media Evaluation

The National Communications Directorate will evaluate public awareness campaigns to ensure that HSE key messages have been included and to track trends in media reporting in order to identify information gaps and to guide what kind of information to release to media.

During a crisis/emergency, daily evaluation will be necessary in order to identify trends and information gaps.

Each media/communication campaign should as part of its overall development and management include a commitment to evaluation. Key communication measures and/or indicators should be established for each campaign in order to verify that communications has contributed to the achievement of the overall goals of the campaign.

Media Books
Media books can be created using the kantar website.

1.   On the results window, click the **Select** check box to include an article in the MediaBook. You can select more than one check box and you can collectively select Internet, Broadcast and Press coverage.
2.   Choose whether you would like the relevant **keywords highlighted** in this MediaBook.
3.   You can choose to download in greyscale which reduces the size of the MediaBook. On the left navigation bar, click **Grayscale**.
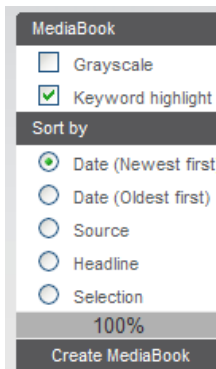
4. Under **Sort by**, select the sequence in which you wish the articles to appear in the MediaBook.

5. On the left navigation bar, click **Create MediaBook.** Please be patient as this may take a few seconds. A MediaBook with many articles will take longer to generate than a MediaBook with just a few articles.

Media Searching

There are two ways to search for an article on MediaOne; **Simple Search** and **Advanced Search**.

Simple Search The Simple Search is always available in the top right of the screen. Just type a search term into the box and click on "Search" or press "Enter". This will retrieve all articles which mention the search term.

Advanced Search The advanced search function allows you to be more specific in your search. To access Advanced Search, click on **Advanced** in the top right corner of the screen. You can use any combination of these search criteria to find your coverage:

1. By keyword; Enter a search term in the **Search :** text box

2. By date; Specify a date range

3. By Media Type; Choose to search by "Press" media type.

4. By specific source(s); Choose any combination of specific publications, broadcast stations or websites. Hold "ctrl" and select any amount of publications.

When you have specified the details of your search click on "Submit Search" or press "Enter".

Single Word searches
This is the simplest search using one word. For example: *'car'*. Searching the single word *'car'* will bring up all articles which mention '*car*' in the text.

Phrase Searches
A phrase search consists of two or more keywords appearing together, the search programme will consider these two words as one entity. For example: *car sales*

Asterisk (*) replaces zero or more characters.
Adding Asterisk (*) to the end of a word can bring up multiple keywords. For example: **car*** will bring up the following results: **cars**
(Use care when writing search statements with Asterisk (*) to avoid results not related to your search topic.)

* The star is your wildcard or blank disc in Scrabble

Searching: Within (w/n)
Note: n represents number of words
The **w/n** function limits the search to keywords that appear within a defined range (n) in either direction. For example: I want to find all articles on a particular subject but I don't want to use the **AND** function as this may result in results where the majority are irrelevant. For example, car sales. If I put in "car and sales " it will bring up every article mentioning these words. I therefore want to search the keyword '**car**' within perhaps **5 words** of '**sales**'. To do this I would write my search as follows: **car* w/5 sale***

This search can also be useful if you want to find coverage on a particular person who has featured in a campaign or spoke specifically about you.

You do not have to use 5 words; you can have the search as wide (w/100) or as narrow (w/1) as you wish. Feel free to play around with the number of words and find the right balance.

Printing an article

The Monitor function allows you to print an article using the Print Selected option. This function also allows you to create PDF's without the cover page and title page.

To print an article(s) from the list:

1. On the overall list, click the **Select** check box to include the article for printing. You can select more than one check box.
2. On the left navigation bar, click **Print Selected**.

    A new window opens with the selected articles displayed.
3. On the Adobe Acrobat toolbar, click the **Printer** button.

To print an open article:

1. On the left navigation bar, click **Download PDF**.

    A new window opens with the selected article displayed.
2. On the Adobe Acrobat toolbar, click the **Printer** button

Due to copyright restrictions imposed by the Newspaper Licensing Agency we are only permitted to hold a display scan of the relevant clip in your portal for a period of 28 days from the date of publication.

Ordering Broadcast Pieces

As the majority of broadcast media have an online presence you can therefore download news items, clips and podcasts at no cost to the organisation.

If you require a copy of an interview please check online for access and download a copy of what you require.

It should be noted that only in very exceptional circumstances do we order this items and that requests for ordering should be done through your local communications office or through Valerie Kavanagh in the National Press Office. The cost of a transcript or broadcast will be billed to the requester and a purchase order will be required in advance of ordering.

Once the piece is available you will receive an email and the piece will be available on your portal. Broadcast orders are available for up to 2 weeks from the date of airing.