Media coverage analysis as a tool to measure PR performance

Sanda Rieksta
Public Relations Manager
On November 30, the national weekly women’s magazine «Ieva» published an interview with the CSB President «To See Life Behind the Numbers».

The magazine has the largest number of readers in Latvia reaching 89% of population aged 15-74*

*National press audience research results
On November 29, national newspaper «Neatkarīgā Rīta Avīze Latvijai» published an interview with the CSB President «GDP Uniqueness is Too Exaggerated»
On January 20, the legislation portal of the Republic of Latvia published an interview with the CSB President «There is nothing mystical about statistics»
After the CSB President’s appearance on TV morning news, on August 30, another national newspaper «Diena» published a caricature depicting the upcoming Latvian population census and quoting Mrs. Žīgure:

«People will not even notice that they have been counted»
19% in Russian; 29% of reached audience

81% in Latvian; 71% of reached audience

97% of secondary; 3% of primary importance

Media monitoring analysis

Statistics Latvia media mentions last 12 months

Total 7904
Media monitoring analysis

Statistics Latvia in different media segments last 12 months

- Online media: 2883, 37%
- News agencies: 2406, 30%
- Radio: 929, 12%
- National press: 770, 10%
- Regional press: 499, 6%
- TV: 250, 3%
- Magazines: 167, 2%

Total: 7904

National Radio

top channel by audience reached
Media monitoring analysis

Statistics Latvia by TOP media last 12 months

TOP 3
- News agency 1
- News agency 2
- Portals of national newspapers

by number of mentions
Media monitoring analysis

Statistics Latvia by TOP media last 12 months

TOP 3
- National Radio
- News portal
- Commercial radio

by audience reached
Media monitoring analysis

Statistics Latvia by topics last 12 months

- 24 GDP
- 13 industry
- 6 inflation
- 4 other
- 3 transport

+ 22 other
+ 2 demography
+ 1 employment

Total 7904
Media monitoring analysis

Social statistics are the most covered domain in the media due to their closeness to the everyday life of citizens.
Economic data (GDP, inflation) has a bigger impact on audiences due to the most extensive coverage in the national media.
Media monitoring analysis

How to better sell your story:

• include regional data whenever possible, especially when promoting data in regional media (population, SILC data, tourism, etc.)
• add neighbours’ data when possible; in Latvia EE, LT data appeal (3B Women's day release was TOP 1 in March)
• releases published on national holidays work
• stick with KISS (keep it short and simple)

Hot topics attract media attention. It is worth organising a press conference to increase audience reach
TOP Twitter and media releases

Midsummer 2016 (10700)

Eurostat data on vocational education (5660)

Most popular women’s names (23120)

Midsummer 2016 (28)

Demography 2Q (44)

Employment 2Q (54)
TOP Twitter and media releases

Women & men in LV (4000)

Data on self-financed studies (12500)

Latvia as 100 people (5480)

Inflation August (29)

Demography 3Q (44)

Employment 3Q (29); Inflation October (29)
TOP Twitter and media releases

Christmas tree lights import data (6730)

Foreign trade October (20)

Population grid map (15500)

Industrial production November (14)

Demo data – married and unmarried (24090)

Wages 2016(49)
TOP Twitter and media releases

3B Women's day info graph (6890)

3B Women's day release (25);
SILC data on ability to make ends meet (25)

Year book, map passenger traffic, rail (15500)

Inflation March (65)

Population 2017 (13800)

Population 2017 (100)
TOP Twitter and media releases

More interactions with
• tweets + visual (map, graph, picture)
• publications
• infographs

*Demography 2016* infographs in Twitter/FB reached the biggest number of interactions
Central Statistical Bureau of Latvia

www.csb.gov.lv

@CSB_Latvia

sanda.rieksta@csb.gov.lv