

Media coverage analysis as a tool to measure PR performance

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Statistics Latvia has been using media monitoring services since 2013. They are provided by the national news agency, which monitors all existing national and regional newspapers (printed and electronic versions), news and other online portals, as well as TV and radio channels:

- 161 magazines,
- 76 national newspapers,
- 213 regional newspapers,
- 30 online media,
- 2 news agencies,
- 11 radio channels,
- 9 TV channels.

Each working day morning Statistics Latvia is provided with daily media coverage selected by predefined keywords. The average number of mentions is 10-70 per day depending on the released data (or a day with no data released). On a “usual” day the average number is 20-30. On the days when there are releases on GDP, CPI, wages, or some of SILC data are published, the monitoring reaches as many as 70 mentions. The biggest hits are releases on annual population data (this May there were 128 mentions the next morning) and two top statistics at one day, e.g. GDP and wages (135 mentions on the next morning).

In addition to daily media monitoring an analysis is also provided, offering a lot of useful and interesting information.

The analysis of media monitoring is quite a new service in the Latvian market and is ensured by one of our two national news agencies. The user (Statistics Latvia) can view analytical data for any period. The most important analytical indicators are covered in my presentation. I selected the performance of Statistics Latvia during the last 12 months: from 01 June 2016 to 31 May 2017.

The conclusions (present in my presentation) derived from this analytical information can make it possible to target the messages even better.