



Media Monitoring and Response Protocol

Below is a basic procedure along with some helpful tips on how to best track media coverage and issues that pertain to your cause, business or industry. Use the Media Monitoring Template to organize and report your findings to your company or organization on an as-needed basis.

Google Alerts:

Set up separate Google Alerts for relevant search terms (<http://www.google.com/alerts>)

- Include all categories: Blog, News, Video, Discussion, i.e. “Everything”
- Set to alert “as-it-happens”
- Allow for up to 50 results per email

Monitor and Filter alerts on a daily basis

News Sweeps:

Conduct news sweeps on *Yahoo!*, *MSN*, and *Google* on a daily basis, using a list of keywords that are relevant to your cause or business (i.e. Gulf Coast, shrimp, fisheries, moratorium, etc.).

Also monitor specific outlets that are relevant to your region and industry on a daily basis, sign up for their daily news updates. Some sources that might be helpful include:

- New Orleans City Business (sign up for daily updates)
- Baton Rouge Business Report (sign up for updates)
- 1012 Corridor (sign up for weekly updates)
- *NOLA.com*
- *Business Week*
- *Wall Street Journal*, *USA Today*, *NY Times*
- *CNN*, *Fox*, *ABC*, *MSNBC/CNBC/NBC*, *CBS*
- *Drudge Report (.com)*, *Bloomberg*, *CNNMoney.com*, *DowJones Market Watch*

Monitor and Filter relevant articles on a daily basis

Trend Analysis:

Monitor trends in your industry and the major industries in the region via sites such as *Yahoo!*, *MSN*, and *Google*. Some of industries to monitor include:

- Fisheries: Crab, Oysters, Shrimp
- Sustainable Industry, Alternative Energy, Green Business, Green Building, Green Living
- Agriculture, Food Systems
- International Trade
- Advanced Manufacturing



- Energy: Oil & Gas
- Entrepreneurship/Innovation

Also monitor specific outlets on a daily basis, as they relate to your trade category. Some outlets to watch include, but not limited to:

- *Fast Company, Inc., Entrepreneur*
- *BusinessWeek, Time, Newsweek*
- *Forbes, Fortune*
- *Industry Week*
- *World Trade*
- *GreenBuilder*
- *Commercial Fisheries News*
- *Energy Daily, Gas Daily*

Monitor and Filter relevant articles on a daily basis

Social Analysis:

Monitor public perceptions and misperceptions of New Orleans, Gulf Coast, Oil, Spill, all of your keywords and industry categories.

- Relevant Social Networks: mostly Twitter, Facebook
- A close watch on what people are saying via these platforms will enable you to remain on top of potential misperceptions, trends, etc. as well as possibly identify new reporters/media to reach out to.

Filter for relevant information on a daily basis

Report & Response Document:

Based on the categorization above, use Media Monitoring Template to report and organize your findings. The report can include:

- Short synopses of:
 - Relevant Articles
 - Industry Trends
 - Social Trends
- For articles, include links and reporter name

Include comments for potential response to negative articles, or how to leverage positive articles