

BURRELLESLUCE GUIDE TO ONLINE MEDIA MONITORING

Abstract

Internet media monitoring is complex and time-consuming, especially as online sources multiply exponentially. Until now, PR professionals have relied on multiple pieces of software and multiple vendors to capture more complete coverage from Internet sources. This guide shows how the latest breakthrough in Internet media monitoring, BurrellesLuce iMonitor, helps PR professionals efficiently track and measure media coverage.

iMonitor delivers comprehensive Internet coverage in real time. PR professionals use iMonitor to:

- ▶▶ Automatically search thousands of Internet sites for client coverage
- ▶▶ Gather Internet clips for clients
- ▶▶ Monitor competitors
- ▶▶ Stay on top of the latest issues
- ▶▶ Analyze the impact of public relations efforts

While free news alert services search a fair amount of sources, iMonitor covers the greatest number of quality news sources. In addition to the websites of newspapers, trade magazines, consumer magazines, and broadcast news, iMonitor covers an expanding roster of blogs, professional journal websites, Internet forums and social media. The list grows every day.

Online Media Monitoring: The Challenges

Internet media clips can come from a seemingly infinite number of places: blogs, online versions of print publications, online-only publications like *The Huffington Post*, social media like Digg, online communities, news aggregators, and social networking sites, of which Twitter is one of the most prominent. The benefit to you as a PR pro is clear—more media outlets mean more opportunity for coverage—but with a billion new pages on the Internet each day, it's simply impossible for one person to track everything written about a single topic. Technology is the only way to stay on top of Internet media clips.

Online media monitoring presents a unique set of challenges when it comes to monitoring, measurement, and analysis. These fall into four categories:

- A. availability
- B. numbers of sources
- C. organization
- D. measurement

The biggest problem with free news search engines is in the breadth and depth of the content set. While free news searching can provide more than enough news for personal use, it cannot be counted on as a reliable newsgathering tool for professional use.

A. Availability

Traditionally, PR professionals have relied on clipping services to monitor print and online media.

Others have supplemented their monitoring efforts with free news alerts as newspapers and magazines have made more and more of their content available online. Free news alerts are a useful, timely way of keeping up on the day's headlines and updates, but in many cases an email alert will only forward a few of the hits that would have been found by entering the same keywords directly into the search engine.

The biggest problem with free news search engines is in the breadth and depth of the content set. Many newspapers, magazines and business journals don't make all of their content available online, so the complete set of articles and features will not be picked up by free news search engines.

Some publications provide online access to subscribers only. Others protect their content with a registration screen. Non-subscribers can register for free, or can pay to register, or can pay to access premium content, or sometimes are just plain locked out. The amount and type of "premium" or subscription-based content being made available online varies widely from one publisher to another. Free news search engines do simple searches only, and if a publication's website is too complicated to access, the free search engine gives up and goes on to search the next site.

While free news searching can provide more than enough news for personal use, it cannot be counted on as a reliable newsgathering tool for professional use.

Traditional print-only clipping services don't meet the needs of the modern PR professional because print-only clipping services don't pick up web-only content. This becomes more crucial as large publications invest in creating a substantial online presence and incorporate social media elements such as blogs and online forums.

Recognizing the need for a consistent, comprehensive solution that would allow PR professionals to monitor every mention of a company or keyword, BurrellesLuce introduced the NewsAlert Internet monitoring service in 1994 to complement its print, broadcast and express monitoring services. BurrellesLuce has been refining the technology and content of online searching ever since.

The new iMonitor service enhances the functionality of BurrellesLuce 2.0 online portal by giving you the unprecedented ability to search for and view unlimited numbers of Internet clips from the complete universe of BurrellesLuce content. BurrellesLuce subscribes to thousands of publications, so our search engines can "read" premium content that free news search engines can't even dream of accessing.

iMonitor provides everything free news searching does, and much more.

B. Number of Sources

We tend to think of the Internet as a vast, sprawling, limitless world with an infinite number of blogs and media sites. It seems as though we can find just about any information using an Internet search engine.

In reality, search engines have limits. Search engines can't look at every site for an every keyword. A news search engine views its sources and indexes what it finds there. When you look for "monkeys" or "Hamlet," the search engine sorts through its index of words found on the umpteen web pages belonging to each source, and returns your results.

If a clip isn't among these sources, it obviously can't be returned by your search. As a PR professional dedicated to tracking down each clip, you're probably already familiar with this problem.

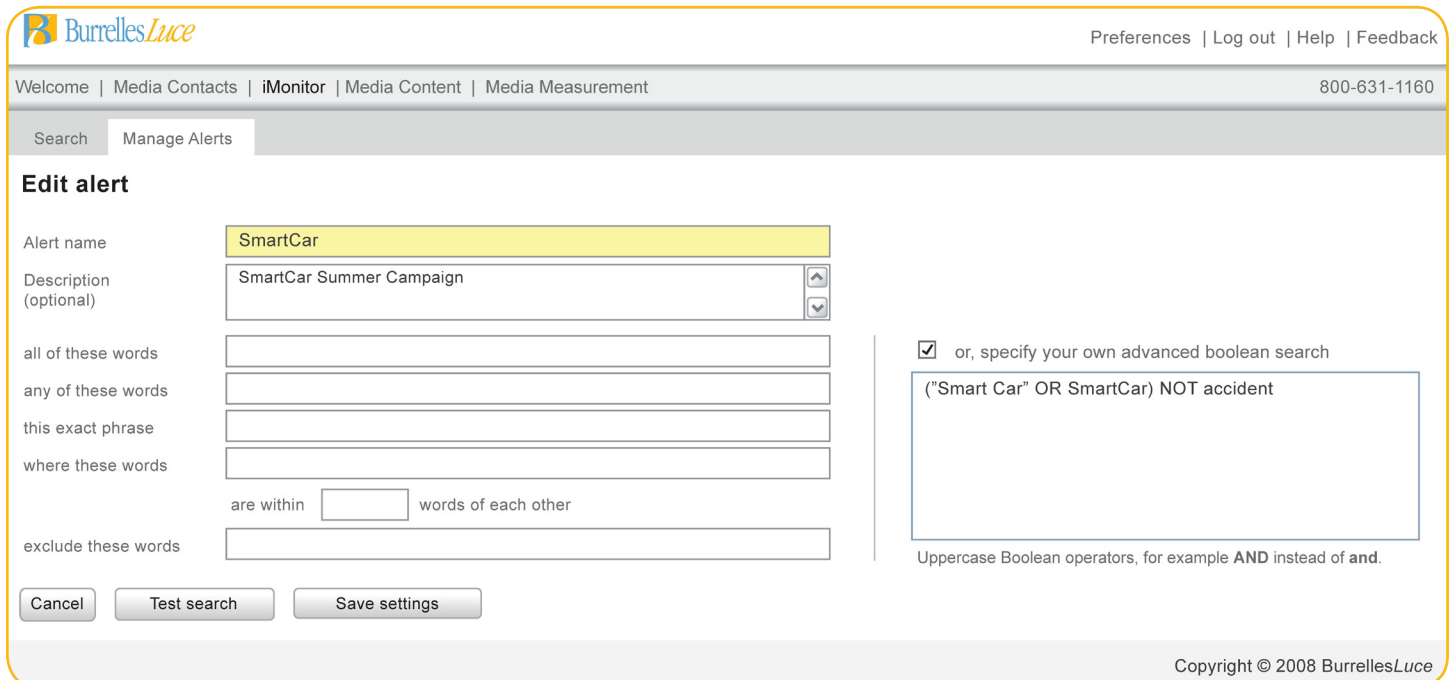
As a subscriber to more news sources than anybody else in the industry, BurrellesLuce is able to access a great deal of online content that is not available to other news monitoring services. iMonitor goes deeply into each news source, in effect "reading" the entire publication. Compared to the competition, BurrellesLuce iMonitor returns the highest percentage of relevant articles available online.

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C. Organization

You can never have too much media coverage. But from a practical perspective, it can be overwhelming to deal with too many hits, too many alerts, and multiple search terms. Not every hit is a usable clip. When your search terms include any of the most common nouns in the English language (time, way, day, man, world, life, hand, to name a few), the situation can become very complicated.

iMonitor uncomplicates the process of collecting media clips and analyzing their impact. iMonitor clips are delivered to your BurrellesLuce 2.0 portal throughout the day and neatly consolidated into a single daily email. This means fewer news alerts clogging up your email inbox. Your iMonitor clips are saved and stored in the same convenient, secure, accessible-anywhere portal where you keep your print clips.



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Search Manage Alerts

Edit alert

Alert name:

Description (optional):

all of these words:

any of these words:

this exact phrase:

where these words:

are within words of each other

exclude these words:

or, specify your own advanced boolean search

("Smart Car" OR SmartCar) NOT accident

Uppercase Boolean operators, for example **AND** instead of **and**.

Cancel Test search Save settings

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(Track the news you want to see by creating simple search strings or using Boolean logic.)


iMonitor clips are archived so that you can easily sift through past coverage. For each iMonitor search term, you'll see a headline, a keyword-in-context excerpt, and audience or circulation figures for the outlet where the clip appeared. Just click the link to see the full story in its original context on the page.

Articles stored within the BurrellesLuce 2.0 portal can be searched and sorted into categories according to a series of "tags." The article tagging system enables you to keep your media hits organized by client, topic, time period, campaign, spokesperson, or any categories you choose. iMonitor also includes a unique "autotagging" feature that automatically tags new clips as they arrive.

Simple and advanced search tools help you find the articles you need, faster. You'll save time by eliminating tedious searches that yield too many results.

When you're creating a media clipbook, iMonitor will streamline the job. Because the system returns copyright-compliant extracts and links, a clipbook created with iMonitor content can be emailed to others. Even better, it can go to an unlimited audience, so you can share your success with the whole company.










iMonitor helps keep you organized.


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Search
Manage Alerts

Manage Alerts

Active	Alert name	Rule	Actions
<input checked="" type="checkbox"/>	Daimler CEO	Daimler AND "Dieter Zetsche"	Edit 
<input checked="" type="checkbox"/>	Environment	auto AND environmental impact	Edit 
<input checked="" type="checkbox"/>	Honda Fit	the phrase Honda Fit	Edit 
<input checked="" type="checkbox"/>	Legislation	Legislation AND Hybrid Cars	Edit 
<input checked="" type="checkbox"/>	Mini Cooper	all the words MiniCooper, the phrase Mini Cooper	Edit 
<input type="checkbox"/>	GM Volt	the phrase GM Volt	Edit 
<input checked="" type="checkbox"/>	SmartCar	("Smart Car" OR SmartCar) NOT accident	Edit 
<input checked="" type="checkbox"/>	Toyota Prius	the phrase Toyota Prius	Edit 
<input checked="" type="checkbox"/>	Toyota Yaris	where Toyota Yaris are within 20 words of each other, excluding the words Prius, Corolla, Avalon	Edit 

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(You may set up multiple alerts to track a range of news topics, product mentions, and competitors.)

D. Measurement

As a PR professional, you know that it's crucial to understand what's working (and what isn't) in order to allocate budget dollars effectively.

Measuring the impact of your media coverage demands looking at the same data from a variety of perspectives. iMonitor can help. Use iMonitor's suite of free quantitative measurement tools to automatically generate charts that show number of stories, impressions, geographic reach, and trends over time. These charts can be seamlessly integrated into your reports in whatever format you choose.

Your coverage can be represented in a variety of useful ways: by top 10 DMA, by media category, or by impressions measured against media category and clips delivered over time.


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Search Manage Alerts

Today
▼

[Advanced search](#)

Results for: ("SmartCar" OR SmartCar) NOT accident
Sorted by relevance [Sort by date](#)

Results 1-50 of 54
[Prev](#) | [Next](#)

<input type="checkbox"/>	Date	Headline	Type	Source of Circulation
<input type="checkbox"/>	July 31, 2008	U.S. Smart Car Distributor Hikes Sales Estimates U.S. Smart Car Distributor Hikes Sales Estimates U.S. Smart Car Distributor Hikes Sales Estimates Surging gasoline prices help boost demand for the small, fuel-efficient auto. By . Agence France-Presse July 31, 2008 -- The U.S. distributor ... of the tiny Smart car hiked its 2008 sales estimate for the... more		Industry Week Cleveland, OH Circ: 54,628
<input type="checkbox"/>	July 31, 2008	Seaside's newest draw: A smart car Seaside's ne west draw: A smart car Seaside's newest draw: A smart car Tiny vehicle a hit with cops, public...		Asbury Park (NJ) Press Neptune, NJ Circ: 315,446
<input type="checkbox"/>	July 31, 2008	Anyone seen the "smart car"? Anyone seen the " smart car "? Anyone seen the " smart car "? You gotta love the DUI package that...		Village Message Boards-House & Home (NY) New York, NY Circ: 285,158
<input type="checkbox"/>	July 31, 2008	Lowell tourney offers common ground for immigrants ...promotion of the event. A Mercedes-Benz Smart car will be raffled off for \$20 a...		Boston (MA) Globe Boston, MA Circ: 3,117,934
<input type="checkbox"/>	July 30, 2008	US Smart car distributor hikes sales estimates US Smart car distributor hikes sales estimates US Smart car distributor hikes sales estimates Thursday * July 31, 2008 The US distributor of the tiny Smart car hiked its 2008 sales estimate for the...		TODAYonline.com (Singapore)
<input type="checkbox"/>	July 30, 2008	Business Use expensive premium gas only if you have to ...for many high-end Japanese cars. "The Smart Car , which you buy to get good fuel...		Toronto (ON) Star Toronto, ON, Canada Circ: 459,515
<input type="checkbox"/>	July 29, 2008	TRANSPORTATION TUESDAY: Smart All-Electric in 2010! ...Smart ED . We're huge fans of the Smart Car for its creative clout and are thrilled...TRANSPORTATION TUESDAY: Smart All-Electric in 2010! Smart Car is Coming to the US in 2008! TRANSPORTATION TUESDAY: Smart Car Hits US in 2008! ... The VentureOne 3... more		Inhabitat

(Online news stories are delivered to BurrellesLuce 2.0 so you can organize, tag, share, and measure all your coverage in one convenient easy-to-use portal.)

Online Monitoring: Strategies for Success

In PR, your competitive advantage depends on getting all the news as soon as it happens. A solution like iMonitor is designed to fit into your existing workflow.

While iMonitor is a standard service, it also works as an efficient, cost-effective extension to your existing BurrellesLuce Express Web edited press clipping service. In fact, many public relations professionals are already taking advantage of iMonitor's flat, consistent pricing to run searches on the fly and to track additional subjects or search terms.

Maintaining a Competitive Advantage

You need to keep tabs on your competition. BurrellesLuce knows that when you consider iMonitor, you'll be asking why you should choose iMonitor over one of the free news alert services. After all, they're free.

Like so many things in life, you get what you pay for. Free news alerts have been around almost as long as people have been reading news on the Internet. For individuals and for very small companies, they're extremely helpful. But they're not professional-grade, meaning that they don't deliver enough information for the PR professional or the major corporation. iMonitor offers much more.

- ▶▶ **More hits:** Our market research shows that we deliver more hits than any other online news service. Our long history of monitoring the Internet in the U.S. has enabled us to zero in on the news sites that matter to PR professionals. BurrellesLuce provides true print and broadcast content alongside Internet content, so you have one place to view, organize, share and measure all of your media coverage, saving you time and improving your understanding of your results. We offer unlimited searches and unlimited hits because we want to make sure you receive the information you need.
- ▶▶ **More features:** iMonitor offers the most complete range of features of any software solution on the market. For an idea of how iMonitor compares to other options, check out the chart below.

Features	BurrellesLuce iMonitor	Free news search engine	Other fee-based services
Search news sites, blogs, and social media	YES	SOME	YES
Email alerts	YES	SOME	YES
Standard or custom charts and graphs	YES	NO	YES
Can export reports	YES	NO	YES
Streaming video	YES	NO	SOME
Nielsen/NetRatings for web articles	YES	NO	SOME
Article tagging	YES	NO	SOME
Auto-tagging	YES	NO	NO
One price includes access to all premium online content	YES	NO	NO

(iMonitor provides you with the power to take control of your media relations coverage.)

When do I need a traditional monitoring service?

Your representative can help you figure that out, but here's a quick list:

- ▶▶ When you don't have the staff time to put together and review your searches.
- ▶▶ For subjective searches that still require human editing.
- ▶▶ For print media that appears in print only.

- ▶▶ **More tracking:** iMonitor is a self-guided media monitoring service. This means that as a subscriber, you make the rules about what you track. Other online media monitoring services make you pay for each search term or limit your total number of search terms. Some may even limit the number of sources you have access to based on how much you pay.

iMonitor gives you access to our thousands of subscriptions as well as our comprehensive database of news and broadcast sources and growing list of blogs and social media. A full-featured Boolean search language lets you set up precise, targeted searches to track specific media campaigns or follow certain issues and topics. With iMonitor, you'll be able to track as many search terms as you want—even ones that have to do with your competition.

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Your BurrellesLuce representative will be happy to help you set up a variety of on-target searches, and will draw on our staff of search experts to assist you if necessary.

Conclusion

When it comes to Internet monitoring, complete coverage demands state-of-the-art technology. Drawing on years of BurrellesLuce media monitoring experience, iMonitor is the most comprehensive Internet media monitoring service available today. It's easy to use and its automated analytics provide effective media measurement. iMonitor is a valuable PR tool that allows professionals to make sense of media coverage, understand the impact of that coverage, and demonstrate the true value of PR efforts.

About Us

BurrellesLuce helps communication professionals maximize their media relations results through a full range of planning, monitoring and measurement services. Besides delivering content, BurrellesLuce 2.0, also enables clients to target and connect with journalists and bloggers, monitor the media for coverage, and measure and understand the impact of their outreach efforts. Founded in 1888 and headquartered in Livingston, New Jersey, BurrellesLuce has offices throughout the United States.

For more information or to get started with iMonitor, visit www.burrellesluce.com/imonitorwp or call **866.852.2352**.

Contact us

To find out more about BurrellesLuce media relations planning, monitoring and measurement services, please contact: info@burrellesluce.com or **866.852.2352**.