



# From Headlines to Sparklines

Using Media Tracking in a Real World Context

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American Evaluation Association Conference 2014

**harder+company**  
community research



## About

### Harder+Company

Harder+Company Community Research is a comprehensive social research and planning firm with offices in San Francisco, Davis, San Diego, and Los Angeles, California. Our mission is to help our clients achieve social impact through quality research, strategy, and organizational development services.



@HarderCo

[www.harderco.com](http://www.harderco.com)

## About

### First 5 Monterey County

First 5 Monterey County (F5MC) allocates approximately \$7 million annually to support local organizations and programs working with young children and their families. F5MC serves as a catalyst to create sustainable change in systems, policies and practices that enrich the development of children in their FIRST 5 years of life.



@first5monterey

[first5monterey.org](http://first5monterey.org)

# Overview



## Today's Presentation

- ✦ Brief background and context
- ✦ Media tracking approach
- ✦ Selected findings
- ✦ Lessons and insights

# Goals



**At the end of this session, you will be able to...**

- ✚ Articulate how media tracking can benefit policy evaluation
- ✚ Craft a tailored media tracking approach
- ✚ Identify the tools best suited to your efforts

# Background and Context

## First 5 Monterey County

Invests in child and parent development during the earliest years

### Funded services

- Parent education & support activities
- Provider support & technical assistance
- Mental well-being

### Target populations

- Children ages 0-5 & their families
- Lower levels of income & education





## F5MC: Policy & Advocacy

F5MC works to elevate the **visibility** of early childhood development (ECD) and **public policies** that support all children.

Increase awareness

Identify new champions

Build public & political will



# Policy Evaluation

## Purpose

Explore local policy landscape

Identify opportunities & challenges

Assess F5MC's impact

## Methods

Key informant interviews

Community partner survey

Grantee survey

**Media tracking**





# Media Tracking

## An Important Method

Connect evaluation to strategic communications:

- Track coverage

- Quantify traction over time

- Analyze nature of coverage

- Inform communications work



# Expectations

Chronicle impact retrospectively

Examine amount & nature of Early Childhood media coverage

Map associations with key events

Include multiple media types

Print

Broadcast

Electronic

Social



## Tailored Approach

Evaluators worked with F5MC to:

- Hone search terms
- Identify key events
- Interpret findings

Media sources:






- Carefully selected (e.g., local)
- Some were unavailable

Expanded Year 2 approach:

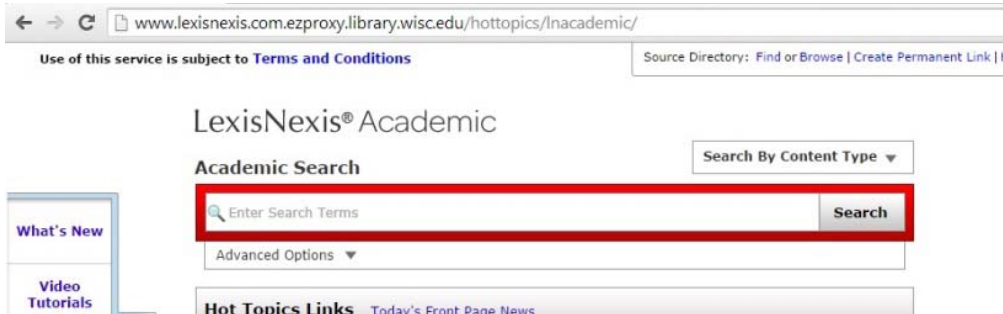
- Nature of coverage
- Linkages with top policy issues and critical topics



## Services Used

Service		Data Source
LexisNexis	 LexisNexis®	Print media
Universal Information Services, Inc. (UIS)		Broadcast media
Facebook Insights		Facebook
Constant Contact		eNewsletters
Google Analytics		Websites

# LexisNexis: Interface



www.lexisnexis.com.ezproxy.library.wisc.edu/hottopics/lnacademic/

Use of this service is subject to [Terms and Conditions](#) Source Directory: [Find or Browse](#) | [Create Permanent Link](#) |

LexisNexis® Academic

Search By Content Type ▼

Academic Search

Enter Search Terms Search

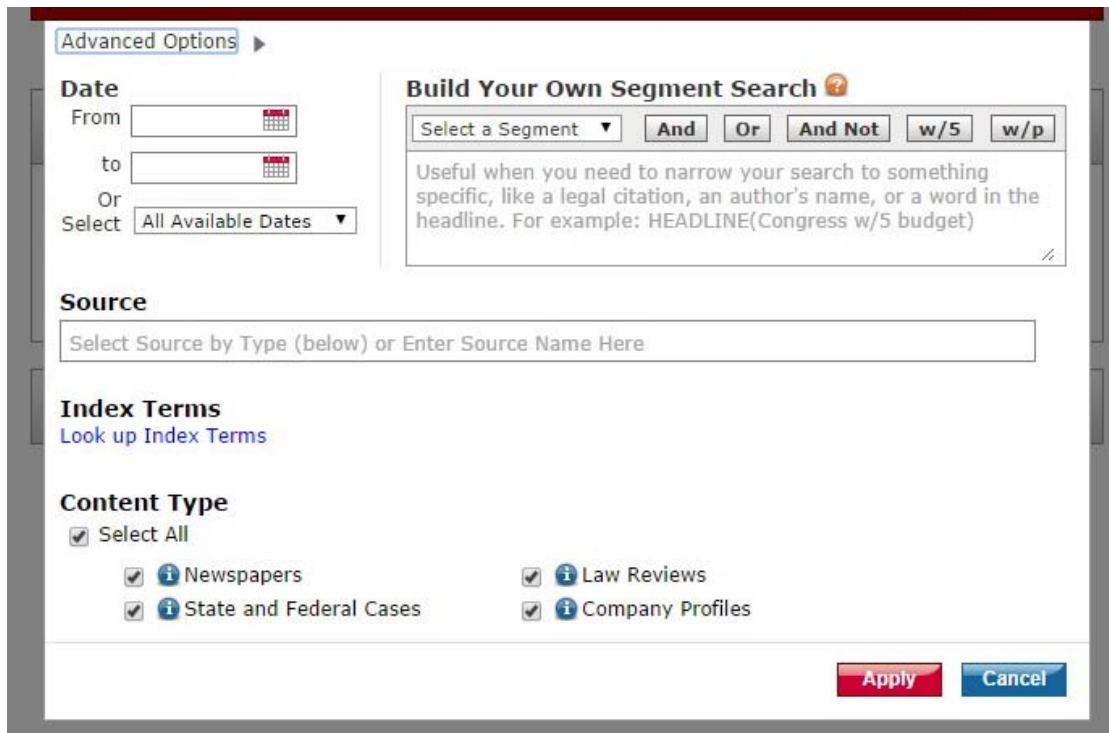
Advanced Options ▼

Hot Topics Links [Today's Front Page News](#)

Need user account or subscription (cost varies)

Most major print media outlets available

Uses query logic (and, or, etc.)



Advanced Options ▶

**Date**  
From    
to    
Or Select

**Source**  
Select Source by Type (below) or Enter Source Name Here

**Index Terms**  
[Look up Index Terms](#)

**Content Type**  
☒ Select All  
☒ ☒ Newspapers ☒ ☒ Law Reviews  
☒ ☒ State and Federal Cases ☒ ☒ Company Profiles

**Build Your Own Segment Search** ⓘ  
Select a Segment ▼ And Or And Not w/5 w/p  
Useful when you need to narrow your search to something specific, like a legal citation, an author's name, or a word in the headline. For example: HEADLINE(Congress w/5 budget)

Apply Cancel



# LexisNexis: Outputs

## LexisNexis® Academic

Download Request: All Documents: 1-250  
Time Of Request: Tuesday, August 19, 2014 17:21:58 EST  
Send To:

MEGADEAL, ACADEMIC UNIVERSE  
UNIVERSITY OF WISCONSIN - MADISON  
728 STATE ST RM 464  
MADISON, WI 53706-1418

Terms: {(Birth AND Child) and Date{geq{01/01/2011} and leq{07/30/2014}}}

Source: Monterey County Herald (CA)  
Project ID:

3 of 250 DOCUMENTS

Monterey County Herald (California)

June 24, 2014 Tuesday

### Barry Dolowich, Tax Tips: **Child** and dependent care

BYLINE: Monterey County Herald

SECTION: COLUMNISTS

LENGTH: 620 words

Q I am planning to go back to work and place our 2-year-old twins in day care. Can we deduct the cost of the day care against our taxable income?




A The cost of the day care center is not deductible. However, a nonrefundable credit is allowed for a portion of qualifying **child** or dependent care expenses paid for the purpose of allowing your wife to be gainfully employed. The credit (which reduces your tax liability or the tax you owe) is computed on Form 2441 (**Child** and Dependent Care Expenses) or Schedule 2 of Form 1040A, whichever is applicable.

Retrieves full articles

Search terms are highlighted

Word & PDF available

# UIS: Outputs

18.	 <b>KSMS-UNIVISION</b> Noticias 67 at 6	Market: Monterey-Salinas, CA (125)	Feb 24 2011 06:00PM PT
<p>[5:59:37 PM] [0:51] PENINSULA DE MONTEREY SE LLEVO A CABO SEMINARIO CUYA FINALIDAD ES EVITAR LOS ACCIDENTES INDUSTRIALES EN LOS CAMPOS DE CULTIVO DE LA COSTA CENTRAL, MDS ACTIVISTAS COMUNITARIOS LLEVAN A CABO UNA PROTESTA ANTE RECORTES QUE PODRIAN AFECTAR AL PROGRAMA <b>"HEAD-START"</b> MDS EN LOS DEPORTES, EL INTER PORTO ALEGRE DEMOSTRO PORQUE, ES EL CAMPEON DE LA LIBERTADORES AL VAPULEAR A LOS JAGUARES DE CHIAPAS, MDS BUENAS TARDES LES SALUDA ERANDI GARCIA, GRAN INCERTIDUMBRE Y DESASOSIEGO ENFRENTAN PADRES DE FAMILIA Y EMPLEADOS DEL DISTRITO ESCOLAR DEL VALLE DE PAJARO QUE TALYO SOY FIDEL M. SOTO.</p> <p>[6:03:42 PM] [0:56] ERANDI ESTAN DE MODA LOS RECORTES EN TODOS LOS PROGRAMAS. EN WASHINGTON SE DEBATE EL RECORTE DE UN 22 POR CIENTO A LOS FONDOS DEL PROGRAMA <b>HEAD-START</b>, ES POR ESO QUE DECENAS DE TRABAJADORES Y PADRES DE FAMILIA QUE PERTENECEN A DICHO PROGRAMA, HACEN UN LLAMADO PARA NO PERDER SUS TRABAJOS, NI SUS SERVICIOS. ESTE PROGRAMA APROBADO EN 1965 BRINDA AYUDA A PROGRAMAS PRE-ESCOLARES PARA NINOS DE TRES A CINCO AÑOS PROCEDENTES DE PADRES DE BAJOS INGRESOS. PROGRAMA ES PREPARAR A LOS NINOS DE KINDER-GARDEN PARA CONTINUAR CON SU EDUCACION, LA CONFERENCIA ANUAL DE AG SAFE LLEGA A LA COSTA CENTRAL DESDE EL MARTES HASTA EL VIERNES DECENAS DE EXPERTOS EN EL AMBITO AGRICOLA Y TRABAJADORES DEL CAMPO SE CONGREGAN EN MONTEREY PARA APRENDER SOBRE EL USO EFECTIVO DE LOS PESTICIDAS, COMO LIDIAR CON MATERIALES PELIGROSOS, SOBRE LAS LEYES DE SEGURIDAD INDUSTRIAL.</p> <p>Runtime: 1:47 Nielsen Audience: 12,754 Ad Value: \$450 Calc Ad Value: \$1,605 Calc Publdty Value: \$4,815</p>			
19.	 <b>KSBW-NBC</b> Action News Sunrise	Market: Monterey-Salinas, CA (125)	Feb 26 2011 07:00AM PT
<p>[7:31:49 AM] [0:17] *A LOT OF PEOPLE THESE DAYS HAVE TO WORK. IT'S A WAY OF LIFE TO SURVIVE AND PROVIDE FOR YOUR KIDS THAT YOU HAVE AND ENJOY, YOU HAVE TO WORK. DOMINICK STARTED <b>PRESCHOOL</b> LAST YEAR. GAVIN'S ONLY FIVE MONTHS OLD. HIS DAD AND GRANDMOTHER TAKE CARE OF HIM AT HOME.</p> <p>Runtime: 0:17 Nielsen Audience: 14,552 Ad Value: \$120 Calc Ad Value: \$68 Calc Publdty Value: \$204</p>			
20.	 <b>KSBW-NBC</b> Action News Sunrise	Market: Monterey-Salinas, CA (125)	Mar 1 2011 06:00AM PT
<p>[6:32:36 AM] [0:27] MAJORITY LEADER TO AGREE TO EVEN TRY TO LIVE WITHIN YOUR MEANS IS EXTREME. THE REPUBLICAN DEAL THE HOUSE BEGINS DEBATING TODAY CUTS FOUR BILLION OVER THE NEXT TWO WEEKS. DEMOCRATS CALL THOSE CUTS RECKLESS: NEW JERSEY : 32-:41)*WE ARE HANDING OIL COMPANIES AT LEAST 40 BILLION DOLLARS IN TAXPAYER GIVEAWAYS, BUT WE'RE LAYING OFF <b>HEAD-START</b> TEACHERS? BUT IT LOOKS DEMOCRATS IN THE SENATE WILL GO ALONGS, TO PREVENT A FEDERAL GOVERNMENT SHUTDOWN FRIDAY. WHAT THEY DON'T WANT TO TOUCH IS HEALTH REFORM.</p> <p>Runtime: 0:27 Nielsen Audience: 16,593 Ad Value: \$285 Calc Ad Value: \$256 Calc Publdty Value: \$770</p>			

Request via  
phone/email

Base cost is \$99

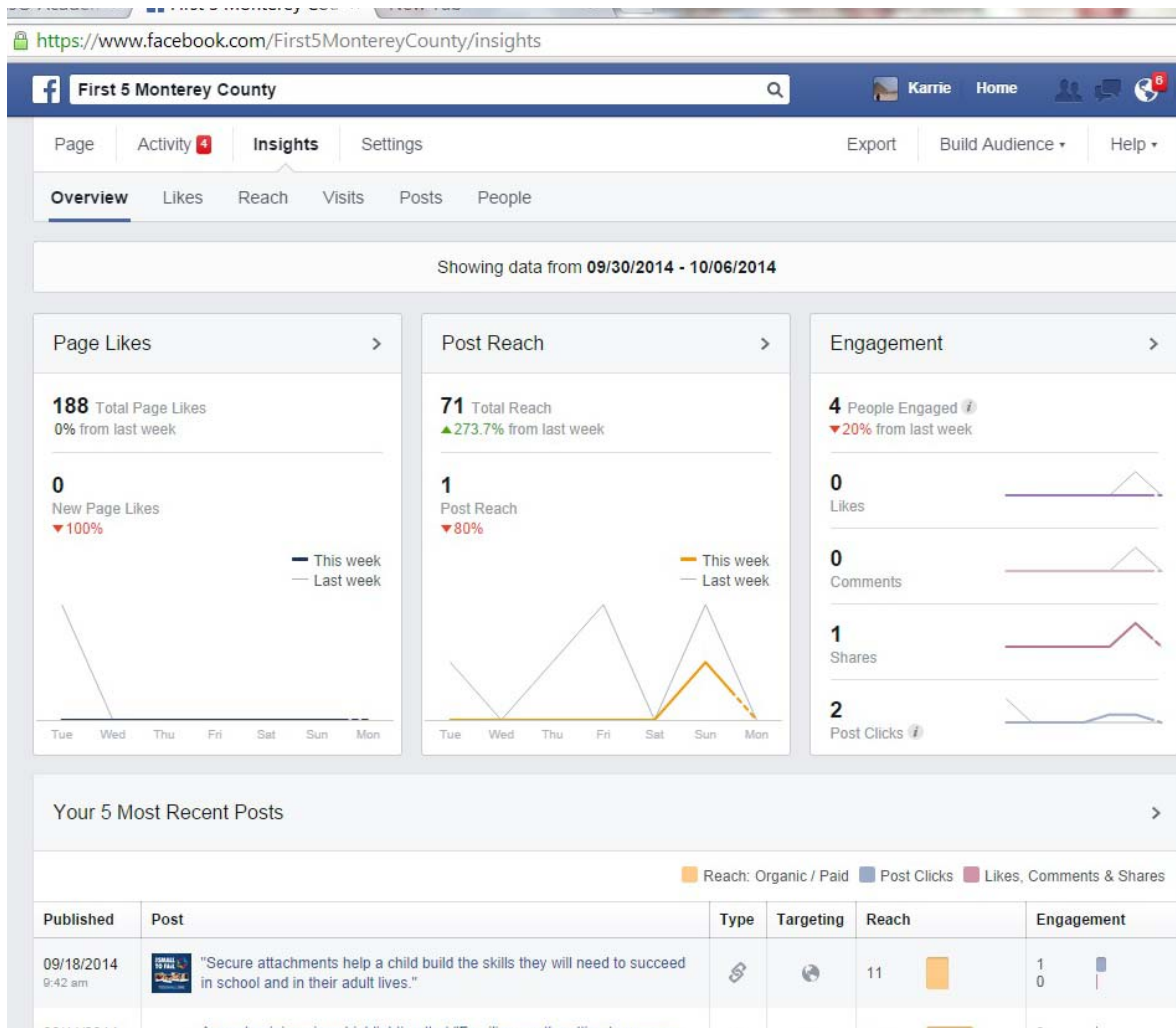
Large & small broadcast  
media outlets available

Text of clip

Search terms are  
highlighted

Includes additional stats  
(e.g., Nielsen audience)

# FB Insights: Outputs



Need admin privileges

Data is for users who  
"like" the page

Can export as Excel or  
.csv

# Constant Contact: Interface

instantcontact.com/rnavmap/em/home/tab

The screenshot displays the Constant Contact web interface. At the top, a dark blue header contains the Constant Contact logo, a phone number (800) 240-2302, and links for My Account, Pricing, Community, Apps & Services, Help, and Log Out. Below this is a yellow navigation bar with tabs for Home, Email, Social Campaigns, Offers, EventSpot, and Survey. On the right of the navigation bar are links for Contacts, Library, and My Settings. The main content area is divided into several sections. On the left, there are three yellow buttons: 'Create an Email', 'Try a Survey', and 'Create an Event'. Below these is a 'Recent Work' section with a 'My Emails' table. The table has columns for Edit, Copy, Name, Date, Status, and Opens. It lists four emails: 'F5MC Commission Meeting - September 29, 2014', 'July 2014 Newsletter', 'F5MC Commission Meeting - July 28, 2014', and 'F5MC Commission Meeting Monday July 28, 2014'. Below the emails is a 'My Events' table with columns for Copy, Name, Date, Status, and Registrants. It lists four events: 'May 31 2014 Reflection and Inquiry-Based Learning', 'March 19, 2014 ECDI Peninsula', 'March 12, 2014 - ECDI Salinas', and 'March 5, 2014 - ECDI North County - Castroville'. On the right side of the interface, there is a 'Contacts' section showing '2533 ACTIVE CONTACTS' with links for 'Add contacts' and 'Sign-Up Tools'. Below that is a 'Message Center' section stating 'You have no messages'. At the bottom right is a 'Refer a friend' section with a button and text 'and receive a \$30 credit'.

Constant Contact

(800) 240-2302 My Account Pricing Community Apps & Services Help Log Out

Welcome to Constant Contact, Lisa!

Home Email Social Campaigns Offers EventSpot Survey Contacts Library My Settings

User Name : first5mc

Create an Email Overview | FAQs Try a Survey Overview Create an Event Overview | FAQs

Recent Work

My Emails View all

Edit	Copy	Name	Date	Status	Opens
		<a href="#">F5MC Commission Meeting - September 29, 2014</a>	9/24/2014	Sent	<a href="#">22</a>
		<a href="#">July 2014 Newsletter</a>	7/29/2014	Sent	<a href="#">144</a>
		<a href="#">F5MC Commission Meeting - July 28, 2014</a>	7/24/2014	Sent	<a href="#">13</a>
		<a href="#">F5MC Commission Meeting Monday July 28, 2014</a>	7/24/2014	Sent	<a href="#">12</a>

My Events View all

Copy	Name	Date	Status	Registrants
	<a href="#">May 31 2014 Reflection and Inquiry-Based Learning</a>	5/31/2014	Complete	<a href="#">257</a>
	<a href="#">March 19, 2014 ECDI Peninsula</a>	3/19/2014	Complete	<a href="#">40</a>
	<a href="#">March 12, 2014 - ECDI Salinas</a>	3/12/2014	Complete	<a href="#">36</a>
	<a href="#">March 5, 2014 - ECDI North County - Castroville</a>	3/5/2014	Complete	<a href="#">19</a>

Contacts

2533 ACTIVE CONTACTS

[Add contacts](#) [Sign-Up Tools](#)

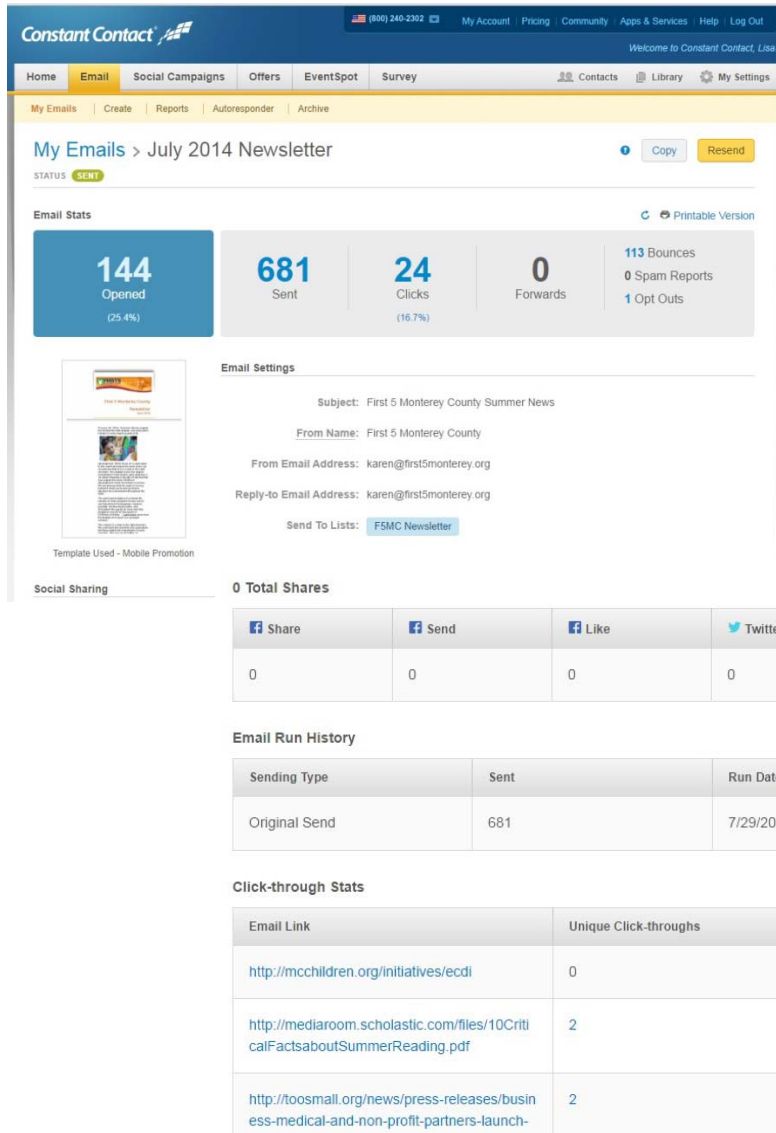
Message Center

You have no messages

Refer a friend and receive a \$30 credit

Must subscribe to email marketing services

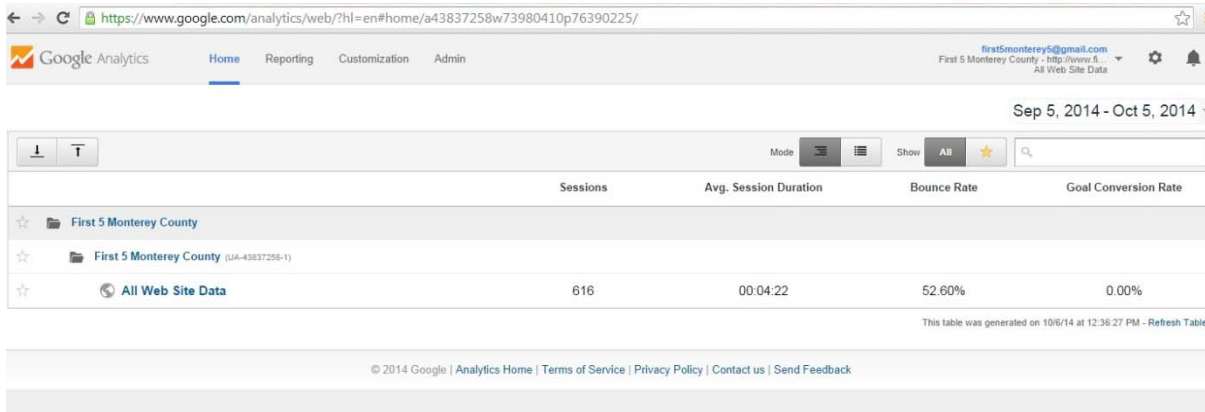
# Constant Contact: Outputs



Primarily used for marketing

Data available at individual and aggregate level

# Google Analytics: Interface



The screenshot shows the Google Analytics interface for the property 'First 5 Monterey County'. The top navigation bar includes links for Home, Reporting, Customization, and Admin. The date range is set to 'Sep 5, 2014 - Oct 5, 2014'. Below the navigation bar, there are tabs for 'Table' and 'Chart', and a 'Show' dropdown set to 'All'. The main table displays the following data:

	Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
First 5 Monterey County				
First 5 Monterey County (UA-43837256-1)				
All Web Site Data	616	00:04:22	52.60%	0.00%

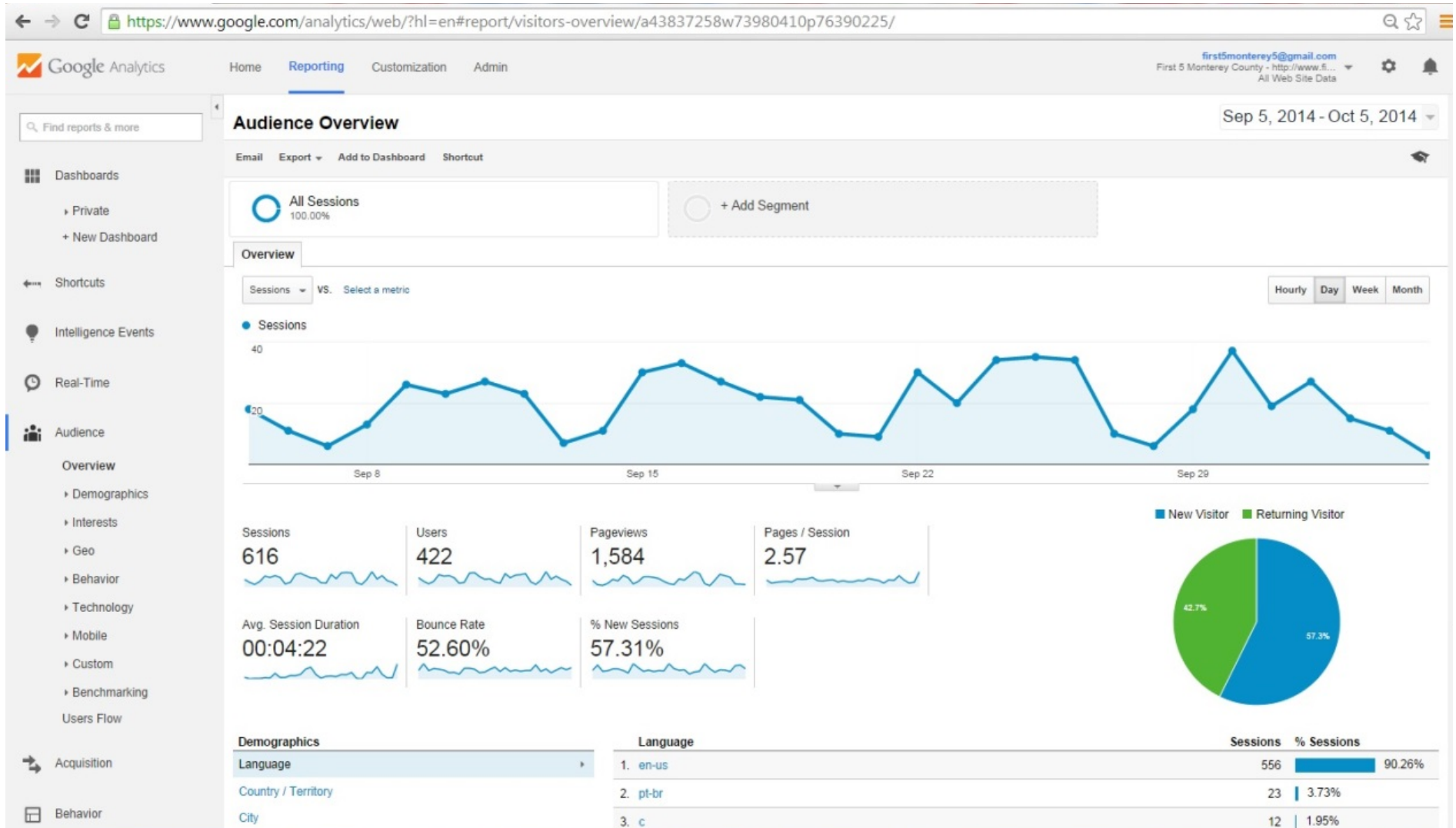
At the bottom of the table, a note states: 'This table was generated on 10/6/14 at 12:36:27 PM - Refresh Table'. The footer contains copyright information and links to Analytics Home, Terms of Service, Privacy Policy, Contact us, and Send Feedback.

Need admin privileges

Website must have  
Google Analytics  
enabled



# Google Analytics: Outputs



## Media Tracking Tool

	MEDIA CLIP INFO					POLICY ISSUES					ECDI INDICATORS						Summary
#	TV Station/ Outlet	Date	Time	Search Terms	Tone	Econ/ Workforce Dev	Public Safety	Land Use/ Water	Education	Health	3rd grade reading level	Parents reading w/ children	Social & Emotional Readiness	Child care	Mothers' educ level	Prenatal care	
1	KSBW-NBC	4/8/11	5:00PM	KINDERGARTENERS	Neutral				X				X				School district (unsanitary) at Santa Cruz Board of Health commercial areas.
2	KSBW-NBC	4/12/11	5:00PM	PRESCHOOL	Positive		X										State budget gap is \$1 million; employees, primarily preschool teachers, are being laid off.
3	KSBW-NBC	4/13/11	5:00PM	PRESCHOOL	Positive	X			X								SAME AS PREVIOUS REPORTS: they have no dispensary; they are introducing future services.
4	KSBW-NBC	4/13/11	12:00pm	PRESCHOOL	Positive		X										Anne Kelly, MPUSD, says categorical cuts, such as the classroom.
5	KSBW-NBC	4/21/11	12:00PM	PRENATAL CARE	Neutral		X			X						X	Congressman Sam Brownback's office of Head Start staff, largely family issues/concerns.
6	KCBA-FOX	4/25/11	10:00PM	EARLY CHILDHOOD	Neutral	X			X								Due to state and federal cuts in the district were limited.
7	KION-CBS	5/8/11	11:00PM	HEAD START	Positive				X								District explains that due to job loss, they also want to hire preschool teachers.
8	KCBA-FOX	5/16/11	10:00PM	PRESCHOOL	Neutral	X			X								Georgetown University child development majors believe lower earning selected for study found that children wheezing, and short stature.
9	KION-CBS	5/17/11	6:00AM	PRESCHOOL	Positive	X			X								(excerpt slightly cut about possible big Eschoo in favor).
10	KSBW-NBC	5/24/11	12:00PM	EARLY CHILDHOOD	Neutral	X											BILL AB-123 prohibits Speaker in excerpt.
11	KION-CBS	7/22/11	6:00AM	EARLY CHILDHOOD	Neutral					X						X	Superintendent Sereno's hire, and do as much as possible especially in light of the fact we then have a year-long transition.
12	KSBW-NBC	8/1/11	11:00PM	HEAD START	Positive	X			X								SAME AS ABOVE: no substitute.
13	KSBW-NBC	8/5/11	6:00PM	PRESCHOOL	Neutral		X										New study says that the study.
14	KCBA-FOX	8/12/11	10:00PM	PRESCHOOL	Neutral	X			X								Explores the cost of tuition at \$4,000. On the other hand, the benefits outweigh the costs on a college-bound child.
15	KION-CBS	8/12/11	11:00PM	PRESCHOOL	Neutral	X			X								
16	KSBW-NBC	8/26/11	12:00PM	PRESCHOOL	Positive					X							
17	KCBA-FOX	8/31/11	10:00PM	PRESCHOOL	Positive				X								

# Selected Findings

## Print & Broadcast Media

Search Term	Frequency**
Preschool	137
Early Childhood	98
Education*	59
Child Care	39
Kindergarten	34
First 5/Five	32
Head Start	29
First 5/Five Monterey County	28
Business*	23
Child Development	21

\* searched in conjunction with “child,” “childhood,” and “children”

\*\*period of 4.1.11 through 7.31.14

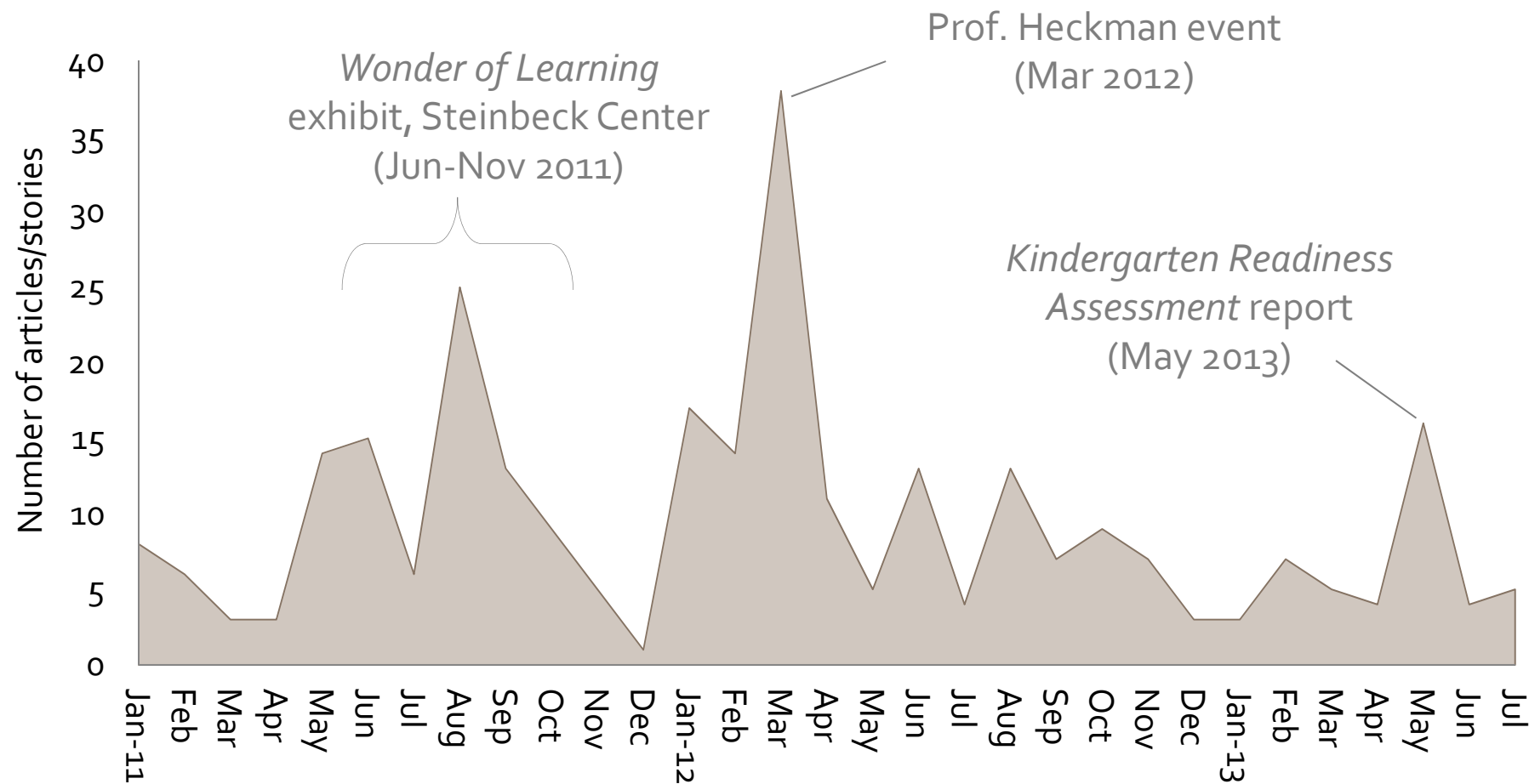
Number of print & broadcast clips in which each term appeared

Filtered for relevance to early childhood development

English & Spanish media sources

## Key Events

### Print & Broadcast Media Coverage, 1.1.11- 7.31.13



## Social Media

First 5 Agency	2013 "Likes"	2014 "Likes"
First 5 Sonoma	114	1,534
First 5 Fresno	889	1,081
<b>First 5 Monterey</b>	<b>114</b>	<b>186</b>
First 5 Santa Cruz	48	91

Source: Facebook Insights,  
accessed 9.13.13 and 9.15.14

"Likes": number of  
unique people who  
"like" (or "follow") the  
Page

Demographic data also  
available



## Electronic Media

Metric	Count
Users	5,345
Sessions	9,564
Pageviews	23,923

Source: Google Analytics, period of 9.9.13 – 9.15.14

User: visitor to website (new & returning)

Session: period of time user is actively engaged with website

Pageview: total number of pages viewed (includes repeated views of a single page)

Must “turn on” Google Analytics

## Electronic Media

eNewsletter	Number of Subscribers	Open Rate	Click-through Rate
July 2014	681	25%	17%
April 2014	740	34%	13%
Spring 2013	586	31%	21%
Fall 2012	2,425	24%	14%
Spring 2012	567	30%	14%
Fall 2011	495	29%	12%
Spring 2011	515	33%	21%

Source: Constant Contact

Open rate: percent who open an email

Click-through rate: percent who click on URL in email

Rates vary by industry, content, contact list quality, timing, etc.

Averages rates for *government agency or services*:

- Open – 24%
- Click through – 13%

## Influence on F5MC

Demonstrated F5MC's impact on media coverage

Led to more internal tracking

Increased F5MC's awareness of Early Childhood connections to top policy issues

Influenced F5MC's media approach



# Lessons and Insights

## Lessons & Insights

Context matters

Content analysis is necessary

Linkages are important

Part of larger evaluation portfolio

Opportunities to focus & expand

Next: how national vs. local topics  
influence local media

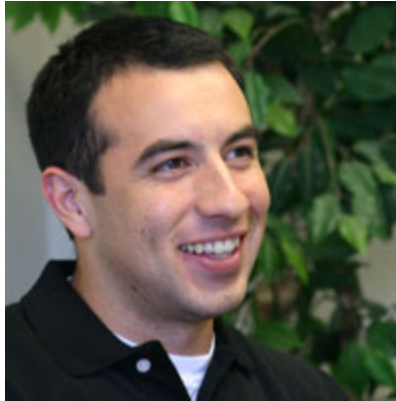


## Audience Questions



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