

# Rewards of Monthly Measurement:

## Credit Union Earns Big Dividends From Frequent Reports

### Challenge

Affinity Federal Credit Union, the largest financial institution of its kind in New Jersey, wanted to reduce the amount of time it spends measuring and interpreting its media coverage.



### Situation

In recent years, Affinity ([www.affinityfcu.org](http://www.affinityfcu.org)) has received several hundred stories annually through its BurrellesLuce monitoring account; the clip count in 2008 was nearly 350, while so far in 2009, story volume is on course to reach some 450 print and online items. Marketing Officer Elizabeth McLaughlin explains that, when she joined Affinity in 2006, the company's measurement activity consisted of counting the number of clips it received from BurrellesLuce and differentiating between consumer-press and trade-press coverage. The data was included in monthly marketing reports submitted to upper management.

Ms. McLaughlin began to expand on the measurement effort by adding media value to the mix. She asked BurrellesLuce to calculate the media values on an annual basis. As she had amassed a year's worth of unanalyzed clips, she had to round up the stories and return them to BurrellesLuce for measurement. "An intern and I spent a week gathering all the clips for BurrellesLuce to measure," she says. BurrellesLuce produced a report and charts that provided data on story count, impressions, and media value. Ms. McLaughlin incorporated the data in an annual report she prepared for Affinity's executives and board members.

She soon realized that Affinity could benefit even more if BurrellesLuce handled all aspects of the measurement activity. Ms. McLaughlin consulted with Kerry Maney, her measurement representative, who advised her on ways to best utilize the various measurement options offered by BurrellesLuce.

### Solution

Their discussions produced the following solution:

- ▶ Monthly, rather than annual, reporting.
- ▶ A procedure that does not require Affinity to return clips, because the analyst downloads the Affinity stories from the BurrellesLuce 2.0 web portal.
- ▶ Analysis that goes beyond impressions and media value to include these metrics:
  - Editorial tone of the Affinity mention.
  - Call to action (whether a story includes Affinity's web address, toll-free phone number, or other contact information).



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BurrellesLuce sorts the measurement data by categories that are of significant practical use to Affinity. One such category is Press Releases: Ms. McLaughlin sends BurrellesLuce each Affinity release, which the analyst checks against the text of each story. Consequently, the measurement reports identify which stories resulted from Affinity's proactive media-relations efforts. "Sorting the measurement data by press release enables us to gauge our target media's interest in a topic," she says, adding that "the information helps us make wiser choices about the subject matter of future releases."

“One key objective of the measurement program is to help Affinity determine a news release's comparable pickup by the consumer and trade press. "Consumer outlets, and daily newspapers in particular, are our main target," Ms. McLaughlin notes. "So if a release gets heavier coverage in trade publications than in consumer publications, we'll rethink the release's theme and decide whether it's worth doing any more announcements on that subject.”

### Results

- ▶ **More time for productive work.** Ms. McLaughlin no longer needs to put aside a week to collect clips for an annual measurement report, nor does she have to spend the good part of a day every month reviewing that month's coverage. The time freed up by the BurrellesLuce measurement program permits her to give uninterrupted attention to promotional activities that directly benefit her organization.
- ▶ **Better data, faster delivery, greater utility.** The customized measurement program not only has increased the amount of media-coverage data available to Affinity, but the program's monthly reporting schedule enables Ms. McLaughlin and her colleagues to react quickly to events or conditions that might warrant adjustments in Affinity's marketing efforts.

### About BurrellesLuce

BurrellesLuce helps communication professionals maximize their media relations results by identifying relevant publicity channels, and capturing and measuring all their coverage in local and national print, web, blog, online, social media, and broadcast outlets. Besides delivering content, the company's online platform, called BurrellesLuce 2.0, enables clients to target and connect with journalists and bloggers, track media coverage, and measure the impact of their outreach efforts. The platform has been further enhanced with the introduction of BurrellesLuce iMonitor, a self-guided media monitoring tool that powers instant searches covering the most local, national, and international news from free and subscription sources, including social media. Founded in 1888, BurrellesLuce has a long history of innovation and is an experienced provider of media monitoring and measurement services in the United States.