

Why should you care about news coverage?

The Good, The Bad, & The Ugly

The Good

- Track your message
- Measure value
- Prove your worth
- Media training

<http://67.214.99.203/MediaLibraryKCVideo/>

Track your message

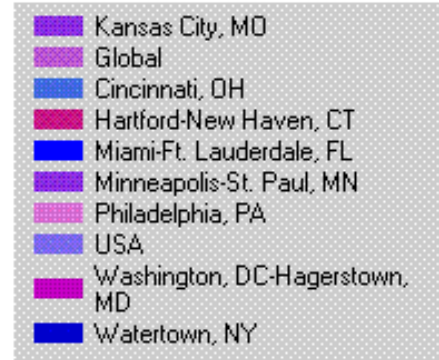
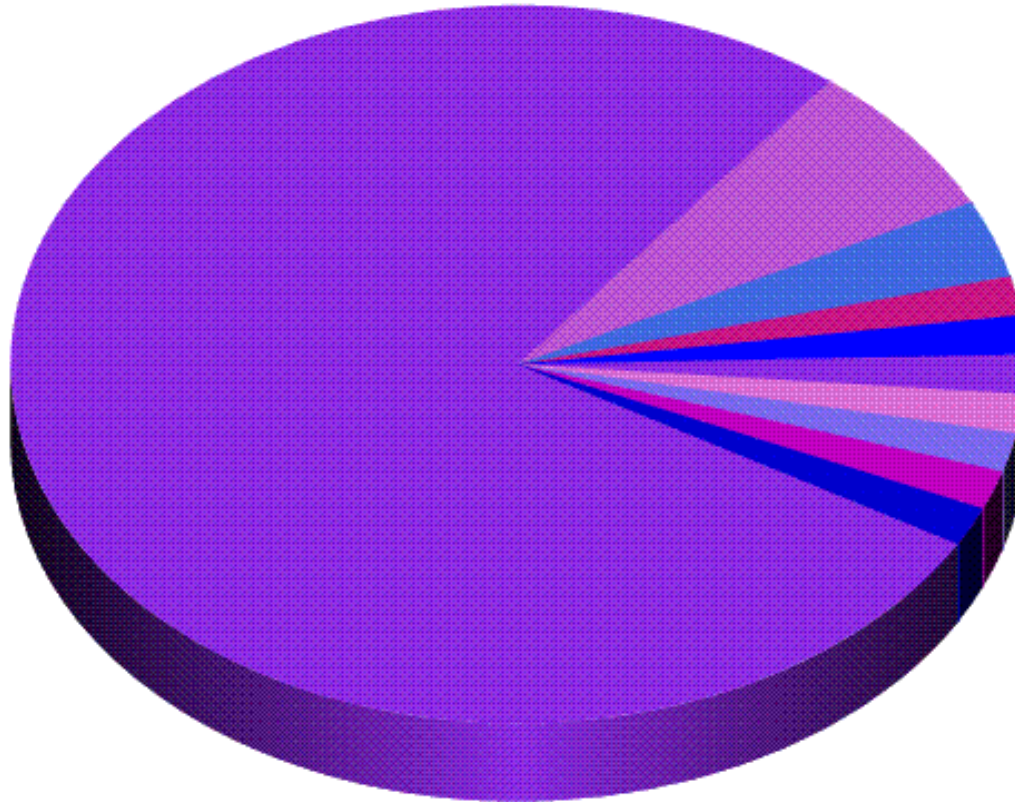
- **Broadcast Coverage Listing Report**
-
- **WDAF-FOX Kansas City, MOWDAF 8 am**
- Jan 26 2012 08:00AM CT
- **[51:20] [Preview Clip](#)** And if you'd like today's recipe, head to fox 4 kc dot com slash recipes. This house is made entirely of money, euros to be exact. You'll never believe how much money though, and where the UN-employed **ARTIST** got it all. An UN-employed Irish **ARTIST** has built a home from the shredded remains of one point four billion euros, that's one point eight two billion dollars!
- **Market Rank: 31**
- **Audience: 67,065**
- **Runtime: 3:43**
- **30-Second Ad Equivalency: \$305**
- **Calculated Ad Value: \$2,267**
- **Calculated Publicity Value: \$6,801**
- **Placement: End**
- **KCTV-CBS Kansas City, MOKCTV 6 am**
- Jan 26 2012 06:00AM CT
- **[24:53] [Preview Clip](#)** "Nats from "big miracle" universal miracle" opens in theaters February third. Standup bigad shaban, CBS News, Los Angeles) the oscars are getting a tech upgrade. The academy of motion picture **ARTS** and sciences is one step closer to e-voting. Narr 3:)the academy is working with an outside firm to develop a secure, electronic voting system. But not in time for February.
- **Market Rank: 31**
- **Audience: 22,983**
- **Runtime: 0:20**
- **30-Second Ad Equivalency: \$250**
- **Calculated Ad Value: \$167**
- **Calculated Publicity Value: \$501**
- **Placement: End**
- **KSHB-NBC Kansas City, MOKSHB 5 am**
- Jan 26 2012 05:00AM CT
- **[49:41] [Preview Clip](#)** 02:51:54 "there's a larding needle. I had a customer say we were the only store in the country that carries them. 57 if you're a culinary **ARTIST** or budding cook looking for that perfect piece to finish a fantastic meal there's no doubt you'd find it at pryde's. Pryde's is a family-owned kitchen and home accessories store in the heart of old westport in Kansas City, Missouri. 02:01;
- **Market Rank: 31**
- **Audience: 9,559**
- **Runtime: 0:21**
- **30-Second Ad Equivalency: \$75**
- **Calculated Ad Value: \$52**
- **Calculated Publicity Value: \$156**
- **Placement: Middle**
- **WDAF-FOX Kansas City, MOWDAF 5 pm**
- Jan 25 2012 05:00PM CT
- **[4:11] [Preview Clip](#)** "Maybe it was something to be taken up today. Or the discrimination of human rights bill we took up yesterday and were supposed to take up again today, I'm not sure. Senate staffers have been called in to keep an eye on the visitor's **GALLERY** and hallways. And extra capitol police will patrol the halls. A day after his state of the union address President Obama heads to Iowa.
- **Market Rank: 31**

Measure Value

- Ad Values
- Publicity Values
- Nielsen Audience Numbers
- Internet Metrics – Alexa Traffic Rank

Prove your worth

Online Content For Print Publications
Nelson-Atkins Museum of Art
Hits by market 1/1/12 – 1/26/12



Media Training

Use Clip Preview to review, analyze, and critique interview skills.

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The Bad

- **Crisis management**
 - Nobody plans to have a crisis but you should have a plan to deal with the fallout should the worst happen.

The Ugly

- **Reputation management**
 - Who is saying what about your organization?
 - What image is your organization portraying?