

<p><b>Title of Report:-</b></p> <p>Press office media evaluation report for September</p>	<p><b>Officer Presenting:</b> Media and PR Officer</p> <p><b>Author:</b> Media and PR Officer</p>
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## 1. Purpose of the report / key recommendations

- 1.1 The purpose of this report is to provide Members of the Governance and Strategic Planning Committee with a copy of the Council's Corporate Communications Press Office media evaluation report for the month of September.
- 1.2 It is recommended that Members note the content of this report and the background paper to the meeting.

## 2. Background.

- 2.1 Council's Corporate Communications uses an online dashboard to allow it to monitor and evaluate our media coverage and placement. The dashboard allows us to measure the coverage in terms of AVE (advertising value), reach (the number of people we are engaging with) and the sentiment of our coverage (ie whether it is positive, neutral or negative).

It also allows us to track and evaluate the press information that we produce and share using various media channels including print, broadcast, online and digital.

The report presented today is a new formatted report, that is prepared in-house with the assistance of the online dashboard, that clearly outlines level of content generated by the press office team during the month of September.

While the report does not reflect the number of individual press queries and media requests received or reflect the regular engagement the team has with local and regional media, it goes give members an interesting insight into the importance of producing regular, clear and concise information. It also shows the value of communicating via print, online and broadcast media outlets and the impact social media has in communicating information about Council services and initiatives. It also reflects the important role media engagement has in getting the message out to the public.

### 3. Key Issues

- 3.1 During the month of September, the media team dealt with 83 individual press queries and produced 363 pieces of editorial content that can be broken down as 166 print articles, 150 online articles, 41 radio pieces and six TV features. The total AVE for this period is £1.2m with a daily average of £40k worth of coverage.
- 3.2 The report also shows the five prominent issues that featured in our content during this period. COVID and the impact it had on Council services counted for the vast majority of the content – almost 300 items across print, online, broadcast and social media with a reach of 28m. The change in cemetery open hours featured in over 77 items with a reach of over 634k while the opening of the new Visit Derry centre at Waterloo Place accounted for 36 editorial pieces. The announcement of the Halloween digital programme and the events hosted by Council for Culture night were also predominantly featured accounting for 34 and 33 items respectively.
- 3.3 During the month of September, the unit generated 166 print articles with a potential audience reach of almost 5m. The majority of the content was published in daily regional publications (92%) and has an AVE of over £267k. The breakdown in the sentiment and tone of this coverage is as follows – 112 positive, 49 neutral and 5 negative. Driving some of the positive coverage was the P7 school leavers event hosted by the Mayor, the reopening of the gyms at Council leisure centres and a business engagement event held by Council's business support team.
- 3.4 In terms of online coverage for this period, the report shows how the team generated 150 online articles with a potential audience reach of over 25m. Almost 37% of the Council online content was featured in news websites following by party/club/ association websites and other press service outlets. The breakdown in the sentiment and tone of this coverage was overall positive with the return of the Walled City Market, the community aspect of the Halloween festival and the line up of events for Culture night driving the majority of positive commentary.
- 3.5 From a broadcast point of view, the Press office boasted a total of 47 audio and visual items with an audience reach of 1.6m and an AVE in excess of £368k. The top broadcast stations by reach were BBC Radio Foyle with a reach of 403k while content from BBC NI Newline saw a reach potential of 369k and

BBC Radio Ulster 310k. In terms of shows, the Mark Patterson show generated the greatest total of broadcast items with 7 pieces reaching an audience of 161k. Others included Highland Radio with 8 items and a reach of 97k, Cool FM news with 4 items and 65k reach and Downtown Radio, 5 items and a reach of 87k. Sentiment across all these channels was mainly neutral with the key positive drivers being events on Culture night and the NHS spitfire at CODA.

- 3.6 During the month of September almost 1,000 social media posts were generated on the Council's Corporate channels that saw almost 35,000 interactions that can be broken down into over 6k likes and over 27k shares. The potential audience reach for this social media coverage is 7m.
- 3.7 The report also indicates a month by month comparison for the content generated in August against September and how there was an output increase across all platforms from 300 to 363 and across reach from 30m to 32m.

#### **4. Financial and other implications**

- 4.1 There are no direct financial and/or other implications arising from this report.

#### **5. Key recommendations.**

- 5.1 It is recommended that Members note the content of this report and find attached the report for September in full. Members are also asked to note that this report will be provided every three months to members going forward, with the next one provided at this committee in January 2021 analysing the period October, November and December.