

# Media Relations Rating Points (MRP™) User Guide

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## 1.0 Introduction

The MRP (Media Relations Rating Points) system provides communications and marketing professionals with an easy-to-use tool that measures the effectiveness of any public relations campaign. The 10-point rating system can be used for any type of media coverage (i.e. print, TV, radio, online). The MRP system can also be used to measure crisis communications and unplanned media attention after the fact.

The primary objective of the MRP system is to create a standardized reporting mechanism that can be widely accepted and utilized with ease to measure coverage results. This system can be easily customized by Company or by project. MRP provides clear metrics to evaluate media coverage, track total impressions and cost per contact.

## 2.0 Setting Campaign Objectives

An essential step in the process of evaluating any project or campaign is to set clear objectives or criteria with the client before the commencement of the campaign/project. By determining the criteria for a project and incorporating MRP at the onset, a project will have measurable results.

## 2.1 Criteria & Tone – The Backbone for Scoring

Each piece of media coverage resulting in proactive PR is worth a possible ten points. Five points for tone and five points for predetermined criteria that reflect campaign goals.

### *Tone*

#### *Simple Definition*

The explicit or strongly implicit characterization of the article's or segment's subject.

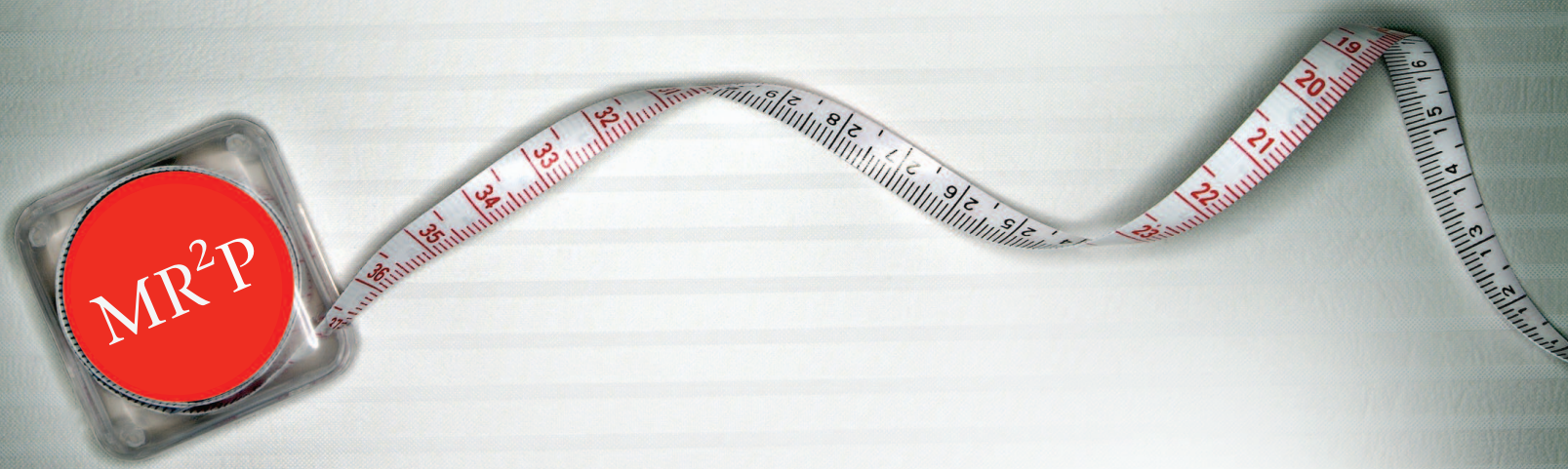
#### *Detailed Definition*

Content analysis factor that measures how a target audience feels (or is likely to feel) about the client or product or topic; typically defined as positive, neutral or balanced, or negative.

Source: Don Stacks, Ph.D., University of Miami for the Institute for Public Relations, Dictionary of Public Relations Measurement and /Research

An article is not necessarily positive due to the presence of only the following variables:

- Company / Brand Mention
- Key message
- Spokesperson
- Call to action
- Third party endorsement



An article's tone is independent of the rest of the variables. While an article that has a supported key message is more likely to also be positive, it is not positive because it has that key message.

### **Criteria**

Criteria make up the other five possible points in the MRP system. Choose five criteria to include in the MRP system, which will comprise the rating section. There is an optional bonus/demerit point, which will be explained later.

- Company/brand mention
- Photo/Image
- Colour
- Spokesperson quote
- Prominence/position in publication or broadcast
- Key message(s)
- Exclusivity
- Headline/newscast positioning
- Tier 1 vs. Tier 2 media outlets
- Competitive/peer inclusion (e.g. product reviews)
- Target audience
- Credibility (of spokesperson, expert etc.)
- Inclusion of website
- Call to action

### **Suggested criteria:**

#### **Company/Brand Mention**

The branding point is given when the “brand” or name of a product, person or service is accurately represented in the piece of media coverage. No brand mention means no point is given.

#### **Photo/Image**

If a photo is accompanied with the article a point is given. Whether it is a photo you provided the media or the result of a photo opportunity, as the old adage goes “a picture tells a thousand words”. No photo or image means no point is given.

#### **Colour**

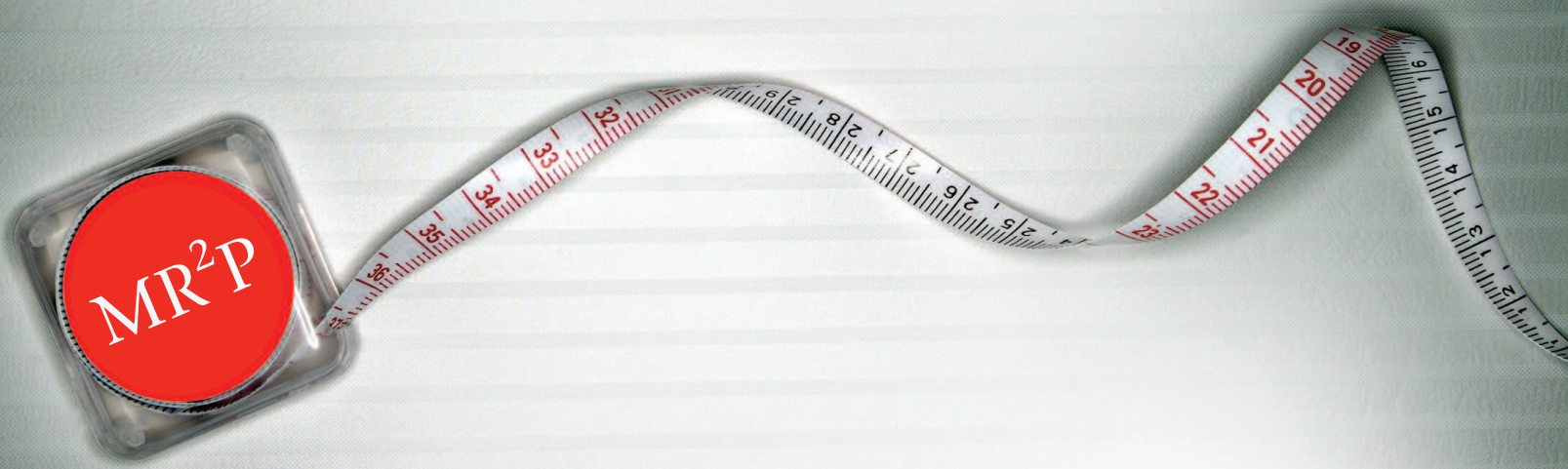
Often the inclusion of a colour photo will have greater impact and therefore can be criteria for consideration.

#### **Spokesperson Quote**

Inclusion of quote from appointed spokesperson from interview or media release.

#### **Prominence**

Where the article is located in the publication or when it airs in a broadcast contributes to overall rating. Logically, front page or front section of a publication has more prominence than back and likewise the first 15 minutes of a broadcast is more widely watched or listened to and therefore has a greater chance of reaching a broad audience.



### ***Key Message(s)***

Key messages are developed prior to campaign launch and established to clearly get your message across. Key message(s) can be delivered by spokesperson or media release and, if represented in media coverage, gains a point for accurate message delivery. If no key message is communicated, no point is awarded.

### ***Exclusivity***

If company/brand/product is the singular focus of a news item and no competitor is included, or used as a comparison, exclusivity applies.

### ***Headline/newscast positioning***

Geographic location of a printed article or position of the broadcast. For example, the front section of a newspaper, above the fold or lead story in a broadcast.

### ***Tier 1 vs. Tier 2 media outlets***

A pre-established target list of tier 1 and tier 2 media can be used as possible criteria. For example, a national newspaper might be considered Tier 1, while a community newspaper is Tier 2.

### ***Target audience***

Type of media outlet that reaches a target audience based on readership/audience profile.

### ***Credibility of spokesperson or expert***

An opinion or quote included reflects a credible source and can enhance PR coverage.

### ***Inclusion of website***

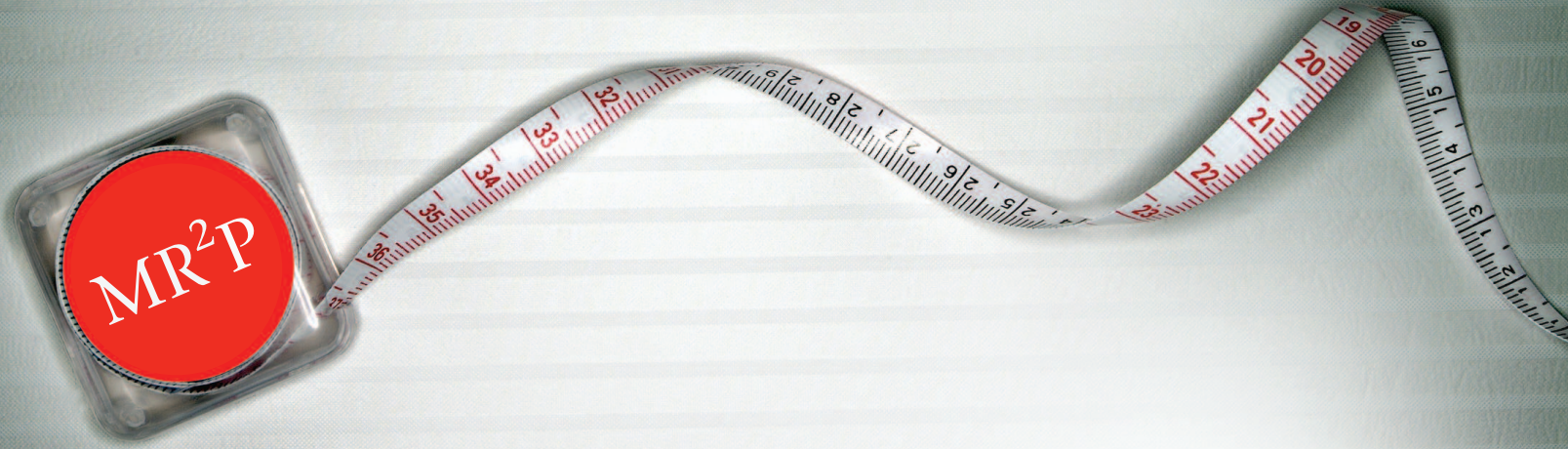
Direction to URL, website, blog etc.

### ***Call to action***

News item includes a call to action as specified in the PR plan.

## **2.2 Bonus/Demerit Point**

An optional point is included in MRPs for exceptional coverage either positive or negative. This extra point is outside of the 10-point rating system and can be applied to coverage above and beyond what may have been expected in the initial campaign objectives or to evaluate the impact of negative and highly visible coverage. For example, the front page of a product launch would be worth one bonus point. Front-page coverage of a negative story or issue, as a result of the campaign, would result in one demerit point.



### 3.0 The Data – News Canada Delivers

Partnering with News Canada and CPRS, the MRP system data is available via subscription in both official languages at [www.mrpdata.com](http://www.mrpdata.com). The information provided is as follows:

#### **PRINT**

##### Daily Newspapers (English & French)

- Publication name
- Province
- City (or geographic area)
- Readership (Monday-Friday)
- Readership (Saturday-Sunday)

##### National Magazines (English & French)

- Publication name
- Province
- City
- Readership

##### Community Newspapers (English & French)

- Publication name
- Province
- City
- Readership (Monday-Friday)
- Readership (Saturday-Sunday)

##### Trade Publications (English & French)

- Publication name
- Province
- City
- Readership

#### **BROADCAST: RADIO (English & French)**

- Station name
- Province
- City
- Average quarter-hour within a day-part 📌

#### **WEBSITES (English & French)**

- URL
- Unique viewers per month

#### 📌 Day Parts are defined as:

Weekday:	Weekend:
6a - 10a	6a - 10a
10a - 3p	10a - 3p
3p - 7p	3p - 7p
7p - 12a	7p - 12a

### 4.0 Scoring

Score is determined by adding: average of tone + average of rating section. e.g. if your average tone for all coverage in a campaign is 4 out of 5 and the average rating including bonus or demerit points is 3 out of 5, you would add those to generate your MRP score of 7 out of 10 or 70%.

#### **Cost per Contact**

CPC is total program cost over reach.

- e.g. Program cost: \$25,000  
Total reach: 750,000  
Cost per contact: \$0.03