



## 2003 Media Reputation Index | Methodology

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## Companies Tracked In The 2003 Media Reputation Index

Aetna	Citigroup	Ingram Micro	Prudential Insurance
Albertson`s	Coca-Cola	Intel	Safeway Inc.
Alcoa Inc.	ConAgra	International Paper	SBC Communications
Allstate	ConocoPhillips	J.C. Penney	Sears
Altria Group	Costco	J.P. Morgan Chase & Co.	Sprint
AmeriSourceBergen	CVS	Johnson & Johnson	State Farm Companies
American Express	Dell Computer	Johnson Controls	SuperValu
American Int'l Group	Delphi Automotive	Kmart	Sysco
AOL Time Warner	Dow Chemical	Koch Industries	Target Corporation
Archer Daniels Midland	DuPont	Kroger Co.	TIAA-CREF
AT&T	Electronic Data Systems	Lockheed Martin	Tyson Foods
AutoNation	ExxonMobil	Lowe's	United Technologies
Bank of America	Fannie Mae	Marathon Oil	UnitedHealth Group
Bank One	FedEx	MassMutual	UPS
BellSouth	Ford Motor Co.	McKesson HBOC	Valero Energy
Berkshire Hathaway	Freddie Mac	Merck & Co.	Verizon
Best Buy	General Electric	Merrill Lynch & Co.	Viacom
Boeing	General Motors	Metropolitan Life	Visteon
Bristol-Myers Squibb	Georgia Pacific	Microsoft	Wachovia
Cardinal Health	Goldman Sachs	Morgan Stanley	Walgreen
Cargill, Inc.	HCA	Motorola, Inc.	Wal-mart
Caterpillar	Hewlett Packard	New York Life	Walt Disney
ChevronTexaco	Home Depot	PepsiCo	Washington Mutual
Cigna	Honeywell	Pfizer	Wells Fargo & Co.
Cisco Systems	IBM	Procter & Gamble	Weyerhaeuser

## Media Tracked In The 2003 Media Reputation Index

Newspapers		Magazines	Television
Atlanta Journal & Constitution	New York Times	Business Week	ABC
Boston Globe	New York Post	Consumer Reports	CBS
Chicago Sun-Times	Orange County Register	Economist	CNBC
Chicago Tribune	Philadelphia Inquirer	Forbes	CNN
Cleveland Plain Dealer	Portland Oregonian	Fortune	CNNfn
Daily News (NY)	San Diego Union-Tribune	Kiplinger's	FOX
Dallas Morning News	San Francisco Chronicle	Money	MSNBC
Denver Post	Star Ledger (Newark, NJ)	Newsweek	NBC
Detroit Free Press	St. Petersburg Times	Time	PBS
Houston Chronicle	USA Today	US News & World Report	Bloomberg
Los Angeles Times	Wall Street Journal		
Miami Herald	Washington Post		
Newsday (NY)	Star Tribune (Minneapolis)		

## Key Measures

Prominence is an estimation of the likelihood that someone will be exposed to and remember news about a company. Measures include placement (front page), presence of the company in the headline or graphics, dominance and extent of mention.

**Prominence**  
**"Splash"**

**Tone**

Tone is rated on a five-point scale:

- 5 – Very Positive
- 4 – Somewhat Positive
- 3 – Neutral
- 2 – Somewhat Negative
- 1 – Very Negative

**Weighted Impact**

Weighted Impact is a composite of Prominence and Tone and becomes an overall quality score on a scale of +100% to -100%.

**Impressions**

Impressions are audited circulations of print outlets and audience figures of broadcast outlets. No multipliers, such as pass-along, are used.

**Net Effect**

Net Effect is the result of Impressions of an individual story multiplied by the Weighted Impact scale. The result is either a positive or negative number, depending on the tone of the company's coverage in the story. The sum of these scores result in a Net Effect score for a given period of time, or surrounding a particular issue.

## Reputational Dimensions & Elements\*

Dimension	Elements
Emotional Appeal	<p>I Like this company</p> <p>I Admire and Respect this company</p> <p>I Trust this company</p>
Products & Services	<p>Company Offers High-Quality Products &amp; Services</p> <p>Company Stands Behind its Products and Services</p> <p>Company Develops Innovative Products &amp; Services</p> <p>Company Offers Products &amp; Services That are a Good Value</p>
Vision & Leadership	<p>Company Has Excellent Leadership</p> <p>Company Has a Clear Vision for its Future</p> <p>Company Recognizes and Takes Advantage of Market Opportunities</p>
Workplace Environment	<p>Looks Like a Good Company to Work For</p> <p>Looks Like a Company That Would Have Good Employees</p> <p>Is Well-Managed</p>
Social Responsibility	<p>Company Supports Good Causes</p> <p>Is an Environmentally-Responsible Company</p> <p>Company Maintains High Standards in the Way It Treats People</p>
Financial Performance	<p>Company Has a Strong Record of Profitability</p> <p>Company Looks like a Low-Risk Investment</p> <p>Company Tends to Outperform its Competitors</p> <p>Looks Like a Company with Strong Growth Prospects</p>

\* From the Harris-Fombrun Reputation Quotient®

## Calculation Of The Reputation Index

### Reputation Index

Using the Net Effect scores for each of the 100 companies tracked in this study, the **Reputation Index** is created. Each company's index score is based on its performance in Net Effect relative to the other companies in the study. Quite simply, the index is calculated as a company's Net Effect divided by the median Net Effect of the 100 companies:

$$\frac{(\text{Company A's Net Effect})}{(\text{Median Net Effect})} \times 100$$

If Company A's Net Effect is the same as the median, its Reputation Index is equal to 100.

If Company A's Net Effect is greater than the media, its Reputation Index will be greater than 100. If it is double the median, its Reputation Index will be 200.

By the same token, a Net Effect score less than the median will result in a Reputation Index below 100. Performance at half the median Net Effect will result in a Reputation Index of 50. Because Net Effect can be negative, so can Reputation Index scores.

### Size-Adjusted Reputation Index

$$\frac{\frac{(\text{Company A's Net Effect})}{(\text{Company A's Revenue})}}{\frac{(\text{Median Net Effect})}{(\text{Median Revenue})}} \times 100$$