



Media Reputation Index

PR Measurement For

The Board Room

Sample Report

**The Media's Impact on
Corporate Reputation for
The 100 Largest U.S. Companies**

Prepared by:

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According to a survey conducted by *Chief Executive* magazine of over 600 CEOs and senior managers, **the percentage of companies that measure corporate reputation has doubled** over the past year.

By protecting your corporate reputation, you can impact the bottom line:

- *Strengthen your position to rise above a crisis*
 - *Impact company sales, acquisitions, mergers*
 - *Affect stock prices*

Your media coverage influences changes in the overall perception of your company's reputation. By consistently monitoring the impact of your coverage, you can influence the outcome.

INTRODUCING THE MEDIA REPUTATION INDEX:

Analyzing news coverage in more than 100 media outlets including:

- *Top Newspapers*
- *Business Magazines*
- *News Magazines*
- *Network, Cable and Local Television*

Each Media Reputation Index Report Provides:

- *An analysis of the media's impact on corporate reputation for the 100 Largest US-Based Companies and you*
- *Details on specific competitive sets - industry and/or aspirational*
- *How your company compares to the best, the worst, your industry and your competition*
- *An easy-to-understand and communicate score (your *Mri*) that can be used to prove your ROI to the board room*

Quarterly, Semi-Annual and Annual packages available

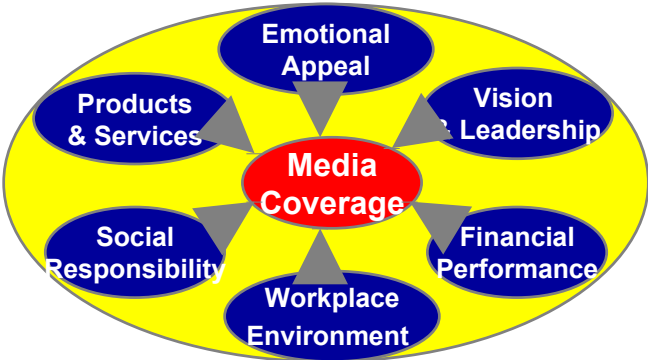
THE BENEFITS: By using the Media Reputation Index, you will be able to:

- ***Effectively Gauge Strategic Positioning*** — Quarterly reports provide a consistent monitoring tool
- ***Monitor Your Performance Vis-a-Vis Your Rivals*** — Interpretive analysis with supporting data identifies reputational factors through six dimensions and twenty attributes to reveal your Media Reputation Index.
- ***Make Decisions and Implement New Strategies*** — Understand how to influence change through strategic planning and decision making
- ***Communicate Results Internally*** — With the easy-to-understand “Board Room Number” known as **Mri**
- ***Track cross-industry data on over 100 companies with one, cost effective monitoring tool - Mri*** allows you to keep your hand on the pulse of what’s driving corporate reputations for your company, your competitive set and your aspirational peers.

THE BACKGROUND: Media Reputation Index is jointly prepared by Delahaye Medialink and the Reputation Institute. Mri breaks down coverage of companies into the categories of the Reputation Quotient®, a measure of corporate reputation developed by the Reputation Institute and regularly featured in the *Wall Street Journal*.

Through the Media Reputation Index, Delahaye Medialink, a worldwide communications research leader, and the Reputation Institute, a global authority on building corporate reputation, combine each organization’s strengths to bring you a cost effective solution that monitors how media coverage impacts corporate identify.

Media Reputation Index is based on the drivers of corporate reputation as developed through extensive research:



Media Reputation Index Report Deliverables



The Board Room Number – Media Reputation Index

Your report will deliver three Mri scores - all easy to communicate, easy to understand:

- *You can use Mri to compare your company directly with the top 100*
- *You'll also get a score that adjusts for company size*
- *And, you'll receive a score that compares your company with your industry*

Your Performance	Score	Rank
MrI (100 companies)	120	31st
Size-Adjusted MrI (100 companies)	80	15th
Industry-Only MrI (9 companies)	70	8th

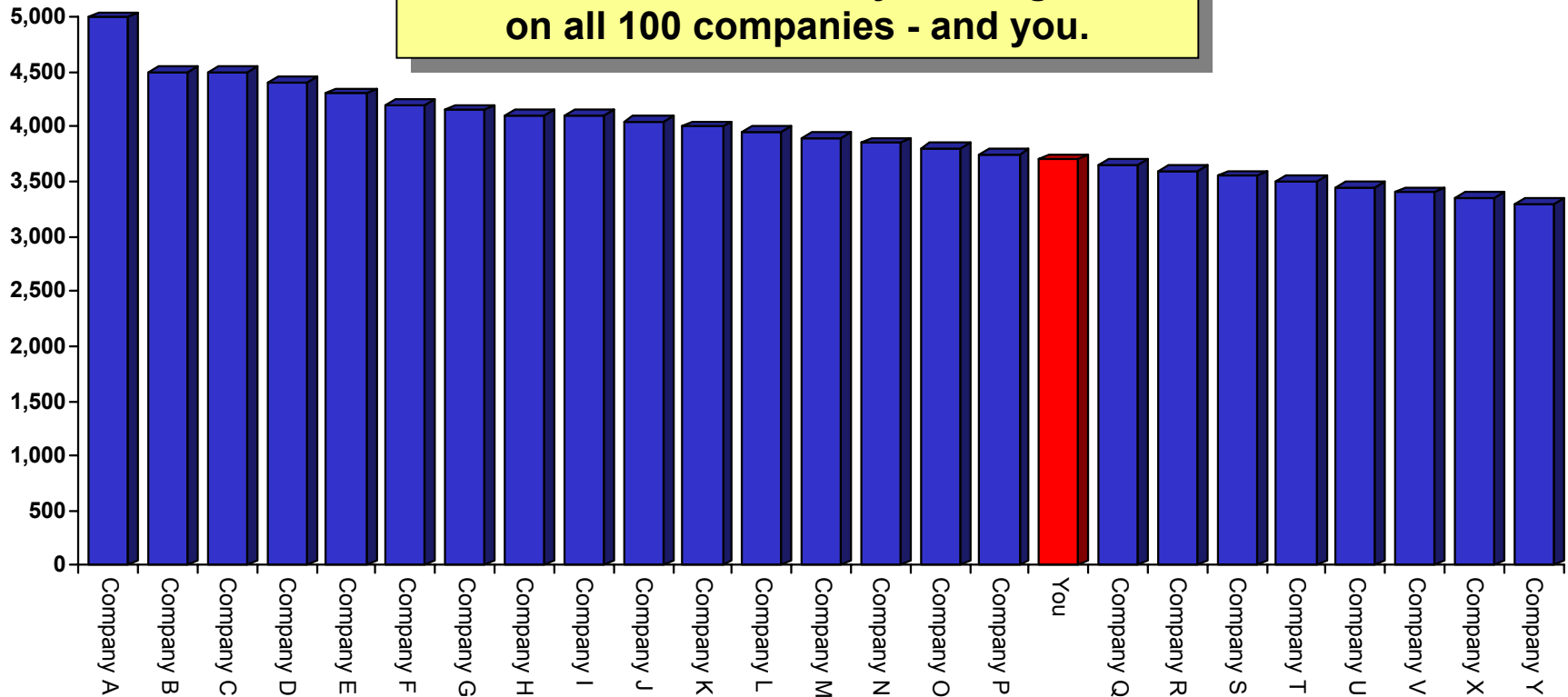
The Media Reputation Index is designed to reflect relative standing in a single number. The Mri communicates a company's media relations performance relative to the 100 largest U.S. companies. Below is a simple guide to what Mri scores mean:

- 100 is the median of all companies
- Less than 100 falls below the median
- More than 100 is above the median
- 200 means twice the median
- 50 means half the median

Note: All data in this sample are fictitious.

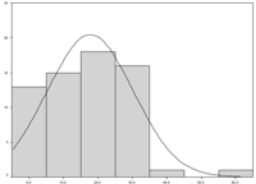
Top Quartile Of Performers In Net Effect

The Media Reputation Index is a cost-effective solution where you will get data on all 100 companies - and you.

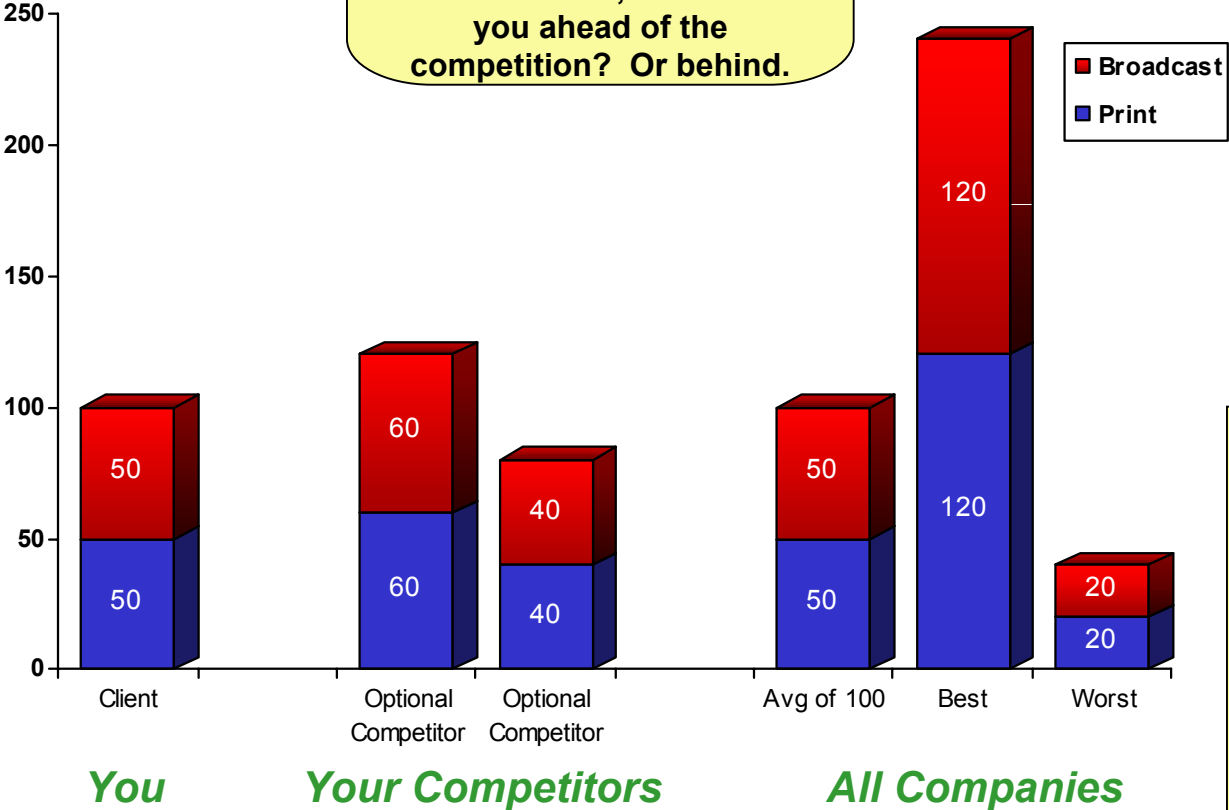


Number Of Stories

You will get an in depth comparison that shows you best, worst and where the majority of competitors fell. In other words, how far are you ahead of the competition? Or behind.



Arrow shows your position on the graph.



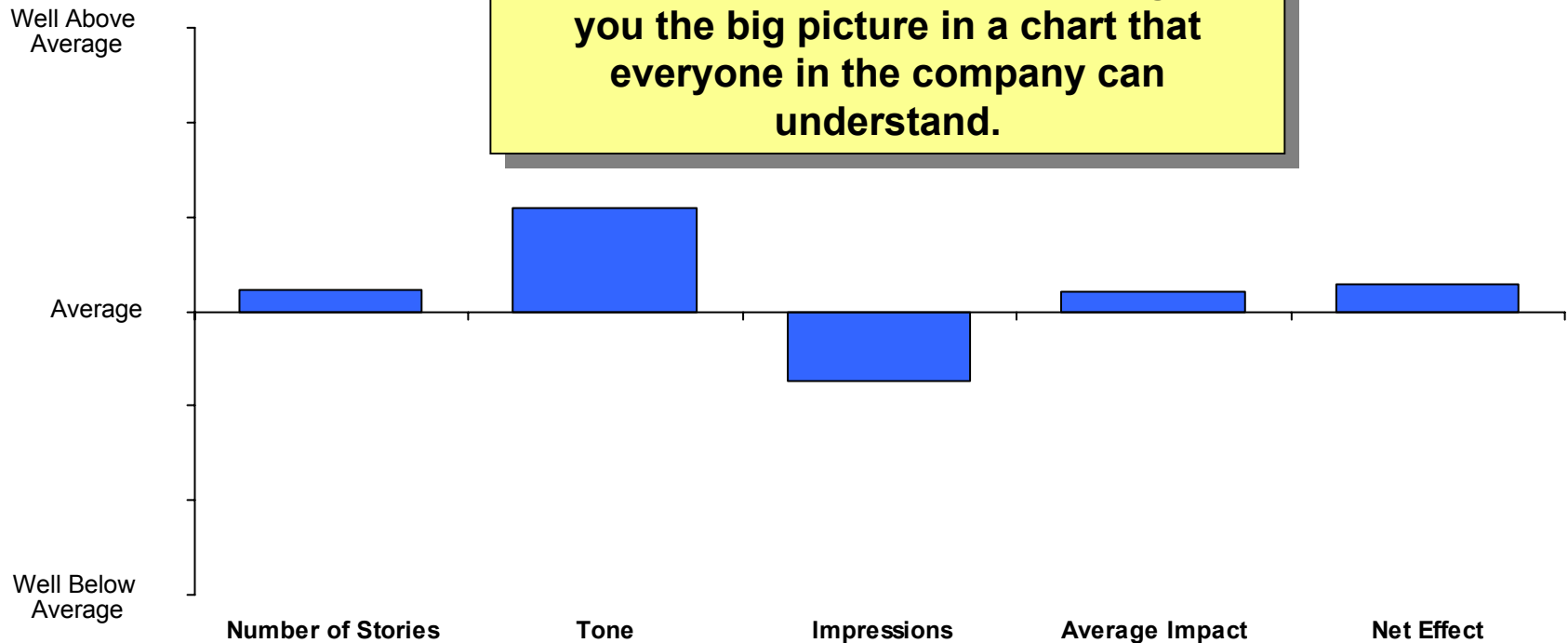
This page is repeated for each of the major measures:

- Tone
- Impact
- Impressions
- Net Effect

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Your Relative Performance

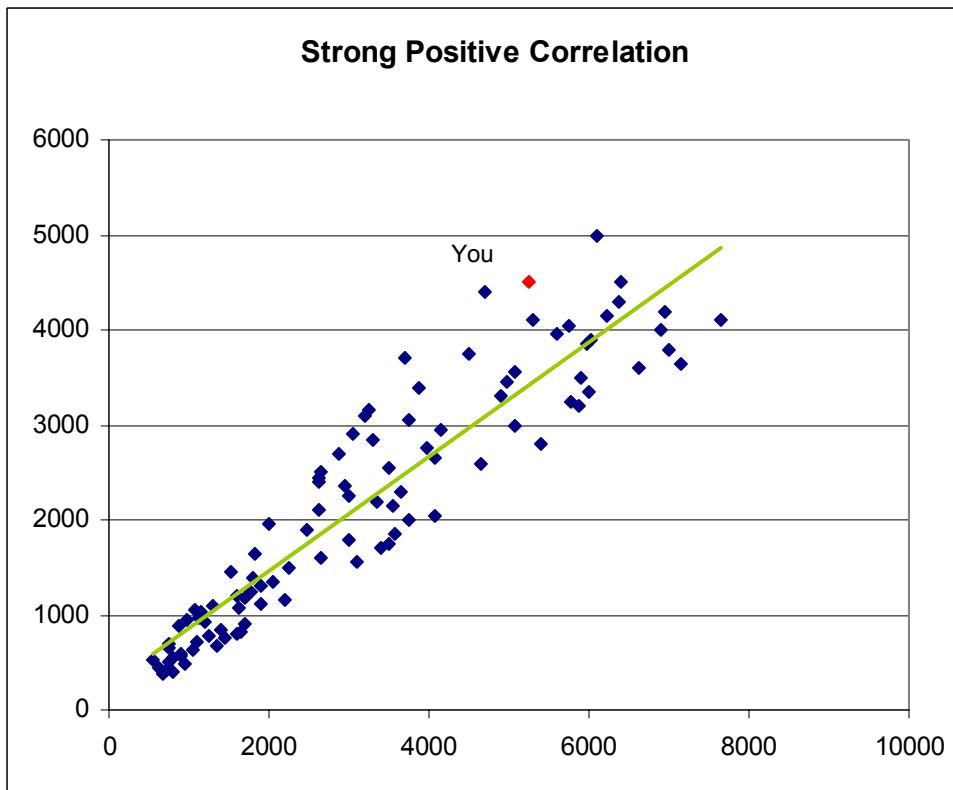
You will receive an at-a-glance display of where you are outperforming or falling short relative to the largest companies. This snapshot will give you the big picture in a chart that everyone in the company can understand.



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Correlation Between Company Size And Media Performance

Net Effect



Revenue

You will find out each quarter the extent of relationship between company size and media performance.

Is bigger better? To the degree there is a correlation, you can see if you perform above or below the central tendency, the expected performance displayed as the green line in the chart.

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Analysis Of Reputation Components

Number Of Mentions Of Reputational Dimensions

You will see each of the top-performing companies in each driver of corporate reputation.

You Your Competitors

	Client	Optional Competitor	Optional Competitor	Median	Best	Lowest	Total Of All Companies
Emotional Appeal	327	87	0	79	800 (Company A)	0	12,325
Social Responsibility	560	332	18	207	900 (Company B)	5	28,050
Workplace Environment	102	58	0	46	400 (Company C)	0	5,150
Financial Performance	705	93	0	141	1000 (Company D)	0	23,475
Vision & Leadership	56	24	6	31	100 (Company D)	0	2,925
Products & Services	325	92	0	143	2300 (Company E)	0	14,000

You will receive a data chart for each of these measures:

- Tone
- Impact
- Impressions
- Net Effect

Note: All data in this sample are fictitious.



Number Of Mentions of Reputational Elements

Dimension	Element	You	Optional Competitor	Optional Competitor	Median	High	Low	Total of All Competitors
Emotional Appeal	Like	26	61	4	30	118	10	3,033
	Admire	227	261	205	231	921	77	23,100
	Trust	74	109	52	78	310	26	7,833
Products & Services	Quality	165	195	143	168	668	56	16,767
	Stands Behind	30	55	8	31	121	10	3,100
	Innovative	45	85	23	51	201	17	5,100
	Good Value	24	59	2	28	110	9	2,833
Vision & Leadership	Leadership	138	168	116	141	560	47	14,067
	Clear Vision	54	89	32	58	230	19	5,833
	Opportunities	224	258	202	228	909	76	22,800
Workplace Environment	Good to Work For	34	69	12	38	150	13	3,833
	Good Employees	57	91	35	61	241	20	6,100
	Well-Managed	33	68	11	37	146	12	3,733
Social Responsibility	Support Causes	610	640	588	613	2,448	204	61,267
	Environment	52	87	30	56	222	19	5,633
	Treats People	29	63	7	33	129	11	3,300
Financial Performance	Profitability	32	67	10	36	142	12	3,633
	Low-Risk Investment	224	258	202	228	909	76	22,800
	Out-Performs	94	129	72	98	390	33	9,833
	Growth Prospects	31	61	9	34	132	11	3,367

You will receive a data chart for each of these measures:

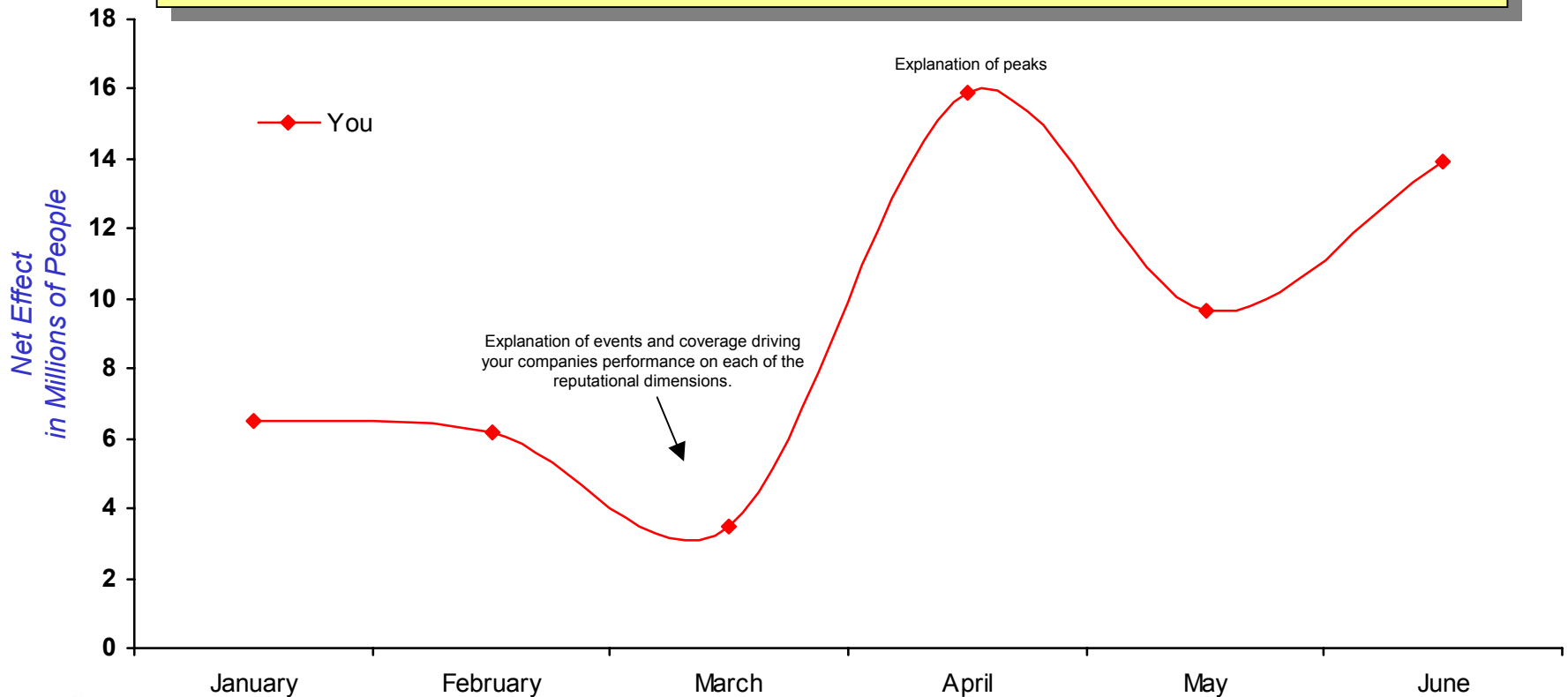
- *Tone*
- *Impact*
- *Impressions*
- *Net Effect*

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Emotional Appeal Jan 1999 – June 2000

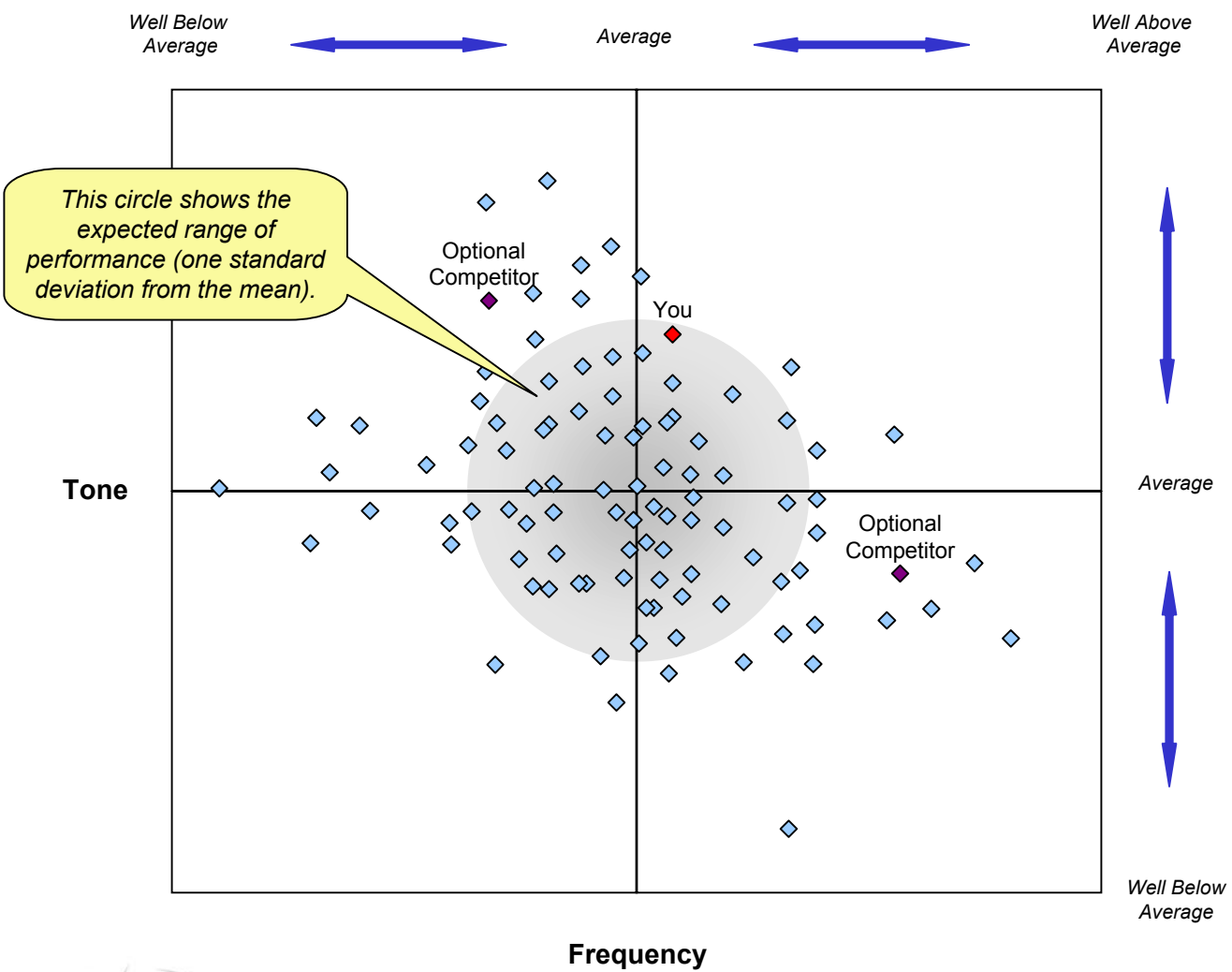
You can review your company performance over time, along with explanations of what drove coverage of the reputational dimensions; details from any optional competitors will also be included:

- Emotional Appeal
- Products & Services
- Vision & Leadership
- Workplace Environment
- Social Responsibility
- Financial Performance



Note: All data in this sample are fictitious.

Strengths & Weaknesses By Reputation Dimension



Evaluate your relative strengths and weaknesses, by using this tool for planning and prioritizing.

You will receive a chart for each of the media types and reputation dimensions:

Media Types

- Newspapers
- Newsmagazines
- Business Press
- National TV
- Financial TV
- Local TV

Reputation Dimensions

- Emotional Appeal
- Social Responsibility
- Workplace Environment
- Financial Performance
- Vision & Leadership
- Products & Services

Note: All data in this sample are fictitious.



The Methodology



Net Effect

The summary unit of performance in this analysis is called ***Net Effect***. Many fine-tuned attributes are measured for each story and then used to calculate a Net Effect score for each company that appears in each story. These Net Effect values can be positive, negative or nearly zero. The sum of these values can represent the performance of an individual company for a given period of time, in a particular publication or surrounding a particular reputational event.

The following attributes are measured for each story and together make up the calculation of Net Effect:

- **Tone** – How each company was represented
- **Impact** – Factors contributing to the likelihood that a company within a story will be seen and remembered. Each of these factors is weighted based on a study of media exposure and recall.
 - Front Page
 - Headline
 - First Mention
 - Graphic
 - Extent
 - Dominance
- **Impressions** – Audited circulation (print) or audience (television)

Explanation of Key Measures – Media Reputation Index

Media Quotient

Using the Net Effect scores for each of the 100 companies tracked in this study, the **Media Reputation Index (Mri)** is created. Each company's **Mri** score is based on its performance in Net Effect relative to the other companies in the study. Quite simply, **Mri** 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 **Mri** is equal to 100.

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

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

Size-Adjusted Media Reputation Index

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

- **Call** Beth Roed at **800-926-0028**
- **Email** info@delahayemedialink.com
- **Visit** www.delahayemedialink.com to download sample reports, case studies and service profiles
- **Subscribe** to *The Gauge*, Delahaye Medialink's Communications Measurement newsletter at www.thegauge.com
- **Attend** a future *Measurement Dialogue* found at <http://www.delahaye.com/syseri.cfm>

Who Is Delahaye Medialink?

Since 1964, the people behind Delahaye Medialink (www.delahayemedialink.com) have been combining research technique, technology and insight to help companies understand and improve their reputations, plan and evaluate their communications programs and sharpen their competitive edge worldwide. Whether communicating internally or externally, via broadcast, online or print media, Delahaye Medialink provides research to accurately assess communications performance and the advice to execute successful communications programs. Delahaye Medialink, with offices in Norwalk, CT, Portsmouth NH, and London, England, is a division of Medialink Worldwide Incorporated (Nasdaq: MDLK).

Medialink (www.medialink.com) is a global leader in providing comprehensive and compelling multimedia communication solutions and services for more than 2,500 corporations and other organizations seeking to communicate news to their audiences through television, radio, print and the Internet. The company provides production and satellite distribution of video and audio news, multi-media webcasting services, press release newswire distribution, photography production and digital distribution, and strategic corporate communications consulting. Medialink also provides media monitoring and analysis and public relations research to help clients determine return on investment from their communications efforts. Based in New York, Medialink has 14 offices worldwide including an international hub in London.



Who Is The Reputation Institute?

The Reputation Institute (www.reputationinstitute.com) is a private research organization founded by Prof. Charles Fombrun, Stern School of Business, New York University, and Prof. Cees van Riel, Rotterdam School of Management, Erasmus University. The Institute's mission and core purpose is to build thought leadership about corporate reputations, their management, measurement and valuation. It brings together a global network of academic institutions and leading edge practitioners interested in advancing knowledge about corporate reputations and their findings are often published in the Wall Street Journal.

The Reputation Institute's mission is to fulfill four key roles:

- To finance, develop, compile, and manage a database of reputational ratings of companies around the world
- To conduct conferences, workshops, and meetings that promote understanding of the drivers and consequences of corporate reputations
- To stimulate and publish ongoing academic research and knowledge in the management, measurement, and valuation of corporate reputations; and
- To develop and support related reputation-based products that can help companies carry out initiatives and build external visibility and credibility