“Getting all the important stuff”: Exploring Media Monitoring Services

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ARCHIVE-IT PARTNER MEETING
Gates Archive Mission

Gates Archive is the trusted custodian of the personal and philanthropic archival collections of the Gates Family.

Embracing advanced technologies and archival best practices, Gates Archive mindfully captures, preserves and enables controlled access to these collections for perpetuity.
Collection Holdings

Digital (GB)  Physical (LF)
The internet has a lot of stuff. Not everything is important. Not "our" records. Every media outlet has their own archive. Not primary sources.

**CHALLENGES:**

What does it say if we are not getting the basics—the most readily available and widely known information?

How can we be the "authoritative source" without it?

What if I said yes?

<table>
<thead>
<tr>
<th>Clippings Collection</th>
<th>Not “Archival”</th>
<th>(media outlet) has their own Archive</th>
<th>Not primary sources</th>
</tr>
</thead>
</table>

Challenge the Status Quo

<table>
<thead>
<tr>
<th>Not everything is Important</th>
<th>Not “our” Records</th>
<th>Artificial collection</th>
</tr>
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</table>
What are Media Monitoring Services?

Media monitoring services provide government agencies, corporations, public relations professionals, and other organizations access to news information created by the media. Generally monitoring print, broadcast, and internet content for any mention of specific subjects of interest, a news monitoring company will analyze and provide feedback to their client in the form of press clippings, monitoring reports, and media analysis.

https://en.wikipedia.org/wiki/Media_monitoring_service
Media Monitoring Pilot

• Conduct market research
• Identify short-list media monitoring companies
• Limited trial period with short-list
• Assess trial results
• Select best-fit service(s)
• Approve selection/budget variance
• Pilot approved service (TBD)
• Assess pilot and recommendation
Short-list
Criteria

Identification/Discovery

Archive-able

Relevancy
Relevance/Curation Workflow

- Review 1000s of results
- Select individual stories
- Repeat* Per each search String
- Repeat* Per “news cycle”/ each week
Archiving Workflow

- Export Selected Results
- Import/Crawl with Archive-It
- Repeat*
- QA

* Per seed
* Per “news cycle”/ each week
Criteria

Identification 😊

Archive-able 😞

Relevancy 😞
Who does it well?

Archive-It

+ 

Search Engine News Feeds

?
Crawl newsfeed URLs weekly

QA

VS.

Review 1000s of results
Make selections
Export selections
Import to Archive-It
Crawl
QA
Criteria

Identification 😊
Relevancy 😊
Archive-able 😊
Playback 🔧
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https://www.reddit.com/r/aww/comments/4rl1d1/dog_enjoying_a_water_slide/