



GATES  
ARCHIVE



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

KATE STRATTON

ARCHIVE-IT PARTNER MEETING

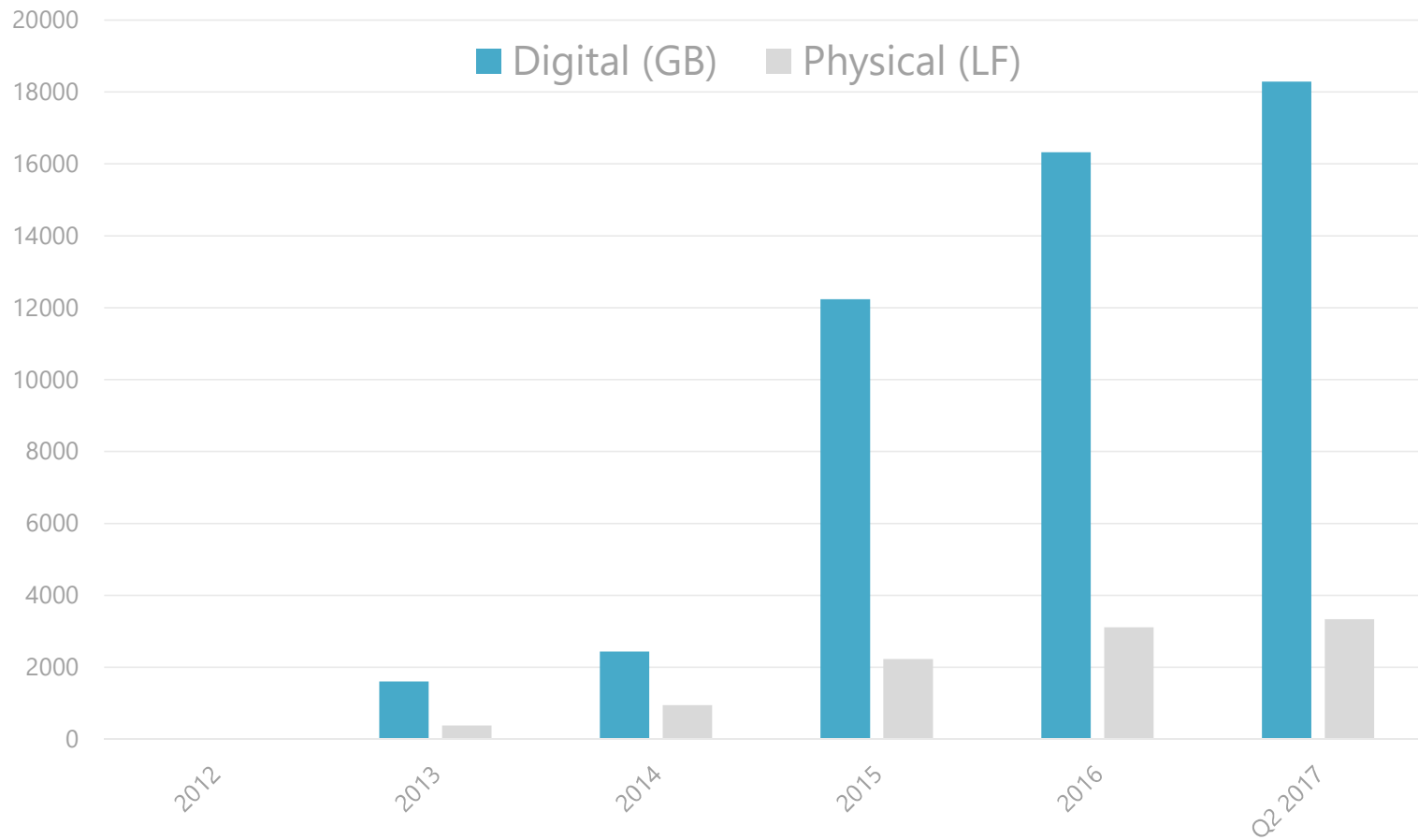
7.25.2017

# 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



# CONNECT THE DOTS





## 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?

# 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](https://en.wikipedia.org/wiki/Media_monitoring_service)

# Media Monitoring Pilot



**Media Monitoring Pilot - Charter**

This project will research and pilot options for media monitoring services, testing monitoring and capturing publications and publicity related to the principals.

**Vision**

The purpose of this project is to determine available options and deliverables from media monitoring companies, in support of documenting important public events in the lives of the principals and complementing existing collecting.

**Mission**

The Media Monitoring Pilot will identify and conduct a trial of offerings from a short-list of media monitoring companies, to determine costs and assess quality of deliverables. The project will also include recommendation of best-fit service and, if approved, extended pilot of selected service.

**Alignment with Strategic Goals**

Actively capture history in the making

**Programmatic Alignment**

Donor Relations

**Scope**

This project will include:

- Market research (includes survey of partner org. efforts)
- Identification of short-list of media monitoring companies
- Limited trial period with short-list
- Assessment of trial results
- Selection of best-fit service(s)
- Approval of selection/budget variance
- Pilot of approved service (TBD)
- Assessment of pilot and recommendation

The project may or may not include a decision related to acquiring the materials as part of the archival collection.

- 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

 glean.info

**CISION**<sup>®</sup>

 LexisNexis<sup>®</sup>

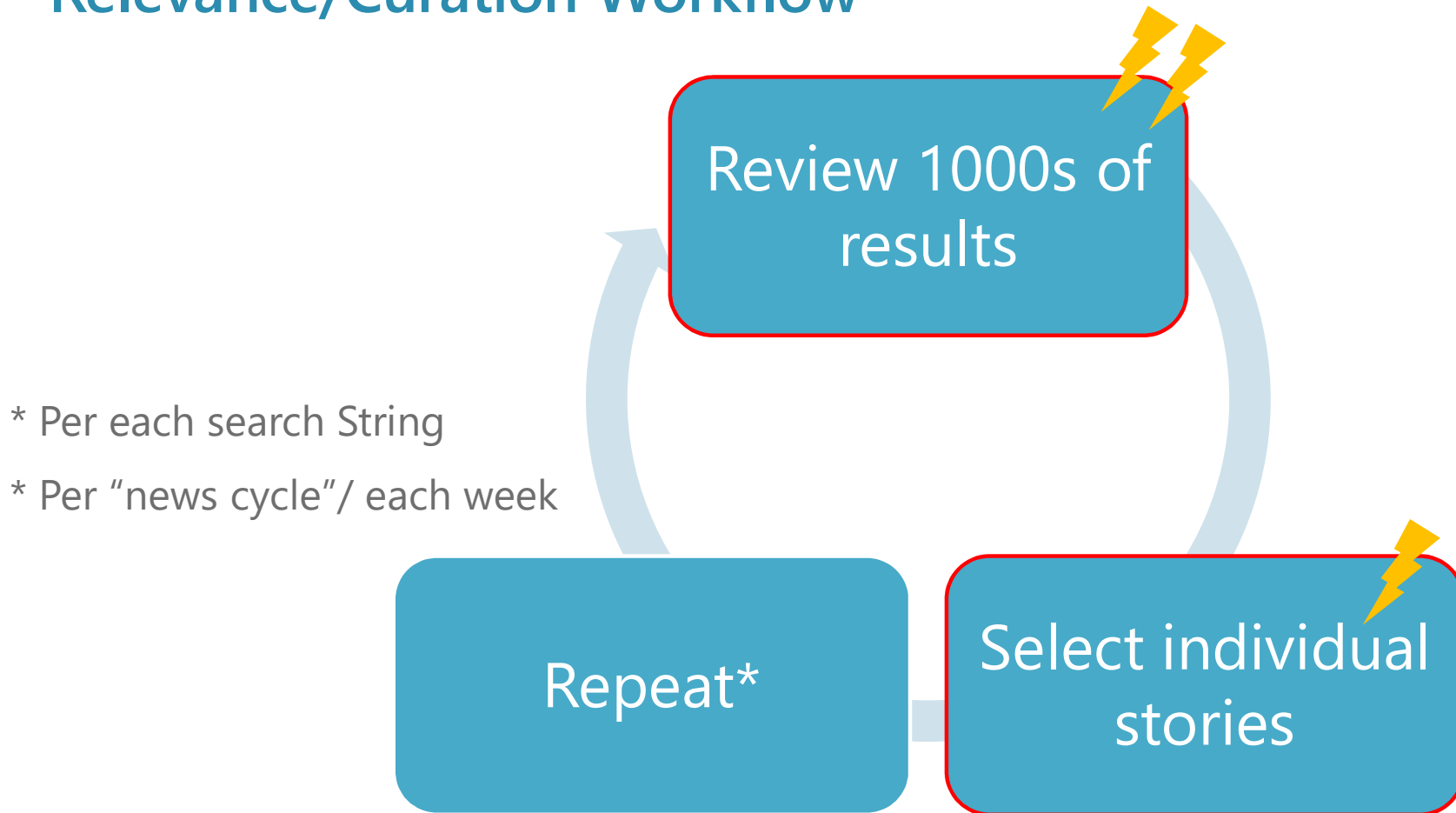
## Criteria

Identification/Discovery

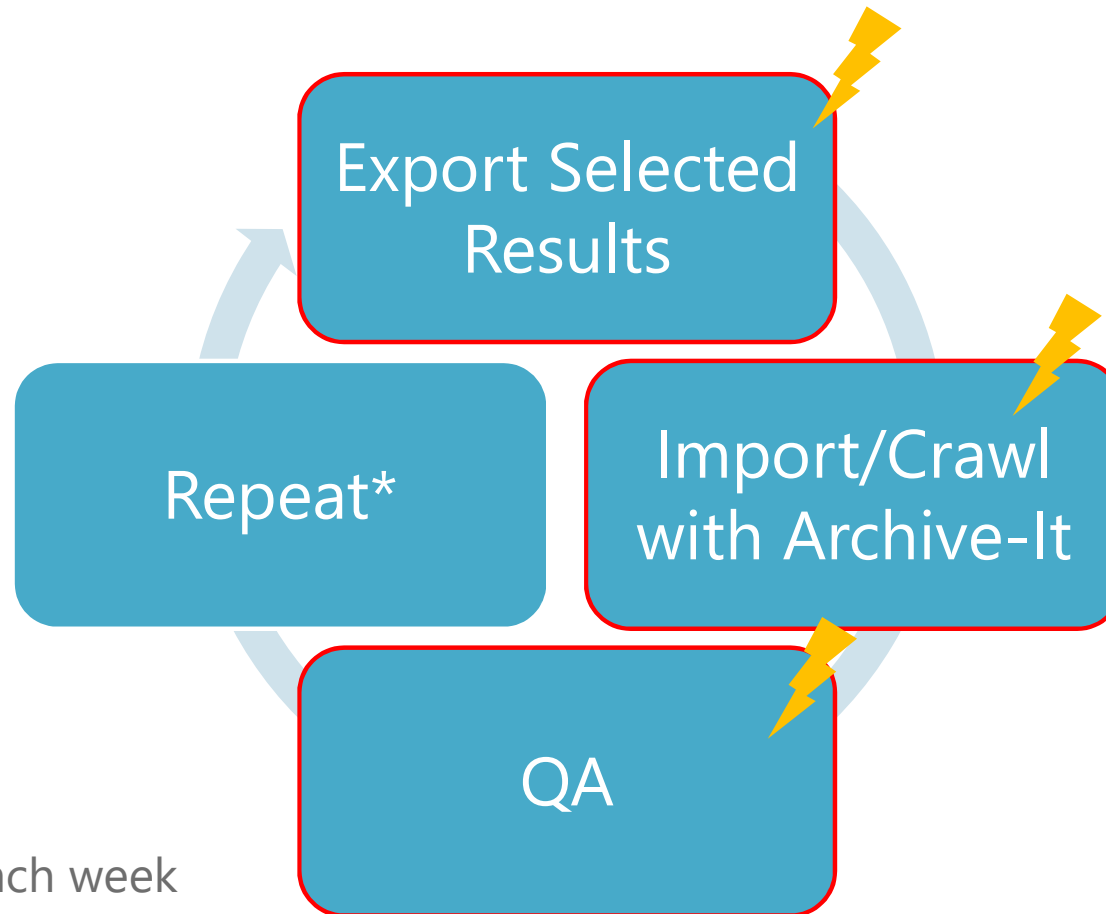
Archive-able

Relevancy

## Relevance/Curation Workflow



# Archiving Workflow



\* Per seed

\* Per "news cycle"/ each week

## Criteria

Identification



Archive-able



Relevancy



Who does it well?

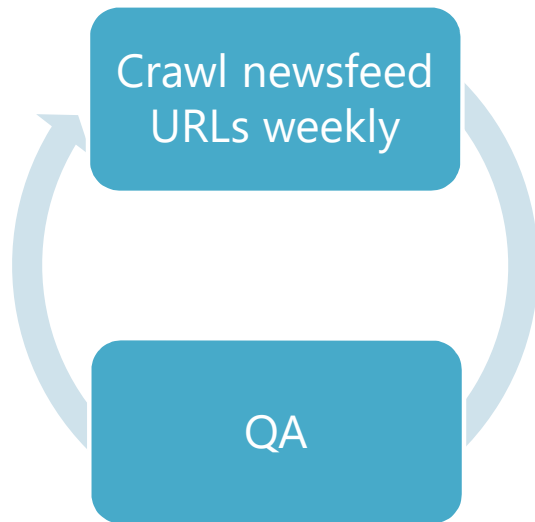
Archive-It

+

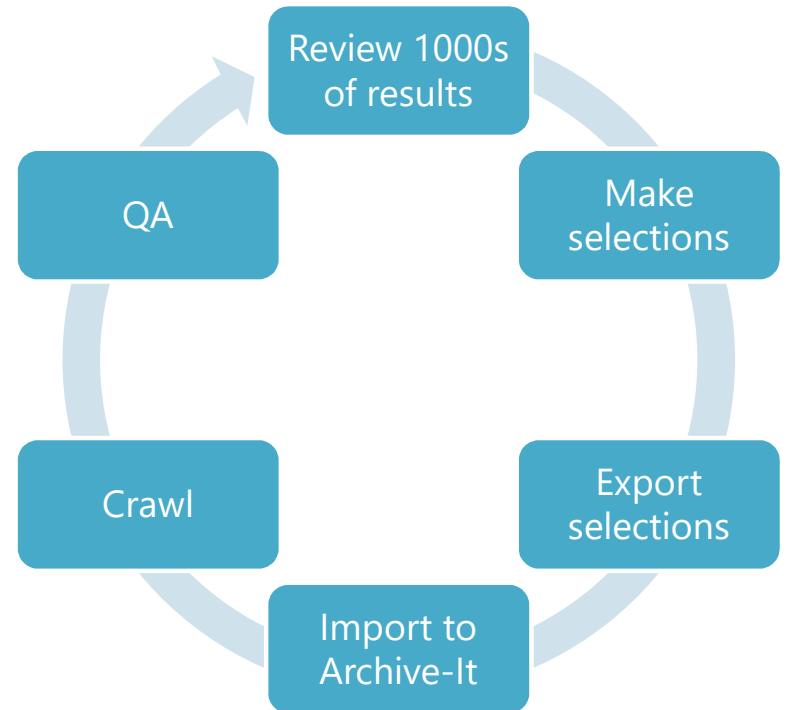
Search Engine News Feeds

---

?



VS.



## Criteria

Identification 

Relevancy 

Archive-able 

Playback 







kates@gatesarchive.com

[https://www.reddit.com/r/aww/comments/4rl1d1/dog\\_enjoying\\_a\\_water\\_slide/](https://www.reddit.com/r/aww/comments/4rl1d1/dog_enjoying_a_water_slide/)