



MEDIA EQUITY CONSULTING

*Mind the Gap and make sure that your communications
are taken up as you wanted in the media.*

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MIND THE GAP AND MAKE SURE THAT YOUR COMMUNICATIONS ARE TAKEN UP AS YOU WANTED IN THE RIGHT MEDIA.

CCI Cotting has developed a methodology to measure of how far your communication efforts provide a media equity to your company.

WHY MEDIA EQUITY?

In order to evaluate corporate communication, managers are asked to give evidence concerning the results of their media communication efforts. In short, CCI helps you deliver this critical information. Rather than simply counting the word frequency as is done by typical media content analysts, we provide you with measures that show how distant the media's message is from yours – the lower the gap, the higher the Media Equity for your corporate communication initiative.

Media Equity refers to the value that accrues to your company when it uses a communication message that enables the media to describe your firm the same way you do. When the media speaks your language, they naturally amplify your message and propel your hard-earned reputation in the direction you intended in your strategic plan. Thus, Media Equity helps indicate how much ownership you really have in the media's message.

With Media Equity, you are able to report the impact of your messages on the media, thus making it notably easier to demonstrate the results of your communication effort.

We also provide you with a concise assessment of the themes inherent in your communication—those that are not being recognized by the media—and we offer a detailed analysis of which language would be the most effective. Based on this input, you will be much better equipped to understand the ways you can improve the value of the messages you impart through your press releases, Website, brochures, advertising, and PR campaigns. Clearly, doing so will ensure the media interprets you correctly and adopts a certain amount of your content.

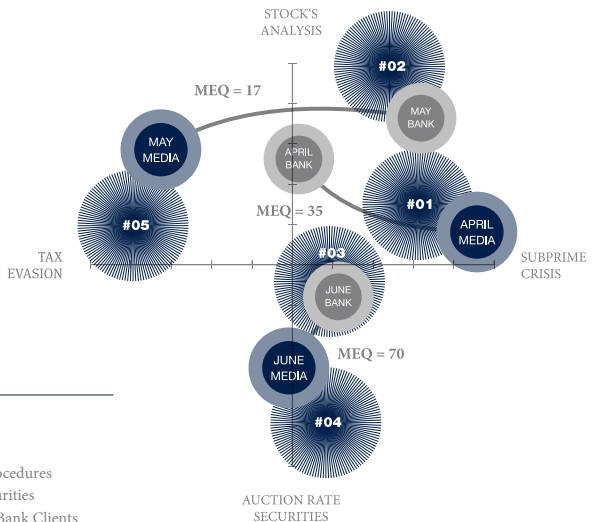
Our Media Equity consulting also provides you with details regarding which newspapers are consistently building stories about your company. This information will disclose to you the key newspapers that are driving your image.

HOW DOES MEDIA EQUITY CONSULTING WORK?

We provide you with a measure and a reporting each quarter, which informs you of how similar your language is to that being used in the media.

In technical terms, this metric refers to how the language you use in communication releases co-occurs statistically with that used in media articles. Using the example of a bank, the simplified graph below indicates that in the second quarter, the bank was able to reach a high Media Equity rate (MEQ=70) only in June. This is because the media used the same language as the bank to describe the changes that took place in the bank's management system. In April and May, however, the media had not yet picked up on the messages contained in the bank's press releases. For instance, in April, the bank informed the public about the changes being made by its new senior managers and the resultant share value in the market. In contrast, the media focused on news of the bank's involvement in the subprime crisis (MEQ=35 – the use of language is very different). Alternatively, in May, the bank discussed its share value trend within the subprime crisis while the media discussed issues related to tax evasion and other ongoing investigations into some of the bank's clients (MEQ=15 – use of language is completely different).

CHART EXAMPLE OF A BANK



STORIES

- #01 Bank Losses and Subprime Crisis
- #02 NYSE and Stock Analysis
- #03 Bank Senior Man. Changes & New Risk Control Procedures
- #04 Bank Clients' Loss of Liquidity in Auction Rate Securities
- #05 Tax Evasion and Ongoing Investigations involving Bank Clients

WHICH PACKAGE FITS MY NEEDS BEST?

STANDARD MEQ PACKAGE

+ selected newspapers based on client's need

STANDARD MEQ PLUS PACKAGE

+ standard MEq package plus tonality analysis

STANDARD MEQ PLUS COMPETITOR

+ standard MEq package plus competitor analysis

PREMIUM MEQ PACKAGE

+ standard MEq package plus measure of ME per rating point

PREMIUM MEQ PLUS PACKAGE

+ standard package plus tonality analysis plus measure of ME per rating point

ROYAL MEQ PACKAGE

+ standard package plus tonality analysis plus measure of ME per rating point
plus 360° monitoring of newspaper issues plus advertising value equivalence

Also, a special consulting service can be added to each package according to the client's request, such as workshops, coaching, and tutoring.

Further, each package provides you with a high quality, highly reliable analysis. This assessment is based on the expertise of our coaches as well as on the new generation text-logician software being used by outstanding academic institutions. In fact, CCI Cotting is the first consultancy to apply this software, which provides you with the parameters of your Media Equity.

WHY CHOOSING **CCI** FOR MEDIA ANALYSIS?

CCI PROVIDES YOU WITH

coding of every single unit of language

minimal human bias combined with one-step computer systematization

customized reporting according to your needs

media visibility and Media Equity indicator representing the value of your communication efforts

tonality analysis and Media Equity indicator

knowledge on whether you got the message through to the media with supporting facts and figures regarding how their message was influenced by yours

many language-based analysis

customized advice to improve your communication efforts

OTHERS PROVIDE YOU WITH

coding of sentences and paragraphs

based on human bias or high computer systematization

standardized reporting

a media visibility indicator

tonality analysis

knowledge of how your company is referred to by media—no insight into how their message was influenced by yours

english language-based analysis

general reports with standard analysis

BEST PRACTICES, BEST ACADEMICS.

Besides the CCI Media Equity service, CCI Cotting can provide you with additional services with respect to consulting, connecting and innovating.

+ CONSULTING

You are looking for a consultant, coach, or specialist who can establish a controlling and management system, assume control of a functionality for a limited time, run workshops, or coach your team?

+ CONNECTING

You are looking for new partners and platforms, to include media, event and sport platforms, tourist destination platforms, sponsorship partners, and institutions in the cultural and social environment?

+ INNOVATING

You are looking for new and innovative solutions for monitoring, investigating and re-searching, developing out-of-the-box solutions and conceiving new ideas and concepts?

FOR FURTHER INFORMATION PLEASE CONTACT

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