**Media Coverage Scoring Guide**

**By Josh Wilson**

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Children’s National Feature Story Instructions:

Because traditional media continues to be effective way to build an organization’s reputation, members of the Children’s National Hospital media team should invest the majority of their time in earning coverage that fully demonstrates the impact of Children’s National’s impact. The team’s efforts will be measured the number of “feature stories” each team member earns.

**To be considered a feature, a story must be positive and earn a score of 10 points or higher through the following point system:**

|  |  |
| --- | --- |
| **Metric** | **Points** |
| National Broadcast or Online Outlet (detailed below) | 10 |
| Children’s National in the Headline/Anchor Intro | 5 |
| Patient Family Quote/Soundbite Praising Quality of Care or Experience | 5 |
| Local Story Syndicated in 10 or more Outlets | 4 |
| Photo/Video that Prominently Shows Children’s National Logo/Sign | 3 |
| U.S. News Service Line or Device Innovation, Fetal, Community Health, CNRIC, Complex Care, Translational Medicine, Virtual Health | 3 |
| Children’s National Leader Quote/Soundbite | 2 |
| Children’s National Hospital mention within story | 1 per mention |

**To be counted toward the feature story goal, it must appear in the one of the following outlets:**

National Broadcast:

ABC, CBS, CNN, Fox News Channel, MSNBC, NBC, NPR

National Online:

*The New York Times*, *The Washington Post*, *The Wall Street Journal*, *USA Today*, Associated Press, *Reuters*, UPI, *US News & World Report*

Healthcare Trade Outlets:

*Modern Healthcare*, *Kaiser Health News*, STAT

DMV Outlets:

ABC, CBS, Fox, NBC, NPR, *Washington Business Journal*, *Washingtonian*, WTOP.

**Template for Your Own Feature Story Instructions:**

Because traditional media continues to be effective way to build an organization’s reputation, members of [*your organization here*]’s media team should invest the majority of their time in earning coverage that fully demonstrates the impact of [*your organization here*]’s impact. The team’s efforts will be measured the number of “feature stories” each team member earns.

**To be considered a feature, a story must be positive and earn a score of 10 points or higher through the following point system:**

|  |  |
| --- | --- |
| **Metric** | **Points** |
| National Broadcast or Online Outlet (detailed below) | 10 |
| [*Your Organization Here]* in the Headline/Anchor Intro | 5 |
| Employee or Customer Quote/Soundbite Praising [*Insert Organization Mission or Current Vision/Focus]* | 5 |
| Local Story Syndicated in 10 or more Outlets | 4 |
| Photo/Video that Prominently Shows [*Your Organization Here’s]* Logo/Sign | 3 |
| Mentions of [*Insert List of Products, Services, Features and/or Other Focuses of Business, PR and Marketing Efforts]* | 3 |
| Executive Leader Quote/Soundbite | 2 |
| [*Your Organization Here’s*] mention within story | 1 per mention |

**To be counted toward the feature story goal, it must appear in the one of the following outlets:**

National Broadcast:

*List the stations and shows you want to include here. These should be “goal outlets” and executive requests.*

National Online:

*List the publications you want to include here. These should be “goal outlets” and executive requests.*

Verticals/Trade Outlets:

*List the top relevant trade publications or industry verticals which can help you reach your target audience members.*

Direct Market/Local Outlets:

*List the local stations, publications, outlets, associations, etc. you aim to be in.*

**You can also adjust this list and/or add the following to your grading scale:**

* Trade Group Emails
* Email Marketing Lists
* Bloggers, Content Creators and Social Media Influencers
* Social Media Sharing