

Checklist: 9+ Step Process for Clipping Press Coverage Effectively

1. Identify Relevant Media Outlets
 - Make a list of media outlets that are relevant to your industry or target audience.
 - Include newspapers, magazines, online publications, TV, radio, and blogs.
2. Set Up Media Monitoring Tools
 - Use tools like Google Alerts, Mention, or Meltwater to track mentions of your brand, products, or key personnel.
 - Customize your alerts with specific keywords and phrases.
3. Regularly Check for Coverage
 - Schedule regular intervals to check your media monitoring tools.
 - Daily or weekly reviews are recommended to stay updated.
4. Organize and Categorize Clippings
 - Sort your clippings by date, media outlet, and type of coverage (e.g., feature, mention, interview).
 - Use digital folders or a content management system to keep everything organized.
5. Evaluate the Coverage
 - Assess the sentiment of the coverage (positive, neutral, negative).
 - Note the reach and influence of the publication or platform.
6. Document Key Information*
 - Record important details such as publication date, author, and headline.
 - Include a summary of the content and its context.
7. Save and Archive Clippings
 - Save digital clippings as PDFs or screenshots.
 - For physical clippings, scan them and store the digital copies.
8. Share with Stakeholders
 - Distribute relevant clippings to key stakeholders within your organization.
 - Highlight significant coverage in internal newsletters or reports.
9. Analyze Trends and Impact
 - Analyze the volume and tone of coverage over time.
 - Identify any trends or patterns in the media attention your brand receives.

10. Leverage Positive Coverage
 - Share positive press on your website, social media, and newsletters.
 - Use favorable quotes and mentions in marketing materials and presentations.
11. Respond to Negative Coverage
 - Develop a plan to address any negative press.
 - Engage with the media outlet or author if appropriate, and provide clarifications or corrections if necessary.
12. Update Your Media List
 - Keep your list of media contacts up-to-date.
 - Add new contacts and remove outdated ones regularly.
13. Review and Improve Your Strategy
 - Regularly review your media clipping process for efficiency and effectiveness.
 - Make improvements based on your findings and feedback from stakeholders.

By following this checklist, you can ensure that you effectively clip and utilize press coverage to support your brand's public relations and marketing efforts.