

Broadcast Monitoring Checklist

Use this simple checklist to set up and manage your broadcast monitoring effectively:

1. **Set Clear Goals-** What do you want to achieve? (e.g., track brand mentions, measure campaign success, monitor competitors).
2. **Choose Platforms to Monitor-** Identify where to track mentions: TV, radio, or podcasts.
3. **Select Keywords-** List key phrases, brand names, or topics you want to monitor.
4. **Pick Monitoring Tools-** Use tools like TVEyes, Meltwater, or Cision to make tracking easier.
5. **Set Up Alerts-** Create real-time notifications for mentions of your keywords.
6. **Track Mentions Regularly-** Check your monitoring tool daily or weekly to stay updated.
7. **Analyze Sentiment-** Note whether mentions are positive, negative, or neutral.
8. **Measure Impact-** Look at how many people saw the mention and what their reactions were.
9. **Compare Competitors-** Check how often competitors are mentioned and how their coverage compares to yours.
10. **Save Key Insights-** Record important mentions or trends to review later.
11. **Take Action-** Respond to mentions as needed, whether to fix a problem or celebrate a success.
12. **Review Results Monthly-** Summarize key findings and decide how to improve your strategy.

Tip: Keep it simple and consistent!

This checklist works best when you follow it regularly. Happy monitoring! 😊