

Checklist: Questions to Ask When Monitoring Your Industry's Media Environment

Monitor Intelligently

(to understand your industry's media environment)

Company

- ☐ How do reporters, bloggers, analysts, and customers perceive you?
- ☐ How much coverage are you getting now?
- ☐ What type of coverage are you getting? (e.g., sectors, issues, product lines, etc.)
- ☐ Where are you getting coverage? (e.g., countries, publications, etc.)

Competition

- ☐ How are they positioning themselves in the market?

Market

- ☐ What are the industry media trends you might leverage?