



BILL & MELINDA
GATES *foundation*



HOW TO MEASURE MEDIA COVERAGE AND TIE IT TO ORGANIZATIONAL GOALS IN MEDIA

TRACKING PROGRESS AND FOUNDATION IMPACT

April 21, 2017

David Cantor
Deputy Director, Measurement &
Insights

LET'S START WITH A POLL

IN THE LAST 20 YEARS, THE PROPORTION
OF THE WORLD POPULATION LIVING IN
EXTREME POVERTY HAS...

IN THE LAST 20 YEARS, THE PROPORTION
OF THE WORLD POPULATION LIVING IN
EXTREME POVERTY HAS...

DECREASED BY 50%

IN THE LAST 20 YEARS, THE PROPORTION
OF THE WORLD POPULATION LIVING IN
EXTREME POVERTY HAS...

DECREASED BY 25%

IN THE LAST 20 YEARS, THE PROPORTION
OF THE WORLD POPULATION LIVING IN
EXTREME POVERTY HAS...

REMAINED THE SAME

IN THE LAST 20 YEARS, THE PROPORTION
OF THE WORLD POPULATION LIVING IN
EXTREME POVERTY HAS...

INCREASED BY 25%

IN THE LAST 20 YEARS, THE PROPORTION
OF THE WORLD POPULATION LIVING IN
EXTREME POVERTY HAS...

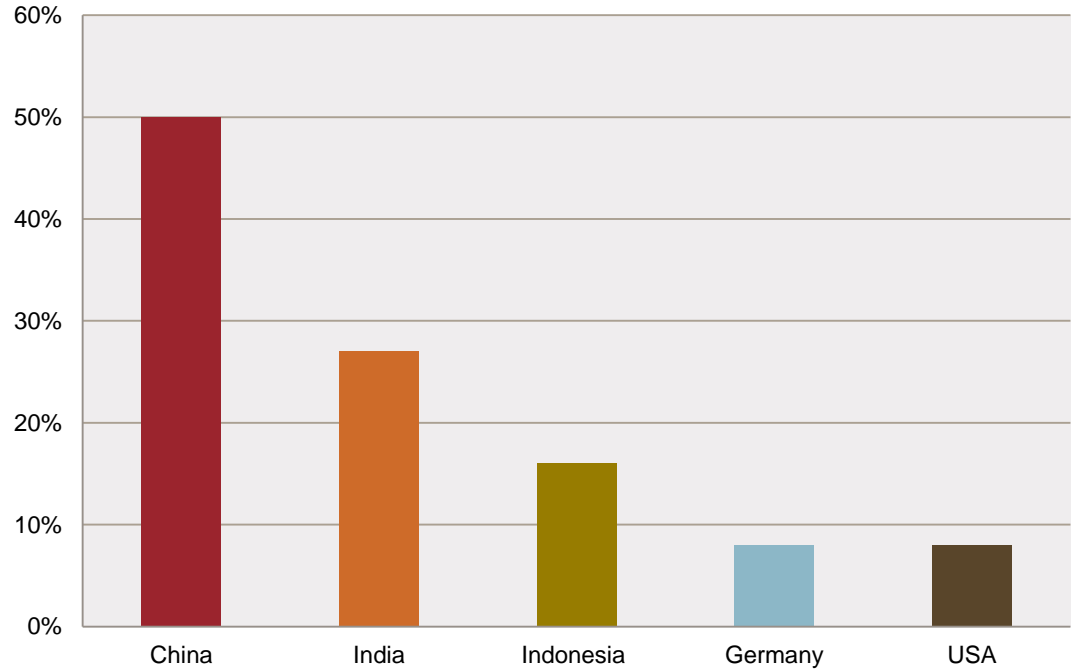
INCREASED BY 50%



**MOST PEOPLE GET
THIS QUESTION
WRONG!**

KNOWLEDGE OF GLOBAL HEALTH PROGRESS IS LOW

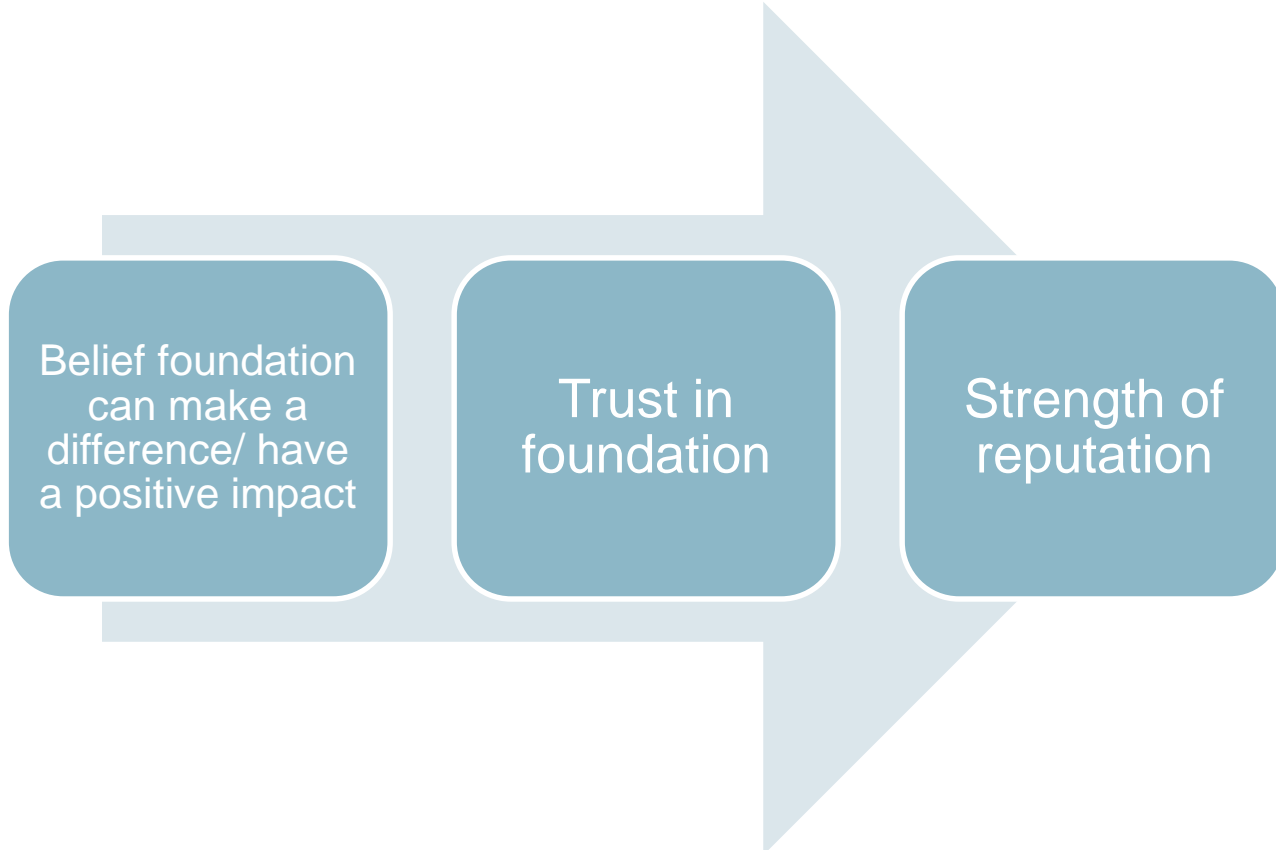
Share of people who believe extreme poverty has decreased in last 20 years



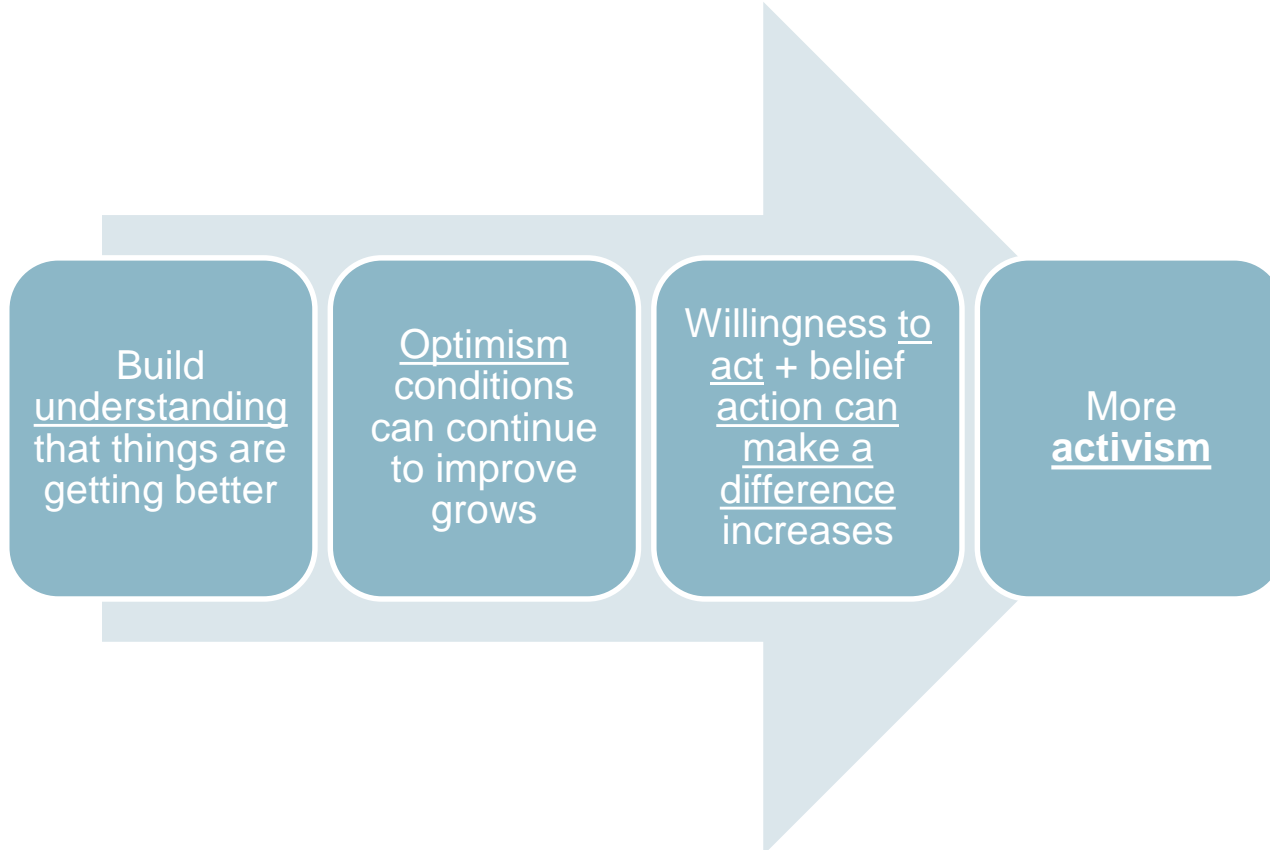
Source: Motivation

WHY DO WE CARE ABOUT PROGRESS?

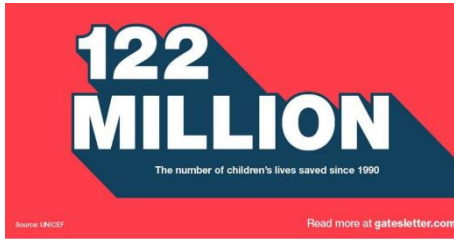
REPUTATION THROUGH LINE



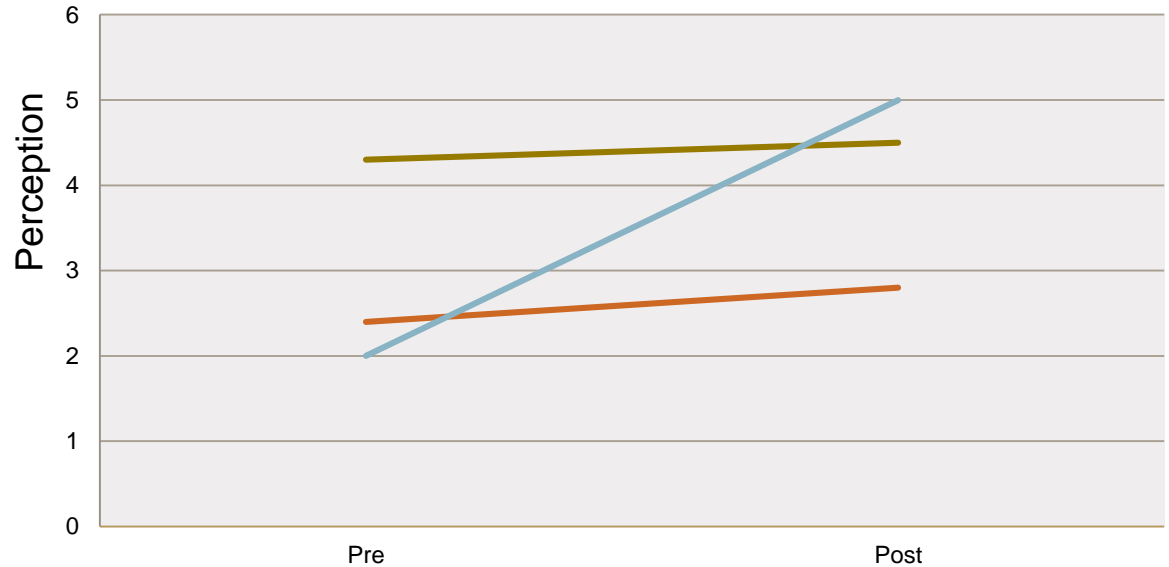
WHY PROGRES MATTERS



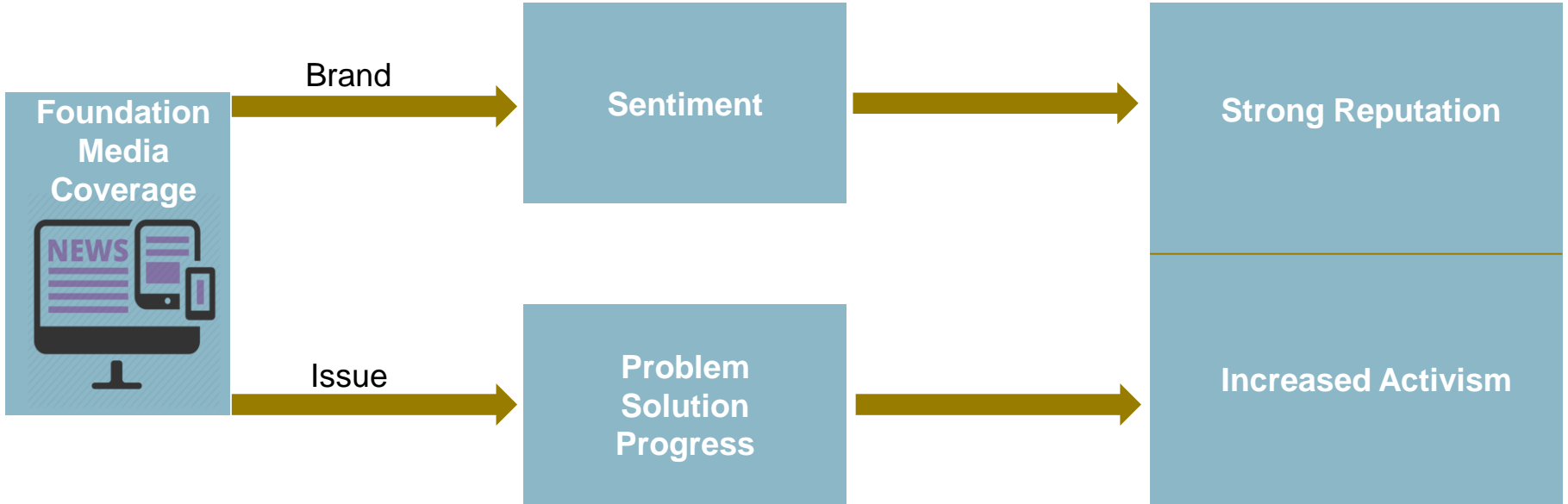
PROGRESS MEASUREMENT: CONTENT/MESSAGE TESTING



Conditions Improving?

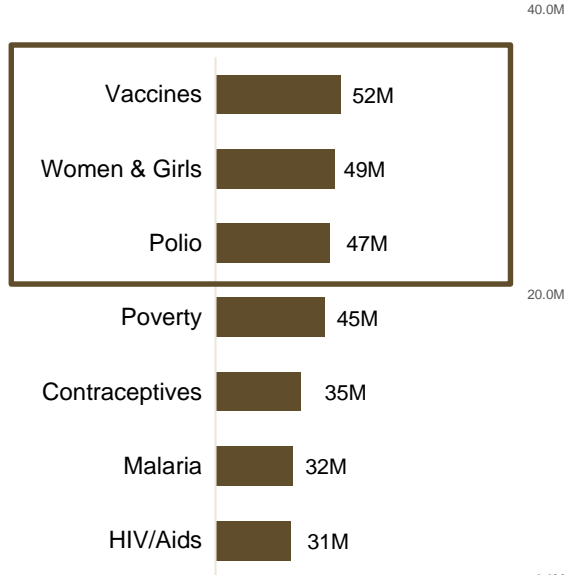


PROGRESS MEASUREMENT: FOUNDATION EARNED MEDIA

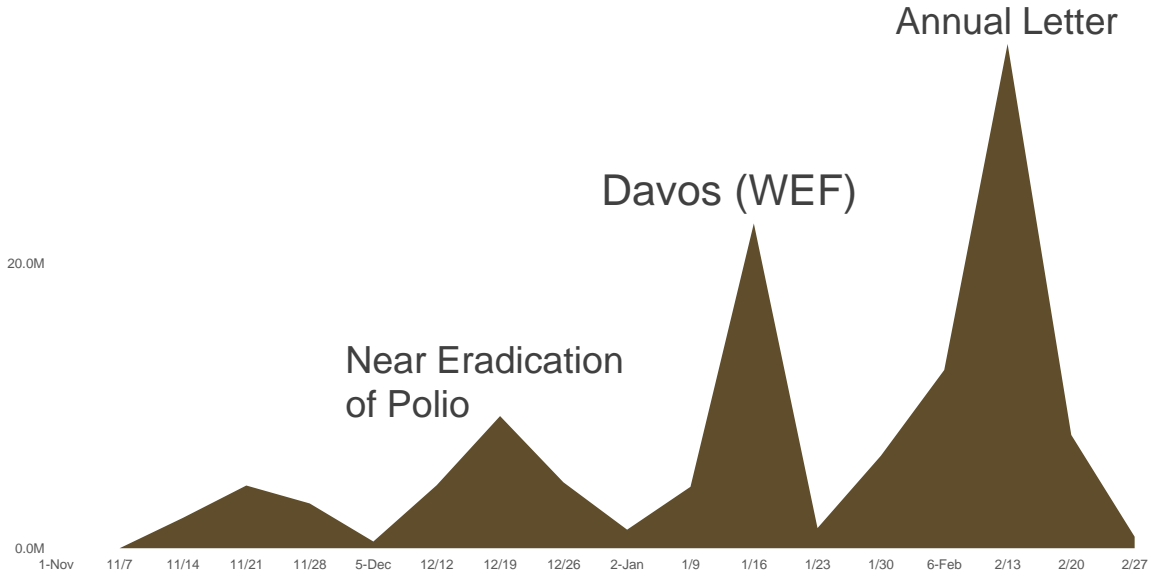


TRACKING FOUNDATION PROGRESS COVERAGE IN EARNED MEDIA

Top Progress Topics

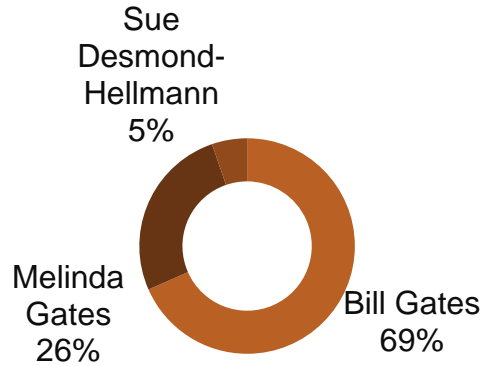


Progress Visibility Trend (Foundation Earned Media)

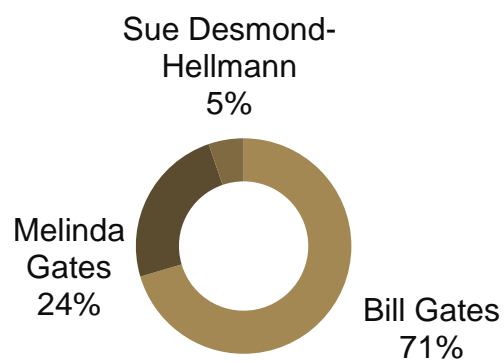


LEADERSHIP VOICE

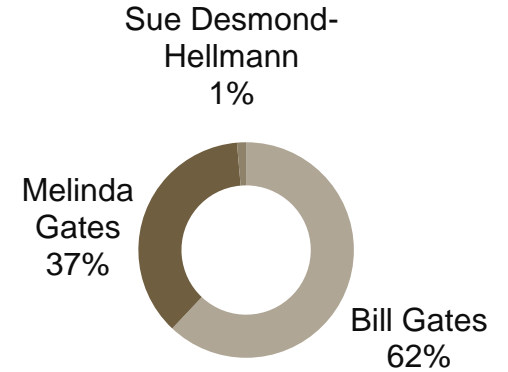
Problems



Solutions

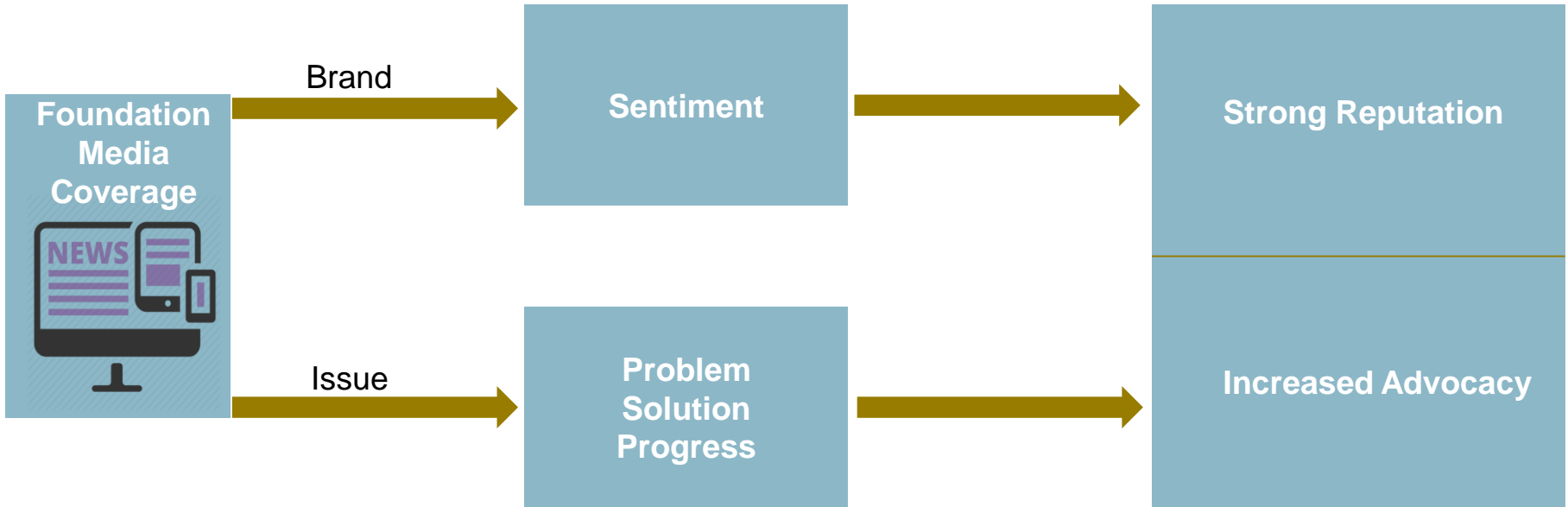


Progress

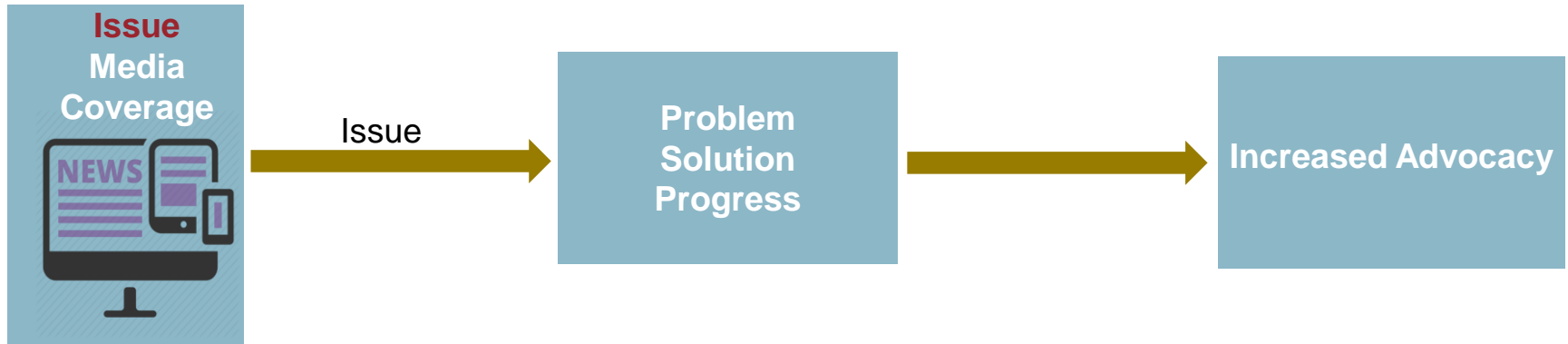


WHAT WE NEED TO DO

SHIFTING FROM BRAND TO ISSUE MEASUREMENT



SHIFTING FROM BRAND TO ISSUE MEASUREMENT



THANK YOU

