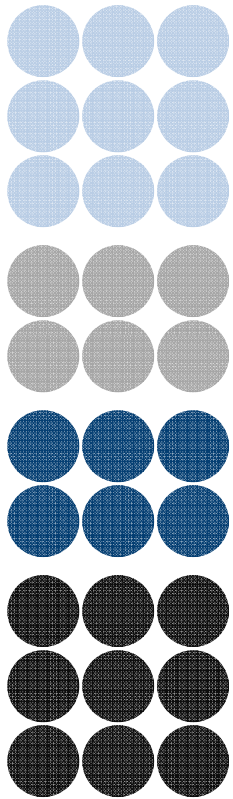

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MEDIA MONITORING

and beyond..

May 10, 2010



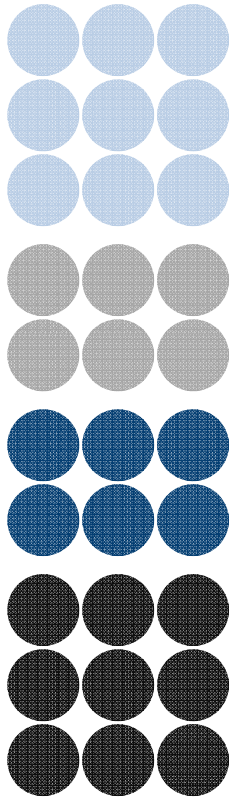
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NATIONAL & law firms

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- Xstrata bid for Falconbridge
- Canada Life fending off Manulife
- Brian Mulroney's Airbus lawsuit
- Menu Foods pet food recall
- Toyota pricing class actions
- Air Canada vs Westjet
- Ogilvy Renault
- Borden Ladner Gervais



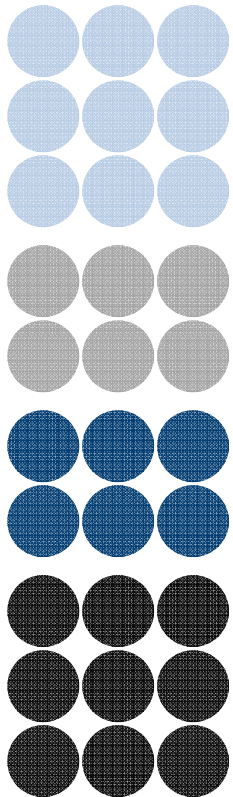
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External information can be...

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- Scattered
- Overwhelming
- Irrelevant
- Hidden
- Expensive
- Exclusive
- Questionable



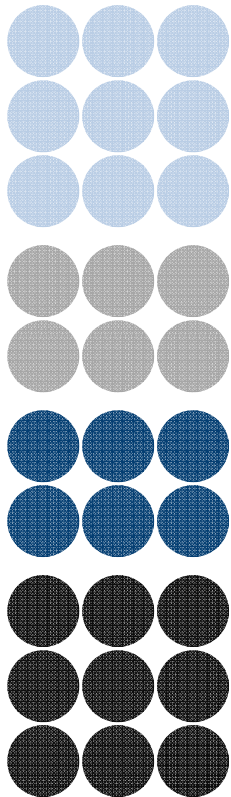
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The 'ask'

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- Crisis is brewing
- Ongoing current awareness
- Issue tracking
- Press release/event pickup
- Competitor coverage
- Program impact measurement
- Media profile



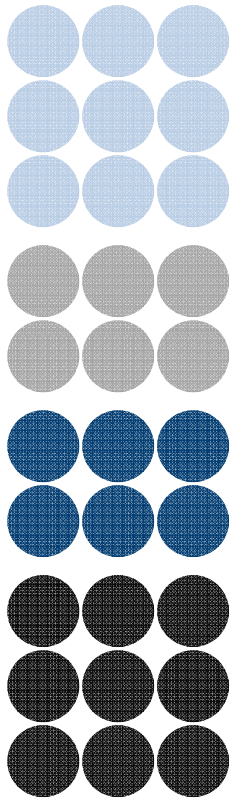
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The sources

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- Local, national or international
- Language requirements
- From instantaneous to long lead
- Medium (print, online, broadcast)
- Is it news or paid for?
- Copyright, reproduction & distribution
- Vendor offerings & contracts
- Public libraries



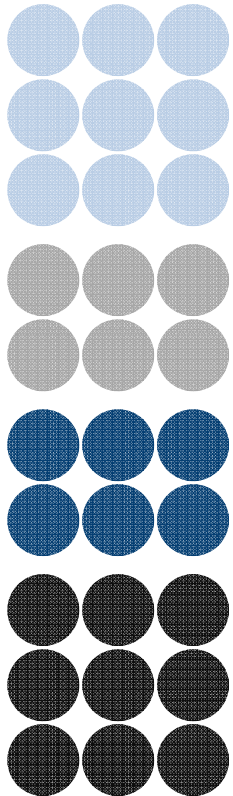
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The tools

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- Outsource or in-house?
- Breaking news sources
- Daily news options
- A magazine mess
- Broadcast options
- Social media



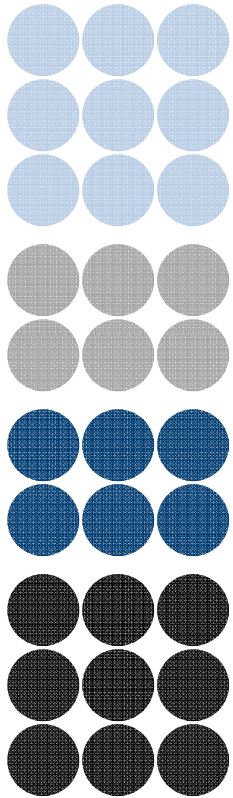
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More on online and social media tools

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- News breaks first online
- Exclusive content growing exponentially
- Real time conversations
- Ignorance is risk
- Target sources and monitor closely
- You will miss something...but not for long



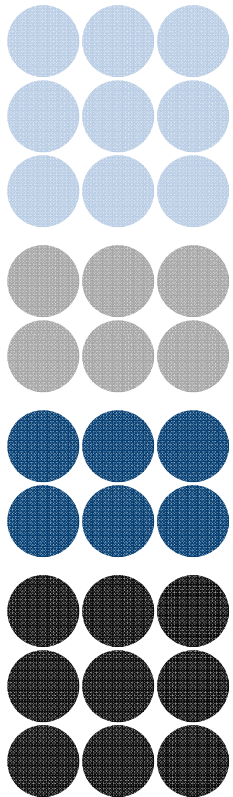
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Social media monitoring works best for...

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- Canadian owned companies
- Consumer products & services
- Politics
- Technology
- Sports & entertainment
- Healthcare



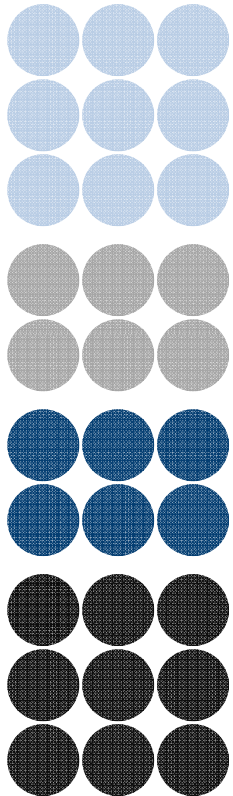
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But not so well for...

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- Canadian subsidiaries of international companies
- Small companies
- Manufacturing industries
- Low conversation levels



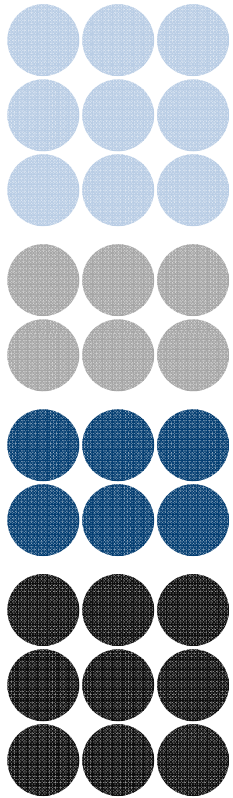
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Where to monitor

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- Blogs (9 of 10 are commercial)
- Forums & message boards
- Twitter
- Social networks (Facebook)
- Video & other sharing sites
- Consumer & other reviews
- News website comments



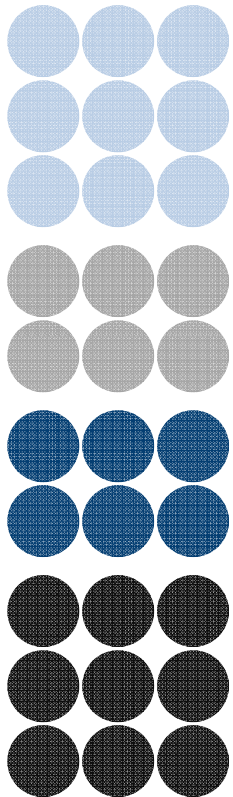
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Some online/social monitoring favourites

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- *Google & Yahoo* news alerts
- Specialty news searches like *NewsNow*, *Topix*, *yourversion* & *Press Display*
- *WebSite Watcher*
- *Twellow* Twitter directory & *monitter* for real time Twitter monitoring
- *Blogcatalog* to find relevant blogs
- *WhosTalkin* monitors social media conversations



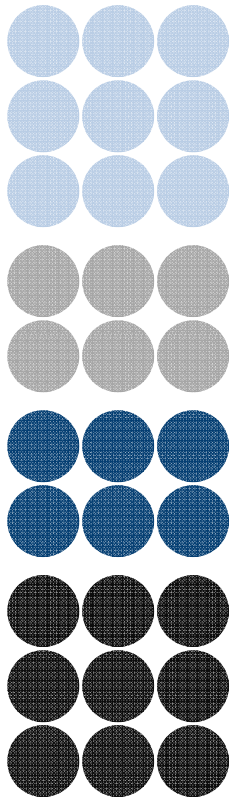
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Selection

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- Clients depend on our experience & judgment
- Know the subject and follow the news
- Don't be afraid to filter and choose
- Build context
- Analyze & synthesize
- Advise and recommend



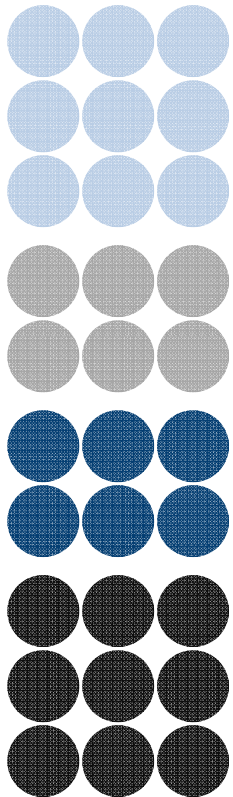
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The output

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- KISS
- KISS and a hug
- The numbers racket
- Content analysis
- Issues summaries



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Copyright 2001 Toronto Star Newspapers, Ltd.
The Toronto Star

March 22, 2001, Thursday, Edition 1

SECTION: NEWS

LENGTH: 477 words

HEADLINE: QUEBEC

BODY:

Public health officials have been put on a state of alert with the Quebec city region's 10th diagnosed case of meningitis. The disease usually hits youngsters but its latest target is a 43-year-old nurse now being treated at Laval University Hospital Centre. Across the province, more than 30 meningitis cases have been reported. In recent weeks, at least four Quebecers have died of the disease.

Ottawa Canadian Alliance MPs calling on First Nations to better account for public funding should visit impoverished reserves, Manitoba chiefs say. "I think it's time we educated the Opposition party on what exactly it is we're concerned about," said Grand Chief Francis Flett, representing 27 First Nations in northern Manitoba.

¶ **BCE to raise funds for upgrades; Needs to expand network for more data traffic** ¶

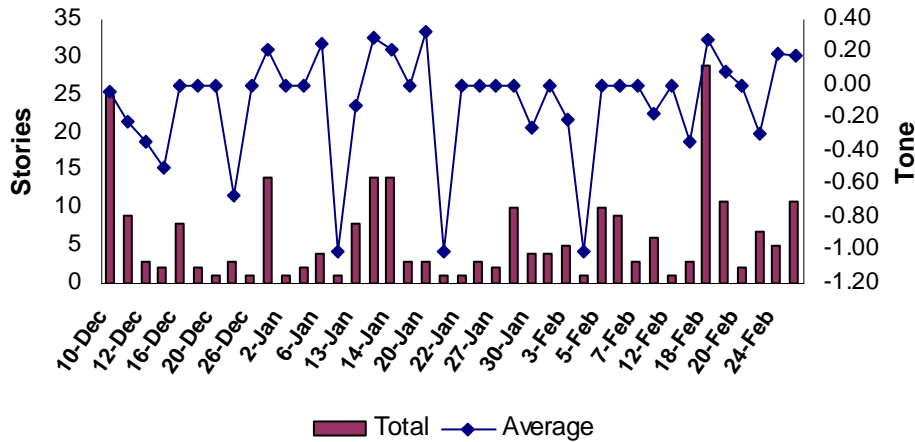
National Post¶

Thu Apr 15 2010¶

Hugo Miller¶

¶
TORONTO - [Siim Vanaselja](#), BCE Inc.'s chief financial officer, plans to sell venture-capital investments and assets, partly to raise money for network upgrades that can help ease the strain from devices such as Apple Inc.'s [iPhone](#).¶¶
The assets are worth "a few hundred million dollars," Mr. [Vanaselja](#) said.¶¶
He didn't give a time frame for the sales. BCE, Canada's largest phone company by subscribers, first offered the [iPhone](#) in November, lagging behind rival Rogers Communications Inc. by more than a year.¶¶
BCE will put some of the money into overhauling its [fibre](#) network, said Mr. [Vanaselja](#), who has overseen the carrier's finances for almost a decade. BCE rolled out a new network in November to support the [iPhone](#). While the device uses twice the network capacity of a typical [smartphone](#), according to Sanford C. Bernstein & Co., it also generates more revenue.¶¶
"The market is rewarding them for being more aggressive for ploughing more money into capital spending," said Maher [Yaghi](#), an analyst at Desjardins Securities in Montreal. He rates the shares "hold" and doesn't own any.¶¶
Shares of BCE, which had climbed 15% in the past year, rose 13¢ to close at \$29.65 yesterday in Toronto Stock Exchange trading.¶¶
BCE still faces the challenge from four new wireless carriers this year and lags behind Rogers and Telus Corp. in [smartphone](#) adoption, said [Dvaj Ghose](#), an analyst at Genuity Capital Markets. He also has a "hold" rating on BCE stock and doesn't own it himself.¶

Story Tone

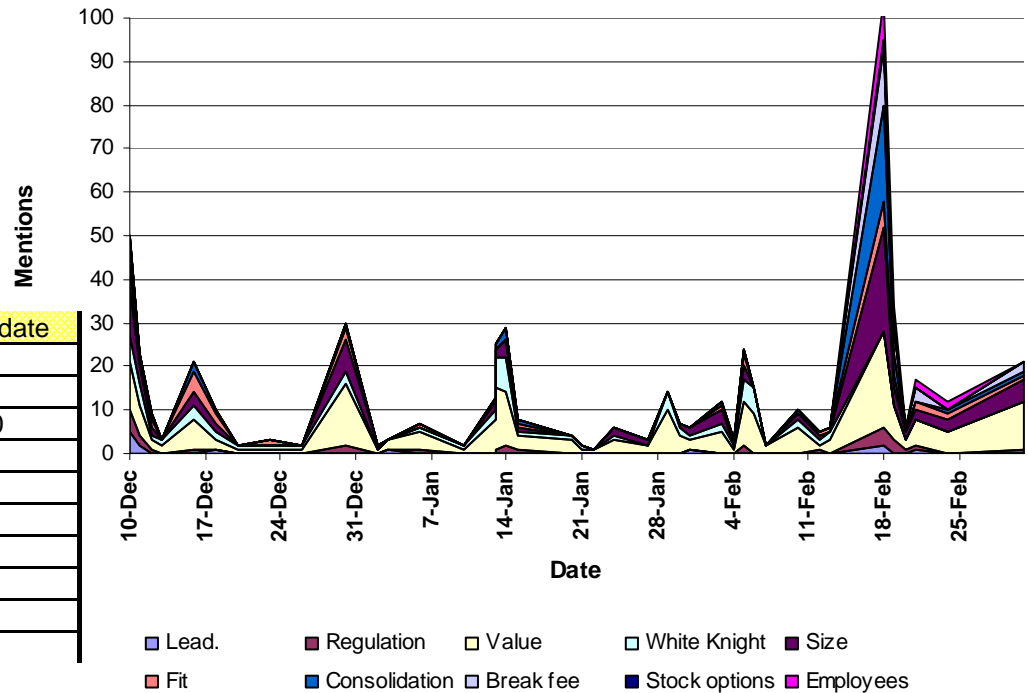


Message	Today	To date
F: favourable to Canada Life	2	41
N: neutral	9	171
U: unfavourable		34
Average	.18	.03
Total	11	246

Theme	Today	To date
1. Leadership		13
2. Regulation	1	29
3. Value (of bid)	11	210
4. White Knight		73
5. Rivalry/size (vis-à-vis competitors)	5	93
6. Strategic fit (Great-West and Canada Life)	1	42
7. Industry consolidation	1	51
8. Break fee	2	25
9. Stock options		2
10. Employee impacts	2	18

Source	Headline	Tone	ML view	The me
Globe and Mail, Mar 1, John Partridge	Manulife gives up Canada Life bid	F	Yes	3, 7, 8
Globe and Mail Online, Feb 28, Roma Luciw	Manulife abandons Canada Life bid	N	Yes	3, 5
National Post, Mar 1, Derek DeCloet	Manulife bows out of bidding war for Canada Life	N	Yes	3, 5
National Post, Mar 3, Barry Critchley	Look after your mates: Financing of Canada Life deal confirms first rule in business	N	No	3
CP Wire, Feb 28	Manulife lets Canada Life bid expire, not challenging Great-West offer	N	Yes	2, 3
CBC website, Feb 28	Manulife won't make richer bid for Canada Life	N	Yes	3

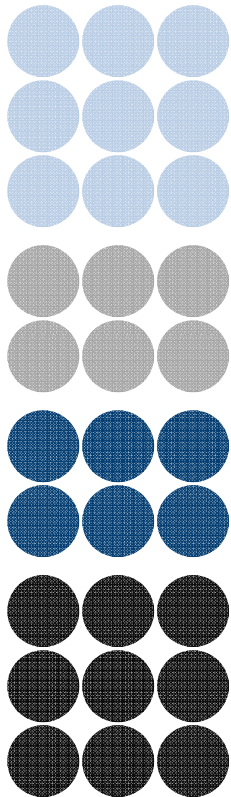
Theme trends



Beyond monitoring

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- Monitoring is the means, not the end
- Deliver answers, not just clips
- Capture trends & patterns; don't miss the forest for the trees
- Measure results
- Identify threats, risks & opportunities



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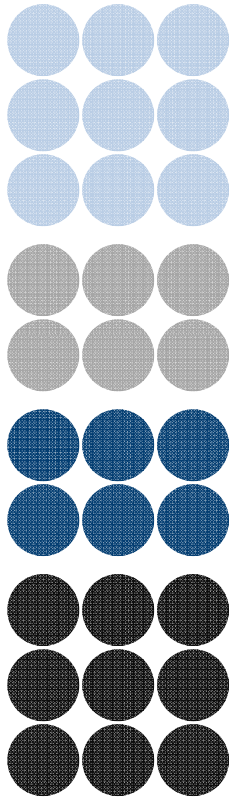
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Be smarter than the average



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- Leave modesty at the door
- Go straight to the top
- Provide, bold incisive analysis
- Dare to advise & recommend
- Continuously innovate and improve
- Always add value



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