



12.

To: Toronto Public Library Board –June 14, 2004

From: City Librarian

Subject: **Toronto Public Library Media Analysis April 2003 - March 2004**

Purpose:

To advise the Toronto Public Library Board of the annual media results, and the process of media coverage of Toronto Public Library-related items from April 2003 - March 2004.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *Toronto Public Library Media Analysis April 2003 - March 2004* report for information.

Background:

The Toronto Public Library has completed an analysis of media coverage for the period April 2003 - March 2004. In June 2003, Marketing and Communications developed and implemented a new system that captured detailed information about Library coverage. The new system details the story topic, type (e.g. feature, news), date, outlet (e.g. Toronto Star), and indicates the reporter's name, the names of spokespeople, the focus of the story (e.g. promotion or issue-based), its tone, and where it appears in the publication. This detail allows us to assess coverage and assign monetary and public relations values.

Comments:

Media coverage compared to the same period in 2002 - 2003 has increased by 83 percent (from 119 to 218 stories). Overall coverage increased in both issues management and promotional stories. Issues management stories increased by 96 percent (from 50 in 2002/3 to 98 in 2003/4), and public relations stories increased by 74 percent (from 69 to 120). The Library experienced a significant increase in presence in the Globe and Mail's Review Section based on media cultivation that successfully reached Arts Editors. The largest increases in issues management stories occurred in May due to the prevalence of stories about SARS and whether or not the American Library Association (ALA) would be held in Toronto. June showed the greatest increase for public relations stories as Library awareness increased when the ALA Conference took place in Toronto.

Of the total coverage, 96 items were program-related, featuring specifically stories about the Library's programs, services, and events such as branch openings and closings; and 122 were corporate stories that featured issues related to items such as SARS, the Library's budget, and the role of the public library in the community.

Of the 218 spots that featured the Library from April 2003 - March 2004, 73 appeared in the Toronto Star and 40 appeared in the Globe and Mail. Print continued to be the most used medium to report about the Library, but radio and television accounted for 11 spots (four radio and seven television).

In all the media reviewed, including both local community and mainstream outlets, SARS/ALA Convention, the Library's budget, branch renovations and openings, and children's services were the top five topics. During this period, five multicultural newspapers featured promotional stories about TPL for Chinese, South Asian, Serbian and Spanish readers. Stories covered a range of topics from seniors' programs to special collections and Dial-A-Story services for children.

Conclusion:

TPL's media relations have resulted in increased awareness and brand recognition through cost-effective means such as media measurement and analysis, and resulted in an increased ability to obtain better and broader coverage.

Marketing and Communications will continue to further refine the analysis of media coverage by determining the number of impressions generated by Library coverage (actual number of readers who see the Library's stories) and by estimating the public relations value generated by the coverage. In addition, Marketing and Communications staff are preparing an editorial schedule and strategy to develop key stories about the Library's services to selected media.

Contact:

Suzanna Birchwood, Director, Marketing and Communications; Tel: 416-393-7214;
Fax: 416-393-7083; E-mail: sbirchwood@tpl.toronto.on.ca

Josephine Bryant
City Librarian

List of Attachments:

Not applicable.