



**pr-FY24-0129**  
**PR Effectiveness Score: 94**



## Creating your own metric for press release assessment

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# The process

- Define objectives
- Choose methods for achieving each objective
- Decide how each objective will be assessed – the metrics
- The assessments should reflect the extent to which objectives were achieved – ideally, they should be decided before collecting any data
- Collect data, do the assessments
- (Revise methods + rinse + repeat)



**Overarching objective: increase global awareness  
of RIKEN and its achievements**

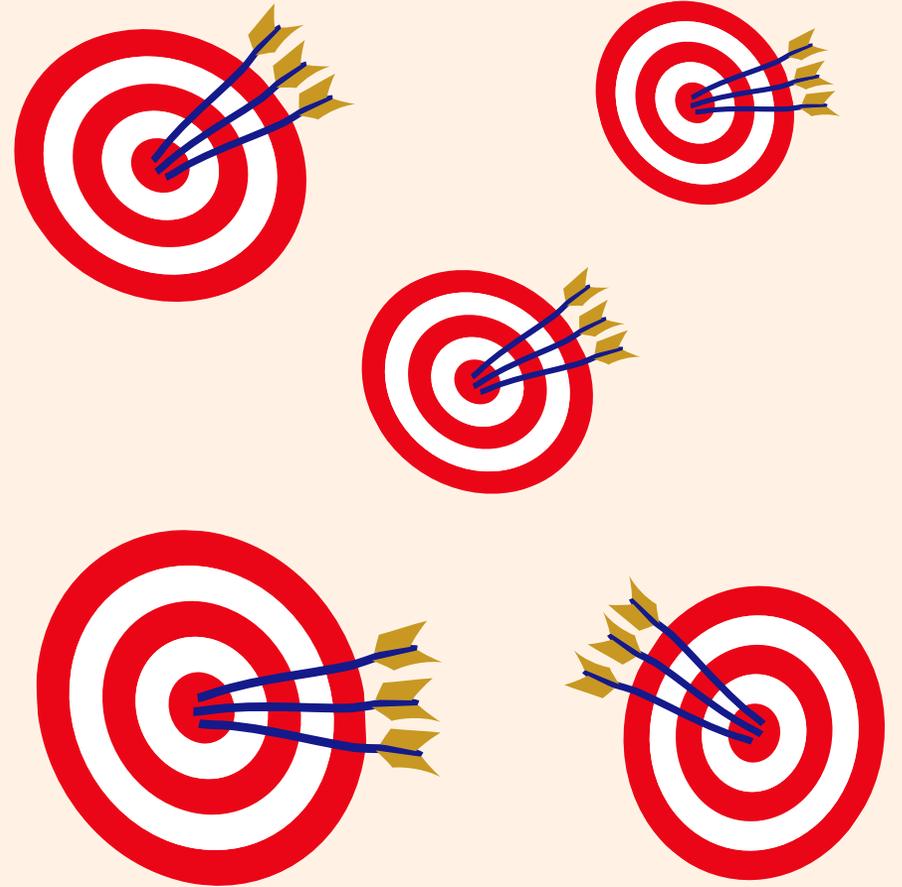
**But we can't actually measure that!**

**Actual objectives relate to press release outcomes  
that we can measure**

# Defining a successful press release

**A successful press release generates large amounts of high-quality global media coverage, as well as interest by reporters, the public, or industry**

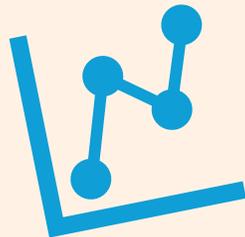
**We assume that the degree to which all of these are achieved will increase global awareness of RIKEN and our achievements**



# Creating a metric

How do we measure success? What metrics do we have that can be applied to our goals?

“A successful press release generates  
(1) large amounts of (2) high-quality  
(3) global media coverage, ...”



## 1. Total coverage

a) Amount of coverage outside Japan

## 2. Source quality:

a) Size of source viewership  
b) Major news coverage

## 3. Globalness

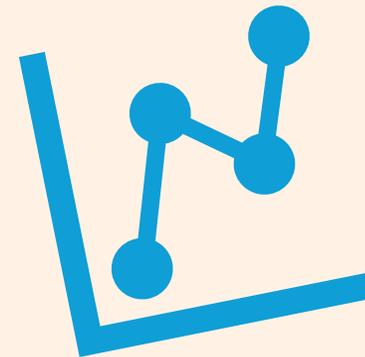
a) Number of countries  
b) Number of languages  
c) Amount of non-English coverage

# Creating a metric

“... as well as (4) interest by reporters, the public, or industry”

## 4. Interest

- a) Amount of coverage shared in social media
- b) Whether or not we were contacted by the media, the public, or industry about a press release
- c) The outcomes of (b)
- d) Website pageviews (or something or not)



# Example non-media related outcomes



Adam-san, funny

I work for Vale, a world leader in iron ore production in Brazil, with Mitsui as one of the key shareholders, having the role of corporate innovation manager. One of our key challenges is decarbonization, where we do believe that green hydrogen can play a vital role.

We were very impressed with Nakamura-san press release regarding the developments of related technology and we have interest to collaborate from the industry side.

My leader is going to Japan during November and we would appreciate if there is an opportunity to visit RIKEN Center and arrange a meeting with Nakamura-san.

# Creating a metric

We must then decide the relative importance of each factor.

**1. Total coverage (25%):**

**2. Source quality (25%):**

- a) Size of source viewership (10%)
- b) Major news coverage (yes/no) (15%)

**3. Globalness (25%)**

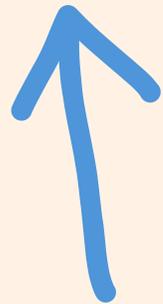
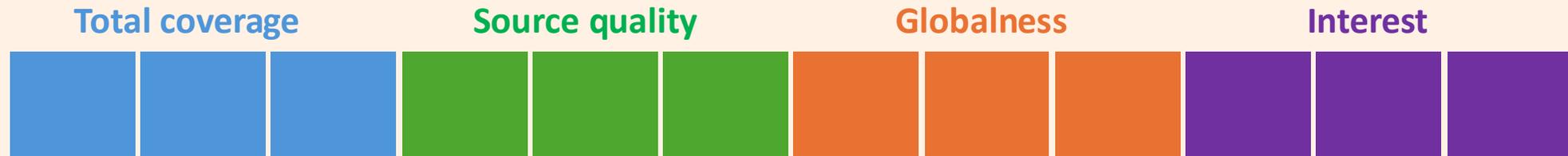
- a) Number of countries (10%)
- b) Amount of non-English coverage (10%)
- c) Number of languages (5%)

**4. Interest (25%)**

- a) Amount of coverage shared in social media (10%)
- b) Whether or not we were contacted by the media, the public, or industry about a press release (yes/no) (5%)
- c) The outcomes of (b) (5%)
- d) Website pageviews (or something or not) (5%)

# Creating a metric

Add cutoff values for perfection of each factor



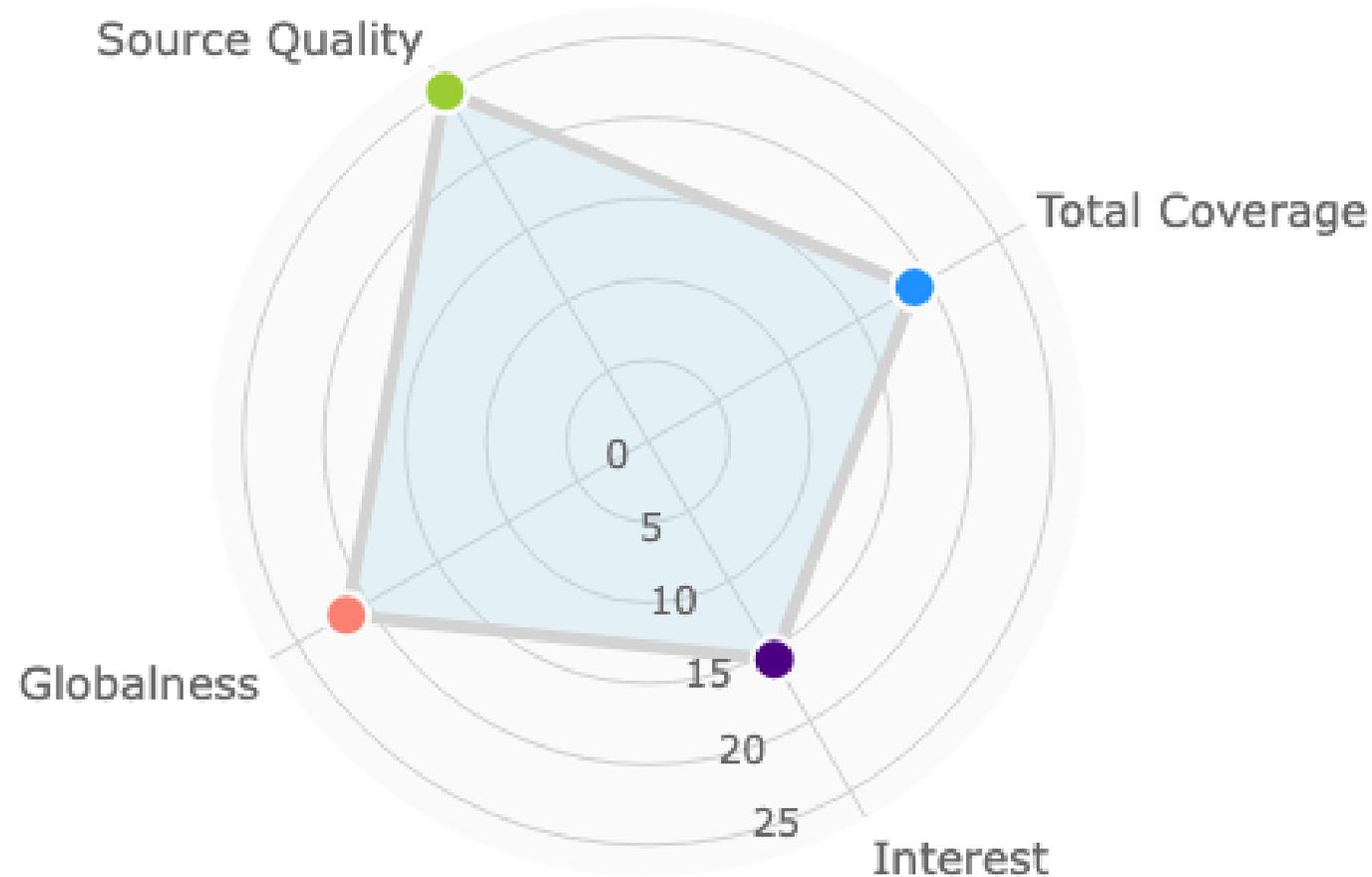
For example, how many articles should result in a full 25 points out of 100? (for now, we're using 50)



Or how many countries are needed for the full 10 points? (for now, we're using 15)

# Sample data

## pr-FY23-0307 PR Effectiveness Score: **81**



### Score Breakdown

#### Total Coverage

- Article count (25%)

#### Source Quality

- Major News (10%)
- Est. reach (15%)

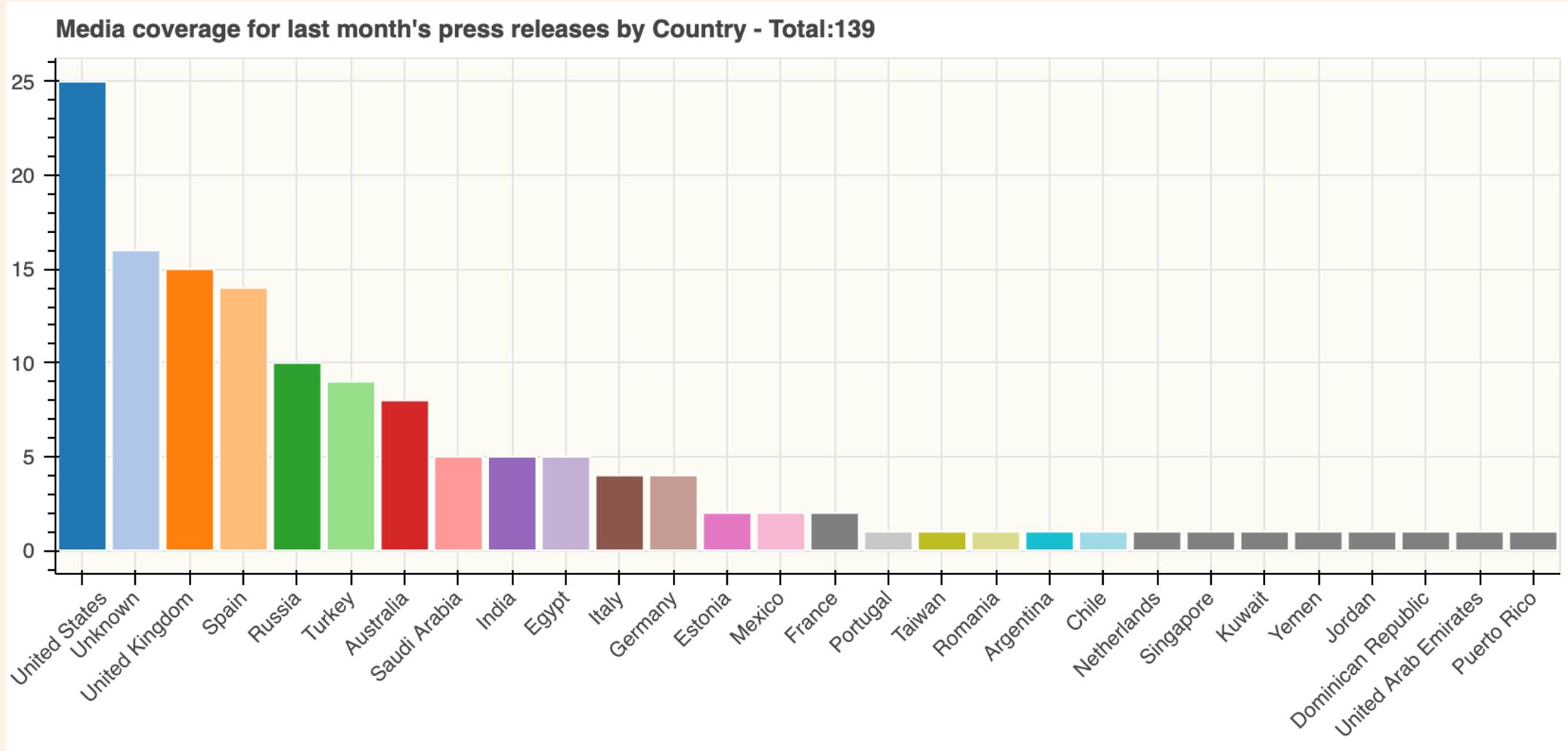
#### Globalness

- Country count (10%)
- Non-English coverage count (10%)
- Language count (5%)

#### Interest

- Social echo (10%)
- Views on web (5%)
- Contacted by media, industry, or the public (5%)
- Contact outcome count (5%)

# Other data

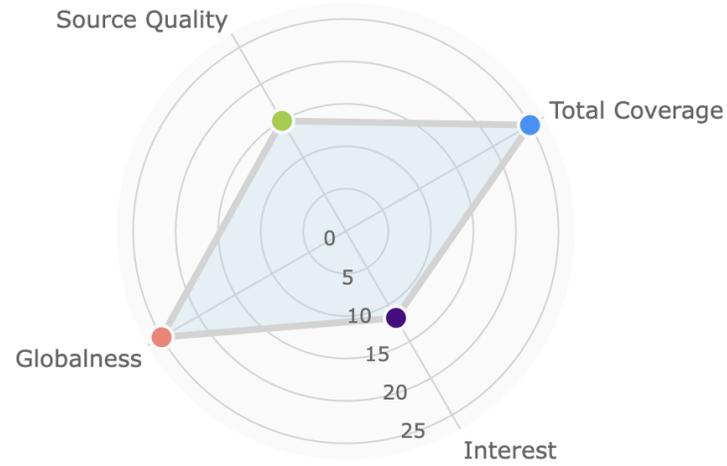


# Sample data

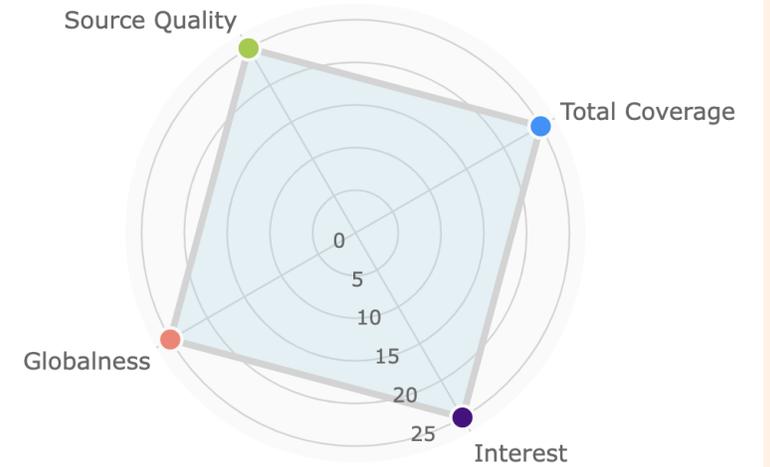
**pr-FY24-0184**  
**PR Effectiveness Score: 37**



**pr-FY23-0122**  
**PR Effectiveness Score: 76**

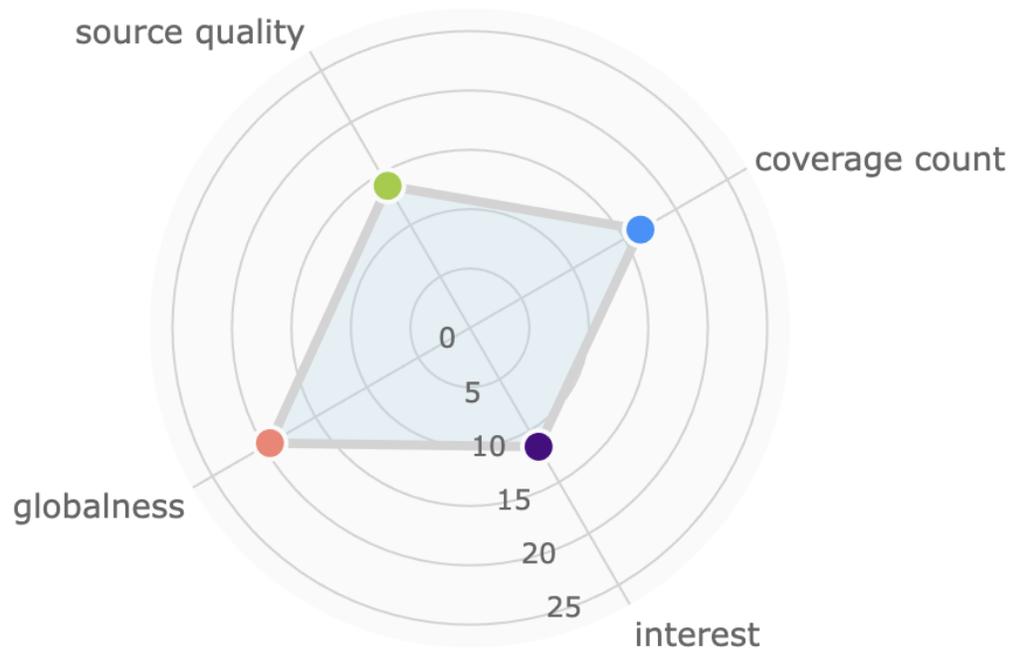


**pr-FY23-0191**  
**PR Effectiveness Score: 100**

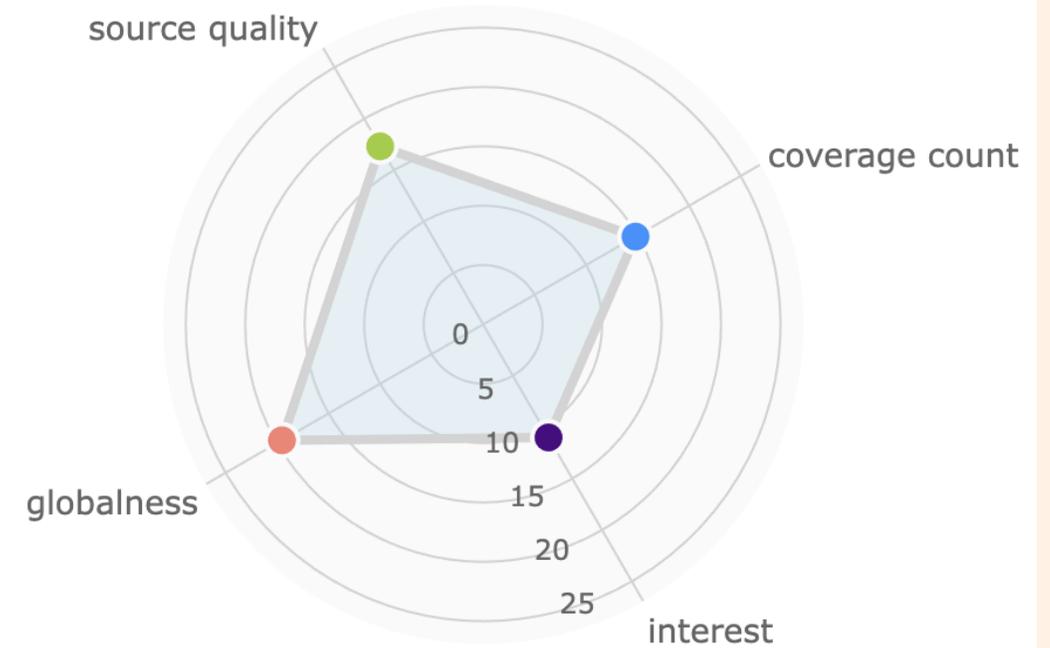


# Average data

**FY2023**  
**Effectiveness Score: 61**

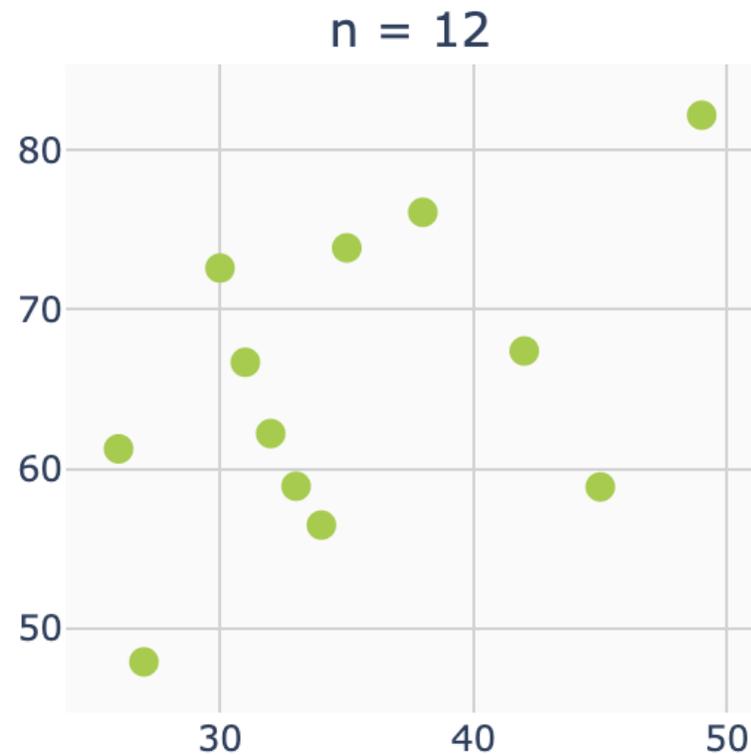
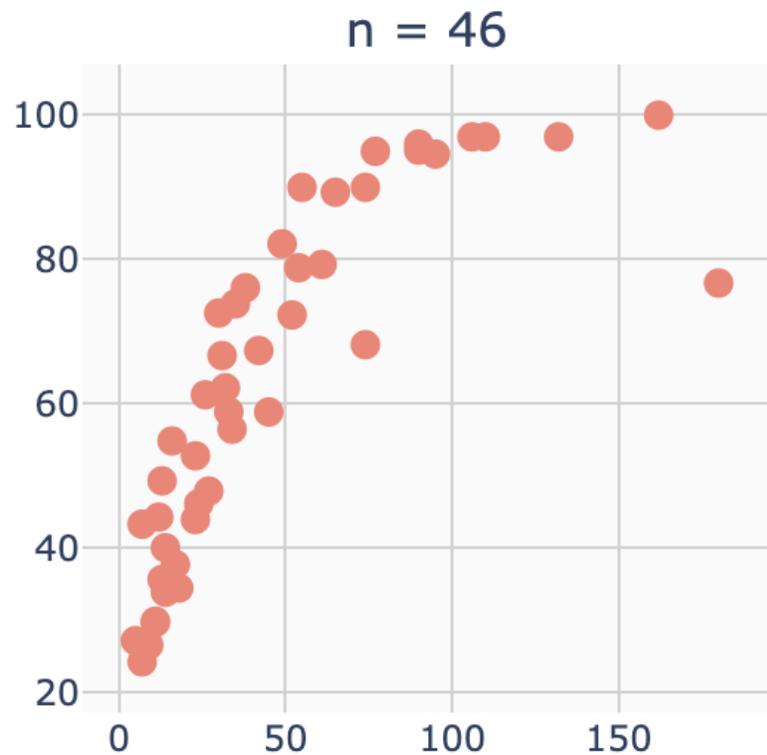


**FY2024**  
**Effectiveness Score: 62**



# Was this necessary?

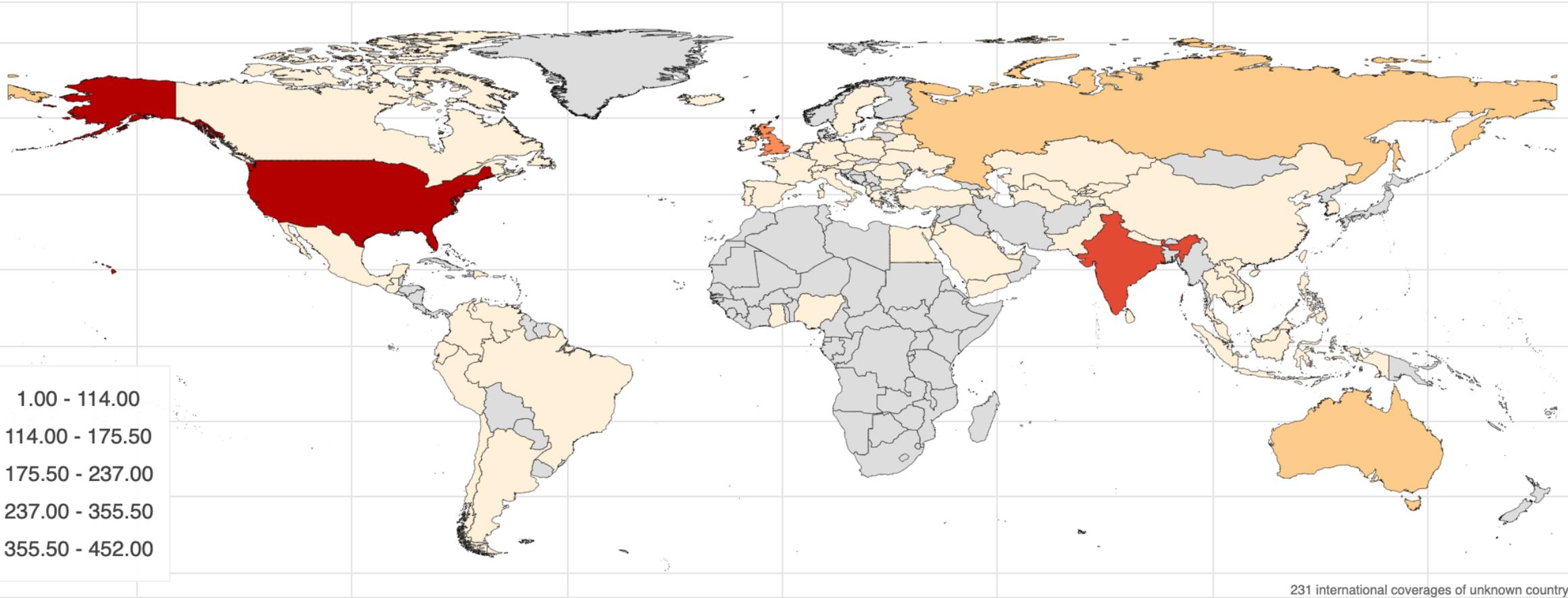
## Total Coverage vs Custom Score



- FY2023-24 data
- Coverage count 25-50

# Other data

Media Coverage by Country (n = 1,865)



231 international coverages of unknown country