



EUROPE & SCOTLAND
European Social Fund
Investing in your Future



EUROPE & SCOTLAND
European Regional Development Fund
Investing in your Future



European Structural Funds

PR Evaluation Report

November 2008 – January 2009

European Structural Funds

PR Evaluation

Background

The following report provides a detailed analysis of media coverage generated between 21st November 2008 and 16th January 2009.

The coverage reflects media relations activity which aimed to highlight projects across Scotland which have benefited from funding from the European Social Fund and European Regional Development Fund. The media activity was aimed at the Scottish national, regional, local and trade press and took a broad-spectrum approach in targeting print, online and broadcast media.

Evaluation criteria

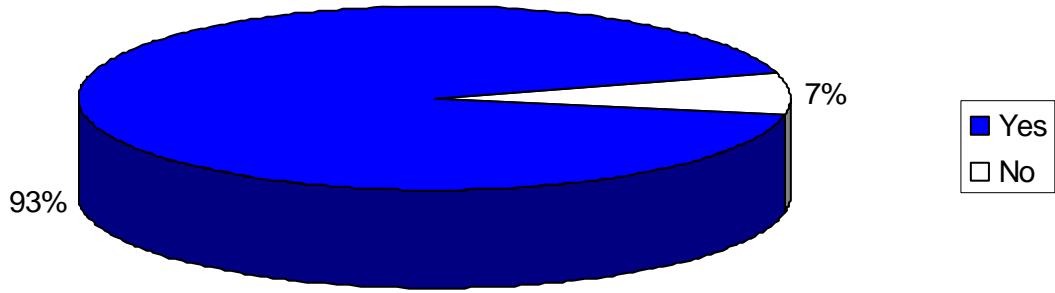
The report provides an analysis of coverage broken down by the specific criteria below, in line with the communication objectives of the campaign:

- % of coverage containing mention of European Regional Development Fund or European Social Fund
- % of coverage containing mention of the project ESF funding has benefited
- % of coverage containing details of the project's aims and objectives
- % of coverage containing mention of the total ESF funding awarded to the project
- % of coverage containing inclusion of a quote from the Enterprise Minister, Jim Mather
- % of coverage containing a positive supporting quote from a project spokesperson
- Overall tone of coverage generated

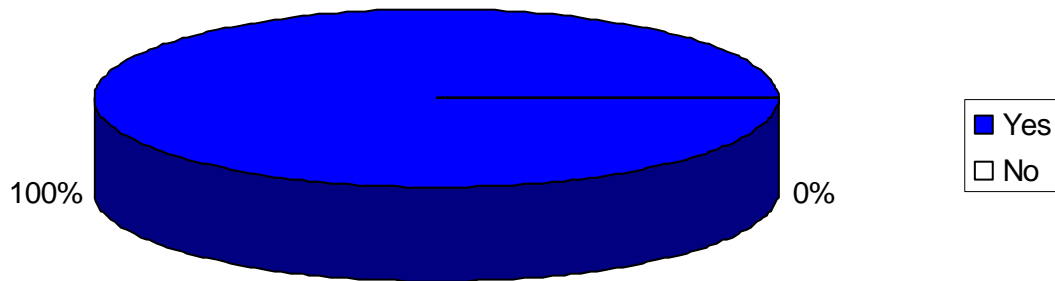
Coverage Summary

Number of pieces of print coverage generated:	32
Number of pieces of online coverage generated:	26
Number of pieces of broadcast coverage generated:	4
Total circulation of all print coverage generated:	2,064,457
Total advertising equivalent value of all print coverage generated:	£34,798.69
Total PR value of all print coverage generated:	£104,396.07
Total listenership of all broadcast coverage generated:	1,183,000
Total advertising equivalent value of all broadcast coverage generated:	£435.00
Total PR value of all broadcast coverage generated:	£1305.00
Total opportunities to see coverage generated:	3,247,457
Total advertising equivalent value of all coverage generated:	£35,223.69
Total PR value of all coverage generated:	£105,701.07
Return on Investment:	5.2:1
<small>(based on a total PR fee of £20,200.00)</small>	

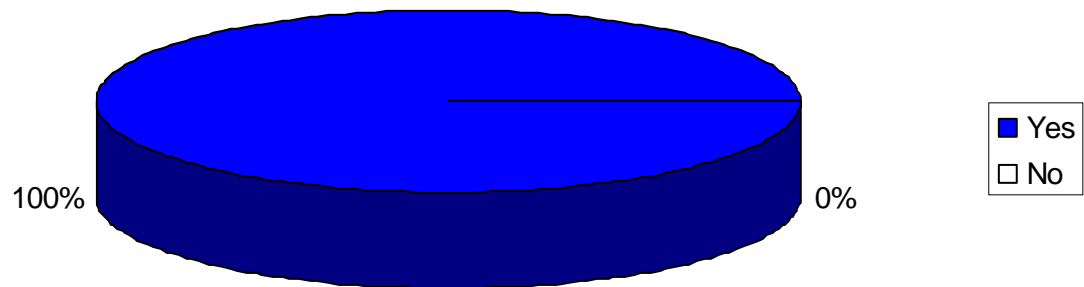
Mention of ERDF / ESF



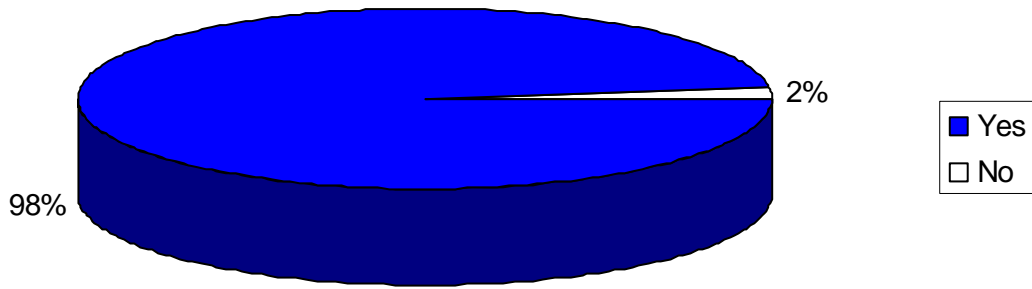
Mention of name of ESF-funded project



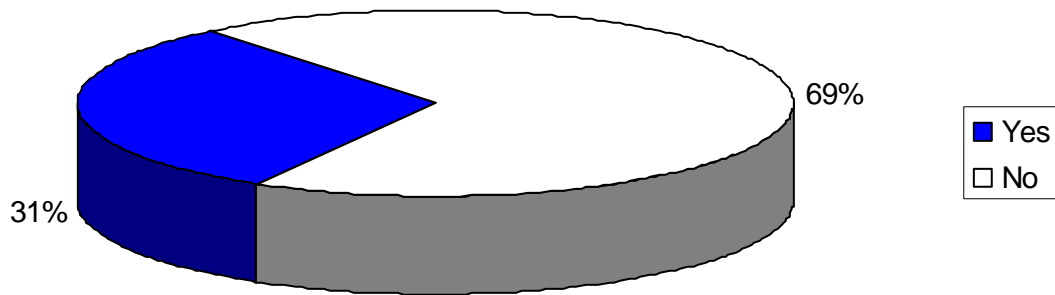
Details of project's aims and objectives



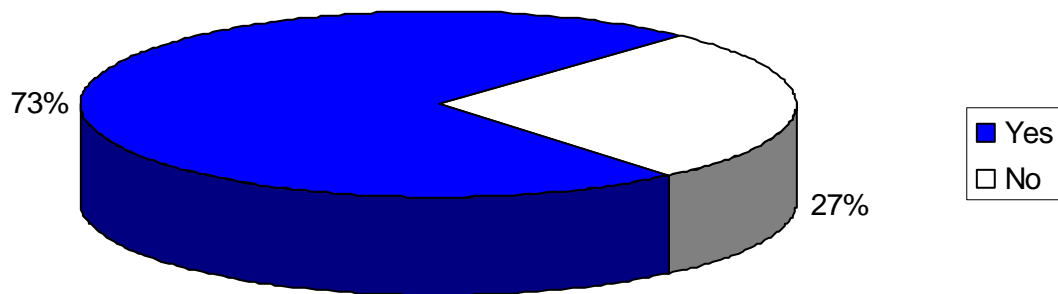
Mention of total ESF funding awarded to project



Inclusion of quote from Enterprise Minister



Inclusion of quote from project spokesperson



Overall tone of coverage

