
1. Media Tracking

Media Tracking Form— Canadian HIV/AIDS Legal Network

This form can be used to track two types of media activity: organization-specific hits in which the Legal Network is mentioned or quoted (usually for reporting purposes) and issue-specific hits in which a particular issue is addressed (for example, for strategic purposes, to assess a media landscape before or after a project is undertaken). Questions 9 and 11 will only apply to the first type of hit.

1. What issue does this coverage address? (e.g., drug policy, criminalization, etc.)

2. Date of coverage: (year, month, day)

3. Headline:

4. Outlet's name:

5. Reporter's name:

6. Type of media:

- Print
- Digital
- Print and Digital
- Radio
- TV

7. Link to story:

8. Reach:

- Local
- Provincial
- National
- International

9. Quality of coverage:

- Legal Network featured or profiled
- Legal Network quoted
- Legal Network mentioned
- Not mentioned, but influence is evident

10. Tone of coverage:

- Very favorable
- Favorable
- Mixed/neutral
- Critical
- Damaging

11. Relevant quotes by or about the Legal Network, or that reflect Legal Network's influence:

12. Notes/comments: (Anything from "need better preparation before interview" to "prioritize this journalist for cultivation")
