

# CARMA NewsAccess

The easy, new way to monitor, manage and measure your media coverage



## Introducing a must-have, low-cost, easy-to-use media measurement tool

CARMA NewsAccess is an automated, web-based tool developed by CARMA International, the company that pioneered media measurement and analysis. NewsAccess offers daily monitoring of worldwide news sources and quickly sorts content to your specification—giving you an ongoing pulse of the day's headlines and top developments.

View top line data in an online dashboard

Search for clips mentioning your organization, brand, or spokesperson

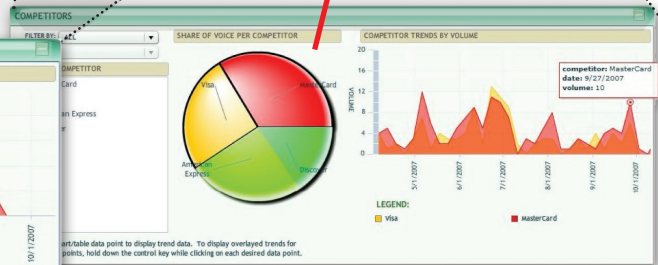
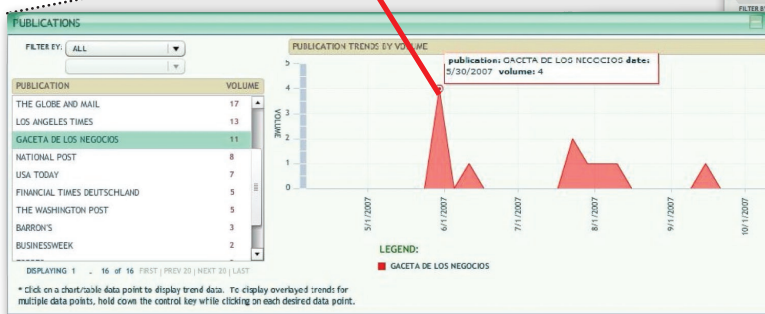
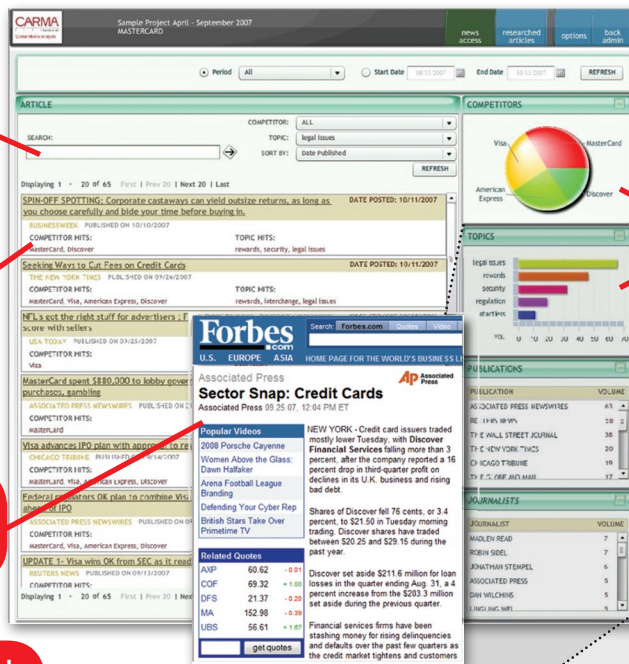
Sort and filter by keyword, topic, competitor, date, publication, and byline

Drill down to each story full text, broadcast audio, or video clip

Track developments in print, wire, broadcast, internet, blogs and social media

View data in easy-to-share charts and graphs

Compare your share of voice to the competition



## **CARMA NewsAccess makes it effortless**

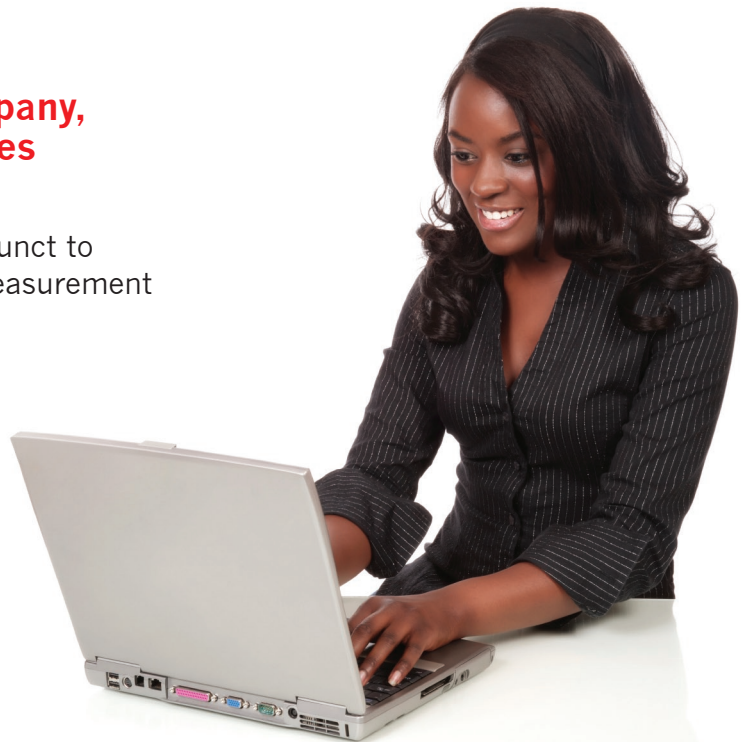
- Track the coverage of your organization, brands, or top executives
- Keep tabs on your competitors or industry
- Follow coverage of an emerging issue, hot topic or product launch
- Track negative stories during a PR crisis
- Help monitor media placements by key media outlets and journalists
- Quantify your coverage
- Demonstrate the value of your communications program

## **An indispensable tool for any company, association or agency that generates substantial media coverage**

Use it as a stand-alone product, or as an adjunct to CARMA's world renowned, flagship media measurement and analysis service.

## **Getting started is simple**

Learn more about CARMA NewsAccess, or inquire about the other media analysis services of CARMA International, by contacting Sonia LaFountain-Ginyard at 202.370.1940, or [slginyard@carma.com](mailto:slginyard@carma.com), or visit [www.carma.com](http://www.carma.com).



CARMA International Headquarters  
1615 M Street N.W., Suite 750  
Washington, D.C., 20036  
202-842-1818  
[info@carma.com](mailto:info@carma.com)  
[www.carma.com](http://www.carma.com)

