**README News Metrics**

**OVERVIEW**

The purpose of this workbook is to automatically clean, filter, and generate charts and tables from the news report data.

**What’s Needed**

* This README file
* The News\_Metrics workbook
  + News\_Report-with\_Metrics.xlsm
  + Download from Sharepoint:
    - CIERA 🡪 Documents 🡪 CIERA Data 🡪 News Exports
    - <https://nuwildcat.sharepoint.com/sites/RCH-ciera/Shared%20Documents/Forms/AllItems.aspx?ga=1&id=%2Fsites%2FRCH%2Dciera%2FShared%20Documents%2FCIERA%20Data%2FNews%20Exports&viewid=d7ce2306%2D55d5%2D4127%2D8675%2D3f2bf41a3754>
* Editing access to CIERA website

**Set-Up Instructions**

* Download a report from the CIERA website.
  + Go to <https://ciera.northwestern.edu/>
  + Click Guide in the top right corner of the page to log in to NU Sites with CIERA password
  + Open the News page from News & Events dropdown
  + Press the Download Button to access a complete report of all news data
* Name the report News\_Report\_<date>.xlsx and save in this folder.
* Make a copy of the report with the name "News\_Report.xlsx". This report will be used to generate the metrics.
* Archive the original report “News\_Report\_<date>.xlsx”

**News**

The data in this tab is used to generate the metrics. When updating, the Excel VBA macro clears this entire Tab, then copies all raw data from the News\_Report.xlsx file into this tab. The rightmost columns are filled by formulas, with functions listed below:

* Fiscal Year
  + After inputting fiscal year start date in Metrics tab, determine how month/day of news article compares to fiscal year start date.
  + If month/day of visit comes after fiscal year input, use visit year as fiscal year. If month/day of visit is before fiscal year input, use year prior to visit as fiscal year.
* New Article
  + Looks up the Article ID in the Manual Data tab. The Manual Data tab contains a list of all articles from the last update, so if the Article ID is not found, an “Y” is returned indicating a new article.
  + Note: this column only appears in a test version of the News Metrics Spreadsheet. It is within the “Test” folder of the News Exports SharePoint folder.
* Press Mentions
  + Looks up the Article ID in the Manual Data tab and pulls manually entered information for press mentions.
  + Note: this column only appears in a test version of the News Metrics Spreadsheet. It is within the “Test” folder of the News Exports SharePoint folder.
* People Reached
  + Looks up the Article ID in the Manual Data tab and pulls manually entered information for people reached.
  + Note: this column only appears in a test version of the News Metrics Spreadsheet. It is within the “Test” folder of the News Exports SharePoint folder.
* Top Outlets
  + Looks up the Article ID in the Manual Data tab and pulls manually entered information for top outlets.
  + Note: this column only appears in a test version of the News Metrics Spreadsheet. It is within the “Test” folder of the News Exports SharePoint folder.
* Notes
  + Looks up the Article ID in the Manual Data tab and pulls manually entered notes.
  + Note: this column only appears in a test version of the News Metrics Spreadsheet. It is within the “Test” folder of the News Exports SharePoint folder.

**Manual Data**

Note: this tab only appears in a test version of the News Metrics Spreadsheet. It is within the “Test” folder of the News Exports SharePoint folder. This tab is not needed to generate the current metrics, however, it is used to record information not otherwise found in the raw data (i.e. information on press mentions, people reached, top outlets, and notes).

This is the only tab that needs manual updates. After the Update button is pressed in the Metrics tab, this tab:

* Filters out all new articles in the News tab. Unless there are no new articles, all new Article IDs are added to the pivot table in the rightmost area News tab.
* Those Article IDs are copied from the pivot table into the Manual Data tab, beginning in the top left cell. All other information about the article is automatically pulled from the News tab.

This tab is structured to have new articles appear in the empty area at the top of the tab, and old articles underneath, beginning in cell A25.

In addition to isolating out new articles, all articles considered “new” in the last update are moved to the bottom of the old list of articles. By maintaining a complete list of old articles, all manually entered data can stay with each article in the next update.

The user is now able to manually add information for press mentions, people reached, top outlets, and notes. Any information added here will automatically be added to the News tab through the use of formulas.

**Research Topics**

Helper tab for News Metrics. In raw news data, research topics are listed with a “|” between them (i.e. Black Holes & Dead Stars | Exoplanets & The Solar System). This helper separates programs by “|” to properly account for all research topics.

* Create a pivot table for research topics, using given topic(s) for row and the count of Article IDs for column.
* Use VBA Macro to filter through each research topic in the pivot table to list out all Article IDs associated with that topic, accounting for topics listed before and after “|”.
  + For Article IDs containing multiple research topics, the ID will be listed for each topic.

**Press Types**

Helper tab for News Metrics. In raw news data, press types are listed with a “|” between them (i.e. CIERA Stories | External Press). This helper separates programs by “|” to properly account for all press types.

* Create a pivot table for press types, using given type(s) for row and the count of Article IDs for column.
* Use VBA Macro to filter through each press type in the pivot table to list out all Article IDs associated with that type, accounting for types listed before and after “|”.
  + For Article IDs containing multiple press types, the ID will be listed for each type.

**Categories**

Helper tab for News Metrics. In raw news data, categories are listed with a “|” between them (i.e. Achievement | Event | Outreach). This helper separates programs by “|” to properly account for all categories.

* Create a pivot table for categories, using given categories for rows and the count of Article IDs for columns.
* Use VBA Macro to filter through each category in the pivot table to list out all Article IDs associated with that category, accounting for categories listed before and after “|”.
  + For Article IDs containing multiple categories, the ID will be listed for each.

**Metrics**

* Contains the Update button to run the macro that updates the raw data, sorts articles using the helper tabs, and generates the corresponding pivot tables and graphs.