

# Dashboard Report

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**NEIDHARDT COMMUNICATIONS**

*Connecting the dots, Unleashing Insights*

# Key Performing Indicators (KPI)

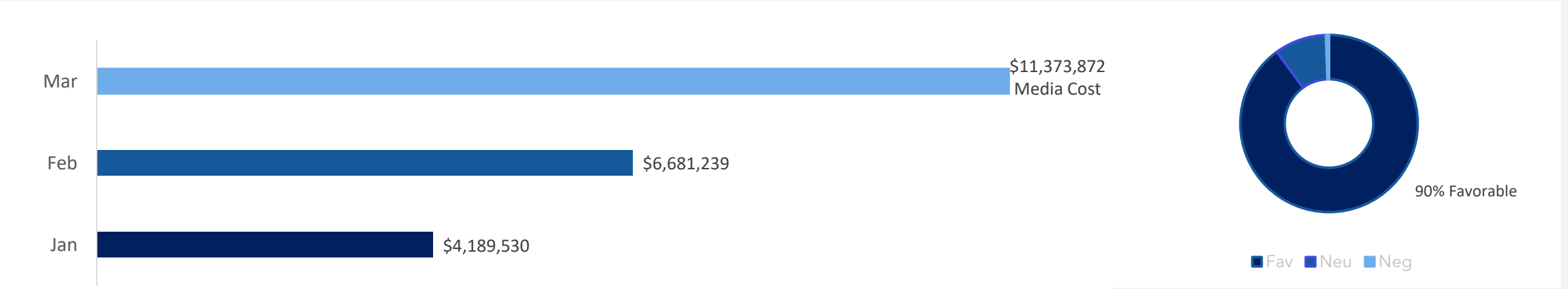
	<u>Stories</u>	<u>% Change</u>	<u>Impressions</u>	<u>% Change</u>
Total Stories	1,690	-30.99%	3,464,671,821	+17.57%
Favorable Stories	1,690	-30.99%	3,464,671,821	+17.57%
Neutral Stories	0	0	0	0
Unfavorable Stories	0	0	0	0
Avg. Prominence	44.9	+3.0%	0	0
Avg. QRS	4.0	+8.0%	0	0
Category 1	687	-52.62%	1,524,724,032	-5.59%
Category 2	306	+11.27%	625,654,521	+23.01%
Category 3	263	+10.97	692,877,295	+137.34%
Category 4	144	+65.52%	243,096,912	+164.08%
Category 5	91	+1.11%	160,162,436	+24.67%
Category 6	64	-62.57%	145,592,741	+141.90%
Category 7	52	+62.50%	47,023,773	-75.62%
Category 8	43	+4.88%	10,543,853	+78.37%

1,690  
Stories

3,464,671,821  
Impressions

\$22,244,641  
Media Cost

90 Percent  
Favorable



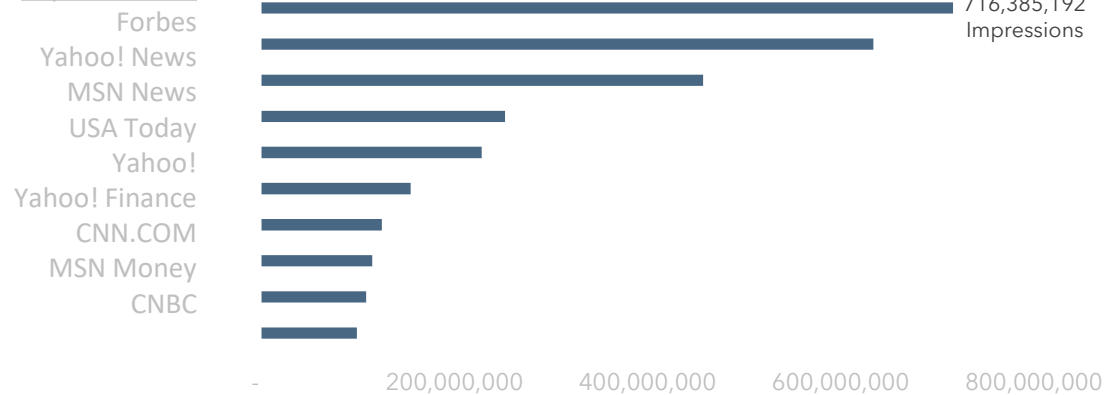
Forbes  
Top Media

4.0  
AVG QRS

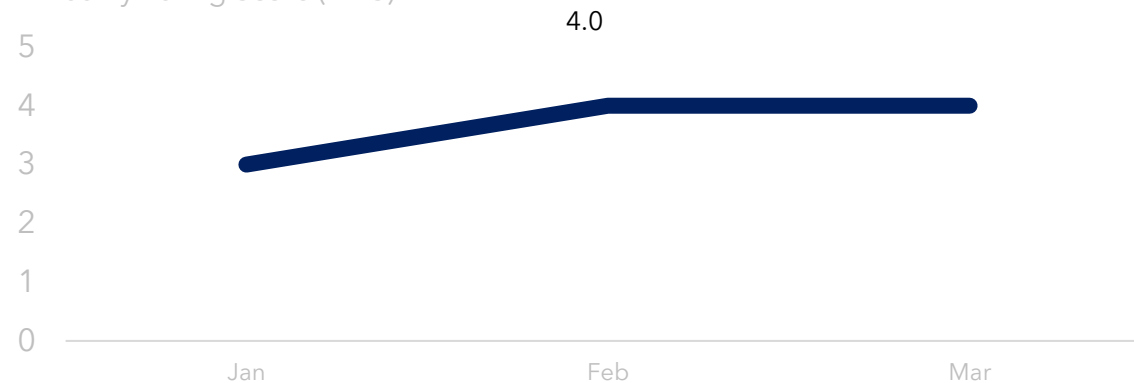
44.9  
Prominence

983 stories  
Web

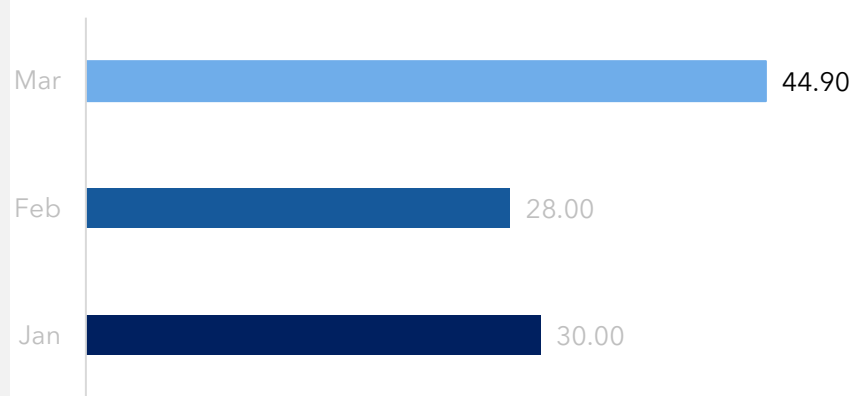
Top 10 Outlets



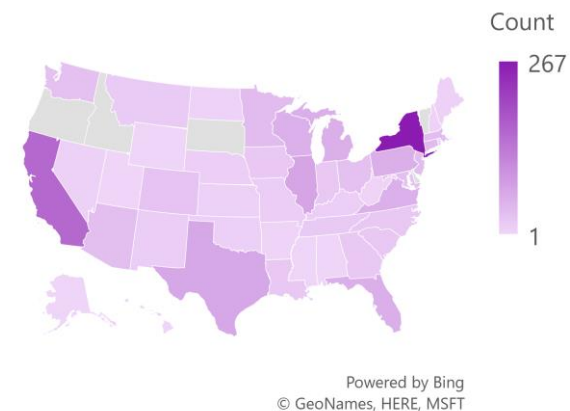
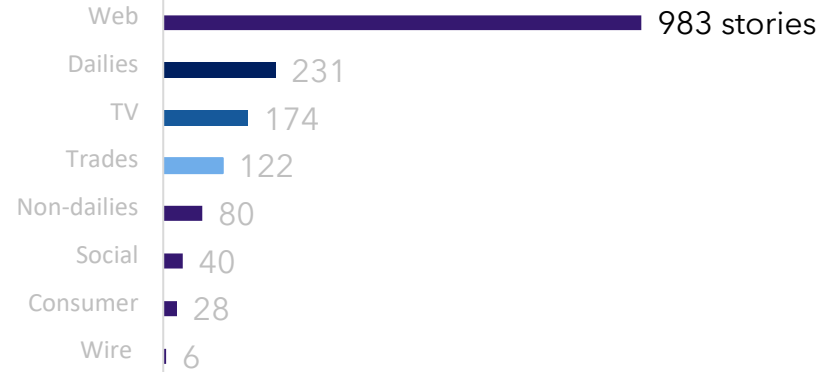
Quality Rating Score (QRS)



Prominence



Media Channel



# Executive Summary

In the first quarter of FY 2020, a total of 1,690 print and broadcast stories generated approximately 3.5 billion (+18 percent) gross audience impressions and an astounding \$22 million (+23 percent) in media value. Despite a 31 percent contraction in story traffic on a quarter-by-quarter basis (QOQ), the quality and prominence of the company's stories improved significantly, climbing to 44.9 (+3 percent) and 4.0 (+8 percent), respectively.

The volume curve showed an interesting pattern, with a rapid climb to 605 news items in January, plateauing for a month, and then contracting 21 percent in March. A staggering 72 percent of the company's story coverage appeared in the first two months, accumulating 1,210 stories, 1.9 billion impressions, and \$10.9 million in media value. However, March witnessed a peak in reach with 1.6 billion impressions, representing 46 percent of the company's gross audience. Yahoo!, Forbes, and MSN played a pivotal role in fueling this growth with 1.2 billion impressions and 29 news items. The most widely circulated story, published by MSN Money, generated nearly 115 million impressions, capturing attention across the digital landscape.

Amid political disagreements and upheaval in January, several storylines related to politics and the workplace took center stage. Topics like workplace romances, toxic workplace cultures, and the impact of COVID-19 on the workforce dominated the news cycle in February and March. Notably, the company provided crucial guidance to employers on handling symptomatic employees during the pandemic.

# Executive Summary

Impressively, the company has garnered no unfavorable publicity since Q1 2019, reflecting the highly favorable media opinion it enjoys.

The Internet took center stage as the leading cumulative news channel, generating 983 stories and representing 58 percent of the gross volume. The company achieved an astonishing 3.4 billion impressions online, accounting for 97 percent of its gross audience this quarter. MSN and Yahoo! played a major role in this success, jointly generating nearly 1.5 billion impressions online through 19 stories. Regarding categorical data, R&D emerged as the most active sector, receiving 687 print and broadcast stories and an astonishing 1,524,724,032 impressions. Workplace romance and workplace politics garnered approximately 25 percent of the total hits.

Additionally, other storylines, such as "Experience for Hire," "Employee Financial Wellness Programs," "Paid Sick Leave Options," "Toxic Office Cultures," and "STEM," received substantial coverage and generated significant impressions. The company's versatility and wide-ranging impact were showcased in its presence in various sectors.

# Executive Summary

## Top Influencers

**The\_News\_GURU** @The\_News\_GURU [1 Jan](#) Impeachment proceedings dominate the news waves

**The One School** @TheOneSchool [1 Jan](#) Politics are destroying workplace morale and here's what managers can do about it

**Birchwood** @Birchwood [6 Feb](#) Surviving an office romance

**Figen Griffin** @FEG56 [13 Feb](#) Love is in the air

**Christopher Cresta, CFP® PRPE** @ChrisCresta, CFP® PRPE [9 Mar](#) Are shutdowns ahead?

**David Lynch** @DavidLynch [26 Mar](#) Flattening the curve proves challenging for families in shutdown