

Today's News *Online*

PURPOSE

To provide comprehensive media monitoring and analytic services — including print, broadcast and internet monitoring — to the government of BC 19 hours a day, 365 days a year. Social media to be added in 2011/12.

DESCRIPTION

Through its secure and interactive website, Today's News Online (TNO) provides rapid access to news as it happens, via text, audio and video media files, in a searchable database of national and provincial media. Uses range from issue management to event analysis to historical research. Access is available to everyone in the provincial government.

Employees can also receive indirect access to TNO. GCPE staff, assemble ministry-specific summaries from TNO content then e-mail those summaries in both Blackberry and desktop friendly formats.

KEY SERVICES

- Alerts emailed to clients as issues are reported on – includes tonal colour coding
- Blackberry access to all print and audio/video content on TNO
- Transcripts of all scrums and media availabilities with ministers as well as key TNO audio/video content
- Morning e-mails of top print stories with colour coding to indicate tone
- Ministry-specific media summaries generated daily
- Daily production and distribution of Today's News
- Analysis tools to graphically display media analytics including tone, reach and earned media values
- Online media archive ranging back to 1993
- Continual monitoring of news wires and online content
- Twitter monitoring of key media players
- Next-day DVD request service for clients
- Special request monitoring and analysis for province-wide events
- Training and 24/7 support for clients
- Managing, supporting and staffing both the Legislature press theatre and the west annex scrum area

KEY FIGURES

- Currently TNO has 349 Direct Users and 2,128 Indirect Users
- Five full-time, 12 part-time staff
- 11 television stations monitored daily
- 87 online sources monitored daily
- 33 Twitter feeds
- 10 daily and 84 weekly print sources monitored daily
- 90% of respondents in the Summer 2011 survey indicated TNO “is key to their job success”

REVENUE

- \$716,132 in fiscal 2010/2011
- \$746,005 in fiscal 2009/2010

CLIENT RATES

- Direct Access to TNO costs \$4,000 per year per employee
- Indirect Access to TNO costs \$200 per year per employee

KEY SUPPLIERS & AGREEMENTS

- Canadian Broadcast Rights Association (\$89,367)
- Infomart (\$487,831 annually)
- Globe & Mail (\$46,746 annually)
- Black Press (\$50,000 annually)
- Command News (181,752 annually)
- Aktiv Software (\$65,000 annually)
- Infomart (\$46,000 annually)

STAFFING

Scott Ryckman – manager –	S22	Laurie Granberg – online edit	S22
Pavan Bajwa – manager –	S21	Robin Miller – online editor –	S22
Lawrence Ormerod – sr. editor –	S22	Brian Decker – online editor –	S22
Terry Hanak – sr. editor –	S22	Olivia Scott – online editor –	S22
Tara Wells – online editor –	S22	Kathy Cloutier – online editor –	S22
Rod Neufeld – online editor –	S22	Rebecca Knapman – online editor –	S22
Peter Tolman – online editor –	S22	Stephanie Ratcliffe – transcr	S22
Colleen Grisham – online editor –	S22	Mia Shinbrot – transcriber –	S22
		Janet Rogers – transcriber –	S22

OUTSTANDING ISSUES

- Awaiting release of T&T money to execute promised 2011/12 social media upgrade
- Awaiting release of T&T money to execute needed upgrade to the press theatre

OUTSTANDING HR ISSUES

- Pavan Bajwa splitting time between TNO & Online Communications

ONGOING PROCESSES

- Moving final four TNO editors still operating on PCs to Macs. (Feb 1/12 completion)

RECENT MONITORING DECISIONS

- CTV News at Noon – 5 additional hours of monitoring each week – October 31, 2011 **(ADDED)**
- CTV Morning Live – 15 additional hours of monitoring each week – November 14, 2011 **(ADDED)**
- CBTK Radio West – 15 additional hours of monitoring each week – October 10, 2011 **(OMITTED)**

SOURCES

Daily Papers

Vancouver Sun (Vancouver)
The Province (Vancouver)
Victoria Times Colonist (Victoria)
Globe and Mail (National)
Kamloops Daily News (Kamloops)
Kelowna Daily News (Kelowna)
National Post (National)
Nanaimo Daily News (Nanaimo)
Prince George Citizen (Prince George)
Trail Times (Trail)

TV

Global BC (Vancouver)
CTV BC (Vancouver)
CBC (Vancouver)
CTV Two (Victoria)
CFJC (Kamloops)

Radio

CKNW (Vancouver)
CKWX (Vancouver)
CBC (Victoria)
CBC (Vancouver)
CBC (Prince George)
CBC (Kelowna)
CFAX (Victoria)
CHNL (Kamloops)
CFIS (Kelowna)

CHBC (Kelowna)
CHEK (Victoria)
CKPG (Prince George)
CBC Newsworld (National)
CTV News Channel (National)

Regional Print

Lower Mainland

Abbotsford News
Abbotsford Times
Agassiz Harrison Observer
Aldergrove Star
Bowen Island Undercurrent
Burnaby News Leader
Burnaby Now
Chilliwack Now
Chilliwack Progress
Cloverdale Reporter
Delta Optimist
Hope Standard
Langley Advance
Langley Times
Maple Ridge News

Maple Ridge Times
Mission City Record
New Westminster News Leader
New Westminster Record
North Shore Outlook
North Shore News
Peace Arch News
Richmond News
Richmond Review
South Delta Leader
Surrey Leader
Surrey Now
Tri City News
Vancouver Courier
Westender

BC Interior

100 Mile House Free Press
Arrow Lakes News
Ashcroft Cache Creek Journal
Barriere Star Journal
Burns Lake Lakes District News
Castlegar News
Clearwater Times
Cranbrook Kootenay Advertiser
Creston Valley Advance
Fernie Free Press
Ft. St. James Caledonia Courier

Golden Star
Houston Today
Invermere Valley Echo
Kamloops This Week
Kelowna Capital News
Kitimat Northern Sentinel
Kootenay News Advertiser
Merritt Herald
Nelson Star
Northern Weekender
Penticton Western News

Prince George Free Press
Prince Rupert Northern View
Princeton Similkameen Spotlight
Quesnel Cariboo Observer
Revelstoke Times Review
Rossland News
Salmon Arm Observer
Sicamous Eagle Valley News

Smithers Interior News
Summerland Bulletin
Summerland Review
Terrace Standard
Vanderhoof Omineca Express
Vernon Morning Star
Williams Lake Tribune

Vancouver Island

Alberni Valley News
Campbell River Mirror
Courtenay Comox Valley Record
Cowichan News Leader & Pictorial
Goldstream News Gazette
Ladysmith Chronicle
Lake Cowichan Gazette
Monday Magazine
Nanaimo News Bulletin

North Island Gazette
North Island MidWeek
Oak Bay News
Parksville Qualicum Beach News
Saanich News
Sidney Peninsula News Review
Sooke Mirror
Victoria News

Twitter Feeds

Media Outlets

Vancouver Sun – VancouverSun (62,910)
News 1130 – News1130radio (19,617 tweets)
CTV BC – ctvbc (18,178 tweets)
Global – GlobalBC (15,360 tweets)
Province – theprovince (14,146 tweets)
CKNW – CKNW (11,309 tweets)
CBC - cbcnewsbc (11,238 tweets)

Black Press – BlackPressMedia (10,569 tweets)
24 Hours – 24hoursvan (10,126 tweets)
Times Colonist – timescolonist (6,696 tweets)
Radio NL – RadioNLNews (4,217 tweets)
ANews – AnewsVanIsland (1,950 tweets)
CityNews – CitytvNews (1,066 tweets)
CFAX – cfax1070 (1,007 tweets)

Reporter & Columnists

Rod Mickleburgh – rodmickleburgh (6,712 tweets)
Sean Holman – publiceyeonline (2,683 tweets)
Chad Skelton – chadskelton (2,549)
Gary Mason – garymasonglobe (1,290 tweets)
Jonathan Fowlie – jonathanfowlie (1,192 tweets)
Ian Bailey – ianabailey (1071 tweets)
Keith Baldrey – keithbaldrey (590 tweets)
Craig McInnes – CraigMcInnes (560 tweets)
Stephen Smart – CBCSmart (525 tweets)
Jim Harrison – JimHarrisonNL (437 tweets)

Vaughn Palmer – VaughnPalmer (408 tweets)
Jon Woodward – CTV_JonWoodward (305 tweets)
Sean Leslie – seanlesliebc (287 tweets)
Justine Hunter – justine_hunter (234 tweets)
Ian Austin – ianaustin007 (178 tweets)
Rob Shaw – tc_shaw (78 tweets)
Lindsay Kines – LKines (67 tweets)
Mike Smyth – MikeSmythNews (63 tweets)
Jim Beatty – ctv_jim (45 tweets)

Internet, CP News sources are not listed.