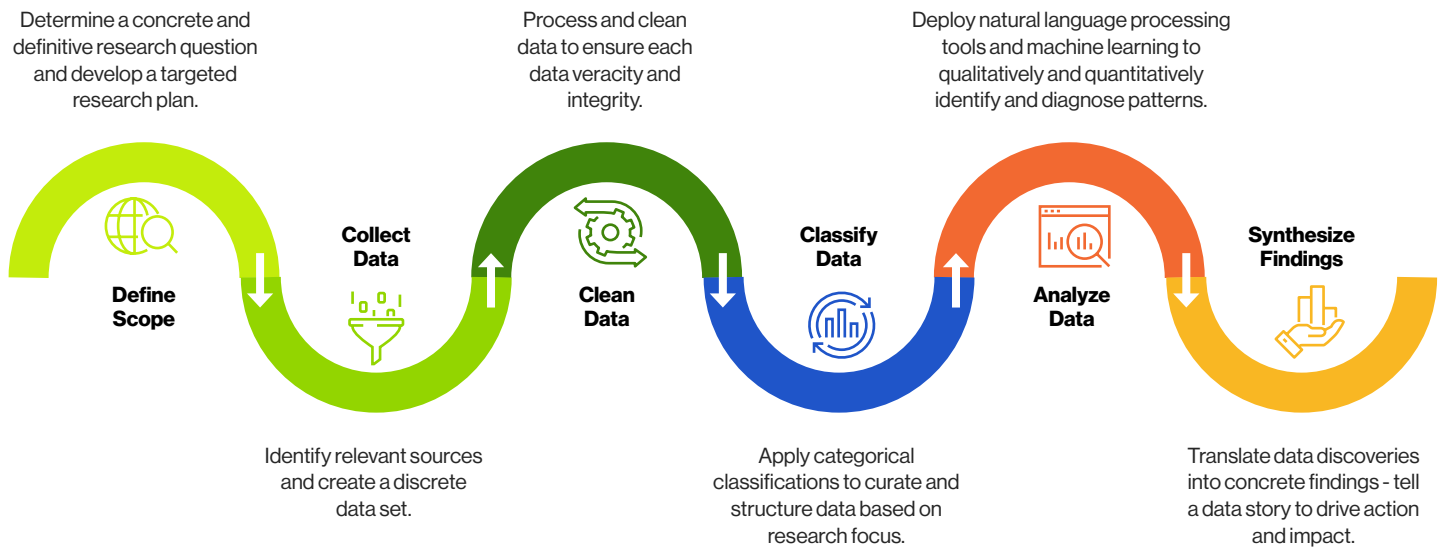


Guidehouse's Unique Approach to Media Monitoring

Our media monitoring team works in close collaboration with you to capture and analyze information across an array of media platforms to bring value and understanding to you and your business. Our team integrates and deploys state-of-the-art technologies and tools across a six-step process to collect, analyze, and present the data in the most meaningful and actionable way.



- STEP 1** **Define.** Conduct initial research to identify and understand what is currently being said about your organization, and the reoccurring themes associated with it, across news sources to develop a baseline understanding and an operational plan that is detailed and actionable for you.
- STEP 2** Apply search queries to **collect** media mentions centralized around your organization and the topics of interest and consolidate those mentions into comprehensive organizational groupings.
- STEP 3** Process and **clean** the media mentions to filter out irrelevant content with the support of technology-enabled process efficiencies to ensure each organizational grouping has integrity and is providing you with actionable insight.
- STEP 4** **Classify** the information into categories in a way that is meaningful for analysis and visualization. This includes the assignment of sentiment and identification of key topics, themes, and issues.
- STEP 5** Quantitatively and qualitatively **analyze** the data to determine, understand, and evaluate patterns and trends.
- STEP 6** **Synthesize** findings and provide recommendations to drive action, impact, and value for your organization.

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Gain a View on What Matters

Leaders of companies and government agencies must understand and appraise what is being said about them and their organizations. Our Media Monitoring service encompasses not just traditional news but the digital environment as a whole, and allows you to:

- ▶ **Measure** effectiveness of your campaigns
- ▶ **Quantify** the value of your media efforts
- ▶ **Identify** strategic and public relations opportunities
- ▶ **Understand** emerging challenges and crises
- ▶ **Influence** a broad spectrum of communications channels

If you're looking to gain enhanced, systematic, and proactive situational awareness and a productive understanding of public perceptions and sentiment around your key initiatives, programs, and large-scale changes, Guidehouse can help.

Guidehouse Technology Solutions

Twitter

<http://www.twitter.com/GHTechSolutions>

LinkedIn

<https://www.linkedin.com/showcase/guidehouse-technology-solutions/>

About Guidehouse

Guidehouse is a leading global provider of consulting services to the public sector and commercial markets, with broad capabilities in management, technology, and risk consulting. By combining our public and private sector expertise, we help clients address their most complex challenges and navigate significant regulatory pressures focusing on transformational change, business resiliency, and technology-driven innovation. Across a range of advisory, consulting, outsourcing, and digital services, we create scalable, innovative solutions that help our clients outwit complexity and position them for future growth and success. The company has more than 12,000 professionals in over 50 locations globally. Guidehouse is a Veritas Capital portfolio company, led by seasoned professionals with proven and diverse expertise in traditional and emerging technologies, markets, and agenda-setting issues driving national and global economies. For more information, please visit www.guidehouse.com.