METRIC™

Monitoring ● **E**ngagement ● **T**ailored **R**eporting ● **I**nformation **C**ollection

TechMIS METRIC™ is a news collection and briefing approach that combines today's cutting-edge news collection technology with hands-on human intelligence to create succinct and relevant news products.

Automated news harvesting platforms have flooded the market. While helpful, these platforms deliver a barrage of unfocused, irrelevant news creating proverbial "garbage-in, garbage-out" news products.

TechMIS analysts also utilize these advanced technologies, but consider them just one tool in a toolbox of news monitoring techniques. Our analysts collect relevant news using a layered, multi-faceted collection approach. Techniques include state-of-the-art news harvesting engines, hand checks of critical sources and even hands-on paper copy reviews of select newspapers. This layered "human touch" ensures relevant news is captured in its entirety.

TechMIS has expert-level knowledge of state and federal government offices and their missions and fully understands that officials, employees and programs must start each day fully informed about important breaking and ongoing news and broadcast coverage from major newspapers, newspaper websites, television, radio, cable news, wire services, newsweeklies, relevant magazines and journals, internet sites, specialty trade press, blogs and social media.

Our state-of-the-art tools and techniques, combined with hands-on human analysis, come together to provide the most comprehensive News Briefing and Monitoring service available.

Is your current media monitoring solution leaving you a bit clouded?

Is your current news solution giving you a clouded view of the news that is important and most relevant to your organization?

Our comprehensive METRIC™ solution brings calm and focus to the news that is most important to you.

Why TechMIS?

For starters, TechMIS products serve over 25,000 U.S. Government personnel daily!

Key Advantages offered by the TechMIS team

The depth and breadth of our news sources ensures complete and real-time capture of relevant and pertinent news.

- Proven track record of supporting high profile customers [Secretary, U.S. Department of Labor; Secretary, U.S. Department of Housing and Urban Development; Administrator (Secretary-equivalent), U.S. General Services Administration] in highly dynamic news environments.
- Proven news infrastructure in place with established tools and techniques.
- Time-tested, deadline-driven analysts ready and available to support this effort.
- Access to an unparalleled body of news sources. These sources, collectively, represent the capability to capture news on a local, state, regional, national and global scale.
- Excellent, established news harvesting platform with the flexibility to add, remove or modify keywords and adjust search syntax and terminology.
- Access to social media and related content.
- Our distributed products are mobile friendly.
- Exceptional 24/7 customer service. We are flexible and responsive!

News Sources

The depth and breadth of our news sources ensures complete and real-time capture of relevant and pertinent news.

The TechMIS team has access to an unparalleled body of domestic and international news sources numbering in the hundreds of thousands. These sources, collectively, represent news capture on a local, state, regional, national and global scale.

- Government (16,300+) – local and federal government websites (such as the State Department and the White House)
- News (40,000+) – large and small newspapers, trade press, magazines, television and radio, online news sources and wire services
- Broadcast coverage (2000+) local, state, national and international outlets
- Policy (8,500+) - think tanks, advocacy groups, trade associations
- Blogs (400,000+)
- Social Media – Twitter and Facebook

Accolades

## Don't take it from us – here's what our customers are saying

- *"TechMIS provides a high-quality product that goes to the Secretary of HUD every working day. The product is always relevant and easily understandable for Senior Decision-makers." "TechMIS is responsible for delivering the news clips twice a day in the morning and has never submitted a late deliverable. TechMIS has established a precedence of uncanny punctuality." "The news clips are always formatted and presented in an orderly fashion for easy reading." - Housing and Urban Development*

- *"TechMIS is always incredibly responsive to requests, and working with them is an easy process."*
  - Department of Labor

- *"Many recipients of the daily news report summary are very impressed and 'LOVE' the new look of the report digest [in comparison to the previous vendor]. So good job! And keep up the amazing work. It is definitely being recognized! Your efforts, work, and support for our organization are sincerely appreciated." "In the 20+ years that GSA has been contracting for News Briefs, the TechMIS-prepared Brief is the best and most comprehensive ever." - General Services Administration*

News Analytics

TechMIS offers a variety of quantitative and qualitative analytical and reporting capabilities.

Our analysts can perform and graph sentiment scoring in a variety of insightful ways. These graphs are an extremely helpful tool to help uncover and highlight notable occurrences and trends.
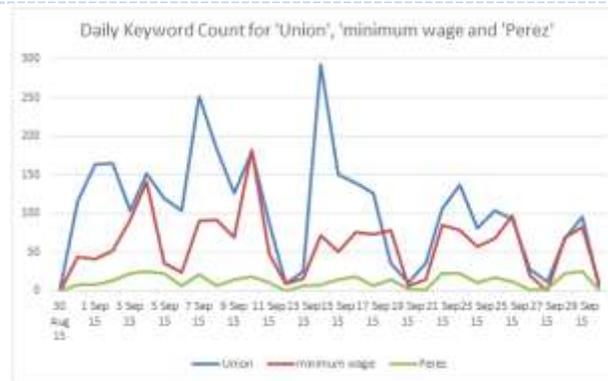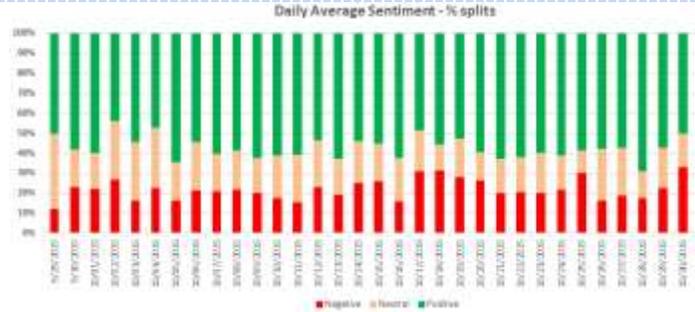
Our news monitoring and harvesting platform provides our analysts the ability to perform trend analysis on topics and keywords.

Our analysts have the ability to analyze the tone/sentiment of a particular topic or storyline and chart how it changes over time. These tonal analyses can include any date range and extend as far back as the contract start date.

METRIC™ is adept at creating those popular and useful word clouds. Quickly determine which words rise above the fray!

Insight into the content we include is just a click away. Real-time logging keeps track of how many times a particular article was viewed so that content can be tailored to best suit the readership. Real-time metrics such as the geographic distribution of clicks and other intuitive graphs and charts are always ready-at-hand.

About TechMIS

TechMIS (www.techmis.com), incorporated in the year 2000, is a Service Disabled Veteran-owned Small Business (verified by the Veteran's Administration) currently operating around the world. TechMIS is a leader in media monitoring, knowledge management and systems engineering and has successfully provided high-level media monitoring support to a number of government agencies, including the U.S. Department of Housing and Urban Development (HUD), U.S. Department of Labor (DOL), U.S. General Services Administration (GSA).

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