

# Media Quality Score example

Desirable Criteria	Score	Undesirable Criteria	Score
Positive sentiment	1	Negative sentiment	-2
Contains one or more positive messages	3	Contains one or more negative messages	-3
Event/Program is mentioned	2	No Event/Program is mentioned	0
Appears in Tier 1 media	2	Negative mention in Tier 1 media	-1
Recommends visiting the attraction	1	Recommends avoiding the attraction	-2
Contains a desirable visual	1	Contains an undesirable visual	-2
<b>Total Score</b>	<b>10</b>	<b>Total Score</b>	<b>-10</b>