

Need:	Recommendation:	The best vendors for it:	What to double-check:
I need a good way to manage my media lists and keep track of what I've sent reporters.	You need the PR equivalent of a customer relationship management (CRM) system that can keep track of all your media contacts, what you've pitched them on, and whether they've run any stories.	-Agility PR -West -Business Wire -Cision -Salesforce -Nasdaq	It's not the size of the media database, it's about how accurate it is and how often it's updated. For example, if you are selling spectrometers, you don't want to be sending releases to <i>The Measurement Advisor</i> . Make sure they update the list several times a year at least.
I need a good way to distribute my press releases.	You'll want a wire service or press release distribution service.	-Agility PR - Business Wire - West -Cision - BurrellesLuce - GlobeNewswire - Nasdaq	You need a service that does more than send out a release. You need one that can send out the right kind of content to the right influencers.
I need daily alerts from media outlets around the world so I know what's being said about us.	You'll want a monitoring company that can capture all the media that is essential to your business and to your stakeholders. Typically that should include blogs, digital, print, and social.	-AirPR -Meltwater -Glean.info -News Power Online - Carma -Cision - Talkwalker - Nasdaq - BurrellesLuce	For daily alerts, timing is often as critical as content. Make sure they can deliver the alert when you need it and that they get the key media outlets you need.
I need to know what people are saying about me on Twitter and other social media platforms.	You'll want a social listening platform that can identify trends and alert you to trouble.	-AirPR -Meltwater -Zignal Labs - Carma -Sprout - Brandwatch - Trendkite - Talkwalker - HootSuite - Netbase	Make sure that they have good filters. The problem isn't getting all the posts, it's getting the right ones. If they don't have easy and effective ways to filter out spam, porn, and dreck, then run in the opposite direction.
I need to push out my daily coverage to management.	You'll need a system to capture your coverage that also enables you to customize an email to your senior leadership team.	-CoverageBook - Glean.Info	You'll want flexibility and customization above all. Make sure that the platform you chose can replicate anything you've already created.
I need to know what local dailies and other traditional print media outlets are saying about us.	You'll want a traditional clipping service.	-BurrellesLuce - Glean.info - Talkwalker - Agility PR -Cision -News Power Online	Other companies provide it but chances are good the best, most comprehensive data comes from BurrellesLuce. Make sure that you can get the media outlets you need. Chances are good that pay-walled outlets like <i>The Wall Street Journal</i> may be problematic.

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I need to capture all my television and broadcast coverage and be able get broadcast quality videos I can save and show to my boss.	You'll want a broadcast monitoring company.	-TVEyes -Critical Mention - IQ.Media	Most people are happy to just get links to broadcast coverage on their monitoring feed. But if monitoring broadcast is important, and you may want to download a real video, you'll need to go with one of these three. You want to find someone with highly trained analysts who can code relevant coverage accurately. You should demand a minimum 85% accuracy in a Scott's Pi intercoder reliability test. (Call Katie Paine, 603-682-0735, she'll be happy to run the test for you.)
I need help analyzing and measuring my media and social media coverage.	You'll want a measurement company that can provides customized metrics that match your goals.	-AirPR - Talkwalker -Carma -Glean.info - AgilityPR -Cision -Zignal Labs	Make sure that whatever channels matter to you are tracked by the vendor you select. Many platforms restrict access. Do NOT hire someone who only uses Google Translate to determine sentiment and messaging, Make sure they have in-country linguists who can really understand the subject matter.
I need to hire a company that can provide detailed social media metrics.	You'll want a company that can take the API from a variety of sources and automatically extract all the data that Facebook, Twitter, etc., compiles.	-Sprout -Zignal Labs -UnMetric - Glean.info - Talkwalker - Trendkite -Sprinklr -Netbase	Do NOT hire someone who only uses Google Translate to determine sentiment and messaging, Make sure they have in-country linguists who can really understand the subject matter.
I need international monitoring and measurement.	You'll want a company that has relationships or offices in the countries you care about.	-Cision -Carma - Zignal Labs - Netbase	Make sure they have both the technology and the staff to cope with international demands.
I need a company that will inform me about risks and issues that my company or brand might face from global social and traditional media.	You need someone with the capability to instantly collect and report on breaking news affecting your brand around the world.	-Zignal Labs - Public Relay - Cision	Make sure they have both the technology and the staff to cope with international demands.
I need a global enterprise solution that can cope with the demands of multiple business units with global requirements.	You need someone with the capability to both collect and analyze data and who offers a robust dashboard that your regional teams can use.	-Cision -Carma - Zignal Labs - Meltwater -AirPR	Make sure they have both the technology and the staff to cope with international demands.

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I need to hire a company that has pledged to support published industry standards.	You'll want to check the measurement standards pledge list before you begin your search. The list can be found here: http://www.instituteforpr.org/public-relations-research-standards/pledge/	-BurrellesLuce - BuzzMonitor - Glean.info -Carma -Research+Data Insights (part of Hill+Knowlton Strategies) - SeeDepth - Universal Information Services	The rest will probably push you to use AVEs and other dubious metrics.