UBC MEDIA RELATIONS

BROADSIGHT

How Broadsight Tracker Helps UBC Media Relations Operate More Efficiently and Demonstrate Their Value

The **University of British Columbia** (UBC) is consistently ranked among the best universities in the world. With over 72,000 students, it is a prestigious institution known for its world-class research, academic excellence and global impact. Given its size and complexity, the university's communications and media relations team is composed of over a dozen members spread across different faculties on two campuses.

UBC's Initial Challenges

Decentralized media and issues-management team

**Scattered processes made collaboration difficult**

Inadequate metrics to quantify true impact

Like many large organizations, the decentralized nature of UBC's media relations team made it difficult to coordinate, capture and respond to media requests and issues in day-to-day operations. Until a few years ago, the team relied on a traditional "hacked together" approach of email inboxes, Google Sheets and general task-management software to support its operations, which was not only inefficient but also obscured crucial KPIs.

In the dynamic world of media relations, there's often a significant gap between visible and invisible work. Media teams work tirelessly, not just to secure media coverage but to handle delicate issues, manage crises, kill stories and ensure their organizations' reputations remain intact. The team at UBC found that much of this vital work they did every day was difficult to record using "out of the box" general task-management tools and, of course, wasn't picked up by traditional media-monitoring tools.

These challenges compounded when the COVID-19 pandemic hit, resulting in a doubling of media inquiries and statements as the university shifted to remote operations.

Media requests at start of pandemic

166	174	265
Jan 2020	Feb 2020	Mar 2020
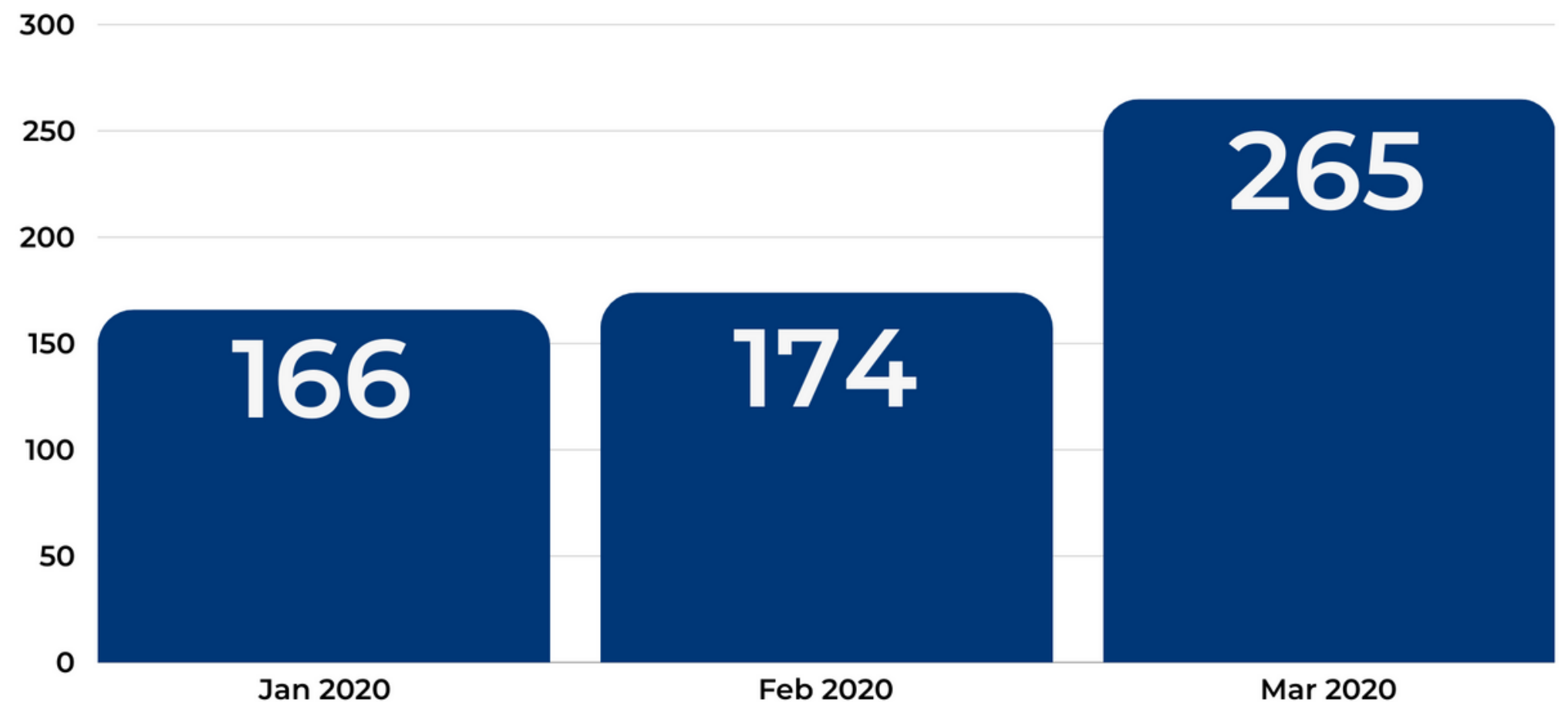
Broadsight Tracker: Made By Media Teams For Media Teams

Out of this chaos, **Broadsight Tracker** was born. Media relations leaders at UBC realized they needed a better tool to improve efficiency and help them shine a spotlight on the invisible work that drove so much of their team's success. Over the next two years, UBC's Media Relations director worked closely with a small team of developers and sought inputs from communications leaders across diverse sectors to pioneer a simple yet powerful solution designed specifically to bridge these gaps.

What Is Broadsight Tracker?

Broadsight Tracker is a customizable, web-based communications management tool that makes it easier for external-facing media and issues-management teams to collaboratively track and quantifiably report the impact of their day-to-day work.

Featuring a simple "Service Log" interface with automated reporting capabilities, the platform provides a real-time view of what the entire team is working on, while offering insightful analytics that guide future strategy and demonstrate teams' value to key organizational stakeholders.

Empowering Media Relations Excellence: Broadsight Tracker's Impact

In the four years since its adoption, Broadsight Tracker has helped the UBC media team track over **2,400 services** and **15,000 media interactions**, with tangible improvements across the daily workflow. By streamlining data input and management, Tracker saves the team countless hours every month that was previously spent gathering data for reporting, freeing up significant capacity for team members to focus on higher-value strategic work.

Benefits of Broadsight

Efficiency gains

Average time to search for relevant experts or past statements has gone from 10-15 min to 30 seconds.

Administrative time savings

For reporting alone, highly customizable dashboards have saved 10+ hours per month.

Fast response to issues

Easy access to relevant information has reduced response time for urgent media issues.

Consistency

Central repository for past statements means consistent messaging can be delivered quickly.

Benefits of Broadsight

Enhanced reporting

The platform's comprehensive record-keeping has not only made the reporting process easier and more accurate, but also enabled the team to highlight the invisible but crucial work that rarely makes it into news coverage counts

Reportable metrics

Before Broadsight	After Broadsight		
Media releases	Media releases	Communications strategies	Social media monitoring
Media requests	Media requests	Issue briefs	Editing/writing support
Story pitches	Story pitches	Stories killed	News value assessment
Brand journalism stories	Brand journalism stories	Media training	Event support
Social media posts	Social media posts	Counsel/consultations	Correction requests

How Broadsight Tracker Can Supercharge Your Communications Efforts

Enhance Efficiency So You Can Focus On What Matters

Broadsight Tracker streamlines data input and management, significantly reducing the time and effort required for reporting so managers and their teams can focus more on strategic communications.

Demonstrate Your Value So You Can Get Support

Broadsight Tracker's comprehensive activity records make it effortless to generate reports for internal stakeholders and secure necessary budget allocations, shedding light on the often-overlooked "invisible work" that is critical to reputation management.

Reduce the Risk of Big Mistakes

By serving as a singular system of record, Broadsight Tracker minimizes the risk of miscommunication, and conflicting or duplicated efforts. Approval processes can be embedded in the system's workflow to reduce email confusion and establish reliable audit trails.

Broadsight Tracker is a tool created for media relations teams by media relations professionals.

It helps your team track their media and issues-management work from start to finish, so you can stay organized, collaborate easily, and quickly generate analytics that demonstrate your value to the organization.

For a free demonstration, email Kurt Heinrich at **info@broadsighttracker.ca**.

BROADSIGHT **TRACKER**