Press review — five qualified mentions

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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312 items, 12 kept, 198 syndications counted · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. Titles, journalists and items are invented. **Syndication is kept out of the summary but counted**: the number of syndications measures how far a subject has travelled, and that measure exists nowhere else.

The month in figures

Measure	Value
Titles tracked	14
Items this month	312
Kept	**12**
Mentions of Norélia	**5**
Discarded: identical wire syndication	198
Discarded: outside scope	74

Measure	Value
Discarded: promotional with no fact	28

The five mentions, by nature

Nature	Volume	What it brings	Handling
Expert citation	2	**Syndicated 7 times by other titles**	Passed on, syndications counted
Mention in a market overview	1	**The only one of five manufacturers whose production capacity is not stated**	**Action proposed: complete the press kit**
Indirect mention	1	**A customer cites your range in an article about its own practices**	**The one nobody would have seen: your name is not in the headline**
Critical mention	1	Specific point challenged, reasoned article	Handled in its own attachment

What comes with every mention

Element	Why
Title, date, author as signed	Placing the item
Link to the original item	**Going back to the source before acting**
Three quoted lines at most	**Never a summary: a summary distorts, and it excuses you from reading**
Number of syndications	Measures actual reach

The time this replaces

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Before	After
4 hours a week of reading that nobody took	**12 items received instead of 312**

For the company to decide

Production capacity to publish in the press kit: _____

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