

## **GUIDELINES FOR DAILY MEDIA MONITORING**

Updated 13 February 2024

### **Introduction**

The purpose of the PPA daily media monitoring programme is to provide members with an 'at a glance' summary of online stories in the UK which are of potential relevance to the sector(s) and allow us to react appropriately. Summaries are also to be issued on a 6-monthly basis to help pick out themes and trends.

The monitoring is not intended to be a comprehensive summary of all media and all issues, and the list of search terms below are provided for guidance only. All monitoring and reporting will be subjective, however, the guidelines below aim to ensure a consistent approach in our reporting.

### **Secretariat daily monitoring responsibilities (Mon-Fri):**

The media monitoring is normally carried out in the morning, but searches can also be conducted at the end of the working day in preparation for the email in the morning. This sometimes saves time and will allow you to pick up stories which have emerged during the course of the day. Emails are generally sent to members in the morning, but occasionally these may be sent later due to other concurrent commitments, absences, etc.

Focus should be on mainstream media (e.g., Daily Mail, Express, Times, Guardian, etc.). Stories in regional newspapers or trade publications may also be relevant and will be assessed on a case-by-case basis. When stories are reported on mainstream media and repeated in regional/local newspapers, these will not generally be included. Stories which we judge to be of lesser relevance to members (e.g., discontinued products, social media comments) that are repeated for more than one day will not generally be included.

Using the search function in [www.google.co.uk](http://www.google.co.uk) news, search for core terms, e.g., 'crisps', 'popcorn', 'snacks', 'potato', 'potatoes', 'French fries', 'oven chips', 'chips' and 'nuts' for the UK and published within the last 24 hours (if searching on a Monday or after a Bank Holiday you should extend the search to cover the whole weekend).

Time allowing, additional terms to search for include:

'acrylamide', 'salt', 'saturated fat', 'trans fats', 'obesity', 'junk food', 'ultra-processed food', 'food taxation', 'food advertising', 'food labelling', 'pesticides', 'sustainability' and 'plastics packaging'.

The names of member companies (e.g., Taylor's Snacks or KP Snacks), and specific nut or product names can also be searched for (e.g. Almonds, Walnuts, Pringles, Doritos, Hula hoops, Wotsits, Monster Munch).

Please note that stories of industry interest (i.e., those that do not mention snacks, nuts, potatoes, fries or crisps) may also be relevant e.g., childhood obesity issues and food waste.

As agreed with members we do not cover stories relating to personal weight loss (unless the journalist or a referenced dietician makes a specific comment about the products, rather than diet in general) and we do not cover price promotion stories e.g., Product A is discounted by X% in Asda.

## STANDARD EMAIL FORMAT

Emails consist of short summaries of relevant articles, which are graded (as shown below).

*The formatting should remain consistent in 12 pt font Calibri. Use different font colours for the grading scheme e.g. (Neutral, Negative and Positive)*

## TEMPLATE

[EMAIL HEADER] PPA Media Monitoring [DATE MONTH YEAR] - No rebuttal required /Rebuttal may be required [DELETE AS APPROPRIATE]

“Dear All,

Please see below the relevant media monitoring stories for [The period DATE MONTH YEAR].

### **[Title of article]**

[Brief summary of article. Include any reference to specific brands].

**[Name of publication], [Date of publication], [Hyperlink to article]**

**Author:** [JOURNALIST NAME]

**Tone:** Neutral / Negative / Positive. [As relevant, add supplementary text explaining any proposed actions].

Kind regards

Xxx”

These summaries are to be contained in the body of an email. Emails are distributed to the ‘PPA Media Monitoring’ circular list by blind carbon copy (BCC).

## WORKED EXAMPLE

“Media Monitoring 6 January 2020 - No rebuttal required

Dear All,

Please see below the relevant media monitoring for 7 January 2020

### **Woman finds 50-year-old crisp packet littered on Cornwall beach**

Emily Stevenson, 22, found the Golden Wonder bag buried in the sand at Porthcothan Bay, near Padstow, during one of her regular beach cleans. Emily, who runs community organisation Beach Guardian, believes the packet dates back to 1969.

**Metro, 06/01/2020, <https://metro.co.uk/2020/01/06/woman-finds-50-year-old-crisp-packet-littered-cornwall-beach-12010684/>**

**Author:** Lucy Middleton

**Tone:** **Neutral.**

### **Children are TWICE as likely to choose to snack on an apple instead of crisps after watching healthy cooking TV shows such as Saturday Kitchen**

Children are more likely to snack on an apple or cucumber instead of crisps after watching a healthy cooking TV show, a study suggests. Dutch researchers asked youngsters aged 10 to 12 to watch a cooking programme before they let them choose from a tray of snacks. Results suggested the choices of the youngsters depended on whether they had seen junk or healthy food on TV.

**The Daily Mail, 06/01/2020, <https://www.dailymail.co.uk/health/article-7856271/Children-TWICE-likely-choose-apple-instead-crisps-watching-healthy-TV-shows.html>**

**Author:** Vanessa Chalmers

**Tone:** **Neutral.**

Kind regards

Xxx”

## **ARTICLE GRADING**

### **Positive:**

1. Articles which convey a positive message about consumption of our products as part of a balanced diet, e.g. responsible snacking, portion control
2. Articles which promote the health benefits of our products or a particular snack category i.e., Nuts
3. Articles which promote the steps the industry has taken, or members' initiatives, with regards to product reformulation, environmental/sustainability actions, community actions, etc.
4. Articles about charitable initiatives members are involved with

### **Neutral:**

1. Articles which mention our products or the industry issues in general

### **Negative:**

1. Articles with incorrect facts about our products, or incorrect facts about industry actions
2. Articles that recommend cutting out products from diets with no grounds to make such claims (e.g., health or sustainability)

## Formatting for stories covered in several media sources

*On some mornings, many media sources may cover the same story. If this is the case, only summarise one of the articles and then include the title and source for the others (see Below):*

### **Brits are told to limit their meals to just 1,600 calories a day for men AND women in tough new health guidelines warning of the dangers of coffee shops and takeaway sandwiches**

Britons will be told they should limit themselves to 400 calories for breakfast, 600 for lunch and 600 for dinner, adding up to 1,600 calories, well below the current recommended daily intake. PHE officials are in talks with coffee shop chains and supermarkets to promote healthy breakfast and lunch options within the limit. But many popular choices fall outside the total. For example, a large bowl of breakfast granola can contain 500 calories, while a muffin and a latte have 600 calories. A meal deal lunch of a sandwich, crisps and fizzy drink has 700 calories and an Indian takeaway can contain 1,300 calories.

**The Daily Mail, 26/12/17, [http://www.dailymail.co.uk/news/article-5213825/Brits-told-limit-meals-just-1-600-calories-day.html?ito=email\\_share\\_article-masthead](http://www.dailymail.co.uk/news/article-5213825/Brits-told-limit-meals-just-1-600-calories-day.html?ito=email_share_article-masthead)**

**Author:** Sophie Borland

**Tone:** **Neutral.**

**\*\*\* This was also picked up by the following media\*\*\***

- **The Sun, "[Brits told to slash daily food intake to just 1,600 calories - to combat the country's obesity crisis](#)", 26/12/17, John Lockett. **Neutral.****

Please note that stories which are reported on mainstream media and repeated in regional/local newspapers will not generally be included.

## **Rebuttal Process**

Negative articles which are factually incorrect may require a rebuttal, or at least a friendly email contact with the journalist/newspaper in question. The secretariat will discuss the need to respond internally, but as appropriate may seek members views on whether to respond.

The secretariat will draft the response. Email addresses can usually be found online, and most mainstream media sites usually have a complaints/corrections department.

However, rebuttals do depend on the level of accuracy of the article and on any previous correspondence with the journalist/newspaper. On occasion, it may be inadvisable to contact the journalist/newspaper as to do so would inflame the situation.

Ideally if a rebuttal is to be sent it should be drafted and sent on the day the article was published. This is not always possible, and in any case the journalist/newspaper may take some time to review and act upon an error.

Rebuttals can include relevant PPA/SNACMA brochures or any relevant fact sheets that pertain to the rebuttal topic.

Rebuttals may follow an established format but may need to be adapted as applicable.

**On rare occasions, due to the serious nature of the negative article, immediate action may be required.**

Provided PPA has data to support a position we can inform media outlets that they are breaching the IPSO Editors code of practice (<https://www.ipso.co.uk/editors-code-of-practice/>).

The reference to IPSO is usually enough for the newspaper to address the issue, however, it should be noted that neither *The Guardian* nor *The FT* are signed up to the IPSO code, and so there is limited scope to force them to correct an article.

(NB: *The Guardian* does respond very quickly and has updated the site/stories in most instances when we have challenged them).

Papers may also decide, having reviewed the complaint, that they will not amend an article. If the evidence is still strong then, following consultation with the relevant committee chair(s), the complaint can be escalated to IPSO.

In recent years, escalation has only happened once, this related to *The Sun* newspaper and a story they ran about the volume of crisps consumed in the UK. *The Sun* was obliged to remove the online story, and the complaint was listed on the Press Complaints Commission's website (PCC was the predecessor of IPSO).

## **6-month summary**

Every story is logged in the relevant excel file in the relevant Summary folder (e.g., January – June 2021). Data collected includes data, publication, author, title, tone, action taken, and the issues that the story covers. This allows us to track trends over the course of the year and allows us to refer to previous stories and journalists.

Twice-a-year a summary will be created and shared with members to highlight trends and emerging issues. The summary allows comparison with previous years and can inform future policy. Archives summaries are available dating back to 2011.