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# PR Consulting, Conestoga College

## Project Backgrounder (one backgrounder per deliverable)

Student Consultant Name: Urooj Jaffar

Client Organization Name: Nucleus Independent Living and Companion Call

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Deliverable: Media Audit

Weighting: 20%

Description & Rationale for how it meets the client's needs:

A media audit is a form of research tool that is created to show how an organization is seen in the media.

The idea of having this deliverable was created because our client wanted to see how they are being viewed in the media. In this audit, I have outlined how the organization is covered within the media and how their competitors are being discussed. There was one problem, Nucleus Independent Living has very limited presence in the media. Because of this, I had to keep my searches very broad and connected them to their services rather than the company itself. I conducted a search result of a total of 10 findings, each that portray how our clients' services are being seen in the media. This audit consists of a brief backgrounder of the organization, an executive summary of the media audit, a methodology and some key findings.

This deliverable meets our client's needs as it consists of everything they were looking for. They didn't specifically ask to conduct a media audit in the beginning. Nucleus just wanted to see how they are portrayed in the media because of their lack of media presence. With this, I shared the idea of conducting a media audit like we did for a previous course.