



The Royal National Mòd 2019 Media Evaluation Report

researched by
pressdata DELIVERING VALUE THROUGH INSIGHT

T +44(0)131 718 6600 E evaluation@pressdata.co.uk W www.pressdata.co.uk

A 9-10 St Andrew Square, Edinburgh, EH2 2 AF



Overview

Table of contents

Page 3: Executive Summary/media type

Page 4: Tonality

Page 5: Breakdown of coverage

Page 6: Share of voice

Page 7: Spokespeople

Page 8: Coverage by day

Page 9: Coverage by source

Page 13: Appendix I: Online

Page 15: Appendix II: Press

Page 22: Appendix III: Broadcast

Page 23: Appendix IV: Social media

Page 24: Methodology



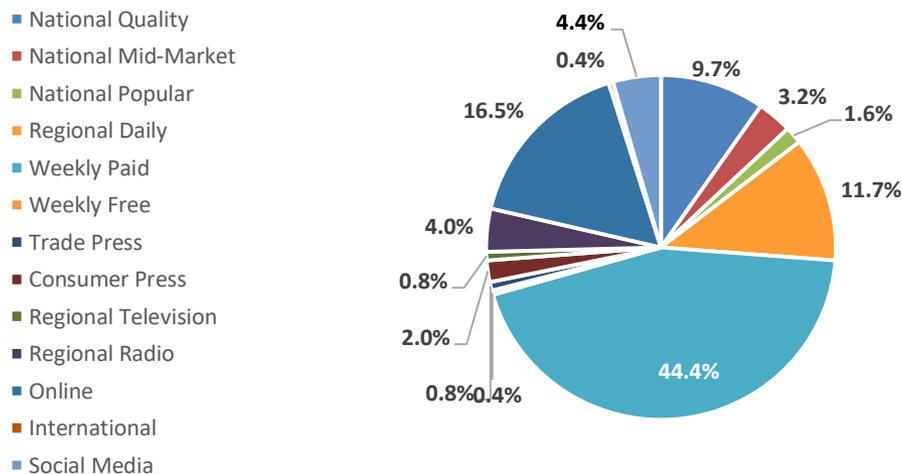
Executive Summary

Overall there were **248** pieces of coverage identified for Royal Mòd 2019; **184** press items, **41** online items, **12** broadcasts and **11** social media items.

The chart below shows the breakdown of coverage by media type, according to the number of items.

Weekly paid press items were the most prominent source in terms of reporting (**44.0%**), whilst online sources generated the most Opportunities to See (OTS or reach) at (**92.5%**) mainly as a result of online coverage predominantly featuring on high reach sources including *uk.yahoo.com*, *bt.com* and *bbc.co.uk*. The average audience rating for the coverage was **60.1**.

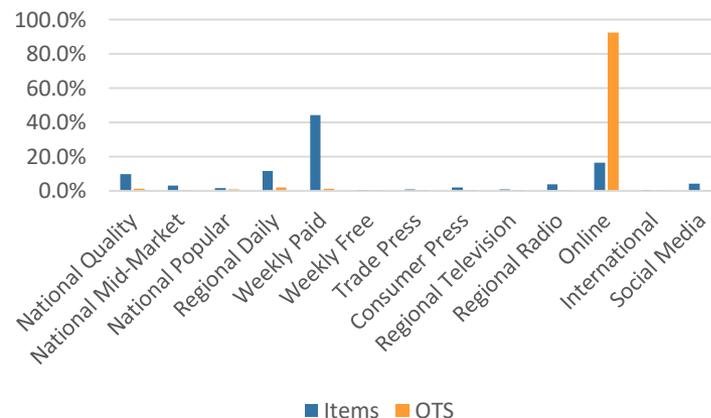
Royal National Mòd coverage by media type



Coverage by media source

Media Source	Items	OTS	Article Rating
National Quality	24	2,166,648	57.7
National Mid-Market	8	515,944	61.9
National Popular	4	1,249,000	50.0
Regional Daily	29	3,314,363	60.7
Weekly Paid	110	2,193,116	61.4
Weekly Free	1	42,181	60.0
Trade Press	2	15,000	65.0
Consumer Press	5	230,030	57.0
Regional Television	2	887,277	60.0
Regional Radio	10	382,500	60.0
Online	41	247,496,116	62.8
International	1	119,623	60.0
Social Media	11	241,781	65.0
TOTAL	248	258,853,579	60.1

Royal National Mòd coverage by region/media type and OTS





Tonality

No negative items were identified during the evaluation period.

Positive reporting accounted for the majority of coverage: **83.9%** and included items such as the piece in *The Herald* titled “Gaelic culture takes centre stage at this year’s Royal National Mòd” (4/10/2019) and a news article on *glasgowlive.co.uk* titled “The Royal National Mòd kicks off opening weekend with host of celebrities” (13/10/2019).

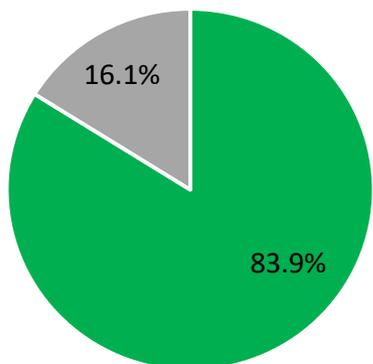
Neutral items were largely minor mentions of the Royal National Mòd in relation to discussions surrounding the Gaelic language and school funding.

More than half (**53.6%**) of items featured a call to action.

Tone by items and OTS

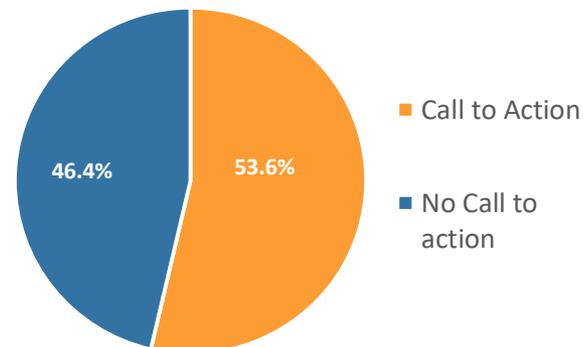
	Items	OTS
Positive	208	255,252,320
Neutral	40	3,601,259
Negative	0	0
Total	248	258,853,579

Tonality (%)



■ Positive ■ Neutral ■ Negative

Call to Action



■ Call to Action
■ No Call to action



Breakdown of coverage

The table to the right shows the three most prominent themes for the Royal National Mòd 2019 coverage in terms of items and OTS.

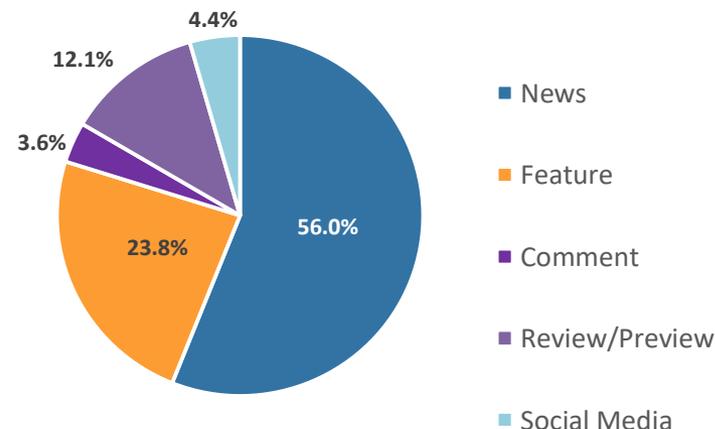
The largest share of coverage came from items featuring the launch and previews - these **65** items made up **26.2%** of all Royal National Mòd coverage. The next most prominent theme regarded Duolingo's launch of a Scottish Gaelic language app. These both featured in a wide variety of regional media sources (**33**) via a syndicated report.

Competition winners and participants was the third most featured theme, appearing **29** times. This also generated the highest average audience rating of **62.8**.

Top three themes by items and OTS

	Items	OTS	Article Rating
Launch & previews	65	114,136,506	62.6
Gaelic language app	33	134,569,199	57.3
Competition coverage	29	2,171,561	62.8

Article type (%)



Article type

	Items	OTS	Article Rating
News	139	141,504,456	60.8
Feature	59	115,234,465	61.4
Comment	9	146,964	65.0
Review/Preview	30	1,725,913	58.7
Social Media	11	241,781	65.0
Total	248	258,853,579	62.2



Share of voice

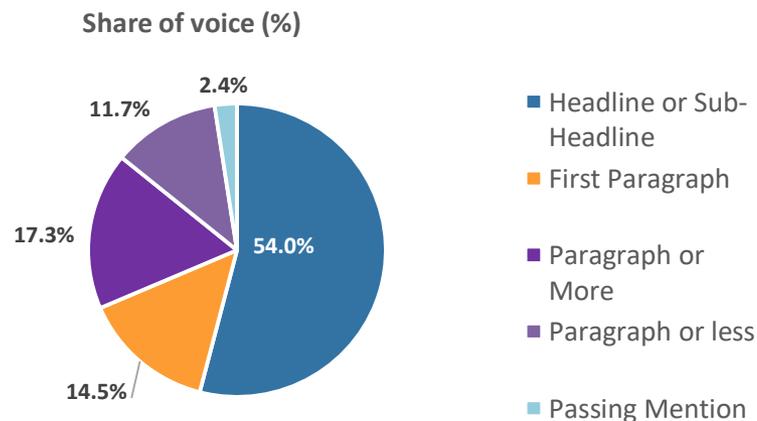
The below graph shows the percentage breakdown of the share of voice within the Royal National Mòd coverage. As highlighted by the chart below, 'headline or sub headline' accounted for the vast majority of coverage (**54.0%**), followed by 'Paragraph or more' (**17.3%**) and 'First paragraph' (**14.5%**).

Six 'passing mentions' accounted for **2.4%** of the coverage.

Sources which featured the Royal National Mòd in the headline included bbc.co.uk, The Scotsman (print and web) and Press and Journal (print and web).

Coverage by media source

	Items	OTS	Article Rating
Headline or Sub-Headline	134	119,338,227	64.8
First Paragraph	36	1,393,874	59.4
Paragraph or More	43	134,680,184	59.1
Paragraph or less	29	3,106,454	51.0
Passing Mention	6	334,840	50.0
Total	248	258,853,579	56.9





Spokespeople

John Morrison was the most prominent spokesperson, featuring in **50 items (20.3%** of the coverage). He was followed by Allan Campbell with **23 items (9.3%)** and Donald-Ian Brown **6, (2.4%)**.

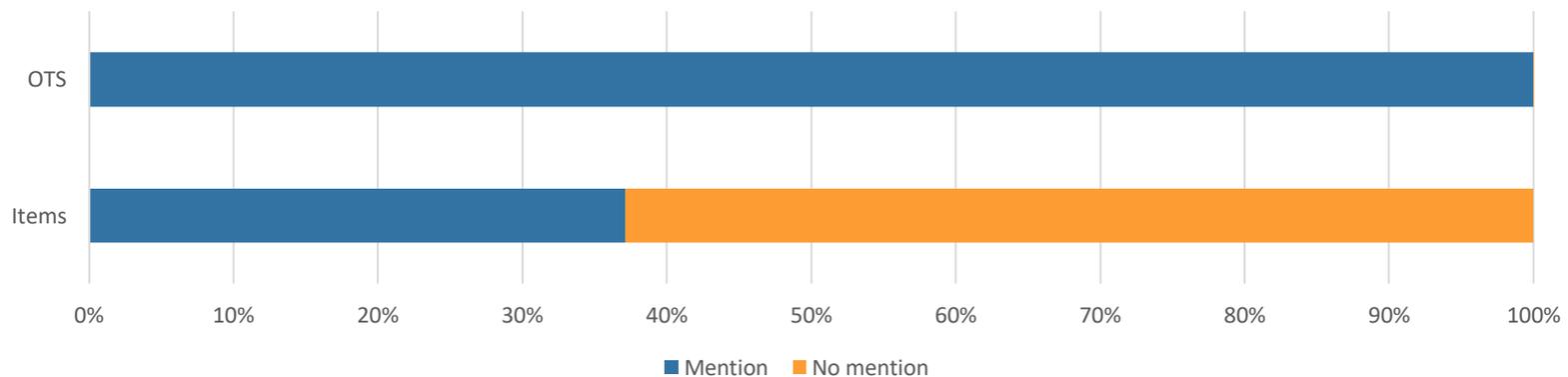
Articles which quoted John Morrison accounted for **42.6%** of the total OTS, and included items from prominent sources such as *bbc.co.uk*, *BBC Alba* and *The Scotsman*.

Overall an impressive **37.1%** of coverage featured a spokesperson from the Royal National Mòd, and generated **94.6%** of the total OTS.

Spokespeople by items and OTS

	Items	OTS	Article Rating
John Morrison	50	110,373,056	63.6
Allan Campbell	23	1,245,883,053	60.9
Donald-Ian Brown	6	252,902	65.0
Shona MacLennan	5	717,083	59.0
Janet MacDonald	3	184,757	65.0
Eva Bolander	2	35,015	65.0
James Graham	2	42,357	65.0
Alasdair Whyte	1	146,000	65.0

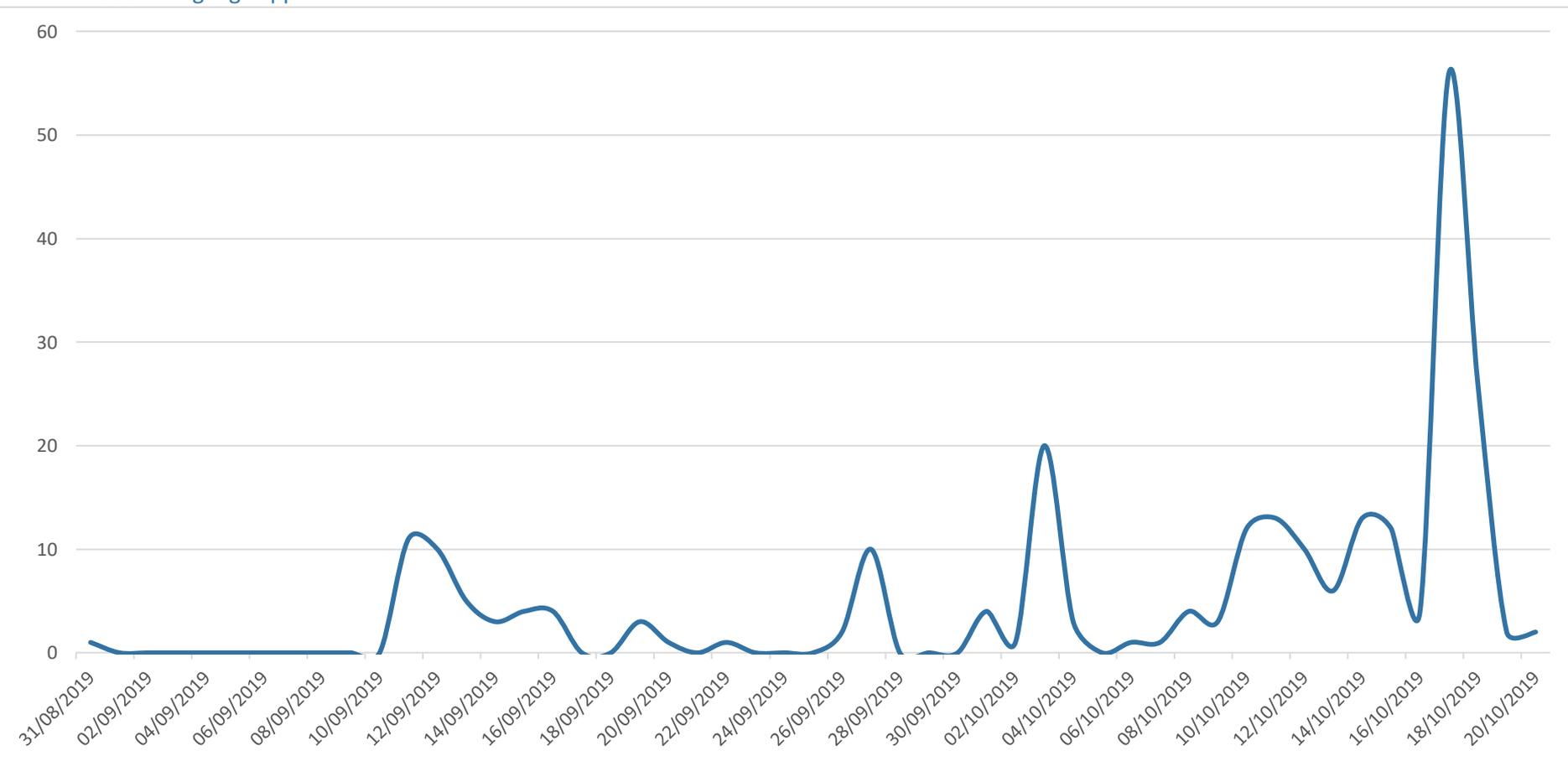
Spokespeople by mentions





Coverage by day

The chart below shows the breakdown of coverage by date. The date with the highest level of coverage was the 17th of October 2019 with **56** items identified. This was largely made up of **25** syndicated news reports regarding the new Scottish Gaelic language app.





Coverage by source

	Items	OTS
Oban Times	26	730,886
Lochaber Times	21	144,984
Press and Journal	18	2,628,000
West Highland Free Press	13	280,579
pressandjournal.co.uk	11	2,091,870
BBC Radio Highland	10	382,500
Inverness Courier (Fri)	10	251,520
The Scotsman	8	392,000
Stornoway Gazette	7	114,240
The Herald	7	539,000
The National	6	140,340
Glasgow Evening Times	5	252,485
Campbeltown Courier	4	56,984
glasgowlive.co.uk	4	468,000
The Times (Scotland)	4	253,440
Daily Record	3	882,000
Ileach	3	16,560
Argyllshire Advertiser	2	21,292
Buteman	2	6,660
Courier and Advertiser (Dundee)	2	216,000
eveningtimes.co.uk	2	333,000
Glasgow Business (Chamber of Commerce)	2	15,000
Glasgow Live	2	101,200
Glasgow Taxis	2	9,158
Glasgowist	2	5,848
glasgowtimes.co.uk	2	87,072
islandnewsandadvertiser.co.uk	2	15,028



Coverage by source (continued)

	Items	OTS
NEWSONSCOTLAND	2	37,800
Sunday Times (Scotland)	2	215,208
sundaypost.com	2	236,700
The i	2	728,000
The List	2	57,090
thenational.scot	2	671,880
whfp.com	2	332
Basildon Echo	1	71,920
BBC 1 Scotland	1	530,000
bbc.co.uk/news	1	106,620,000
Bracknell News	1	8,055
Braintree and Witham Times	1	13,213
Bridport & Lyme Regis News	1	18,601
bt.com	1	8,520,000
Bucks Free Press	1	47,457
Chester & District Standard	1	63,334
Clacton Gazette	1	26,755
Dunoon Observer	1	10,671
eventbrite.co.uk	1	3,840,000
Gazette & Herald (Ryedale)	1	27,461
Hampshire Chronicle	1	27,502
harrisandrotter.co.uk	1	1,200
heraldscotland.com	1	684,660
Highland News	1	17,179
isles.fm	1	4,814
Keighley News	1	25,721
Kidderminster Express & Star	1	55,296



Coverage by source (continued)

	Items	OTS
Metro (Scotland)	1	352,214
North Wales Chronicle	1	42,181
Northern Constitution - LIMAVADY CHRONICLE	1	3,933
northernstar.co.uk	1	10,080
obantimes.co.uk	1	3,960
Paisley and Renfrewshire Gazette	1	13,596
Reading Chronicle	1	15,161
Richmond & Twickenham Times	1	59,767
Ross-shire Journal	1	16,638
Scotland On Sunday	1	39,000
Scots Magazine	1	79,765
Scottish Field	1	33,175
scottishfield.co.uk	1	1,980
skiddle.com	1	185,880
South Wales Guardian	1	15,854
St Helens Star	1	96,674
Strathspey & Badenoch Herald	1	7,611
Stroud News & Journal	1	33,355
STV	1	357,277
Sunday Business Post	1	119,623
Sunday National	1	23,390
Telegraph & Argus (Bradford)	1	47,283
The Sun (Scotland)	1	367,000
Tivy-Side Advertiser	1	11,414
uk.yahoo.com	1	1,236,450,000
Uxbridge Gazette	1	9,459
welovestornoway.com	1	28,500



Coverage by source (continued)

	Items	OTS
What's On 4 Families	1	41,400
What's On Glasgow	1	41,400
What's On Network	1	4,975
What's On Scotland	1	60,000
whatsonglasgow.co.uk	1	26,220
whatsonwhen.com	1	19,940
Wrexham Leader	1	43,379



Appendix I: Online coverage

Website	Date	Headline	Tone	OTS	Spokesman
eveningtimes.co.uk	11-Sep-19	Return of National Mod expected to generate £2m for Glasgow	Positive	166,500	John Morrison
glasgowlive.co.uk	11-Sep-19	The Royal National Mod return to Glasgow next month for the first time since 1990	Positive	117,000	John Morrison
pressandjournal.co.uk	11-Sep-19	One month countdown commencement of the Royal National Mod	Positive	190,170	John Morrison
welovestornoway.com	12-Sep-19	Gaelic supergroup Daimh to open Royal National Mod	Positive	28,500	John Morrison
scottishfield.co.uk	12-Sep-19	Biggest Gaelic festival in the world returns to Glasgow	Positive	1,980	John Morrison
harrisandtrotter.co.uk	13-Sep-19	Gaelic supergroup Daimh to open Royal National Mod	Positive	1,200	John Morrison
islandnewsandadvertiser.co.uk	13-Sep-19	Mod excitement builds with one month to go	Positive	7,514	John Morrison
islandnewsandadvertiser.co.uk	13-Sep-19	Mod excitement builds with one month to go	Positive	7,514	John Morrison
eventbrite.co.uk	13-Sep-19	The Royal National Mod is the world biggest Gaelic Festival	Positive	3,840,000	
skiddle.com	13-Sep-19	The Royal National Mod ..	Positive	185,880	
northernstar.co.uk	14-Sep-19	Supergroup Daimh will get this years Mod of to a flying start	Positive	10,080	John Morrison
isles.fm	14-Sep-19	Mod - one month to go	Positive	4,814	John Morrison
bbc.co.uk/news	14-Sep-19	Countdown to Royal National Mod in Stornoway on Lewis	Positive	106,620,000	John Morrison
pressandjournal.co.uk	15-Sep-19	Final preparations underway as Mod returns to Stornoway	Positive	190,170	John Morrison
whatsonglasgow.co.uk	16-Sep-19	Untitled	Positive	26,220	
whatsonwhen.com	16-Sep-19	Untitled	Positive	19,940	
sundaypost.com	02-Oct-19	George Square to host opening night party as Royal National Mod returns to Glasgow	Positive	118,350	John Morrison
heraldscotland.com	04-Oct-19	Gaelic culture takes centre stage at this year's Royal National Mod	Positive	684,660	John Morrison
pressandjournal.co.uk	04-Oct-19	Glasgow Mod makes history with first female football match	Positive	190,170	
thenational.scot	09-Oct-19	Acclaimed Scottish artist set to capture Gaelic culture at Mod	Positive	335,940	John Morrison
sundaypost.com	09-Oct-19	Stories, songs and shinty: Why Gaelic power endures after a century of Mods	Positive	118,350	Allan Campbell



Appendix I: Online coverage (continued)

Website	Date	Headline	Tone	OTS	Spokesman
glasgowtimes.co.uk	10-Oct-19	Glasgow Royal National Mod: top ten events	Positive	43,536	
pressandjournal.co.uk	10-Oct-19	Figures reveal bumper year for entrants at Royal National Mod	Positive	190,170	John Morrison
glasgowtimes.co.uk	11-Oct-19	Fourth Gaelic school set to be built in Glasgow as demand for places rises	Neutral	43,536	
glasgowlive.co.uk	11-Oct-19	Ten things to see and do as Mod Gaelic festival kicks off	Positive	117,000	
glasgowlive.co.uk	11-Oct-19	Fourth Gaelic primary school to be built in Glasgow	Neutral	117,000	
glasgowlive.co.uk	13-Oct-19	The Royal National Mod kicks off opening weekend with host of celebrities	Positive	117,000	John Morrison
obantimes.co.uk	14-Oct-19	Shinty round up	Neutral	3,960	
pressandjournal.co.uk	14-Oct-19	Pipers show off their talents at day one..	Positive	190,170	
pressandjournal.co.uk	14-Oct-19	Royal National Mod 2019: Traditional musicians rank top as pay homage to those who inspire them	Positive	190,170	
whfp.com	14-Oct-19	Royal National Mod underway	Positive	166	
thenational.scot	15-Oct-19	Bord na Gaidhlig launches campaign to spread pride	Neutral	335,940	Shona MacLennan
pressandjournal.co.uk	15-Oct-19	West coast youngsters showcase their talents at the Royal National Mod	Positive	190,170	
pressandjournal.co.uk	15-Oct-19	Western Isle Students take home gold in the Royal National Mod	Positive	190,170	
pressandjournal.co.uk	15-Oct-19	National campaign launched during The Royal National Mod to encourage greater awareness of Gaelic	Positive	190,170	Shona MacLennan
whfp.com	15-Oct-19	Wester Ross brother sing to success at Glasgow Mod	Positive	166	
bt.com	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	8,520,000	Allan Campbell
eveningtimes.co.uk	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	166,500	Allan Campbell
pressandjournal.co.uk	17-Oct-19	Results in full from day six of the Royal National Mod as new bard crowned	Positive	190,170	
pressandjournal.co.uk	17-Oct-19	Silver pendant winners announced at Royal National Mod	Positive	190,170	
uk.yahoo.com	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	1,236,450,000	Allan Campbell



Appendix II: Press coverage

Website	Date	Headline	Tone	OTS	Spokesman
Ileach	31-Aug-19	Friends old and new at kilmeny Ceilidh	Positive	5,520	
Paisley and Renfrewshire Gazette	11-Sep-19	Youngsters can sign up to sing for Gaelic Choir	Neutral	13,596	
Glasgow Evening Times	11-Sep-19	Gaelic Mod expected to generate £2m for city	Positive	50,497	John Morrison
Glasgow Business (Chamber of Commerce)	11-Sep-19	Mod Gaelic festival returns to Glasgow ibn October	Positive	7,500	
Press and Journal	11-Sep-19	Stage set for Mod's return	Positive	146,000	Janet MacDonald
The Times (Scotland)	11-Sep-19	Untitled	Positive	63,360	
Glasgow Business (Chamber of Commerce)	12-Sep-19	Mod Gaelic festival returns to Glasgow ibn October	Positive	7,500	
Lochaber Times	12-Sep-19	Glasgow Mod	Positive	6,904	
Oban Times	12-Sep-19	Glasgow Mod	Positive	28,111	
Oban Times	12-Sep-19	Mull mod takes place Friday & Saturday	Positive	28,111	
What's On Scotland	12-Sep-19	The Royal National Mod	Positive	60,000	
Lochaber Times	19-Sep-19	Countdown to the Mod	Positive	6,904	
Oban Times	19-Sep-19	Mull Mod numbers	Positive	28,111	Janet MacDonald
Oban Times	19-Sep-19	Countdown to the Mod	Positive	28,111	
Argyllshire Advertiser	20-Sep-19	Mid Argyll to Mull - Gaelic mod performers excel	Positive	10,646	Janet MacDonald
Daily Record	22-Sep-19	Canna beat it	Neutral	294,000	
Oban Times	26-Sep-19	Bands take to the stage at Oran Mor	Neutral	28,111	
Lochaber Times	26-Sep-19	Bands take to the stage at Oran Mor	Neutral	6,904	
Inverness Courier (Fri)	27-Sep-19	Mod	Positive	25,152	
Inverness Courier (Fri)	27-Sep-19	Convener's message	Positive	25,152	Donald-Ian Brown
Inverness Courier (Fri)	27-Sep-19	Welcome from the city of Gaul's	Positive	25,152	Donald-Ian Brown
Inverness Courier (Fri)	27-Sep-19	The Mod and Glasgow put people at their heart	Positive	25,152	Allan Campbell
Inverness Courier (Fri)	27-Sep-19	Tha Bord na Gaidhlig	Positive	25,152	
Inverness Courier (Fri)	27-Sep-19	Bord na Gaidhlig welcomes you to Mod 2019	Positive	25,152	
Inverness Courier (Fri)	27-Sep-19	It's a Mod for everyone	Positive	25,152	John Morrison
Inverness Courier (Fri)	27-Sep-19	Fringe events add to city spectacle	Positive	25,152	
Inverness Courier (Fri)	27-Sep-19	The Mod on BBC Alba	Positive	25,152	



Appendix II: Press coverage (continued)

Website	Date	Headline	Tone	OTS	Spokesman
Inverness Courier (Fri)	27-Sep-19	A 2020 vision for Inverness Mod	Positive	25,152	Allan Campbell
Scots Magazine	01-Oct-19	Around Scotland	Neutral	79,765	
Scottish Field	01-Oct-19	Up front	Neutral	33,175	
The List	01-Oct-19	Coming up	Positive	28,545	
The List	01-Oct-19	Books highlights	Positive	28,545	
Lochaber Times	03-Oct-19	Failte gu Mod Ghlaschu	Positive	6,904	Eva Bolander
Lochaber Times	03-Oct-19	Welcome to the Mod Ghlaschu 2019	Positive	6,904	Donald-Ian Brown
Lochaber Times	03-Oct-19	Mod fringe programme	Positive	6,904	
Lochaber Times	03-Oct-19	Music / Activities	Positive	6,904	
Lochaber Times	03-Oct-19	Key Events	Positive	6,904	
Lochaber Times	03-Oct-19	Gaelic in the city	Positive	6,904	
Lochaber Times	03-Oct-19	About the Gaelic medium education in Glasgow	Positive	6,904	
Lochaber Times	03-Oct-19	Glasgow's Gaelic scene	Positive	6,904	
Lochaber Times	03-Oct-19	Pre Mod dance	Positive	6,904	
Oban Times	03-Oct-19	Failte gu Mod Ghlaschu	Positive	28,111	Eva Bolander
Oban Times	03-Oct-19	Welcome to the Mod Ghlaschu 2019	Positive	28,111	Donald-Ian Brown
Oban Times	03-Oct-19	Mod fringe programme	Positive	28,111	
Oban Times	03-Oct-19	Music / Activities	Positive	28,111	
Oban Times	03-Oct-19	Key Events	Positive	28,111	
Oban Times	03-Oct-19	Gaelic in the city	Positive	28,111	
Oban Times	03-Oct-19	About the Gaelic medium education in Glasgow	Positive	28,111	
Oban Times	03-Oct-19	Glasgow's Gaelic scene	Positive	28,111	
Oban Times	03-Oct-19	Pre Mod dance	Positive	28,111	
Stornoway Gazette	03-Oct-19	Butt to Barra	Neutral	16,320	
Sunday Business Post	03-Oct-19	Honest truth	Positive	119,623	Allan Campbell
The Herald	04-Oct-19	Gaelic culture takes centre stage at this years Royal National Mod	Positive	77,000	
Sunday National	06-Oct-19	Good ideas for 7 days	Positive	23,390	



Appendix II: Press coverage (continued)

Website	Date	Headline	Tone	OTS	Spokesman
The Times (Scotland)	07-Oct-19	Be bold and Gaelic will prosper, insists the new bard of Glasgow	Neutral	63,360	
Courier and Advertiser (Dundee)	08-Oct-19	Gaelic exhibition shows off city's past	Neutral	108,000	
The National	08-Oct-19	City's Gaelic history in the frame as Mod approaches	Positive	23,390	
The Scotsman	08-Oct-19	All Mod cons: Archive documents show history of city's Gaelic community	Positive	49,000	
The National	09-Oct-19	Artist set to put Mod in the frame	Positive	23,390	
Lochaber Times	10-Oct-19	Glasgow letter	Positive	6,904	
Lochaber Times	10-Oct-19	Beachd Ailein	Positive	6,904	Allan Campbell
Lochaber Times	10-Oct-19	And the Gaelic book of the year goes to...	Neutral	6,904	
Oban Times	10-Oct-19	BBC Alba to covert Mod live	Neutral	28,111	
Oban Times	10-Oct-19	Beachd Ailein	Positive	28,111	Allan Campbell
Oban Times	10-Oct-19	And the Gaelic book of the year goes to...	Neutral	28,111	
Press and Journal	10-Oct-19	City of Gaels ready to host 3000 Mod entrants	Positive	146,000	Donald-Ian Brown
Stornoway Gazette	10-Oct-19	Live coverage of the Mod on BBC Alba	Positive	16,320	
Stornoway Gazette	10-Oct-19	History made with omen's football at Royal National Mod	Positive	16,320	
Oban Times	10-Oct-19	Glasgow letter	Positive	28,111	
Campbeltown Courier	11-Oct-19	Glasgow set to host this years Royal National Mod	Positive	14,246	James Graham
Glasgow Evening Times	11-Oct-19	3000 performers set for stage as Royal Mod returns to city	Positive	50,497	John Morrison
The Herald	11-Oct-19	World's biggest Gaelic festival kicks off at concert hall as Mod return to Glasgow	Positive	77,000	John Morrison
Metro (Scotland)	11-Oct-19	Glasgow Mod	Positive	352,214	
West Highland Free Press	11-Oct-19	The Mod's going home - at least as far as Patrick	Positive	21,583	
West Highland Free Press	11-Oct-19	Great Gaelic celebration in the heart of the city	Positive	21,583	John Morrison
West Highland Free Press	11-Oct-19	Bord na Gaidhlig welcome you to Mod 20198	Positive	21,583	
West Highland Free Press	11-Oct-19	Spors nan Gailheal...	Positive	21,583	
Glasgow Evening Times	12-Oct-19	Fourth Gaelic language school confirmed for city	Neutral	50,497	
Ileach	12-Oct-19	Gaelic choirs join together in harmony	Positive	5,520	
Ileach	12-Oct-19	Ellas Islay Jog' Celebrating 50 years of dance	Neutral	5,520	
The National	12-Oct-19	Builder goes back to his roots	Positive	23,390	



Appendix II: Press coverage (continued)

Website	Date	Headline	Tone	OTS	Spokesman
Press and Journal	12-Oct-19	Swinney in Gaelic vow as Mod gets underway	Positive	146,000	
Press and Journal	12-Oct-19	Alasdair is top Ambassador	Positive	146,000	Alasdair Whyte
Press and Journal	12-Oct-19	Mod returns to Glasgow with spectacular opener	Positive	146,000	John Morrison
The Scotsman	12-Oct-19	Kings look to wrap up title at Kilmallie	Neutral	49,000	
The Scotsman	12-Oct-19	Untitled	Neutral	49,000	
The National	13-Oct-19	Outcry as We reveal Gaelic speaking artist visa bids are decided...	Neutral	23,390	
Scotland On Sunday	13-Oct-19	Kingussie crowned champions	Neutral	39,000	
Sunday Times (Scotland)	13-Oct-19	10 things to do today	Positive	107,604	
Sunday Times (Scotland)	13-Oct-19	Gaelic schools scale higher peaks	Neutral	107,604	
The Times (Scotland)	13-Oct-19	Gaelic schools scale higher peaks	Neutral	63,360	
Press and Journal	14-Oct-19	Day of official blessings	Positive	146,000	
Press and Journal	14-Oct-19	Proud piper Archie keeps trophy in family	Positive	146,000	
Press and Journal	14-Oct-19	Duncan's tribute to island granddad	Positive	146,000	
Ross-shire Journal	14-Oct-19	Dingwall Gaelic choir hits right note	Positive	16,638	John Swinney
The Scotsman	14-Oct-19	Blessing boats and forging friendships	Positive	49,000	John Morrison
The Scotsman	14-Oct-19	Opening concert	Positive	49,000	
Press and Journal	14-Oct-19	National campaign launched during Mod	Positive	146,000	Shona MacLennan
The i	15-Oct-19	Mod launches in Glasgow	Positive	364,000	
The National	15-Oct-19	Gaelic body aims to boost pride with new campaign	Positive	23,390	Shona MacLennan
Press and Journal	15-Oct-19	talented western isle students strike gold	Positive	146,000	
Press and Journal	15-Oct-19	Golden voices of the western isles	Positive	146,000	
Press and Journal	15-Oct-19	Gaelic pride campaign launched	Positive	146,000	
The Scotsman	15-Oct-19	Children take centre stage again at Mod	Positive	49,000	John Morrison
Oban Times	16-Oct-19	Mod review	Positive	28,111	James Graham
Press and Journal	16-Oct-19	Young silver medallists	Positive	146,000	John Morrison
The Scotsman	16-Oct-19	New bard to be crowned at Mod	Positive	49,000	John Morrison
Basildon Echo	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	71,920	Allan Campbell



Appendix II: Press coverage (continued)

Website	Date	Headline	Tone	OTS	Spokesman
Bracknell News	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	8,055	Allan Campbell
Braintree and Witham Times	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	13,213	Allan Campbell
Bridport & Lyme Regis News	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	18,601	Allan Campbell
Bucks Free Press	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	47,457	Allan Campbell
Chester & District Standard	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	63,334	Allan Campbell
Clacton Gazette	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	26,755	Allan Campbell
Gazette & Herald (Ryedale)	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	27,461	Allan Campbell
Hampshire Chronicle	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	27,502	Allan Campbell
The Herald	17-Oct-19	Adults take centre stage at the Mod	Positive	77,000	John Morrison
Highland News	17-Oct-19	Royal National Mod	Positive	17,179	
Uxbridge Gazette	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	9,459	Allan Campbell
Keighley News	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	25,721	Allan Campbell
Lochaber Times	17-Oct-19	Beachd Ailen	Positive	6,904	Allan Campbell
Oban Times	17-Oct-19	All set for Mod final fling	Positive	28,111	
Lochaber Times	17-Oct-19	Mull man named Gaelic Ambassador of the year	Positive	6,904	John Morrison
Lochaber Times	17-Oct-19	Traditional top three celebrate in Glasgow	Positive	6,904	
Lochaber Times	17-Oct-19	Rain fails to dampen spirits on opening night	Positive	6,904	John Morrison
Lochaber Times	17-Oct-19	GMA ladies make it a double	Neutral	6,904	
The National	17-Oct-19	Royal National Mod give out learner award	Positive	23,390	
Kidderminster Express & Star	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	55,296	Allan Campbell
Northern Constitution - LIMAVADY CHRONICLE	17-Oct-19	Royal National Mod	Positive	3,933	
North Wales Chronicle	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	42,181	John Morrison
Oban Times	17-Oct-19	GMA ladies make it a double	Neutral	28,111	
Oban Times	17-Oct-19	Innes wins when he's singing	Positive	28,111	
Oban Times	17-Oct-19	Mull man named Gaelic Ambassador of the year	Positive	28,111	John Morrison
Oban Times	17-Oct-19	Traditional top three celebrate in Glasgow	Positive	28,111	
Oban Times	17-Oct-19	Rain fails to dampen spirits on opening night	Positive	28,111	John Morrison



Appendix II: Press coverage (continued)

	Date	Headline	Tone	OTS	Spokesman
Lochaber Times	17-Oct-19	All set for Mod final fling	Positive	6,904	
Oban Times	Website	GMA take Mod cup	Positive	28,111	
Press and Journal	17-Oct-19	Various	Neutral	146,000	
Press and Journal	17-Oct-19	New bard, 59, crowned for the first time in 15 years	Positive	146,000	
Press and Journal	17-Oct-19	Inverness student takes home prestigious silver medal	Positive	146,000	
Press and Journal	17-Oct-19	Winners celebrate their heritage	Positive	146,000	
Richmond & Twickenham Times	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	59,767	John Morrison
The Scotsman	17-Oct-19	Poet crowned as new bard of Mod	Positive	49,000	John Morrison
South Wales Guardian	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	15,854	John Morrison
Reading Chronicle	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	15,161	John Morrison
St Helens Star	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	96,674	John Morrison
Stornoway Gazette	17-Oct-19	Picture special	Positive	16,320	
Stornoway Gazette	17-Oct-19	Learning Gaelic	Neutral	16,320	
Stornoway Gazette	17-Oct-19	Sport	Neutral	16,320	
Strathspey & Badenoch Herald	17-Oct-19	Royal National Mod	Positive	7,611	
Stroud News & Journal	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	33,355	John Morrison
Telegraph & Argus (Bradford)	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	47,283	John Morrison
The Herald	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Neutral	77,000	
Wrexham Leader	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	43,379	John Morrison
Tivy-Side Advertiser	17-Oct-19	Scottish Gaelic to be introduced in global language learning app	Positive	11,414	John Morrison
Stornoway Gazette	17-Oct-19	Keeping the mod in the family across generation	Positive	16,320	
West Highland Free Press	17-Oct-19	Mull singer I Ambassador	Positive	21,583	John Morrison
West Highland Free Press	18-Oct-19	Mod to strengthen Gaelic appeal	Positive	21,583	Donald-Ian Brown
Argyllshire Advertiser	18-Oct-19	Glasgow Mod	Positive	10,646	
Campbeltown Courier	18-Oct-19	Fresh look at learning Gaelic	Positive	14,246	
Campbeltown Courier	18-Oct-19	Glasgow Mod	Positive	14,246	
Courier and Advertiser (Dundee)	18-Oct-19	Scottish Gaelic to be added to online service	Neutral	108,000	



Press coverage

Website	Date	Headline	Tone	OTS	Spokesman
Glasgow Evening Times	18-Oct-19	Gaelic to go on language site	Neutral	50,497	
The Herald	18-Oct-19	Gaelic to go on language site	Neutral	77,000	
The i	18-Oct-19	Global boost for Gaelic as app announces support	Neutral	364,000	
Dunoon Observer	18-Oct-19	Andrew wins Dunoon observer medal	Positive	10,671	John Morrison
Buteman	18-Oct-19	Bute shinty club at the Mod	Positive	3,330	
Buteman	18-Oct-19	Andrew wins Dunoon observer medal	Positive	3,330	John Morrison
The Herald	18-Oct-19	Duolingo app adds Scottish Gaelic	Neutral	77,000	
The Sun (Scotland)	18-Oct-19	Gaelic in app deal	Neutral	367,000	
West Highland Free Press	18-Oct-19	Two unpublished writers sought for new award	Positive	21,583	
West Highland Free Press	18-Oct-19	New festival for Lewis and Harris launched at Mod	Neutral	21,583	Shona MacLennan
West Highland Free Press	18-Oct-19	Schools urged to take part in National Mod	Positive	21,583	John Morrison
West Highland Free Press	18-Oct-19	Glasgow Mod	Positive	21,583	
West Highland Free Press	18-Oct-19	George Square party welcomes National Mod 2019 to Glasgow	Positive	21,583	
The Times (Scotland)	18-Oct-19	Scottish Gaelic boost	Neutral	63,360	
West Highland Free Press	18-Oct-19	mod sports	Positive	21,583	
Campbeltown Courier	18-Oct-19	Glasgow Mod	Positive	14,246	
West Highland Free Press	18-Oct-19	Confidence is the key to motivating Gaelic speakers..	Positive	21,583	Allan Campbell
Daily Record	19-Oct-19	The choirmaster	Neutral	294,000	
The Herald	20-Oct-19	Choir ends Mod on high note	Positive	77,000	John Morrison
Press and Journal	20-Oct-19	Choir brings Mod to close	Positive	146,000	John Morrison
Glasgow Evening Times		New history of Gaels exhibit in unveiled	Positive	50,497	



Appendix III: Broadcast coverage

Website	Date	Headline	Tone	OTS	Spokesman
BBC Radio Highland	11-Oct-19		Positive	38,250	John Morrison
BBC Radio Highland	11-Oct-19		Positive	38,250	
BBC Radio Highland	12-Oct-19		Positive	38,250	
BBC Radio Highland	14-Oct-19		Positive	38,250	
BBC Radio Highland	14-Oct-19		Positive	38,250	
BBC Radio Highland	15-Oct-19		Positive	38,250	
BBC Radio Highland	16-Oct-19		Positive	38,250	John Morrison
BBC Radio Highland	17-Oct-19		Positive	38,250	
BBC Radio Highland	18-Oct-19		Positive	38,250	
BBC 1 Scotland	18-Oct-19		Positive	530,000	
STV	18-Oct-19		Positive	357,277	
BBC Radio Highland	19-Oct-19		Positive	38,250	



Appendix IV: Social media coverage

Website	Date	Headline	Tone	OTS	Spokesman
Glasgow Live Twitter	11/09/2019	Its been almost three decades..	Positive	50,600	
Glasgow Taxis Twitter	11/09/2019	Return of Royal National Mod expected to generate £2m for Glasgow	Positive	4,579	
Glasgowist Twitter	11/09/2019	Mod Gaelic festival returns to Glasgow in October	Positive	2,924	
Glasgow Live Twitter	12/09/2019	Its been almost three decades..	Positive	50,600	
Glasgowist Twitter	12/09/2019	Mod Gaelic festival returns to Glasgow in October	Positive	2,924	
NEWSONSCOTLAND Twitter	12/09/2019	The Royal National Mod returns to Glasgow next month	Positive	18,900	
What's On 4 Families Twitter	15/09/2019	The nine day spectacular of Gaelic music arts and sport	Positive	41,400	
What's On Glasgow Twitter	15/09/2019	The nine day spectacular of Gaelic music arts and sport	Positive	41,400	
What's On Network Twitter	15/09/2019	The nine day spectacular of Gaelic music arts and sport	Positive	4,975	
Glasgow Taxis Twitter	16/09/2019	Return of Royal National Mod expected to generate £2m for Glasgow	Positive	4,579	
NEWSONSCOTLAND Twitter	16/09/2019	The Royal National Mod returns to Glasgow next month	Positive	18,900	



Item

Each press article or online piece is defined as a unique item. If a publication carries an editorial or comment piece alongside a story within the main body of the publication, this would be entered as two items.

Tone of Coverage:

Coverage is rated 'positive' 'negative' or 'neutral'

- Positive: if the item reflects on positively on the client
- Neutral: if the item is balanced or a passing mention towards the client
- Negative: if the item paints the client in a negative light or is critical of it

OTS / Reach

This measure relates to the number of opportunities for the target audience to be exposed to a given item or message. For press, this is the same as the readership figure, which is obtained from bodies such as NRS (the National Readership Survey), the Joint Industry Committee for Regional Press Research (JICREG), or publication sales literature. Where readership figures are not available, this is derived from an industry-standard multiple of the publication's circulation. For internet items the reach is derived from the number of unique users visiting the site per month. Information on monthly unique users has been sourced analytics sites such as www.bradinsight.com, www.hypestat.com, or ww.digsitevalue.com. Please note that this information is unavailable for some websites.

Rating

An article rating is calculated for every item and is determined by content (messages, spokespeople, third party sources and reputational drivers), tone and form (headline, visuals, prominence, placement) on a scale of 0 – 100. 50 represents neutral or balanced and is increased or decreased by the presence of positive or negative visuals, headlines, messaging, spokespeople, sources, placement and tonality, all of which have assigned scores of 5 points. The rating will deliver an understanding of which topics, messages or media outlets are more positive (or negative), by what degree and where to focus efforts. Overall rating tends to vary from industry sector to industry sector, with Government organisations tending to score lower than retail and technology sectors or particular campaigns and events. An average rating across all sectors would fall between 55 and 60.