

**BBC ALBA MONTHLY EVALUATION NOVEMBER 2008 - DAILY PAPERS INCLUDING SCOTTISH EDITIONS OF NATIONALS**

<u>Publication</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>
Scotsman	25	0	2	8	10	0.0	79.5	257.5	337.0	0.00	2,108.34	6,828.90
Herald	11	0	3	1	4	0.0	226.0	6.0	232.0	0.00	5,989.00	159.00
Press & Journal	16	0	2	6	8	0.0	158.5	231.0	389.5	0.00	4,160.63	6,063.75
Courier & Advertiser	22	0	0	1	1	0.0	0.0	2.0	2.0	0.00	0.00	35.40
Record	44	0	2	1	3	0.0	200.0	3.0	203.0	0.00	8,560.00	128.40
Scottish Sun	112	0	0	1	0	0.0	0.0	30.0	30.0	0.00	0.00	1,440.00
Evening News	49	0	0	1	1	0.0	0.0	45.0	45.0	0.00	0.00	766.80
The Times (Scottish)	90	0	0	1	1	0.0	0.0	23.0	23.0	0.00	0.00	989.00
Daily Mirror (Scot)	63	1	0	0	1	4.0	0.0	0.0	4.0	106.00	0.00	0.00
Scottish Daily Mail	9	0	0	1	1	0.0	0.0	107.0	107.0	0.00	0.00	4,922.00

<u>AVG:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>	<u>SUM:</u>
44	1	9	20	30	4.0	664.0	704.5	1372.5	106.00	20,817.97	21,333.25	

The average page that BBC ALBA stories appeared in the paper.

The number of stories with negative mentions of BBC ALBA

The number of stories with neutral content.

Total of all stories in each paper on any given month. SUM is the entire total of all papers for the month

The measurement of negative, positive and neutral column centimetres the stories generated.

The cost of buying that amount of column centimetres at the advertising rate for each paper as published by BRAD

Total column centimetre coverage for each paper for this month, with sum total of all papers at bottom

**EXPLANATION OF RAW DATA TABLES**

**BBC ALBA MONTHLY EVALUATION NOVEMBER 2008 - DAILY PAPERS INCLUDING SCOTTISH EDITIONS OF NATIONALS**

<u>Publication</u>	<u>total AVE £</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freeview</u>
Scotsman	8,937.24	13	3	1	2	1	2	0	0	5	0	3	1
Herald	6,148.00	4	4	1	0	1	0	0	1	1	ice hky	0	0
Press & Journal	10,224.38	9	2	0	2	2	5	0	1	2	0	0	1
Courier & Advertiser	35.40	1	0	0	0	0	0	0	0	0	ice	0	0
Record	8,688.40	5	4	1	1	0	0	0	1	1	ice	0	0
Scottish Sun	1,440.00	1	0	0	0	0	0	0	1	0	0	0	0
Evening News	766.80	1	0	0	0	0	0	0	0	1	0	0	0
The Times (Scottish)	989.00	1	0	0	0	0	0	0	0	1	0	0	0
Daily Mirror (Scot)	106.00	2	0	0	0	0	0	0	1	0	0	0	0
Scottish Daily Mail	4,922.00	2	1	0	1	1	1	0	0	0	0	0	0

**SUM:** 42,257.22    **SUM:** 39    **SUM:** 14    **SUM:** 3    **SUM:** 6    **SUM:** 5    **SUM:** 8    **SUM:** 0    **SUM:** 5    **SUM:** 11    **SUM:** 0    **SUM:** 3    **SUM:** 2

Total cost of buying advertising space equivalent in size to the amount of column centimetres.

Stories where there was a mention of BBC Alba having an effect on people taking up Gaelic, or stories where BBC ALBA was involved with Gaelic projects in Schools

The actual number of photographs used.

The number of references to BBC ALBA or Alba TV

Where the essential details of a press release have been conveyed

The number of stories in which BBC ALBA or MG ALBA representatives or their counterparts in cooperating organisations are quoted verbatim

The number of stories in which BBC ALBA programmes are mentioned, even in passing

Letters from the public and also from ALBA representatives (These were often rebuttals of prior letters)

General stories mentioning the station, perhaps saying that someone was a presenter at BBC ALBA. Not about sport or specific programmes.

Football stories mentioning BBC ALBA.

Rugby stories mentioning BBC ALBA

Shinty stories mentioning BBC ALBA. Ice Hockey and hockey were mentioned too infrequently to justify a column of their own so they are noted in this column on the few times they appeared.

**EXPLANATION OF RAW DATA TABLES**

**BBC ALBA MONTHLY EVALUATION AUGUST 2008 - JUNE 2009 AGGREGATED**

<u>MONTH</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>	<u>total AVE £</u>
August 2008	13	6	5	0	11	75.5	121.5	0.0	197.0	2,231.00	3,236.58	0.00	5,467.58
September 2008	16	14	68	13	95	356.0	3028.0	382.5	3766.5	8,625.08	58,770.14	8,382.69	75,777.91
October 2008	26	17	48	58	123	497.5	2246.0	2076.5	4820.0	12,320.85	42,047.18	59,639.95	114,007.98
November 2008	31	5	20	34	59	100.0	1062.0	1139.0	2301.0	1,657.93	23,107.29	26,956.33	51,721.55
December 2008	19	7	32	14	53	137.5	1440.0	572.0	2149.5	3,880.51	20,596.64	8,186.88	32,664.03
January 2009	18	3	22	12	37	53.5	1177.5	386.5	1617.5	1,876.90	11,296.64	7,734.68	20,908.22
February 2009	26	15	72	11	98	450.0	3168.0	410.5	4028.5	13,672.10	54,991.91	12,286.65	80,950.66
March 2009	20	5	19	1	25	94.5	1073.0	15.5	1183.0	3,500.58	18,402.90	96.10	21,999.58
April 2009	32	3	32	11	46	17.0	1274.5	461.5	1753.0	408.00	20,286.68	5,554.96	26,249.64
May 2009	26	3	28	10	41	83.0	834.5	459.0	1376.5	1,891.65	13,734.22	15,756.11	31,381.98
June 2009	62	2	2	0	4	16.5	81.0	0.0	97.5	346.50	2,835.48	0.00	3,181.98
					0				0.0				0.00
					0				0.0				0.00
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
26	80	348	164	592	1881.0	15506.0	5903.0	23290.0	50,411.10	269,305.66	144,594.35	464,311.11	

BBC ALBA MONTHLY EVALUATION AUGUST 2008 - JUNE 2009 AGGREGATED

<u>MONTH</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freeview</u>
August 2008	23	2	0	5	7	1	0	0	0	0	10	7
September 2008	235	41	22	42	32	20	22	7	0	0	27	24
October 2008	263	26	17	50	34	20	6	29	12	2	36	1
November 2008	105	28	8	16	11	15	1	12	12	0	9	5
December 2008	107	22	7	16	12	21	2	1	8	2	10	11
January 2009	66	25	10	8	8	16	4	2	0	0	6	6
February 2009	138	39	16	19	20	13	7	33	0	7	22	8
March 2009	40	14	1	1	1	10	0	8	0	0	6	1
April 2009	61	16	4	2	2	17	1	13	0	0	10	1
May 2009	64	14	0	4	4	13	0	17	0	0	11	1
June 2009	4	1	0	0	0	0	2	2	0	0	1	1
										hockey in Oct Her		
	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
	1106	228	85	163	131	146	45	124	32	11	148	66

BBC ALBA MONTHLY EVALUATION AUGUST 2008 - ALL PAPERS

<u>Publication</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>
Scotsman	17	0	1	0	1	0.0	19.0	0.0	19.0	0.00	503.88	0.00
Herald	8	0	1	0	1	0.0	27.0	0.0	27.0	0.00	715.50	0.00
Press & Journal	6	0	1	0	1	0.0	53.0	0.0	53.0	0.00	1,391.25	0.00
Courier & Advertser	14	0	1	0	1	0.0	13.5	0.0	13.5	0.00	238.95	0.00
Scottish Daily Mail	19	1	0	0	1	12.5	0.0	0.0	12.5	575.00	0.00	0.00
Daily Telegraph	8	1	0	0	1	6.0	0.0	0.0	6.0	288.00	0.00	0.00
Daily Express	14	4	0	0	4	57.0	0.0	0.0	57.0	1,368.00	0.00	0.00
The Times (Scottish ed	15	0	1	0	1	0.0	9.0	0.0	9.0	0.00	387.00	0.00
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
13	6	5	0	11	75.5	121.5	0.0	197.0	2,231.00	3,236.58	0.00	

BBC ALBA MONTHLY EVALUATION AUGUST 2008 - ALL PAPERS

<u>Publication</u>	<u>total AVE £</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freevie</u>
Scotsman	503.88	4	0	0	1	1	0	0	0	0	0	1	1
Herald	715.50	4	0	0	1	1	0	0	0	0	0	1	1
Press & Journal	1,391.25	2	0	0	1	1	0	0	0	0	0	1	1
Courier & Advertiser	238.95	3	0	0	1	1	0	0	0	0	0	1	1
Scottish Daily Mail	575.00	1	0	0	0	1	0	0	0	0	0	1	1
Daily Telegraph	288.00	1	0	0	0	0	0	0	0	0	0	1	0
Daily Express	1,368.00	5	2	0	0	1	1	0	0	0	0	3	2
The Times (Scottish ed)	387.00	3	0	0	1	1	0	0	0	0	0	1	0
<b>SUM:</b>	<b>5,467.58</b>	<b>23</b>	<b>2</b>	<b>0</b>	<b>5</b>	<b>7</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>7</b>

BBC ALBA MONTHLY EVALUATION SEPTEMBER 2008 - ALL PAPERS

<u>Publication</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>
Scotsman	24	0	9	3	12	0.0	193.5	69.5	263.0	0.00	5,131.62	1,843.14
Herald	12	1	3	1	5	14.0	277.5	16.5	308.0	371.00	7,353.75	437.25
Press & Journal	15	0	5	3	8	0.0	271.0	108.5	379.5	0.00	7,113.75	2,848.13
Courier & Advertiser	7	0	1	1	2	0.0	21.0	96.0	117.0	0.00	371.70	1,699.20
Record	34	1	9	0	10	35.0	248.0	0.0	283.0	1,498.00	10,614.40	0.00
Scottish Sun	21	2	3	0	5	12.0	118.5	0.0	130.5	576.00	5,688.00	0.00
Evening News	16	0	1	0	1	0.0	9.5	0.0	9.5	0.00	161.88	0.00
Evening Times	12	1	3	0	4	28.0	187.0	0.0	215.0	742.00	4,955.50	0.00
Ev Express Aberdeen	15	2	1	0	3	89.0	11.5	0.0	100.5	1,735.50	224.25	0.00
Ev. Telegraph Dundee	4	0	1	0	1	0.0	100.0	0.0	100.0	0.00	700.00	0.00
Scottish Daily Mail	5	0	1	0	1	0.0	88.0	8.0	96.0	0.00	4,048.00	368.00
Daily Telegraph	12	0	1	0	1	0.0	18.0	0.0	18.0	0.00	864.00	0.00
Metro	56	0	1	0	1	0.0	10.0	0.0	10.0	0.00	210.00	0.00
Sunday Herald	56	2	1	1	4	98.5	114.0	12.0	224.5	1,822.25	2,109.00	222.00
Sunday Post	19	0	1	0	1	0.0	14.5	0.0	14.5	0.00	681.50	0.00
Stornoway Gazette	7	1	11	0	12	9.5	824.5	23.0	857.0	57.00	4,947.00	138.00
West Highland Free P	16	0	5	0	5	0.0	158.5	0.0	158.5	0.00	610.23	0.00
Ileach	17	0	1	0	1	0.0	48.0	0.0	48.0	0.00	211.20	0.00
Highland News	9	1	1	0	2	6.5	21.0	0.0	27.5	84.83	274.05	0.00
Daily Express	15	1	0	1	2	46.0	5.0	26.0	77.0	1,104.00	120.00	624.00
Paisley daily Express	8	0	2	0	2	0.0	138.5	0.0	138.5	0.00	1,101.08	0.00
Airdrie Advertiser	38	0	1	0	1	0.0	16.0	0.0	16.0	0.00	257.60	0.00
Largs & Millport News	2	0	1	0	1	0.0	13.0	0.0	13.0	0.00	80.60	0.00
Northern Times	3	0	1	0	1	0.0	12.5	0.0	12.5	0.00	45.00	0.00
Falkirk Herald	2	0	1	0	1	0.0	28.0	0.0	28.0	0.00	264.04	0.00
Greenock Telegraph	4	0	0	1	1	0.0	0.0	6.5	6.5	0.00	0.00	38.87
Daily Mirror	3	0	1	0	1	0.0	16.0	0.0	16.0	0.00	416.00	0.00
Sunday Mirror	55	0	0	1	1	0.0	0.0	5.0	5.0	0.00	0.00	125.00
Daily Star Sunday	2	1	0	0	1	10.5	0.0	0.0	10.5	661.50	0.00	0.00
Strathspey Herald	10	0	0	1	1	0.0	0.0	11.5	11.5	0.00	0.00	39.10
Northern Times	7	0	1	0	1	0.0	60.0	0.0	60.0	0.00	216.00	0.00
Gaelic News Digest	5	1	1	0	2	7.0	5.0	0.0	12.0	0.00	0.00	0.00
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
16	14	68	13	95	356.0	3028.0	382.5	3766.5	8,652.08	58,770.14	8,382.69	

BBC ALBA MONTHLY EVALUATION SEPTEMBER 2008 - ALL PAPERS

<u>Publication</u>	<u>total AVE £</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freevi</u>
Scotsman	6,974.76	30	2	2	8	5	2	4	2	0	0	0	4
Herald	8,162.00	10	2	2	2	2	0	3	0	0	0	0	2
Press & Journal	9,961.88	25	6	2	4	2	2	1	1	0	0	4	1
Courier & Advertiser	2,070.90	3	0	1	1	1	1	0	0	0	0	0	0
Record	12,112.40	12	2	1	2	1	1	7	1	0	0	0	0
Scottish Sun	6,264.00	6	2	0	3	3	1	1	0	0	0	3	3
Evening News	161.88	2	0	0	0	0	0	1	0	0	0	0	1
Evening Times	5,697.50	1	1	1	1	1	0	1	0	0	0	1	1
Ev Express Aberdeen	1,959.75	5	5	0	1	1	0	0	0	0	0	1	1
Ev. Telegraph Dundee	700.00	1	0	1	0	0	0	vox pop	0	0	0	0	0
Scottish Daily Mail	4,416.00	3	1	1	1	1	0	0	0	0	0	1	0
Daily Telegraph	864.00	3	0	0	1	1	1	0	0	0	0	0	1
Metro	210.00	2	0	0	0	0	1	0	0	0	0	0	0
Sunday Herald	4,153.25	21	3	0	1	1	1	0	0	0	0	3	2
Sunday Post	681.50	2	0	0	1	0	0	0	0	0	0	1	0
Stornoway Gazette	5,142.00	57	10	8	9	7	2	2	0	0	0	1	4
West Highland Free P	610.23	18	1	2	1	1	0	1	1	0	0	3	2
Ileach	211.20	3	0	0	1	1	0	0	0	0	0	1	0
Highland News	358.88	3	0	0	1	1	2	0	0	0	0	0	0
Daily Express	1,848.00	1	1	0	0	0	1	0	0	0	0	1	0
Paisley daily Express	1,101.08	2	2	1	1	0	1	0	0	0	0	0	0
Airdrie Advertiser	257.60	2	0	0	0	0	0	1	0	0	0	0	0
Largs & Millport News	80.60	1	0	0	0	0	0	0	0	0	0	1	0
Northern Times	45.00	1	0	0	0	0	1	0	0	0	0	1	0
Falkirk Herald	264.04	4	1	0	0	0	1	0	0	0	0	1	0
Greenock Telegraph	38.87	1	0	0	0	0	0	0	1	0	0	0	0
Daily Mirror	416.00	1	1	0	1	1	1	0	0	0	0	0	0
Sunday Mirror	125.00	1	0	0	0	0	0	0	1	0	0	0	0
Daily Star Sunday	661.50	2	0	0	0	0	0	0	0	0	0	1	0
Strathspey Herald	39.10	1	0	0	0	0	0	0	0	0	0	1	1
Northern Times	216.00	7	1	0	1	1	1	0	0	0	0	0	0
Gaelic News Digest	0.00	4	0	0	1	1	0	0	0	0	0	2	1
<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
75,804.90	235	41	22	42	32	20	22	7	0	0	27	24	

**BBC ALBA MONTHLY EVALUATION SEPTEMBER 2008 - DAILY PUBLICATIONS INCLUDING SCOTTISH EDITIONS OF NATIONALS**

<u>Publication</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>
Scotsman	24	0	9	3	12	0.0	193.5	69.5	263.0	0.00	5,131.62	1,843.14
Herald	12	1	3	1	5	14.0	277.5	16.5	308.0	371.00	7,353.75	437.25
Press & Journal	15	0	5	3	8	0.0	271.0	108.5	379.5	0.00	7,113.75	2,848.13
Courier & Advertser	7	0	1	1	2	0.0	21.0	96.0	117.0	0.00	371.70	1,699.20
Record	34	1	9	0	10	35.0	248.0	0.0	283.0	1,498.00	10,614.40	0.00
Scottish Sun	21	2	3	0	5	12.0	118.5	0.0	130.5	576.00	5,688.00	0.00
Evening News	16	0	1	0	1	0.0	9.5	0.0	9.5	0.00	161.88	0.00
Evening Times	12	1	3	0	4	28.0	187.0	0.0	215.0	742.00	4,955.50	0.00
Ev Express Aberdeen	15	2	1	0	3	89.0	11.5	0.0	100.5	1,735.50	224.25	0.00
Ev. Telegraph Dundee	4	0	1	0	1	0.0	100.0	0.0	100.0	0.00	700.00	0.00
Scottish Daily Mail	5	0	1	0	1	0.0	88.0	8.0	96.0	0.00	4,048.00	368.00
Daily Telegraph	12	0	1	0	1	0.0	18.0	0.0	18.0	0.00	864.00	0.00
Metro	56	0	1	0	1	0.0	10.0	0.0	10.0	0.00	210.00	0.00
Paisley daily Express	8	0	2	0	2	0.0	138.5	0.0	138.5	0.00	1,101.08	0.00
Greenock Telegraph	4	0	0	1	1	0.0	0.0	6.5	6.5	0.00	0.00	38.87
Daily Mirror	3	0	1	0	1	0.0	16.0	0.0	16.0	0.00	416.00	0.00
<b>AVG:</b>	<b>16</b>	<b>7</b>	<b>42</b>	<b>9</b>	<b>58</b>	<b>178.0</b>	<b>1708.0</b>	<b>305.0</b>	<b>2191.0</b>	<b>4,922.50</b>	<b>48,953.93</b>	<b>7,234.59</b>

**BBC ALBA MONTHLY EVALUATION SEPTEMBER 2008 - DAILY PUBLICATIONS INCLUDING SCOTTISH EDITIONS OF NATIONALS**

<u>Publication</u>	<u>total AVE £</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freeview</u>
Scotsman	6,974.76	30	2	2	8	5	2	4	2	0	0	0	4
Herald	8,162.00	10	2	2	2	2	0	3	0	0	0	0	2
Press & Journal	9,961.88	25	6	2	4	2	2	1	1	0	0	4	1
Courier & Advertiser	2,070.90	3	0	1	1	1	1	0	0	0	0	0	0
Record	12,112.40	12	2	1	2	1	1	7	1	0	0	0	0
Scottish Sun	6,264.00	6	2	0	3	3	1	1	0	0	0	3	3
Evening News	161.88	2	0	0	0	0	0	1	0	0	0	0	1
Evening Times	5,697.50	1	1	1	1	1	0	1	0	0	0	1	1
Ev Express Aberdeen	1,959.75	5	5	0	1	1	0	0	0	0	0	1	1
Ev. Telegraph Dundee	700.00	1	0	1	0	0	0	vox pop	0	0	0	0	0
Scottish Daily Mail	4,416.00	3	1	1	1	1	0	0	0	0	0	1	0
Daily Telegraph	864.00	3	0	0	1	1	1	0	0	0	0	0	1
Metro	210.00	2	0	0	0	0	1	0	0	0	0	0	0
Paisley daily Express	1,101.08	2	2	1	1	0	1	0	0	0	0	0	0
Greenock Telegraph	38.87	1	0	0	0	0	0	0	1	0	0	0	0
Daily Mirror	416.00	1	1	0	1	1	1	0	0	0	0	0	0
<b>SUM:</b>	<b>61,111.01</b>	<b>107</b>	<b>24</b>	<b>12</b>	<b>26</b>	<b>19</b>	<b>11</b>	<b>18</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>14</b>

**BBC ALBA MONTHLY EVALUATION SEPTEMBER 2008 - LOCAL WEEKLY PUBLICATIONS**

<u>Publication</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>
Stornoway Gazette	7	1	11	0	12	9.5	824.5	23.0	857.0	57.00	4,947.00	138.00
West Highland Free P	16	0	5	0	5	0.0	158.5	0.0	158.5	0.00	610.23	0.00
Ileach	17	0	1	0	1	0.0	48.0	0.0	48.0	0.00	211.20	0.00
Highland News	9	1	1	0	2	6.5	21.0	0.0	27.5	84.83	274.05	0.00
Airdrie Advertiser	38	0	1	0	1	0.0	16.0	0.0	16.0	0.00	257.60	0.00
Largs & Millport News	2	0	1	0	1	0.0	13.0	0.0	13.0	0.00	80.60	0.00
Northern Times	3	0	1	0	1	0.0	12.5	0.0	12.5	0.00	45.00	0.00
Falkirk Herald	2	0	1	0	1	0.0	28.0	0.0	28.0	0.00	264.04	0.00
Strathspey Herald	10	0	0	1	1	0.0	0.0	11.5	11.5	0.00	0.00	39.10
Northern Times	7	0	1	0	1	0.0	60.0	0.0	60.0	0.00	216.00	0.00
Gaelic News Digest	5	1	1	0	2	7.0	5.0	0.0	12.0	0.00	0.00	0.00
<b>AVG:</b>	<b>11</b>	<b>3</b>	<b>24</b>	<b>1</b>	<b>28</b>	<b>23.0</b>	<b>1186.5</b>	<b>34.5</b>	<b>1244.0</b>	<b>141.83</b>	<b>6,905.72</b>	<b>177.10</b>

**BBC ALBA MONTHLY EVALUATION SEPTEMBER 2008 - LOCAL WEEKLY PUBLICATIONS**

<u>Publication</u>	<u>total AVE £</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freeview</u>
Stornoway Gazette	5,142.00	57	10	8	9	7	2	2	0	0	0	1	4
West Highland Free P	610.23	18	1	2	1	1	0	1	1	0	0	3	2
Ileach	211.20	3	0	0	1	1	0	0	0	0	0	1	0
Highland News	358.88	3	0	0	1	1	2	0	0	0	0	0	0
Airdrie Advertiser	257.60	2	0	0	0	0	0	1	0	0	0	0	0
Largs & Millport News	80.60	1	0	0	0	0	0	0	0	0	0	1	0
Northern Times	45.00	1	0	0	0	0	1	0	0	0	0	1	0
Falkirk Herald	264.04	4	1	0	0	0	1	0	0	0	0	1	0
Strathspey Herald	39.10	1	0	0	0	0	0	0	0	0	0	1	1
Northern Times	216.00	7	1	0	1	1	1	0	0	0	0	0	0
Gaelic News Digest	0.00	4	0	0	1	1	0	0	0	0	0	2	1
<b>SUM:</b>	<b>7,224.64</b>	<b>101</b>	<b>13</b>	<b>10</b>	<b>14</b>	<b>12</b>	<b>7</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>8</b>

**BBC ALBA MONTHLY EVALUATION SEPTEMBER 2008 - SUNDAY PAPERS**

<u>Publication</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>
Sunday Herald	56	2	1	1	4	98.5	114.0	12.0	224.5	1,822.25	2,109.00	222.00
Sunday Post	19	0	1	0	1	0.0	14.5	0.0	14.5	0.00	681.50	0.00
Sunday Mirror	55	0	0	1	1	0.0	0.0	5.0	5.0	0.00	0.00	125.00
Daily Star Sunday	2	1	0	0	1	10.5	0.0	0.0	10.5	661.50	0.00	0.00
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
33	3	2	2	7	109.0	128.5	17.0	254.5	2,483.75	2,790.50	347.00	

BBC ALBA MONTHLY EVALUATION SEPTEMBER 2008 - SUNDAY PAPERS

<u>Publication</u>	<u>total AVE £</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freeview</u>
Sunday Herald	4,153.25	21	3	0	1	1	1	0	0	0	0	3	2
Sunday Post	681.50	2	0	0	1	0	0	0	0	0	0	1	0
Sunday Mirror	125.00	1	0	0	0	0	0	0	1	0	0	0	0
Daily Star Sunday	661.50	2	0	0	0	0	0	0	0	0	0	1	0
<b>SUM:</b>	<b>5,621.25</b>	<b>26</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>2</b>

**BBC ALBA MONTHLY EVALUATION OCTOBER 2008 - ALL PAPERS**

<u>paper</u>	<u>page av</u>	<u>neg</u>	<u>pos</u>	<u>neut</u>	<u>total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>	<u>total AVE £</u>	<u>ALBA refs</u>
Record	26	1	3	4	8	29.0	93.0	97.0	219.0	1,241.20	3,980.40	4,151.60	9,373.20	14
Sornoway Gazette	9	3	8	5	16	42.0	712.0	195.0	949.0	147.00	2,492.00	682.50	3,321.50	54
Press & Journal	16	0	3	8	11	0.0	38.5	214.5	253.0	0.00	1,058.75	5,898.75	6,957.50	10
Strathspey Herald	11	0	1	1	2	0.0	21.0	62.0	83.0	0.00	71.40	210.80	282.20	3
Highland News	9	1	0	1	2	9.0	0.0	8.0	17.0	117.45	0.00	104.40	221.85	8
Oban Times	18	2	1	1	4	44.0	48.5	40.0	132.5	341.00	375.87	310.00	1,026.87	3
Ross-shire Journal	10	0	0	1	1	0.0	0.0	18.0	18.0	0.00	0.00	103.50	103.50	3
Ellon Times	3	0	1	0	1	0.0	20.0	0.0	20.0	0.00	43.00	0.00	43.00	1
Argyllshire Advertiser	12	0	1	0	1	0.0	46.5	0.0	46.5	0.00	213.90	0.00	213.90	2
West Highland Fr Press	17	0	7	2	9	0.0	278.0	92.0	370.0	0.00	950.76	314.64	1,265.40	34
Courier & Advertiser	6	0	1	5	6	0.0	123.0	121.0	244.0	0.00	4,318.80	2,141.70	6,460.50	6
Scotsman	35	3	9	2	14	53.0	480.0	114.0	647.0	1,405.56	12,729.60	3,023.28	17,158.44	31
Herald	10	2	3	4	9	90.0	165.0	151.0	406.0	2,385.00	4,372.50	4,001.50	10,759.00	16
Sunday Times	18	1	0	1	2	172.0	0.0	14.0	186.0	4,515.00	0.00	367.50	4,882.50	6
Scotland on Sunday	14	0	0	3	3	0.0	0.0	147.0	147.0	0.00	0.00	3,898.44	3,898.44	5
The People	51	0	0	1	1	0.0	0.0	5.5	5.5	0.00	0.00	137.50	137.50	2
News of the World	77	0	0	1	1	0.0	0.0	3.0	3.0	0.00	0.00	144.00	144.00	1
Sunday Herald	18	0	0	3	3	9.0	0.0	134.0	143.0	135.00	0.00	2,010.00	2,145.00	3
Sunday Post	71	0	1	0	1	0.0	24.5	0.0	24.5	0.00	1,171.10	0.00	1,171.10	2
Sunday Mail	66	0	0	1	1	0.0	0.0	50.0	50.0	0.00	0.00	2,980.00	2,980.00	1
Independent	16	0	1	0	1	0.0	46.0	0.0	46.0	0.00	1,932.00	0.00	1,932.00	6
Daily Mail	64	1	0	1	2	33.0	0.0	102.0	135.0	1,518.00	0.00	4,692.00	6,210.00	9
The Times	60	0	1	2	3	0.0	24.0	119.0	143.0	0.00	1,824.00	9,044.00	10,868.00	4
Ileach	7	0	1	0	1	0.0	5.0	0.0	5.0	0.00	22.00	0.00	22.00	5
Daily Star	37	0	1	3	4	0.0	44.0	40.0	84.0	0.00	2,772.00	2,520.00	5,292.00	7
Scottish Sun	23	1	3	3	7	6.0	57.0	150.0	213.0	288.00	2,736.00	7,200.00	10,224.00	14
Edinburgh Evening New	10	1	0	2	3	3.5	0.0	96.0	99.5	59.64	0.00	1,587.84	1,647.48	2
Ev Telegraph Dundee	5	0	1	0	1	0.0	0.0	3.5	3.5	0.00	23.10	0.00	23.10	0
Daily Express	53	1	0	1	2	7.0	0.0	22.0	29.0	168.00	0.00	528.00	696.00	3
Daily Telegraph	13	0	1	2	3	0.0	20.0	78.0	98.0	0.00	960.00	3,588.00	4,548.00	8
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
26	17	48	58	123	497.5	2246.0	2076.5	4820.0	12,320.85	42,047.18	59,639.95	114,007.98	263	

BBC ALBA MONTHLY EVALUATION OCTOBER 2008 - ALL PAPERS

<u>paper</u>	<u>photos</u>	<u>Gaelic links</u>	<u>core messagge</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>Shinty</u>	<u>Rugby</u>	<u>Football</u>	<u>general</u>	<u>Freeview</u>
Record	1	1	1	2	0	0	0	0	5	3	0
Sornoway Gazette	17	3	9	6	3	3	0	0	0	9	7
Press & Journal	3	3	3	2	0	0	0	1	3	4	3
Strathspey Herald	1	0	2	2	1	0	0	0	0	0	0
Highland News	0	0	0	1	0	0	0	0	0	2	0
Oban Times	3	1	1	1	1	1	0	0	0	0	0
Ross-shire Journal	0	0	1	0	1	0	0	0	0	0	0
Ellon Times	0	1	1	1	0	0	0	0	0	0	0
Argyllshire Advertiser	1	0	1	0	1	0	0	0	0	0	0
West Highland Fr Press	5	1	6	5	1	0	0	0	0	6	7
Courier & Advertiser	1	1	5	1	5	0	0	0	0	0	0
Scotsman	8	3	6	3	0	0	0	3	3	5	4
Herald	4	1	2	2	0	0	hockey	3	3	0	1
Sunday Times	1	1	0	1	1	0	0	0	0	0	1
Scotland on Sunday	1	1	1	1	0	0	1	0	1	0	1
The People	0	0	0	0	1	0	0	0	0	0	0
News of the World	0	0	0	0	0	0	1	0	0	0	0
Sunday Herald	1	0	2	0	0	1	0	0	3	0	1
Sunday Post	0	0	1	0	0	0	0	0	1	0	0
Sunday Mail	2	0	0	0	0	0	0	0	1	0	0
Independent	1	0	1	1	1	0	0	0	0	0	1
Daily Mail	1	0	1	1	1	0	0	0	1	0	1
The Times	1	0	0	0	0	0	0	2	1	0	0
Ileach	0	0	1	1	0	0	0	0	0	1	0
Daily Star	1	0	1	1	1	0	0	0	3	0	0
Scottish Sun	2	0	2	1	1	0	0	1	2	3	1
Edinburgh Evening New	0	0	0	0	1	0	0	0	1	1	0
Ev Telegraph Dundee	0	0	0	0	0	1	0	0	0	0	0
Daily Express	0	0	1	0	0	0	0	1	0	1	0
Daily Telegraph	1	0	1	1	0	0	0	1	1	1	0
<b>SUM:</b>	<b>56</b>	<b>17</b>	<b>50</b>	<b>34</b>	<b>20</b>	<b>6</b>	<b>2</b>	<b>12</b>	<b>29</b>	<b>36</b>	<b>28</b>

**BBC ALBA MONTHLY EVALUATION OCTOBER 2008 - DAILY PAPERS INCLUDING SCOTTISH EDITIONS OF NATIONALS**

<u>paper</u>	<u>page av</u>	<u>neg</u>	<u>pos</u>	<u>neut</u>	<u>total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>	<u>total AVE £</u>	<u>ALBA refs</u>
Record	26	1	3	4	8	29.0	93.0	97.0	219.0	1,241.20	3,980.40	4,151.60	9,373.20	14
Press & Journal	16	0	3	8	11	0.0	38.5	214.5	253.0	0.00	1,058.75	5,898.75	6,957.50	10
Courier & Advertiser	6	0	1	5	6	0.0	123.0	121.0	244.0	0.00	4,318.80	2,141.70	6,460.50	6
Scotsman	35	3	9	2	14	53.0	480.0	114.0	647.0	1,405.56	12,729.60	3,023.28	17,158.44	31
Herald	10	2	3	4	9	90.0	165.0	151.0	406.0	2,385.00	4,372.50	4,001.50	10,759.00	16
Independent	16	0	1	0	1	0.0	46.0	0.0	46.0	0.00	1,932.00	0.00	1,932.00	6
Daily Mail	64	1	0	1	2	33.0	0.0	102.0	135.0	1,518.00	0.00	4,692.00	6,210.00	9
The Times	60	0	1	2	3	0.0	24.0	119.0	143.0	0.00	1,824.00	9,044.00	10,868.00	4
Daily Star	37	0	1	3	4	0.0	44.0	40.0	84.0	0.00	2,772.00	2,520.00	5,292.00	7
Scottish Sun	23	1	3	3	7	6.0	57.0	150.0	213.0	288.00	2,736.00	7,200.00	10,224.00	14
Edinburgh Evening New	10	1	0	2	3	3.5	0.0	96.0	99.5	59.64	0.00	1,587.84	1,647.48	2
Ev Telegraph Dundee	5	0	1	0	1	0.0	0.0	3.5	3.5	0.00	23.10	0.00	23.10	0
Daily Express	53	1	0	1	2	7.0	0.0	22.0	29.0	168.00	0.00	528.00	696.00	3
Daily Telegraph	13	0	1	2	3	0.0	20.0	78.0	98.0	0.00	960.00	3,588.00	4,548.00	8
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
27	10	27	37	74	221.5	1090.5	1308.0	2620.0	7,065.40	36,707.15	48,376.67	92,149.22	130	

**BBC ALBA MONTHLY EVALUATION OCTOBER 2008 - DAILY PAPERS INCLUDING SCOTTISH EDITIONS OF NATIONALS**

<u>paper</u>	<u>photos</u>	<u>Gaelic links</u>	<u>core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>Shinty</u>	<u>Rugby</u>	<u>Football</u>	<u>general</u>	<u>Freeview</u>
Record	1	1	1	2	0	0	0	0	5	3	0
Press & Journal	3	3	3	2	0	0	0	1	3	4	3
Courier & Advertiser	1	1	5	1	5	0	0	0	0	0	0
Scotsman	8	3	6	3	0	0	0	3	3	5	4
Herald	4	1	2	2	0	0	hockey	3	3	0	1
Independent	1	0	1	1	1	0	0	0	0	0	1
Daily Mail	1	0	1	1	1	0	0	0	1	0	1
The Times	1	0	0	0	0	0	0	2	1	0	0
Daily Star	1	0	1	1	1	0	0	0	3	0	0
Scottish Sun	2	0	2	1	1	0	0	1	2	3	1
Edinburgh Evening New	0	0	0	0	1	0	0	0	1	1	0
Ev Telegraph Dundee	0	0	0	0	0	1	0	0	0	0	0
Daily Express	0	0	1	0	0	0	0	1	0	1	0
Daily Telegraph	1	0	1	1	0	0	0	1	1	1	0
<b>SUM:</b>	<b>24</b>	<b>9</b>	<b>24</b>	<b>15</b>	<b>10</b>	<b>1</b>	<b>0</b>	<b>12</b>	<b>23</b>	<b>18</b>	<b>11</b>

**BBC ALBA MONTHLY EVALUATION OCTOBER 2008 - LOCAL WEEKLY PUBLICATIONS**

<u>paper</u>	<u>photos</u>	<u>Gaelic links</u>	<u>core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>Shinty</u>	<u>Rugby</u>	<u>Football</u>	<u>general</u>	<u>Freeview</u>
Stornoway Gazette	17	3	9	6	3	3	0	0	0	9	7
Strathspey Herald	1	0	2	2	1	0	0	0	0	0	0
Highland News	0	0	0	1	0	0	0	0	0	2	0
Oban Times	3	1	1	1	1	1	0	0	0	0	0
Ross-shire Journal	0	0	1	0	1	0	0	0	0	0	0
Ellon Times	0	1	1	1	0	0	0	0	0	0	0
Argyllshire Advertiser	1	0	1	0	1	0	0	0	0	0	0
West Highland Fr Press	5	1	6	5	1	0	0	0	0	6	7
Ileach	0	0	1	1	0	0	0	0	0	1	0
<b>SUM:</b>	<b>27</b>	<b>6</b>	<b>22</b>	<b>17</b>	<b>8</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>14</b>

**BBC ALBA MONTHLY EVALUATION OCTOBER 2008 - LOCAL WEEKLY PUBLICATIONS**

<u>paper</u>	<u>page av</u>	<u>neg</u>	<u>pos</u>	<u>neut</u>	<u>total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>	<u>total AVE £</u>	<u>ALBA refs</u>
Stornoway Gazette	9	3	8	5	16	42.0	712.0	195.0	949.0	147.00	2,492.00	682.50	3,321.50	54
Strathspey Herald	11	0	1	1	2	0.0	21.0	62.0	83.0	0.00	71.40	210.80	282.20	3
Highland News	9	1	0	1	2	9.0	0.0	8.0	17.0	117.45	0.00	104.40	221.85	8
Oban Times	18	2	1	1	4	44.0	48.5	40.0	132.5	341.00	375.87	310.00	1,026.87	3
Ross-shire Journal	10	0	0	1	1	0.0	0.0	18.0	18.0	0.00	0.00	103.50	103.50	3
Ellon Times	3	0	1	0	1	0.0	20.0	0.0	20.0	0.00	43.00	0.00	43.00	1
Argyllshire Advertiser	12	0	1	0	1	0.0	46.5	0.0	46.5	0.00	213.90	0.00	213.90	2
West Highland Fr Press	17	0	7	2	9	0.0	278.0	92.0	370.0	0.00	950.76	314.64	1,265.40	34
Ileach	7	0	1	0	1	0.0	5.0	0.0	5.0	0.00	22.00	0.00	22.00	5
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
11	6	20	11	37	95.0	1131.0	415.0	1641.0	605.45	4,168.93	1,725.84	6,500.22	113	

BBC ALBA MONTHLY EVALUATION OCTOBER 2008 - SUNDAY PAPERS

<u>paper</u>	<u>photos</u>	<u>Gaelic links</u>	<u>core messagge</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>Shinty</u>	<u>Rugby</u>	<u>Football</u>	<u>general</u>	<u>Freeview</u>
Sunday Times	1	1	0	1	1	0	0	0	0	0	1
Scotland on Sunday	1	1	1	1	0	0	1	0	1	0	1
The People	0	0	0	0	1	0	0	0	0	0	0
News of the World	0	0	0	0	0	0	1	0	0	0	0
Sunday Herald	1	0	2	0	0	1	0	0	3	0	1
Sunday Post	0	0	1	0	0	0	0	0	1	0	0
Sunday Mail	2	0	0	0	0	0	0	0	1	0	0
<b>SUM:</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>3</b>

**BBC ALBA MONTHLY EVALUATION OCTOBER 2008 - SUNDAY PAPERS**

<u>paper</u>	<u>page av</u>	<u>neg</u>	<u>pos</u>	<u>neut</u>	<u>total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>	<u>total AVE £</u>	<u>ALBA refs</u>
Sunday Times	18	1	0	1	2	172.0	0.0	14.0	186.0	4,515.00	0.00	367.50	4,882.50	6
Scotland on Sunday	14	0	0	3	3	0.0	0.0	147.0	147.0	0.00	0.00	3,898.44	3,898.44	5
The People	51	0	0	1	1	0.0	0.0	5.5	5.5	0.00	0.00	137.50	137.50	2
News of the World	77	0	0	1	1	0.0	0.0	3.0	3.0	0.00	0.00	144.00	144.00	1
Sunday Herald	18	0	0	3	3	9.0	0.0	134.0	143.0	135.00	0.00	2,010.00	2,145.00	3
Sunday Post	71	0	1	0	1	0.0	24.5	0.0	24.5	0.00	1,171.10	0.00	1,171.10	2
Sunday Mail	66	0	0	1	1	0.0	0.0	50.0	50.0	0.00	0.00	2,980.00	2,980.00	1
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
45	1	1	10	12	181.0	24.5	353.5	559.0	4,650.00	1,171.10	9,537.44	15,358.54	20	

**BBC ALBA MONTHLY EVALUATION NOVEMBER 2008 - ALL PAPERS**

<u>Publication</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>
Scotsman	25	0	2	8	10	0.0	79.5	257.5	337.0	0.00	2,108.34	6,828.90
Herald	11	0	3	1	4	0.0	226.0	6.0	232.0	0.00	5,989.00	159.00
Press & Journal	16	0	2	6	8	0.0	158.5	231.0	389.5	0.00	4,160.63	6,063.75
Courier & Advertser	22	0	0	1	1	0.0	0.0	2.0	2.0	0.00	0.00	35.40
Record	44	0	2	1	3	0.0	200.0	3.0	203.0	0.00	8,560.00	128.40
Scottish Sun	112	0	0	1	0	0.0	0.0	30.0	30.0	0.00	0.00	1,440.00
Evening News	49	0	0	1	1	0.0	0.0	45.0	45.0	0.00	0.00	766.80
The People Scottish	50	0	0	1	1	0.0	0.0	5.0	5.0	0.00	0.00	85.00
The Times (Scottish)	90	0	0	1	1	0.0	0.0	23.0	23.0	0.00	0.00	989.00
Daily Mirror (Scot)	63	1	0	0	1	4.0	0.0	0.0	4.0	106.00	0.00	0.00
Scottish Daily Mail	9	0	0	1	1	0.0	0.0	107.0	107.0	0.00	0.00	4,922.00
Stirling Observer	56	0	0	1	1	0.0	0.0	22.5	22.5	0.00	0.00	178.88
Scotland on Sunday	12	1	0	2	3	4.0	0.0	79.0	83.0	106.08	0.00	2,095.08
Sunday Herald	12	1	0	1	2	45.0	0.0	8.0	53.0	832.50	0.00	148.00
Sunday Post	19	0	0	1	1	0.0	0.0	4.0	4.0	0.00	0.00	188.00
Sunday Mail	13	0	0	1	1	0.0	0.0	5.0	5.0	0.00	0.00	298.00
Stornoway Gazette	11	0	6	5	11	0.0	241.5	196.5	438.0	0.00	1,449.00	1,179.00
West Highland Free P	30	0	1	0	1	0.0	54.0	0.0	54.0	0.00	207.90	0.00
Ileach	5	0	2	0	2	0.0	37.0	0.0	37.0	0.00	162.80	0.00
Oban Times	10	0	1	0	1	0.0	46.5	0.0	46.5	0.00	360.38	0.00
Highland News	7	2	0	0	2	47.0	0.0	0.0	47.0	613.35	0.00	0.00
North Star	52	0	0	1	1	0.0	0.0	82.5	82.5	0.00	0.00	1,027.13
Ross-shire Journal	5	0	1	0	1	0.0	19.0	0.0	19.0	0.00	109.25	0.00
Inverness Courier	19	0	0	1	1	0.0	0.0	32.0	32.0	0.00	0.00	424.00
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
	31	5	20	34	59	100.0	1062.0	1139.0	2301.0	1,657.93	23,107.29	26,956.33

BBC ALBA MONTHLY EVALUATION NOVEMBER 2008 - ALL PAPERS

<u>Publication</u>	<u>total AVE £</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freeview</u>
Scotsman	8,937.24	13	3	1	2	1	2	0	0	5	0	3	1
Herald	6,148.00	4	4	1	0	1	0	0	1	1	ice hky	0	0
Press & Journal	10,224.38	9	2	0	2	2	5	0	1	2	0	0	1
Courier & Advertser	35.40	1	0	0	0	0	0	0	0	0	ice	0	0
Record	8,688.40	5	4	1	1	0	0	0	1	1	ice	0	0
Scottish Sun	1,440.00	1	0	0	0	0	0	0	1	0	0	0	0
Evening News	766.80	1	0	0	0	0	0	0	0	1	0	0	0
The People Scottish	85.00	1	0	0	0	0	0	0	1	0	0	0	0
The Times (Scottish)	989.00	1	0	0	0	0	0	0	0	1	0	0	0
Daily Mirror (Scot)	106.00	2	0	0	0	0	0	0	1	0	0	0	0
Scottish Daily Mail	4,922.00	2	1	0	1	1	1	0	0	0	0	0	0
Stirling Observer	178.88	1	1	0	1	0	0	0	0	1	0	0	0
Scotland on Sunday	2,201.16	3	2	0	0	0	1	0	1	0	0	1	0
Sunday Herald	980.50	3	0	0	1	1	1	0	0	0	0	1	0
Sunday Post	188.00	1	0	0	0	0	0	0	1	0	0	0	0
Sunday Mail	298.00	1	0	0	0	1	1	0	0	0	0	0	0
Stornoway Gazette	2,628.00	26	5	4	2	2	2	0	1	0	0	2	2
West Highland Free P	207.90	13	1	0	1	1	0	0	1	0	0	0	0
Ileach	162.80	7	0	0	2	1	1	1	0	0	0	0	1
Oban Times	360.38	1	1	0	1	0	0	0	0	0	0	1	0
Highland News	613.35	4	0	1	0	0	0	0	1	0	0	0	0
North Star	1,027.13	2	2	0	0	0	0	0	1	0	0	0	0
Ross-shire Journal	109.25	2	0	0	1	0	1	0	0	0	0	0	0
Inverness Courier	424.00	1	2	0	1	0	0	0	0	0	0	1	0
<b>SUM:</b>	<b>51,721.55</b>	<b>105</b>	<b>28</b>	<b>8</b>	<b>16</b>	<b>11</b>	<b>15</b>	<b>1</b>	<b>12</b>	<b>12</b>	<b>0</b>	<b>9</b>	<b>5</b>

**BBC ALBA MONTHLY EVALUATION NOVEMBER 2008 - DAILY PAPERS INCLUDING SCOTTISH EDITIONS OF NATIONALS**

<u>Publication</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>
Scotsman	25	0	2	8	10	0.0	79.5	257.5	337.0	0.00	2,108.34	6,828.90
Herald	11	0	3	1	4	0.0	226.0	6.0	232.0	0.00	5,989.00	159.00
Press & Journal	16	0	2	6	8	0.0	158.5	231.0	389.5	0.00	4,160.63	6,063.75
Courier & Advertser	22	0	0	1	1	0.0	0.0	2.0	2.0	0.00	0.00	35.40
Record	44	0	2	1	3	0.0	200.0	3.0	203.0	0.00	8,560.00	128.40
Scottish Sun	112	0	0	1	0	0.0	0.0	30.0	30.0	0.00	0.00	1,440.00
Evening News	49	0	0	1	1	0.0	0.0	45.0	45.0	0.00	0.00	766.80
The Times (Scottish)	90	0	0	1	1	0.0	0.0	23.0	23.0	0.00	0.00	989.00
Daily Mirror (Scot)	63	1	0	0	1	4.0	0.0	0.0	4.0	106.00	0.00	0.00
Scottish Daily Mail	9	0	0	1	1	0.0	0.0	107.0	107.0	0.00	0.00	4,922.00
<b>AVG:</b>	<b>44</b>	<b>SUM: 1</b>	<b>SUM: 9</b>	<b>SUM: 20</b>	<b>SUM: 30</b>	<b>SUM: 4.0</b>	<b>SUM: 664.0</b>	<b>SUM: 704.5</b>	<b>SUM: 1372.5</b>	<b>SUM: 106.00</b>	<b>SUM: 20,817.97</b>	<b>SUM: 21,333.25</b>

**BBC ALBA MONTHLY EVALUATION NOVEMBER 2008 - DAILY PAPERS INCLUDING SCOTTISH EDITIONS OF NATIONALS**

<u>Publication</u>	<u>total AVE £</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freeview</u>
Scotsman	8,937.24	13	3	1	2	1	2	0	0	5	0	3	1
Herald	6,148.00	4	4	1	0	1	0	0	1	1	ice hky	0	0
Press & Journal	10,224.38	9	2	0	2	2	5	0	1	2	0	0	1
Courier & Advertiser	35.40	1	0	0	0	0	0	0	0	0	ice	0	0
Record	8,688.40	5	4	1	1	0	0	0	1	1	ice	0	0
Scottish Sun	1,440.00	1	0	0	0	0	0	0	1	0	0	0	0
Evening News	766.80	1	0	0	0	0	0	0	0	1	0	0	0
The Times (Scottish)	989.00	1	0	0	0	0	0	0	0	1	0	0	0
Daily Mirror (Scot)	106.00	2	0	0	0	0	0	0	1	0	0	0	0
Scottish Daily Mail	4,922.00	2	1	0	1	1	1	0	0	0	0	0	0
<b>SUM:</b>	<b>42,257.22</b>	<b>39</b>	<b>14</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>0</b>	<b>5</b>	<b>11</b>	<b>0</b>	<b>3</b>	<b>2</b>

**BBC ALBA MONTHLY EVALUATION NOVEMBER 2008 - LOCAL WEEKLY PRESS**

<u>Publication</u>	<u>Page av</u>	<u>neg</u>	<u>Pos</u>	<u>Neut</u>	<u>Total</u>	<u>neg cms</u>	<u>pos cms</u>	<u>neut cms</u>	<u>total cms</u>	<u>neg AVE £</u>	<u>pos AVE £</u>	<u>neut AVE £</u>
Stirling Observer	56	0	0	1	1	0.0	0.0	22.5	22.5	0.00	0.00	178.88
Stornoway Gazette	11	0	6	5	11	0.0	241.5	196.5	438.0	0.00	1,449.00	1,179.00
West Highland Free P	30	0	1	0	1	0.0	54.0	0.0	54.0	0.00	207.90	0.00
Ileach	5	0	2	0	2	0.0	37.0	0.0	37.0	0.00	162.80	0.00
Oban Times	10	0	1	0	1	0.0	46.5	0.0	46.5	0.00	360.38	0.00
Highland News	7	2	0	0	2	47.0	0.0	0.0	47.0	613.35	0.00	0.00
North Star	52	0	0	1	1	0.0	0.0	82.5	82.5	0.00	0.00	1,027.13
Ross-shire Journal	5	0	1	0	1	0.0	19.0	0.0	19.0	0.00	109.25	0.00
Inverness Courier	19	0	0	1	1	0.0	0.0	32.0	32.0	0.00	0.00	424.00
<b>AVG:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>	<b>SUM:</b>
22	2	11	8	21	47.0	398.0	333.5	778.5	613.35	2,289.33	2,809.00	

BBC ALBA MONTHLY EVALUATION NOVEMBER 2008 - LOCAL WEEKLY PRESS

<u>Publication</u>	<u>total AVE £</u>	<u>ALBA refs</u>	<u>photos</u>	<u>Gaelic links</u>	<u>Core message</u>	<u>quotes</u>	<u>prog stories</u>	<u>letters</u>	<u>football</u>	<u>rugby</u>	<u>shinty</u>	<u>general</u>	<u>Freeview</u>
Stirling Observer	178.88	1	1	0	1	0	0	0	0	1	0	0	0
Stornoway Gazette	2,628.00	26	5	4	2	2	2	0	1	0	0	2	2
West Highland Free P	207.90	13	1	0	1	1	0	0	1	0	0	0	0
Ileach	162.80	7	0	0	2	1	1	1	0	0	0	0	1
Oban Times	360.38	1	1	0	1	0	0	0	0	0	0	1	0
Highland News	613.35	4	0	1	0	0	0	0	1	0	0	0	0
North Star	1,027.13	2	2	0	0	0	0	0	1	0	0	0	0
Ross-shire Journal	109.25	2	0	0	1	0	1	0	0	0	0	0	0
Inverness Courier	424.00	1	2	0	1	0	0	0	0	0	0	1	0
<b>SUM:</b>	<b>5,711.68</b>	<b>57</b>	<b>12</b>	<b>5</b>	<b>9</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>3</b>

**BBC ALBA MONTHLY EVALUATION NOVEMBER 2008 - SUNDAY PAPERS**

<b>Publication</b>	<b>Page av</b>	<b>neg</b>	<b>Pos</b>	<b>Neut</b>	<b>Total</b>	<b>neg cms</b>	<b>pos cms</b>	<b>neut cms</b>	<b>total cms</b>	<b>neg AVE £</b>	<b>pos AVE £</b>	<b>neut AVE £</b>
The People Scottish	50	0	0	1	1	0.0	0.0	5.0	5.0	0.00	0.00	85.00
Scotland on Sunday	12	1	0	2	3	4.0	0.0	79.0	83.0	106.08	0.00	2,095.08
Sunday Herald	12	1	0	1	2	45.0	0.0	8.0	53.0	832.50	0.00	148.00
Sunday Post	19	0	0	1	1	0.0	0.0	4.0	4.0	0.00	0.00	188.00
Sunday Mail	13	0	0	1	1	0.0	0.0	5.0	5.0	0.00	0.00	298.00
<b>AVG:</b>	<b>21</b>	<b>SUM: 2</b>	<b>SUM: 0</b>	<b>SUM: 6</b>	<b>SUM: 8</b>	<b>SUM: 49.0</b>	<b>SUM: 0.0</b>	<b>SUM: 101.0</b>	<b>SUM: 150.0</b>	<b>SUM: 938.58</b>	<b>SUM: 0.00</b>	<b>SUM: 2,814.08</b>

