

HOW DO WE MEASURE THE IMPACT OF AN INVESTIGATIVE STORY? IMPACT MEASUREMENT AT WFAA-TV IN DALLAS

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ABSTRACT

Creating impact is the number one goal of an investigative piece and simply defining this six-letter word is a highly discussed topic. But, here's the problem: how do you define impact? How do you measure it? Speaking with both non-profits and commercial news organizations, there is no one-size-fits all approach, but there is a shared framework. Here are five step-by-step guidelines to aid impact tracking.