



USA-tecQ

**USA Targeted External Communications Query
(USA-TECQ)**

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Key benefits of USA-TECQ:

- Likely the only system that allows users to target media outlets serving precise geographic areas
- Built upon a validated, comprehensive database of media outlets
- Allows searches against secure, internal GIS layers maintained by each agency

Why it's needed:

Commercially available systems limit searches to cities and states where media outlets are located

- Not useful in targeting populations affected by disasters and hyperlocal outreach because existing systems require users to:
 - Search for news outlets in every city, individually, that may provide news to areas of interest
 - Conduct new searches as hurricane forecasts change, for example
- Time-consuming; Inevitable result: media distribution lists are incomplete

And, these tools can contain bad data:

Media Outlet Results (8)
1 - 8 of 8

Include	Name	E-mail
<input checked="" type="checkbox"/>	 Miami Herald, The	dadenews@miamiherald.com
<input checked="" type="checkbox"/>	 Atlanta Journal-Constitution	newstips@ajc.com
<input checked="" type="checkbox"/>	 Chicago Tribune	tips@chicagotribune.com
<input checked="" type="checkbox"/>	 Kansas City Star, The	
<input checked="" type="checkbox"/>	 New York Times, The	news-tips@nytimes.com
<input checked="" type="checkbox"/>	 Philadelphia Inquirer, The	
<input checked="" type="checkbox"/>	 Pittsburgh Post-Gazette	
<input checked="" type="checkbox"/>	 Houston Chronicle	citydesk@chron.com

Designing a new system for the federal government:

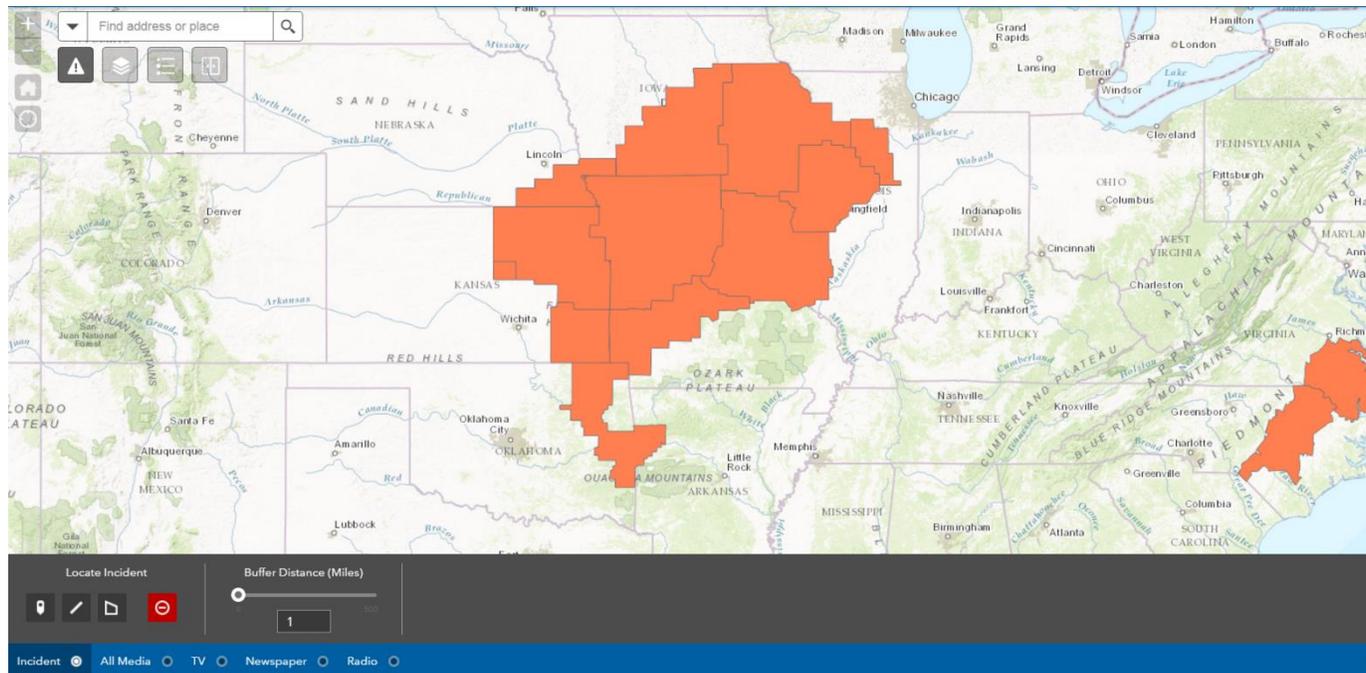
- A new system was needed that:
 - Is built upon an accurate, comprehensive media database
 - Quickly can target media serving geographic regions – critical for disaster/emergency response and targeted outreach
- Transforms how media searches are performed:
 - **Away from** searches for cities and states where media outlets are located
 - **To** searching the areas where the affected populations are located
(system automatically identifies the outlets that reach these populations)

The solution:

- **Believed to be the first of its kind:** No known equivalent in the public or private sectors
- Geographic reaches of newspaper and broadcast outlets mapped using GIS, incorporating their contact information
- Allowing searches of specific geographic areas to return email addresses and phone numbers for media outlets serving those areas
- Public Affairs Officers then can target news to media outlets serving residents in specific geographic areas

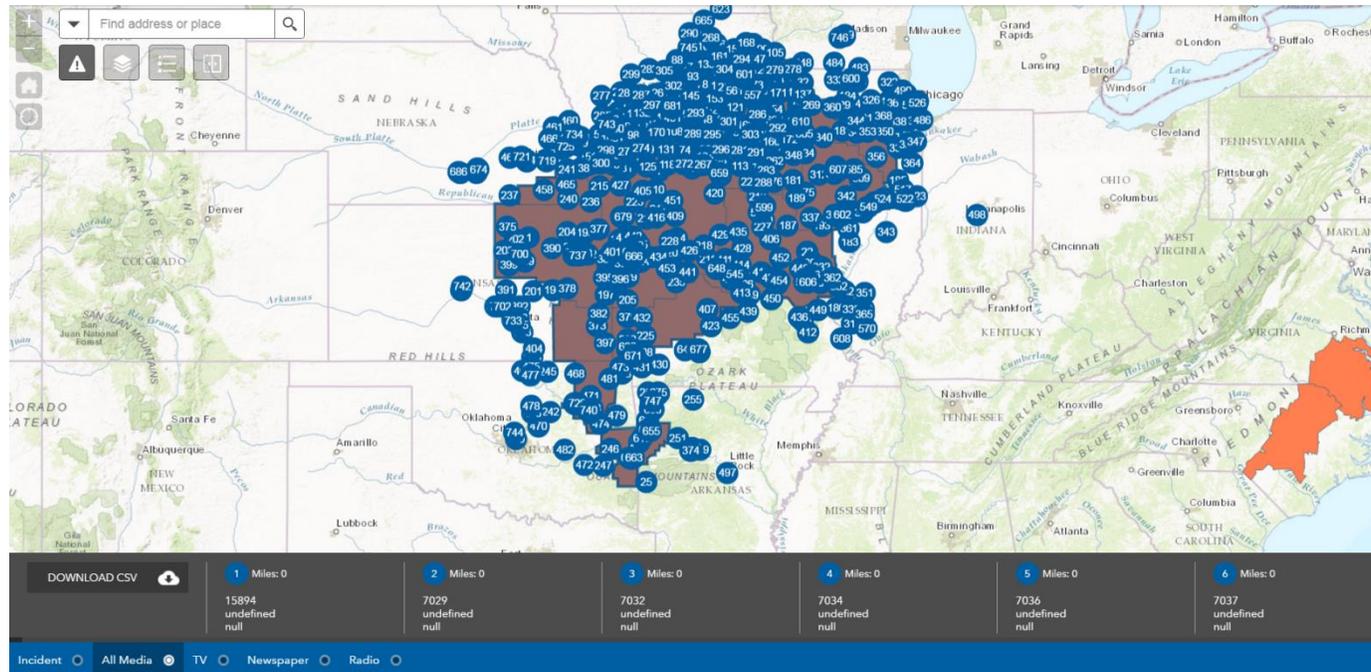
Here's how it works:

(selecting media covering area affected by National Weather Service heat advisory)



System identifies more than 700 media outlets:

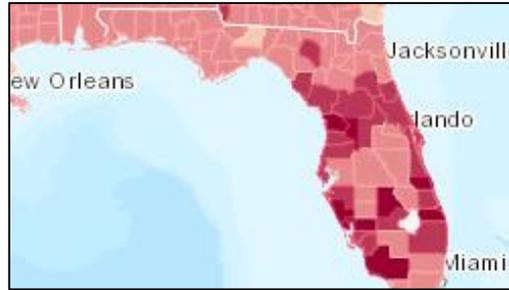
(selecting media covering area affected by National Weather Service heat advisory)



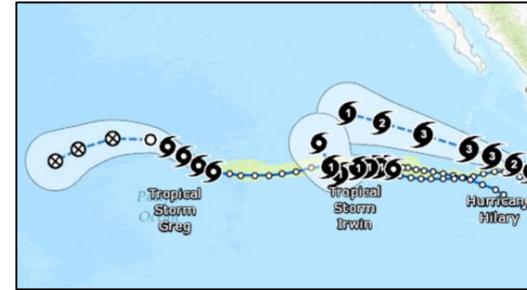
Conduct media searches against any GIS layer:



Crime index (county/census tract)



Demographic layers (% aged 65+)



Hurricane & typhoon forecast areas



US railroads



Aedes aegypti mosquito habitat



Multiple: rainfall & mosquito habitat



Demonstration:

To each, their own

- USA-TECQ can be specifically tailored for each department, agency or group
- USDA grants access to USA-TECQ media layers that can then be incorporated into your system and perform searches against them
- With the USA-TECQ media layers incorporated:
 - Search against only the layers you want
 - Search against internal layers to which no other agency or department has access
 - Tailor it to help you better accomplish your department's mission



To begin using USA-TECQ today

- If you already have an arcgis.com account at your department or agency, email your “Level 2” username to dirk.fillpot@oc.usda.gov
 - You will then receive an invitation to join a group, and, after you accept, you will have access to the USA-TECQ system
- If you don’t already have a Level 2 User account through your agency, obtain one through your agency’s GIS account holder, and email your username to dirk.fillpot@oc.usda.gov and you will then receive the group invitation

Questions?



(Map showing reach of TV news stations in U.S.)

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