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:

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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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