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RASMUSSEN REPORTS AND MAROON ALCHEMY UNVEIL NEW ONLINE  
CONTENT SYSTEM OFFERING READERS UNIQUE INSIGHT INTO  
PUBLIC SENTIMENT

*“Media Meter” Tracks Media Volume, Frequency and Opinions Across the Web*

March 23, 2010 – Asbury Park, NJ – Rasmussen Reports, a media organization specializing in public opinion polling information, and Maroon Alchemy, LLC, a Colorado digital firm, announce the launch of an innovative new online feature, the Media Meter on [www.rasmussenreports.com](http://www.rasmussenreports.com), America’s most trafficked public opinion polling site. The Media Meter enables site visitors to track public sentiment expressed in both media and user-generated Internet outlets. Readers will be able to follow the ups and downs of press coverage for political candidates and other high-profile public figures along with special interest groups, even sports teams, in conjunction with Rasmussen’s polling.

“We are always looking for new ways to inform and engage our readers,” said Scott Rasmussen, President of Rasmussen Reports. “The Media Meter initiative with Maroon Alchemy provides a unique perspective on how the media is covering the people and institutions in the public eye and adds another dimension to the polling information we provide.”

“Maroon Alchemy acts as a massive listening platform to measure how the public feels about people, products and brands, as expressed in media and user-generated content,” adds Christopher Tippie, founder of Maroon Alchemy, LLC. “The Media Meter, coupled with Rasmussen’s extensive polling, delivers unparalleled insight into the opinions of the public about a full gamut of topics, from politics to sports. It’s exciting to watch the data become part of Rasmussen’s news cycle.”

The new Media Meter platform “reads” press across the Web including the blogosphere and tallies information by volume, tone, polarity and more. The data is then presented in vibrant tables and charts posted throughout the RasmussenReports.com site. Readers will be able to see press sentiment broken down in a variety of ways, including the number of times a person or company is mentioned, if those mentions are positive, negative or neutral in tone, and how one individual’s coverage compares with another’s.

Interested in knowing how many mediums are writing about your favorite political candidate? Check out the site's Unique Outlet chart. Want to know how much of that press is positive? Simply scroll over the Media Meter's Plus-Minus chart. Then do a cross-comparison with Rasmussen's polling data for a "Big Picture" view of political races and issues.

The new content will be featured on the main public pages of the Rasmussen Reports web site as well as in the Premium Service Member area. However, Rasmussen's Premium Service subscribers will enjoy an elevated interactive experience with the Media Meter, having the ability to surf between various data time periods and eventually selecting their own head-to-head match-ups for campaigns and sports teams to gauge which has a more favorable rating in the media.

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#### About Rasmussen Reports, LLC

Rasmussen Reports, LLC is an independent electronic media company specializing in the collection, publication and distribution of public opinion polling information. [RasmussenReports.com](http://RasmussenReports.com) is the most-visited public opinion site in the country, providing daily measures of consumer and investor confidence and a daily Presidential Approval Index, plus in-depth polling data on politics, business, breaking news events and lifestyle trends. The site also regularly includes commentary from some of the top political analysts in the country. As the site evolves, new features are being added, including the newly-launched Media Meter, tracking press sentiment about high profile personalities and organizations, and the State Portfolio pages, soon to be a must-read resource for local news and political race information. Rasmussen Reports' [Premium Service](#) offers subscribers the deepest insight into poll numbers. Rasmussen data is cited in virtually every major print, broadcast and online news outlet across the country and may be found on [Twitter](#) and [Facebook](#). An independent pollster for more than a decade, Scott Rasmussen, president and CEO of Rasmussen Reports, is a broadcast veteran and author of the acclaimed book, [\*In Search of Self-Governance\*](#).

#### About Maroon Alchemy, LLC

[Maroon Alchemy](#) tracks public sentiment and perspective on approximately 39 million different entities voiced from over 60,000 media and user generated content sources, giving deep insight into the public, markets and electorate. Working with a select group of partners, the company has been measuring perception since 2008 and is focused on producing actionable insights that can drive informed business decision-making. Maroon Alchemy is a subsidiary of Maroon Ventures, LLC and is based in Colorado.