

A stylized line graph with two lines, one black and one red, both showing an upward trend. The lines are thick and have a slight 3D effect. The background is a light gray gradient.

International Agenda Setting Conference

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AWARD



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Media • Analysis • Impact
Strategic Media Intelligence

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Rebuilding Reputation won't Work Without the Full Picture

11. Agenda Setting Conference, October 28, 2010



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What you know of Pisa

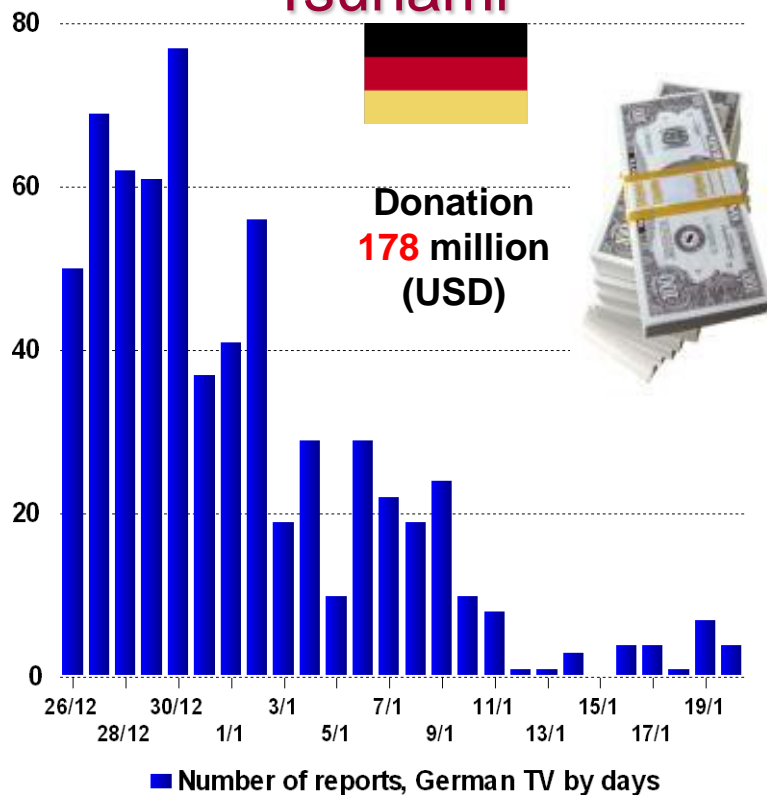


And what is really there

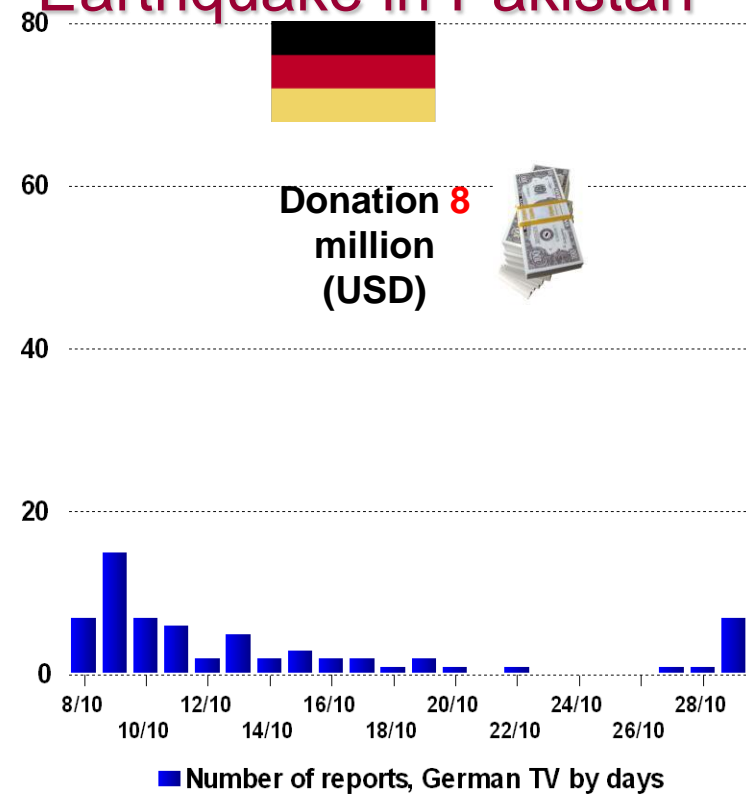


People Help – as Long as they Know Help is Needed

Tsunami

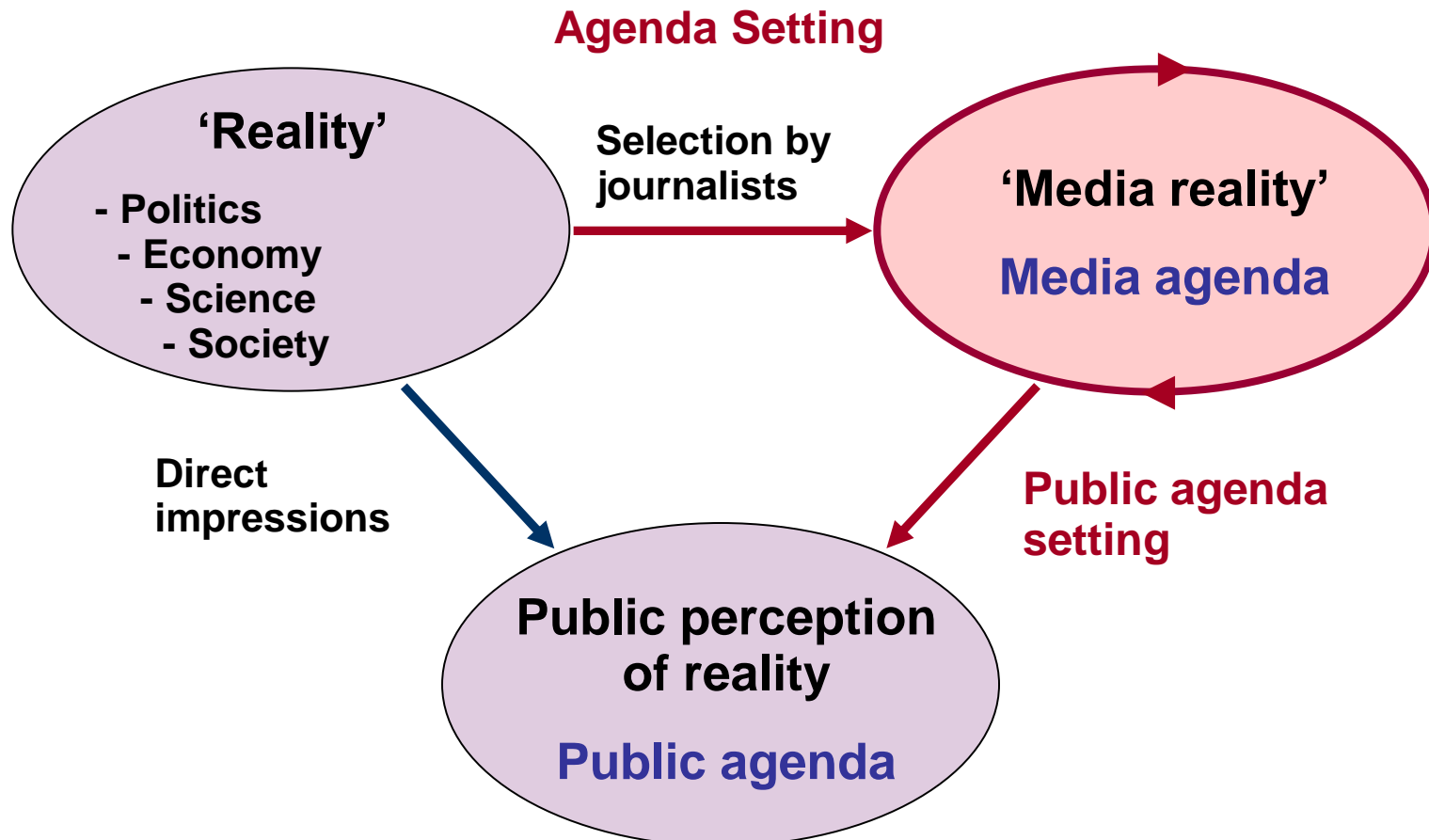


Earthquake in Pakistan

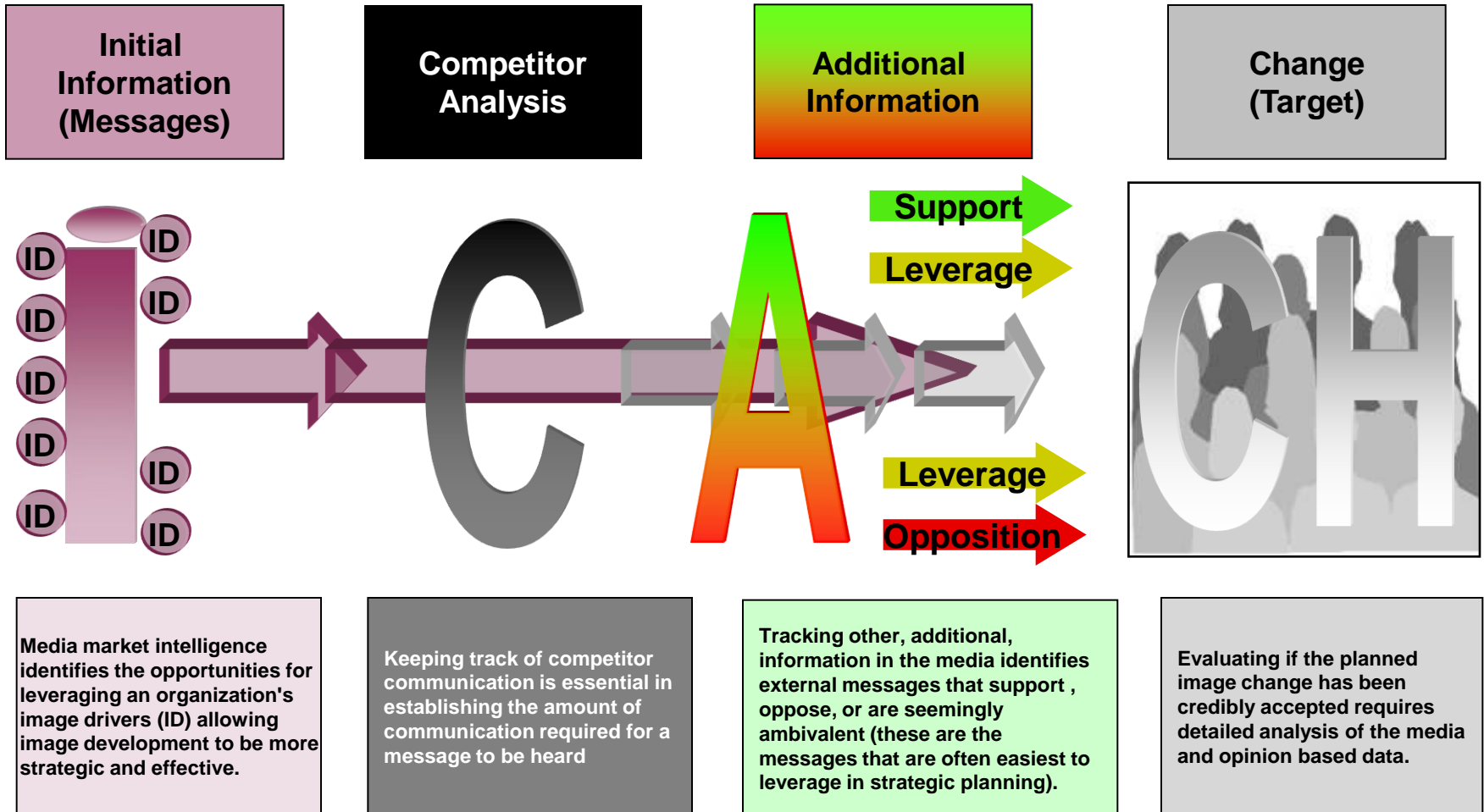


Coverage of Asian tsunami vs. Pakistan earthquake - German T.V. news

Media reality determines the public agenda



Media Tenor ICA=CH Model



Methodology : Content analysis of texts and images



Example of content analysis done by human trained Analysts:

- In the picture of Mohammed Al-Sahhaf: **Analysis of the visual content**
- In the spoken text Al-Sahhaf quoted: **Collection of text contents**
- The reporter might doubt Al-Sahhaf's statements or quote them in indirect speech: journalistic presentation

All reports about the Iraq war were analysed

- Completely
- Systematically
- Separately according to verbal and visual information.

Measured for each statement (verbal information) and for each take (=visual information):

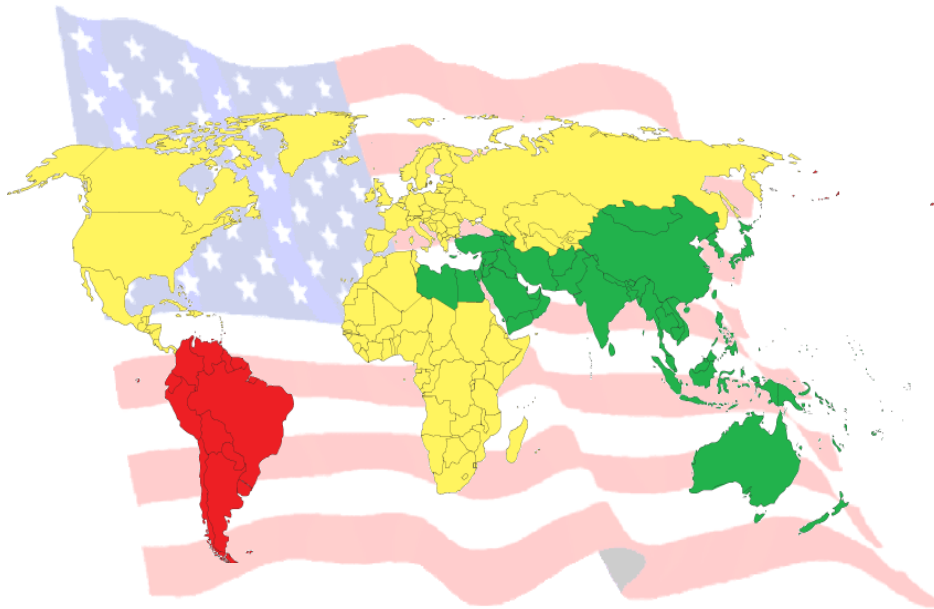
- covered protagonist
- topic
- evaluation of the protagonist
- source of information
- If in one sentence more than one protagonists is described, the coverage of each person or organisation was analysed.

The journalistic presentation will be analysed for each aired visual and verbal information:

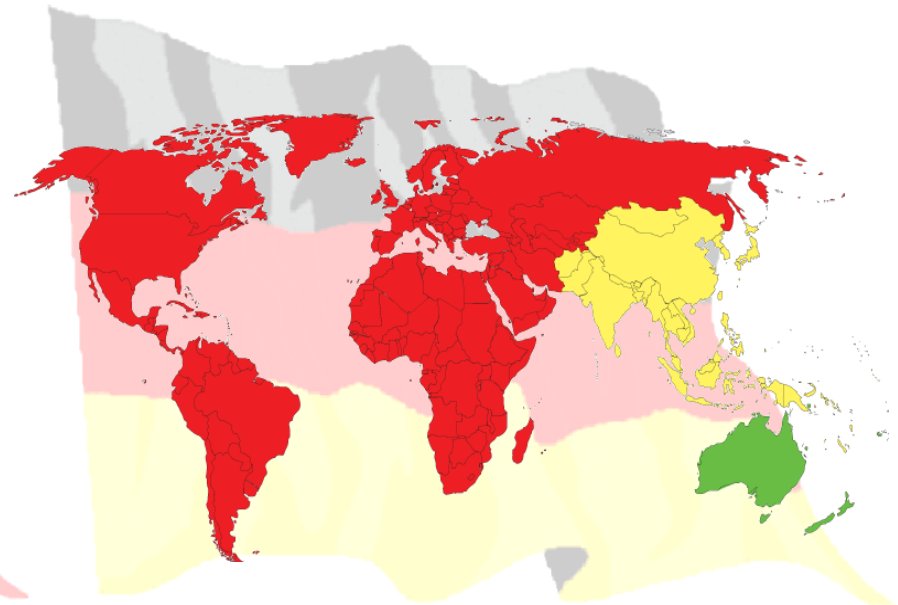
- direct statement from journalist ("it is")
- indirect statement, not doubted ("somebody has said it is")
- indirect statement, doubted ("somebody has hinted it is")
- statement without clear proof ("it is possible")
- clear subjunctive statement ("it might be/it could be")
- don't know statement by journalist
- visual information of action: you see the protagonist
- talking heads as visual information: you see the source
- map
- other information

Significantly Different Perceptions of Int. Business

U.S. Media



German Media



Ratings:

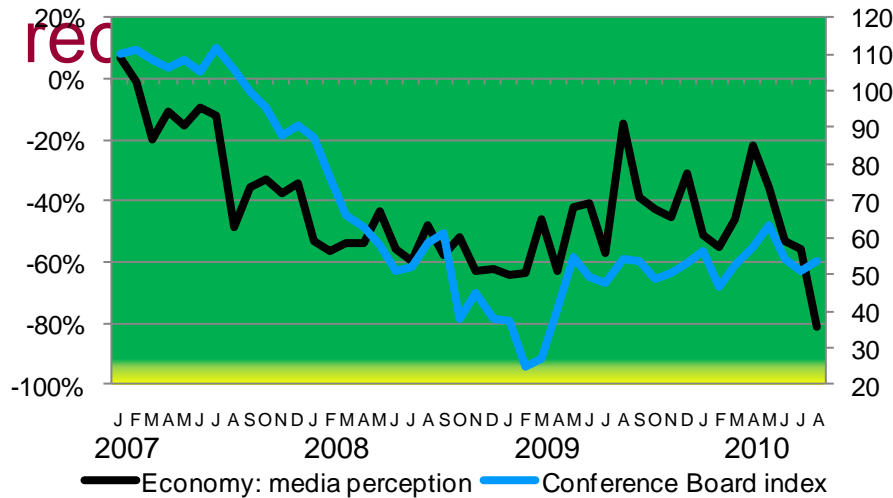
- More negative than positive news
- More positive than negative news
- Equal share of positive and negative news

Amount of Coverage:

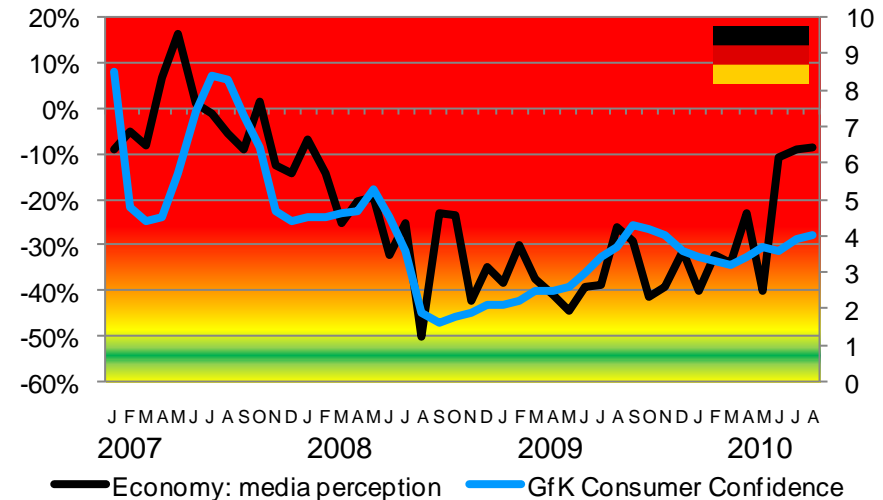
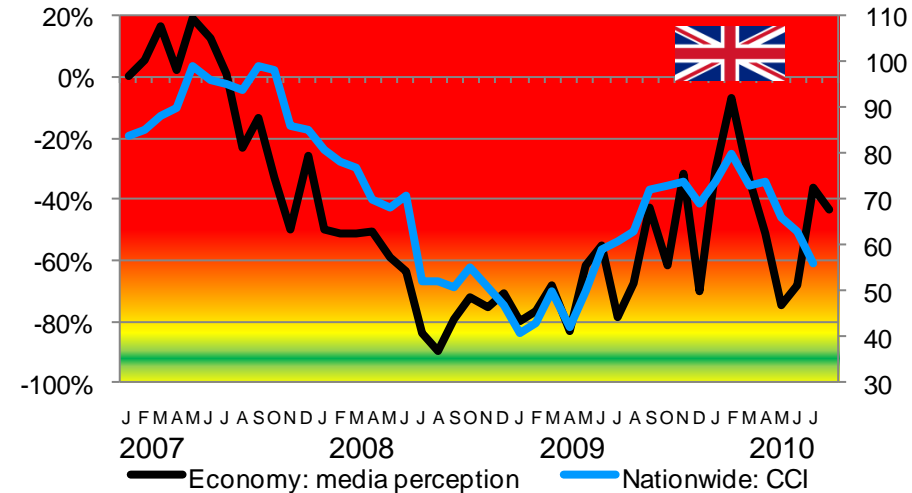
U.S. Media: N= 166.384 statements
German Media: N= 380.820 statements

2001-2003: Rating of international business in U.S. and German Media

US media heads for double dip but Germans in



The US media's extreme pessimism appears to be pulling consumers into another self-fulfilling prophecy – just as it did with the first recession. The news flow in the US is offering little to send Americans on a shopping spree and there can be no recovery without consumers. In Germany, a minor miracle occurred in Q2 2010 according to the media. The manufacturing recovery and reorientation towards the demand for luxury goods from China boosted the agenda, and most importantly it centered on fundamentals not speculation.



Why the Awareness Threshold Matters

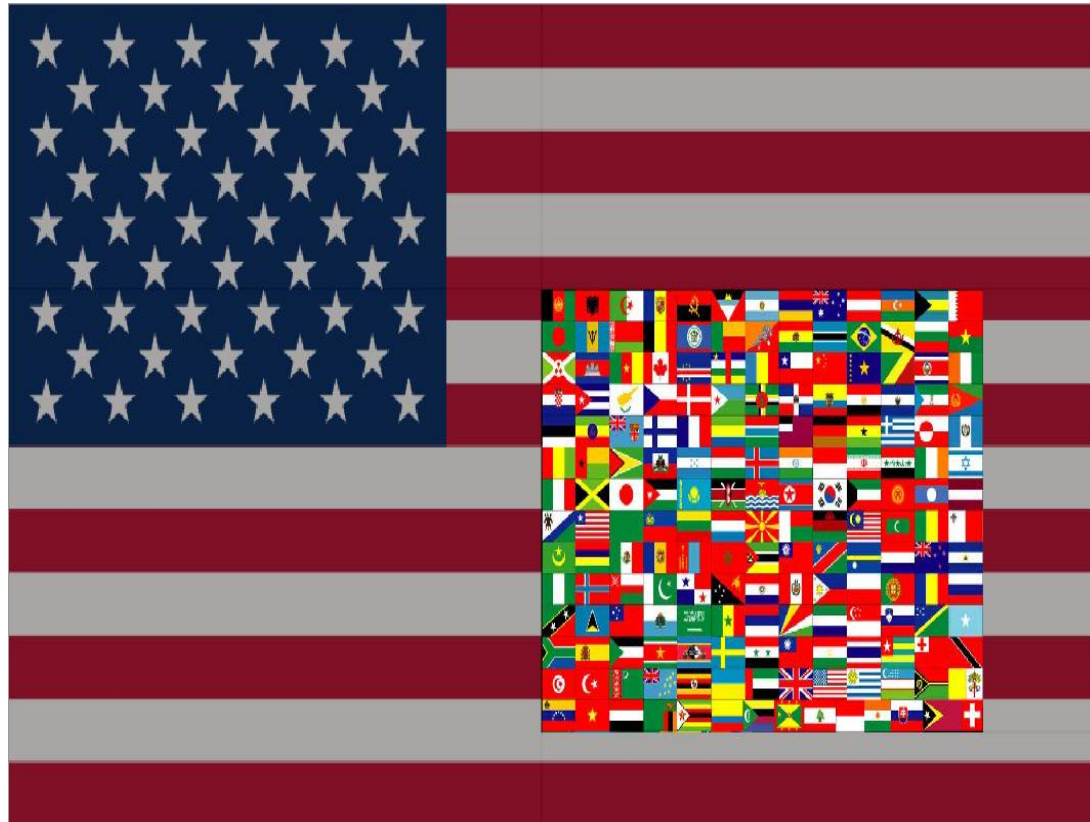


- **Awareness Threshold is the level of media awareness at which individual negative stories do not have a significant negative effect.**
- **On the other hand, without communicating above the Awareness Threshold, there is no support for positive news and actions that occur to boost sales, HR, IR, etc.**

Dr. Robert G. Eccles
Harvard Business School and Board Member of Media Tenor Advisory Board

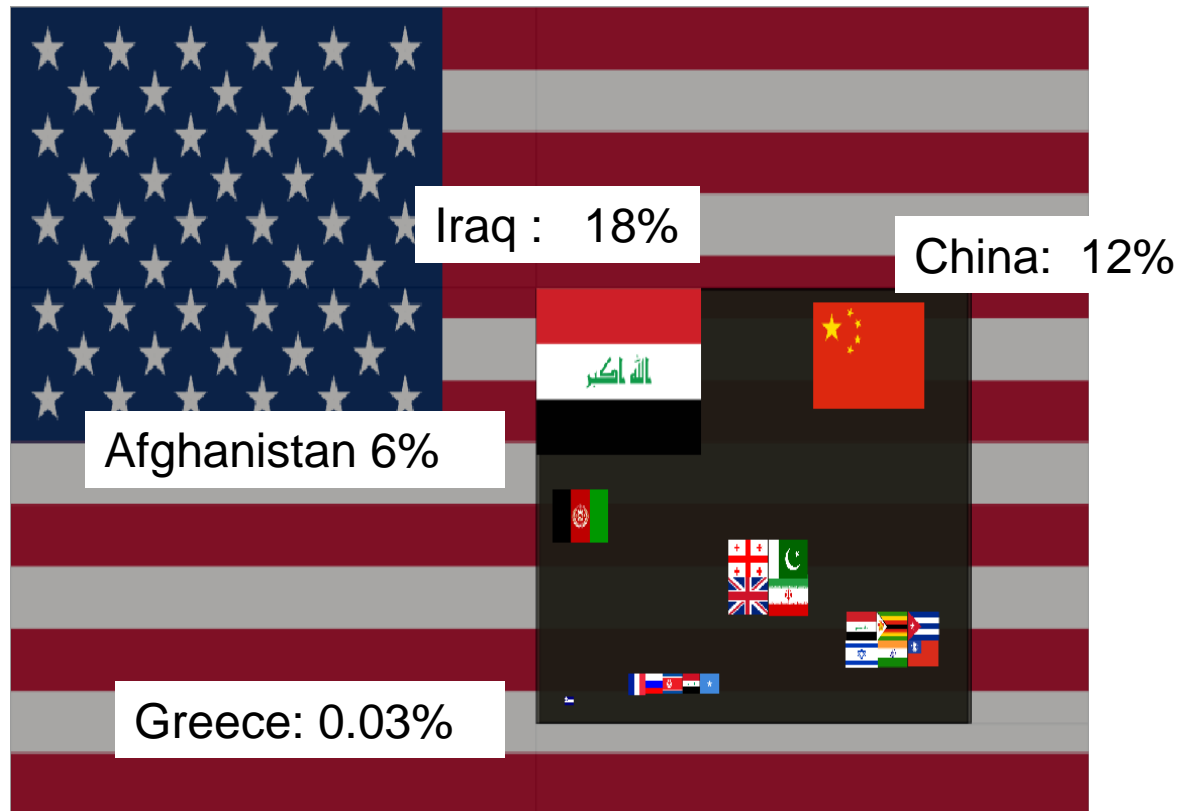


Only around 20% of US TV reporting is “foreign” news



▶ The number one problem of getting on the media agenda is that space is at a premium, When we consider that only 20% of US television news space is available for foreign reporting, reaching any level of awareness for a nation will be difficult.

Only 19 countries are above 1% of foreign coverage



Iraq China and Afghanistan occupied over a third of the available foreign coverage in the US media – the next 16 countries around one quarter. For a country like Greece, a share of 0.03% of *foreign* coverage means it is struggling to gain awareness.

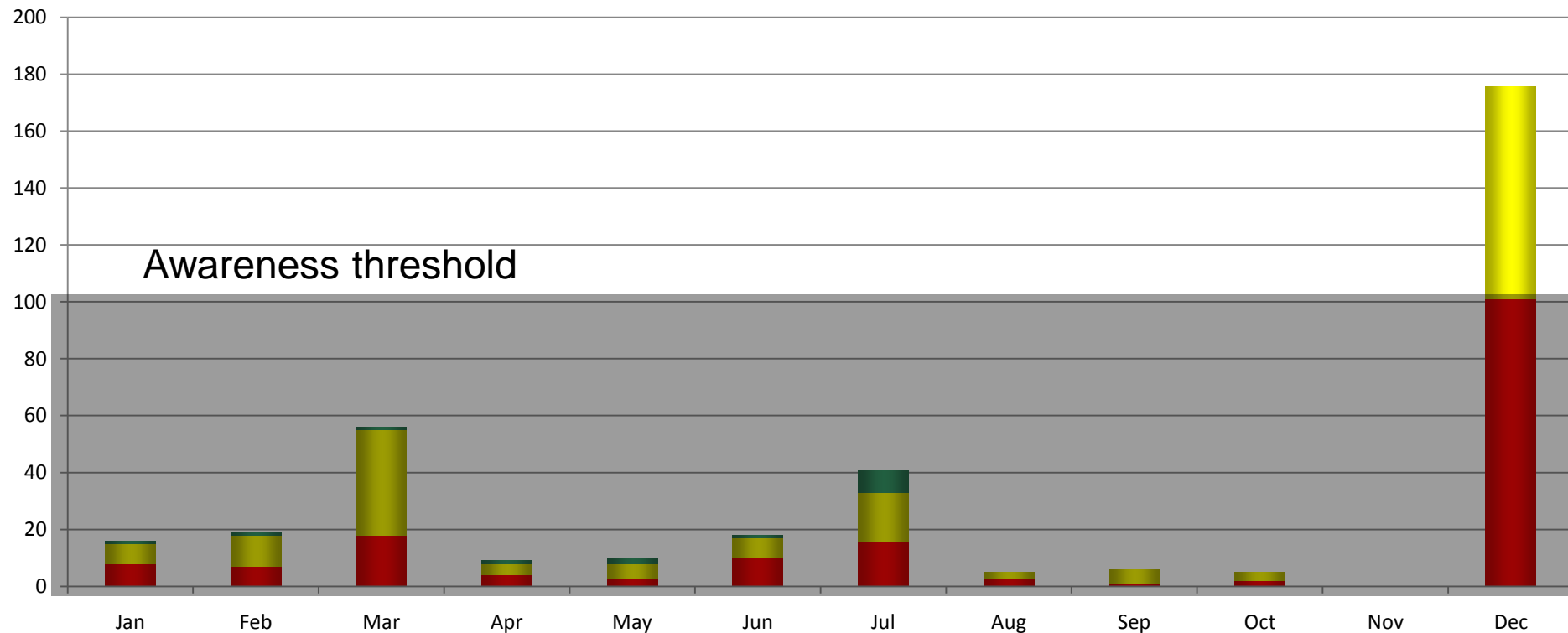
Western Europe does slightly better



▶ In Western Europe, foreign coverage occupies close to 40% of television news. This means the chances are greater for countries to get on the agenda. In 2008 Greece occupied around 1.5 % of this foreign coverage.



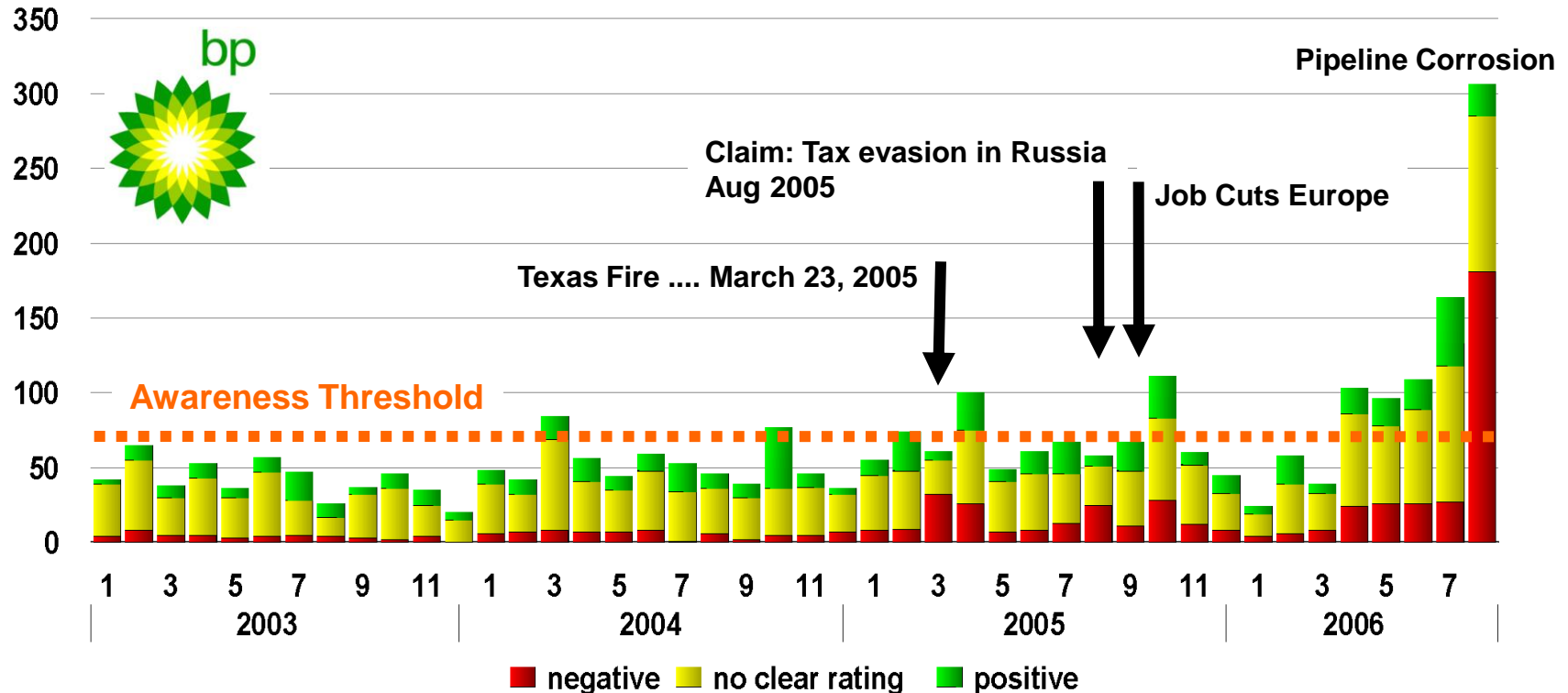
Greece suffered from crisis reporting in 2008



Greece shows a similar pattern of coverage to India, Myanmar and India. With almost no coverage throughout the year, and then an explosive event in December. This event was the only time in the year, in which Greece received constant coverage.

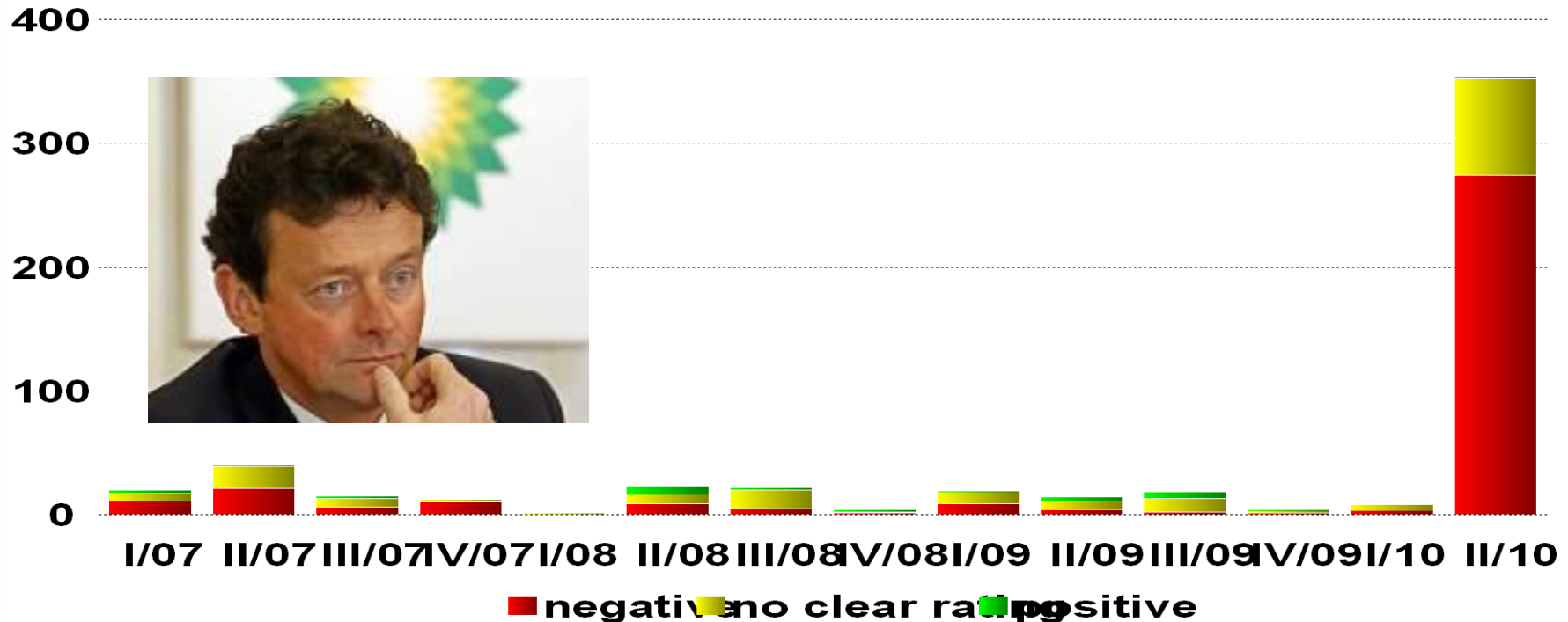


Ahead of Alaska crisis BP already failed to build trust



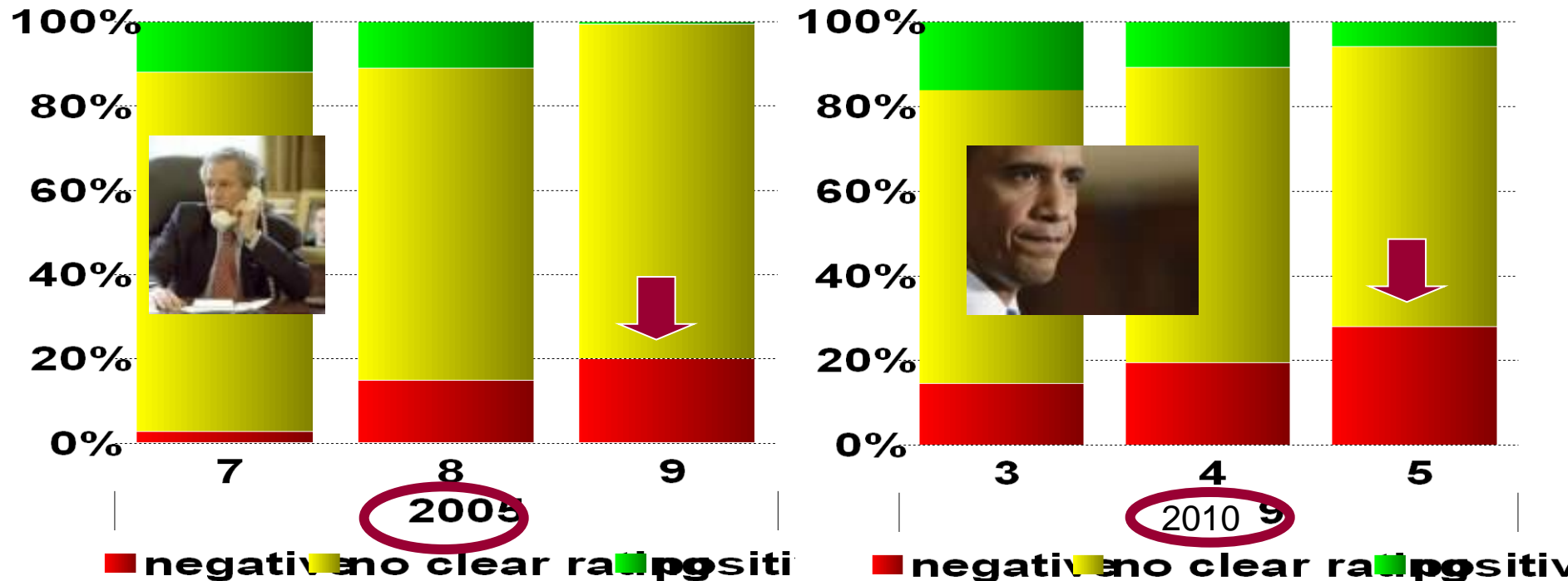
In 2003 BP decided to communicate only on request. Active information flow according to the demand of the opinion-leading media was rare. This didn't change even after the first crises in Texas & Russia. Logically there was no trust once Alaska hit the news.

3 years later: BP shareholders pay the price



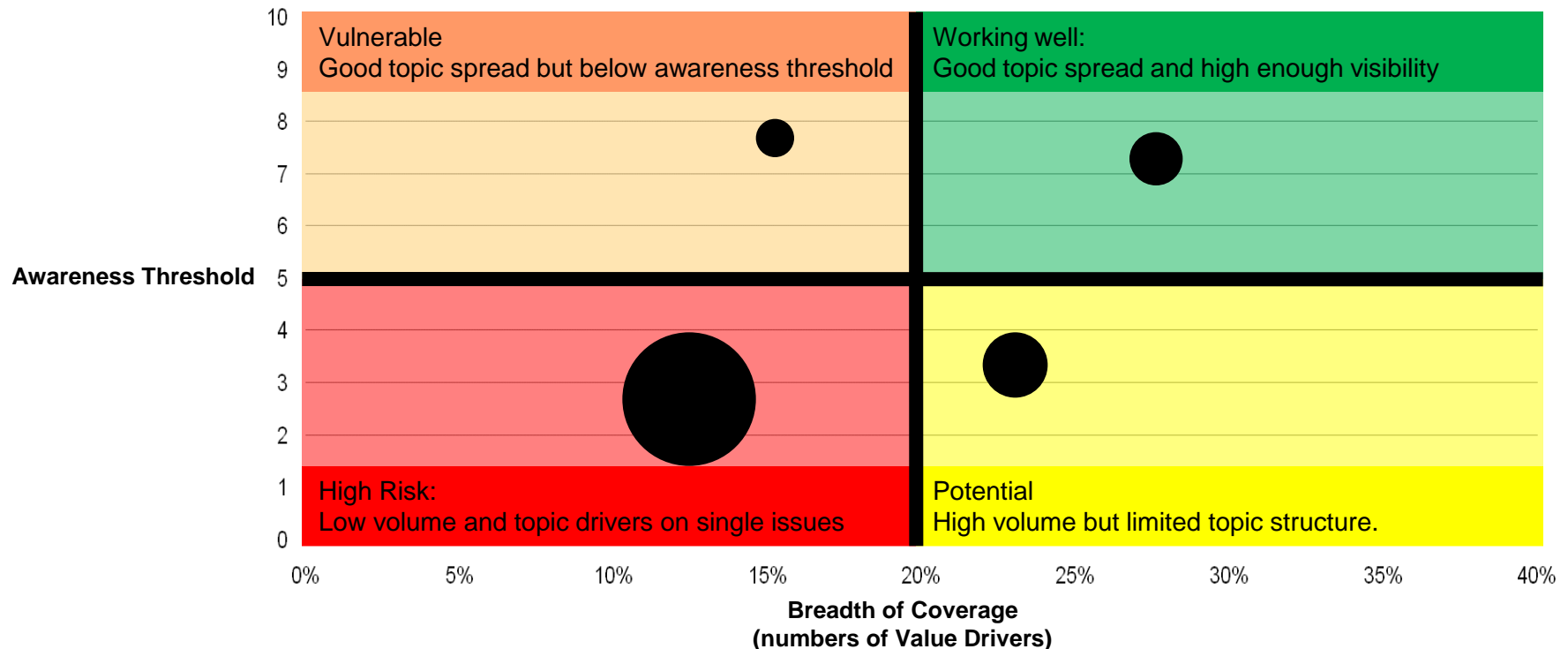
▶ Tony Hayward steered a low-profile course after the “Beyond Petrol” communication strategy of his predecessor Lord Browne ran aground when oil spills and a refinery explosion undermined BP’s green claims. But this did not save BP from the TV pillory.

Obama' image already hit more than Bush with Katrina



Looking back to the impact of Hurricane Katrina on the media coverage of President Bush reveals that criticism rose later, when inquiries into the government's response and charges from the opposition shaped reporting in September.

Reputational Risk Management asks for categories



Reputation is defined by a given set of value drivers such as R&D, good management, sound financial situation, solid HR, etc., which need to be communicated on an ongoing basis in the opinion leading media for each target group.