

“Soft” factors turn hard

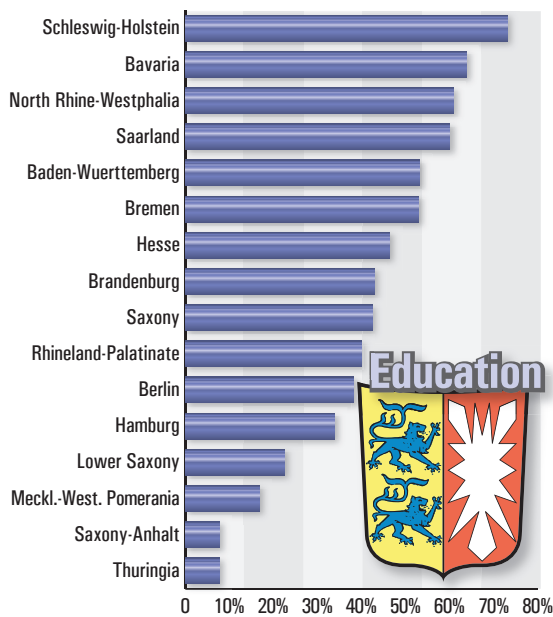
Core competencies of the Länder are becoming more important for the media image

Research Links:
www.mediatenor.de
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Between July 2004 and June 2005, Bavaria has not only been able to position itself successfully on economic issues in the media, but also on business friendly factors ranging to education and culture. Moreover, the southern most state (Bundesland) in Germany profited from the media presence of its minister president Edmund Stoiber. Considering the sum of all criteria, Bavaria is awarded this year’s Media Tenor prize for diversity of coverage.

The basis for the award was the analysis of media coverage on the 16 German Bundesländer in eight daily newspapers, nine weekly media, nine television news programs and ten TV magazines. Media Tenor analyzed this data set with the help of ten criteria, which allow for precise statements on topical structure and media image in the coverage on the 16 states.

Coverage on education-related issues of the Länder



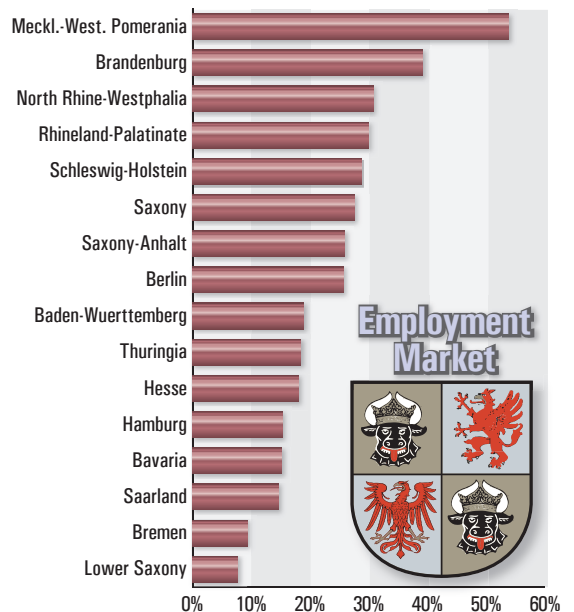
Source: Media Tenor
 07/01/2004 – 6/30/2005
 Basis: 31,146 stories about the German States in 17 print- and 19 TV media.

Education adds profile

Education is continually gaining in importance as a requisite for attracting investment. When potential investors read or hear about this in the media, it strongly shapes the state’s image as a competitive and attractive business location. Educational policy

is also primarily under the states’ jurisdiction. Thus the topic is particularly important from an Agenda Setting point of view. It is clear that the Pisa study has lead to a situation where it is difficult to transmit good news on education. From July 2004 until June 2005, Schleswig-Holstein, Bavaria and North-Rhine/Westphalia were able to get most of the coverage on education-related issues (Graph 1). However, the assessments show that most of the states did not manage to come out positive overall on the issue. After all, the Federalism Commission, which was supposed to reform the federal system in Germany, failed because of disagreements on responsibilities in educational policy. Only Lower Saxony and

Coverage on culture-related issues of the Länder



Source: Media Tenor
 07/01/2004 – 6/30/2005
 Basis: 454,294 statements from / about German States’ Prime Ministers in 17 print- and 19 TV media

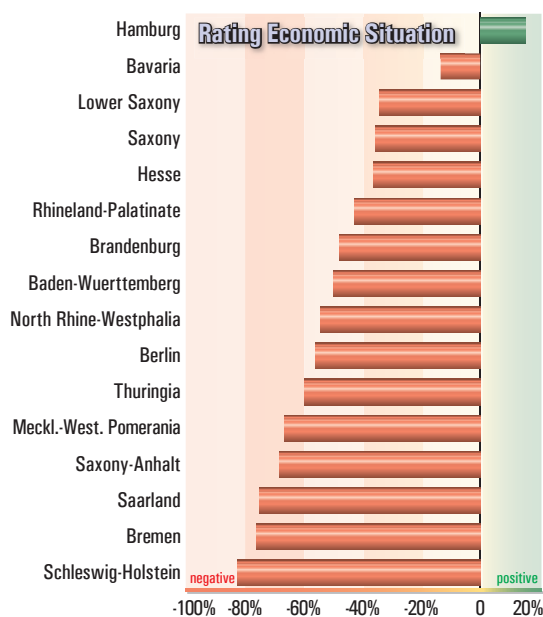
Baden-Württemberg managed to stand out from the rest with a positive media image on education. Yet under the premise that it is more important for the states to be heard on the topic, the focus gets shifted: Combining media presence with assessment, Baden-Württemberg, Schleswig-Holstein and Bavaria lead in the category education.

Culture stands for quality of life and economic success

Culture, another so-called “soft” factor, is crucial for creating the image of a state. Cultural events and institutions not only contribute to the quality of life, but also influence hard, economic figures such as the number of tourists or the location of company facili-

ties. The Media Tenor analysis shows that the states could only rarely make it into the politics and business sections with this topic. Thuringia was by far the most strongly represented in this context. Yet this is primarily due to the fire in the famous Duchess Anna Amalia library. Aside from Thuringia, Berlin received the most coverage on culture-related topics. Since the capital had a positive balance of 35 percent on the assessments, it came first in the culture category.

Coverage on general economic conditions of the Länder



Source: Media Tenor 07/01/2004 – 6/30/2005 Basis: 1,823 reports about the economic situation of the German States in 17 print- and 19 TV media

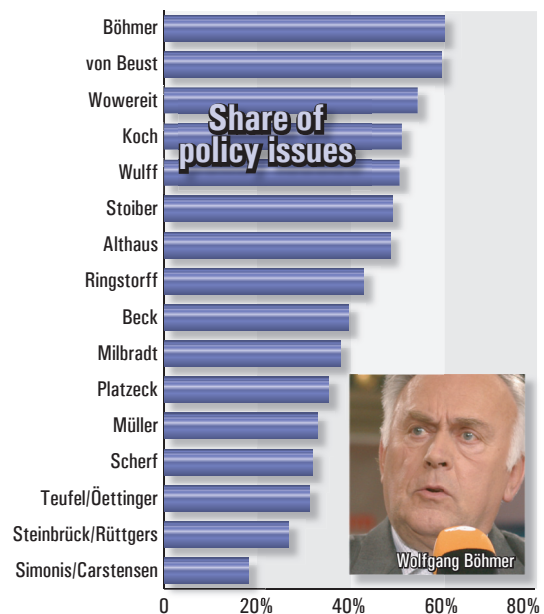
General economic conditions

The analysis not only considered the actual economic situation in the states, but also the journalists' treatment of the general economic conditions. In their reporting on the states, "hard" factors appear to be of marginal importance to journalists. The coverage remains below the awareness threshold and hardly leaves any room for detailed background information. In combination with the assessments of the general conditions (graph 3), Thuringia, Sachsen-Anhalt and Baden-Württemberg were able to get the best out of a low level of coverage.

The minister presidents, as top state representatives, shaped the media image significantly. Aside from overall presence, their association with specific areas of policy in the media image was an important part of the analysis: To what extent did the minister presidents communicate specific factual issues

such as economic, domestic or social policy? While state elections provided the minister presidents of Schleswig-Holstein, North-Rhine/Westphalia or Saxony with a strong presence, Wolfgang Böhmer and Ole von Beust were able to break through with

Specific factual issues of the minister presidents



Source: Media Tenor 07/01/2004 – 6/30/2005 Basis: 1,841 reports about the social situation of the German States in 17 print- and 19 TV media

a high share of factual topics. The Bavarian minister president Edmund Stoiber positioned himself well both on presence and factual issues, thereby contributing to Bavaria's success in this year's overall ranking.

Aside from the already mentioned factors, coverage on tourism, families, labor market, research & sciences as well as media presence of the state parliaments were included in the analysis.

Basis:

Media: Daily Newspapers: Welt, FAZ, Süddeutsche Ztg., FR, Bild, taz*, Berliner Zeitung*, Sächsische Zeitung* (08/16 - 11/30 not codet)

Weekly magazines: Spiegel, Focus, Stern, Zeit, Rheinischer Merkur, FAZ am Sonntag, WamS, BamS, Super Illu

TV-News: ARD Tagesthemen, ARD Tagesschau, ZDF heute journal, ZDF heute, RTL Aktuell, Sat.1 18:30, Pro7 Nachrichten, Dt. Welle (german and english)

TV-Magazines: Kontraste, Panorama, Plusminus, Report (SWR), Report (SR), Berlin direkt, Frontal 21, WISO, Monitor, FAKT

Timeline: 07/01/2004 – 06/30/2005

Analyse: 31,146 stories about the German states