

BBC: Focus on the US and Iraq

Public television news in comparison

MEDIA TENOR has analyzed the news selection of the four leading public news stations in Switzerland (SF Tagesschau), Italy (RAI 1 TG), UK (BBC at 10 o'clock news) and Germany (ARD Tagesthemen): While SF Tagesschau provided a balanced information flow, domestic coverage dominated in the other public channels.

A major part of the foreign news coverage was shaped by hot spot reporting – in particular in **Rai 1 TG**, **BBC news** and **ARD Tagesthemen**. Only the Swiss television showed restraint in coverage on hot spots focused more on neighboring European countries (chart 1).

Rai 1 primarily dealt with the kidnapping of the Italian journalist Daniele Mastrogiacomo in Afghanistan (chart 2). In the UK, a possible troop withdrawal and Prince Harry's ambitions to go to Iraq were the key issues around the conflict (chart 3). This illustrates that a general interest in the Iraq conflict did exist, but that primary news from the region was not in the foreground. Only **ARD Tagesthemen** dealt with the situation in Iraq and the international implications of the conflict in a balanced manner.

The foreign news editors of the **ARD** news shows

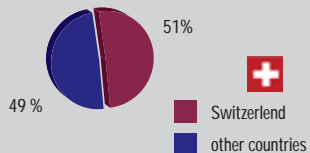
were more interested in the situation in Iraq than in the country where German troops are deployed: **Tagesthemen** covered Iraq more frequently than Afghanistan (chart 4). In the equivalent news program **RAI 1 TG**, on the other side, Afghanistan comes in right after domestic news coverage. The Iraq ranks only after the US and the UK, although Italy is militarily active in both countries.

Interest in the European Union has remained below the awareness threshold, despite its successful record of integration and growing acceptance among EU citizens. Only in **ARD Tagesthemen** did the EU achieve a high presence, due to the German EU Presidency.

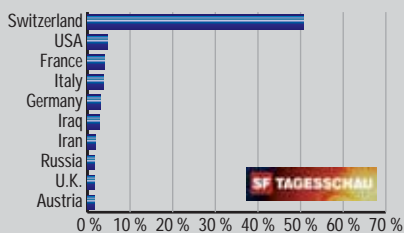
ARD Tagesthemen is the only television news program that has Israel among the top ten most frequently covered countries. The equivalent **BBC** program deems Africa and Palestine more important: Here Palestine ranks 5th in the topic agenda, followed by France, Afghanistan, Zimbabwe, Jamaica, and Ethiopia.

Al-Aqsa, TV satellite channel of the radical Islamic Palestinian organization Hamas, is changing its children's programming: Farfur, Arabic for "butterfly", will not present any more children's programs. (km)

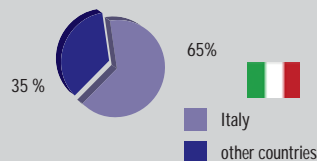
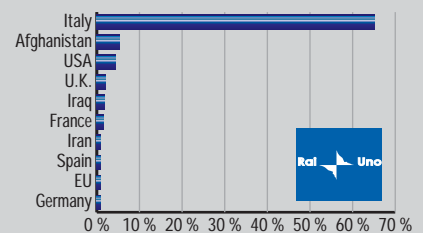
Regional structure of the TV news coverage



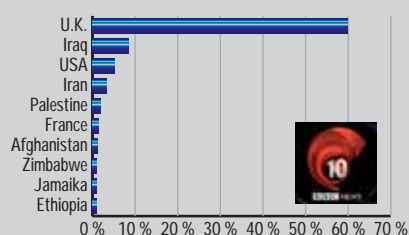
1) SF Tagesschau



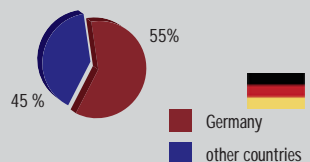
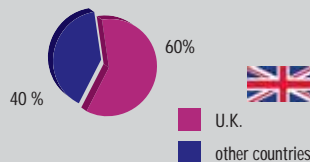
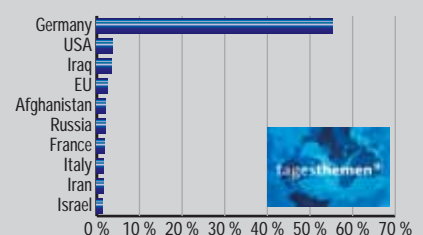
2) RAI 1 TG



3) BBC at 10 o'clock



4) ARD Tagesthemen



Basis: 3,304 news stories in SF Tagesschau, 5,292 in Rai 1 TG, 2,353 in BBC at 10 o'clock news, 3,157 in ARD Tagesthemen
Time period: 01/01 - 05/15/2007



Hamas Micky Mouse bows to international pressure

The Micky Mouse version of the station in Ramallah had become internationally notorious through calls for “holy war”. The oversized foam rubber puppet was beaten out of its last show by the caricature of an Israeli real estate “shark”, after international criticism had also received support from the ranks of Palestinian organizations.

Farfur’s cousin, the bee Nahool, will fill in – with the stated desire to “continue Farfur’s path, the path of martyrdom, that of the Jihad warrior”, as quoted by the Palestinian Media Watch Bulletin. In his name he will take “revenge on the enemies of Allah, the murders of the prophet” – a codename for “jews”.

The “terrorism mouse”, wrote the **New York Daily News**, was, according to the British newspaper **Times**, a protagonist on the “new battlefield” between Israel and Hamas: satellite television.



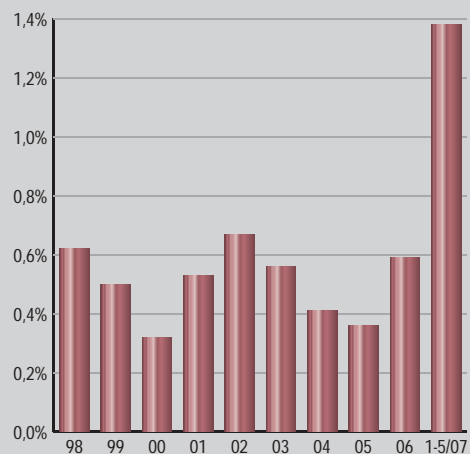
Trend: Green is in Corporate Environmentalism

In his latest publication “The Moralization of the Markets”, the cultural scientist and sociology professor Nico Stehr reinforces the long-existing thesis that a radical change in the behavior of customers and producers is underway: Consumers force producers to produce goods and services under ethical considerations. The market power has been shifting since the beginning of the 1990s: The marketing literature calls this a change from the supplier to a demand market.

One topic that will certainly become increasingly important for the organizational communication of companies, associations and institutions is environmentalism (**Spiegel** 24/2007): “One day every good will have a sticker on it that indicates how much carbon was emitted while producing and transporting the good”, writes Stehr.

The trend, he says, is carried by the opinion leaders and proves self-reinforcing. In the opinion leading media, this development is already clearly visible. In 2007, the topic of “the environment” celebrated a high-flying comeback: In the first half of 2007, the topic’s presence doubled compared to 2006. And in the US, questions around the communication of environmental issues are already discussed under the term “Corporate Environmentalism”.

Share of environmental issues in all topics





Aggressive communication...

... is the best defense against financial investors' attacks

Since the continuing takeover battle around the Dutch bank ABN Amro, it has been proven that neither size nor specific industries can protect against attacks by hedge funds and private equity groups. At the annual meeting of the German Investor Relation Circle (DIRK) in May this year, members agreed: "ABN Amro is, after Deutsche Börse, the second big 'Aha!'-effect", said Markus Rausch, Managing Director of Deutsche Bank, to the **Financial Times Deutschland**.

Thomas Licharz, Director for Global Equity Service at Deutsche Bank, considers a concerted, consistent communication in the first two days after the attack to be crucial. This is because attackers increasingly use the media, in order to create majorities for their goals.

According to Matthias Vollbracht, Head of Research for the area of business at MEDIA TENOR, communication with the media offers most of the opportunities for a defense: A strong and positive media resonance on the topics of strategy and business politics, he says, is important. If the CEO's strategy is unclear, "shareholder activists" have a much easier time presenting an opposing model to the media, thereby finding a majority for their own plans with other investors. In general, coverage on the value drivers of the company should be balanced and positive.

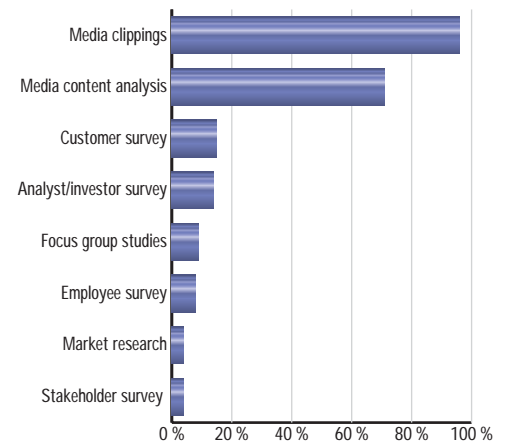
You find a detailed study on this topic in the current issue.

Executives on Reputation

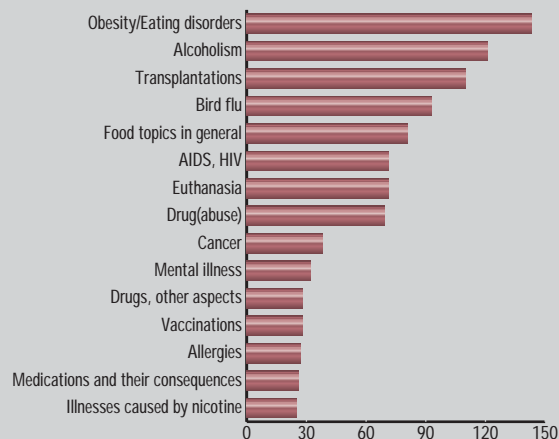
95% of the corporate communication executives interviewed use media clippings for reputation analysis, 73% even employ a systematic media content analysis. Market research results, however, are only used by 50% of the interviewees at least once a month, according to the result of a MEDIA TENOR survey among communication professionals.

12% of them considered the so-called "intangibles", that is immaterial asset values – such as the reputation and image – to be more important for corporate development. Only 9% regard quantifiable assets as the key values of the company. 65% expect that in the coming 10 years, the importance of "intangibles" will continue to grow.

The basis of the study are 75 in-depth interviews with corporate communication executives from the DAX 30 companies.



Health: Food and drugs are media topics



Obesity and eating disorders are the most important issues for the media when it comes to health. In the first half of 2007, a total of 143 news stories on the topic appeared in 36 global opinion leading media. The topic of drug abuse, too, attracted lively media attention: 211 news stories dealt with alcoholism, drug abuse and drugs (other aspects).