

Beijing goes for the Gold!

Media Tenor City Communicator 2005

How to create the image of a city? This question is not only of concern to the mayor, but also to a host of city marketing professionals, who continue to focus on traditional communication channels such as advertising and presence at trade fairs. But what is the point of spending all that money, when in the evening news the city in question only appears in the light of the latest scandal? More often than not, special affairs will cast a spotlight on a city without creating a sustainable image. This is why the cities' press departments need to provide a variety of topics even in "good" times, in order to continuously find the media's ear and make provisions for times when bad news hits.

What was analyzed?

Stuttgart, Munich, Berlin, Hamburg, Frankfurt, Hannover, Cologne, Düsseldorf, Bonn, Leipzig, Dresden, Magdeburg, Weimar, Erfurt, Paris, London, Rome, Davos, Madrid, Moscow, New York, Los Angeles, Cairo, Jerusalem, Beijing, Hong Kong and Johannesburg were looked at more closely.

These cities were certainly only a small selection. Yet it was possible to see with this sample what determined news selection in television, how this affected the cities' perception and how diversified their presentation in the media could be.

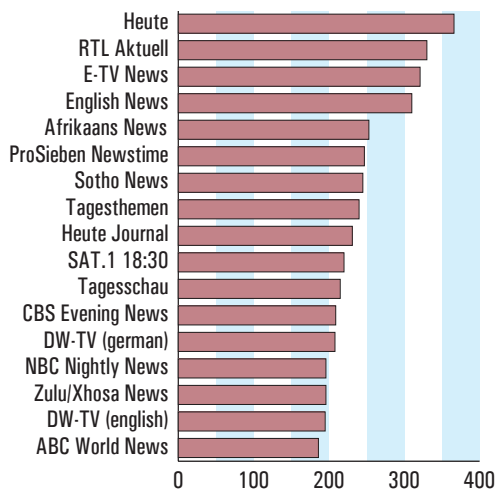
For the first time, **Media Tenor** awards the prize to a city that had the most varied presence throughout the period of analysis. This year's City Communicator Award goes to Beijing.

To arrive at this selection Media Tenor used the following criteria:

Research Links:

- www.nok.de
- www.goethe.de
- www.deutschebotschaft-china.org

Graph 1: Comparison of TV news coverage on cities

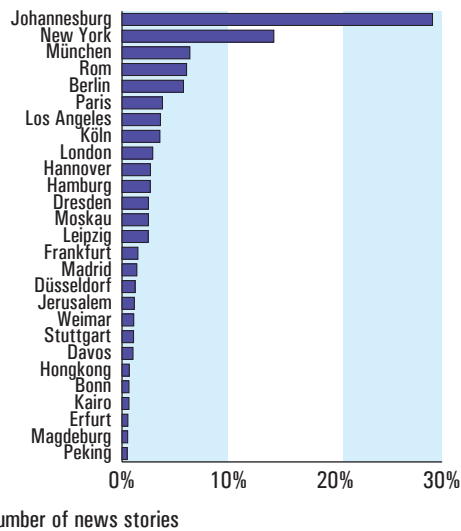


Number of news stories

Source: Media Tenor
07/01/04 – 06/30/2005

Basis: 4,168 news stories
in 17 TV news magazines

Graph 2: Share of coverage on selected cities



Number of news stories

Source: Media Tenor
07/01/04 – 06/30/2005

Basis: 4,168 news stories
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Against this backdrop, **Media Tenor** has analyzed the coverage on selected cities in nine German, three US and five South African prime time television news programs between July 2004 and June 2005 (see **graph 1**). A total of 4,583 news stories were analyzed. The research sample included 27 cities that attracted at least 20 news stories throughout that year. Cities with less than 20 news stories were excluded from the analysis.

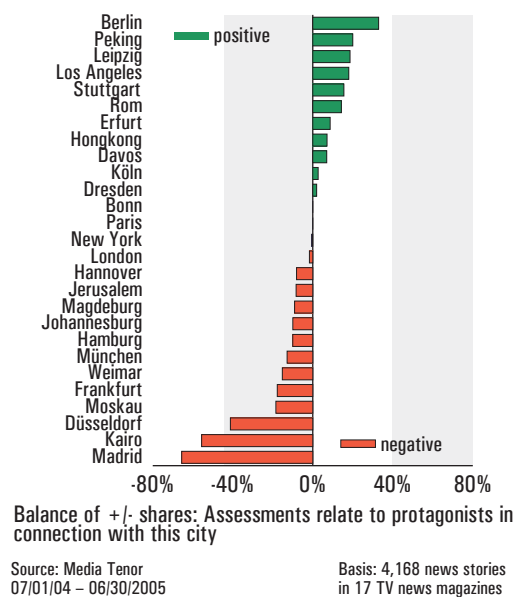
Criterion 1: Presence of cities and context of coverage

Media Tenor has developed a number of criteria to analyze the reporting on cities. The first criterion looked at media presence and context of coverage. **Graph 2** on this page illustrates that Beijing was not necessarily the most present city of the year. Instead, Johannesburg led the city ranking with more than 1,000 news stories. New York received less attention in international TV news, but still ranked second after Johannesburg. Munich and the Italian capital Rome both came in third,

with the latter attracting increased public attention around the death of Pope John Paul II. and the election of Cardinal Ratzinger as new pope.

Adding context of coverage to presence, however, the ranking shifts around. Next to Berlin, Beijing was primarily covered in a positive context (see **graph 3**). US news, in particular, reported positively on protagonists relating to Beijing. In contrast to Beijing, Berlin and Leipzig, Madrid

Graph 3: Context of coverage on cities



received a large share of negative headlines in connection with terror attacks of the underground organization ETA. Cairo was also primarily covered in the context of terrorism.

Düsseldorf was another example of how one event can influence media content negatively. The reports on Jörg Immendorf, Professor at the Düsseldorf Academy of Art, and his possession of cocaine, weighed heavily on the media image of the state capital of North-Rhine/Westphalia.

If **Media Tenor** had only looked at the criteria presence and context of coverage, Berlin would have come in first. But this is not the case, because the award is also based on the diversity of topics.

Criterion 2: Share of selected topical areas

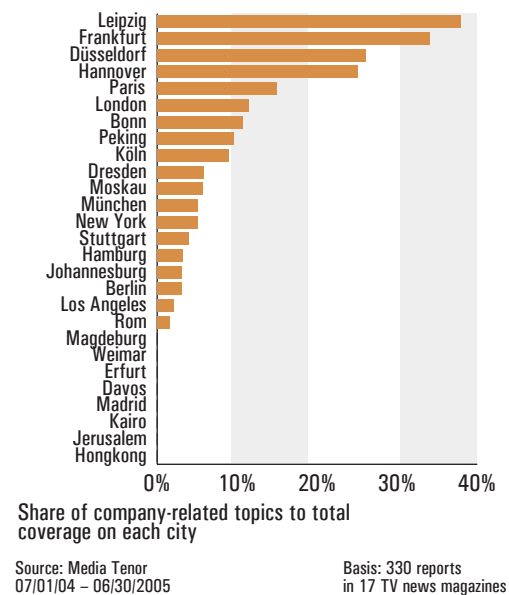
How the media perceive a city also depends on the type of topics that are covered and therefore on the topics that are provided to the journalists. It is im-

portant for a city to attract attention in many different areas.

This is why **Media Tenor** has looked at the most important topics – including companies, domestic policy, crime, economic and social policy – which generally shape public perception.

A look at **graph 4** shows that Leipzig ranks first on company-related topics. The opening of a new BMW plant brought television attention to the city. Frankfurt appeared most often in the context of the Frankfurt Airport in television news. Düsseldorf was more present in 2004 because of the sentence in the Mannesmann court case. On the subject of companies, Beijing only came in the middle, with Siemens bringing some attention to the Chinese capital. Domestic policy seemed to be a more interesting subject for news editors. The demonstrations for more freedom and democracy in Hong Kong and against the meddling of the Chinese government were the main domestic policy topic in television.

Graph 4: Comparison between cities – share of company topics



Aside from Bonn, Davos, Hong Kong and Weimar, Beijing was the only city that did not appear in the news in the context of crime and terrorism. Madrid and Cairo were the opposite, with a particularly strong focus on terrorist activities in both cities (see **graph 5**).

However, the coverage on Beijing was weak on social and cultural aspects. Weimar dominated this

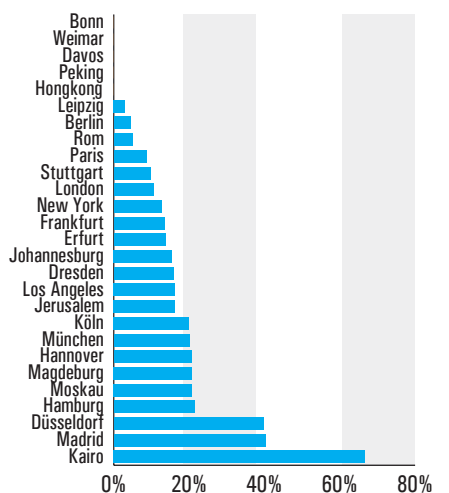
criterion, with the fire in the Anna-Amalia Library accounting for most of that reporting. Berlin was also strong in this field, particularly because of the Flick arts exhibition.

Criterion 3: Share of accidents and disasters in the coverage

Similar to the topic of crime, it is advantageous for the media image of a city when television news does not cover accidents or disasters.

Stuttgart, Erfurt, Davos and Beijing were lucky in the past year. International TV news did not broadcast any catastrophe coverage on those cities in the past 12 months. Weimar and Madrid were the opposite: Here the share of disasters on television was 42.3% and 27.4%. Hamburg appeared in a negative context because of reports on the accident of the chemical tanker "ENA2".

Graph 5: Comparison between cities – share of crime topics



Share of crime-related topics to total coverage on each city

Source: Media Tenor 07/01/04 – 06/30/2005 Basis: 4,168 news stories in 17 TV news magazines

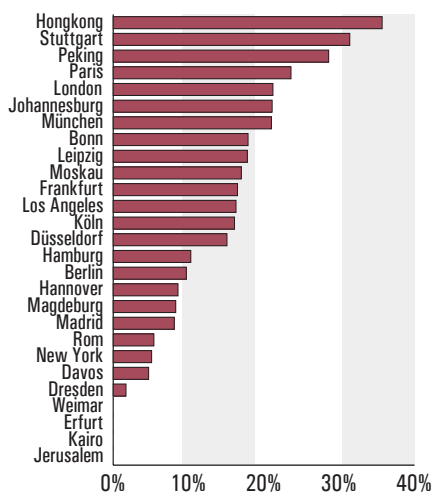
In case a city does not reach a certain presence in the media, news on disasters will inevitably cause a clear damage to its image. With the help of continuous communication, this damage can be compensated for.

Criterion 4: In the end, sports decided in favor of Beijing

The IOC's decision in the year 2001 to give the Olympic Games to Beijing was supposed to be a political signal and a contribution to China's gradual opening to the world. In particular the

US news coverage on the 2008 Olympic Games in Beijing decided the race for this year's award. Stuttgart ranked second on sports, especially because of the good season of its soccer club VfB Stuttgart. Leipzig came third in the overall ranking because of its strengths on economic topics. Yet in 2004, Leipzig had still lost the race for its Olympic bid.

Graph 6: Comparison between cities – share of sports topics



Share of sports-related topics to total coverage on each city

Source: Media Tenor 07/01/04 – 06/30/2005 Basis: 669 reports in 17 TV news magazines

Among the 27 cities analyzed, Beijing had the most varied presence in international television news and wins the Communicator Award 2005. However, the issues of human rights and democracy certainly did not get the attention they deserved in the news programs.

Basis:

Media: Germany: ARD Tagesthemen, ARD Tagesschau, ZDF Heute Journal, ZDF Heute, RTL Aktuell, SAT.1 18:30, ProSieben News, Deutsche Welle (Journal German and English)
 U.S.: ABC World News Tonight, NBC Nightly News, CBS Evening News
 South Afrika: Afrikaans News, Englisch News, E-TV News, Zulu/Xhosa News, Sotho News

Time: 07/01/2004 – 06/30/2005

Analysis: overall 4,168 news stories; selected cities with at least 20 news stories within 12 month were analyzed