

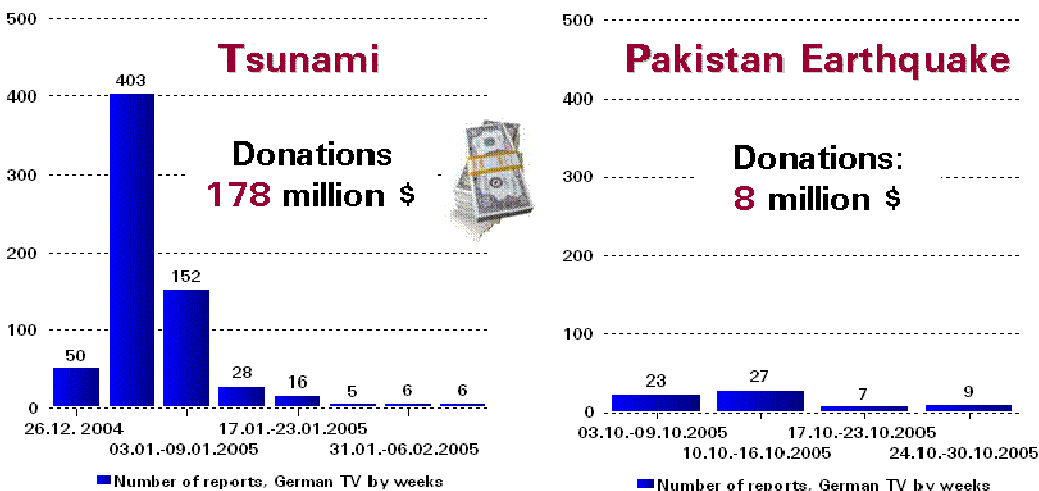
Generating awareness for development

Presenter: Marion Aberle, Press Officer, Deutsche Welthungerhilfe

The principles that govern media coverage of politicians, political parties or business, hold true for the non-governmental sector as well. NGOs from all fields of activities compete for media awareness. Only if they generate sufficient reporting, they can mobilise support and raise contributions from the public.

Chart 1 shows the example of the 2004 Tsunami in the Indian Ocean. German TV news reported extensively due to the involvement of a great number of German tourists. Moreover, the flood of news footage generated by the people in the region using their cell phone cameras or camcorders ensured a sufficient supply of moving images. Charitable donations accordingly rose to unprecedented sums, generating even problems for the fair and sensible distribution of the money. When the earth quake in Pakistan in the Autumn of 2005 claimed a comparable number of victims, TV coverage was rather insignificant, as there were no Germans involved and the TV teams did not reach the afflicted regions due to the disruption of traffic as a consequence of the earthquake. Donations accordingly remained considerably below the level of the Tsunami, necessitating further calls for support by the relief organisations, when the Winter approached.

Chart 1:
Agenda-setting and charitable donations: TV coverage of the 2004 Tsunami and the Pakistan earthquake in German TV news

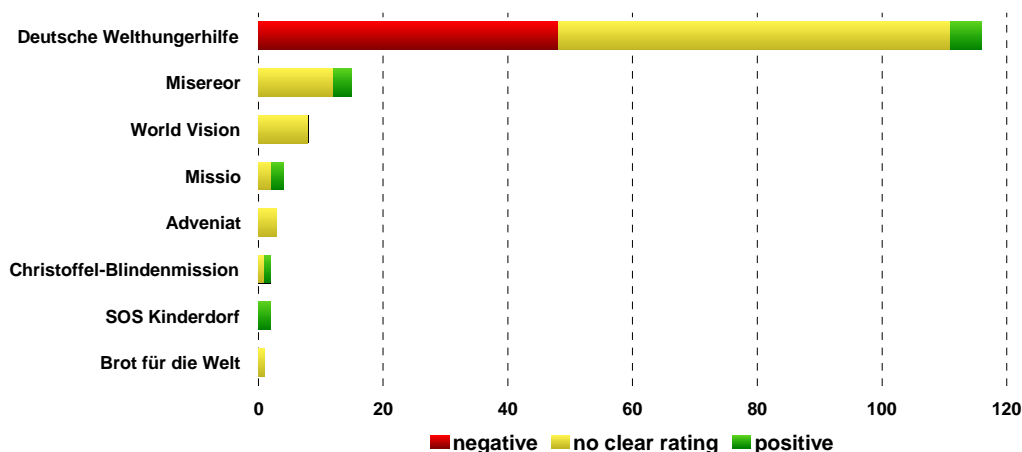


Basis: 666 reports about the 2004 Tsunami, 66 about the 2005 Pakistan earthquake in 7 German main evening TV news shows

Relief organisations do not only compete among themselves, but also with NGOs active in furthering other issues of concern, for instance human rights, democracy, education of the environment. The high-profile discussion about global warming has notably increased the awareness of environmental concerns in the first half of 2007.

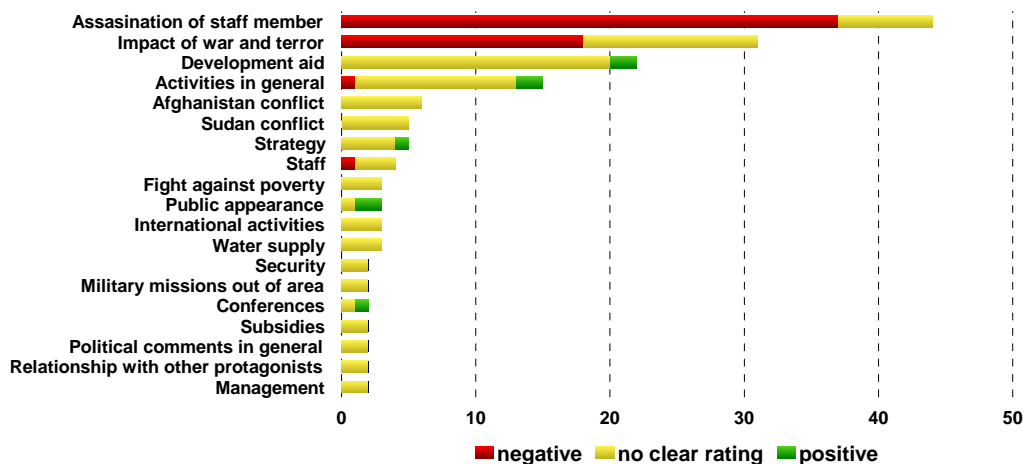
Chart 2 shows the media coverage of development organisations in Germany. Deutsche Welthungerhilfe, an organisation under the aegis of the German President, is the market leader in this segment in terms of volume. But nevertheless, the volume of reporting was rather low. Only when a staff member was killed in Afghanistan, reporting soared.

Chart 2:
Media coverage and rating of development organisations, German TV and Print Media, 01.01.-23.09.2007



Basis: 184 passages (at least 5 lines/seconds) in 31 German media

Chart 3:
Media coverage and rating of Deutsche Welthungerhilfe: The issues, German TV and Print Media, 01.01.-23.09.2007



Basis: 182 passages (at least 5 lines/seconds) in 38 German media