

MEDIA TENOR Federal Department Communicator Award 2007

For this Award, **1,097,210 statements** on political protagonists
in **193,285 stories** from 07/01/2006 to 06/30/2007
in **36** German opinion-leading media were analyzed.

Agenda

- ✓ Methodology and criteria
- ✓ Federal Department Communicator
- ✓ Media

Federal Department Communication Award 2006

If and how German Federal Departments are fulfilling their duties and responsibilities is a popular point of discussion because the answer is very often connected to political and personal background factors.

Alternatively, through objective analysis of the media coverage, it is possible to determine which department is in greater demand by journalists. The results reflect how seriously these departments are taken by the opinion-leading media, and so were not dependent upon the media image of their Head Minister.

In times of fundamental policy decisions and reforms, acceptance of them by the public depends to a large extent on the diversity of information provided to citizens.

However, this diversity is also a question of expertise. Journalists very often complain about the difficulties in obtaining reliable sources and credible experts amongst the huge flow of different information, news and opinions. Thus reliable expertise not only clarifies issues but also contributes to the diversity in the political coverage and consequently the diversity of information available to the public.

Methodology

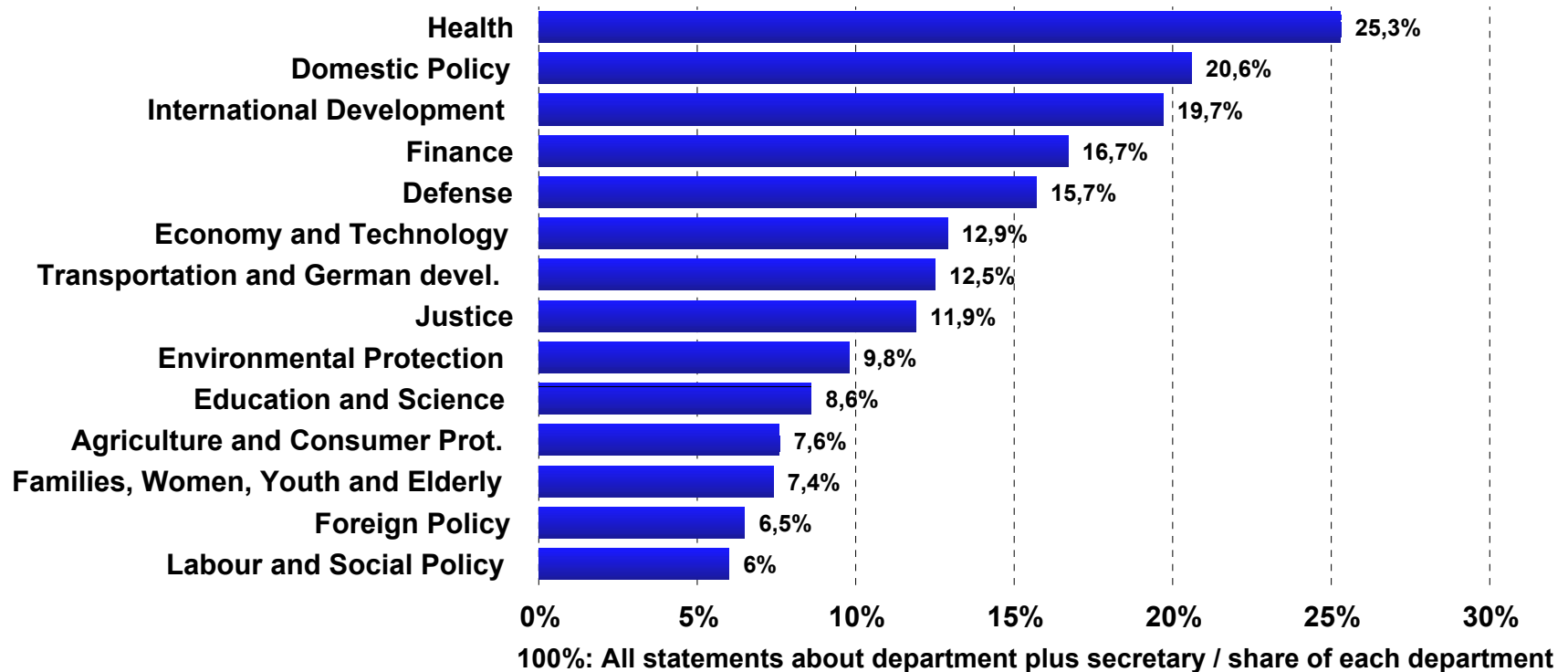
- **For the Federal Department Award all stories on German parties and politicians from seven TV News broadcasters were analyzed. In the print media all stories in the political and economical sections were taken into account. These comprised a total 1,097,210 statements in 193,285 stories from 07/01/2006 to 06/30/2007.**
- **The following 11 criteria were applied:**
 - **Media presence of the department in comparison to its head (story and statement level)**
 - **Citations of the department in comparison to its head (statement level)**
 - **Share of citations from the department in its media coverage (statement level)**
 - **Balance of positive and negative ratings in coverage on the ministries (story and statement level)**
 - **Balance of rating of the department in comparison to its head (story and statement level)**
 - **Topic structure: Share of stories/statements focusing on one of the department's central topic. The topic of the respective field of responsibility where the department achieved the highest share was taken into account (story and statement level)**
 - **Share of citations regarding one of the department's respective topics (statement level).**
- **In all categories the departments were ranked according to their performance and allocated scores.**
- **Finally, the scores were calculated and presented as a share of the best case.**

Agenda

- Methodology and criteria
- Federal Department Communicator
- Media

Coverage of the German administration: Department compared to the Secretary (story level)

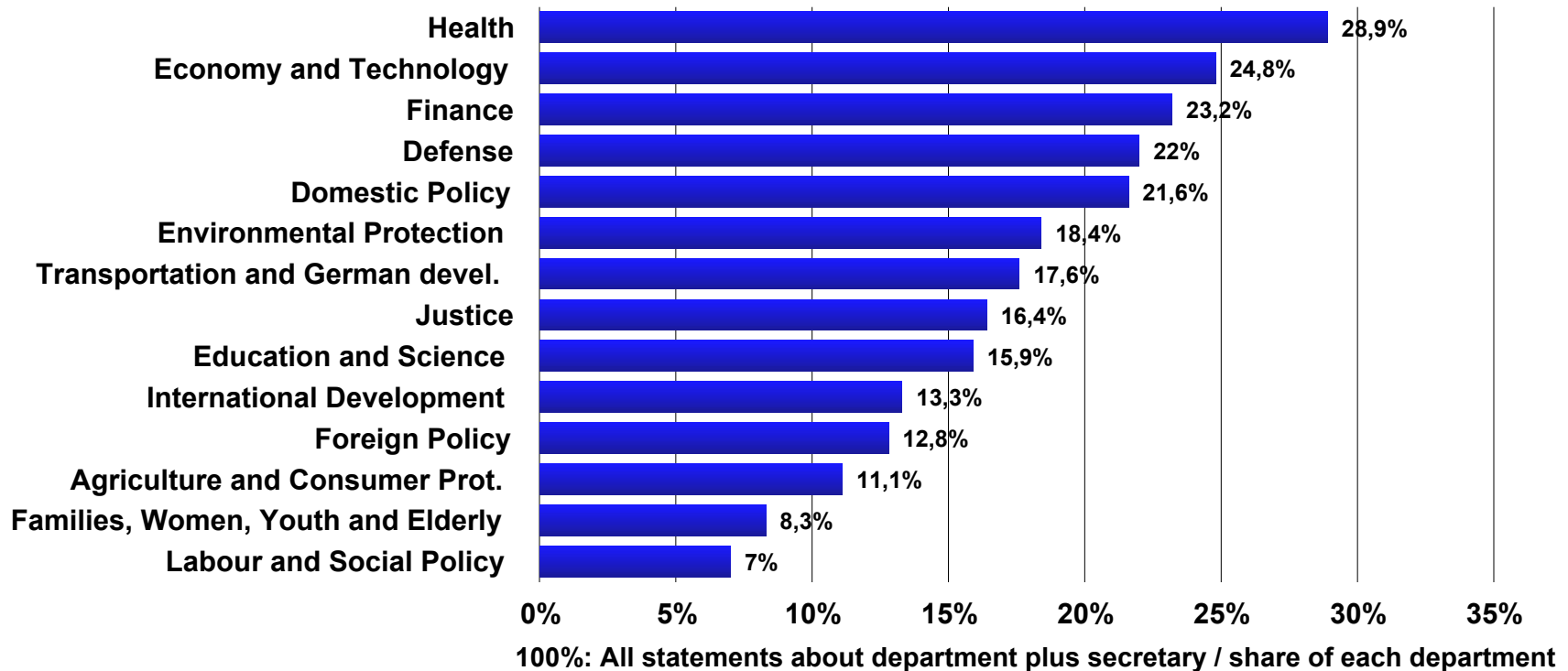
Criterion 1: Independent profile of the department



For this criterion, all stories on the departments and ministers were analyzed to track the share of the department in comparison to its head. In general the ministers were much more prominent than their institutions reflecting a high degree of personalization.

Coverage of the German administration: Department compared to the Secretary (statement level)

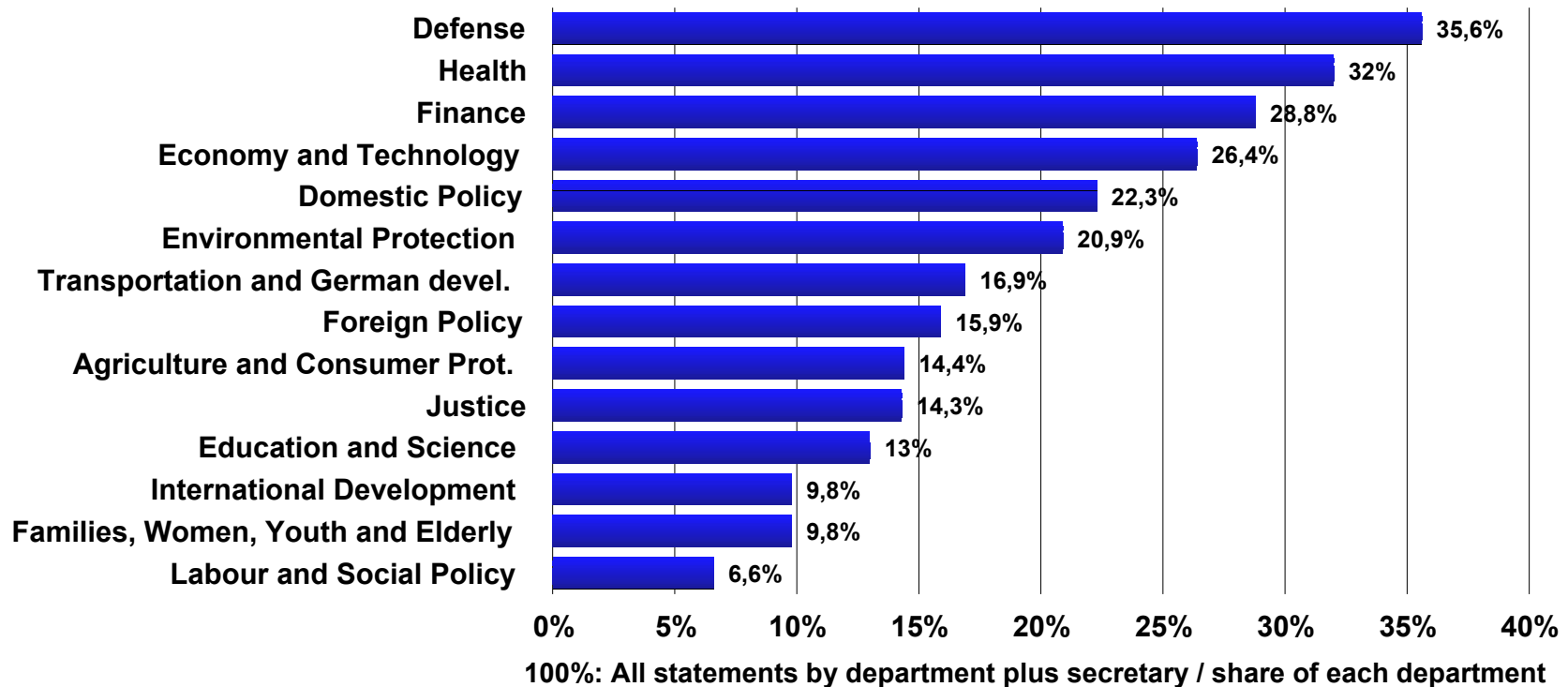
Criterion 2: Media presence at statement level



For this aspect, all statements on the departments were analyzed in more detail: When the Department of Health is mentioned, almost three out of four statements were about its secretary, Mrs. Ursula Schmidt.

Statements by the Departments in relation to their Heads (sources)

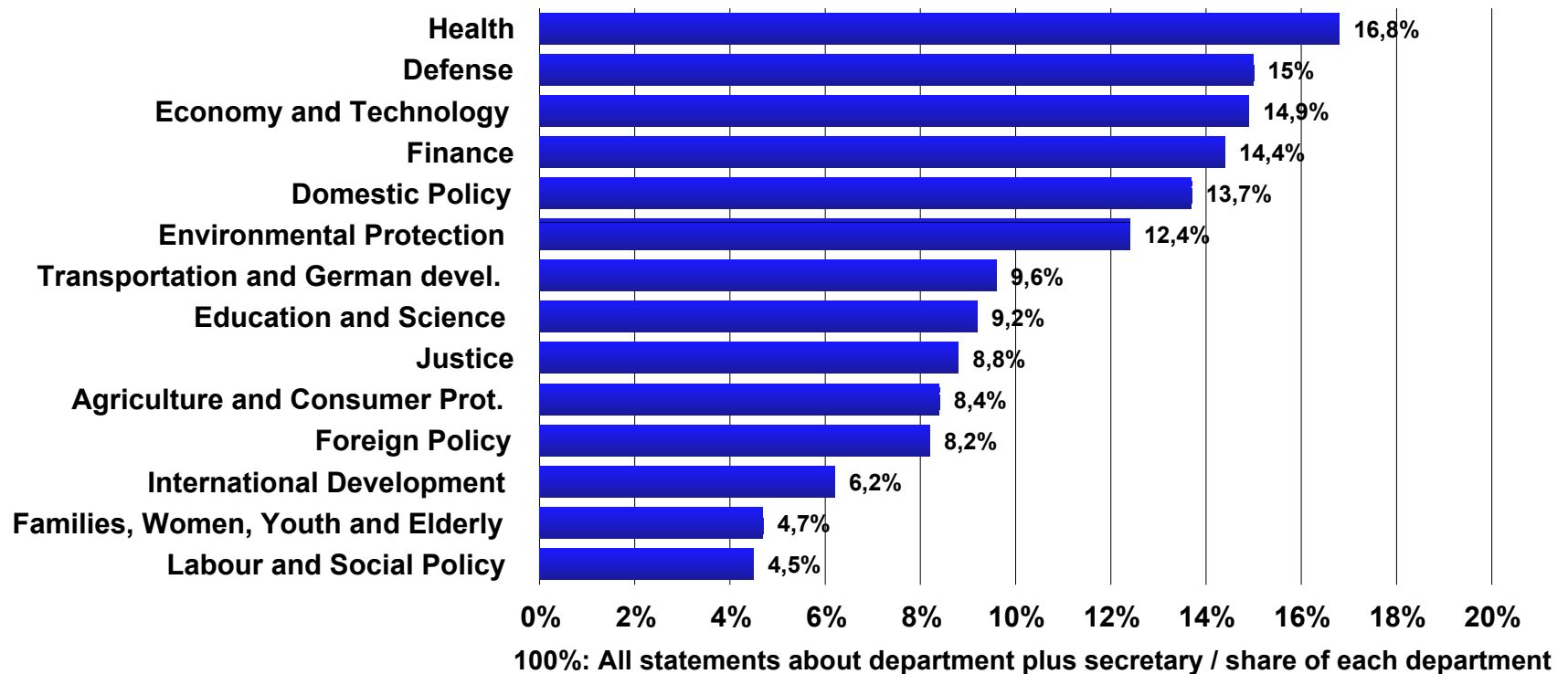
Criterion 3: Citations in the political coverage



▶ A different perspective is shown by citations in the political coverage. The Department of Defense achieved the highest share – independent from Secretary Franz-Josef Jung. This reflects the department’s expertise status.

Share of citation from the Department in the coverage on its Ministry

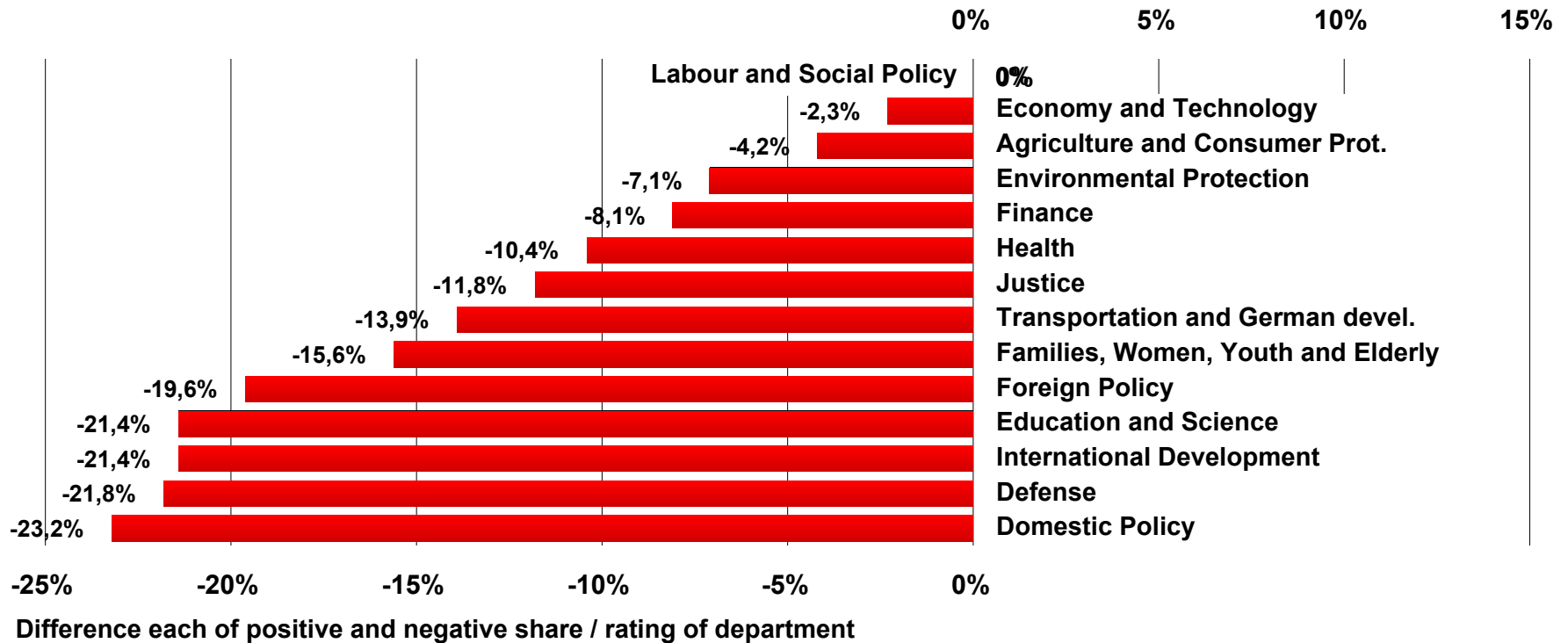
Criterion 4: Share in the coverage of department



▶ The media image is also influenced by journalists' quotations. The share of citations by an institution (department or head) is thereby an indicator of successful communication of its internal expertise.

Balance of positive minus negative stories on German departments

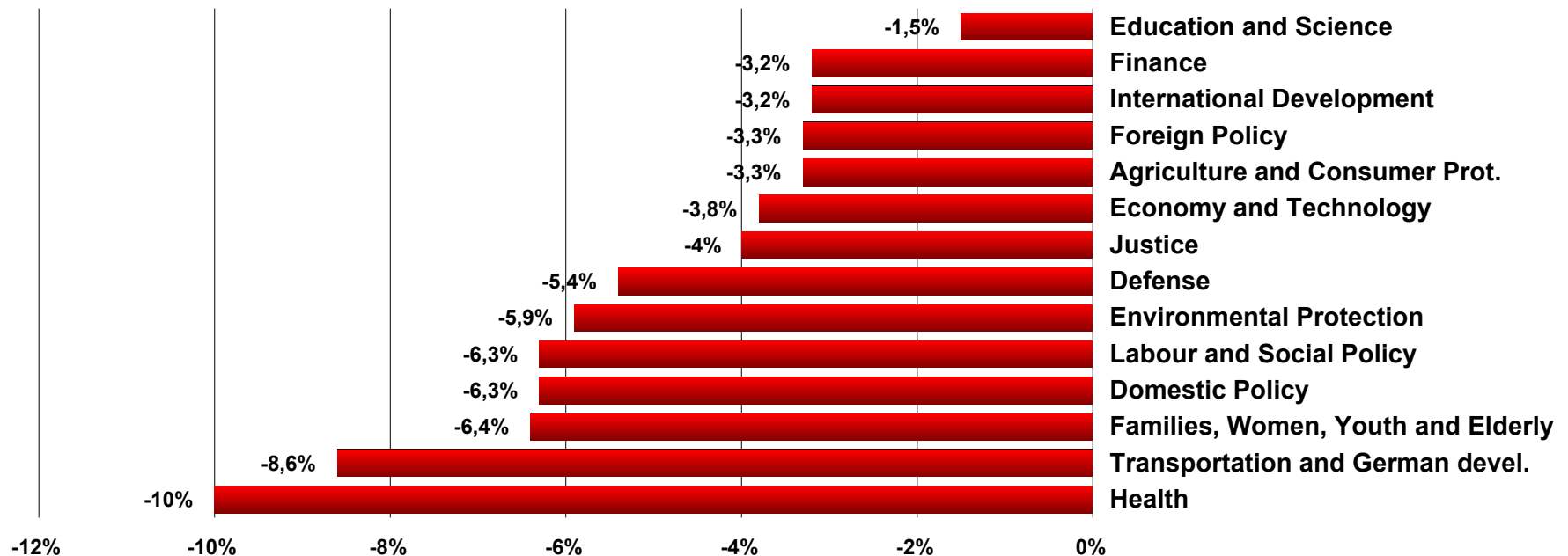
Criterion 5: Rating of ministries at story level



In general German departments are rated rather negatively in political coverage by journalists. Even though the balance of ratings for the Department of Labour and Social Policy was balanced, their overall media presence was rather low.

Balance of positive minus negative stories on German ministries (statement level)

Criterion 6: Rating of departments at statement level



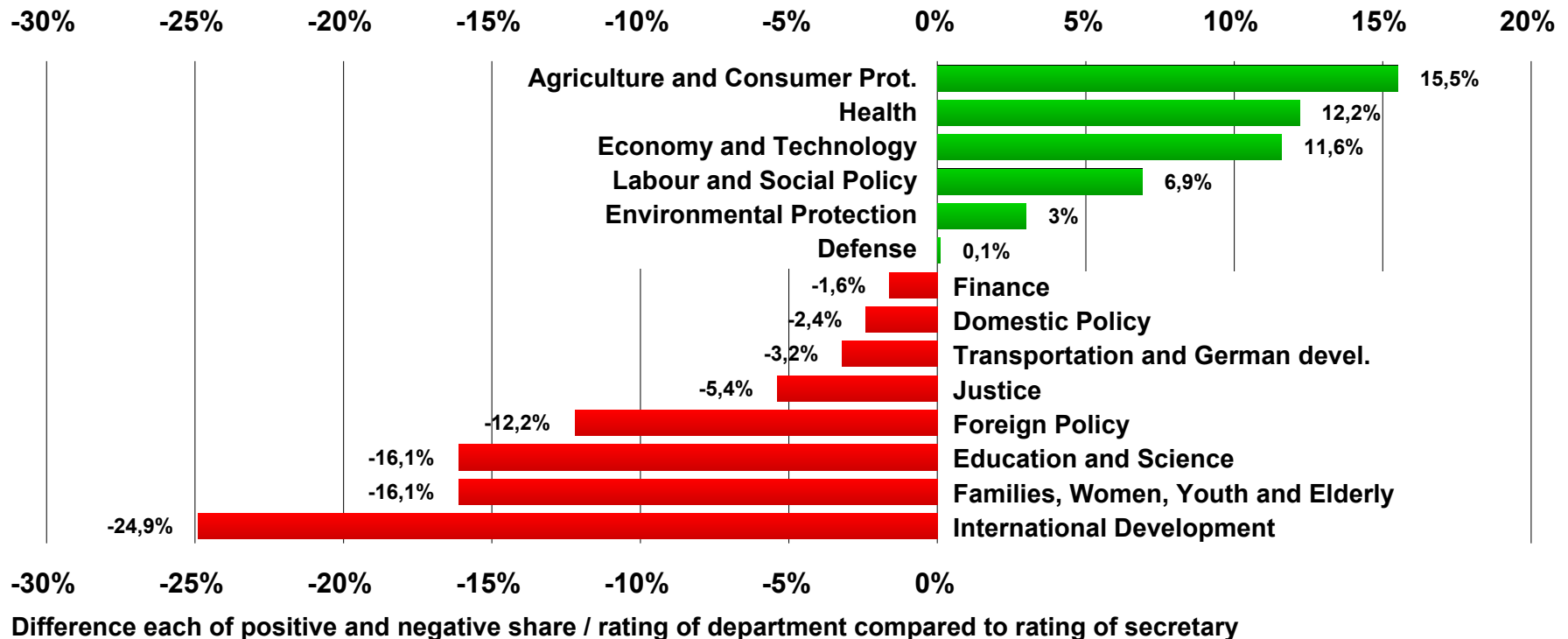
Difference each of positive and negative share / rating of department



The more detailed view at statement level also shows the critical coverage of the ministries. Even though neutral statements weigh more in this analysis, none of the departments could build up a favorable media image.

Rating of the German Administration: comparison of Department and Secretary (story level)

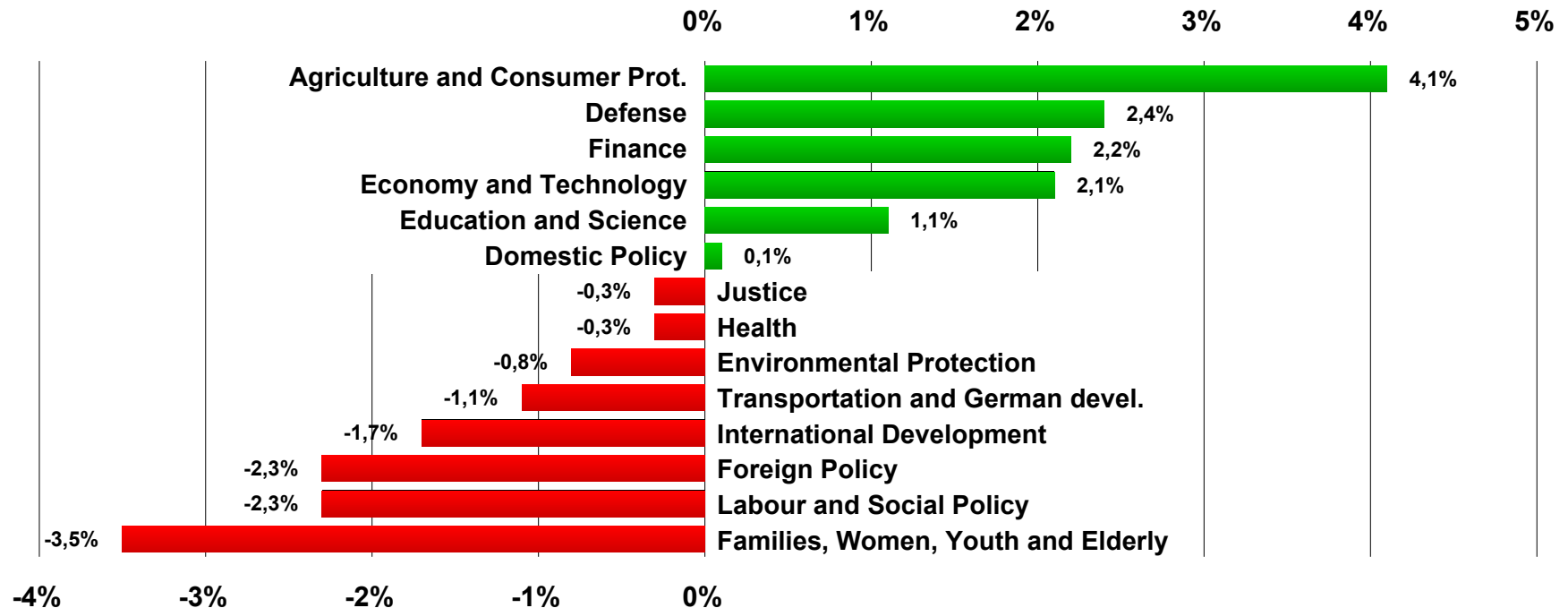
Criterion 7: Rated better or worse than the Head?



▶ A comparison of ratings for departments and their Heads adjusts topic-related effects. For example, the Department of Agriculture did not suffer from negative coverage of its head, Horst Seehofer.

Rating of the German Administration: comparison of department and secretary (statement level)

Criterion 8: Rated better or worse than the Head?

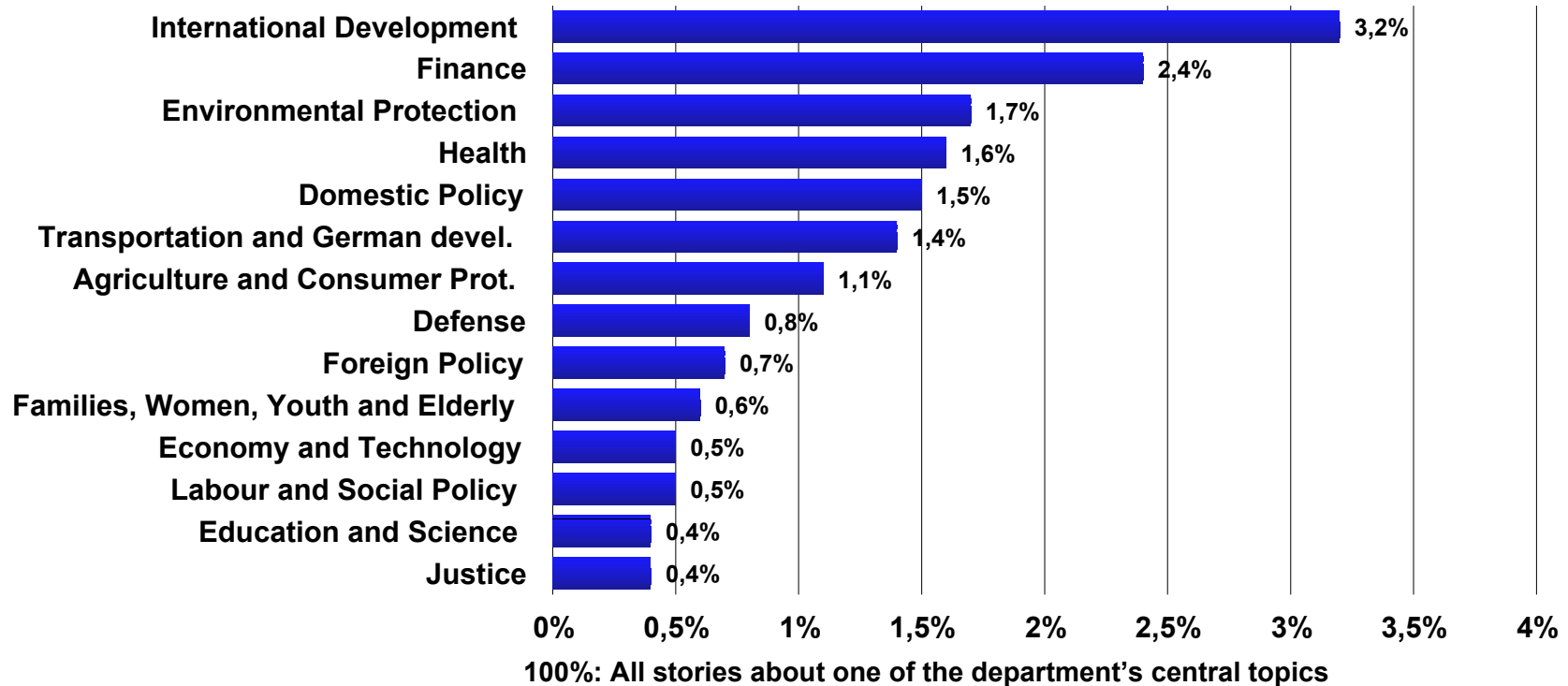


Difference each of positive and negative share / rating of department compared to rating of secretary

▶ The more differentiated statement analysis confirmed the result shown on the previous page. In comparison to the relevant ministers, the Department of Families has experienced a more negative feedback than its minister, Mrs. Ursula von der Leyen.

Share of stories focusing on Central Topics

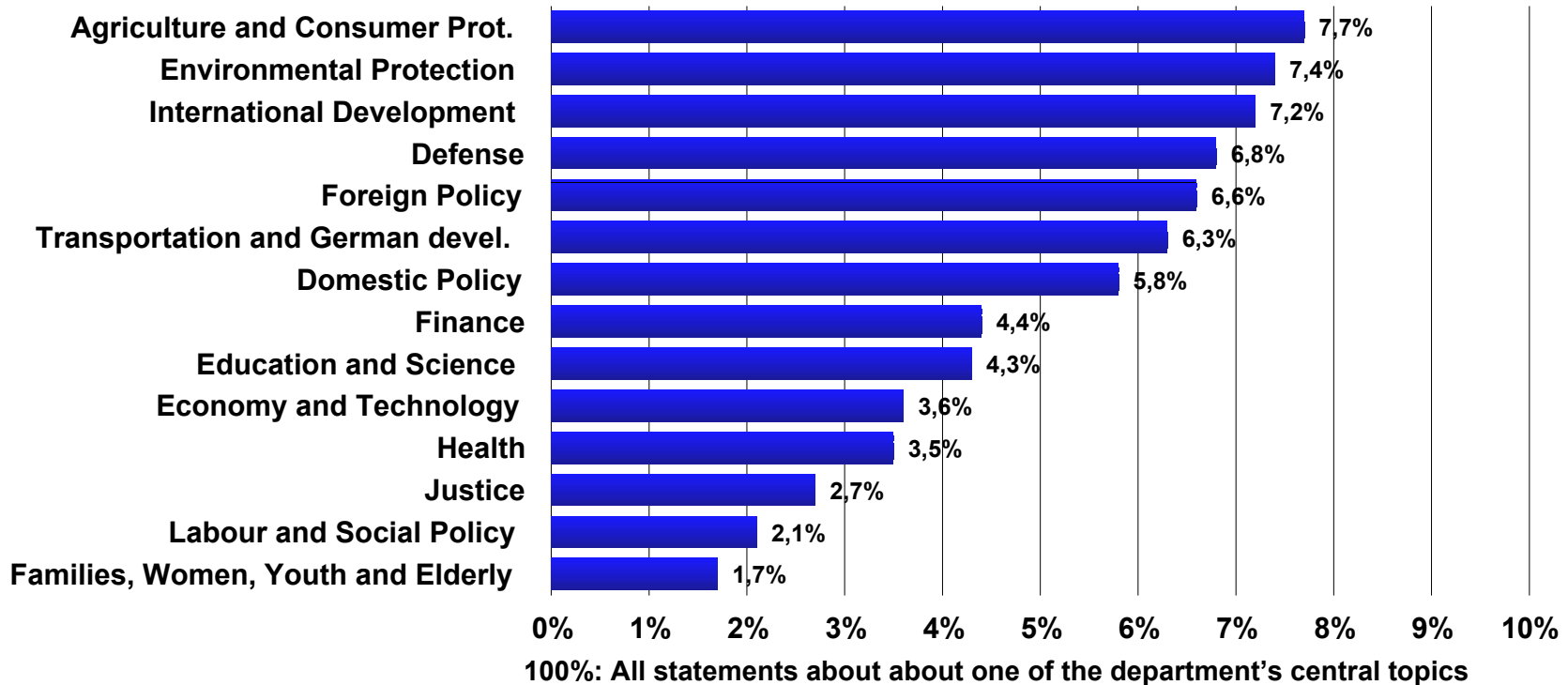
Criterion 9: Media presence on topics



▶ The level of expertise within a given department can be shown by the share of stories focusing on that department's central topic. The topic related to the respective field of responsibility where the department achieved the highest share was taken into account.

Share of statements focusing on central topics

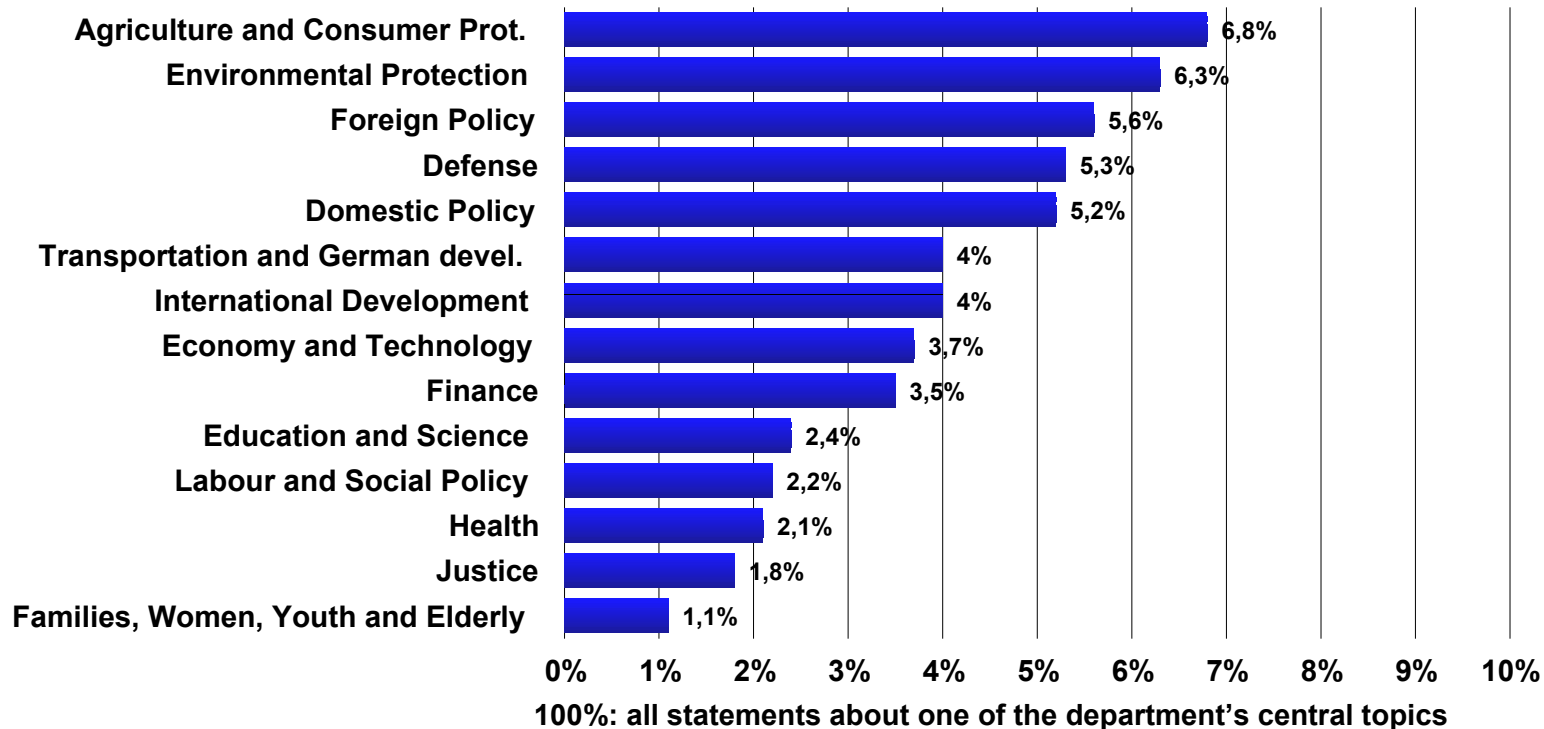
Criterion 10: Topic profile at statement level



When every single statement is taken into account, a different picture is obtained. For this criterion, the Department of Agriculture and Consumer Production and its team of experts was the most prominent in German news coverage.

Share of quotations of the Department concerning Central Topics (statement level)

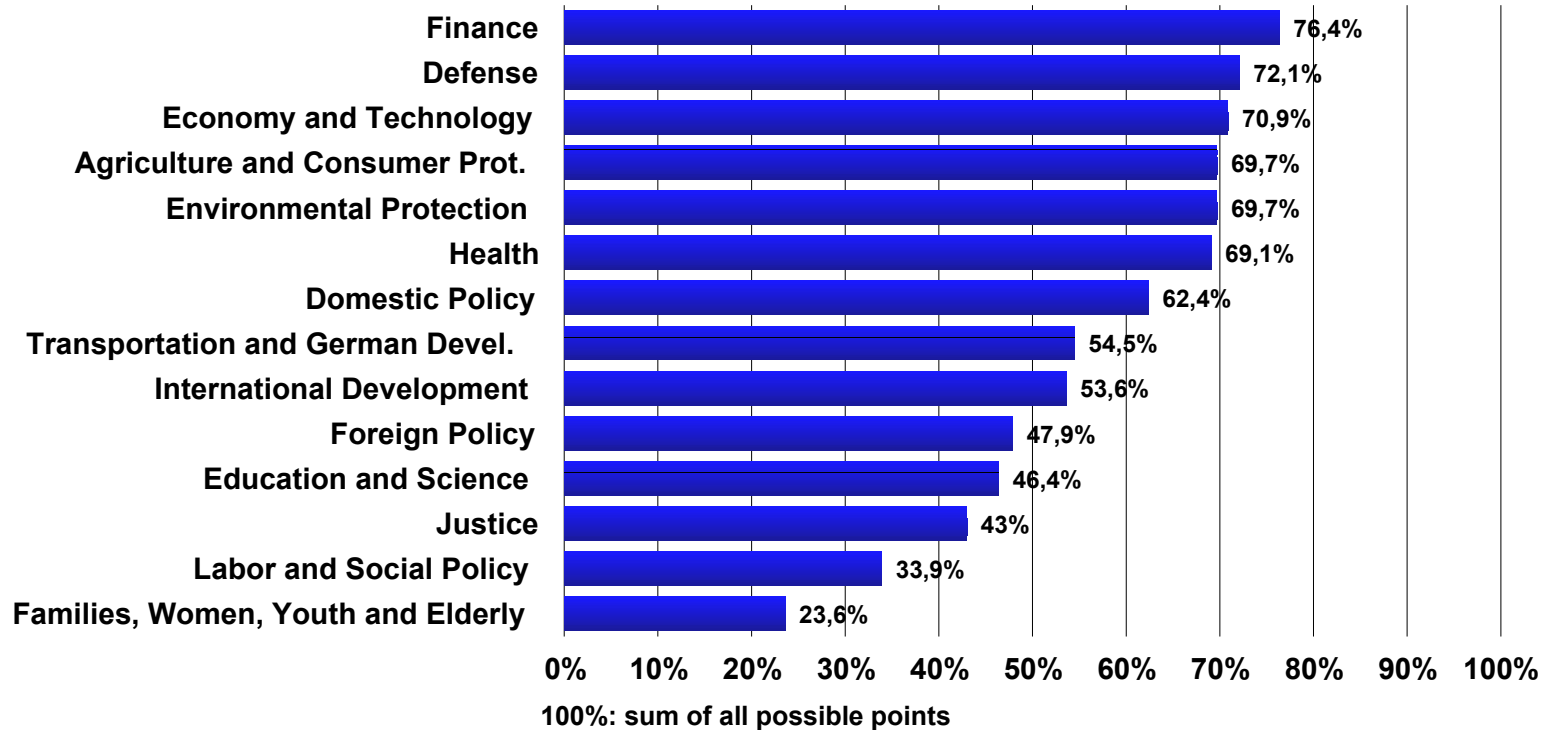
Criterion 11: Share of quotes concerning central topics



▶ The analysis of quotations supports the previous findings - the Department of Family was not able to influence the debate on reforms without its Head. Again, the Department of Agriculture was quoted most intensively in public debates.

Overall Ranking according to the 11 criteria

Overall Results



Overall, the Department of Finance achieved the premier position. As the data has shown, other departments had their strengths and weaknesses last year. The Department of Finance fared generally well.

Agenda

- ✓ Methodology and criteria
- ✓ Federal Department Communicator
- ✓ Media

Media-Set

- **Dailies:**
Bild, Die Welt, Frankfurter Allgemeine Zeitung, Frankfurter Rundschau, Süddeutsche Zeitung, tageszeitung (taz)*
- **Weeklies and Sunday papers:**
Focus, Spiegel, Stern, Super Illu, Die Zeit**, Rheinischer Merkur*, Bild am Sonntag, Frankfurter Allgemeine, Welt am Sonntag
- **Economic Journals:**
Capital*, Manager Magazin*
- **TV News and Magazines:**
ARD Tagesschau and Tagesthemen, Bericht aus Berlin, Fakt***, Kontraste***, Monitor***, Panorama***, Plusminus***, Report (BR*** and SWR***)
ZDF heute and heute journal, Berlin direkt, Frontal 21**, WiSo
RTL Aktuell, SAT.1 News and ProSieben Newstime
- **Radio News**
Deutschlandfunk News (7 a.m.)

*: since 01/2007 / **: since 10/2006 / ***: since 9/2006