

## **MEDIA TENOR Government Communicator Award 2007**

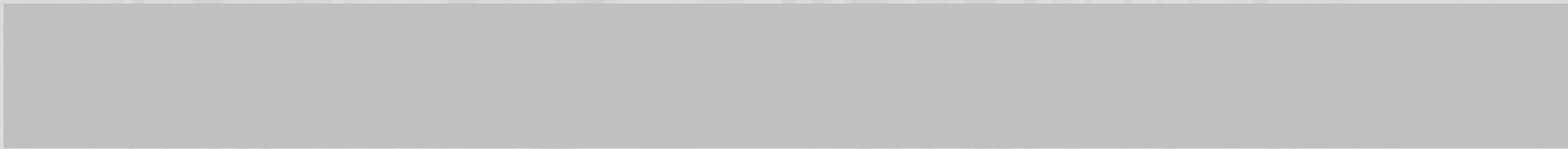
Analyzed for this report:  
A total of **25,040** reports from or about the  
German federal states

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# Media • Analysis • Impact

## Agenda

- ✓ Methodology and criteria



# The Government Communicator Award

Understanding politics depends not only on what the media offer their readers, but also on what national and regional governments offer the media. Over the past few years, the principle of Federalism in general and the role of the German Bundesrat in particular have been increasingly called into question.

The 16 German states would thus do well to closely examine the fruits of their communication efforts. State governments with a consistent media presence can more easily justify the role they play in the political system. It is for this reason that Media Tenor not only measures the media presence of individual German states and their governments, but also looks at the extent to which they succeed in surpassing the Awareness Threshold in communicating to the public on subjects which are, according to the constitution, their responsibility – namely education, culture and science. Another criterion is how strongly state governments manage to communicate (in the opinion-leading national media) on economic subjects such as new industrial investment and innovation.

# Nominees

Baden-Württemberg  
Bayern  
Berlin  
Bremen  
Hamburg  
Hessen  
Niedersachsen  
Nordrhein-Westfalen  
Rheinland-Pfalz  
Saarland  
Schleswig-Holstein  
Brandenburg  
Mecklenburg-Vorpommern  
Sachsen  
Sachsen-Anhalt  
Thüringen

# Criteria

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1. Overall media presence of the Federal States
  2. Presence and rating of Educational issues in the coverage of the respective state
  3. Presence and rating of Cultural issues in the coverage of the respective state
  4. Presence and rating of Tourism in the coverage of the respective state
  5. Presence and rating of Family-related issues in the coverage of the respective state
  6. Presence and rating of the Employment situation in the coverage of the respective state
  7. Presence and rating of the Economic situation in the coverage of the respective state
  8. Presence and rating of factors related to the economic vitality in the coverage of the respective state
  9. Presence and relevance of issues related to Science and Research in the coverage of the respective state
  10. Share of issues in coverage of the Prime Minister of the respective state
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# Basis

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Analyzed reports on German states:

A total of 25,040 reports in

- 6 Daily Papers
- 9 Weekly and Sunday Papers and Journals
- 2 Economic Journals
- 7 TV News Casts
- 11 TV Political and Economic Magazines
- 1 Radio News Cast

Analyzed statements on Prime Ministers:

A total of 67,182 reports in

- 6 Daily Papers
- 9 Weekly and Sunday Papers and Journals
- 2 Economic Journals
- 7 TV News Casts
- 11 TV Political and Economic Magazines
- 1 Radio News Cast

# Calculation: Maximum 16 points; Minimum 1 point

	Overall Coverage	Education	Cultural Issues	Tourism	Family Issues	Labor Market	Economic Situation	Economic Factors/ Location	Science and Research	Policy issues of the P.M.	Overall Points
Baden-Württemberg	11	10,0	9,3	6,0	9,3	9,3	14,7	10,3	15,5	10	105,5
Bayern	15	11,3	12,7	11,0	8,3	8,0	13,7	10,7	12,5	1	104,2
Berlin	16	9,0	13,7	12,3	9,7	5,8	7,3	7,7	7,5	2	91,0
Bremen	6	3,7	8,0	0,0	11,7	5,3	6,3	9,7	0	8	58,7
Hamburg	8	10,7	12,3	13,0	11,0	7,0	9,3	16,0	12,5	4	103,8
Hessen	13	12,7	8,0	0,0	6,0	9,2	10,3	8,7	7,5	11	86,3
Niedersachsen	9	6,7	0,0	0,0	7,7	5,7	5,3	10,7	10,5	6	61,5
Nordrhein-Westfalen	14	11,3	8,7	10,7	9,3	6,0	4,0	6,0	10,5	3	83,5
Rheinland-Pfalz	3	9,7	0,0	14,0	13,3	9,5	3,7	8,3	8,5	12	82,0
Saarland	1	5,7	7,0	0,0	10,0	4,2	10,0	1,7	0	9	48,5
Schleswig-Holstein	4	12,0	9,7	0,0	8,7	7,8	6,3	4,0	11	5	68,5
Brandenburg	7	9,0	0,0	13,3	7,3	12,5	7,7	11,0	13,5	15	96,3
Meckl.-Vorpommern	10	5,0	8,7	14,0	2,3	12,0	8,0	7,3	3,5	13	83,8
Sachsen	12	10,3	11,7	0,0	1,7	9,0	13,7	11,3	5,5	14	89,2
Sachsen-Anhalt	5	1,3	11,7	0,0	10,3	13,8	5,7	7,0	9	7	70,8
Thüringen	2	7,7	10,7	13,0	11,0	11,7	10,0	8,0	5,5	16	95,5

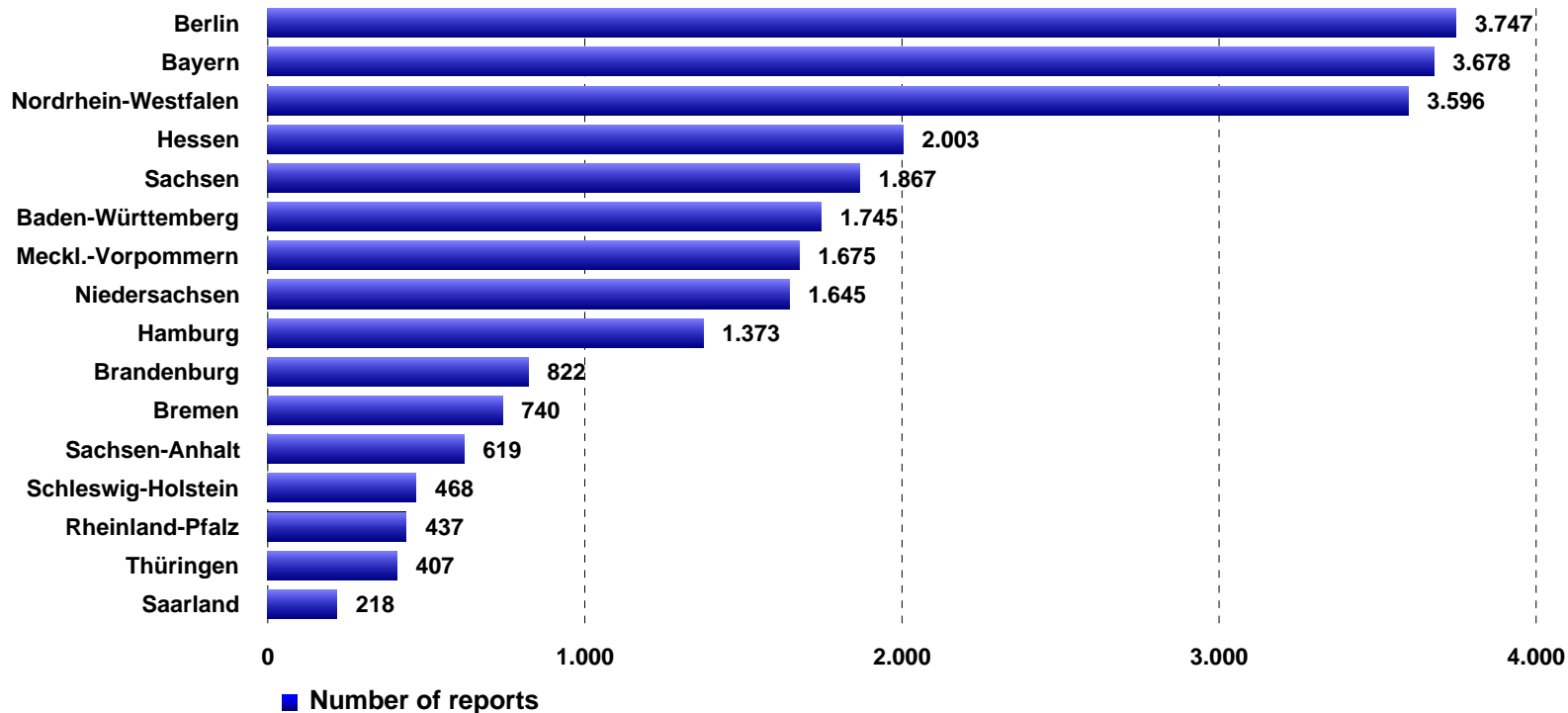
# Media • Analysis • Impact

## Agenda

Government Communicator

**Criterion 1:** Overall media presence of the Federal States (7/1/2007 - 6/30/2007)

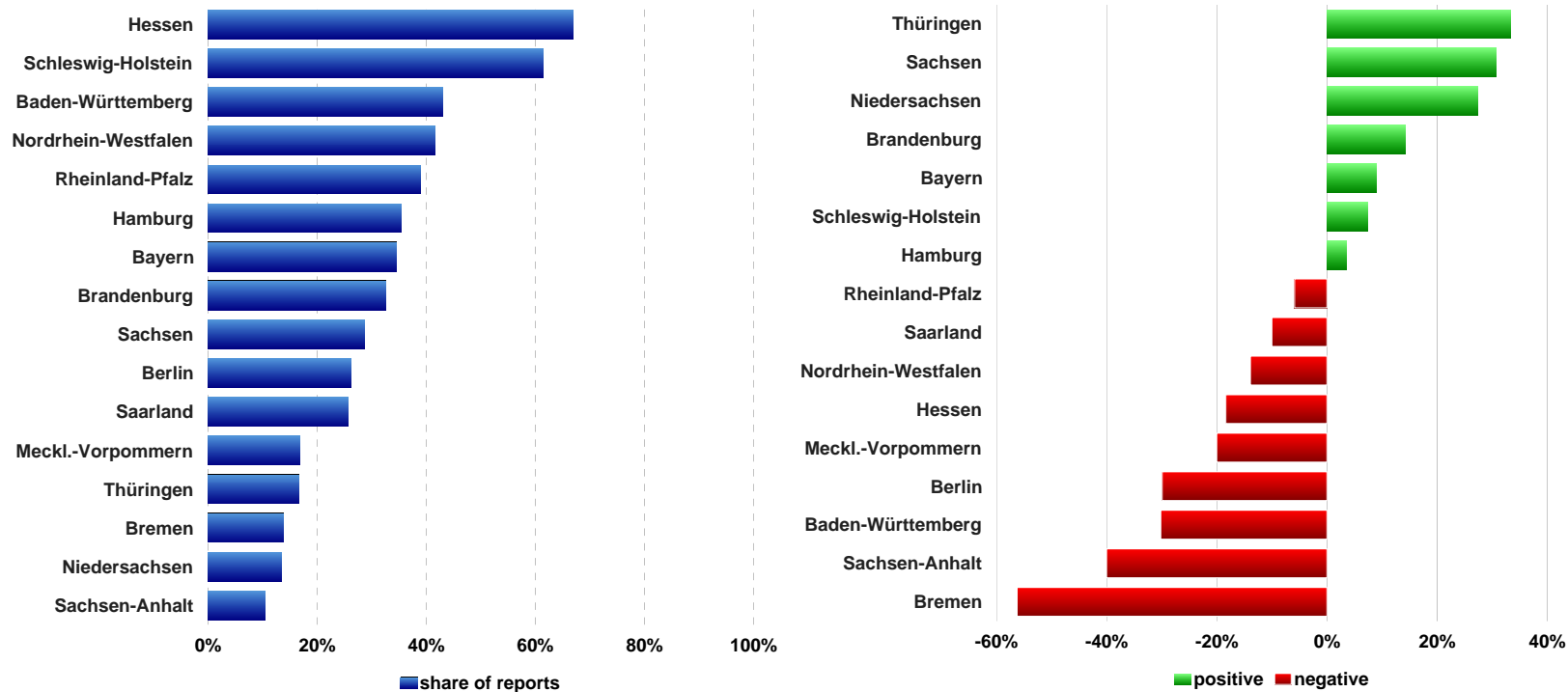
## The nation's capital was most visible in media



Media Tenor systematically analyzes the volume of news coverage of the Federal States in opinion-leading German media. Visibility is a pre-condition for successful communications. Three states received much more coverage than others, with Berlin ranking at the top.

**Criterion 2:** Presence and rating of Educational issues (7/1/2006 - 6/30/2007)

# Education in Hesse under scrutiny

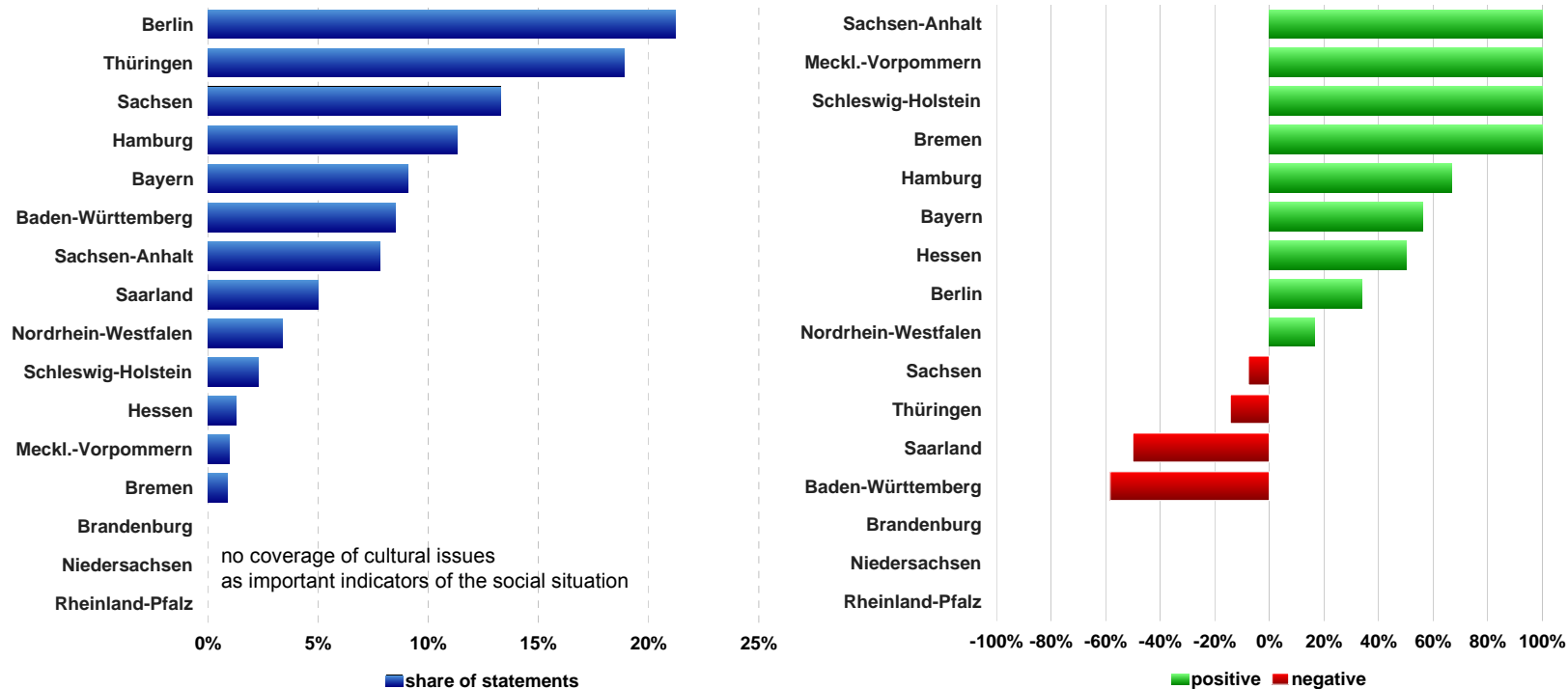


**Analysis:**  
 Is the social situation for Germans or social developments in Germany described or evaluated in a news report?  
 Indicators are, e.g., news on housing, public debt, social services, the number of homeless or the number of welfare recipients, poverty, or public pensions. Additional indicators are aspects such as public health, leisure, education and environmental issues.

▶ In Germany, the states are responsible for education – they’re competing in this field. Hesse, where government seeks re-election next year, has been scrutinized by the opinion-leading media.

### Criterion 3: Presence and rating of Cultural issues (7/1/2006 - 6/30/2007)

# Berlin's Museum Island catapults city state to the top

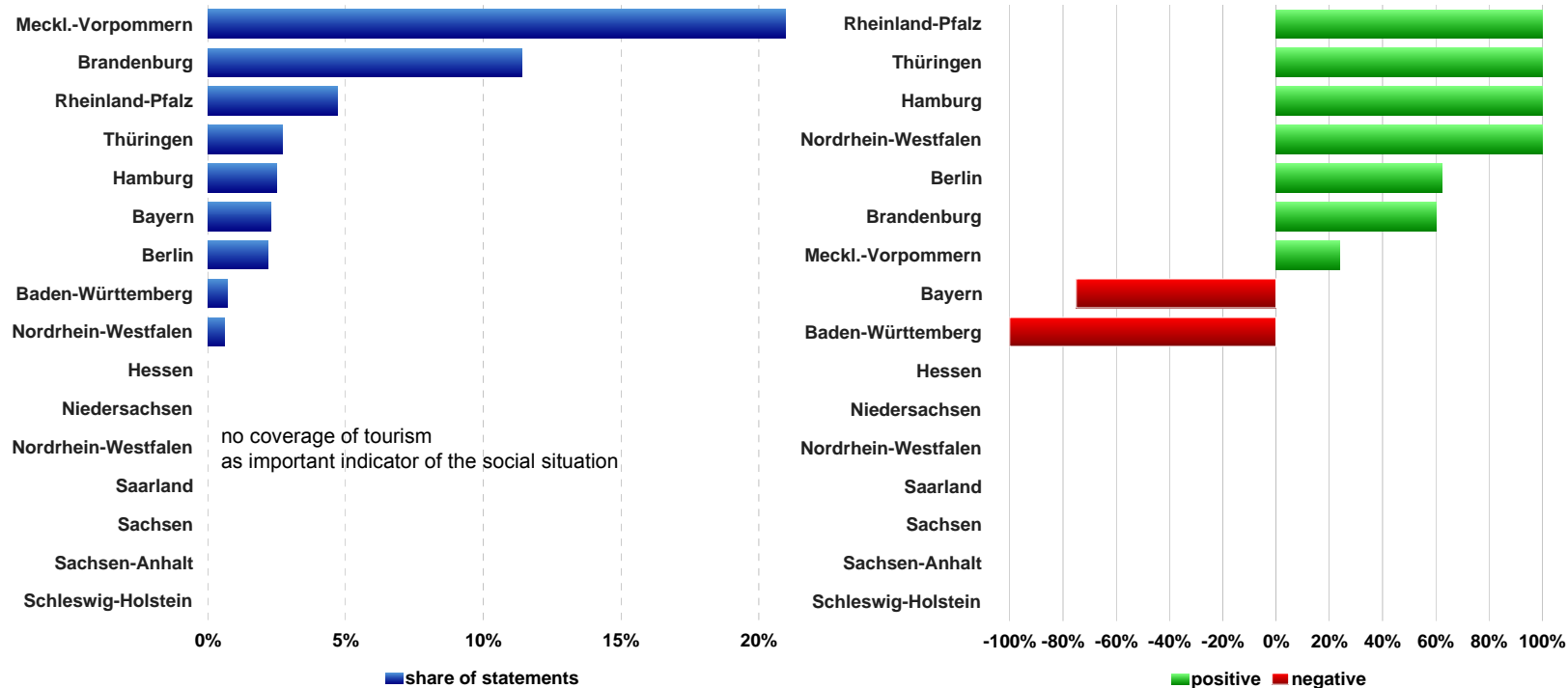


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▶ This result is similar to last year's: Whether it is theatre, film or music, Berlin clearly dominates the news when it comes to cultural affairs. Other states have not fully succeeded in communicating their cultural activities via the media.

## Criterion 4: Presence and rating of Tourism (7/1/2006 - 6/30/2007)

# G8 summit puts Mecklenburg on media map

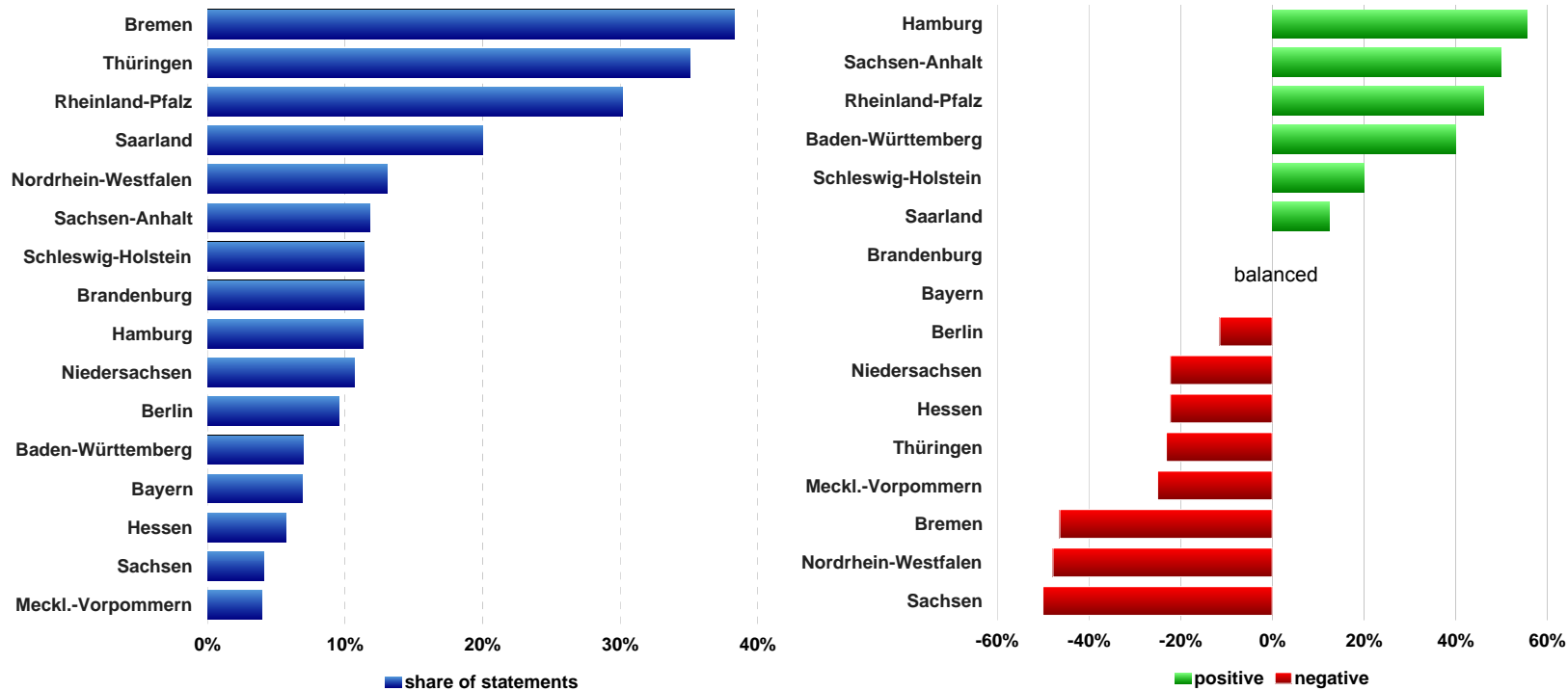


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There was little coverage overall in the context of tourism in individual states. Heiligendamm, which hosted this year's G8 summit, brought Mecklenburg-Vorpommern in the spotlight.

## Criterion 5: Presence and rating of Family-related issues (7/1/2006 - 6/30/2007)

# No good place for families

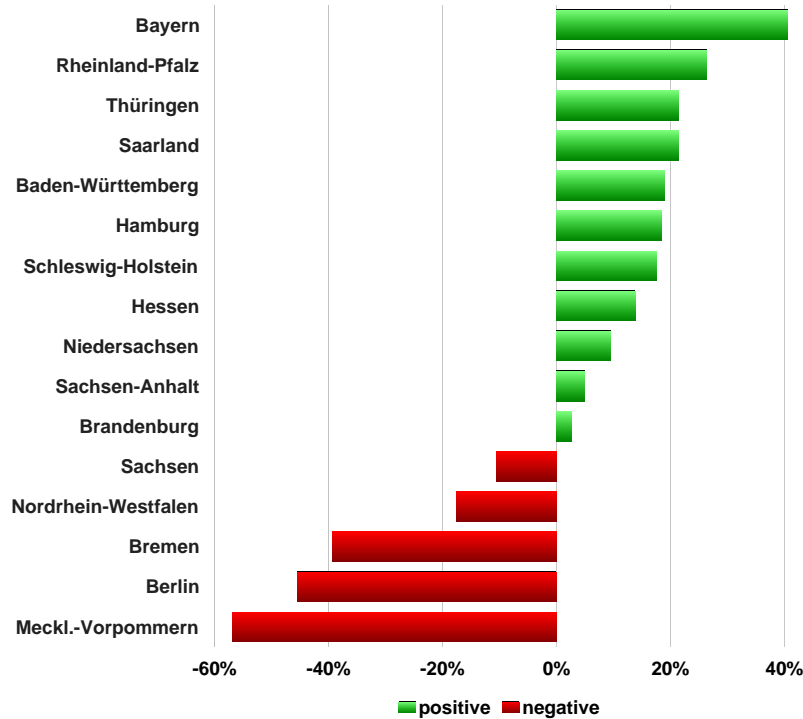
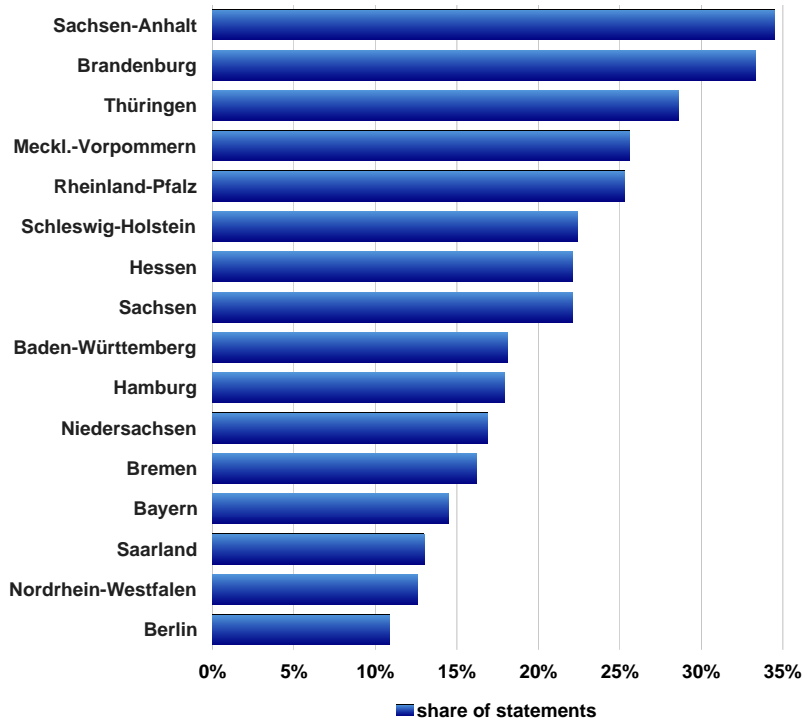


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German states could not present themselves as a good place for families to be in. Bremen's family policy was discussed in German opinion-leading media after a child died. The local authorities have not taken early warnings seriously.

**Criterion 6:** Presence and rating of the Employment situation (7/1/2006 - 6/30/2007)

# Media focuses on East Germany

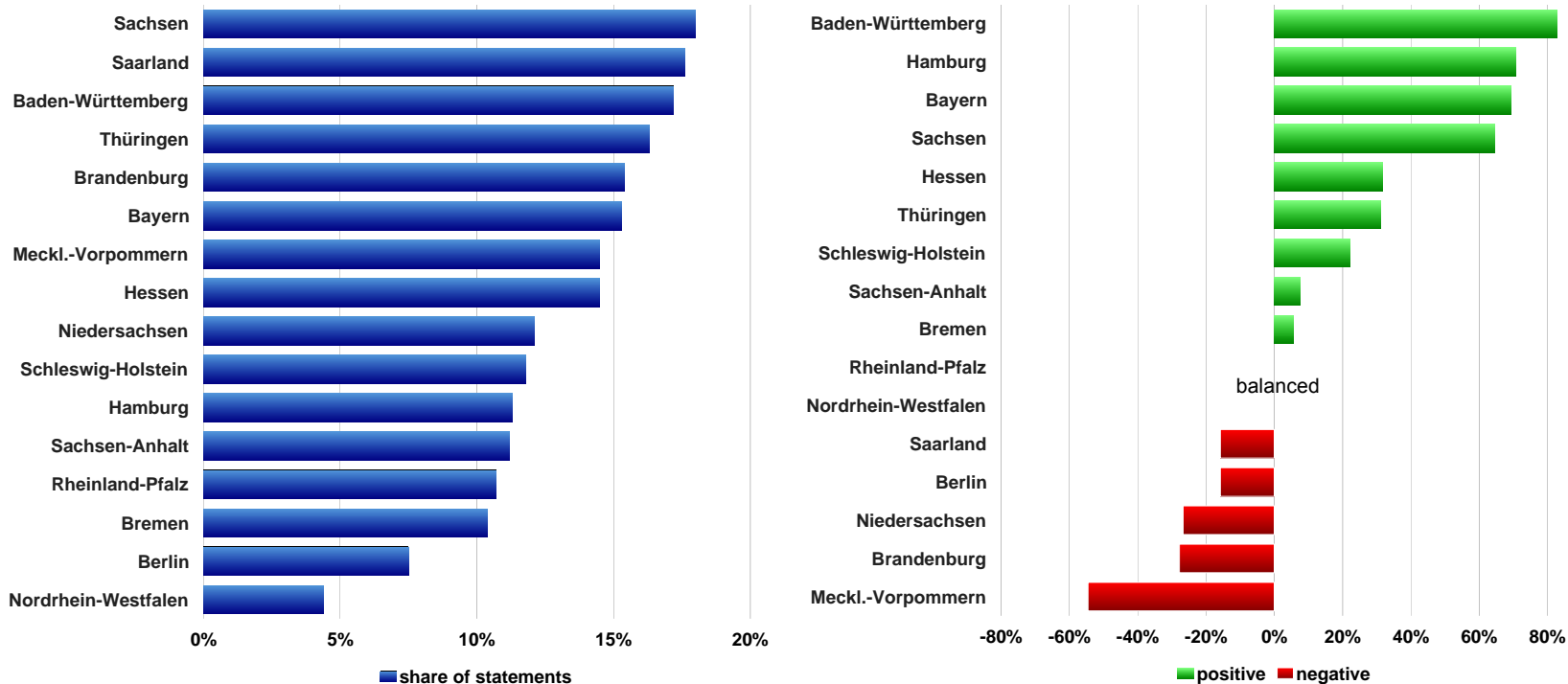


**Analysis:**  
 Is the economic situation of Germany or of a German state described or evaluated in a news report?  
 Indicators are, e.g., the economic situation, the job market, issues related to the economic vitality of individual locations, economic growth, economic policy, etc.

▶ Much of the media coverage of the former East German states was reports on the job market. It is therefore no surprise that Saxony-Anhalt, Brandenburg and Mecklenburg-Vorpommern were the leaders (by volume) in this category. Yet, more often than not, the news was not good.

**Criterion 7:** Presence and rating of the Economic situation (7/1/2006 - 6/30/2007)

# Winner and losers were clearly indicated

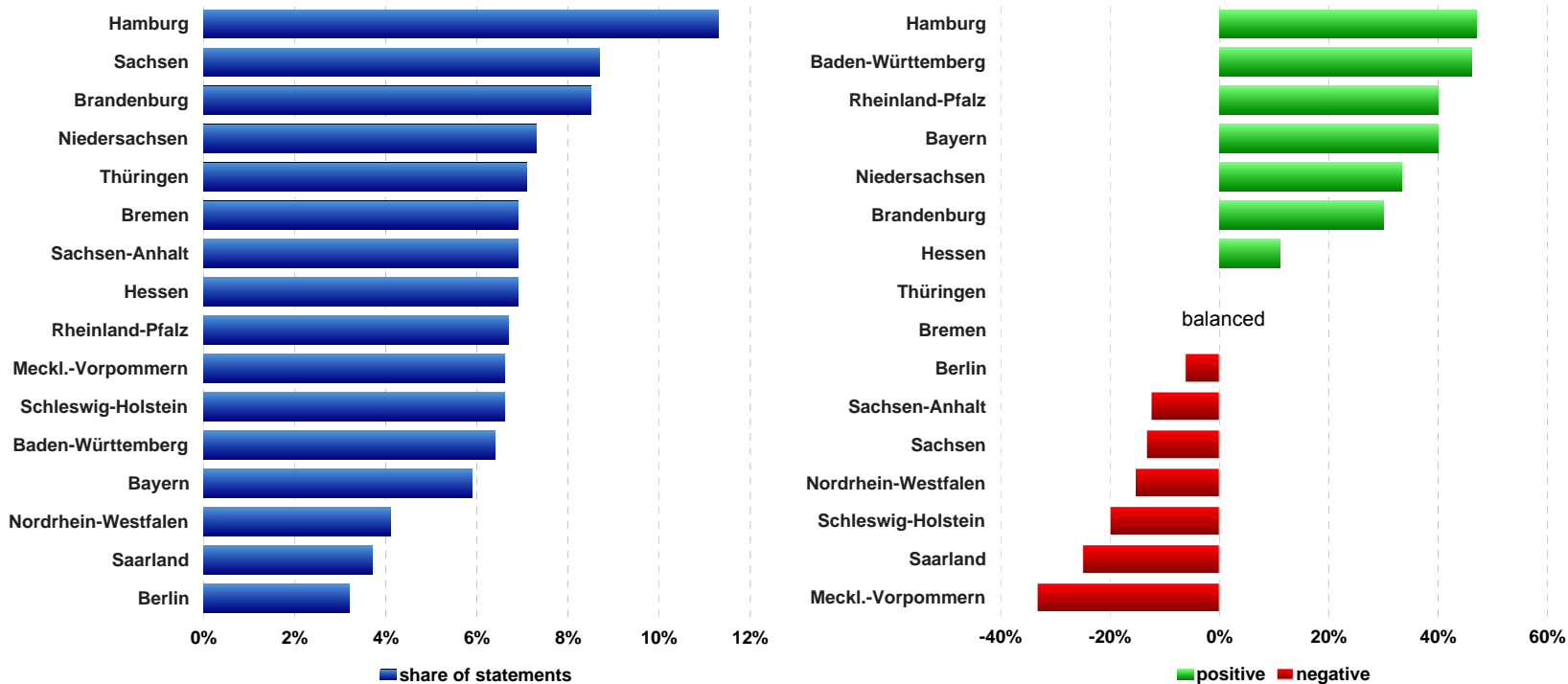


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Germany's economy has recovered over the last months. Media coverage has mirrored this development through better ratings for most of the states. But the opinion-leading media clearly indicate winners and losers when it comes to the general economic situation.

**Criterion 8:** Presence and rating of factors related to the Economic Vitality (7/1/2006 - 6/30/2007)

# Hamburg presented as boom town

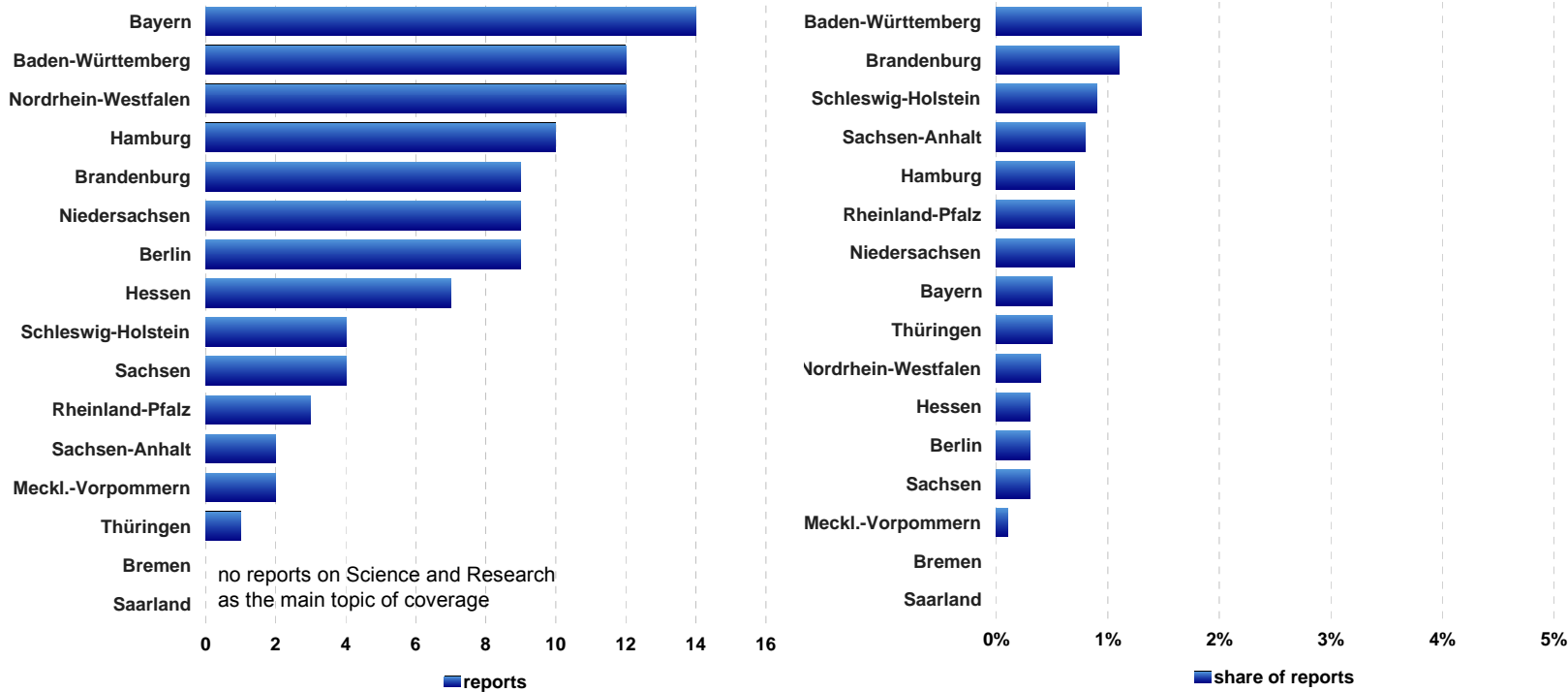


**Analysis:**  
 Is the economic situation of Germany or of a German state described or evaluated in a news report?  
 Indicators are, e.g., the economic situation, the job market, issues related to the economic vitality of individual locations, economic growth, economic policy, etc.

▶ Bavaria and Baden-Württemberg were the most successful in communicating their economic vitality. In contrast, Mecklenburg-Vorpommern and Saxony-Anhalt were not able to successfully communicate the factors that are vital to their economic strength.

**Criterion 9:** Presence and relevance of issues related to Science and Research (7/1/2006 - 6/30/2007)

# Science and Research were not often reported

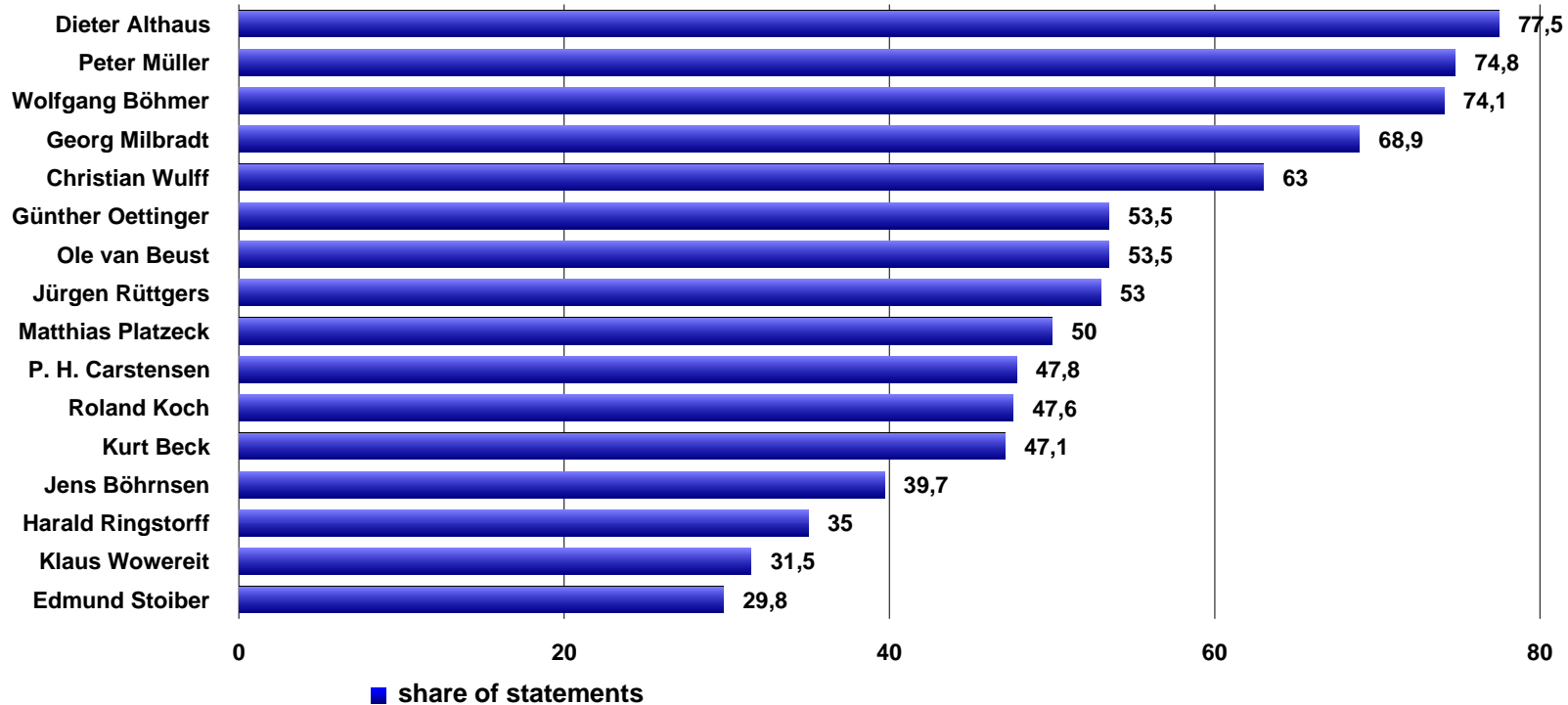


**Analysis:**  
 How many reports about the state dealt with science and research topics? For this analysis Media Tenor has analysed more than 25,000 reports about the states. The charts show the number as well as the share of all stories about each state.

▶ The opinion-leading media did not focus on science and research quite often when covering German states. Bavaria leads the statistics of reports, but these stories count for less than one percent of all reports dealing with Bavaria.

**Criterion 10:** Share of issues in coverage of the Prime Minister of the respective state (7/1/2006 - 6/30/2007)

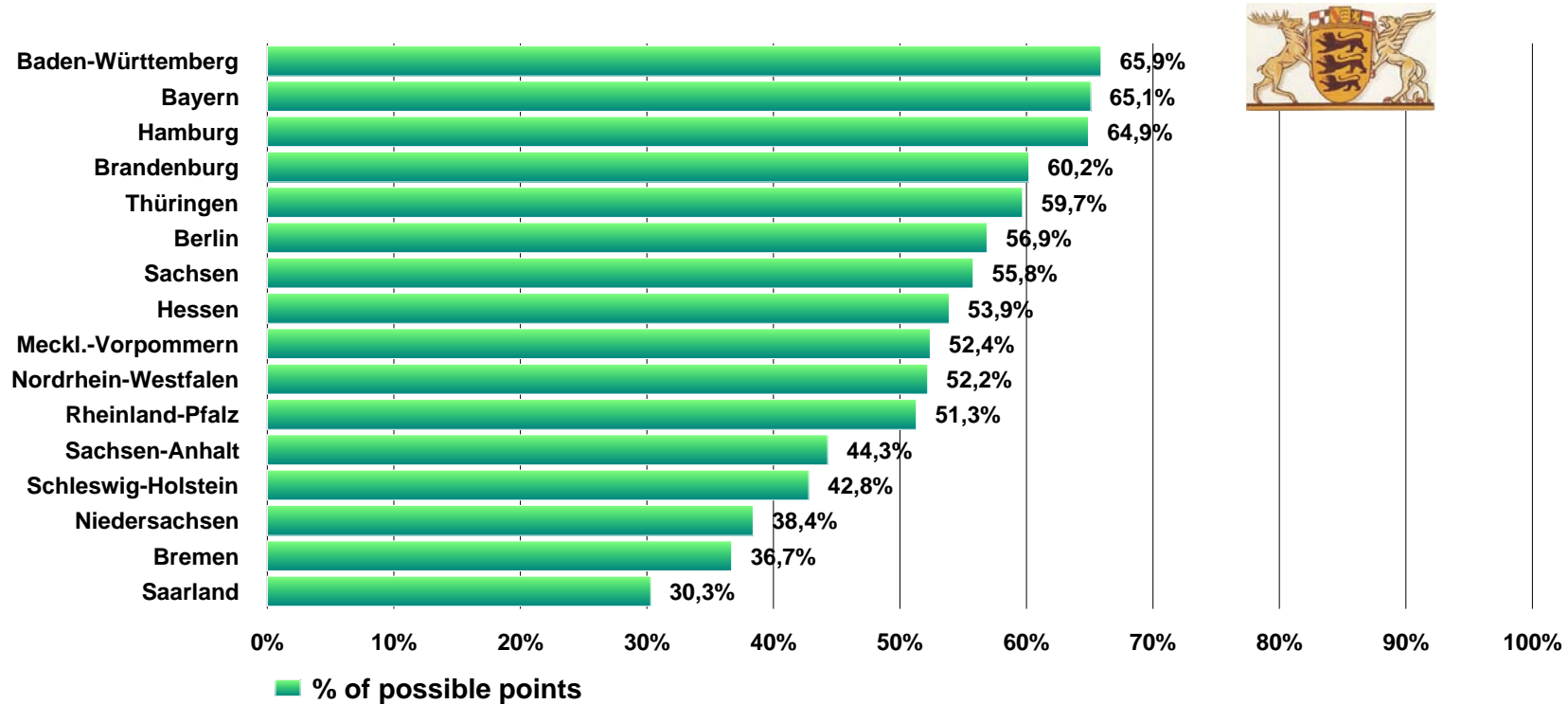
## East German Prime Ministers more issue-oriented




Political coverage of states is often personalized and focused on the Prime Ministers. Thuringia's Dieter Althaus did best in promoting policy issues when covered. On the other hand, Bavaria's Edmund Stoiber made the news because he was forced to retreat.

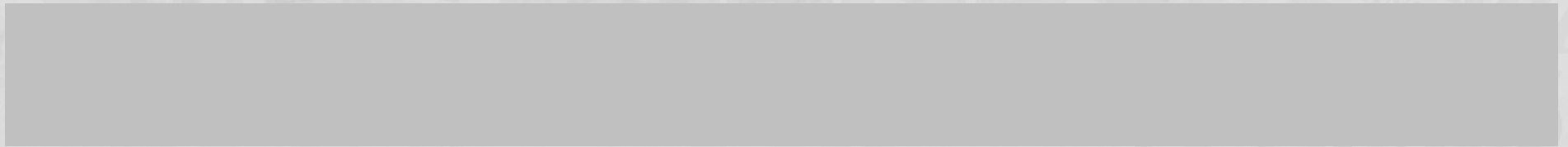
## Overall Results

# Baden-Württemberg is ahead of Bavaria and Hamburg




 Baden-Württemberg reached two thirds of the possible 160 points and is the winner of the Government Communicator Award in 2007. Placing fourth last year, the state has again convinced journalists, especially through its economic strength.

# Media • Analysis • Impact



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