

MEDIA TENOR NGO Communicator Award 2007

Analyzed for this report :
A total of **27.998** passages (at least 5 lines/seconds) about NGOs
(except sports clubs/economic research institutes)

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Media • Analysis • Impact

Agenda

- ✓ Methodology and criteria
- ✓ NGO Communicator
- ✓ Media

NGO Communicator Award

The media landscape is changing radically. Not only politicians and companies compete for media awareness, but non-governmental organisations and their causes also depend on sustainable media coverage to an increasing degree. As the examples of the great tsunami in the Indian Ocean and the Pakistan earthquake have demonstrated, without sufficient media coverage— and this means TV - donations and support cannot be mobilised efficiently.

In the competition for public support and charity money, NGOs have to move beyond the Awareness Threshold of the media to demonstrate their capabilities and present a constructive picture of their goals and plans to the public.

MEDIA TENOR has tracked the media coverage of German NGOs continuously since 2000, giving an accurate picture of media awareness, tone of coverage and the issues prevalent in the reports. For the period from January to June 2007, MEDIA TENOR analysed 27.998 reports about NGOs in 36 leading German TV, radio and print media. Out of this body, 29 organisations reached a volume of at least 100 reports in six months and have been selected for the final round of the MEDIA TENOR NGO Communicator Award.

NGO Award: Criteria/Methodology

The evaluation of the MEDIA TENOR NGO Communicator Award is based on content analysis of media coverage of non-governmental organisations in German media. Every report about a NGO of at least 5 lines in print or 5 seconds on TV has been analysed.

The Award relates to overall performance in 9 criteria:

- Volume of coverage
- Volume of TV coverage
- Tone of coverage
- Share of voice (=share of stories based mainly on quotes from the organisation)
- Share of interviews and opinion pieces
- Personalisation (= share of stories focusing on senior management)
- Tone of coverage of senior executives
- Share of forward-looking reports
- Steadiness of coverage over time

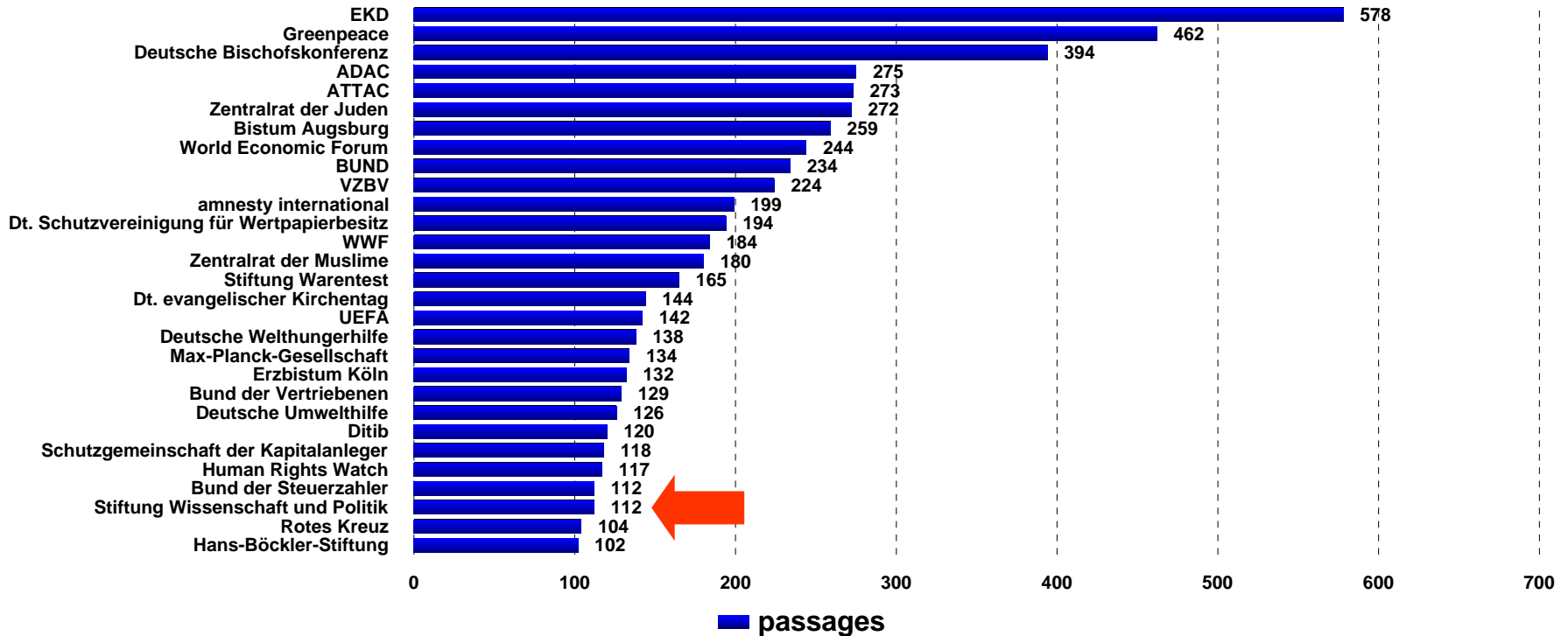
The nominees were ranked on every item separately with a score of 100 points for the best performer and fractional scores for the lower-ranking organisations. The scores for all criteria were then summed up and divided by the number of criteria, leading to an overall score ranging from 0 to 100.


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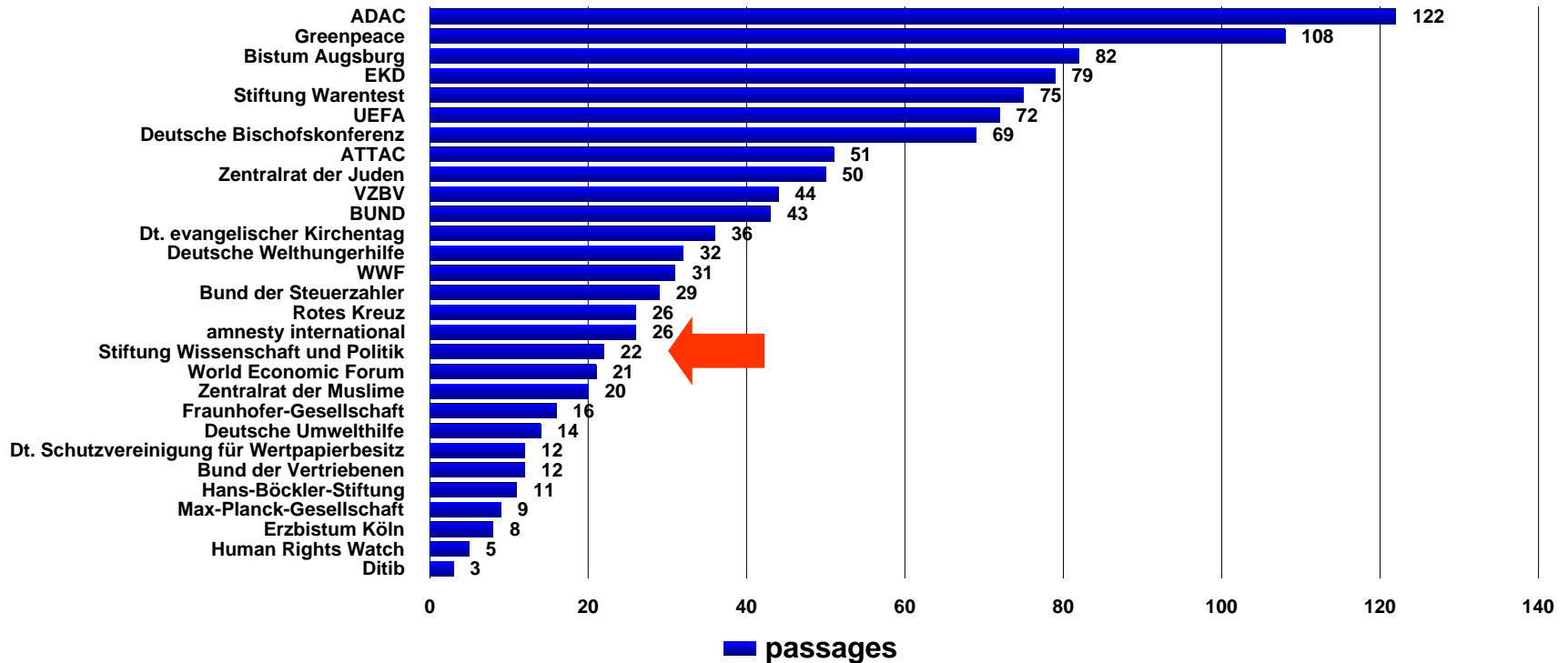
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Criterion 1: Volume of Coverage



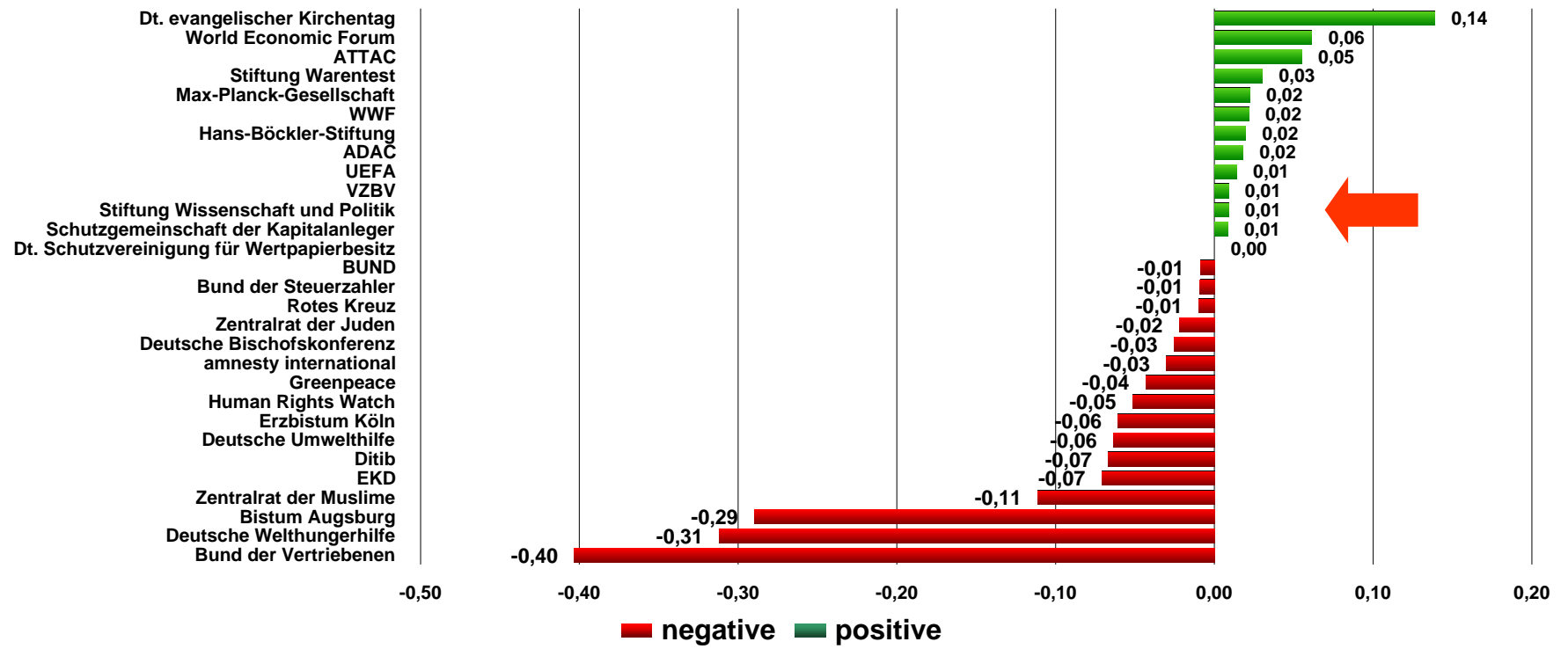

MEDIA TENOR assesses the media coverage of NGOs in Germany systematically and continuously. Visibility is a precondition for successful communication therefore coverage of at least 100 reports was a minimum criterion for this Award.

Criterion 2: Volume of TV Coverage



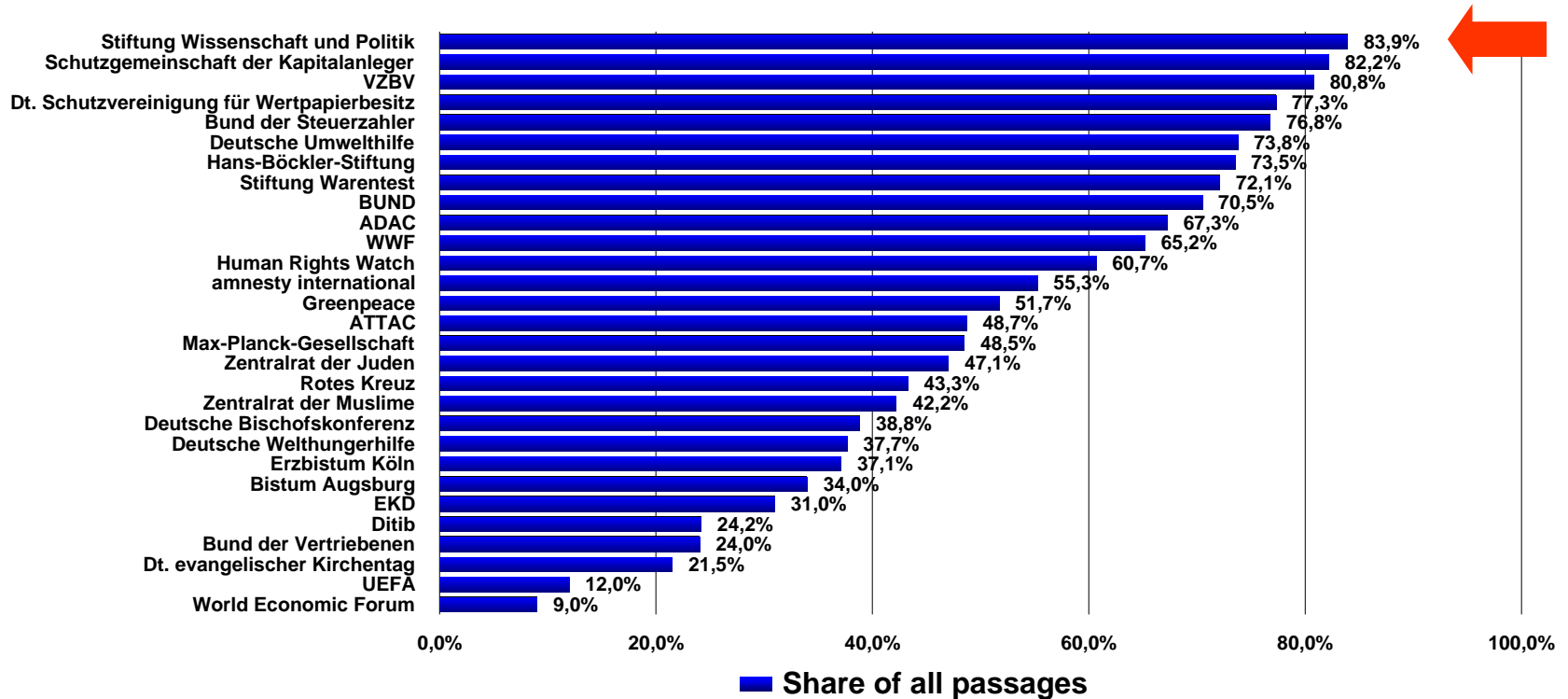
▶ TV is the medium with the highest impact – but selectivity rules make it very difficult for non-governmental organisations to get awareness from TV journalists. Dramatisation and staging of events opens doors to the TV stations.

Criterion 3: Tone of coverage (average rating)



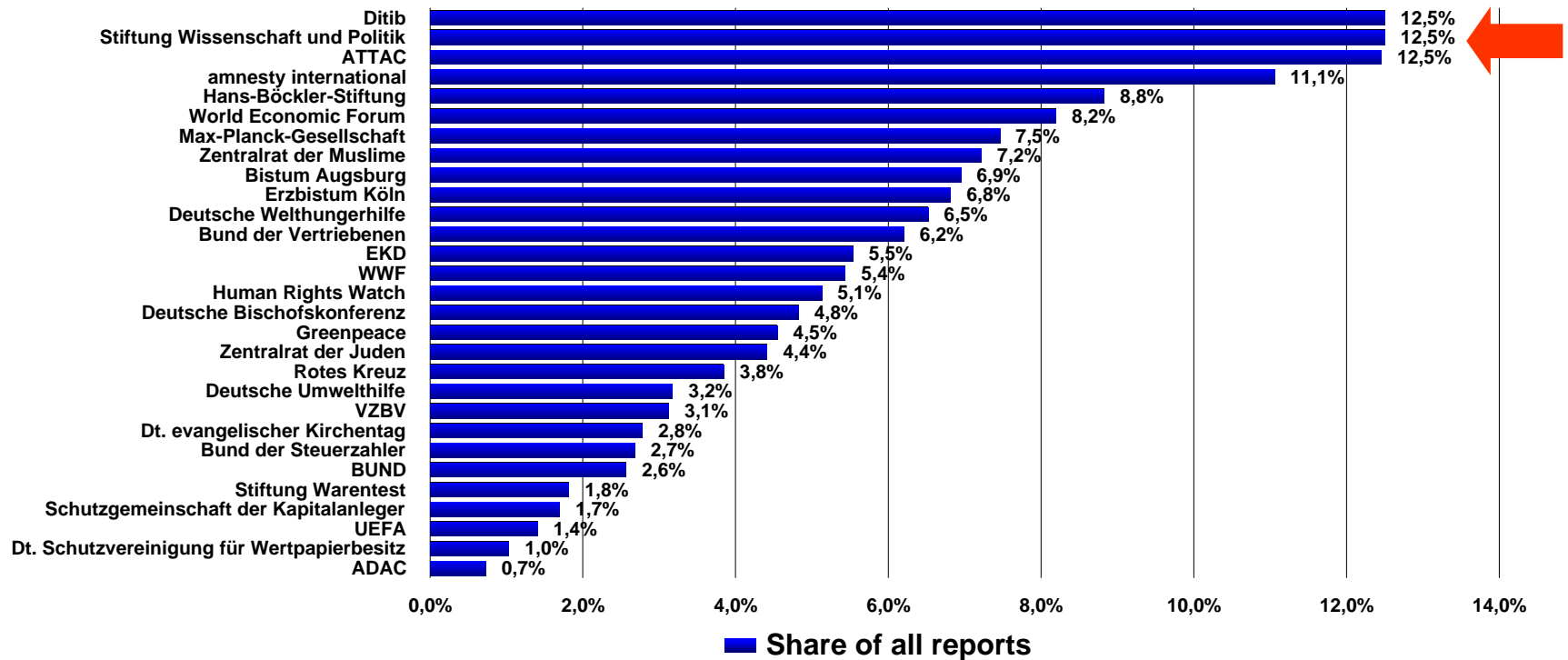
The media environment for NGOs is changing. NGOs are no longer just sources that get quoted by journalists. Scandals and criticism are increasing whereas strong approval of non-governmental organisations remains the exception.

Criterion 4: Share of Voice



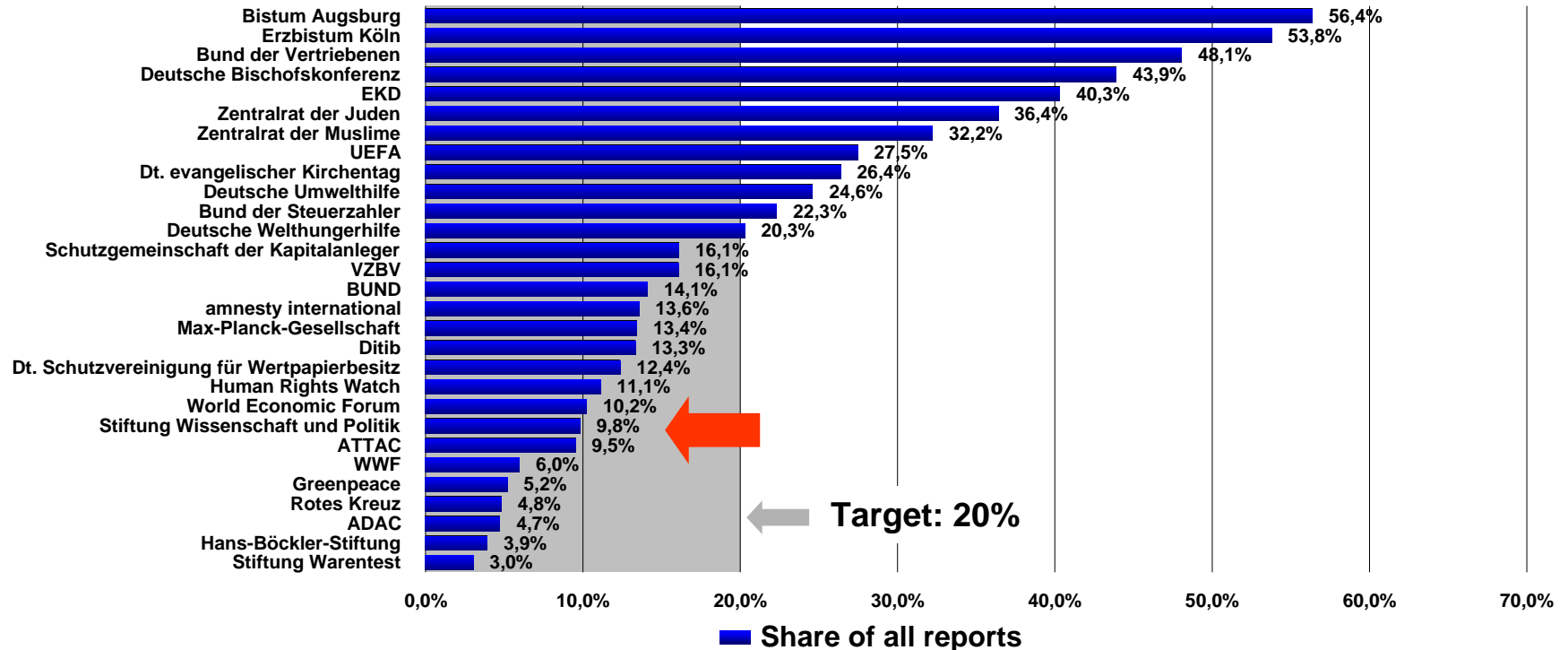
Contrary to political protagonists and companies, NGOs tend to be more often quoted with reference to their own areas of concern. Nevertheless for NGOs the maxim 'who is not heard, risks being criticized' holds true as well.

Criterion 5: Share of interviews and opinion pieces



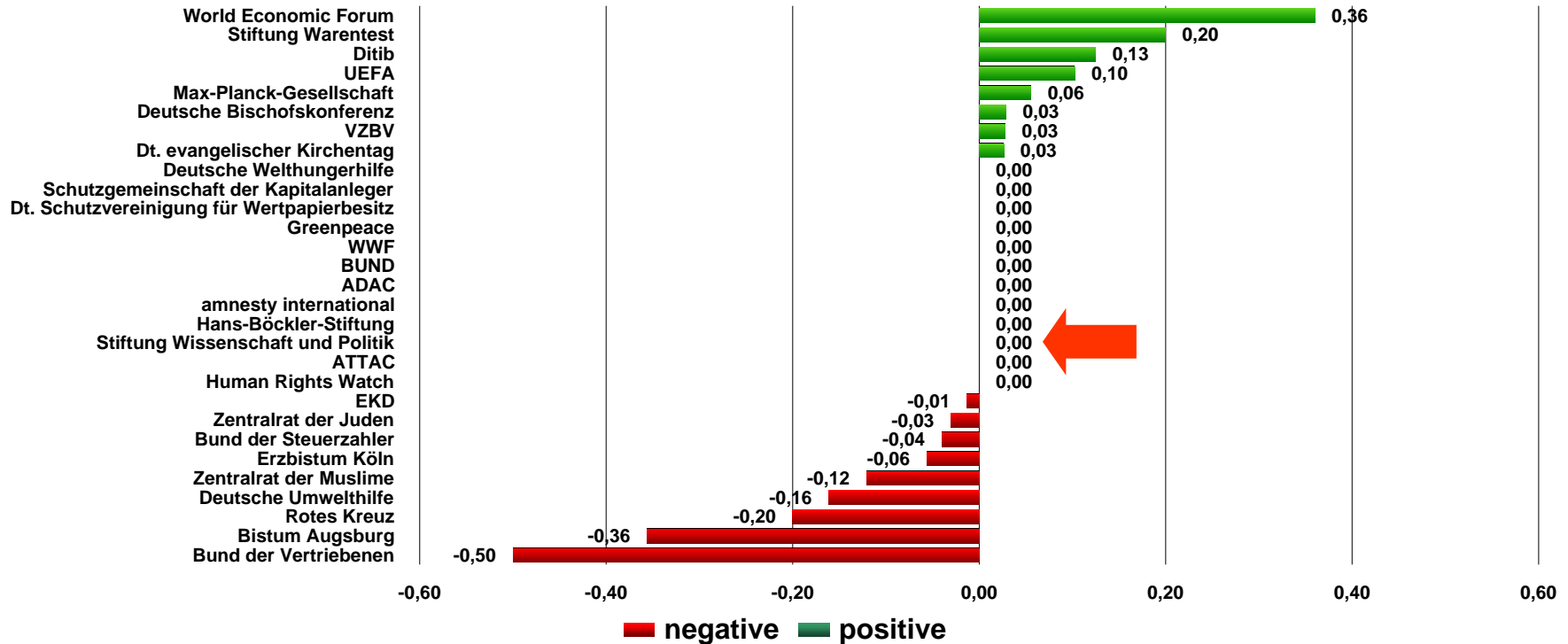
With interviews and opinion pieces NGOs can communicate their positions in an authentic way and the organisation gains a public face. Additionally interviews can enhance contact between organisations and media, forming a cushion for times of crisis.

Criterion 6: Visibility of senior management



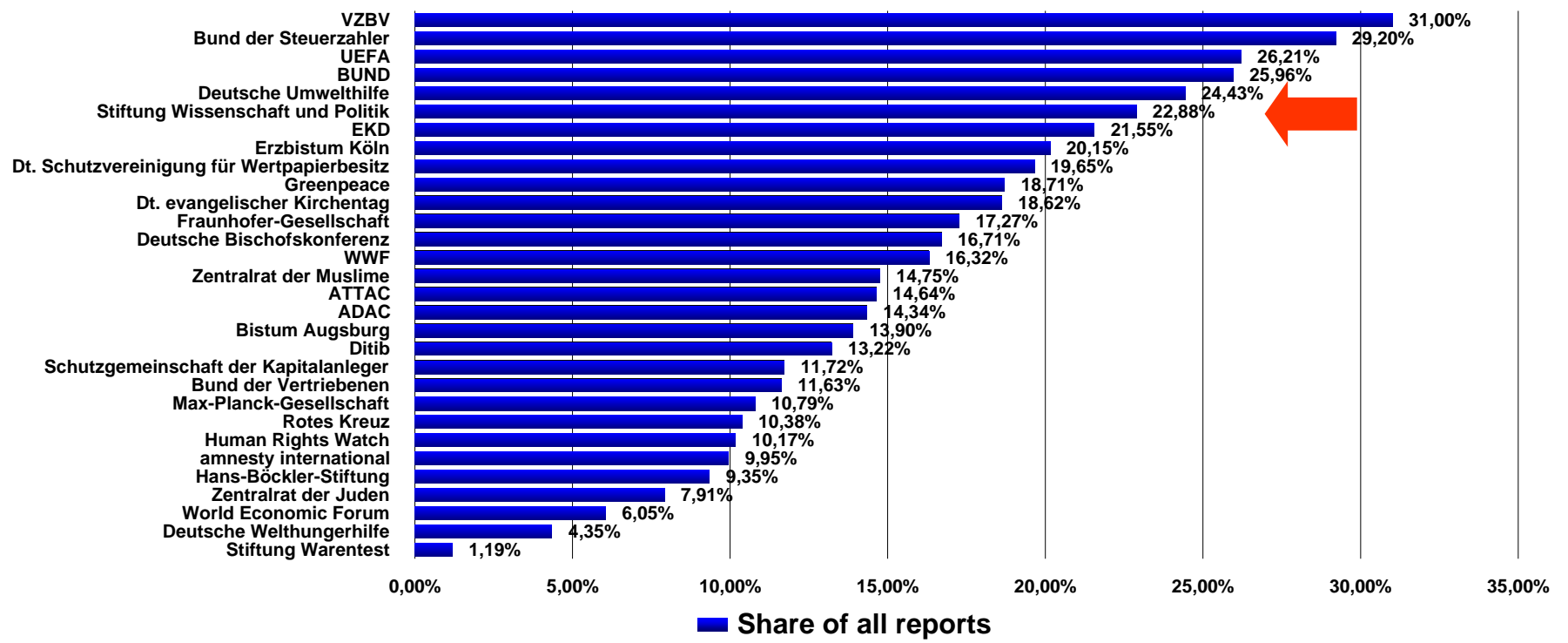
Whereas many NGOs tend to appear more or less as abstract institutions, others seize the chance to combine their messages with personalities. Personalisation enhances the news value of issues, but might crowd out the message, if used to excess.

Criterion 7: Tone of coverage of senior management



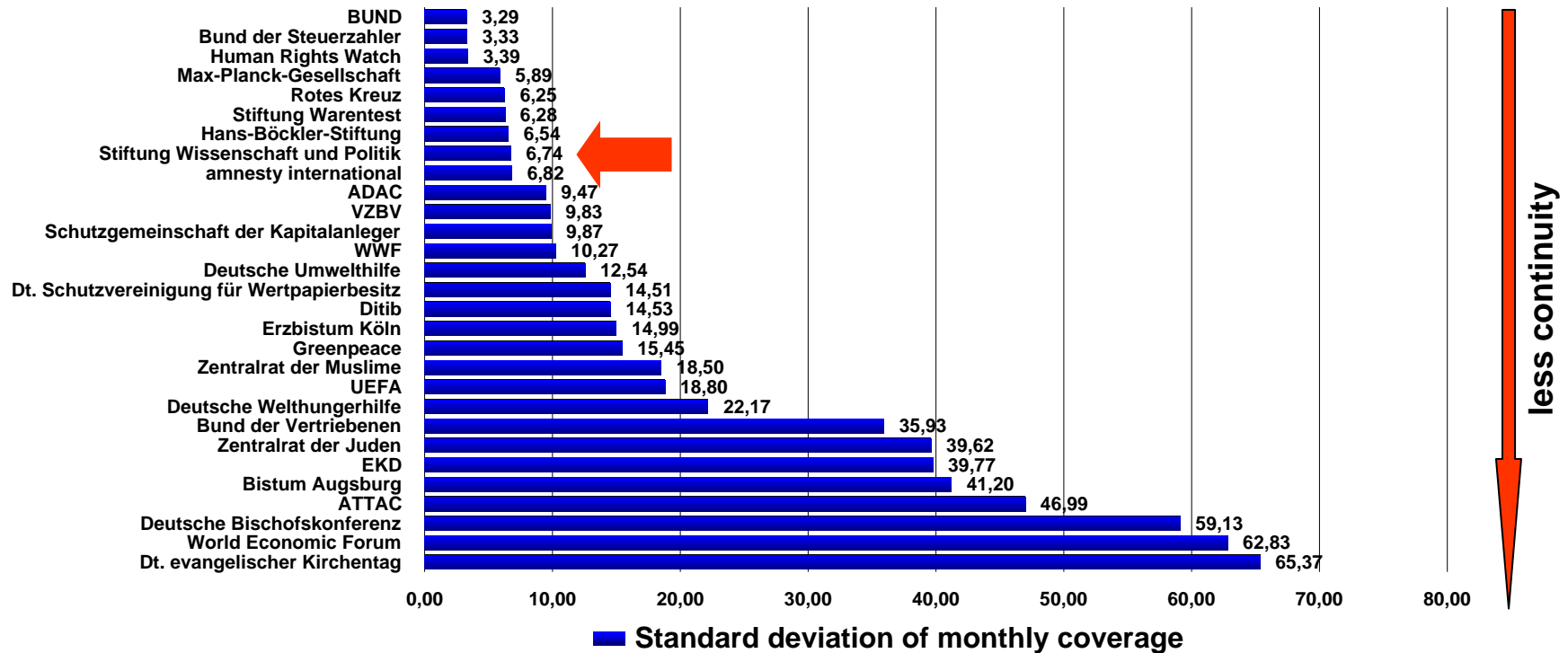
Personalisation brings about a higher risk, if there is a mismatch between the messenger and the issues. One example involved the President of Germany's national tax-payers organisation being criticized for his discretionary earnings.

Criterion 8: Share of forward-looking reports



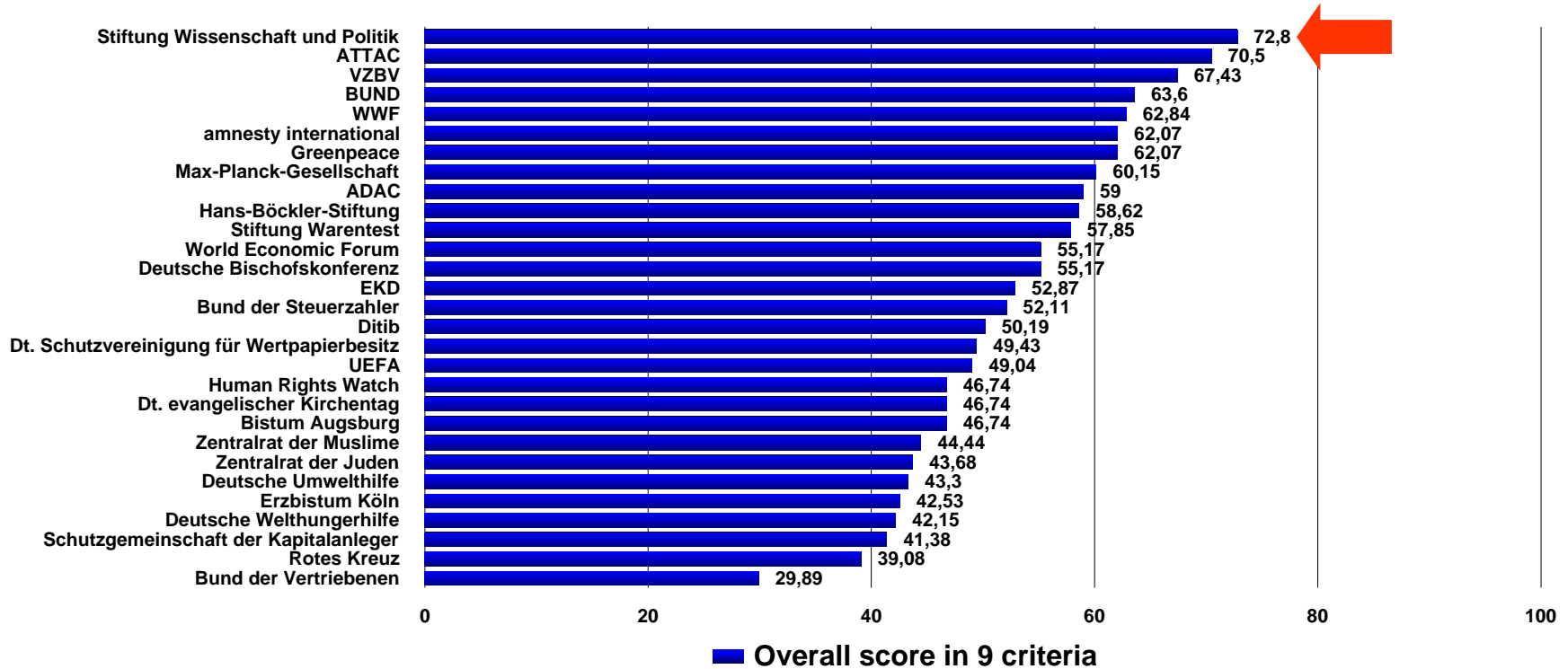
Novelty is a core aspect of newsworthiness. VZBV and Bund der Steuerzahler in particular managed to address future issues, when quoted in the media. Most other organisations' image was more or less dominated by present affairs.

Criterion 9: Continuity of coverage



► Sustainable communication requires continuity. A systematic planning of communication activities enables non-governmental protagonists to offer an ongoing flow of news and messages to the media, in order to break through the Awareness Threshold.

Overall ranking: Average score



▶ Stiftung Wissenschaft und Politik, Number 1 in 2006, Verbraucherzentrale Bundesverband (VZBV), falls back to the third rank. ATTAC could profit from the G8 summit in Germany.

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NGO Award: Media Set

- **Dailies:**
Bild-Zeitung, FAZ, FR, Süddeutsche, Welt, taz
- **TV News:**
ARD Tagesschau and Tagesthemen, ZDF heute and heute journal, RTL Aktuell, Sat.1 18:30, ProSieben Newstime
- **Current Affairs Programmes:**
WiSo, Plusminus, Frontal 21, Fakt, Panorama, Kontraste, Report (Mainz), Report (München), Berlin Direkt, Bericht aus Berlin, Monitor
- **Radio News:**
Deutschlandfunk Nachrichten (07:00 Uhr)
- **Weeklies:**
Focus, Spiegel, Zeit, Rheinischer Merkur, Stern, Super Illu
- **Sunday Papers:**
Bild am Sonntag, Welt am Sonntag, FAZ Sonntagszeitung
- **Monthly Business Magazines:**
Capital, ManagerMagazin

For print media, the politics/news and business sections were analysed. TV and radio news shows were analysed completely.