

MEDIA TENOR Special Award for Agenda Setting 2007

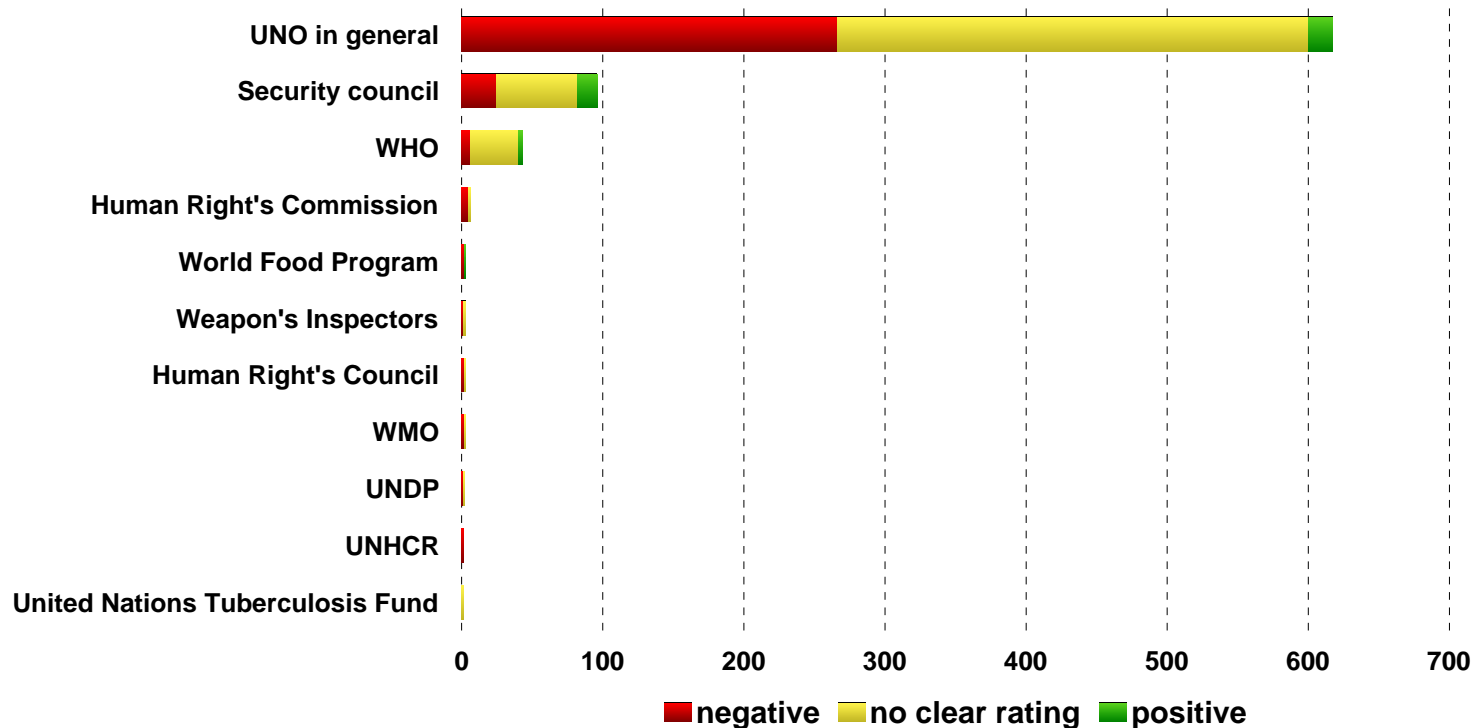
Analyzed for this award were 127.028 news stories in WSJ and Fox Special Report w/ Brit Hume, 1 July 2006 – 31 June 2007

Media Tenor Special Award goes to United Nations

Every year Media Tenor gives a Special Award to an institution in the community which has not managed to reach the Awareness Threshold in opinion leading media. Previous recipients of this Award have been AIDS Orphans, Transparency International, Amnesty International, AIESEC, Malaria Foundation.

This year the Award goes to the Civil Society Service Program of the United Nations of Public Information. Media Tenor will provide the Program with one year of consultancy in order to help the organization to build media awareness and in doing so, help to empower the impact of “civil society“ activities.

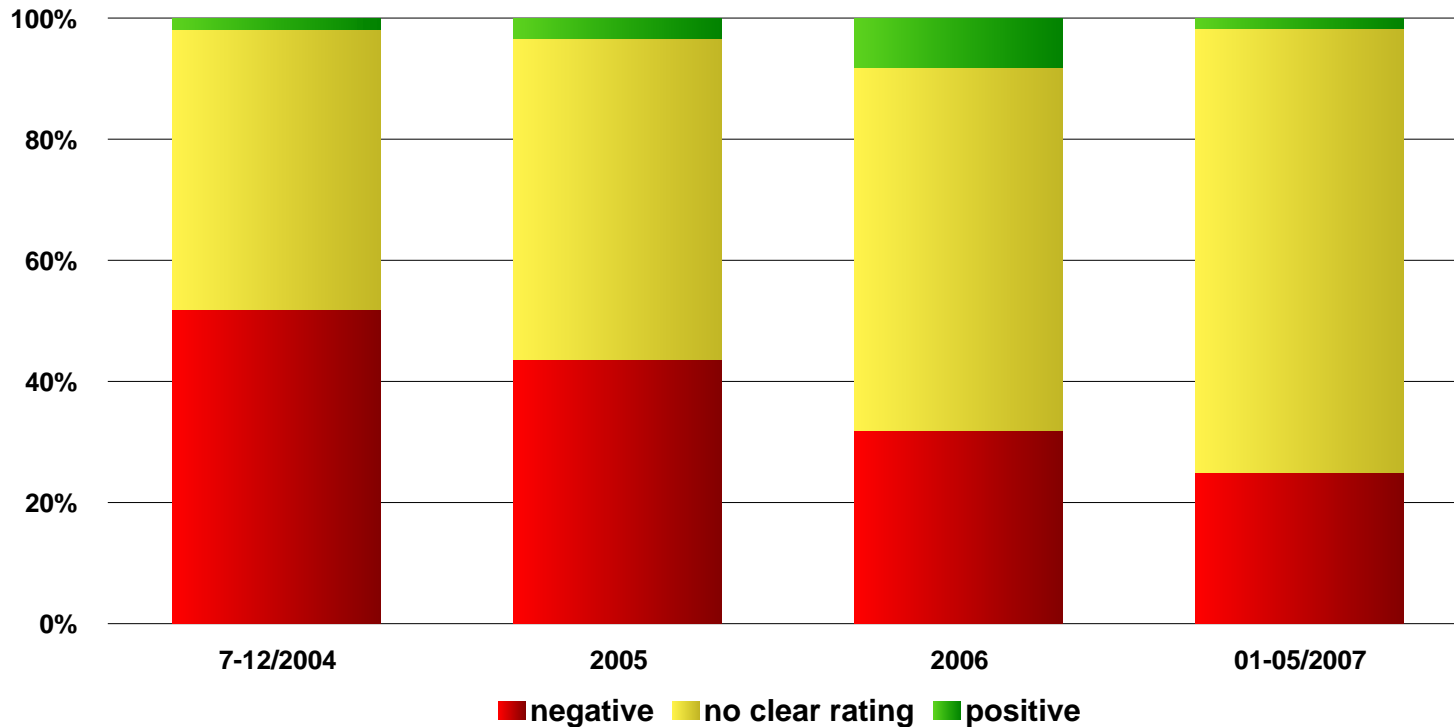
UN agencies without own media profile



Reporting in the U.S. focuses on the UNO as a whole. Apart from the security council only the WHO achieved some visibility on account of the global avian flu scare in 2006. The UNDP was barely mentioned in the news.

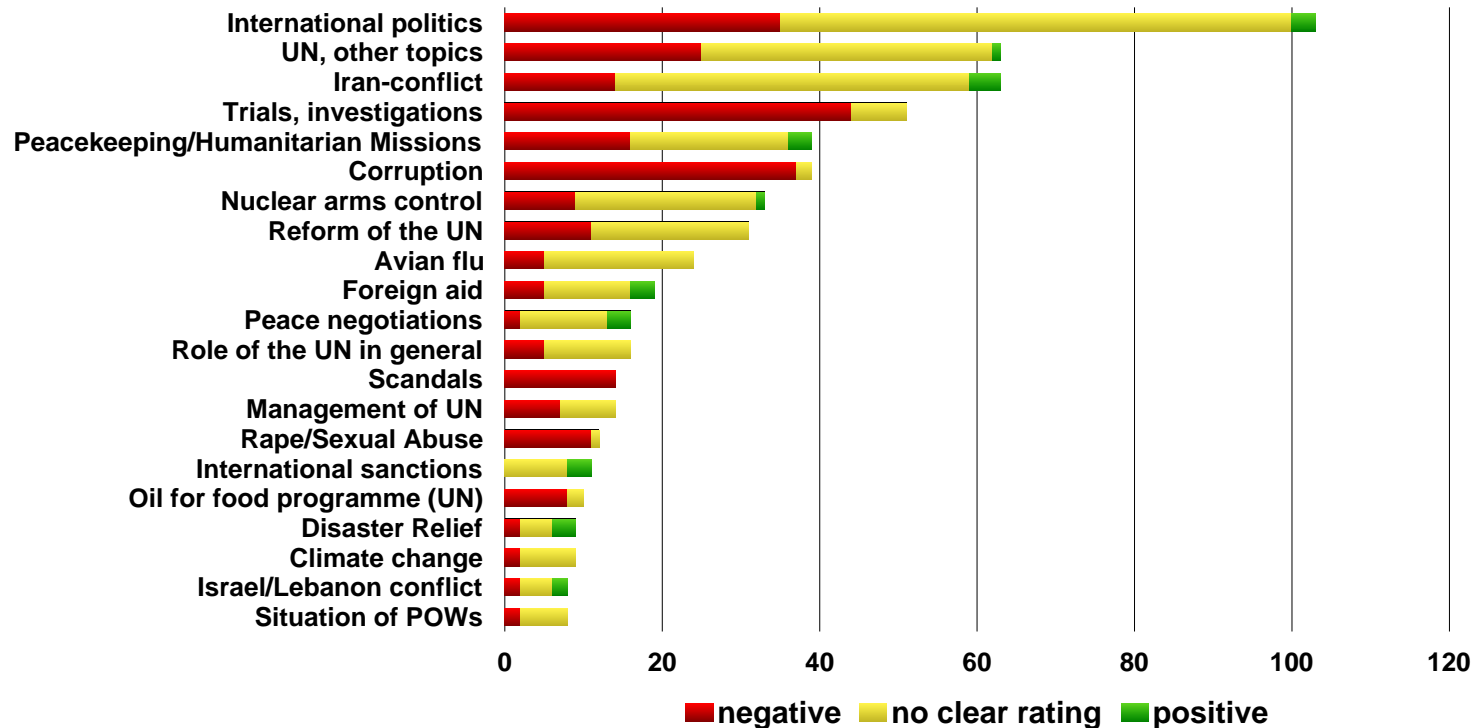
Rating of the UNO and its affiliates in WSJ and FOX, 07/2004-05/2007

Criticism down – but few positive news in 2007



▶ In the years 2004 and 2005 the UNO had to endure very negative reporting in the opinion-leading **WSJ** as well as in **Fox Special Report**. Although criticism has abated in the first five months of 2007, there are virtually no positive messages in the media.

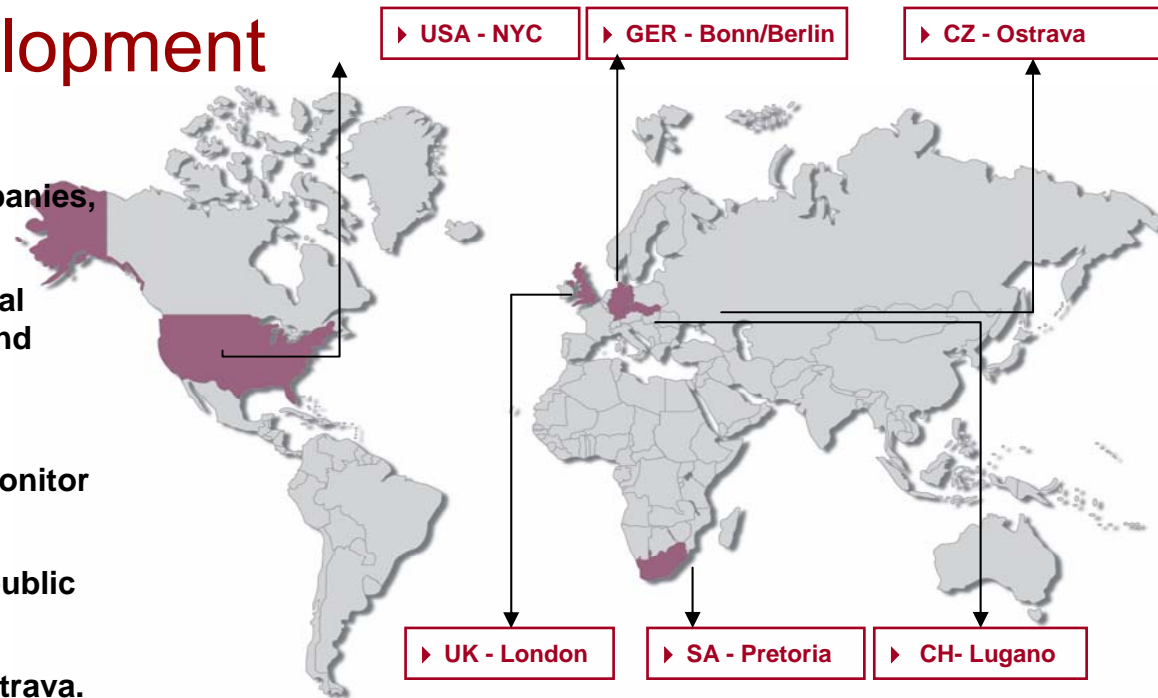
Corruption cases high up on the media agenda



While international politics – especially the Iran nuclear weapons conflict – dominate reporting about the UNO in terms of volume, various scandals and the reform debate accounted for a high share of the negative reports.

A brief history - our development

- 1985:** InnoVatio Publishing, founded in Fribourg. Specializing in social developments in companies, politics and education.
- 1994:** MEDIA TENOR in Bonn. The first international research institute focusing on continuous and comprehensive media content analysts. By journalists for journalists.
- 1995:** InnoVatio initiated the International Media Monitor Association in Washington, D.C.
- 1996:** Partner institutes in England and Czech Republic opening offices.
- 1999:** 160 analysts in Bonn, Dover, Leipzig and Ostrava.
- 2000:** New partner institutes in Pretoria (South Africa) and London (UK)
- 2003:** 230 analysts in five countries, new offices in Berlin and London.
- 2005:** New offices in Lugano, Windhoek, St. Petersburg
- 2007:** Opening first Media Tenor Institute (Arabic Media Institute) at Emory University/Atlanta US



The Media Tenor Institute for Media Analysis, with partner offices in Bonn (Germany), Ostrava, Prague (Czech Republic), New York (USA), London (UK) Pretoria(South Africa) , Windhoek (Namibia), Lugano (Switzerland), St. Petersburg (Russia) analyses day-by-day the news, opinion and financial sections of leading international newspapers and television news programs. More than 230 analysts analyze the content of over 200 leading media in 34 languages on all continents.