

*Press release, October 11<sup>th</sup>, 2006*

## **Manage Your Reputation: 7<sup>th</sup> International Agenda Setting Conference**

**Bonn, Petersberg, October 11<sup>th</sup> – 13<sup>th</sup>, 2006**

Bonn. „Manage Your Reputation“ is the motto of the 7<sup>th</sup> International Agenda Setting Conference, which opens on Wednesday, October 11<sup>th</sup>, 2006, at the Petersberg near Bonn. The conference, which is organized by the media research institute **Media Tenor**, brings together scientists and journalists from all over the world to meet with communication professionals working in politics, business and NGOs. Together they will discuss topical trends in applied research on media effects. **Media Tenor** expects a total of around 200 participants.

“The public image of a company or association, a party or a government depends heavily on its media image. It is one of the most important leadership tasks to maintain a reputation”, explains Roland Schatz, Editor-in-Chief of **Media Tenor**, on the choice of this year’s conference motto. Today’s media relations are therefore far more important than yesterday’s press and public relations. “Strategic communication and communication strategies are indispensable. Communication crises are the best proof: obvious practical examples are Deutsche Bank, Volkswagen, Siemens and the Grand Coalition in Germany”, says Schatz.

At the Steigenberger Grandhotel Petersberg, lectures and discussion rounds as well as case studies in 16 workshops will tackle media trends in politics, business and society. The program includes a lecture by Prof. Jan-Egbert Sturm (ETH Zurich) on the role of communication on monetary policy and a discussion round on the importance of the Soccer World Cup for the image of Germany. A workshop on the Agenda Setting-Theory incorporates experts in the research on media effects such as Donald L. Shaw (University of North Carolina at Chapel Hill) and Prof. Wolfgang Donsbach (Technical University of Dresden). Other contributors include Kai Diekmann (chief editor, BILD), Dr. Joachim Faber (CEO, Allianz Global Investors), Prof. Michael Hüther (Director, Institute of the German Economy, Köln (IW)) and Mazen Hayek (Director of Marketing & Business, Al Arabiya).

On Wednesday night the conference will open with the first part of the ceremonies for the **Media Tenor** Awards for Diversity in Coverage. Since 2002, **Media Tenor** has been awarding these prizes not only to the media, but also to companies and organizations that, during the course of the year (this time July 1<sup>st</sup>, 2005 – June 30<sup>th</sup>, 2006), managed to reach their target audience's attention through media coverage. On Thursday night the second part of the award ceremonies will take place in a festive atmosphere.

### **History of the International Agenda Setting Conference**

**Media Tenor** organized the first yearly International Agenda Setting Conference in 1999, five years after its foundation, with the goal to share its unique data with journalists, opinion researchers, scientists and communication experts. During the conferences, participants from Africa, the Arab world, Europe and the US discuss the media's influence on our perceptions. Chief editors and publishers will meet with politicians, CEOs, PR specialists, communication scientists, NGO and country representatives, in order to discuss the most recent trends in Agenda Setting. New developments in applied Agenda Setting research are being presented along with the founders of the Agenda Setting theory and members of the **Media Tenor** advisory council.

More information on the 7<sup>th</sup> International Agenda Setting Conference are available online under [www.agendasetting.com](http://www.agendasetting.com).

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## **Diversity is a factor in success: Media Tenor awards prizes**

### **The winners of the 2006 International Media Tenor Awards for Diversity in Coverage**

**++ Embargoed until Wednesday, October 11<sup>th</sup>, 7 p.m. ++**

Bonn. The Ludwig-Maximilians-Universität Munich, the ifo-Institute and the Netzeitung are three of this year's winners of the 2006 International Media Tenor Awards for Diversity in Coverage. Every year, the media research institute **Media Tenor** in Bonn awards this prize in different categories to companies, institutions and organizations that, during the course of one year, have attracted particularly diverse media coverage compared to their competitors. Media organizations also receive Awards for their coverage. The sole criterion for the Award is the result of media content analysis – as opposed to a decision by a jury, on which most other journalism prizes are based. The basis for analysis was the coverage in the leading media from July 1<sup>st</sup>, 2005, until June 30<sup>th</sup>, 2006. The first part of the Award ceremony takes place on Wednesday night, October 11<sup>th</sup>, at 7 p.m. at the 7<sup>th</sup> International Agenda Setting Conference on the Petersberg near Bonn. The second part follows on Thursday night.

“Whether companies compete for clients and investors or universities for research funding and the best students – for all of them it is absolutely vital to surpass the Awareness Threshold with the help of their communication efforts”, says Roland Schatz, Editor-in-Chief of Media Tenor. But presence alone is not enough for being successful in public. “Only those who manage to attract media attention over a diverse number of important issues, and who receive positive assessments, will be successful in the long run”, says Schatz.

Depending on the category, the criteria for the Awards include the amount of coverage, assessment, topical diversity, share of own statements, share of the personalities in the articles/news stories and share of certain particularly important topics or formats (i.e. share of the topic innovation for companies, share of guest articles by scientists for universities). As to the media prizes, the number of quotations by other media was also taken into account.

**The prizes awarded on Wednesday, October 11<sup>th</sup>, 2006, and their winners are:**

**Category: University Communicator Award**

1st place: Ludwig-Maximilians-Universität München

2nd place: Freie Universität Berlin

3rd place: Johann Wolfgang Goethe-Universität Frankfurt/Main

**Science Institute Communicator Award**

1st ifo-Institut

2nd Deutsches Institut für Wirtschaftsforschung (DIW)

3rd Institut der Deutschen Wirtschaft Köln (IW)

**Federal Ministry Communicator Award**

1st Bundesministerium für Wirtschaft und Technologie

2nd Auswärtiges Amt

3rd Verteidigungsministerium

**Country Communicator Award**

1st Deutschland

2nd USA

3rd Japan

**Special Topic Communicator Award: Industry sector**

Roche

**Special Topic Communicator Award: Innovation**

Otto

**International Corporate Communicator Award**

1st General Motors

2nd Google

3rd Microsoft

**Global Business Media Award**

1st Financial Times

2nd Hospodarske Noviny

3rd Handelsblatt

**Global Online Media Award**

Netzeitung

**Czech TV Election Reporting Award**

Czech TV

**Agenda Setter of the Year Award**

WirtschaftsWoche

**Media Tenor Special Award**

The Malaria Foundation International

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## **Workshops and Case Studies at the 7<sup>th</sup> International Agenda Setting Conference**

*Agenda Setting and Investor Relations*

### **IPO Communications**

Prof. Francesco de Leo, Board Member, Wind Telecom, Rome, Italy

### **Business Report DAX 30**

Prof. Robert Eccles, CEO Perception Partners, Boston, USA

Initial Public Offerings (IPOs) pose the question more urgently than ever before: What influence does media coverage have on their success or failure? Media Tenor and its partners have developed ways to identify minimum standards for IPO communication. Prof. Robert Eccles, CEO of Perception Partners, Boston, will illustrate the relationship between the success and reputation of companies. The workshop looks at risk indicators – among others with the help of proven insight into the DAX-30-annual reports 2003-2005. The eight **Media Tenor** rules for a successful IPO can be discussed in the light of successes and failures in 2006 in Germany and internationally.

*Agenda Setting and Corporate Reputation*

### **Value Reporting Dax 30 Study**

Dr. Michael Gross, CEO Peakom, Frankfurt am Main, Germany

### **How to Communicate CSR activities**

Wolfgang Scheunemann, CEO Dokeo, Stuttgart, Germany

### **Communications Performance Measurement**

Anneliese Gfrerer, HypoVereinsbank, Munich, Germany

What influence does the coverage in the (opinion leading) media have on a company's success? Its significance becomes obvious at the latest when a communication crisis hits. Who could deny this after what happened most recently with Siemens and BenQ? The image

of CEOs both suffered considerably in the past years, and also clearly showed their importance. Still, companies of all sizes continue to ignore the overwhelming power of communication – and fail to include it into their balance sheet. Media Tenor and its partners are developing ways to indicate when a CEO is leading his company straight into a communication crisis – and how corporate communication can be valued economically. **How does a company differ from its competitors? In what way can regular communication be encouraged? What can different departments contribute to this?** These are questions that deserve great and permanent attention. How does one develop a strategy for external communication and control its implementation? The instrument of the Hypo Vereinsbank will serve as a basis for discussion.

#### *Agenda Setting and NGOs*

##### **Beethovenfest**

Ilona Schmiel, Managing Director Beethovenfest, Bonn, Germany

##### **World Economic Forum**

Matthias Lüfkens, World Economic Forum, Geneva, Switzerland

How do the media influence the people's charity donations? **Media Tenor** and its partners show ways to surpass the Awareness Threshold for social commitment in the long run. The people's willingness to donate money to the victims of the Tsunami was enormous, while they were much more reserved with regard to the earthquake victims in Pakistan – although in quantitative terms, many more people were affected. Pakistan remained below the Awareness Threshold in the media. Beyond the topical media effects of this kind, the workshop also deals with the basic question on how people can still be reached with cultural or educational messages, given the ever increasing stimulus satiation. The Beethovenfest (Beethoven festival), for instance, is about more than the hunt for sponsors. It enriches the value of arts and culture – and thereby also that of the region. Its Managing Director, Ilona Schmiel, as well as other event managers will discuss those issues in the workshop.

**Matthias Lüfkens of the World Economic Forum reports on how to attract attention for a more diverse range of issues.**

*Agenda Setting and Economics*

**Inflation Expectation**

Prof. Ulrich Fritsche, University of Hamburg, Germany

**Communication of European Central Bank**

Prof. Jan-Egbert Sturm, ETH Zürich, Switzerland

What specific and quantifiable impact does the coverage in the (opinion leading) media have on the ifo-Index or even on the interest rate decisions of the European Central Bank? The joint research of Media Tenor, Professor Jan-Egbert Sturm and professors of the DIW, IWH and other German economic research institutes show a significant correlation. These results allow **Media Tenor** a greater predictive accuracy than the macroeconomic departments of renowned commercial banks – for example with regard to the ifo-Index since August 2004. On the basis of a long-term study on media coverage, the workshop will be able to provide an expert evaluation of the media's influence on decisions by the European Central Bank.

*Agenda Setting and Public Diplomacy*

**Public Opinion Research & Foreign Policy**

Joshua Fouts, Director USC Center on Public Diplomacy, USA

**Agenda Setting and South Africa**

Michelle Holahan, Erasmus University, Rotterdam, Netherlands

How does media coverage influence our perception of other countries? The news flood on the avian flu generated tough indicators for aviation companies. How far did the reports have to go in order for travelers to cancel their bookings? The cartoons in a Danish newspaper sparked a belated wave of media coverage on the protests, which resulted in the bankruptcy of companies in the Middle East that maintained direct or indirect contacts to Denmark. Together with the Public Diplomacy Institutes of the Annenberg School as well as the World Economic Forum (WEF), **Media Tenor** developed indicators for the assessment of country images. The workshop will look at the media coverage on Israel, Lebanon and Gaza on the one hand, and the internal and external patterns of failed communication and perception on the other. The Middle East is perceived in monolithic blocks rather than as a region of

numerous diversities. Arab participants from the region will put their ideas up for debate as to how this can be changed in the near future.

#### *Agenda Setting and Election Campaigning*

#### **Message Strategies & Televised Debates**

Dr. Marcus Maurer/Dr. Carsten Reinemann, University of Mainz, Germany

#### **100 Days before Election Day**

Dr. Fritz Goergen, Chief Editor, Kommentare - online, Cologne, Germany

What influence does the coverage on televised debates really have on election results?

**Media Tenor** data on the 2000 and 2004 US election campaigns as well as on the 2002 and 2005 German parliamentary elections show a significant reciprocity between the two. Yet media impact can not only be observed before key events, but also by analyzing polling data, the candidates' focus on topics and the evaluation on whether or not the growing number of non-voters might still be moved towards the ballot boxes. The workshop will also tackle questions such as: Is it true that a politician's personality is more important for the election results than his or her position on issues? How can small opposition parties manage to surpass the Awareness Threshold?

#### *Agenda Setting and Publisher's Image*

#### **Agenda Setting Implications of Blogs**

Marcus Messner/Marcia Watson DiStaso, University of Miami, USA

#### **How (not) to use Media Tenor Quotation Rankings**

Kai Diekmann, Editor in Chief, BILD, Hamburg, Germany

What influence do quotations by other media have on the paid circulation? The joint research of **Media Tenor** with a number of publishing houses has produced first indicators for the correlation between quotations and success at the newsstand. The issue at stake is not only the competition for the highest number of quotes. Claus Strunz and his BamS-Team (BILD am Sonntag, a German weekly tabloid) have combined quantity and content in such a way that it improved their image: Exclusive news in the areas of health and women have positioned BamS as a platform for interviews, guest articles or the publication of topical

studies. The Handelsblatt has to compete with the Wall Street Journal and the Financial Times as well as with the local press. The workshop will offer opportunities to discuss with chief editors what consequences can be drawn from this.

#### *Agenda Setting and TV Media*

#### **International Media Standards**

Dr. Stephen Farnsworth, University of Mary Washington, USA

#### **Electronic Media and Electoral Coverage**

Michal Petrov, Editor in Chief, Czech TV, Prague, Czech Republic

Television stations are under increased pressure, particularly in times of election campaigning. How can they employ their platform and formats in such a way that they fulfil their own standards of nonpartisan reporting and presentation of opinions? What influence do the broadcasts of videos, for example from Al-Qaeda, have on the perception of terrorists on the one hand and that of the stations on the other? Together with chief editors of public Czech television and Al Arabia, **Media Tenor** has developed concepts on both questions. The workshop will also deal with measures by the BBC to optimize its program. The participants will have access to long-term and topical **Media Tenor** data.

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## **About Media Tenor**

The **Media Tenor** Institute for Media Analysis is an independent, non-partisan organization. Founded in Germany in 1994, the institute has offices in Bonn (Germany), London (U.K.), Lugano (Switzerland), Windhoek (Namibia), New York (U.S.), Ostrava (Czech Republic), Pretoria (South Africa.) and St. Petersburg (Russia). **Media Tenor** analyzes opinion-leading media worldwide on a daily basis and provides its partners with accurate information on how the media covers individual issues, organizations, countries and persons.

Universities, such as the London School of Economics, Harvard Business School, Shorenstein Center (Harvard University), Emory University (Atlanta, GA), Amsterdam University and the Oxford Internet Institute, use **Media Tenor**'s data in their research on journalism, on the influence of media on public opinion and on other scientific topics. Media organizations, including the **BBC**, **Business Day**, **Hospodarske Noviny**, **WirtschaftsWoche**, **Neue Zürcher Zeitung**, the **Wall Street Journal** and **Il Sole 24 Ore** work with **Media Tenor** data on a regular basis.

Our research is also strategically used in the corporate communications efforts of companies, NGOs, political parties and government offices seeking to improve their public image. **Media Tenor** has analyzed the coverage of presidential campaigns in leading media in South Africa, the U.K., the U.S., Germany and other countries, with the goal of highlighting trends in the political coverage in different countries and studying the influence of media on polls and voters' behavior. Other projects include the continuous monitoring of the coverage of AIDS/HIV in South Africa, the image of Middle Eastern countries in international media, anti-Americanism in European countries and media profiles.

**Media Tenor** issues monthly updates on the correlation between the media coverage of the economy and the Consumer Confidence Index. For our strategic consulting work for corporate clients, we developed a set of risk indicators to measure companies' media reputation and predict threats to their public images as well as share price movements. In addition, **Media Tenor**'s strict metrics allow for comparisons of companies and their executives not just with their immediate competitors in their industries, but also within the

global market. **Media Tenor's** research has been shown to accurately predict the business climate earlier than any other poll, allowing organizations to act early and preempt PR crises.

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## **About the International Media Tenor Awards**

Media Tenor was founded to share its unique database with journalists and academics. Within its first 10 years, Media Tenor created a database of more than 50 million data items. One way of sharing this data was to create awards for media themselves. Since only plurality and diversity are the answer to one-sidedness in media reporting, **Media Tenor** created the Awards for Diversity in Reporting. Since 2002, these awards include opinion leading media as well as organizations which, during the course of one year (this time from July 1<sup>st</sup> 2005 – June 30<sup>th</sup>, 2006), managed to reach the awareness of their target audiences with the help of a diverse range of issues.

**Media Tenor** congratulates them all, since it is this diversity that enables readers and audiences to form their own opinion. The **Media Tenor** Awards are different from other journalistic awards in the sense that there is no jury which, on the basis of subjective opinions, assesses the quality of individual journalists. Rather, **Media Tenor** analyzes the total sum of reporting over a period of one year. This analysis then forms the basis for objectively determining the award winners. Each and every article in the political and economic sections, and every report in the main news programs are analyzed in terms of the topics that have been addressed, the sources used, the organizations or people being quoted and the countries reported on. To avoid being the victim of one-off news events, **Media Tenor** does not draw on a sample week or month to reach its findings, as it is often done by other research organizations. Instead all articles or reports, which were screened or printed during the year, formed the basis of the assessment which medium offered the greatest scope of issues to its audiences.

Ratings, such as positive or negative comments on companies, parties or NGOs, do not play a central role, but rather it is the editorial team which manages, in spite of daily time pressures, to address the greatest variety of issues, sources, organizations and people over a one-year-period. In previous years, the media who were not nominated have argued that they would report more on image drivers such as innovation and research if only corporate organizations or institutions would make this information more available. However, **Media Tenor** acknowledges through its awards organizations, NGOs, companies and economic

institutes that have done just that. Again, it is not an individual achievement or single occurrence that matters, but rather the continuity and diversity in coverage: The question who is able to break through the Awareness Threshold beyond scandals, financial reports and press conferences. Volume and quality over one year are the key foundation for the overall evaluation.

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## **The Methodology of Media Tenor**

For 13 years, **Media Tenor** has been conducting intensive international media research on the basis of the scientific method of media content analysis. During this time its data pool has grown to more than 60 million units of data. **Media Tenor** is the only research institute capable of analyzing the most influential media around the world in their entirety on a daily and continuous basis. **Media Tenor's** research has shown that any type of media content analysis that only focuses on individual sections of a newspaper or that is only conducted for a limited time can easily generate skewed results and lead to misconceptions. The same is true for research institutes, whose analyses typically rely largely on keyword searches and simple word counts or that work only with clippings, producing what amounts to a subjective interpretation of the news but yet calling it a proper analysis. By analyzing all opinion leading media all the time, **Media Tenor's** data comprise every word in every article, on a daily basis.

### **Staff: Media analysts and Researchers**

One of **Media Tenor's** strategic advantages is the use of human analysts for collecting media data – after all, no software can replace the human brain. This allows for very complex statements to be accurately categorized into a manageable set of issue groups. At the same time, **Media Tenor's** strict methodology and training guarantee consistency in grouping and rating of issues. Indeed, **Media Tenor** puts a premium on thorough training and constant testing of its analysts to ensure the highest possible quality of its data. **Media Tenor's** highly skilled team of 170 analysts from more than 40 countries and the team of experienced researchers make it possible to identify media trends that are shaping public opinion and consumer behavior in different parts of the world. In contrast to other companies that do different kinds of media analyses, Media Tenor does not limit itself to keyword searches or other kinds of automated content processing. Its analysts analyze each sentence and every single statement in more than 250 international media.

### **The codebook**

The complex codebook that is the basis of the unique **Media Tenor** analysis was developed in cooperation with professors from Columbia University, the University of Mainz, Ludwig-Maximilians-Universität in Munich, Oxford University, the University of Economics in Prague,

Emory University, Augsburg University and the University of Stellenbosch in South Africa. It is regularly updated to ensure that **Media Tenor**'s data reflect the latest developments in all areas of analysis, spanning political and economic subjects as well as any issue with a potentially lasting impact in politics, society or the economy. All of the data that is thus collected is organized into a data pool, which **Media Tenor** researchers search through to analyze, without interference from subjective bias and opinion, how the media covered a diverse range of subjects. Researchers then compare their media search results with external statistics such as polls, consumption trends, market research, voting results, and demographic information. **Media Tenor** thus established itself as the leading institute for applied Agenda Setting research – an approach that looks into how the media influence human conscience and behavior.

## **Roots**

**Media Tenor**'s unique approach is borne from the journalistic background of the company's founders and their understanding of editorial needs as well as long-standing ties with members from the academic community, giving the institute immediate access to the most current findings and research techniques in the field of communication and social sciences. For that reason, media organizations rely on **Media Tenor**'s data as a tool for training and for the improvement of their work.

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**Journalistic and Scientific Advisory Board of Media Tenor**

**Prof. Dr. Frank Brettschneider**, Chair for Communication Sciences, University of Hohenheim

**Dr. Sam Cherribi**, Interim Director, Center for the Study of Public Scholarship, Emory University,  
Atlanta

**Prof. Dr. Stephen Coleman**, Director of Studies, Hansard Society for Parliamentary Government,  
London School Of Economics

**Prof. Dr. Wolfgang Donsbach**, Managing Director of the Institute for Communication Sciences,  
TU Dresden, Former President of International Communication Association

**Dr. Robert G. Eccles**, Founder and President of Advisory Capital Partners, Inc. (ACP); Senior  
Fellow of PricewaterhouseCoopers (PwC)

**Prof. Dr. Romy Fröhlich**, Institute for Communication Sciences, University of Munich, former  
President of the DGPK (German association for communication sciences).

**Prof. Michael B. Goodman**, Director Corporate Communication Institute, New York

**Freya Klier**, writer and documentary film maker, Berlin

**Prof. Dr. Francesco de Leo**, CEO Monte Carlo SAT, Monaco

**Prof. Dr. Max McCombs**, University of Texas, Austin

**Dr. Peter Nemeč**, Chief Foreign Editor, Hospodárské Noviny, Assistant Lecturer for Strategic  
Communication Management, University of Economics, Prague

**Prof. Dr. Nitin Nohria**, Richard P. Chapman Professor of Business Administration and Chairman  
of the Organizational Behavior Unit at Harvard Business School,

**Prof. Dr. John Pavlik**, Executive Director, the Center for New Media, Columbia University, New York

**Prof. Dr. Eli Pollak**, Weizman Institute, University of Jerusalem, Israel's Media Watch

**Danny Schechter**, Editor, Mediachannel, Producer, Globalvision, NYC

**Prof. Dr. Donald Shaw**, University of North Carolina at Chapel Hill

**Prof. Dr. Holli Semetko**, Emory University, Atlanta

**Mathatha Tsedu**, Editor, City Press, Johannesburg

**Prof. Dr. David Weaver**, Roy W. Howard Professor of Journalism, Indiana University, Bloomington

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## **Agenda Setting – Quotes by Conference Participants**

Prof. Dr. Wolfgang Donsbach, TU Dresden, Germany

„Agenda Setting processes indicate the efficiency of public discourse on important issues and reveal to what extent media coverage succeeds in creating an open platform for a diverse group of contributors.”

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Joshua S. Fouts, Director, USC Center on Public Diplomacy, University of Southern California

“We need to have as many tools as possible to help bridge the gap between disparate cultures, governments, businesses and, most of all, people. This year's Agenda Setting topic, ‘Manage Your Reputation,’ gets at the heart of this issue by bridging the gap in cultural communication.”

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Donald L. Shaw, Kenan Professor of Journalism, University of North Carolina at Chapel Hill,

“There has never been a more important time for us to scan the environment of the present in order to make intelligent guesses about where we should go in the future. Media Tenor brings high expertise and insights into understanding the emerging world.”

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Prof. Dr. Jan-Egbert Sturm, ETH Zürich, Swiss Institute for Business Cycle Research

„By collecting data on economic news and by being open-minded to academic research, Media Tenor has achieved a unique position. Its expertise allows us to not only pose, but

also to answer several highly relevant research questions on how certain assumptions are formed.

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Sebastian Turner, CEO Scholz & Friends, Berlin, Germany

„A master of Agenda Setting holds a real treasure.“

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