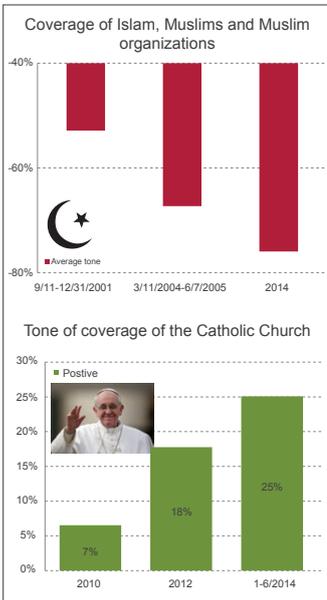


# PERCEPTION CHANGE TAKES MORE THAN RE-BRANDING



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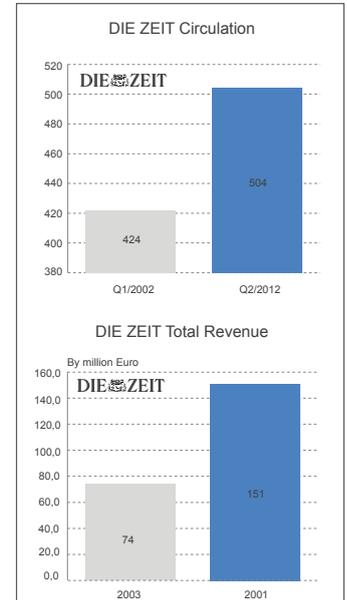


The world can no longer afford judgements based on stereotypes. Whether we work for corporations or the United Nations, we're all addressing this issue. While too much of the news often remains negative, the world is actually a much better place than we think. Consider, after all, the success of the UN's Millennium Development Goals and the associated reductions in child death and poverty.

Ultimately, it takes two to tango. Academia, governments, corporations, and religious leaders need to understand that news flow is not a one-way street and must show the full picture. They should also grasp the principles

of journalism and accept that there is no such thing as a hidden champion. In the media there are only champions and the invisible. Accepting this requires respecting that journalists are doing their best to serve their profession.

Meanwhile, when publishers and editors provide the full picture they enjoy increased circulation and an improved bottom line. Today, they understand that the basic premise of constructive news is that reporting cannot stop after recognizing a problem; it must include investigation into solutions. *The Economist*, *Die ZEIT* and DR-TV are just a few media platforms leading by this example.



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## Perception change takes more than re-branding

When Media Tenor began in 1993, the consensus among reporters was that journalism describes the news, but has no impact in shaping it. At Media Tenor's first Agenda Setting Conference in Leipzig in 1999, some award winners would not even attend because they believed that the media do not set the agenda.

22 years later, this is no longer up for debate. News selection clearly leaves its mark on media audiences, such as when Greece, which contributes only 1.5% of Europe's economic output, receives 60% of the attention from opinion-leading media. This type of impact from news selection effects decisions, not just by tourists and consumers, but also by investors and central banks.

But it is not only continued development in the field of strategic reputation management that shows the extent to which agenda-setting research can provide differentiated information on the interaction between the media and the public. Allianz has begun providing assistance to companies with its Reputation Protect Insurance in media damage cases, and investment banks now set up funds in response to media signals. Discussions are no longer about whether the media has an impact, but how and for whom. Current research in collaboration with Prof. Schwalbach of the Humboldt University (center chart) demonstrates that the awareness threshold plays a key role. This understanding can even be used to forecast the opinion of the economic elite on the image values of the top 240 companies for *Manager Magazin*.

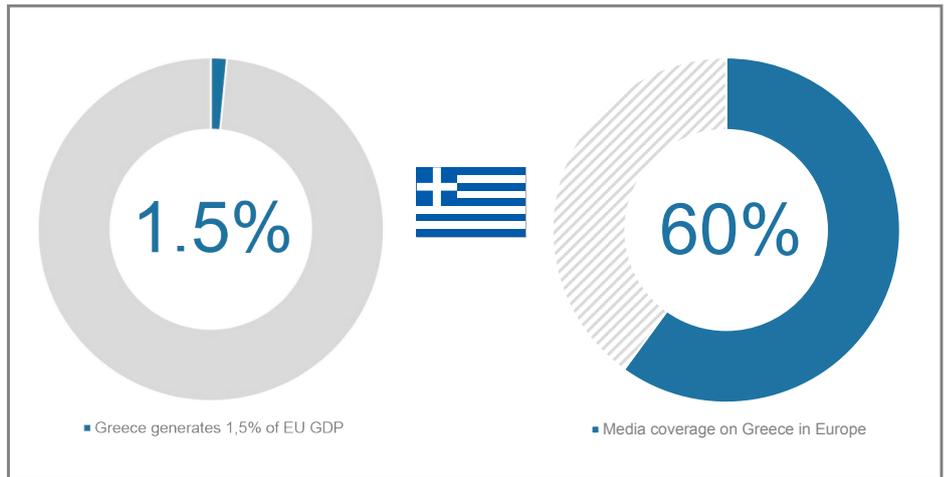
Based on these issues, the United Nations is now starting the UN Global Sustainability Index utilizing these principles to show us where we are today and where we can go tomorrow.

Welcome to the 15<sup>th</sup> International Agenda Setting Conference, this year in Vienna, to celebrate the 30th anniversary of Media Tenor's parent company, InnoVatio.

*Neil Schatz*

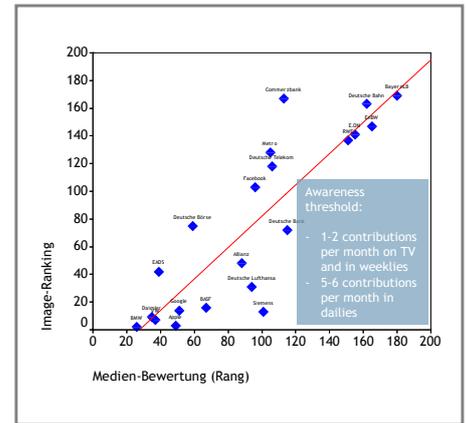
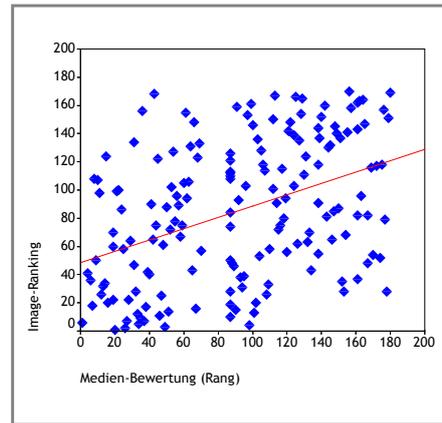
Founder and CEO  
Media Tenor International

## Does Greece represent 60% of Europe?



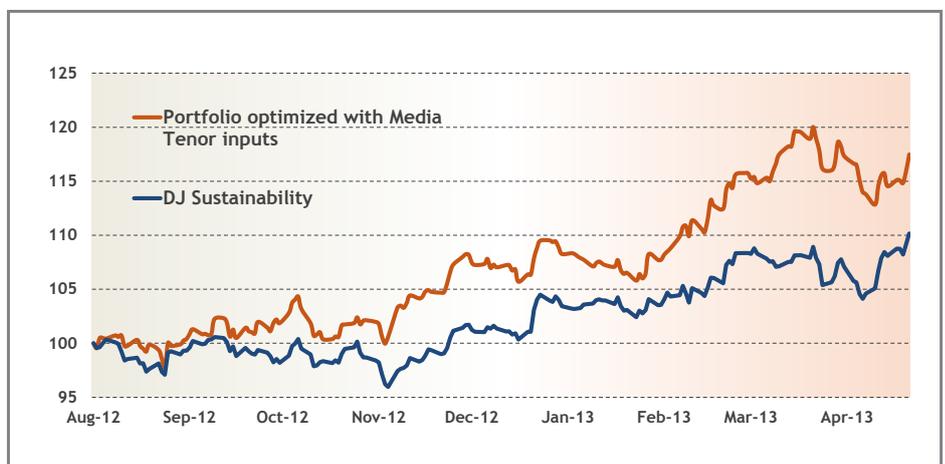
Perception matters. Countries in need, with little to no visibility, barely have a chance to raise money. But how did it help Greece when it was spotlighted as the only relevant state in Europe? What other key developments – for good or ill – were sidelined due to the total focus on Athens?

## The media is effective above the awareness threshold



The awareness threshold empirically observed by Media Tenor clarifies the picture. Although only 21 companies are sustainably visible, they display an almost direct correlation between media evaluation and image ranking (Spearman's Rho = 0882).

## The awareness threshold also matters to financial markets



Those who communicate above the awareness threshold, not only ensure top management's independence of media agendas, but also effectively supports IR. Constant news flow in business media affects the buying behavior of financial markets.