



## **TSUNAMI EVALUATION COALITION MEDIA EVALUATION**

**14<sup>th</sup> August 2006**

**Prepared by: Sherylin Thompson**

### **Background**

The Tsunami Evaluation Coalition (TEC) launched a media campaign alongside the publication of the Synthesis Report, a compendium of the 5 thematic reports undertaken by TEC members on the international humanitarian response to the Indian Ocean Tsunami of 2004.

The media campaign supported the TEC's communications strategy and plan to position the Coalition as the prime authoritative source of information on evaluations of the tsunami response. The intention was to provide feedback to both immediate TEC stakeholders (primarily aid providers and associated actors) as well as accountability to donor and recipient publics. The core media activity centred around launch events in Geneva and London on 14 July 2006, both comprising a media briefing followed by a presentation and panel discussion.

### **TEC launch dates in context of the international news agenda**

The launch events and press release embargo was set for 14h00 CET on Friday 14 July. The attention of news editors during this week was suddenly focussed on two large international breaking news stories: the terrorist bombings on seven commuter trains in Mumbai in the commercial hub, and the outbreak of the Lebanese / Israeli conflict. Nevertheless the TEC did still get some attention in the world news sections in some of the world's leading quality papers.

### **Journalist attendees at the launches in London and Geneva**

Below is a list of the media outlets that were represented at the press briefings, held just prior to the launch events.

There was a head count of 22 journalists in Geneva and the few listed below are those who registered their names. This is therefore not a complete list. In London, 18 outlets were represented.

Overall 7 major news agencies were represented. Reuters and Associated Press are two of the largest international news agencies and made articles, via their news wires, accessible to most newspapers and broadcasters worldwide. Further, Japan was highly represented with their two leading news agencies, Kyodo News and Fiji Press, being present at both launches.

## PRESS ATTENDANCE – LONDON

Publication	Country	Name
Netherlands Press Association (GPD)	The Netherlands	Esther Gotink
Credit Journal	UK	Patrick Emek
Financial Times	UK	Alan Beattie
World Press Centre	UK	Peter Thompson
One World	UK	Daniel Nelson
BBC World	UK	Tim Awford
British Satellite News	UK	John Marshall (camera man) & Graham Forester (reporter), Lisa Aitken (researcher)
Australian Broadcasting Company (Radio)	Australia	
Australian Associated Press	Australia	
Associated Press	Worldwide	Tariq Panja & Derek Kirka
Finnish Freelance	Finland	Paivi Ylanen
Kyodo News	Japan	Jun Kaminishikawara & Tessa Holland
Deutche Radio	The Netherlands	Don McGuilvery
BBC News	UK	Nick Childs
Jiji Press	Japan	Helen Allman
Professional Fundraising	UK	Gemma Waire
The Times	UK	Alex Freat
Reuters	Worldwide	Emma Batha

## PRESS ATTENDANCE - GENEVA (There was a head count of 22 members of the press. Below is a list of some of the attendees.)

Publication	Country	Name
Kyodo News	Japan	Hayine Ozaki
The Mainichi Newspapers		Katsumi Sawada
Le Courier		Behak Bazargan
Keystone Pictures		Trezziku
Schwizer Radio DRS		Markus Mugglin
Kuwait News Agency	Kuwait	Abdel Nabi
Radio Zones fe	France	
Sahi Shimbun	Japan	Akiko Lanza
JOA		Lisa Schein
Fiji Press	Japan	Catherine Brand
Agence France Presse (AFP)	France	Baert Patrick
Deccan Herald	Bangladore	Ravi Kanta

## Media Coverage

Due to the potential broad spread of coverage across the globe, a specialised service to monitor media coverage would have been a huge expense. The methods of collating coverage were therefore sought through Google Alerts and a news circulation list issued by the Office of the Secretary-General's Special Envoy for Tsunami Recovery.

These methods only picked up on coverage in English, making it impossible to gauge the full spread of TEC news across the globe. This also explains why there is an apparent bias for English-language publications. These methods also do not pick up on broadcast coverage unless it is supplemented with a mention on the broadcasters' web pages.

The press release was translated into French, Spanish, Tamil, Hindi, Thai and Bahasa Indonesia. Unfortunately there was no means of evaluating coverage in other languages apart from the secretariat being alerted by TEC members resident in the country where the article was published. This also accounts for why, despite Japan's two major news agencies being present at the London and Geneva launches, there is apparently negligible coverage in that country's papers.

The London launch was attended by British Satellite News (BSN), which is to broadcasters what a news agency such as Associated Press is to newspapers. It provides news and features service and material, which broadcasters can include directly into their daily news programmes. Again, it has not been possible to gauge which broadcasters used the BSN interviews.

<b>OUTLET</b>	<b>OUTLET TYPE</b>	<b>COUNTRY</b>	<b>DATE</b>	<b>INTERVIEWEE / QUOTE</b>
Australian Associated Press	News Agency	Australia	15th July	John Telford
Australian Broadcast Corporation	Radio	Australia	15th July	John Cosgrave
Bulletin Wire	News Agency	Australia	15th July	John Telford
Sunday Telegraph (Australia)	newspaper	Australia	16th July	
The Advertiser (Australia)	Internet and Newspaper	Australia	22nd July	Clinton
The Age	Newspaper	Australia	15th July	John Telford
The Australian	Internet and Newspaper	Australia	17th July	John Telford
The West Australian	Internet and Newspaper	Australia	15th July	John Telford
Calgary Herald	Newspaper	Canada	15th July	John Cosgrave
Danish Radio 1 - Feature	Broadcast - Radio	Denmark	18th July	Niels Dabelstein
Danish Radio 1 - News	Broadcast - Radio	Denmark	14th July	
Danish Television 1	Broadcast - TV	Denmark		Minister for Development, DanChurchAid, Danish Red Cross
Information	Newspaper	Denmark	19th July	Sherylin Thompson, Danish Red

				Cross
JyllandsPosten	Newspaper / webnews	Denmark	14th July	Press release (DK)
Politiken	Newspaper	Denmark	19th July	
Ritzaus Bureau	News Agency	Denmark	14th July	Press release, Minister for Development and DanchurchAid
Indian Catholic		India	15th July	John Telford
The Hindu	Internet and Newspaper	India	15th July	John Telford
Agence France-Presse (AFP)	News Agency	International	14th July	John Telford
Associated Press	News Agency	International	14th July	Clinton
Buzzle.com	Internet	International		John Cosgrave
Comtex (Dow Jones Commodities Service)	News Agency	International	14th July	Clinton
Dow Jones NewsWire	News Agency	International	14th July	Clinton
International Herald Tribune	Internet and Newspaper	International	27th July	
Japan Economic Newswire	News Agency	International	14th July	
OneWorld.net	Internet	International		John Telford
Press Association	News Agency	International	14th July	
Press Association Newfile	News Agency	International	14th July	John Cosgrave
Press Association Newfile	News Agency	International	15th July	
Reuters AlertNet	News Agency	International	10th August	
Reuters AlertNet	News Agency	International	14th July	John Telford
Kyodo News	News Agency	Japan	15th July	
El Pais	Internet and Newspaper	Spain	15th July	
Infobae.com	Internet and Newspaper	Spain		John Telford
Island	Internet and newspaper	Sri Lanka	16th July	
Dagens Nyheter	Newspaper	Sweden		Article by Stefan Dahlgren
SR Radio	Broadcast - Radio	Sweden		Stefan Dahlgren
Sveriges Radio International	Radio	Sweden		
Swedish news agency	News Agency	Sweden		Info from Stefan Dahlgren
Swedish TV	Broadcast - TV	Sweden		Stefan Dahlgren
The Local	Newspaper	Sweden	14th July	Stefan Dahlgren
TT	News Agency	Sweden	14th July	Info from Stefan Dahlgren
Taipei Times	Internet and newspaper	Taiwan	16th July	John Cosgrave
de Volkskrant	Internet and Newspaper	The Netherlands	14th July	

DeVerdieping Trouw	Internet and Newspaper	The Netherlands	7th July	
Dutch Radio	Radio	The Netherlands	7th July	
Netherlands Radio News	Broadcast	The Netherlands	14th July	John Cosgrave
BBC News	Internet and Broadcast	UK	14th July	John Telford
BBC Radio 4 Breakfast News	Broadcast	UK	14th July	Jon Bennett
BBC Scotland	Broadcast	UK	14th July	Puteri Watson
BBC Wales	Broadcast	UK	14th July	Simon Maxwell
BBC World Affairs	Broadcast	UK	14th July	John Cosgrave
Radio 5 Drive Time	Broadcast	UK	14th July	John Cosgrave
The Guardian	Internet and newspaper	UK	14th July	John Cosgrave
The Scotsman	Internet and Newspaper	UK	15th July	
The Telegraph	Internet and Newspaper	UK	15th July	John Telford / John Cosgrave
The Times	Internet and Newspaper	UK	15th July	John Cosgrave
Birmingham Mail	Newspaper	UK - local	17th July	
Daily Post - Liverpool	Newspaper	UK - local	15th July	
The Herald (Glasgow)	newspaper	UK - local	15th July	
Express & Star - Wolverhampton, Dudley, Kidderminster, Lichfield, Stafford and Stourbridge	Newspaper	UK local	14th July	John Telford
Hull Daily Mail	Newspaper	UK local	14th July	
North West Evening Mail	Newspaper	UK local	14th July	
Press & Journal Aberdeen, Highlands and Islands	Newspaper	UK local	15th July	John Telford
Shropshire Star	Newspaper	UK local	14th July	
Shropshire Star	Newspaper	UK local	15th July	John Cosgrave
ABC25	Internet and Broadcast	USA		Clinton
New America Media	Internet and Newspaper	USA	8th August	
WBAY	Internet	USA		Clinton
Action Aid	Website		14th July	
Christian Aid	Internet		14th July	
Dawn	Internet and newspaper		16th July	John Cosgrave
ICT for Peacebuilding	Internet		16th July	
Lanka Business Online			17th July	John Telford
NRI Links	Website			
Terra Daily	Internet		14th July	John Telford
Tsunami-recovery.net	Internet		18th July	