

Agri-food Media Content Analysis Monthly Update | June 2012

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June 2012 was the second consecutive month in which the total agri-food media exposure score of articles in the Chronicle Herald reached a record high since the media monitoring project began five years ago.

For the first time, the aquaculture theme had the highest exposure score. The continued debate over aquaculture expansion in NS flared up as the provincial government announced a new Aquaculture Strategy and invested \$25 million in the expansion of Cooke Aquaculture sites.

Healthy eating generated a significant amount of exposure in June. Various articles on youth, including a St FX study concluding that 30 percent of 2-17 year olds are obese, and the start of the provincial Thrive program to fight youth obesity drove coverage. A significant amount of media attention was generated when unhealthy foods were banned from school fundraisers in the province.

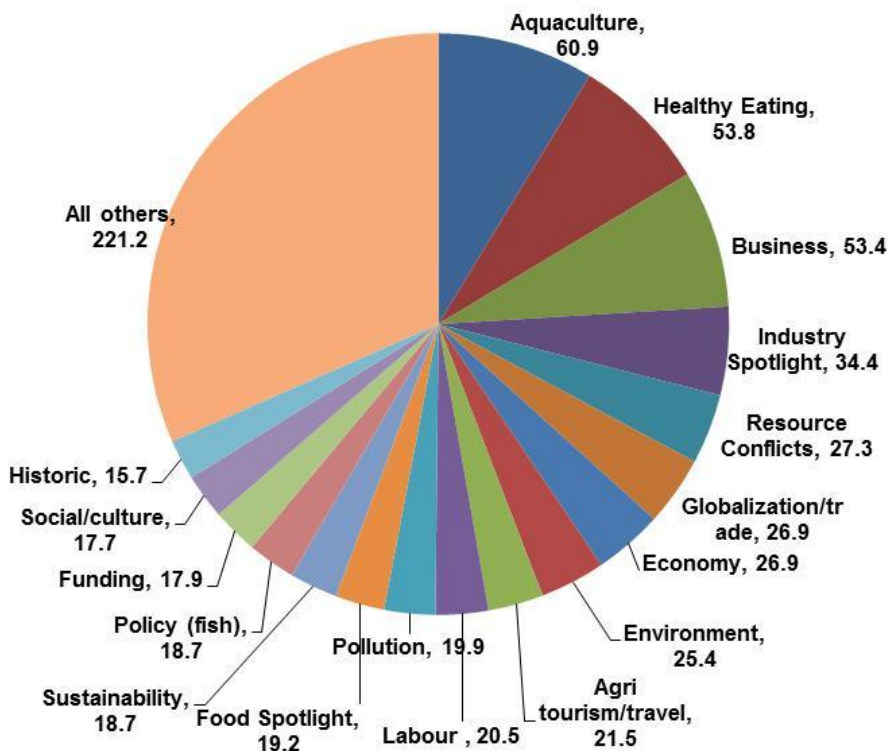
The agri-business theme occupied third spot, with spotlight articles on various businesses driving coverage.

The industry spotlight theme included coverage on the mink and lobster industries. The main sub-theme was coverage on the effect of fur farming in Annapolis county, which referenced planned provincial fur regulations.

The resource conflict theme rounds out the top 5 agri-food themes ranked by exposure score for June. The majority of resource conflict coverage was as a secondary theme to aquaculture articles. The expropriation of land belonging to Moose River Christmas Tree Farm for gold mine development was also of significance.

Agri-food themes with media exposure scores above 15, and the relation to the total agri-food exposure score, are displayed in the chart.

Agri-food theme exposure- June 2012



Total exposure score = 699.9

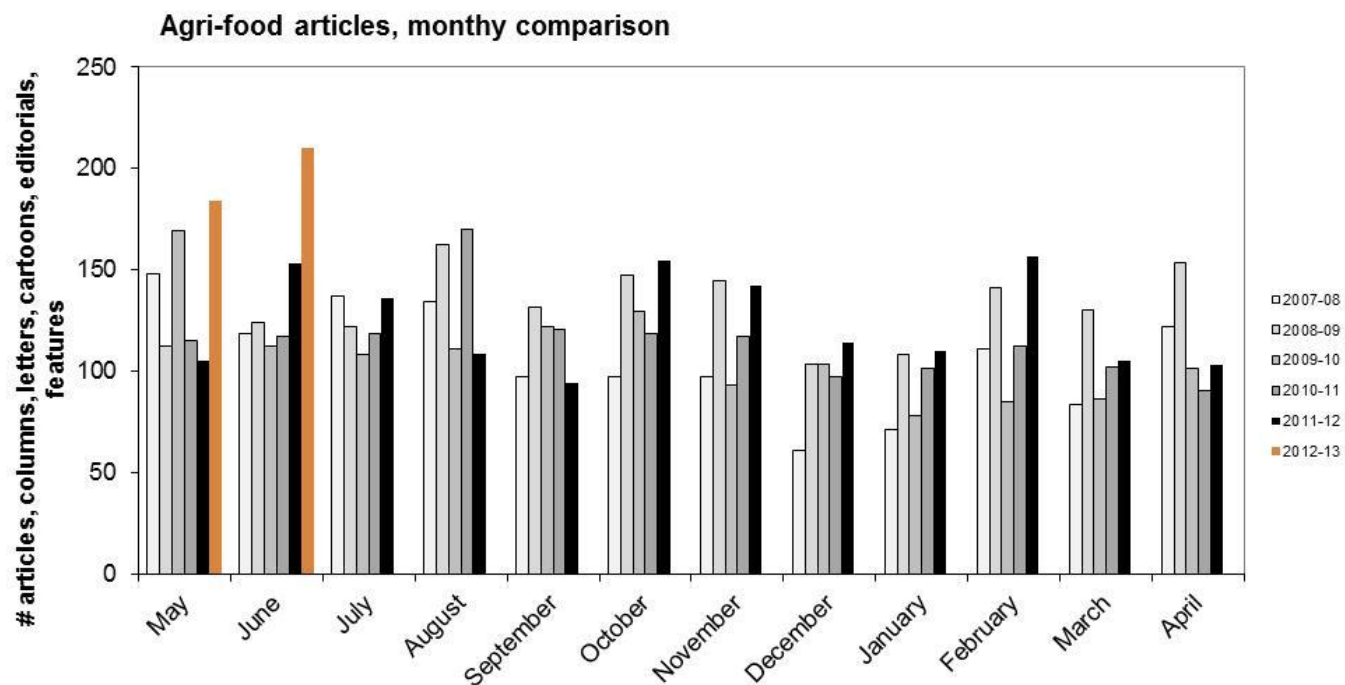
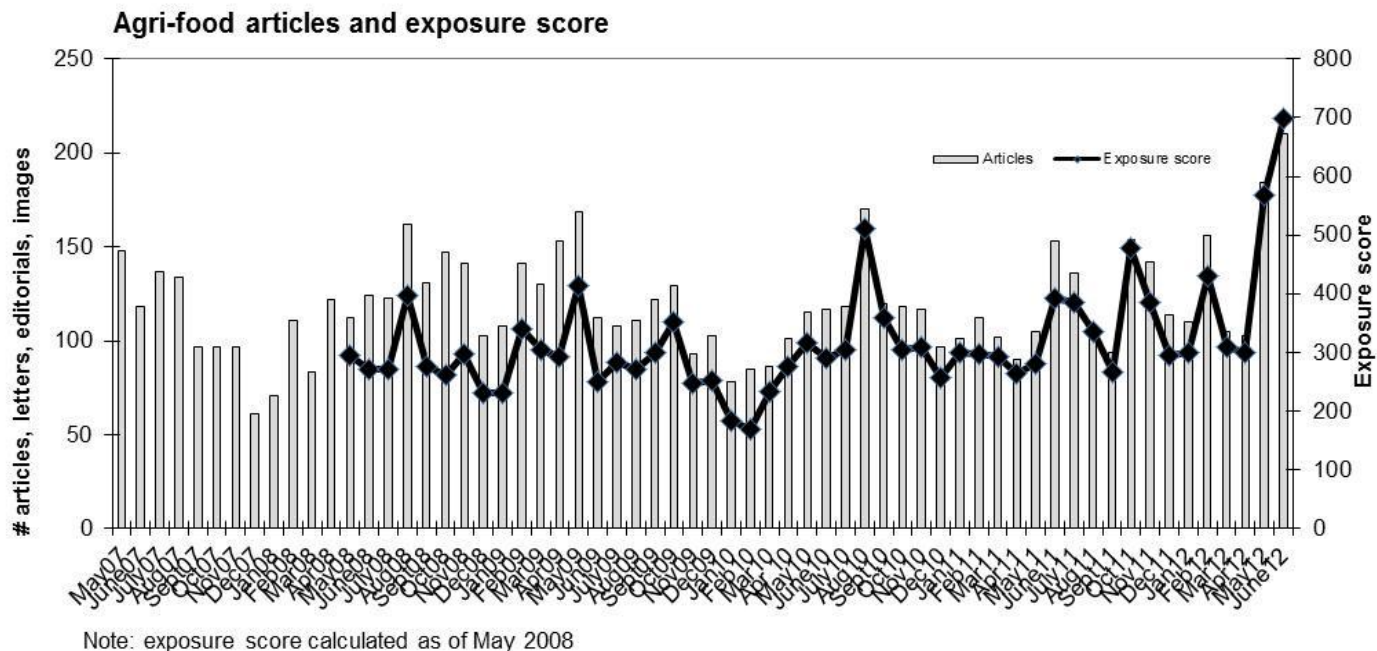
Prev 12 month avg = 370.9

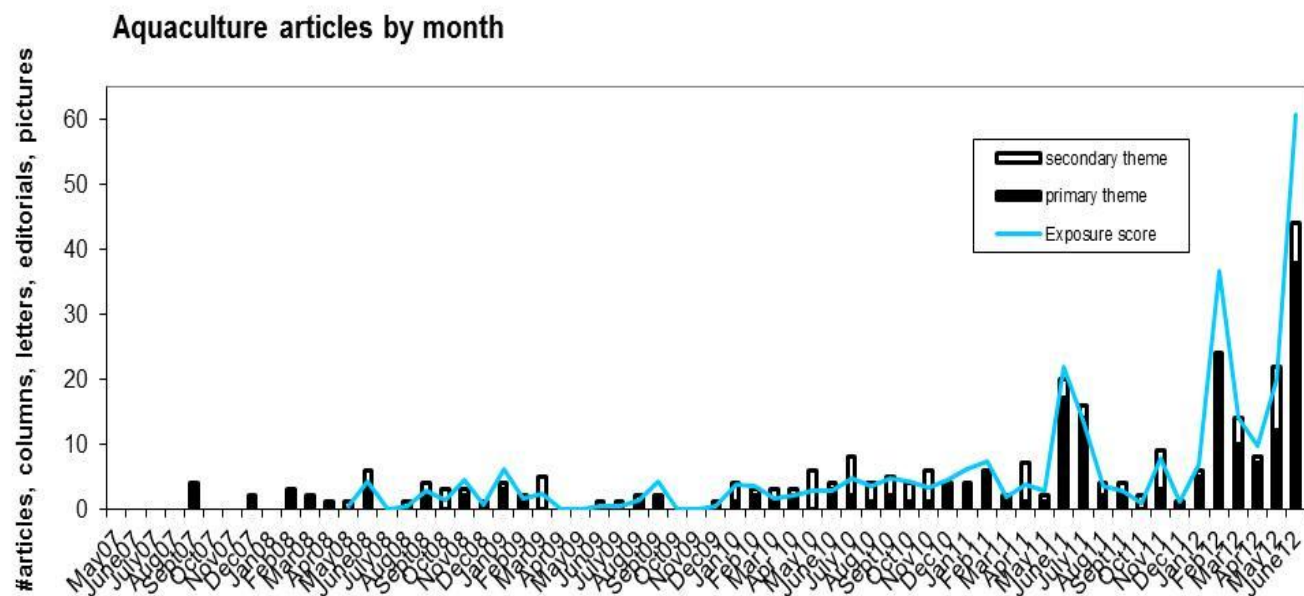
June 2011 score = 393.1

The top five agriculture and fisheries themes are listed separately in the tables below.

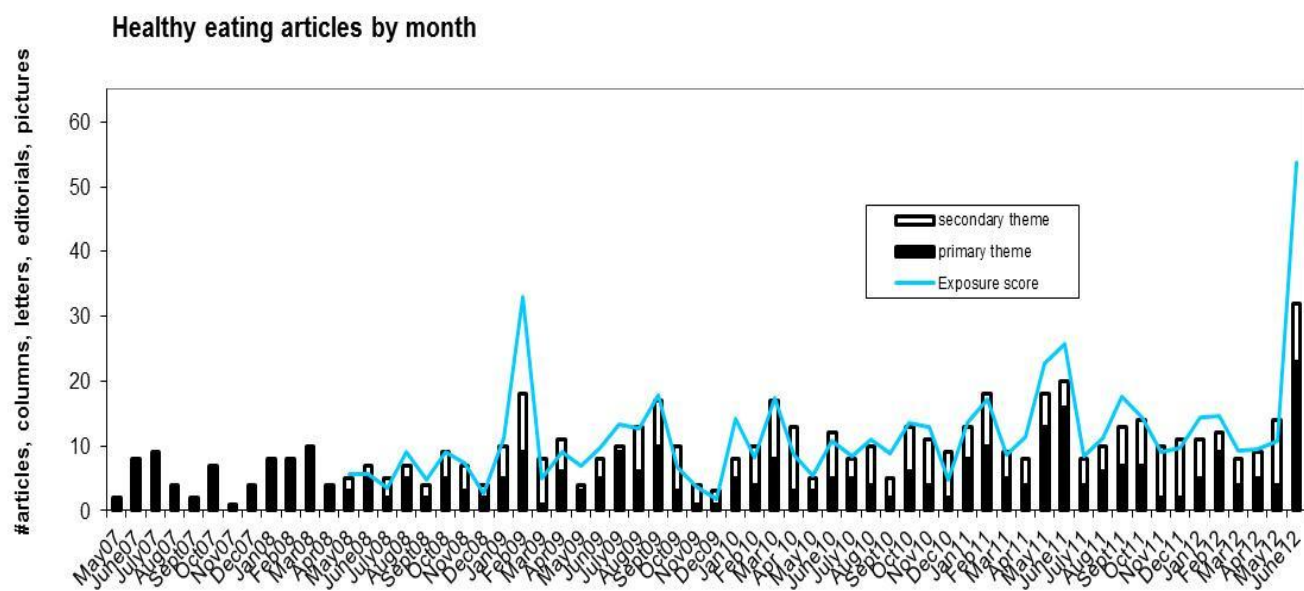
AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Healthy eating	28.7	Neutral	Ban on unhealthy foods at school fundraisers/ Thrive program
Business	21.2	Positive	No dominant sub theme
Globalization/trade	19.6	Highly positive	Interprovincial wine trade bill passes
Industry spotlight	18.4		Secondary theme
Agri-tourism/travel	15.4	Highly positive	No dominant sub theme
<i>Note: A slant score is only given to a theme in articles where that theme is the main topic of the article. No slant is given to a theme when it is secondary to an article.</i>			

FISHERIES THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Aquaculture	58.7	Negative	Provincial aquaculture strategy/ general debate on expansion
Business	24.6		Secondary theme to aquaculture articles
Economy	20.5		Secondary theme to aquaculture articles
Environment	19.9		Secondary theme to aquaculture articles
Resource conflicts	19.2		Secondary theme to aquaculture articles
<i>Note: A slant score is only given to a theme in articles where that theme is the main topic of the article. No slant is given to a theme when it is secondary to an article.</i>			

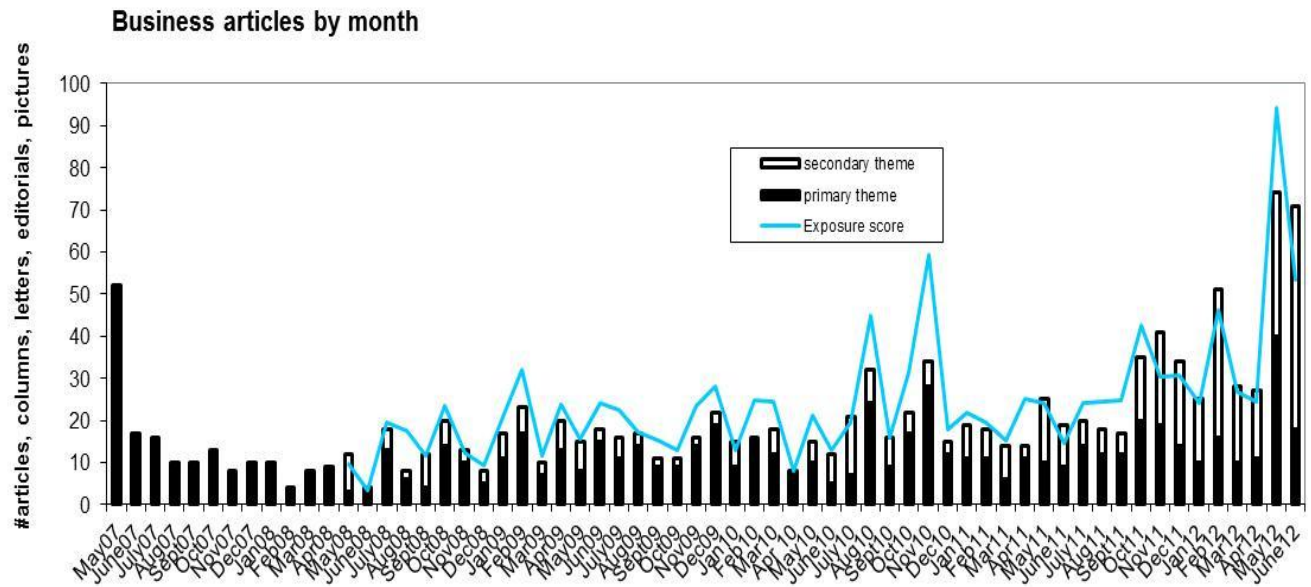




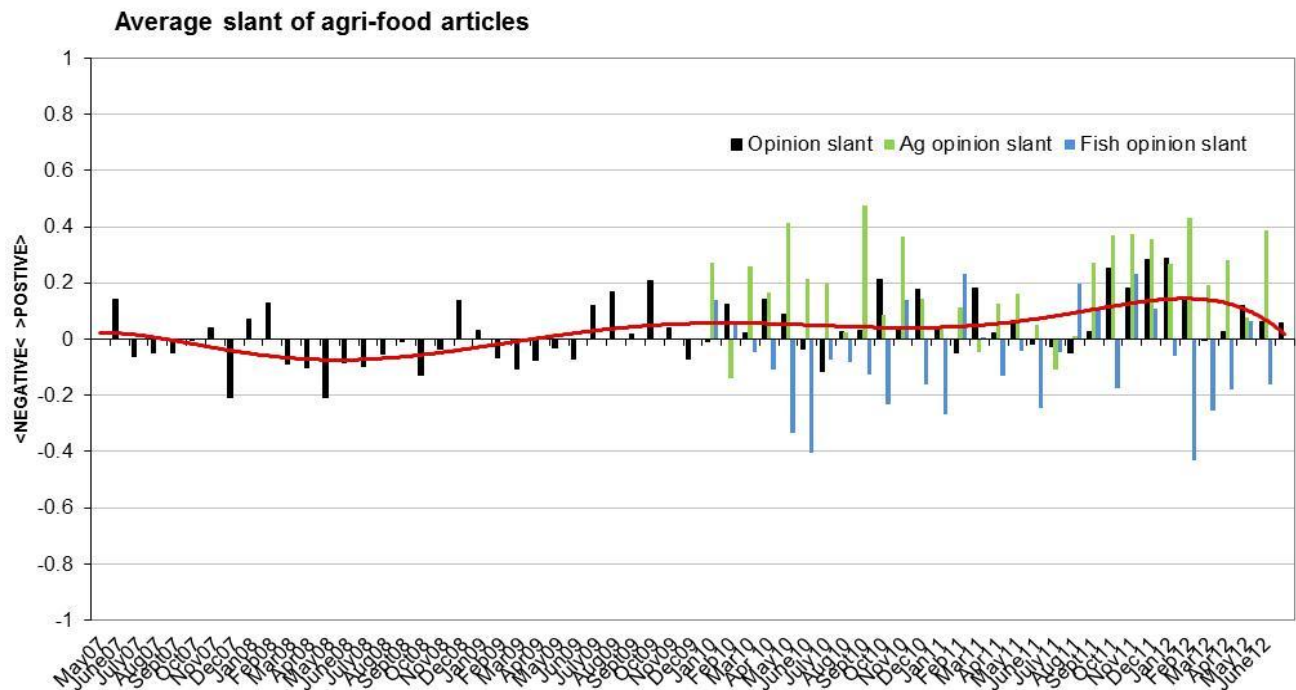
Note: Secondary theme and exposure score data available from May 2008



Note: Secondary theme and exposure score data collected since May 2008



Note: Secondary theme and exposure score data collected since May 2008



ⁱ Exposure score takes into account # of articles, size of article, # of images, theme appearing as an underlying theme in another article, and front page articles. Full methodology is available from the author.

ⁱⁱ A score between -100 and 100 is assigned to each article in an attempt to assess how positive or negative the issue is presented. There is no implication of a bias simply whether the issue would seem “good” or “bad” to a reader. Highly negative= -100 to -75. Negative= -74 to -25. Neutral= -24 to +24. Positive= +25 to +74. Highly positive= +75 to +100.