

Newspaper Content Analysis Monthly Update | July 2010

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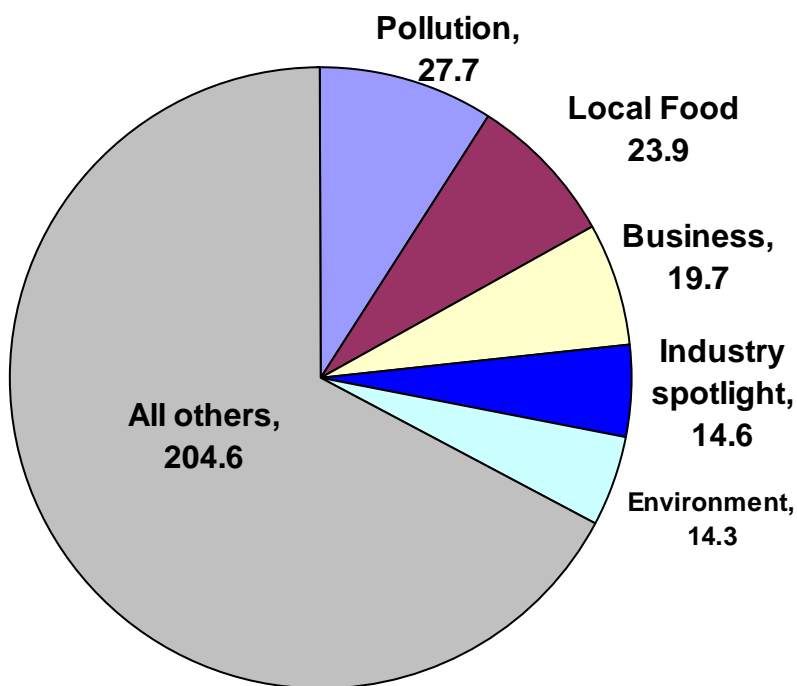
For the third straight month, agri-food coverage in the Chronicle Herald was led by the oil spill in the Gulf of Mexico resulting from the explosion of the Deepwater Horizon oil rig in April. While no concrete evidence has emerged as to the effect that the spill will have on fisheries, concerns continue, and the closure of fisheries in the Gulf have had significant economic impacts on the region.

Local food held second spot in July with the main sub-theme being restaurant reviews specifically mentioning local food. A report by the Ecology Action Centre was also released in July, stating that 13 cents of every dollar spent on food goes to local food, down from 17 percent in 1997.

Agri-food business coverage generated the 3rd highest exposure score, albeit with no dominant sub-theme. Spotlight articles on Heirloom Roses, Ironworks Distillery and Springvale Nurseries made up the majority of agri-food business coverage.

Concerns were also voiced over Nova Scotians not supporting the local plant nursery sector in favour of low-priced imports. This contributed to the industry spotlight theme having the 4th highest exposure, along with articles on the bluefin tuna, brewery, wine and seal sectors.

Agri-food theme exposure- July 2010



Total exposure score = 304.8
Prev 12 month avg = 264.5
July 2009 score = 297.2

Finally, the environment theme was a secondary theme to many articles in July. The Gulf of Mexico spill was the topic that generated the most environment-related coverage.

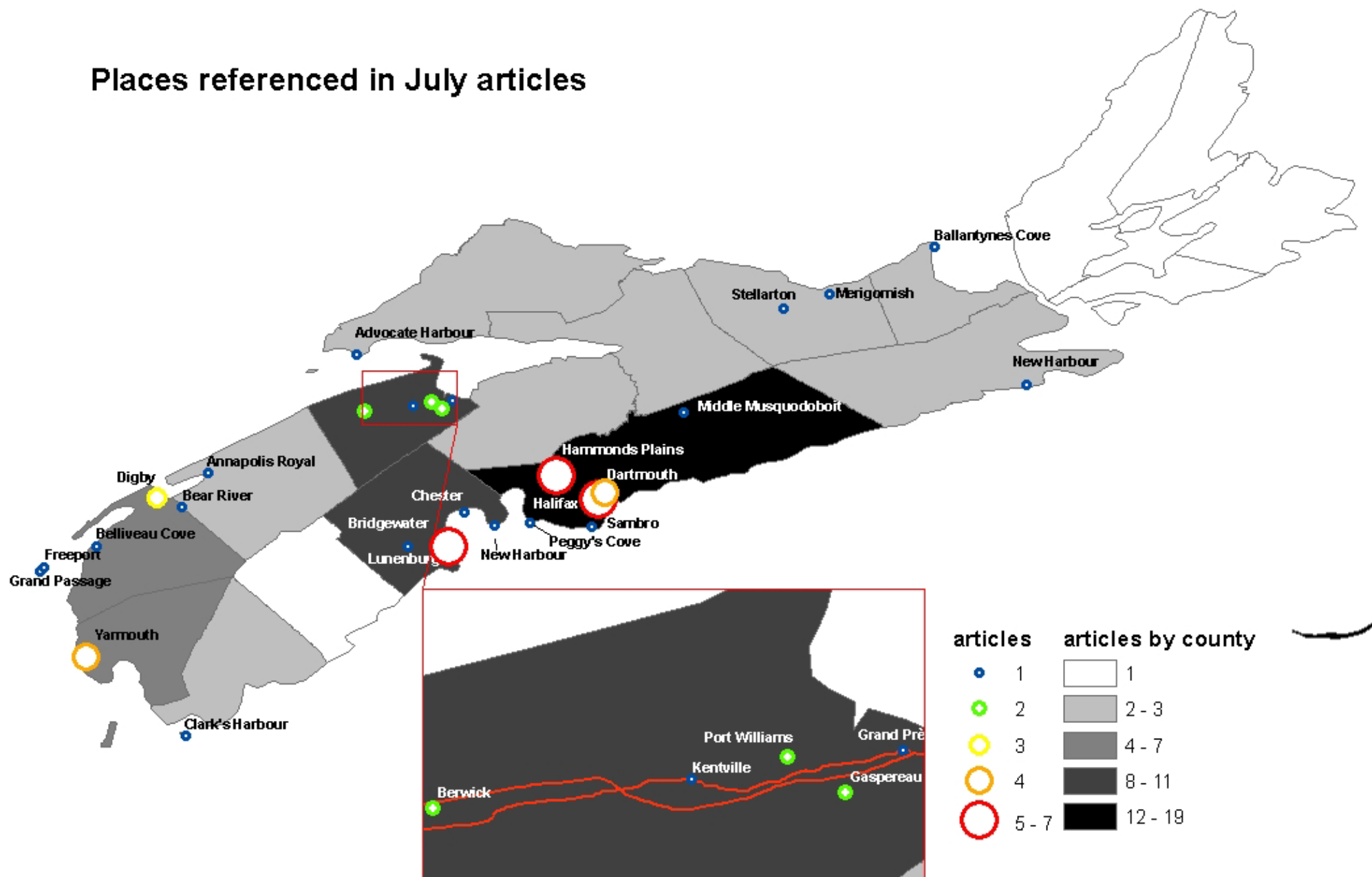
The top five agri-food themes in terms of media exposure, and the relation to total agri-food exposure score, are displayed in the chart.

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

AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Local food	20.5	Positive	Local food in restaurant reviews
Agri-food business	12.4	Positive	Spotlight articles
Labour	10.6	Highly negative	Farmers' Dairy strike/lockout
Infrastructure	7.6	Positive	No dominant theme
Industry spotlight	7.3	Negative	Local vs imported nursery plants
<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
Pollution	26.3	Negative	Gulf of Mexico oil spill
Research	11.5	Highly positive	Ocean research off Newfoundland
Environment	9.7		Secondary theme (pollution)
Arts	7.6	Highly positive	No dominant theme
Resource conflicts	7.4	Negative	Offshore oil/gas drilling
<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>			

Places referenced in July articles

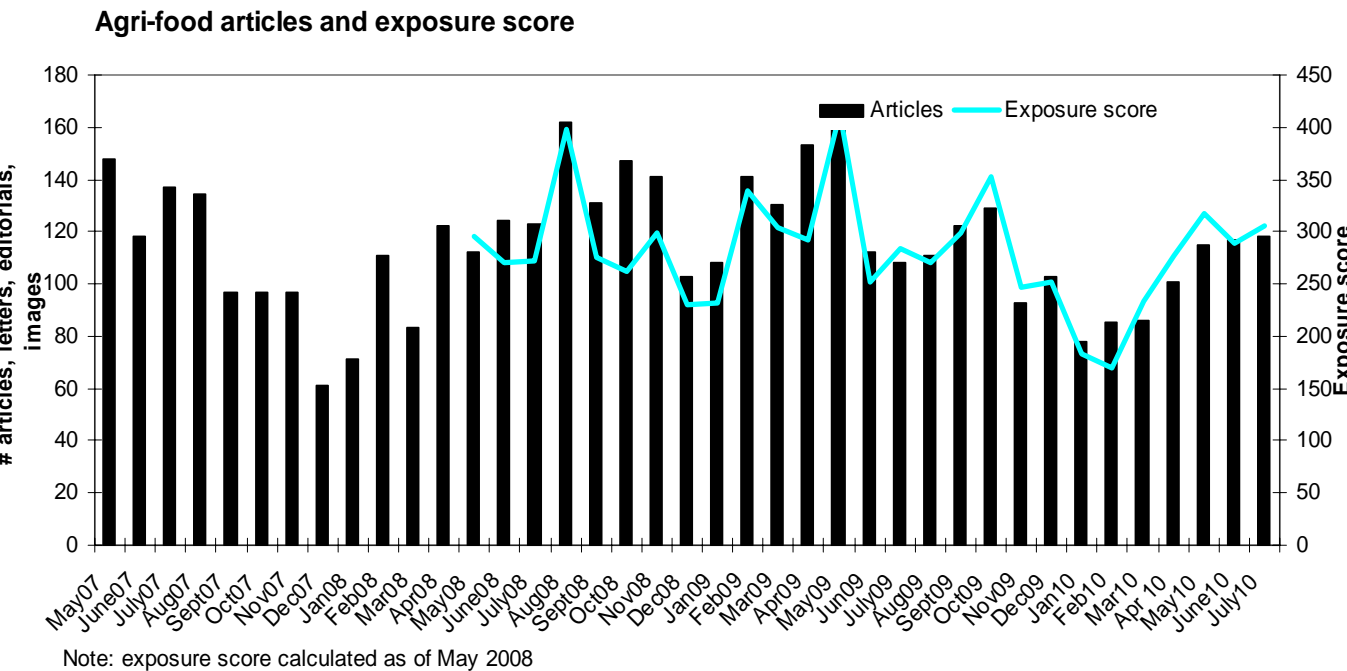


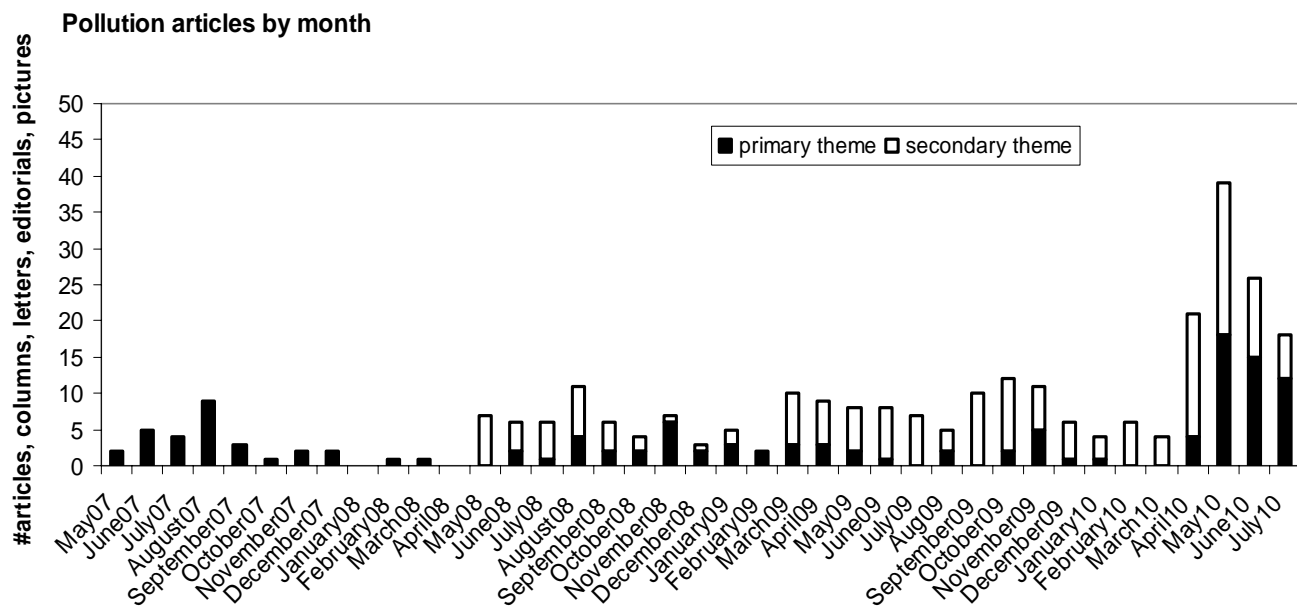
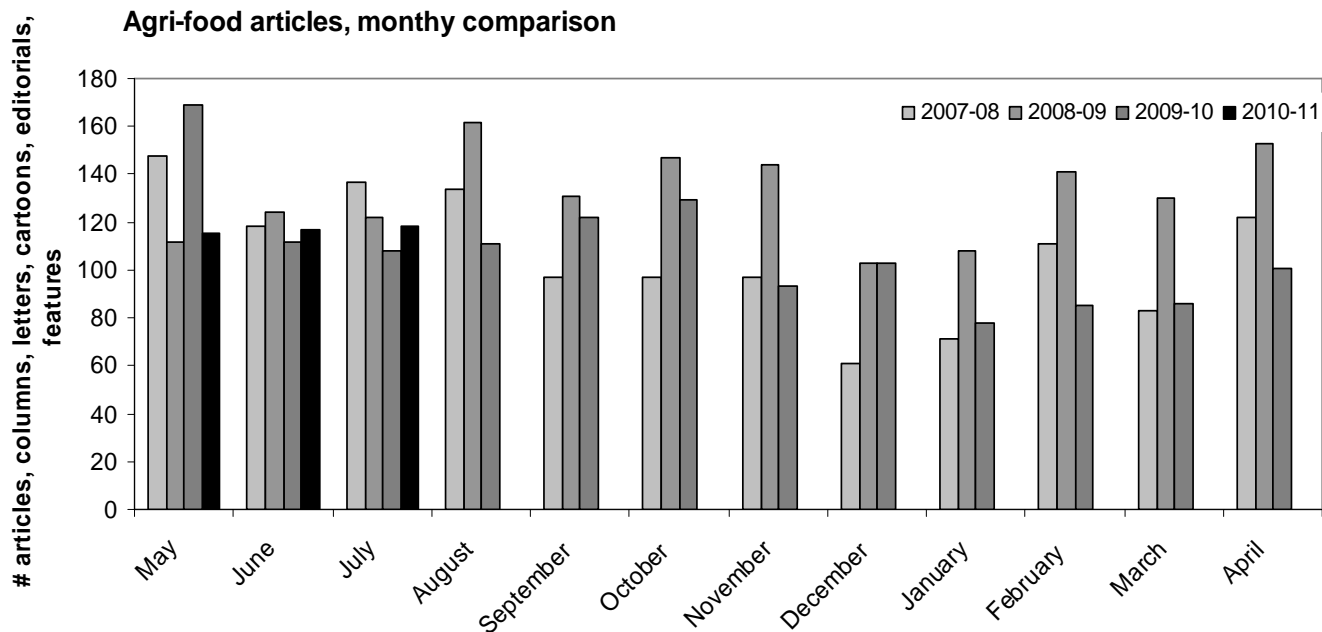
All counties had agri-food coverage in July. Lunenburg (various topics), Halifax, (Seaport Farmers' Market opening) and Hammond's Plains (Farmers Dairy labour dispute) had the most coverage of specific towns/cities.

In total there were 118 agri-food articles in July, 50 of which were related to primary agriculture and 46 to fisheries. Nineteen articles related to processing and 18 to the food industry in general. The 118 articles is an increase of 1 article from June, and 10 articles from July 2009.

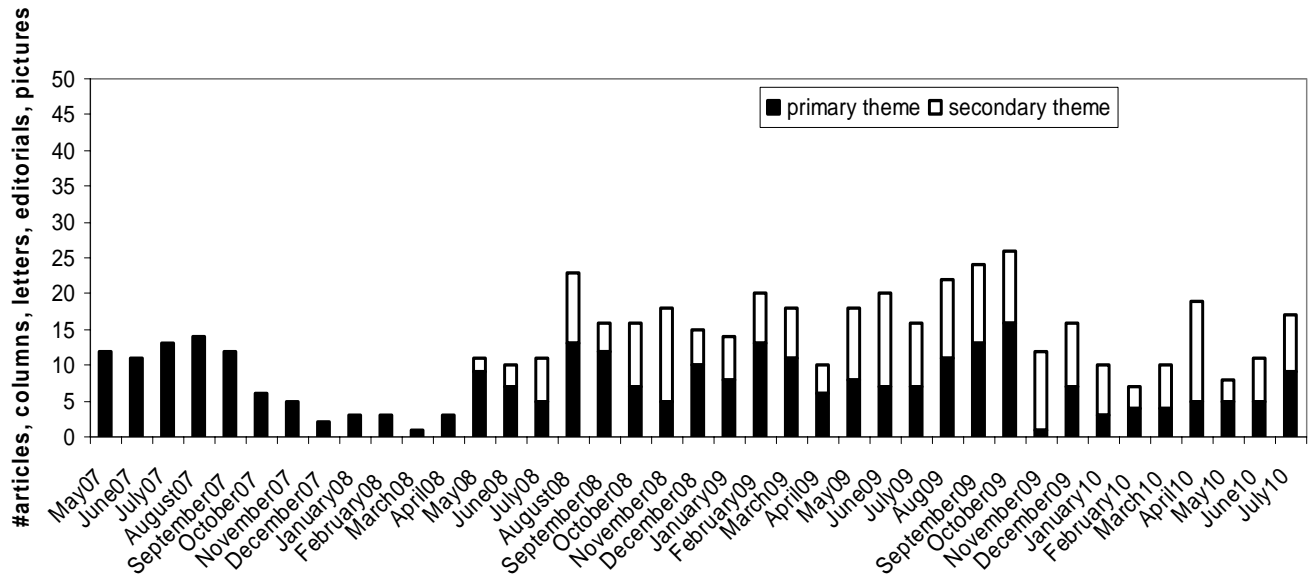
Compared to the previous four months, there were more front page articles (8 compared to 4). Articles were shorter in length (1,960 characters vs 2,118) and had fewer images (0.60/article vs 0.63). The overall media exposure score of 304.8 was up from 288.8 in June.

The dairy processing and horticulture industries received the most sector-specific coverage in July.

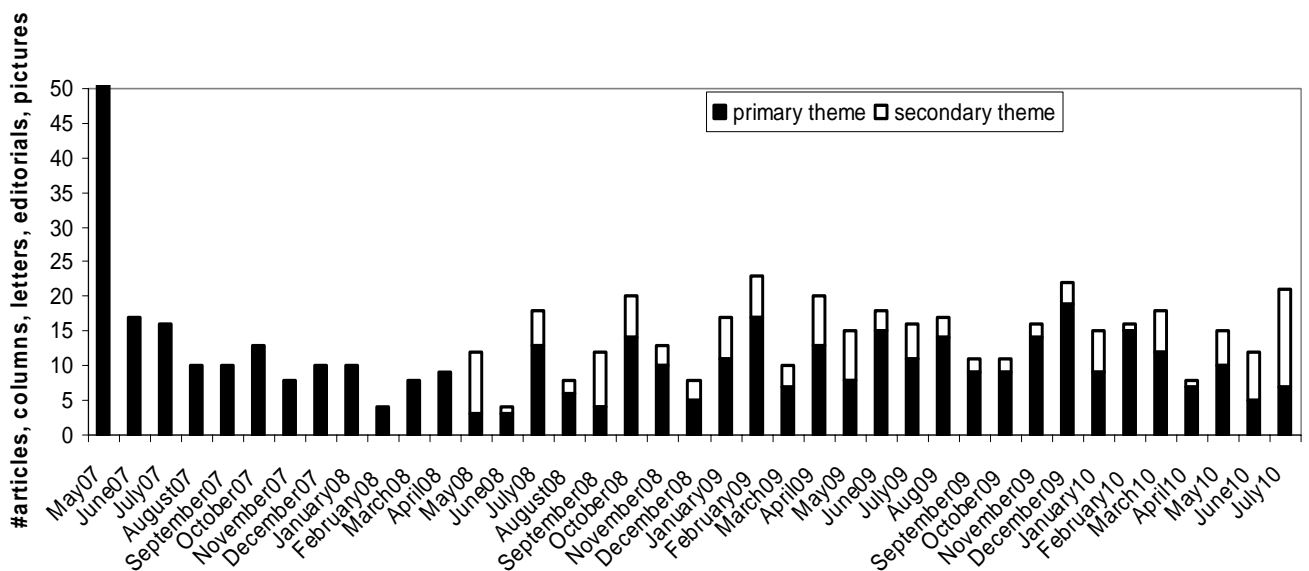




Local food articles by month

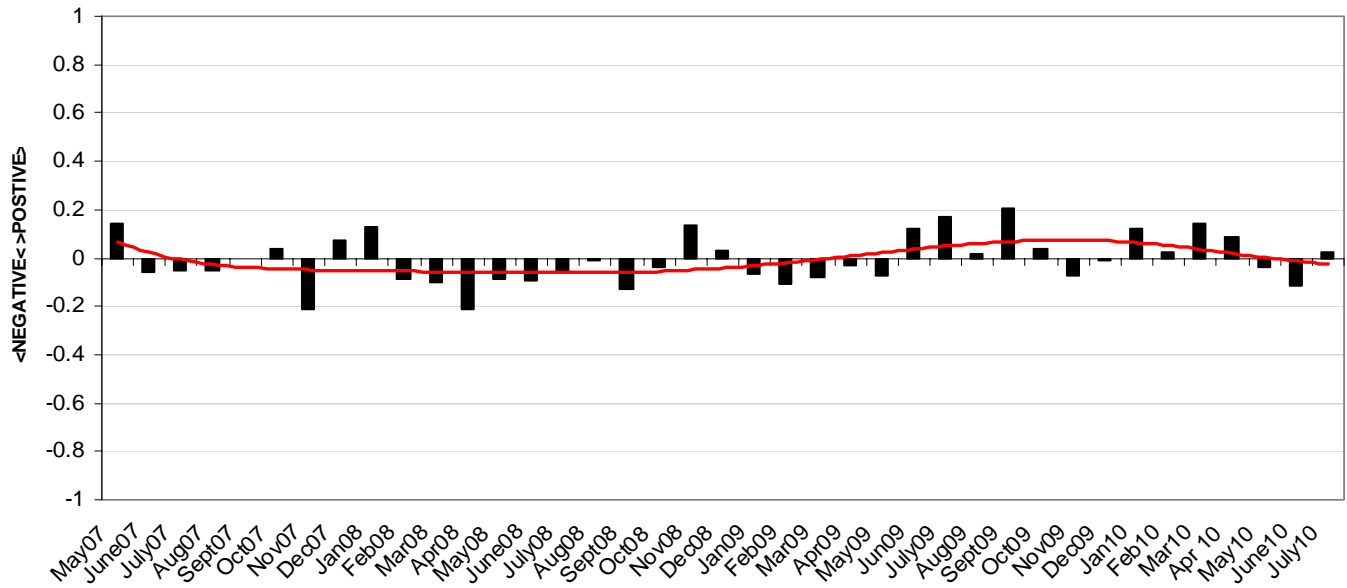


Business articles by month



*note: secondary theme data collected as of May 2008.

Average slant of agri-food articles



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.

List of agri-food topics, by exposure score and number of articles- July 2010

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Pollution	12	6	27.7	1	--
2	Local food	9	8	23.9	6	(+4)
3	Business	7	14	19.7	4	(+1)
4	Industry spotlight	6	7	14.6	5	(+1)
5	Environment	0	31	14.3	3	(-2)
6	Labour	6	0	13.6	n/a	(+n/a)
7	Infrastructure	9	5	13.3	2	(-5)
8	Resources	4	6	13.1	21	(+13)
9	Research	2	4	12.5	39	(+30)
10	Resource conflicts	8	3	10.8	14	(+4)
11	Technology/ innovation	4	2	9.8	16	(+5)
12	Globalization/trade	1	18	9.2	15	(+3)
13	Healthy eating	5	3	8.5	8	(-5)
14	Food spotlight	4	2	8.2	19	(+5)
15	Arts	2	1	8.1	43	(+28)

Notes:

Only agri-food topics with exposure scores greater than 7.5 are listed