

Newspaper Content Analysis Monthly Update | June 2010

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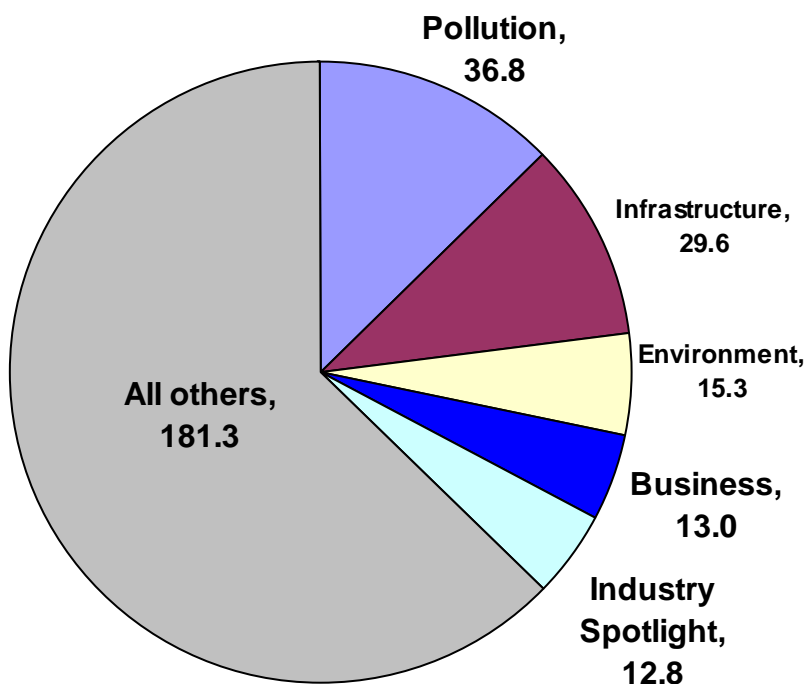
The explosion of the Deepwater Horizon oil rig in the Gulf of Mexico (and the potential impact on regional and global fisheries) continued to lead agri-food related coverage in the Chronicle Herald in June, having previously gained top spot in May. As of the end of June, oil continues to gush into the Gulf of Mexico, benefiting fisheries in PEI due to Gulf fishery closures, but raising concerns as to the long term impact on fisheries in the Gulf, as well as along the Atlantic coast of North America.

The infrastructure theme received the second highest exposure score. Articles were mostly related to the federal government's release of control over lighthouses. The province-wide installation of high-speed rural internet also received significant coverage.

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

Agri-food business coverage generated the 4th highest exposure score, albeit with no dominant sub-theme. Spotlight articles on Cedar Bay Grilling Co, Caudle's Catch Seafood Superstore, and Scotian Gold, made up the majority of agri-food business coverage.

Agri-food theme exposure- June 2010



Total exposure score = 288.8
Prev 12 month avg = 261.3
June 2009 score = 251.2

Finally, the NS wine industry contributed to the industry spotlight theme remaining in the top five. NS wines continue to increase market share and wine distilling (second press wine) is catching on in Nova Scotia.

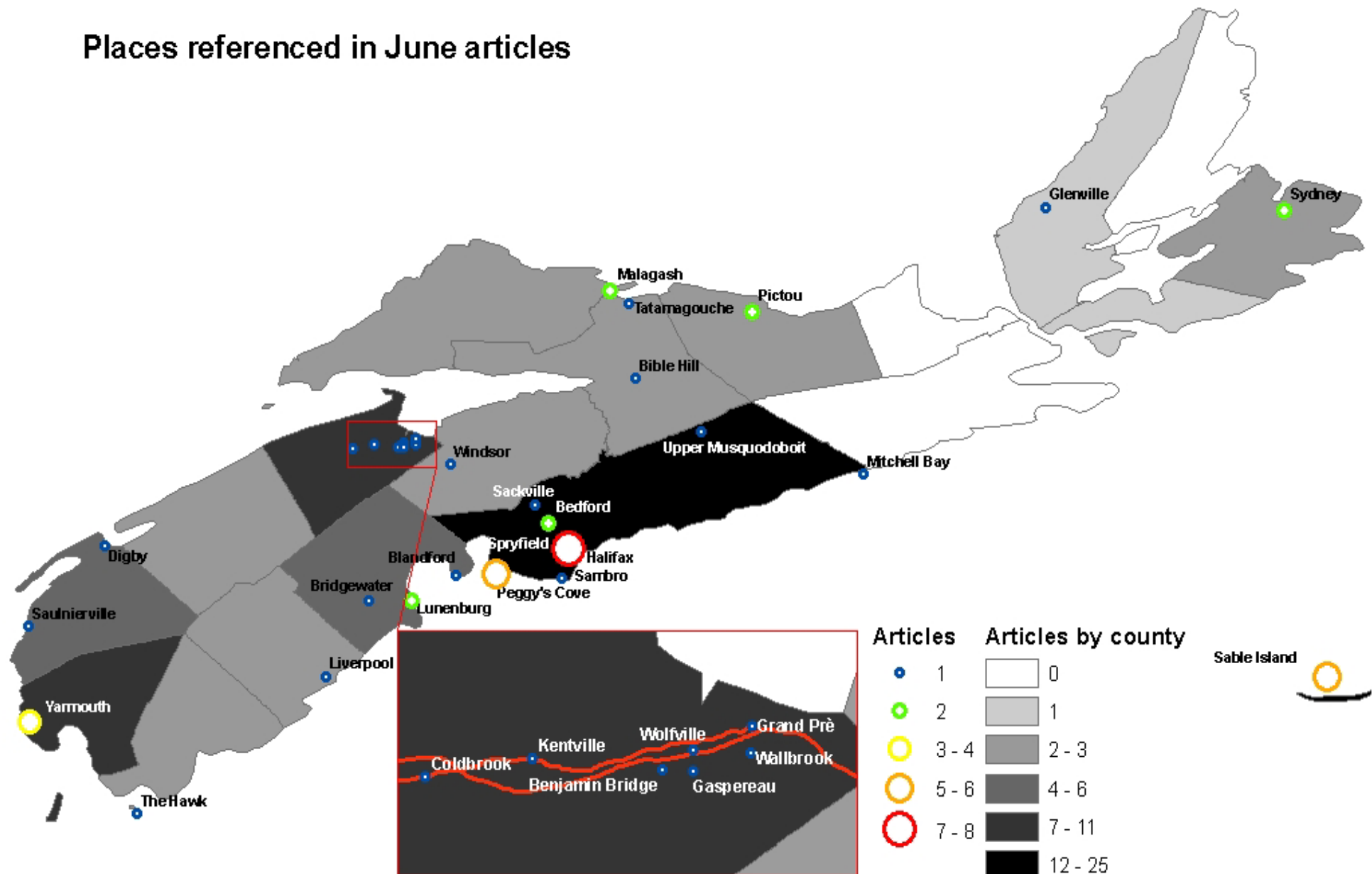
The top five agri-food themes in terms of media exposure, and the relation to total agri-food exposure score, are displayed in the chart.

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

AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Local food	7.8	Highly positive	No dominant theme
Industry spotlight	7.6	Highly positive	Wine industry
Natural/organic	7.4	Highly positive	No dominant theme
Pollution	7.2	Highly negative	No dominant theme
Travel	5.6	Highly positive	Food destinations/wine regions (Portugal/ British Columbia)
<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	32.7	Highly negative	Gulf of Mexico oil spill
Infrastructure	23.3	Negative	Ottawa giving up control of lighthouses
Fish stocks	10.1	Negative	Proposed Sable Island seal cull
Environment	9.2		Secondary theme (pollution)
Historic	7.8		Secondary theme (Infrastructure)
<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 June articles

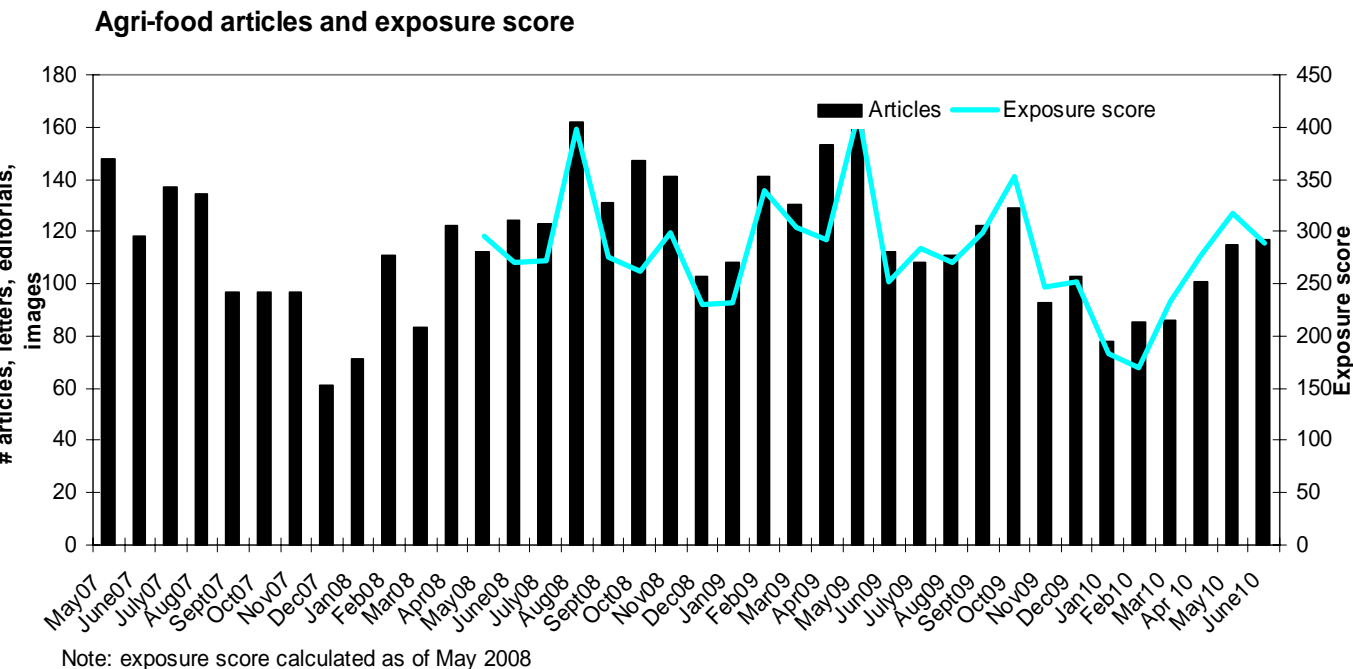


All counties except Antigonish, Guysborough and Victoria had agri-food coverage in June. Halifax County had the most articles, led by the proposed Sable Island seal cull and government control of lighthouses (Peggy's Cove).

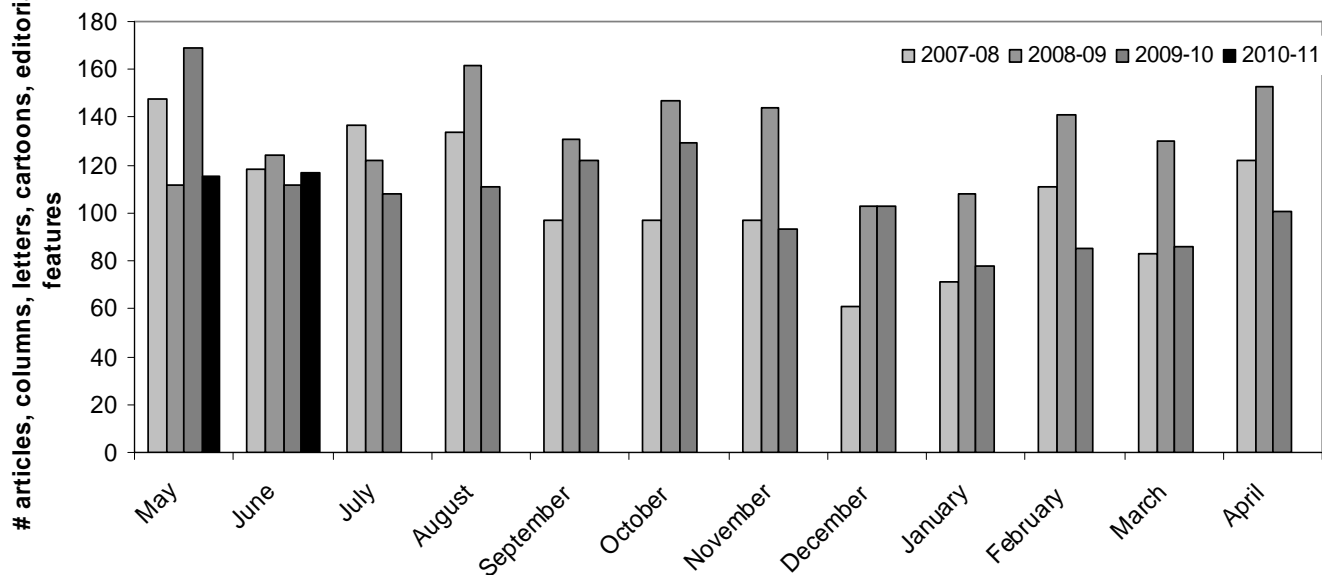
In total there were 117 agri-food articles in June, 34 of which were related to primary agriculture and 62 to fisheries. Twelve articles related to processing and 23 to the food industry in general. The 117 articles is an increase of 2 articles from May, and 5 articles from June 2009.

Compared to the previous four months, there were fewer front page articles (2 compared to 3.75). Articles were shorter in length (2,004 characters vs 2,073) but had more images (0.62/article vs 0.56). The overall media exposure score of 288.8 was down from 317.4 in May and ended a three month upward trend in agri-food media exposure.

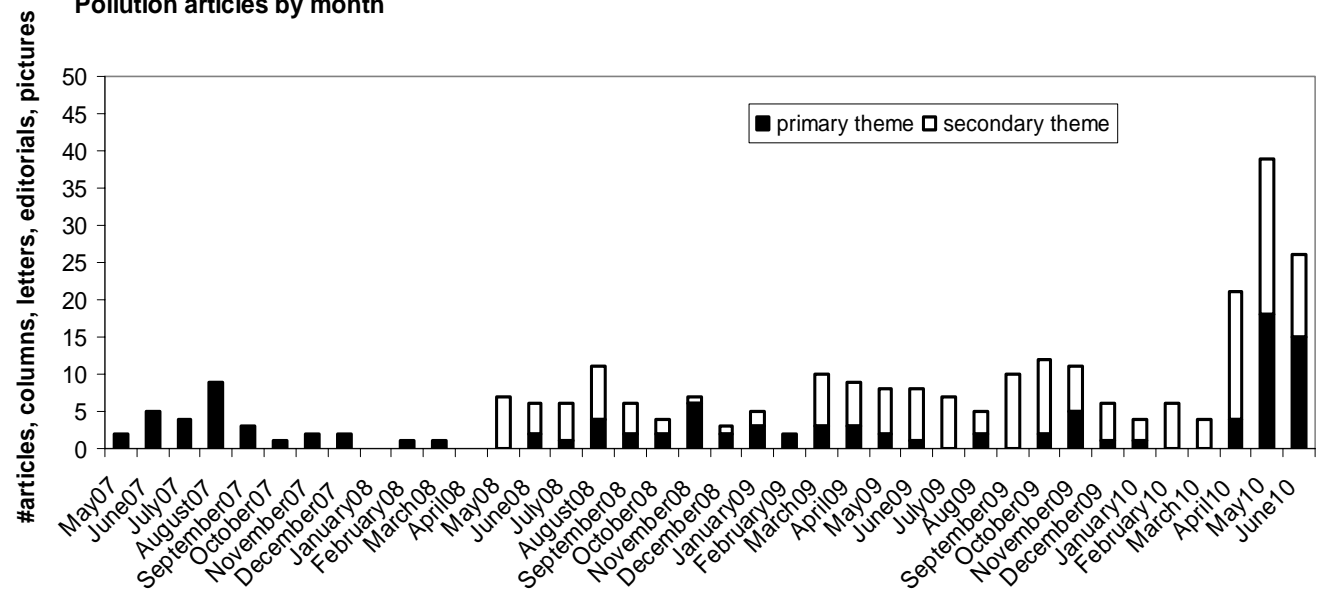
The seal and wine industries received the most sector-specific coverage in June.

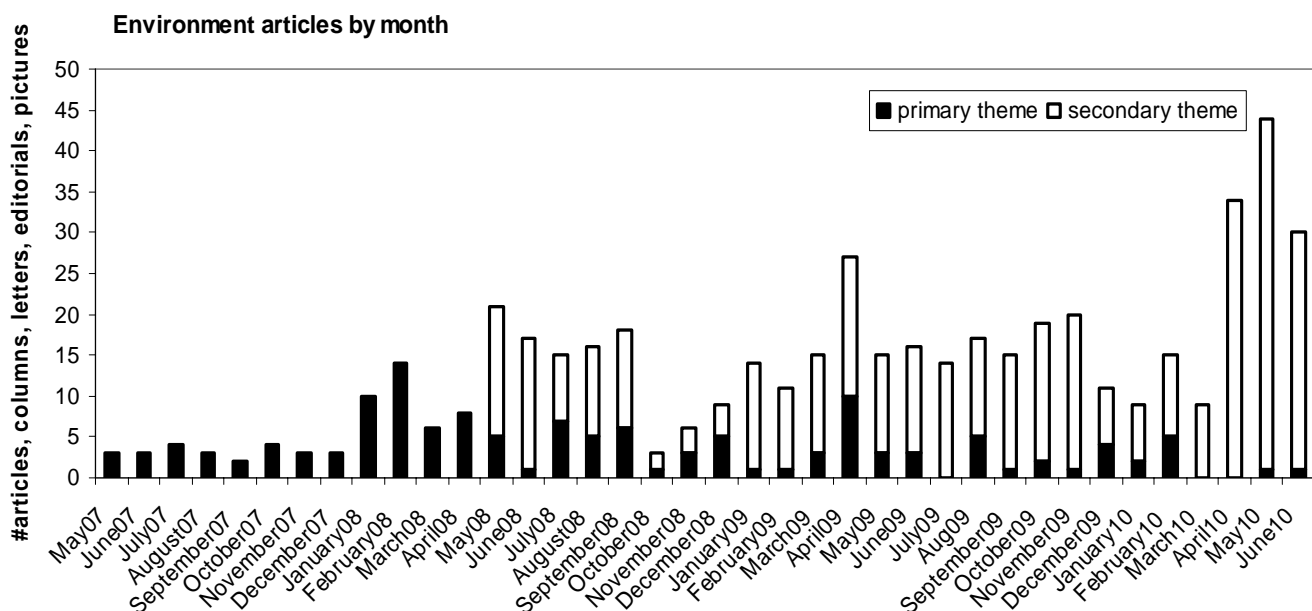
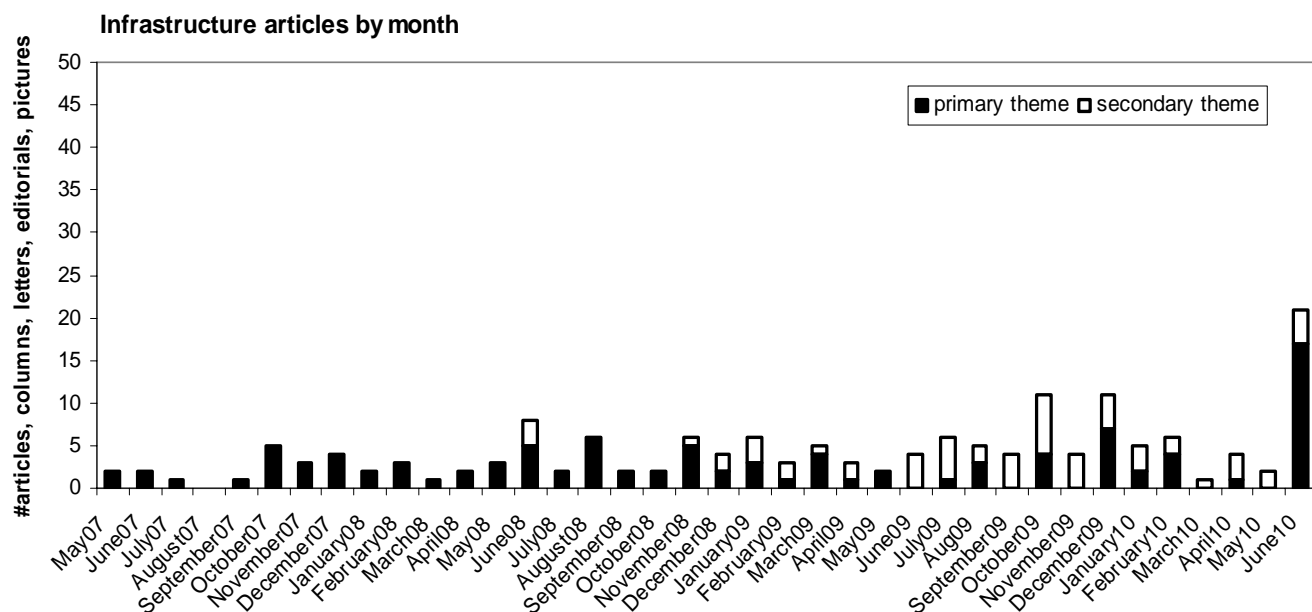


Agri-food articles, monthly comparison



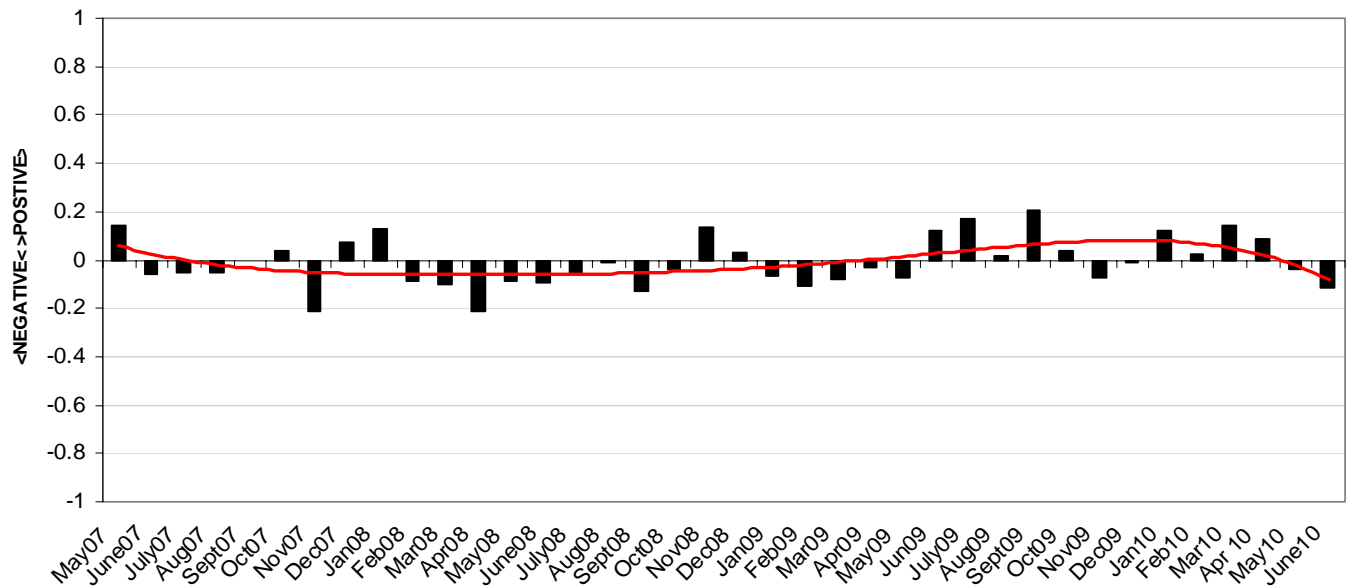
Pollution articles by month





*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- June 2010

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Pollution	15	11	36.8	1	--
2	Infrastructure	17	4	29.6	27	(+25)
3	Environment	1	29	15.3	4	(+1)
4	Business	5	7	13.0	3	(-1)
5	Industry spotlight	3	10	12.8	10	(+5)
6	Local food	5	6	12.7	7	(+1)
7	Historic	2	12	10.7	n/a	(+n/a)
8	Healthy eating	5	7	10.7	15	(+7)
9	Fish stocks	8	7	10.1	5	(-4)
10	Economy	1	5	9.1	12	(+2)
11	Food safety	5	4	8.5	23	(+12)
12	Travel	2	6	8.4	n/a	(+n/a)
13	Natural/organic	3	2	7.9	36	(+23)
14	Resource conflicts	5	4	7.6	2	(-12)

Notes:

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