

15TH INTERNATIONAL AGENDA SETTING CONFERENCE

PERCEPTION CHANGE TAKES MORE THAN RE-BRANDING



FEBRUARY 19-21, 2015
VIENNA



15th INTERNATIONAL AGENDA SETTING CONFERENCE

Pereption 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 are about whether the media has an impact, but how and for whom. Current research in collaboration with Prof. Schwalbach of the Humboldt University (chart on page 12) 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 15th International Agenda Setting Conference, this year in Vienna, to celebrate the 30th anniversary of Media Tenor's parent company, InnoVatio.



Founder and CEO
Media Tenor International



Welcome!



Agenda Setting, Surfing and Cutting

The Agenda Setting approach evolved as an independent research field in communication science in 1968. With Agenda Setting, media science took a completely new turn. The previously dominant question of whether or not the media dominate (mainly political) attitudes was abandoned in favor of analysis of the extent to which the media form and structure the topics that are discussed, both by the public and in the course of the political process.

This change of perspective led to an abundance of empirical studies that demonstrated the Agenda Setting function of mass media. Media Tenor was founded in 1993 driven by the realization that a number of gaps still need to be addressed by Agenda Setting research in our time. There are primarily four shortcomings for which Media Tenor started the International Agenda Setting Conference in 1999, hosted at the University in Leipzig, Germany – 10 years after the Wall came down: one of the most fascinating fields of Agenda Setting and Agenda Cutting. The Arab Spring 20 years later highlighted the importance of overcoming these shortcomings even faster:

1. Internationality of Research

The future of the Agenda Setting approach will have to meet more intensively the demand for investigating problems that go beyond the national framework. This

starts with the simple problem that even with Internet and online media there is no qualified access to TV, Print, Radio and Social Media around the world – not to talk about the missing standards by which they should be analyzed.

2. Sensitivity to Cultural Differences

In an increasingly globalized world, cultural questions play an important role. Agenda Setting research will be essential in analyzing how the media shape cultural patterns.

3. Increased Consideration of Business and Economy

Until now, Agenda Setting research concentrated on political issues and neglected the media coverage of companies and managers. But in view of ongoing globalization, media coverage of economic developments plays a central role in politics and society.

4. Increased Use of Timeline Studies

Agenda Setting research will increasingly have to utilize the continuous monitoring of media content. Whereas polling data is available in monthly and weekly series, continuous media content data is rare.



“This conference is a prime indicator of the continuing and growing importance of agenda-setting. It was early in the last century when Walter Lippmann opened his classic book on public opinion with a chapter titled “The World Outside and the Pictures in Our Heads” and spotlighted the key intermediary role of the news media. It was 35 years ago that the Chapel Hill study brought the idea of an agenda-setting role of the media to empirical fruition. Despite this considerable passage of time, agenda-setting continues to flourish and expand.”



Prof. Dr. Maxwell McCombs
Jesse H. Jones Centennial, Chair in Communication
University of Texas, Austin, USA

Understanding Media Impacts

The Media Tenor Institute for Media Analysis is an independent, non-partisan organization. Founded in Germany in 1993, the institute currently has its headquarters in Switzerland and offices in Austria, South Africa, Vietnam, and the USA.

The way Media Tenor started analyzing opinion-leading media worldwide on a daily basis was founded on the idea of applying the Agenda Setting / Cutting theory to reality. For more than 20 years, its partners have received a report every day, whether or not their activities had been covered by the media in a substantive way: Are they above or below the Awareness Threshold?

This accurate database that is accessible on a 24/7 basis answers questions on how the media not only covers individual issues, organizations, countries and persons, but whether this would have an impact on their diverse stakeholders. Universities, such as Emory University, Harvard Business School, Harvard University (Shorenstein Centre), London School of Economics and Political Science, Oxford University, and University of Amsterdam use Media Tenor's data in their research on the influence of media on public opinion. Media organizations such as BBC, Die Presse, Frankfurter Allgemeine Zeitung, Il Sole 24 Ore, Neue

Zürcher Zeitung, and WJS work with Media Tenor data on a regular basis. Media Tenor, together with partners, developed a ranking of the most influential economists, which was launched in September 2013, in FAZ for Germany and in 2014 in addition, in Die Presse for Austria, as well as in the NZZ for Switzerland. Together with the UN Academic Impact group, Media Tenor publishes the Integration Index once a year.

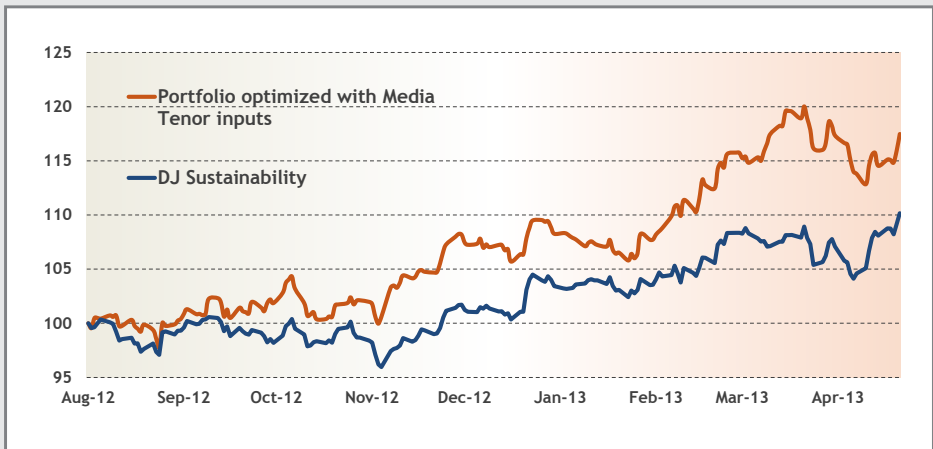
In 2012, the Allianz Insurance Group launched the Reputation Protect Insurance offering corporates around the world assistance based on Media Tenor data against media damage.

Media Tenor has analyzed the coverage of national elections in leading media in South Africa, the U.K., the U.S., Germany and other countries, with the aim of highlighting trends in the political coverage in different countries and studying the influence of media on polls and voters' behavior. After 9/11, Media Tenor has been part of the group developing the Annual Dialogue Report on behalf of the World Economic Forum in order to overcome stereotype-driven news selection around the world on religion and values.

Media Tenor issues monthly updates on the correlation between media coverage of the economy and the consumer confidence index. For our strategic consulting work for corporate clients, we developed a set of risk indicators to measure companies' media reputation and predict threats to their public image as well as share price movements. The London-based

Investment Bank Method Invest launched the Sustainability Fund in 2013, trading on media signals provided by Media Tenor. By applying the Agenda Setting Theory, scholars from DIW Berlin and KOF Zurich started to predict the industrial production as well as the business climate earlier than any other poll, allowing organizations to act early and pre-empt PR crises.

The awareness threshold is also proven in the financial market



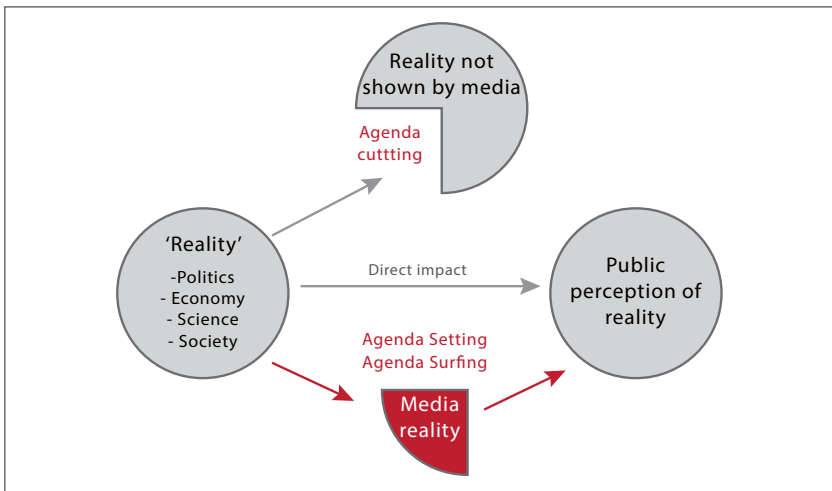
Whoever communicates above the awareness threshold, not only ensures top management's independence of media agendas, but also effectively supports IR: Constant news flow in business media affects the buying behavior of financial markets.



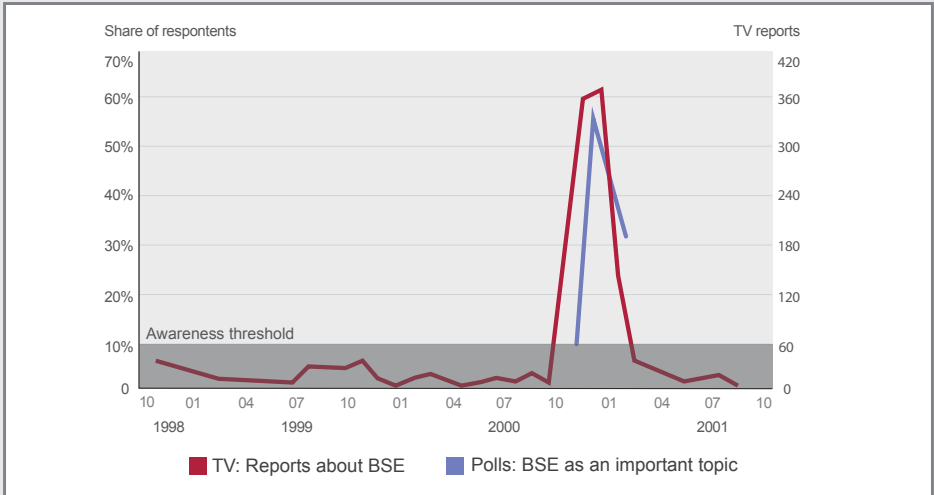
Awareness Threshold

Media Tenor validates its research results through real-world data, such as sales figures and public opinion polls, in order to identify the media's tangible impact on an organization and its stakeholders. The understanding of Agenda Setting & Surfing

(the media's influence on which topics are focused on by the public) and Agenda Cutting (the media's influence on which topics are deliberately not brought to the public's attention) is essential to all social, political and economic organizations.

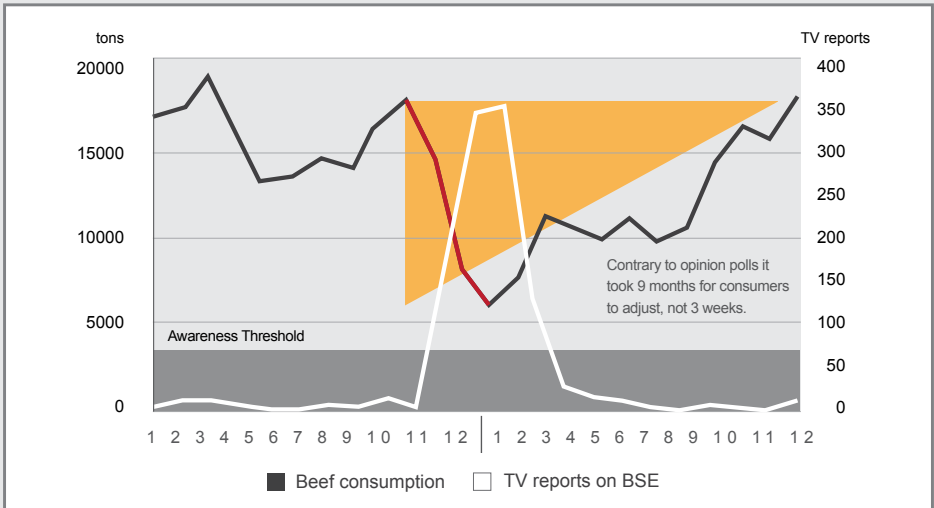


TV reports / Poll reaction



In the winter of 2000/2001, a surge of BSE reports on German TV news triggered a dramatic increase in public concern about this topic. After 3 months, just before summer (the BBQ season), media coverage declined and subsequently, public awareness declined at a similar rate.

TV reports / Beef consumption



TV coverage on BSE affected consumer behavior: Beef sales declined by 71% in the wake of intensive TV reporting. Even after the number of negative reports dropped, the effects of the coverage about BSE lasted. After 9 months, beef sales had finally recovered.

Media Content Analysis - The Media Tenor Way

One of Media Tenor's strategic advantages is the use of human analysts to collect media data – no software can replace the human brain. This allows for very complex statements to be accurately categorized into a manageable set of issue groups. At the same time, Media Tenor's strict methodology and training guarantee consistency in the grouping and rating of issues. Indeed, Media Tenor puts a premium on thorough training and constant testing of our analysts to ensure the highest possible quality of our data. Media Tenor's highly skilled team of 120 analysts from more than 32 countries and the team of experienced researchers make it possible to identify media trends that are shaping public opinion and consumer behavior in different parts of the world.

Media Tenor has been conducting this intensive international media research for

20 years. The data pool has grown to more than 110 million units. Media Tenor is the only research institute which analyzes the most influential media around the world in their entirety on a continuous daily basis. Media Tenor's research has shown that any type of media content analysis that only focuses on individual sections of a newspaper or that is only conducted for a limited time can easily generate skewed results and lead to misconceptions. The same is true for research institutes whose analysis typically rely largely on keyword searches and simple word counts or that work only with clippings, producing what amounts to a subjective interpretation of the news, but yet call it a proper analysis. Through continuously analyzing all opinion-leading media, Media Tenor's database comprises every word in every article, on a daily basis.





“The annual media agenda setting research conference organized and sponsored by Media Tenor is among the most valuable programs I have experienced. The research presented is ground-breaking and of the highest quality. Scholars and professionals participating in the conference are the leading figures in the field. The discussion is engaging, thought-provoking and highly informative. I most strongly recommend participation in this pioneering event.”

Prof. Dr. John V. Pavlik

Professor and Chair, Dept. of Journalism and Media Studies,
SCILS Director, The Journalism Resources Institute

International Agenda Setting Conference

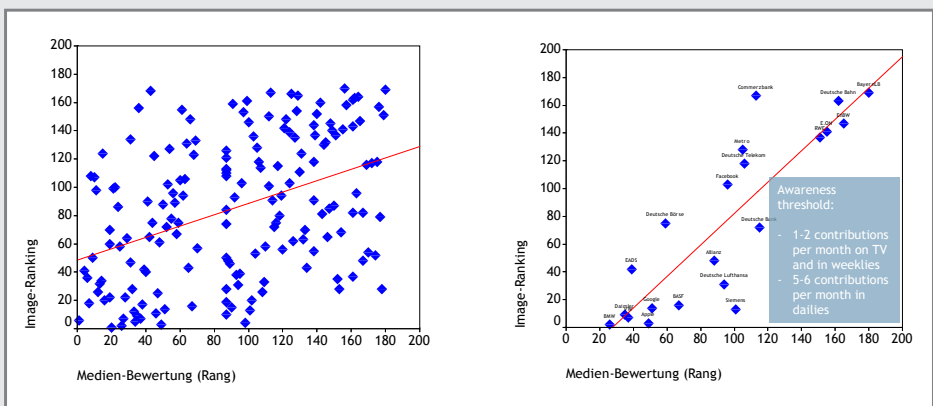
Understanding what is influencing people's minds and behavior has become crucial for setting corporate and marketing strategies, investor portfolios or election campaigns. The Agenda Setting Network deals with the question of what is the role of traditional and new media in the 21st century and how media content and advertising influence short and long-term behavior.

The latest joint research with Prof. Schwalbach, Humboldt University, Manager Magazin and Media Tenor, which was published in August 2013, highlights the strong correlation between media news flow and the ranking of corporates and their CEOs even in the opinion of the

C-Suite: as the two charts on this page highlight, the correlation is only at 0.42 if one connects both media impression and the polling of business elites. But once you implement the Media Tenor concept of the Awareness Threshold, the correlations jumps to 0.88 – which after 20 years of ongoing research, shows the Agenda Setting Function of media in general and Media Relations in particular of those institutions who manage to communicate above the Awareness Threshold.

To discuss results like these, the Agenda Setting conference is the place for editors-in-chief and publishers to meet with scientists, CEOs, heads of

The media is effective above the awareness threshold



The awareness threshold that is 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 = 0.882).

investor relations, heads of corporate communications, governments, politicians and NGOs and to discuss in highly interactive workshops the latest research on the impact of the media.

The Agenda Setting Network links experts from all areas in order to exchange

ideas and profit from mutual experience and professional know-how. Members of the network meet once a year at the International Agenda Setting Conference. Members of the network propose topics for discussion and case studies, while Media Tenor provides the experts and scientific data in the fields discussed.



“MediaTenor provides a huge service, for me and others engaged in researching global media and its impact on public policy. For example, I produced a research paper on coverage of the 2006 Lebanon War for the 2007 US-Islamic World Forum in Doha, Qatar. MediaTenor helped me unearth and understand crucial data for my analysis.”

Marvin Kalb
Director of the Shorenstein Center on the Press,
Politics and Public Policy at Harvard's Kennedy
School of Government

Media Tenor Awards for Media Diversity

Since ancient Greece, public interest has not only become ever more diverse, but also ever more important due to the advent of modern democracy. Now, those in office need to know about and take into consideration these diverse needs across all segments of society. It is also indispensable for a democracy that its citizens are adequately informed about the decisions taken by its parliament.

The media provide exactly this bridge: On the one hand, they are a source for those in power to tap into the interest of the public. On the other hand, they provide citizens with information. This increasing diversity and importance of public interest coupled with the pivotal function of the media renders the way the media report crucial. Therefore, Media Tenor honors those media which excel at showcasing both how diverse the public interest is and how multifaceted the decisions taken by parliaments are with special awards.

Furthermore, institutions (e.g. universities and NGOs) strive to get their viewpoint across to the media. Even entire countries aim to be recognized by the international media. Media Tenor gives awards to those institutions and countries which are most successful in their communication efforts while also adhering to certain core virtues when communicating their message, such as diversity and transparency.

Importantly, Media Tenor does not rely on a jury to determine the winners of the awards. Rather, this decision is based on the careful in-depth analysis of an entire year's worth of newspaper articles and television news broadcasts. This means that winners of the awards are identified through objective empirical numbers rather than subjective evaluations.





The Awards

The rankings of the most influential economists in Die Presse (Austria), FAZ (Germany), and NZZ (Switzerland) as well as the Allianz Reputation Protect Insurance underline the importance of communication and reputation management for all types of institutions, ranging from media outlets and countries to businesses, universities and governments alike. Although these entities have different goals, audiences and methods of communication, they are all increasingly vulnerable to shifting public opinion based on the volume of information from competing sources and interests. Transparency, diversity and visibility remain key components for shaping public opinion via opinion-leading media. Maintaining these virtues is important for both the media outlets choosing informational content and the institutions strategizing to get their messages out to their targeted publics.

The list of awards presented at this year's conference are selected to represent which media and which institutions are upholding the core tenets necessary for advancing their reputation and building trust with their respective stakeholders on a global scale.

Media analyzed this year originated from Australia, Austria, Canada, China, France, Germany, India, Italy, South

Africa, Spain, Switzerland, the United Kingdom, United States and Vietnam, and included prime-time TV news programs, business print media, annual company reports and quoted financial analyst statements from leading financial media. Of this analyzed coverage, only those institutions whose message was able to reach the wider public and thus met Media Tenor's awareness threshold became nominees for their respective awards. In this way, Media Tenor's awards are uniquely objective as nominees are not pre-selected, but are rather determined by media coverage.

In all categories for each award, the maximum candidates could achieve was five points. Candidates received a score of five if their performance was at or above a target range established by Media Tenor and did not receive an average tonality greater than negative ten percent where applicable. Select points were also awarded to candidates that achieved performance near set targets, while negative points were awarded for zero visibility in many award categories. Weighted scoring emphasized criteria that actively develop positive image and reputation for each institution, media, or business, including ongoing visibility, diversity, and efforts to attract foreign investment or promote culture and education.

Global TV News Award

Step 1: Nomination

The nominees which were selected regarding their opinion leading function are:

- ARD Tagesschau (DE)
- ARD Tagesthemen (DE)
- BBC 1 Ten o' clock News (UK)
- BBC 2 Newsnight (UK)
- CBC News The National (CA)
- CBS (US)
- CCTV (CN)
- E-TV News (SA)
- FOX (US)
- HTV9 (VN)
- ITV News at Ten (UK)
- NBC (US)
- ORF Zeit im Bild 1 (AT)
- SABC 1 Zulu/Xhosa News (SA)
- SF Tagesschau (CH)
- TF1 Le Journal (FR)
- TVE1 Telediario (ES)
- ZDF heute (DE)
- ZDF Heute Journal (DE)

Outline:

The Media Tenor Global TV Award seeks to honor the international prime time news program with the most diverse news coverage. TV remains one of the most influential means of reporting news. According to Gallup polls in September 2013, accuracy of the news on mass media (including TV) has recovered from hitting a low in 2012. This reflects the increasing trust and confidence that the public has in mass media providing news content that is accurate and fair. This award is aimed at finding the TV news program that is most dedicated to improving the standards of TV news reporting. Particular emphasis was placed on selecting criteria that recognizes the diversity of news content reported, acknowledges thought leadership, takes the best interest of the public into account, and informs the public on broader issues positively impacting developing nations.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

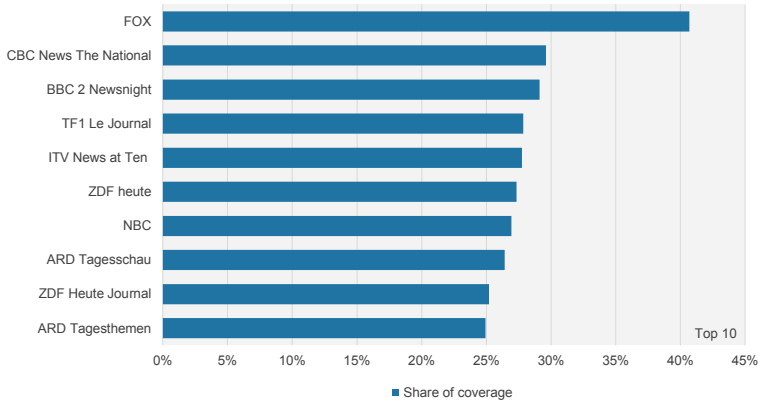
- Diversity of domestic issues
- Diversity of protagonists
- Share of coverage addressing foreign events
- Focus on women as opposed to men
- Difference in tonality of domestic vs. foreign vs. foreign coverage
- Diversity of sources
- Diversity of corporate industry coverage
- Share of coverage on companies
- Diversity of political policy issues (domestic)
- Share of coverage on health policy (domestic)
- Share of coverage on education policy (domestic)
- Share of coverage on domestic economy
- Diversity of coverage on developing countries

Basis:

The award was based on the analysis of 511,519 reports on 23 International TV programs for the period July 01, 2013 through June 30, 2014.

Criterion 2: Diversity of protagonists

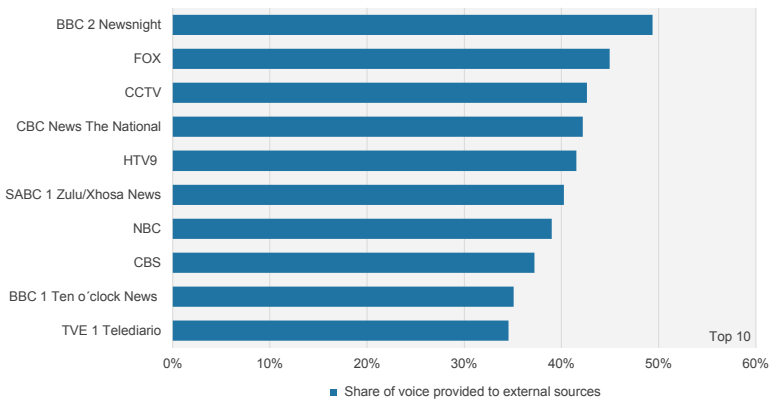
Share of coverage on the diversity of protagonists



Basis: 511,519 reports on 23 International TV programs

Criterion 2: Diversity of sources

Share-of-voice of sources other than journalists



Basis: 511,519 reports on 23 International TV programs

Best Business Media Award

Step 1: Nomination

The nominees which were selected regarding their opinion leading function are:

- Financial Mail
- Financial Times
- Handelsblatt
- Les Echos
- Mint
- The Economist
- The Wall Street Journal

Outline:

The Media Tenor Best Business Media Award recognizes the opinion-leading business publication that offers the most informative, diverse, and useful coverage to its audience. In today's fast-paced and global economy, media audiences are seeking perspective beyond their home markets through stories that look beyond hot trends to provide truly diverse perspectives about what is happening today and what that means for tomorrow. To determine the winner of this award, Media Tenor looked both at the content of statements from financial experts quoted by the media and at the content of reports overall. Publications honored by the Media Tenor Best Business Media Award distinguished themselves as useful and informative to a global readership interested not just in the movements of stock markets but in the development of a broad array of investment objects and industries.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

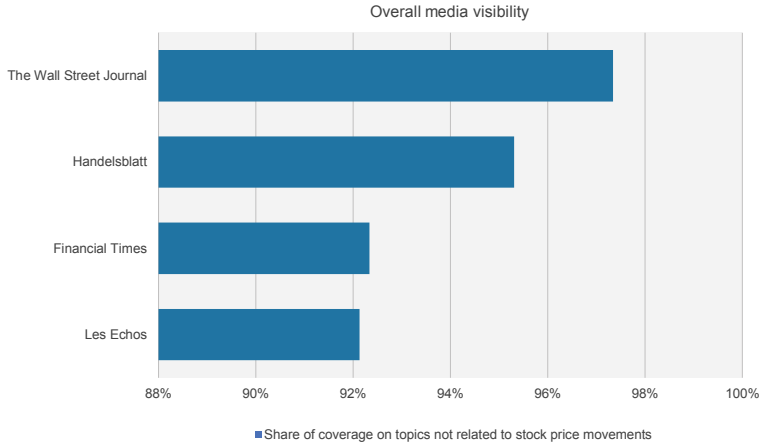
- Nominees were evaluated on:
 - Diversity of quoted analyst sources
 - Diversity of topics addressed by quoted analysts
 - Share of quoted analyst statements focused on the future
 - Share of quoted analyst statements that look beyond price and yield movements
 - Share of quoted analyst statements focused on currency development
 - Share of quoted analyst statements focused on bond developments
 - Geographical diversity of quoted analyst statements
- The best four performing nominees were then moved to the finalist round
- Finalists were evaluated on criteria similar to the preliminary round at the report level

Basis:

The award was based on the analysis of 33,487 quoted analyst statements in seven opinion-leading business media and 58,372 reports in four opinion-leading business media.

Criterion 5: Beyond price movements

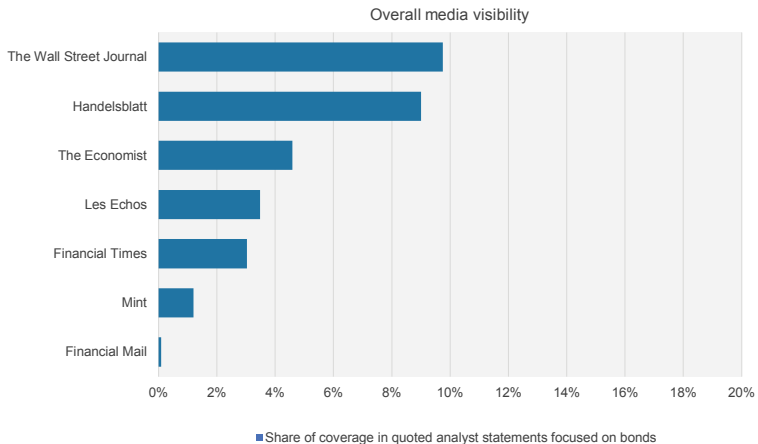
Overall visibility of topics not related to price movements



Basis: 58,372 reports in four opinion-leading business media

Criterion 6: Focus on bonds

Overall media visibility on bonds



Basis: 2,227 statements on bonds and / 33,487 quoted analyst statements in seven opinion-leading business media

Agenda Setter Media Award

Step 1: Nomination

The nominees which were selected regarding their opinion leading function are:

- BBC
- Bild am Sonntag
- Bild-Zeitung
- CNN
- Die Welt
- FAS
- Financial Times
- Focus
- Forbes
- Handelsblatt
- Le Figaro
- Le Monde
- Spiegel
- SZ
- Tagesspiegel
- The Guardian
- The New York Times
- The Wall Street Journal
- The Washington Post
- Welt am Sonntag

Outline:

The Media Tenor Agenda Setter Media Award acknowledges those media that have been recognized by other media for providing content that provides accurate information to its audiences. The award analyzed news media quoting other news sources. The quoted news media are considered agenda setters. Media Tenor analyzed opinion leadership for over 20 years. Its quotation ranking shows how news, editorial content, and interviews are used as sources by other media. In order to understand reasons for changes in the quotation ratio, Media Tenor introduced qualitative aspects to its analysis in 2006. Since then, subject matter and, in the case of business coverage, information about industrial sectors mentioned in quotes, has been analyzed on a continuous basis. Media Tenor can therefore identify the key capabilities of individual editorial rooms and measure the success of targeted news placements more specifically.

Step 2: Calculating the score of nominees

The criteria used for calculating the score of the nominees are:

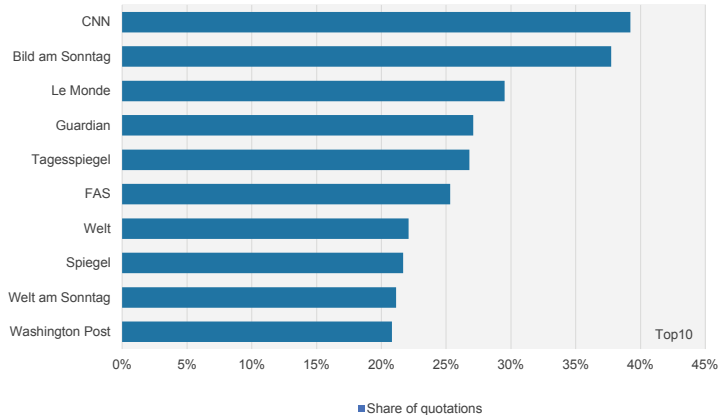
- Overall volume of quotations
- Frequency of quotations on the first two pages/television reports
- Balance of quotation with regard to the most important topics:
 - Party policy
 - Foreign policy
 - International economy
 - Public debt/budget
 - Labor market
 - Economic situation
 - Economic monetary policy
 - Companies situation
 - HR/personnel policy
 - Energy/environment
 - Social welfare/education/culture
- Share of quotations in media other than local media

Basis:

The basis for the Media Tenor Agenda Setter Award was all references to other editorial sources in 25 international print and television outlets for the period July 01, 2013 through June 30, 2014. In print media the political and business sections were analyzed. Prime time news broadcasts were analyzed in their entirety. Out of all quoted media, 20 publications were included in the analysis, with a total data pool of 2,637 quotations.

Criterion 2: Frequency of quotations on first two pages/television reports

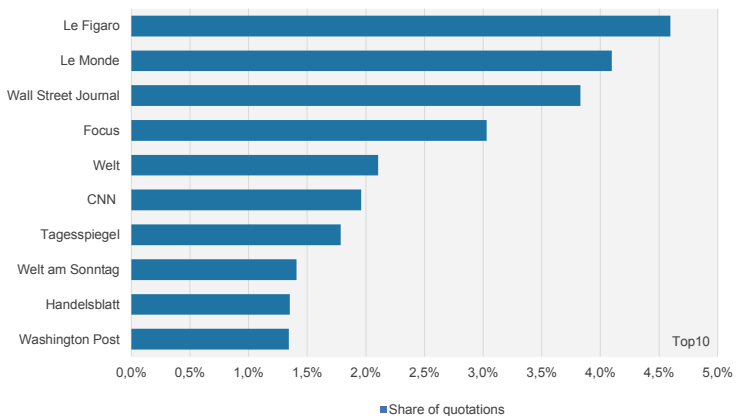
Share of quotations in reports



Basis: 2,637 reports in 25 international print and television outlets

Criterion 6: Balance of topics

Balance of quotations with regard to the most important topics: Public debt/budget



Basis: 2,637 reports in 25 international print and television outlets

G20 Country Image Award

Step 1: Nomination

The nominees which include all G20 country members (exclusive the EU) are:

- Argentina
- Australia
- Brazil
- Canada
- China
- France
- Germany
- India
- Indonesia
- Italy
- Japan
- Mexico
- Russia
- Saudi Arabia
- South Africa
- South Korea
- Turkey
- U.K.
- U.S.

Outline:

The group of 20, also known as the G20, was created as a forum for cooperation and consultation on matters pertaining to the international financial system. The group of 20 major world economies constitutes of approximately 90% of the global gross domestic product (GDP). The G20 group studies, reviews, and promotes high-level discussion of policy issues pertaining to the promotion of international financial stability. Collectively, the G20 group accounts for more than 75% of global trade. Developments in member countries have a far-reaching impact on the global economy as a result of the economic dominance of member countries. The Media Tenor image award applauds countries that reflect a diversity of media coverage in politics, education and economic policies. Nominees in the set criteria exhibited good media strategies that reflected a drive in reputational management and perception change.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

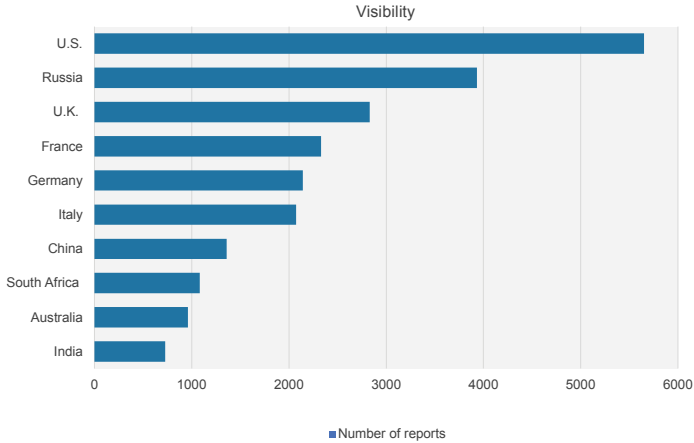
- Overall visibility and no excess negativity
- Visibility and tonality on international politics and issues
- Visibility and tonality on domestic policy
- Tonality on business activity
- Visibility and tonality on economic issues and policy
- Tonality on investments from quoted analysts
- Visibility and tonality on social policies
- Visibility and tonality on education, science and technology
- Visibility and tonality on domestic culture and religion
- Visibility of leadership and government

Basis:

The award was based on the analysis of 26,185 reports on 23 leading international TV news programs, 18,727 statements in key business media, and 17,841 quoted analyst reports in four business print media for the period July 01, 2013 to June 30, 2014.

Criterion 1: Overall visibility

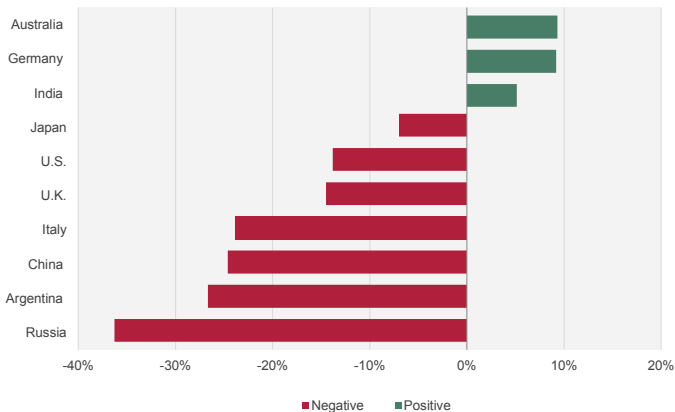
Volume of coverage



Basis: 26,185 reports on 23 international TV programs

Criterion 10: Government and leaders

Tonality of coverage on government and leaders



Basis: 26,185 reports on 23 international TV programs

MENA Country Image Award

Step 1: Nomination

The nominees who met Media Tenor's Awareness Threshold and whose message was thus able to reach the wider public are:

- Bahrain
- Iran
- Israel
- Jordan
- Kuwait
- Morocco
- Oman
- Tunisia
- United Arab Emirates

Outline:

Conflicts in the MENA region continues to dominate media coverage resulting in areas like business and the environment to lose visibility and tonality. In the aftermath of the Arab Spring in 2010, MENA countries have been left with a perception clouded by political instability, reigniting debate on the future of stability in the MENA region. Media has lost insight into countries that have attempted to heighten media visibility on positive political, social and economic aspects. The Media Tenor MENA Country Image Award seeks to honor the country in the Middle-East North Africa (MENA) region with the most robust and diverse media profile. Media Tenor recognizes those individual countries that established a diverse, informative and credible media image that will help shape and accelerate discussions around how the nations in this region are perceived by international observers.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

Political arena:

- Visibility and tonality on international politics and issues
- Visibility and tonality on domestic policy

Economic arena:

- Tonality on business activity
- Visibility and tonality on economic issues and policy
- Tonality on investment from quoted analysts

Social arena:

- Visibility and tonality on social policies
- Visibility and tonality on education, science and technology
- Visibility and tonality on domestic culture and religion

Leadership:

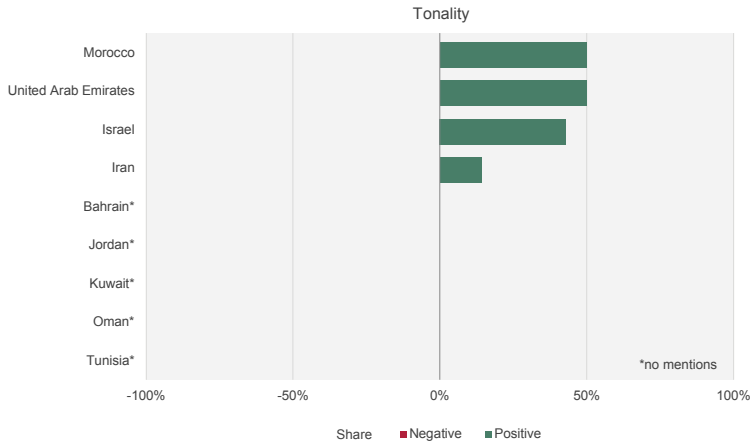
- Visibility of leadership and government

Basis:

The award was based on the analysis of 511,519 reports on 23 international TV programs for the period July 1, 2013 through June 30, 2014.

Criterion 5: Analyst evaluations

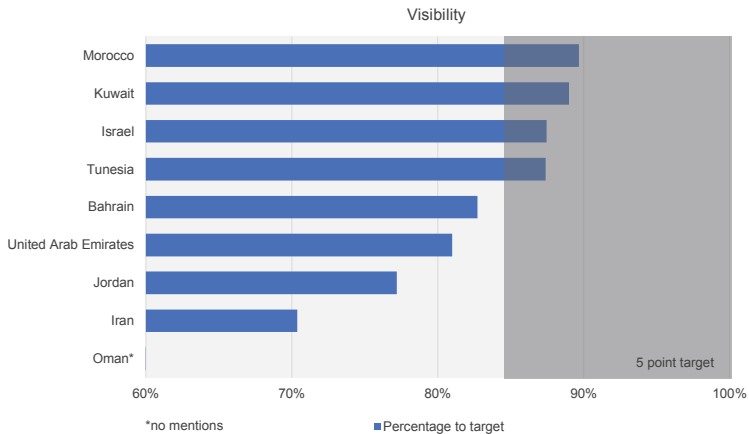
Tonality on investment from quoted analysts



Basis: 32 analyst statements in eight 8 opinion-leading financial print media

Criterion 8: Culture and religion

Salience of coverage on culture and religion



Basis: 5,041 reports out of 457,738 reports on 23 international TV programs

Asia Country Image Award

Step 1: Nomination

The nominees who met Media Tenor's Minimum Visibility Threshold and did not receive excess negative tonality and whose message was thus able to reach the wider public are:

- Bangladesh
- China
- India
- Japan
- Malaysia
- Mongolia
- Myanmar
- Singapore
- Sri Lanka
- Taiwan

Outline:

Asia is the world's largest and most populous continent. In recent years, the continent has progressed to being recognized as highly influential and is regarded as a global socio-economic powerhouse. Some of the continent's most positive factors include favorable political and legal environments for industry and commerce, skilled labor and abundant natural resources. As a continent that has vast potential, it is of significance that the continent is portrayed in a fruitful and effective manner, to establish and uphold a reputable image. Media Tenor's Asia country image award seeks to honor the Asian country that has done well in establishing a reputable media presence and reputation. This was determined by analyzing the presence of Asian countries on international television news programs, excluding the countries respective domestic media. This encompassed analyzing each of the nominated countries according to ten predetermined criteria.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

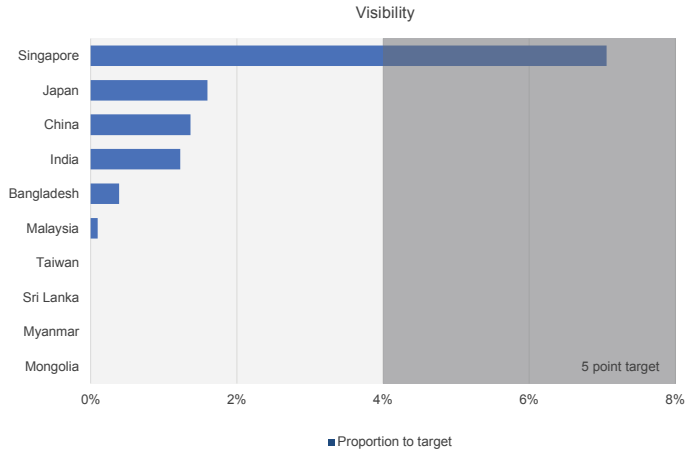
- Overall visibility and no excess negativity
- Salience of coverage on international politics
- Salience of coverage on domestic politics
- Tonality of coverage on business/economy
- Salience and tonality of coverage in business media
- Tonality on investments from quoted analysts
- Salience of coverage on social policy
- Salience of coverage on education and science
- Salience of coverage on environment and energy
- Salience of coverage on culture and sports
- Tonality on government and leaders

Basis:

This was determined by analyzing 8,701 reports on the nominees out of 457,738 reports on global TV media, for the period July 1, 2013 through June 30, 2014.

Criterion 10: Salience of coverage on education and science

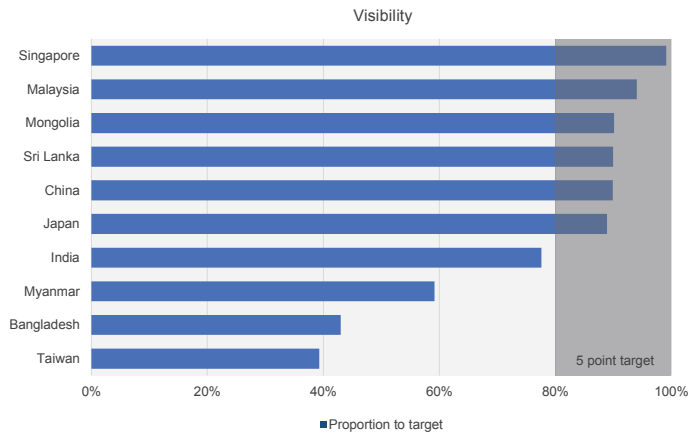
Salience of coverage



Basis: 8,701 reports on the nominees out of all 457,738 reports on 23 global TV news media

Criterion 10: Salience of coverage on culture and sports

Salience of coverage



Basis: 8,701 reports on the nominees out of all 457,738 reports on 23 global TV news media

Africa Country Image Award

Step 1: Nomination

The nominees who met Media Tenor's Minimum Visibility Threshold and did not receive excess negative tonality and whose message was thus able to reach the wider public are:

- Central African Republic
- Democratic Republic of Congo
- Kenya
- Libya
- Mali
- Morocco
- Somalia
- South Africa
- South Sudan
- Tunisia
- Zimbabwe

Outline:

Africa is the second-largest and second most-populous continent in the world. Although it has abundant natural resources, the continent has remained the world's poorest and most underdeveloped region. Strides have been made over the years to combat the challenges faced by the continent to become a key player in the global arena, however, more still needs to be done to further develop and uplift African people and change the perceptions of the global community on Africa. Media Tenor's Africa Country Image Award seeks to honor the African country that has done well in establishing a reputable media presence and reputation. The country image award was determined by analyzing the presence of African countries on international television news programs, excluding the countries respective domestic media. This encompassed analyzing each of the nominated countries according to ten predetermined criteria.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

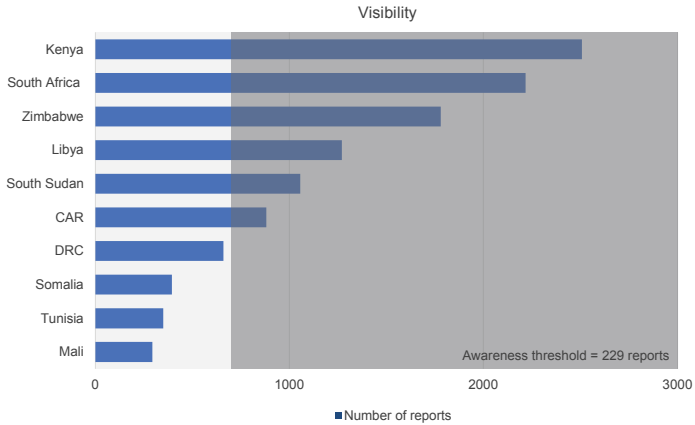
- Overall visibility and no excess negativity
- Salience of coverage on international politics
- Salience of coverage on domestic politics
- Tonality of coverage on business/economy
- Salience and tonality of coverage in business media
- Tonality on investments from quoted analysts
- Salience of coverage on social policy
- Salience of coverage on education and science
- Salience of coverage on environment and energy
- Salience of coverage on culture and sports
- Tonality on government and leaders

Basis:

This award was determined by analyzing 11,704 reports on Africa out of 457,738 reports on global TV media, for the period July 1, 2013 through June 30, 2014.

Criterion 1: Overall visibility and no excess negativity

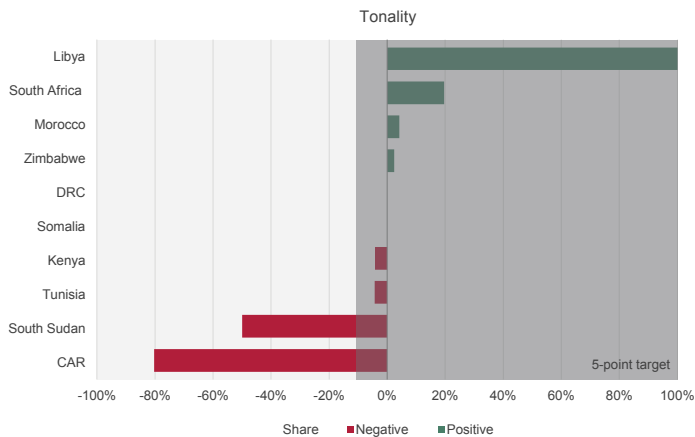
Salience of coverage



Basis: 11,704 reports in 13 international TV news stations

Criterion 10: Salience of coverage on culture and sports

Tonality of coverage



Basis: 1,037 reports out of all 11,704 reports in 13 international TV news stations

EU Country Image Award

Step 1: Nomination

The nominees which include all EU member states are:

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- U.K.

Outline:

A country's ability to establish trade and create relationships is no longer dependent on its relationship with other governments or nations. Media perception on global issues and media coverage on domestic stories go hand in hand when shaping the image that determines a country's media profile. Global perception strongly shapes the power of global media, determines the economic, social, and diplomatic development of nations. The European Union, currently under international scrutiny over its ability to sustain and promote growth during financial turmoil, is often reduced to media reporting on some of its member countries. The EU country image award focused on members with the most diverse image in the international village, promoting reputational strengths within social and innovative development, while also communicating an economic policy aimed at reducing the collective perception international media has drawn around the euro-area crisis.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

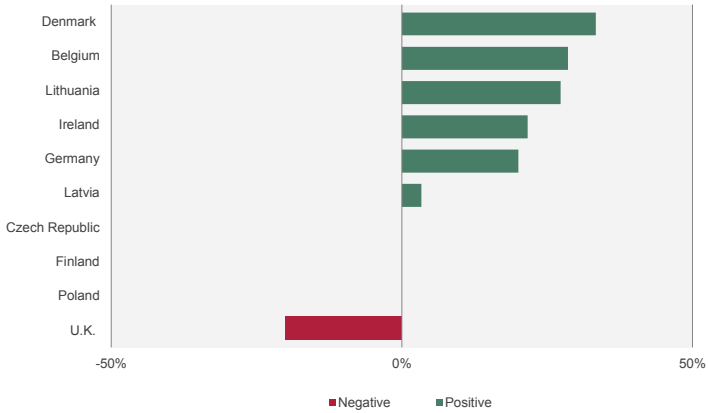
- Basic visibility and no excess negativity
- Visibility and tonality on international politics and issues
- Visibility and tonality on domestic policy
- Tonality of coverage on business and economy
- Visibility and tonality on economic issues and policy
- Tonality on investments from quoted analysts
- Visibility and tonality on social policies
- Visibility and tonality on education, science and technology
- Visibility and tonality on domestic culture and religion
- Visibility of leadership and government

Basis:

The award was based on the analysis of 28,223 reports on 23 leading international TV news programs, 2,344 statements in four key business media, and 6,718 quoted analyst reports in eight business print media for the period July 01, 2013 through June 30, 2014.

Criterion 4: Business and economy

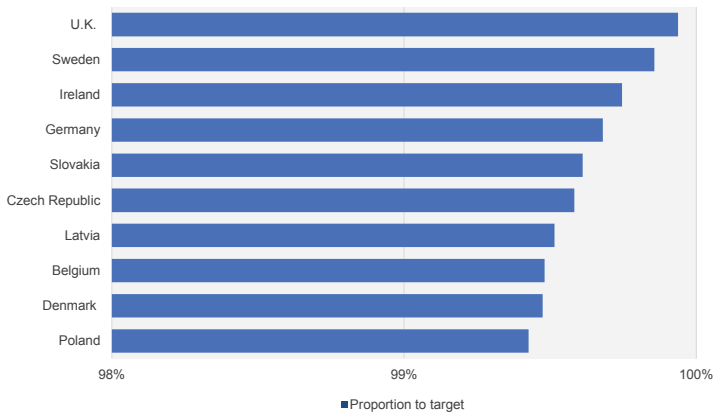
Tonality of coverage on business and economy



Basis: 28,223 reports on 23 international TV news programs

Education, science, and technology

Salience of coverage on education, science, and technology



Basis: 28,223 reports on 23 international TV news programs

German Government Communicator Award

Step 1: nomination

The nominees which include all German government departments are:

- Arbeit und Soziales
- Auswärtiges Amt
- Bildung und Forschung
- Bundeskanzleramt
- Ernährung und Landwirtschaft
- Familie, Senioren, Frauen und Jugend
- Finanzen
- Gesundheit
- Inneres
- Justiz und Verbraucherschutz
- Umwelt, Naturschutz, Bau und Reaktorsicherheit
- Verkehr und digitale Infrastruktur
- Verteidigung
- Wirtschaft und Energie
- Wirtschaftliche Zusammenarbeit und Entwicklung

Outline:

The progressive loss of public confidence in the polity has led to public apathy and inactivity in the political realm – as is evident from the shrinking voter turnout. While political leaders and parties earn most of the criticism in the media, the public administration and the ministries on top are losing support as well. The Media Tenor German Government Communicator Award analyzes how the federal ministries have communicated, how they were assessed, whether they were visible in the public debate about their core subjects, how they were cited and whether they were continuously present in the media. This long-term award shows, how the ministries of the new cabinet have communicated about their tasks and measures in the seven months since the swearing in of the new department heads in December 2013.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

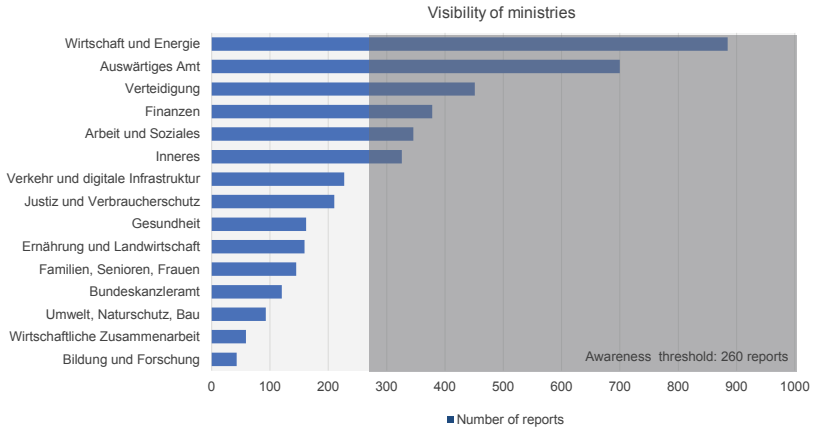
- Visibility of ministry and no excess negativity
- Tone compared to minister
- Share of op-eds and interviews
- Share of voice
- Visibility as participant in public debate
- Visibility as participant in public debate: Core issues of the department
- Continuity over time
- Reference to the future
- International presence of department and minister

Basis:

The award was based on the analysis of 135,533 reports on 23 opinion-leading German TV, radio and print media for the period January 01, 2014 through June 30, 2014.

Criterion 1: Visibility and no excess negativity

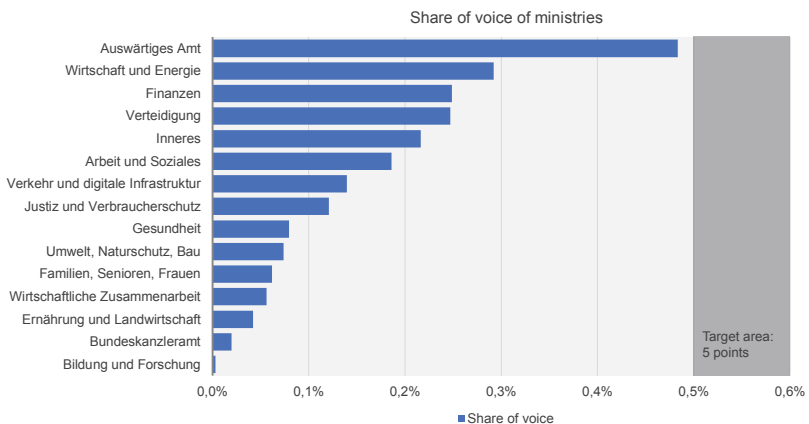
Visibility and tonality of federal ministries



Basis: 135,533 reports about protagonists / 4,304 about the Federal Ministries and their ministers

Criterion 6: Number of quotes from ministry and minister

Share of voice of federal ministries



Basis: 135,533 reports about protagonists / 4,304 about the Federal Ministries and their ministers

German Federal States Award

Step 1: Nomination

The nominees which include all German federal states are:

- Baden-Württemberg
- Bayern
- Berlin
- Brandenburg
- Bremen
- Hamburg
- Hessen
- Mecklenburg-Vorpommern
- Niedersachsen
- Nordrhein-Westfalen
- Rheinland-Pfalz
- Saarland
- Sachsen
- Sachsen-Anhalt
- Schleswig-Holstein
- Thüringen

Outline:

A strong media image is becoming increasingly important for the German Federal States, as competition for scarce commodities increase. The pervasive trust meltdown which accelerated since the onset of the financial crisis in 2008, has made information a key factor for overcoming the resulting distrust. The Media Tenor Federal States Award aims to honor the state government which communicated most extensively and successfully in order to inform their citizens about their activities and objectives. In times of uncertainty and change, the acceptance of policies depends on the richness and diversity of information reaching the public. This award is based on the overall perception of the federal states by the media on all areas from domestic policy to the corporate world and social and cultural development. This award reward diversity and balance as essential to a healthy media image.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

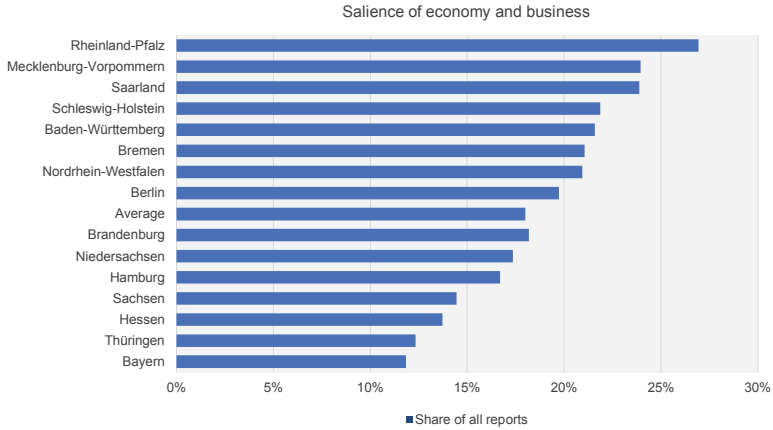
- Overall visibility and no excess negativity
- Evaluation of state governments
- Salience / evaluation of domestic policy
- Salience / evaluation of economy/business
- Salience / evaluation of environment, energy and transport
- Evaluation of companies in 4 international business media
- Evaluation in analyst quotes
- Salience / evaluation of social policy
- Salience / evaluation of education, science, technology
- Salience / evaluation of culture, religion, travel and sports
- Evaluation of prime minister in international TV news

Basis:

The award was based on the analysis of 234,883 reports in 23 opinion-leading German news media, three opinion-leading business media, and 23 global TV news media, as well as 43,724 analysts' quotes in ten financial media for the period January 01, 2014 through June 30, 2014.

Criterion 1: Overall visibility and no excess negativity

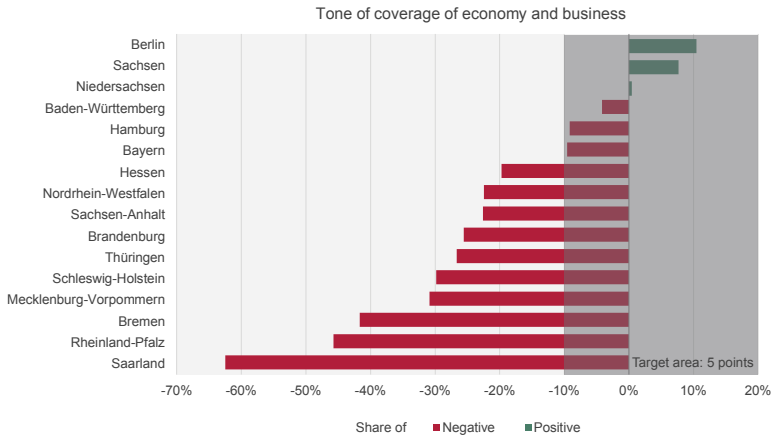
Visibility and tonality of federal states' economic and business activity



Basis: 234,883 reports about protagonists, 19,074 referring to the Federal States

Criterion 4: Salience and tone of coverage of economy and business

Visibility and tonality of federal states' economic and business activity



Basis: 234,883 reports about protagonists, 19,074 referring to the Federal States

DAX 30 Reputation Award

Step 1: Nomination

The nominees which include all DAX30 companies are:

- Adidas
- Allianz
- BASF
- Bayer
- Beiersdorf
- BMW
- Commerzbank
- Continental
- Daimler
- Deutsche Bank
- Deutsche Börse
- Deutsche Post
- Deutsche Telekom
- E.ON
- FMC
- Fresenius
- Heidelberg Cement
- Henkel
- Infineon
- K+S
- LANXESS
- Linde
- Lufthansa
- Merck
- Munich Re
- RWE
- SAP
- Siemens
- ThyssenKrupp
- VW

Outline:

The Media Tenor DAX 30 Reputation Award honors the media-based reputation of the 30 major German companies trading on the Frankfurt Stock Exchange that make up the index. Media Tenor analyzes all media content to determine to what extent DAX 30 companies are visible in the media and how they are being portrayed. A healthy reputation is based on basic visibility and good tonality in the media as well as balanced reporting on a variety of key issues. The Media Tenor DAX 30 Award scientifically measured the reputation of DAX 30 companies on 12 criteria to determine which company has the most balanced media image with the goal of acknowledging this achievement in the presence of its peers and global media for the role it plays in swaying investor and public sentiment.

Step 2: Calculating the score of nominees

The criteria used for calculating the score of the nominees are:

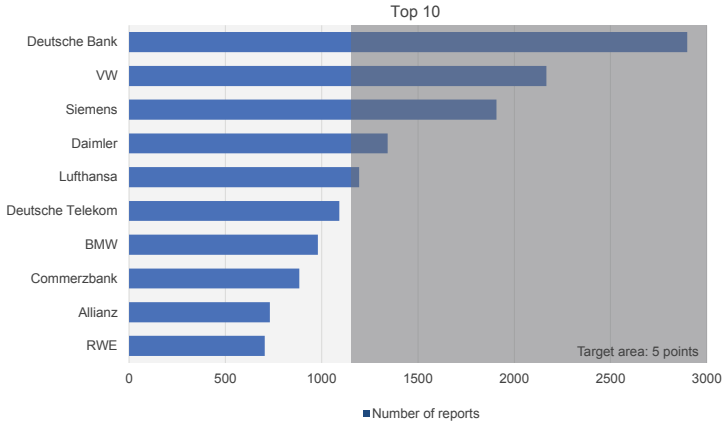
- Overall visibility and no excess negativity
- Overall tonality
- Diversity of value drivers
- Share of interviews and opinion pieces
- Personalization (share of stories focusing on senior management)
- Tone of coverage of senior executives
- Key topic: Innovation
- Key topic: Clients/customers/products
- Key topic: Personnel/human resources
- Key topic: Regulations/politics
- Share of forward-looking reports

Basis:

The Media Tenor DAX 30 Award was based on the analysis of 19,330 reports on DAX 30 companies and their executives out of 87,353 reports in 50 opinion-leading German and International media for the period July 1, 2013 through June 30, 2014.

Criterion 2: Overall visibility

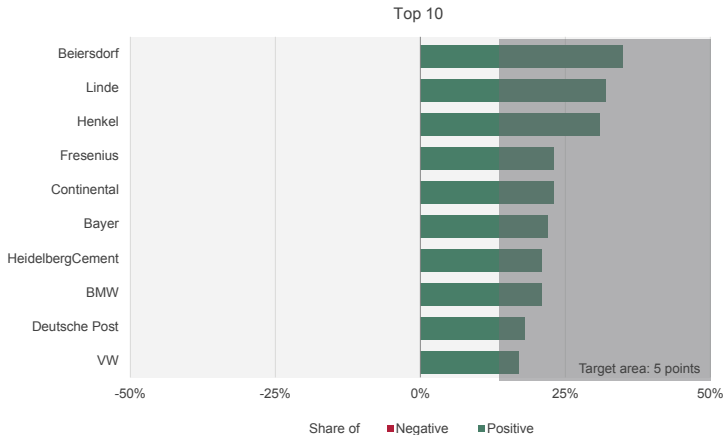
Overall visibility



Basis: 19,330 reports on DAX 30 companies out of all 87,353 reports in 50 international TV, radio and print media

Criterion 2: Overall tonality

Tonality of company in the media



Basis: 19,330 reports on DAX 30 companies out of all 87,353 reports in 50 international TV, radio and print media

Financial Expert Award

Step 1: Nomination

The nominees who met Media Tenor's Minimum Visibility Threshold and whose message was thus able to reach the public are:

- Angel Broking
- Barclays
- Bayerischen Vermögen
- Commerzbank
- Credit Suisse
- Deutsche Bank
- DZ Bank
- Feri
- Goldman Sachs
- HSBC
- JP Morgan Chase
- Kotak Securities
- M.M. Warburg
- Moody's
- Morgan Stanley
- Rand Merchant Bank
- S&P
- SMC
- Société Générale
- UBS

Outline:

The Media Tenor Financial Expert Award honors the financial expert firm that provides the best-rounded coverage of global and local financial markets. This coverage ideally provides media audiences and investors with the most accurate assessment of the economy and investment climate. The twenty most-visible financial expert firms were determined and assessed based on ten criteria.

These criteria evaluated the diversity of investment objects that analysts commented on, the geographic range of coverage, analyst prominence across different media, attention to current pressing issues, and the analysts' ability to explain the present and consider the future. For each category, financial expert firms performing within or near the target corridor were awarded points. The award acknowledges balanced media coverage and outliers were penalized. The winner was the financial analyst with the highest score after the evaluation of all ten categories.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

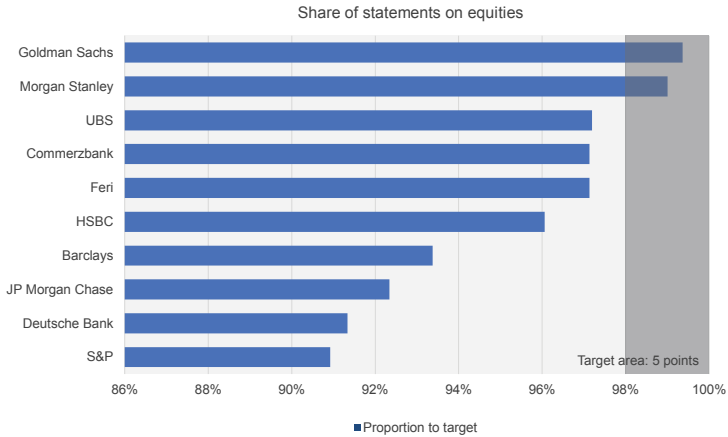
- Share of quoted analyst statements on companies as investment objects
- Share of quoted analyst statements on equities and equity markets as investment objects
- Share of quoted analyst statements on bonds and bond markets as investment objects
- Share of quoted analyst statements on currencies and currency markets as investment objects
- Share of quoted analyst statements on gold and gold markets as investment objects
- Share of quoted analyst statements on real estate and real estate markets as investment objects
- Share of quoted analyst statements on all investment objects with topics focused on subjects other than prices and yields
- Number of analyzed media quoting the nominated analyst firms
- Share of quoted analyst statements focusing on events outside of the analyst firm's home market
- Share of quoted analyst statements focusing on the future

Basis:

The award was based on the analysis of 18,129 quoted analyst statements in eight international opinion-leading business print media, for the period January 01, 2014 through June 30, 2014.

Criterion 2: Share of statements on equities

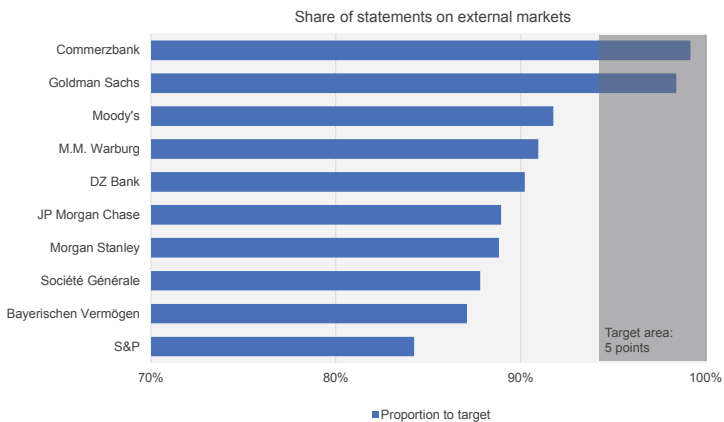
Visibility of commentary on equities



Basis: 5,619 analyst statements out of all 18,129 analyst statements in 8 opinion-leading financial print media

Criterion 10: Share of statements on external markets

Visibility of commentary on external markets



Basis: 5,619 analyst statements out of all 18,129 analyst statements in 8 opinion-leading financial print media

NGO Reputation Award

Step 1: Nomination

The nominees who met Media Tenor's Minimum Visibility Threshold and whose message was thus able to reach the public are:

- Amnesty International
- Greenpeace
- Human Rights Watch
- Instituto Noos
- Norwegian Nobel Committee
- United Nations Children's Fund (UNICEF)
- World Economic Forum (WEF)
- World Trade Organisation (WTO)

Outline:

Non-governmental organizations (NGOs) ranging from environmental institutes to development groups and organizations dedicated to uplifting social groups have become increasingly influential, sharing information and working towards addressing world affairs. The objectives of NGOs are sometimes compromised by political interference that has the potential to slow social development in countries facing socio-economic hardships. This results in some NGOs being run through volunteerism. It is for this reason that a healthy reputation is key to promoting the causes of the NGO and securing funding from public and private foundations. The NGO's ability to establish a diverse, informative and credible media image will help shape and accelerate the longevity of the organization. The evaluation of the Media Tenor NGO Reputation Award is based on an institute's ability to increase their impact via opinion-leading media in three main important areas.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

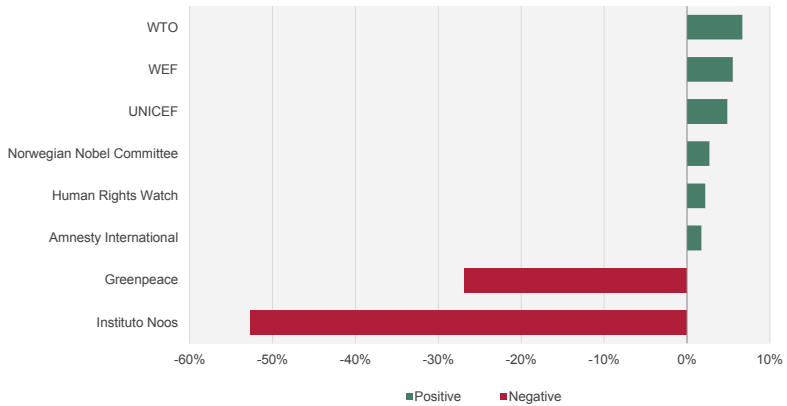
- Visibility and tonality on NGO operations/management
- Continuity of visibility
- Visibility and tonality on NGO services/innovation
- Visibility and tonality on NGO reputation
- Visibility and tonality on NGO engagement
- Visibility of research
- Materiality (issues versus operations)
- Global outreach (visibility in foreign media and global activity)
- Image on regulation/political framework/legal challenges

Basis:

The award was based on the analysis of 1,105 reports on 18 leading international TV news programs and three business print, for the period July 01, 2013 through June 30, 2014.

Criterion 1: Visibility and tonality on NGO operations/Management

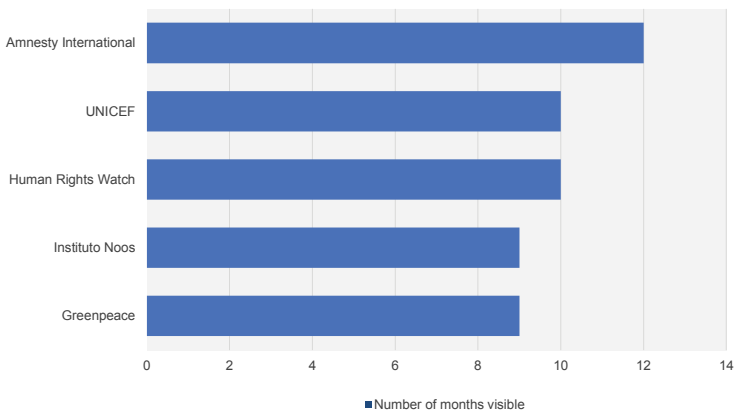
Overall tonality



Basis: 1,105 reports on 18 International TV news programs and three business print media

Criterion 2: Continuity

Number of months visible in the media



Basis: 126 reports on 18 international TV news programs and three business print media

University Reputation Award

Step 1: Nomination

The nominees which were referred to regularly in opinion leading media are:

- University of Basel
- University of California, Berkeley
- University of Bern
- University of Chicago
- Columbia University
- ETH Zurich
- Harvard University
- Imperial College London
- London School of Economics and Political Science
- Massachusetts Institute of Technology (MIT)
- New York University
- University of Oxford
- Peking University
- Pennsylvania State University
- Princeton University
- University of St. Gallen
- Stanford University
- University of Virginia
- Walter Sisulu University
- Yale University
- University of Zurich

Outline:

The media's international landscape has established a global village that allows institutions, organizations and universities to exhibit management and operations skills globally. Making media management the most important skill in preserving and managing overall reputation. With media being the only tool to deliver information across the globe, it has become the shaper of perceptions of the world. Academic institutions have become dependent on the media to bring them closer to potential students. Moreover, the role of academic lecturers and professors media presence has reflected a change in the perception of universities overall. The input of universities provides a scientific view to the public debate. Media platform has become a competitive space for public support and funding, universities have to maintain healthy media image as it influences the interest of potential students in considering universities for further studies.

Step 2: Calculating the score of nominees

The criteria used for calculating the score of the nominees are:

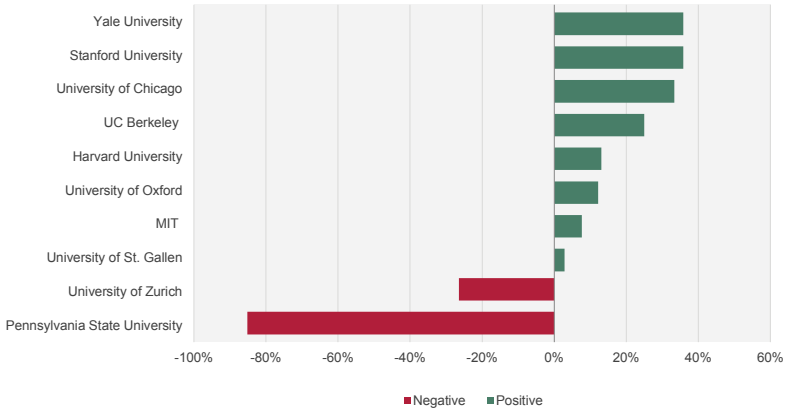
- Volume of coverage
- Tone of coverage
- Diversity of topics
- Presence of expertise quoted in the media
- Share of voice (share of stories based mainly on quotes from the organization)
- Share of forward-looking statements
- Share of key topics such as research and development, science, technology and innovation
- Volume of coverage on products
- Share of presence in media not home market

Basis:

The award was based on the analysis of 836 reports on 25 international TV programs for the period July 1, 2013 through June 30, 2014.

Criterion 2: Tone of coverage

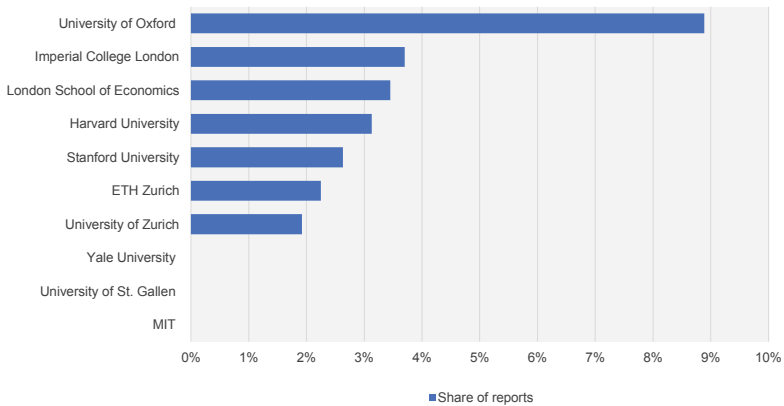
Tone of coverage



Basis: 631 reports on 26 international TV programs

Criterion 8: Volume of coverage on products

Share of coverage on products



Basis: 853 reports on 26 international TV programs

Economic Think Tank Award

Step 1: Nomination

The nominees which were referred to regularly in opinion leading media are:

- ifo Institut für Wirtschaftsforschung
- Deutsches Institut für Wirtschaftsforschung (DIW)
- Rheinisch-Westfälisches Institut für Wirtschaftsforschung (RWI)
- Hamburgisches Weltwirtschaftsinstitut (HWWI)
- Institut für Makroökonomie und Konjunkturforschung (IMK)
- Institut für Wirtschaftsforschung Halle (IWH)
- Institut für Weltwirtschaft (IfW)
- Institut der deutschen Wirtschaft (IW)
- Zentrum für europäische Wirtschaftsforschung (ZEW)

Outline:

Confidence in the economics profession has suffered greatly since the start of the financial crisis in 2007. Only seven years later, in 2014, have we started to see - through our research at Media Tenor - a real turnaround. Big efforts have been made to restore trust in the work of economists. News media are the most important channel for economic research institutes to convey their messages to both the public and to relevant people in politics and business. The heads of institutes play a prominent role in communication activities. Only some economic think tanks are successful in communicating their scientific analyses and recommendations to a wide range of media - from TV news to the daily and weekly press - in order to generate a sustainable media image.

Step 2: Calculating the score of nominees

The criteria used for calculating the score of the nominees are:

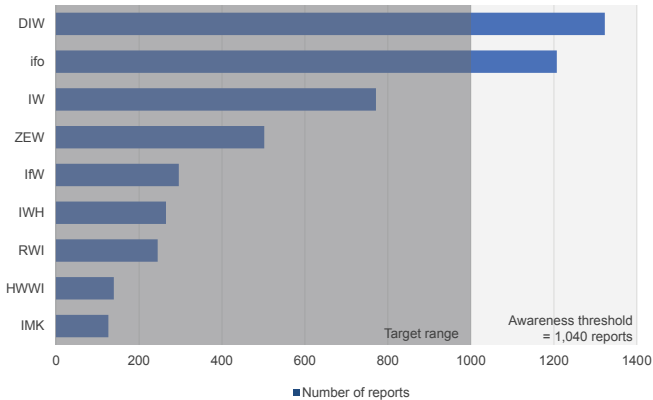
- Volume of coverage
- Tone of coverage
- Personalization (share of stories focusing on senior management)
- Tone of coverage on senior management
- Share of voice (share of stories based mainly on quotes from the organization)
- Diversity of topics
- Key topic analysis (employment, state of the economy, education, public budget, etc.)
- Share of interviews and opinion pieces
- Balanced media presence
- Share of forward-looking reports

Basis:

The Media Tenor Economic Think Tank Award is based on content analysis of media coverage of non-governmental organizations dedicated to economic empowerment in 35 German media. Every report about an economic research institute of at least five lines (or five seconds on TV) has been analyzed. In the period from July 1, 2013 through June 30, 2014, Media Tenor analysts have analyzed a total of 4,874 reports on economic research institutes.

Criterion 1: Volume of coverage

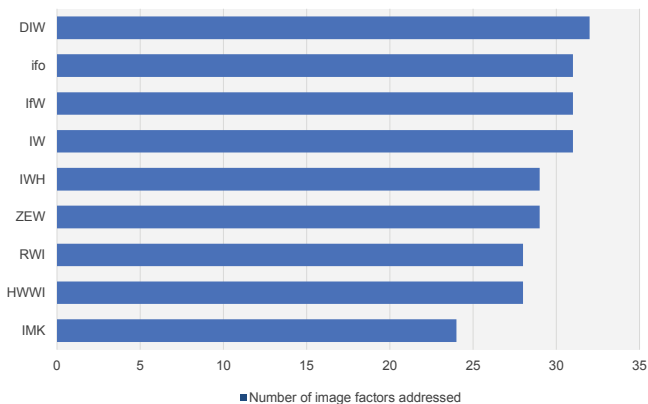
Overall visibility



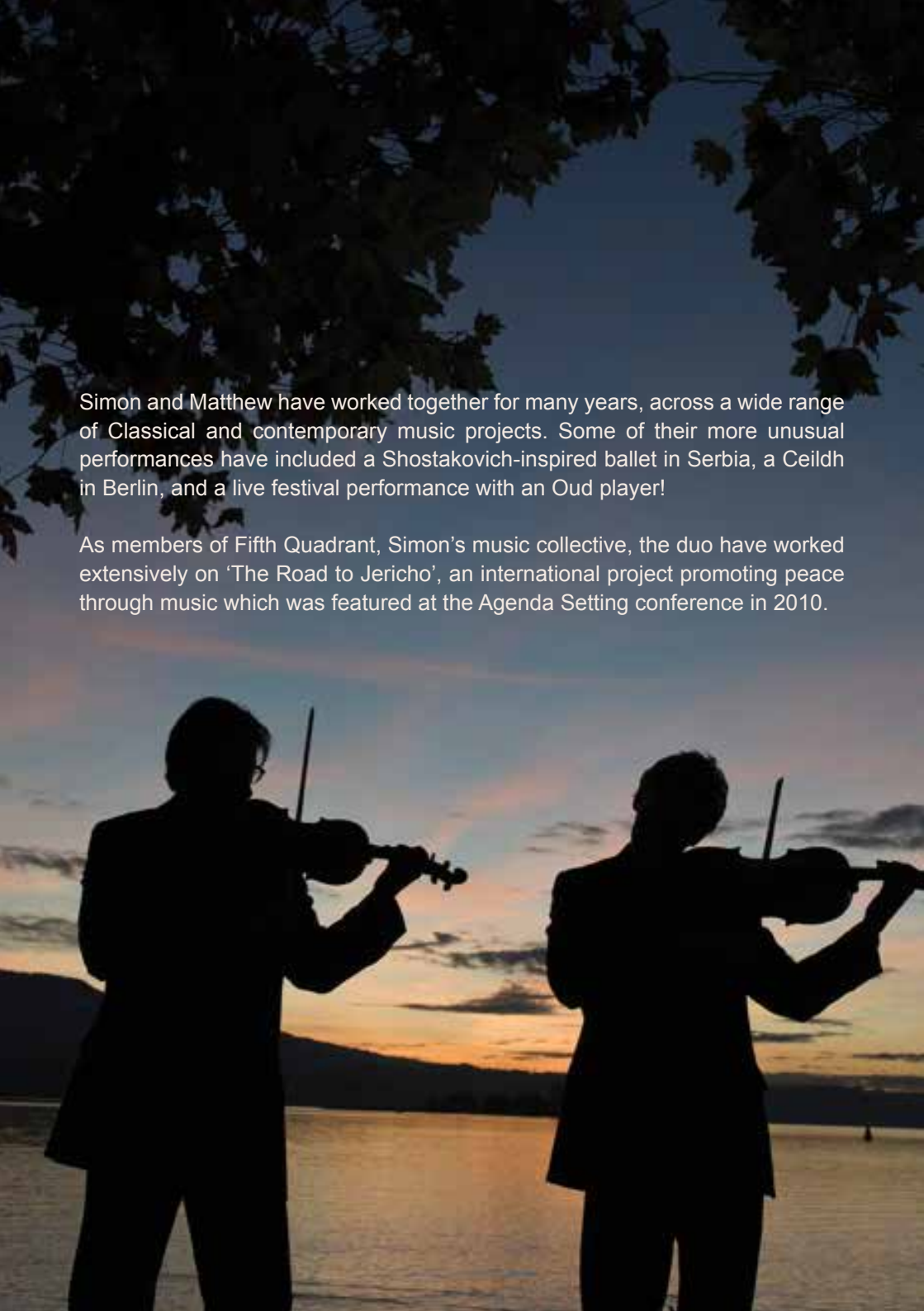
Basis: 4, 874 reports in 35 German print, radio and television outlets

Criterion 6: Diversity of topics

Subheading: Number of image factors addressed



Basis: 4, 874 reports in 35 German print, radio and television outlets

The image features two violinists in silhouette, positioned in the lower half of the frame. They are standing on a beach or near a body of water, with their backs to the camera. The background is a vibrant sunset or sunrise, with a gradient of colors from deep blue at the top to bright orange and yellow near the horizon. The sky is filled with soft, wispy clouds. The water in the foreground is calm, reflecting the light from the sky. The overall mood is serene and artistic.

Simon and Matthew have worked together for many years, across a wide range of Classical and contemporary music projects. Some of their more unusual performances have included a Shostakovich-inspired ballet in Serbia, a Ceildh in Berlin, and a live festival performance with an Oud player!

As members of Fifth Quadrant, Simon's music collective, the duo have worked extensively on 'The Road to Jericho', an international project promoting peace through music which was featured at the Agenda Setting conference in 2010.



Matthew Forbes - Cello

Matthew enjoys a varied career as a chamber musician, soloist and orchestral player. Ensembles he has worked for include the Philharmonia, the London and Royal Philharmonic orchestras, the English and Scottish Chamber orchestras, the English, Scottish and Royal Opera Houses as well as the Hallé, CBSO, Northern Sinfonia, RTÉ symphony, BBC Symphony and Concert orchestras, among many others, touring extensively around the UK, Europe, North and South America and the Far East, as well as string quartet residencies at Middlesex and Coventry Universities, and many appearances on radio, television and film.

He works regularly as a composer, arranger, teacher, workshop leader, conductor, actor, jazz pianist and ceildh musician. He is currently teacher of improvisation to classical musicians at the Birmingham Conservatoire, teacher of cello, non-classical guitar and ukulele at the University of Warwick and wrote the 2014 children's opera 'The Garden of the Gods' for the Birmingham Hippodrome.

Simon Hewitt Jones - Violin

Simon performs, records and broadcasts widely as a solo violinist, concertmaster, teacher, writer, chamber musician, music researcher and leader of the Fifth Quadrant (5Q) music collective. His work is strongly influenced by the legacies of Yehudi Menuhin, Pablo Casals, Leonard Bernstein and Daniel Barenboim, and he is involved extensively with projects that explore the intersection of music, technology, education, and cultural diplomacy.

Simon's solo and chamber music performances have been featured internationally in festivals and TV/Radio throughout Europe, the USA and the Middle East, including NPR's Performance Today and BBC Radio 2, 3 and 4. His debut chamber music recording won a BBC Music Magazine 'Premiere' award. He tours extensively in the UK, and has appeared at most of the UK's major venues, including the Bridgewater Hall, the Barbican and the South Bank Centre.

Simon has contributed extensively to commercial projects for Universal Music, and his string section has recorded sessions for EMI, Virgin, Naxos and the BBC. He is a regular guest concertmaster of the orchestras and ensembles in the UK, Europe and Middle East.

Simon is currently working on a research project at the Royal Academy of Music, exploring systems complexity in violin pedagogy. He is the Artistic Director of two groundbreaking events in London UK, Music and the City and Classical Revolution London, and is the founder of ViolinSchool, an international Violin School based in Westminster. www.simonhewittjones.com





International
**Agenda
Setting**
Conference



www.agendasetting.com

A photograph of a conference room with a long, dark table. Several black chairs are arranged around the table. A glass of water sits on the table in the foreground. The room has large windows with white curtains, and the lighting is soft and even. The overall color palette is muted, with a lot of greys and whites, and a hint of blue from the curtains and the glass.

Media Tenor Advisory Board

From its inception, Media Tenor institute for content analysis has continuously developed new ways of improving media research. Media Tenor incorporates the support and expertise of the academic community in developing and refining its methods. The close contact between both parties has been essential in maintaining the exceptional accuracy of our media analysis.

Prof. Dr. Frank Brettschneider

Institute for Communication Science,
University of Hohenheim, Stuttgart,
Germany

Prof. Dr. Stephen Coleman

University of Leeds, Research Institute for
Communications, Co-Director Centre for
Digital Citizenship, United Kingdom

Farhad Dilmaghani

Former Secretary of State, Senior Adviser
Mercator Foundation, Berlin, Germany

Prof. Dr. Wolfgang Donsbach

Head of Institute for Communication
Science, TU Dresden, Fellow of
International Communications Association,
Germany

Prof. Dr. Robert G. Eccles

Harvard Business School, Boston, USA

Nakle El-Hage

Editor in Chief, Al Arabiya, Dubai

Prof. Dr. Frank Go

Rotterdam School of Management,
Erasmus University, The Netherlands

Dr. Christoph Frei

General Director, World Energy Council,
London, United Kingdom

Anthony Gooch

Director of Public Affairs and Media
Relations, OECD, Paris, France

Prof. Michael B. Goodman

Director Corporate Communication Institute,
New York, USA

Ulrik Haageruk

Editor in Chief, DR-TV, Copenhagen,
Denmark

Bernard Kalb

Washington DC, USA

Eli Khoury

Founder and CEO, Quantum Group
Saatchi&Saatchi MENA, Beirut, Lebanon

Prof. Francesco de Leo

CEO Green Comm Challenge, Los Angeles,
USA

Prof. Shiping Liu

Chief Scientist & Associate Director of CAS
Financial Technology Center, Chairman of
GBICC, Shanghai

Prof. Emeritus Dr. Max McCombs

University of Texas at Austin, USA

Alisa Miller

CEO, Public Radio International,
Minneapolis, USA

Prof. Dr. Nitin Nohria

Dean Harvard Business School, Boston,
USA

Prof. Dr. Eli Pollak

Weizman Institut, University Jerusalem,
Israel's Media Watch, Israel

Prof. Emeritus Dr. Donald Shaw

University of North Carolina at Chapel
Hill, USA

Prof. Dr. Holli Semetko

Emory University, Atlanta, USA

Prof. Jan-Egbert Sturm

ETH Zurich, Director KOF, Switzerland

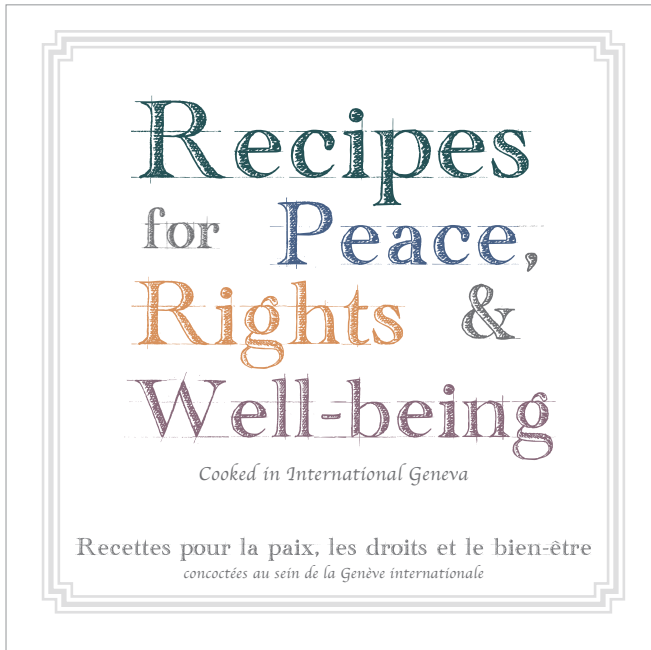
Mathatha Tsedu

Editor, City Press, Johannesburg, South
Africa

Nguyen Anh Tuan

Member of Global Advisory Board,
Harvard Business School, Associate,
Shorenstein Center on the Press, Politics,
and Public Policy

Recipes for Peace Rights and Well-being is a cookbook produced by the International Geneva Perception Change Project. It is a new and unusual illustration of the ingenuity and determination of International Geneva to make the world a better place. The book shares the secret to many successful recipes that have been imagined, tried and improved in this city and that have changed the world.



The International Geneva Perception Change Project was launched in January 2014 by Michael Møller, the Acting Director-General of the United Nations Office at Geneva.

The project aims at changing the perception of International Geneva by putting the spotlight on the relevance and impact of the work done by all of the UN and international organizations, NGOs and other institutions that collectively form part of international Geneva.

Through a series of targeted projects that focus on media outreach, academic research and direct personal experience, the project aims to incrementally raise awareness around the important fact that the work carried out in Geneva has a direct and daily impact on the lives of every person around the world.

For more information contact:

perceptionchange@unog.ch
www.unog.ch/perceptionchange



**Perception
Change
International
Geneva**



Allianz Global Corporate & Specialty

Allianz Reputation Protect

Protecting your company's
reputation in a crisis

Allianz 

The world's premier knowledge exchange for media impact research

Please join us for our

16th International Agenda Setting Conference

22-24 September 2016 | Vienna



AS Workshops • Economics • Election Campaigning • CEO Communication • Agenda Setting Theory
• NGOs/Initiatives • Investor Relations Management • Publishers' Image • TV Media • Corporate
Reputation Management • Issue Management