



Tsunami Media Evaluation Report
Period: December 26th 2004 to March 26th 2005

Introduction

This media analysis report by global reputation analyst Echo Research reviews UNICEF’s communications following the Tsunami and the impact of communication on government policies and UNICEF programs in Sri Lanka and Indonesia (the Tsunami Zone). The analysis looks at UNICEF coverage related to the Tsunami disaster in key international and Tsunami region media. The report tracks message pick up, spokespersons, issues related to the aftermath of the Tsunami and UNICEF’s efforts related to these issues. This study is designed to help improve the effectiveness and future use of communication in support of UNICEF programming and advocacy.

The period of the analysis covers the three months following the Tsunami: Dec 26, 2004 – March 26, 2005.

Coverage was sourced by Echo via Lexis Nexis, Factiva and individual media websites and internet engines and covered the following:

International media – includes key influential press such as (but not limited to) AFP, Asian Wall St. Journal, BBC, CNN International, The Guardian, International Herald Tribune, New York Times, Reuters, The Times... etc. Also included is relevant coverage from selected press in the Tsunami region which carry UNICEF messages and comment on policy development i.e. Bangkok Post, New Straits Times, Straits Times, Times of India.

Local media in Indonesia included (but not limited to) Bisnis, Jakarta Post, Kompas, LKBN, SCTV, Waspada, and Sri Lanka included (but not limited to) Divaina, Daily Mirror, The Island, Sunday Times and Thinakaran.

The Sri Lankan and Indonesian coverage provides a representative picture of UNICEF interests and impact in the region. However in terms of number of media there was a bias toward influential international publications.

Contents

INTRODUCTION	1
MANAGEMENT SUMMARY	2
Strengths and Weaknesses	2
Conclusions / recommendations	3
Highlights tables	4
SECTION 1: OVERALL ANALYSIS	5
Tone and Weekly Trend	5
UNICEF Prominence within Coverage	6
Impact of UNICEF Communications & Spokespeople	7
Message Visibility	10
Policy	12
Tsunami Issues and Actions	13
Media and Journalists	15
SECTION 2: TSUNAMI ZONE ANALYSIS	17
Tone of Coverage	17
UNICEF Prominence within Coverage	18
Impact of UNICEF Communications	19
Proactive Communications and Spokespeople	20
Message Visibility	21
Policy	23
Tsunami Issues and Actions	24
Media and Journalists	26
APPENDICES	
Methodology & Terminology	28

Management Summary

UNICEF RAISES AWARENESS OF EXPLOITATION ON INTERNATIONAL AGENDA

- UNICEF communications underpinned a third of key media references to the agency globally in the immediate aftermath of the Tsunami disaster, helping generate a healthy level of favorable coverage (61%). Spokespeople, led by Carol Bellamy, were especially active particularly in raising awareness of children's vulnerability to exploitation and trafficking.
- The simplicity of UNICEF's key messages undoubtedly aided media penetration. Over half of reports presented at least one UNICEF message, led by '*Tsunami children are vulnerable to trafficking & exploitation*' and '*One third of all victims of the Tsunami were children*'. Communications were especially successful in raising awareness of trafficking syndicates operating in Indonesia and alleged abductions by the LTTE in Sri Lanka. Subsequent decisions by several governments worldwide to place a moratorium on adoptions from the region, including the Indonesian government, credited UNICEF with influencing the move. However, this intense focus did appear to relegate other aspects of UNICEF's work to a lower position on the media agenda.
- UNICEF's work in returning children to school, keeping children alive and caring for separated children – the three other key priorities in addition to protection from exploitation – achieved lower prominence in the global media as a result.
- Aside from reference to UNICEF's influence in implementation of adoption bans, the agency featured little in relation to policy issues. The focus of reporting was very much on the relief effort rather than political issues. It could be argued that UNICEF should have played a more prominent role in the debate over improved reconstruction and ongoing development once the initial media frenzy eased. This was a key Tsunami message which produced less successful return.
- Two thirds of reports referenced other aid agencies, notably the Red Cross and Save the Children. This was a crowded arena with a myriad of agencies involved in relief work. UNICEF achieved greater or equal prominence in the majority of reports, with collaboration with other agencies a key aspect of a spirit of cooperation elicited by the disaster.

EFFORTS TO RETURN CHILDREN TO SCHOOL MORE PROMINENT WITHIN TSUNAMI ZONE

- Reporting within the Tsunami Zone countries of Sri Lanka and Indonesia showed some marked differences to that from the international press. In both countries, UNICEF's work in helping to return children to school – key to normalizing their lives – gained significantly greater prominence than on the international agenda.
- In Sri Lanka, as per the international press, exploitation was high on the agenda, representing an intensely political issue amid accusations of the recruitment of child soldiers by the LTTE. By contrast, in Indonesia exploitation and trafficking stories were largely ignored by the indigenous media despite the international furor over the issue. Indonesia's ban on adoption was reported largely as a government-driven initiative with UNICEF rarely credited with any influence in the move. As with the international agenda, policy issues were very much subordinate to news of relief work on the ground. UNICEF collaboration with government departments in returning children to school provided only occasional policy reference.

Strengths and Weaknesses Summary

Strengths

- UNICEF's simple messages and consistency of presentation across the globe aided media penetration
- One third of all UNICEF messages were core Tsunami message
- UNICEF was central in raising international awareness of exploitation in Indonesia and Sri Lanka
- The agency was credited with influencing subsequent moratoriums on adoption
- Within the Tsunami Zone, communications focused attention on the need to return children to school as quickly as possible
- UNICEF executive director Carol Bellamy was highly visible both internationally and within the Tsunami Zone Spokespeople were key to promoting UNICEF's key Tsunami messages

Weaknesses

- The heavy international media focus on exploitation overshadowed other aspects of UNICEF's work
- Other key priority messages achieved lower visibility as a result
- UNICEF could have played a more prominent role in promoting debate (and thus influencing policy) on 'building back better' (reconstruction and ongoing development)
- A lack of leadership messages (ie *UNICEF is leading the relief effort*) suggests UNICEF was unable to assert a unique position ahead of other children's agencies (eg Save the Children)
- In USA, UNICEF appeared to have been tarnished somewhat by the Oil for Food scandal

Conclusions / Recommendations



HEAVY FOCUS ON EXPLOITATION – A STRENGTH AND A WEAKNESS?

- The international media's frenzy in reporting incidents of child abduction and trafficking meant UNICEF's other relief priorities were somewhat overshadowed as a result. Certainly, there were a significant number of media articles where unconfirmed reports passed for fact and UNICEF appeared to get caught up in this melee. *The Times* (1/7) took the view that this was the West's unhealthy obsession with child abuse being projected onto Asia. It undoubtedly focused government minds on protecting children, with bans on adoptions across America, Europe and Asia. However, what was missing in the aftermath was a sober assessment of how much exploitation and child trafficking had actually taken place. UNICEF could have provided this assessment.



THE RETURN TO SCHOOL – A KEY SPHERE OF INFLUENCE WITHIN THE TSUNAMI ZONE

- While the international media led with stories of child trafficking and abductions, the media within the Tsunami Zone were more grounded. UNICEF's priority in ensuring children returned to school took center stage with the agency widely applauded for its work in this effort. This was a key area where UNICEF's collaborative work with local government was to the fore. UNICEF's role in influencing policy on the ground did not gain as much attention as it may well have deserved, with Government spokespeople ensuring it was they who were seen to be driving policy. Future communications work needs to ensure UNICEF is credited with policy influence where this is appropriate.



RECONSTRUCTION AND DEVELOPMENT - UNICEF'S ROLE IN THE DEBATE

- The limited visibility for UNICEF's 'building back better' message, urging for better reconstruction and ongoing development in the region, underlined UNICEF's limited position in the media debate on these key policy issues. This was an arena where UNICEF could have exerted a stronger presence as media interest in the Tsunami began to ease.



A LACK OF LEADERSHIP MESSAGES SUGGESTS DIFFICULTY IN FORGING UNIQUE POSITION IN RELIEF EFFORT

- The Tsunami prompted an unprecedented amount of action from other relief organizations, NGOs and governments around the world. The limited presence of messages endorsing UNICEF's leadership in the relief effort underlines how crowded the agenda was. It also suggests UNICEF struggled to assert a unique identity in the media ahead of Save the Children and other children's agencies. UNICEF undoubtedly headed the call for protection of children from exploitation but in terms of reschooling other agencies were equally visible playing an important role. The challenge in any future disaster for UNICEF is how to assert a unique position as distinct from other children's aid organizations.



SPOKESPEOPLE PLAY KEY ROLE IN PROMOTING KEY ISSUES AND MESSAGES

- Press release activity was very much subordinate to communications from spokespeople on the ground. In a fast changing news environment this proved to be the most effective and flexible way for UNICEF to present its message. Carol Bellamy was especially visible, while John Budd and Ted Chaiban were served as an essential component of communications in Indonesia and Sri Lanka. UNICEF's simple set of messages helped spokespeople stay consistently 'on message'.



OIL FOR FOOD SCANDAL TARNISHES SOME US REPORTING

- While coverage yielded very little unfavorable comment toward UNICEF, the tone of some US reporting was somewhat skeptical. Compared to Europe and Asia, there was a much stronger focus on how aid was administered, the percentage of aid actually reaching the survivors and stipulations from donors on how money was to be spent. The Oil for Food scandal in Iraq, which was occasionally mentioned in this context, suggests aid agencies may need to rebuild trust with the American public.

Highlights Tables

Overall Dec '04 – Mar '05	Overall	Tsunami Zone
Volume:	1,107	233
<i>% Communications Driven:</i>	34%	30%
Rating:	55.8	55.6
<i>Communications Driven Rating:</i>	60.4	61.4
Favorable %:	61%	53.4%
Unfavorable %:	0.4%	0%
Neutral %:	38.6%	46.6%
Total imps (vol):	354.5m	46.6
Message Density (% of coverage carrying at least one positive message):	61%	61%
Leading Tsunami specific positive message (vol):	Children are vulnerable to trafficking & exploitation (87)	One third of all victims of the Tsunami were children (21) / Hundreds of schools damaged, Getting children back to school is critical (21) / Tsunami children are vulnerable to trafficking & exploitation (21)
Leading Tsunami specific negative message (vol):	One third of all victims of the Tsunami were not children / (1) / Tsunami children are not vulnerable to trafficking & exploitation (1)	No messages
Leading generic positive message (vol):	UNICEF focuses on the needs of children (133)	UNICEF focuses on the needs of children (24)
Leading generic negative message (vol):	UNICEF is not leading the aid / humanitarian effort (1)	No messages
Leading UNICEF spokesperson (vol):	Carol Bellamy (130)	Carol Bellamy (25)
Leading publication (vol / rating):	Agence France Presse (142 / 57.9)	Kompass (64 / 55.1)

Tsunami Zone Breakdown Dec '04 – Mar '05	Indonesia	Sri Lanka
Volume:	131	102
<i>% Communications Driven:</i>	27%	35%
Rating:	55.9	55.1
<i>Communications Driven Rating:</i>	61.5	60.7
Favorable %:	54.2%	52%
Unfavorable %:	0%	0%
Neutral %:	45.8%	48%
Total impressions:	38.8m	7.8m
Message Density (% of coverage carrying at least one positive message):	59%	64%
Leading Tsunami specific positive message (vol):	Hundreds of schools damaged, getting children back to school is critical (12)	One thirds of all victims were children (18)
Leading Tsunami specific negative message (vol):	No messages	No messages
Leading generic positive message (vol):	UNICEF focuses on the needs of children (21)	UNICEF works in tandem with other agencies (8)
Leading generic negative message (vol):	No messages	No messages
Leading spokesperson (vol):	Carol Bellamy (11)	Carol Bellamy (14)
Leading publication (vol):	Kompass (64 / 55.1)	Daily Mirror (24 / 55.8)

Volume = Number of articles

Rating = 1 to 100, 50 equals neutral, > 50 is more positive, < 50 is more negative

Imps = Aggregate of circulation figures (ie volume x certified circulation)

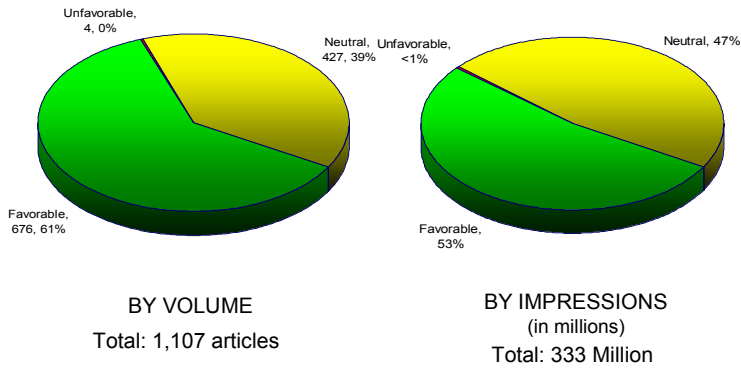
Leading = Most Number of Mentions

(See Appendix for further information on methodology and terminology)

SECTION 1: Analysis of Overall Coverage (non-country specific) Tone of Coverage and Weekly Trend

UNICEF Overall Coverage - Favorability Comparison

By Story Count & Percentage

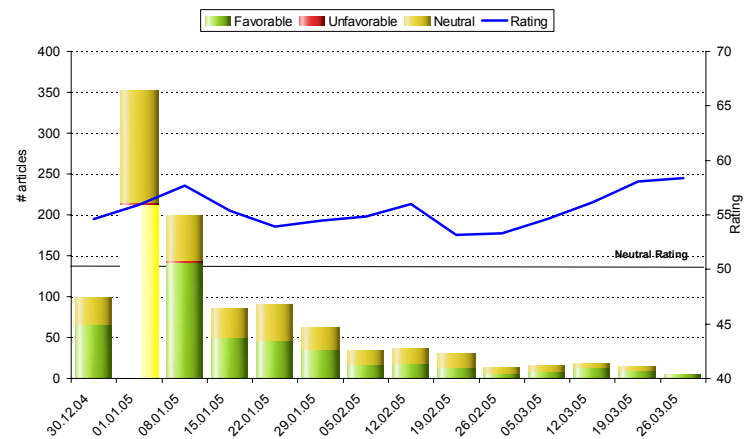


December 26 2004 – March 26 2005

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UNICEF Overall Coverage - Weekly Trend

by volume, favorability & rating



December 26 2004 – March 26 2005

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Charts 1a & 1b

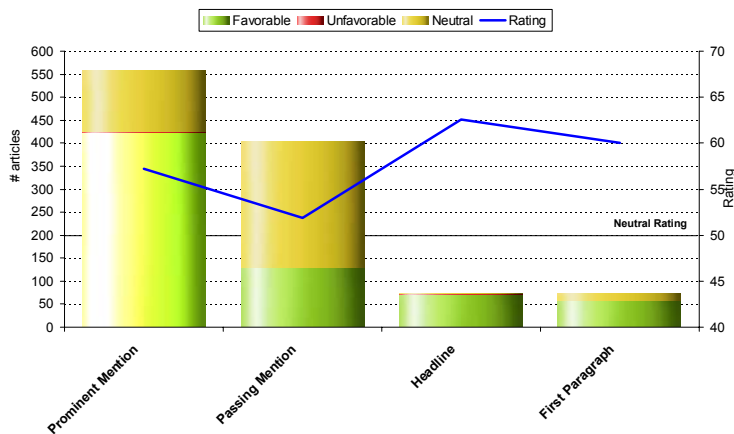
- UNICEF generated largely favorable impact (61%) over the three-month period following the Asian Tsunami. Impact was strongest in the first two weeks of January, which produced almost half of the coverage (49%). During this time UNICEF was especially prominent raising awareness of the likely infant death toll plus child trafficking and exploitation in the affected region: "There was growing concern about the fate of children orphaned in the disaster after UNICEF's executive director, Carol Bellamy, said it had received reports from a number of NGOs about child trafficking syndicates operating in Indonesia", wrote *The Guardian* (1/5) for example.
- Coverage dropped by mid-January, with UNICEF continuing to raise the issue of exploitation, this time with reports of abductions in Sri Lanka by Tamil Tigers, while returning children to school proved a key theme for media within the Tsunami Zone. March returned more sporadic reporting as the Tsunami slipped down the international news agenda. Carol Bellamy's call for greater investment in Asia Pacific's youth (e.g. *AFP*, 3/23) was notable among stories creating favorable returns.
- A third of the coverage produced neutral reference to UNICEF, with the agency frequently mentioned only briefly among those working in the area, accepting funds or news of fundraising activities (often by celebrities on UNICEF's behalf). Unfavorable comment was limited to less than 1%. In the wake of the UN Oil for Food program in Iraq, the US media in particular focused attention on how aid was being administered. For example, a *Newsweek* (1/17) analysis of the percentage of funds spent on aid rated UNICEF at C- with "only 54% of funds spent on actual aid". Save the Children and the Red Cross both performed better, scoring A-. A UNICEF spokesperson, nonetheless, asserted that 93% of Tsunami aid was getting through to victims.

December 26 2004 to March 26 2005

UNICEF Prominence within Coverage

UNICEF Overall Coverage - Placement

by volume, favorability & rating

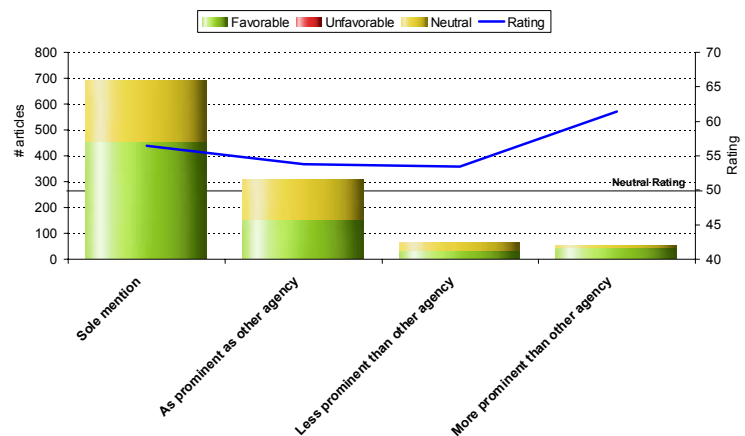


December 26 2004 – March 26 2005

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UNICEF Overall Coverage - Comparative Placement w/ other Organization:

by volume, favorability & rating



December 26 2004 – March 26 2005

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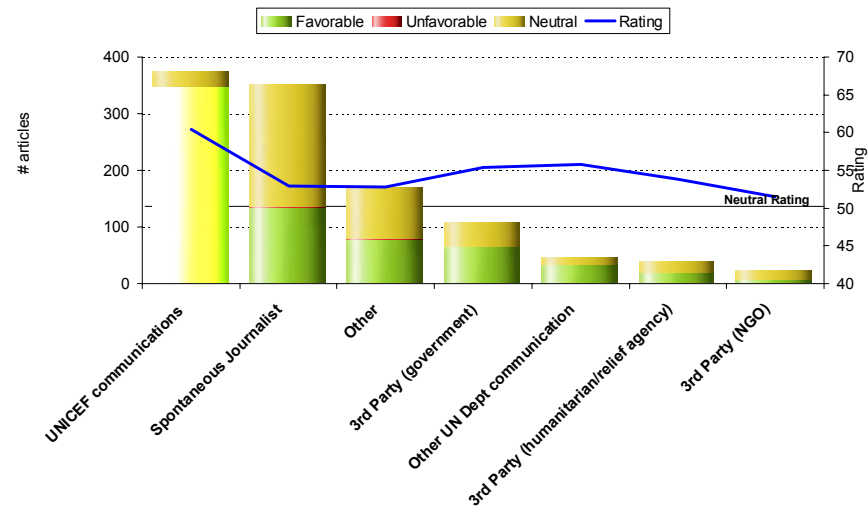
Charts 2a & 2b

- **Headline and first paragraph** mentions of UNICEF were in the minority (13%). Headline references were largely communications driven. *“UNICEF head on protecting Tsunami’s smallest victims”*, ran a *Newsweek* (1/8) interview with Carol Bellamy following her tour of the ravaged Tsunami region. *“Children paid terrible price in Asia, say UNICEF”* (*The Island*, 12/28), *“UNICEF identifies three child abductees”* (*The Daily Mirror*, SL, 1/14), *“Unicef provides 20,000 nets for Aceh Tsunami victims”* (*LKBN Antara*, 2/12) and *“UNICEF and WHO vaccinate 91,000 infants and children in Aceh”* (*LKBN Antara*, 2/11) were examples of the headlines featured. **Prominent** (50%) and **passing mentions** (36%) accounted for most references, the latter producing more limited positive impact as already noted.
- UNICEF gained **sole mention** in 62% of coverage, with 38% of reports featuring at least one other aid agency. The Red Cross, Save the Children, WHO and Oxfam were the most visible among the competing humanitarian organizations. Usually UNICEF achieved **equal prominence** within these reports, with UNICEF **less prominent** in just 5% of reports. It should be noted, however, that these results were within UNICEF’s own coverage. This was a crowded agenda with many agencies making their mark. Only a benchmark study including unilateral coverage from other agencies could provide a balanced assessment of UNICEF’s true share of the media voice.
- Despite the seemingly crowded scene, *Reuters* (1/5) was one of several media outlets to highlight the *“unprecedented openness and spirit of co-operation”* among agencies, citing the Red Cross and UNICEF in particular. *“We are not falling over each other as we have done in some crises”*, commented a UNICEF spokesperson.

Impact of UNICEF Communications and Spokespeople

UNICEF Overall Coverage - Origin of Item

by volume, favorability & rating



December 26 2004 – March 26 2005

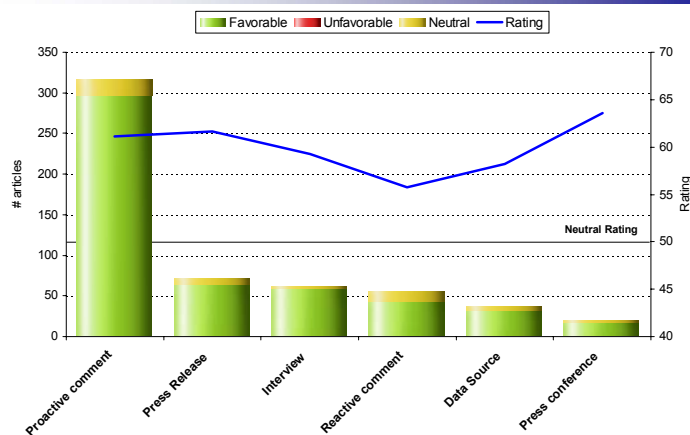
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Chart 3

- **UNICEF communications** generated 34% of reports, creating favorable impact on 92% of occasions (rating 60.4). Within the Tsunami Zone, impact in Sri Lanka was on a par with the overall figure (35%) but was slightly lower in Indonesia (27%), where other UN sources (e.g. Jan Egeland), aid agencies (led by Save the Children) and local government (specifically the Ministry of Education) exercised more control over the agenda (See Section 2 for further details).
- **Spontaneous / journalist** inspired coverage returned majority neutral reporting (rating 52.9), with UNICEF referenced often only briefly amid coverage of the disaster itself, the relief effort, appeals for funds, donations, the displacement of children, steps taken by governments to protect children, etc. Nonetheless, a significant proportion of unsolicited coverage was positive (39%, rating 52.9), more so within the Tsunami Zone (42%, rating 53.7) where the efforts of UNICEF and other aid agencies were vigorously welcomed. *“Their [UNICEF’s] work in trying to get schools reopened and to deal with the psychological aspects of children’s problems, show an understanding of the type of social implications that come with such a catastrophe”*, commented Sri Lanka’s *Daily Mirror* (29/1) for example.
- **Third party** generated communications were led by **government** activity, with UNICEF securing a healthy level of favorable mentions (58%, rating 55.3). Only **UN sourced** coverage (aside from UNICEF communications) generated more favorable impact (rating 55.7). Co-operation with local government, for example, in efforts to return children back to school was notable. *“Ministry of Education says UNICEF to organize early education program in Aceh”*, headlined *LKBN Antara* (2/13) for example, highlighting collaboration in the worst affected area. UNICEF also earned praise amid government decisions in several countries to impose a temporary ban on adoption. *“The government in Indonesia stymied child traffickers imposing a ban on adoption following pressure from UNICEF, NGOs and the US State Department”*, commented the *New York Times* (1/13). It is worth noting, however, that third party government generated reporting yielded somewhat less favorable impact within the Tsunami Zone (37%, ↓ 21 on overall coverage rating 52.8). In the case of the ban on adoption for example the government in Indonesia evidently wished to be seen taking the initiative rather than responding to pressure from outside agencies, the angle taken more frequently by the international media.

UNICEF Coverage – Communications tools

by volume, favorability & rating



December 26 2004 – March 26 2005

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UNICEF/UN - Leading Spokespersons

by volume & rating

Spokesperson	Volume	Rating
Carol Bellamy - UNICEF	130	61.1
John Budd - UNICEF	38	59.9
Ted Chaiban - UNICEF	26	63.0
Koffi Annan - UN	23	54.8
Geoffrey Keele - UNICEF	17	61.2
Jan Egeland - UN	15	55.7
Martin Dawes - UNICEF	10	58.8
Geet Angeli Master - UNICEF	8	56.9
Daniel Toole - UNICEF	7	57.1
Gianfranco Rotigliano - UNICEF	7	56.4
Jan Ugerland - UN	7	55.7
UNHCR - UN	7	51.4
Leonardo Dicaprio – UNICEF Donor	6	55.0
Bob McCarthy – UNICEF	6	70.0
Wivina Belmonte – UNICEF	6	64.2
Lely Djauhari - UNICEF	5	60.0

December 26 2004 – March 26 2005

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Charts 4a & 4b

- While 34% of reports were generated directly by UNICEF communications, communications activity actually touched a somewhat larger share of the reporting (41%) by being included in other generated items. The agency frequently co-habited articles with the Red Cross, Save the Children, WHO, government officials, families affected, etc. Articles in which these other parties carried equal or greater weight in terms of the origin of the report but in which UNICEF's communications, particularly **proactive comment**, were present.
- Spokespeople were integral to the communications effort, with proactive and reactive comment featuring in a third of coverage. **Carol Bellamy**, executive director at the time of the disaster, was especially prominent particularly during January. She supported UNICEF's appeal for funds and worked to raise awareness of UNICEF's key priorities: "Visiting executive director Carol Bellamy said there were four goals for improvement. 'Clean water, sanitation and routine health treatment. Taking care of children separated from their families. Protecting them from exploitation and getting them back to school and a routine', she said" (LKBN Antara, 1/5). These priorities, the so-called 'Tsunami Generation' message, formed the foundation for much of the communications effort, although raising awareness of exploitation achieved much greater impact than other priorities. She also led **reactive comment**, for example, welcoming Indonesia's decision to ban adoption of children (AFP, 1/6).
- John Budd**, UNICEF Indonesia communications officer, was the most active regional spokesperson. He, too, worked to promote the four priorities, but here again issues of exploitation rather overshadowed the other three priorities. UNICEF's work to register

displaced children and the agency's vaccination program in Aceh were among other issues he promoted. *"It is this kind of chaotic situation where the issue of child exploitation comes to the fore. There are organized gangs in Indonesia that have trafficked, for a very long time, babies into adoption and teenage girls into the sex trade"* he commented (*Sunday Times*, 1/16). John Budd's visibility within the international press was much greater than in the indigenous Indonesian media, as the Tsunami Zone analysis shows (see Section 2).

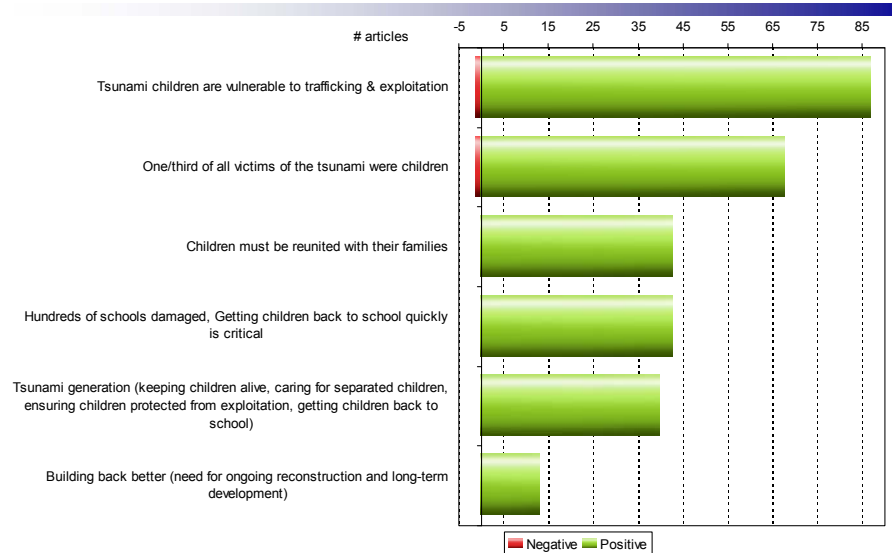
- **Ted Chaiban** led Sri Lankan regional comment, gaining prominence highlighting child abuse issues including the recruitment of orphans as child soldiers and work getting children back to school.
- While **press releases** produced positive returns their media reach was restricted (6% of coverage) by the fast changing news agenda, more suited to spokespeople who could respond to issues much quicker. Carol Bellamy's visit to the region (1/1), the launch of a \$144.5m appeal (1/5) and the key steps to save the 'Tsunami Generation' (1/4) were among the most prominent press release stories to secure media impact, helping support the agency's strong visibility in the first week of January.
- **Interview** activity represented a favored tool within the broadcast media, which as noted in the Background section of this report took a smaller share of the media sample than was probably the case. The BBC and CNN were the primary forums for interviews. Carol Bellamy once more led the way, active in the two weeks after the disaster highlighting how the public could help, raising awareness of the priorities in the humanitarian effort and expressing concerns over exploitation¹. *"We have received credible reports that trafficking syndicates are operating...Mobile phones are being used to trade children...We are taking steps to stop the movement of children without any paperwork"*, she said on *The World Tonight (BBC Radio 4, 4/1)*.
- UN spokespeople, notably emergency relief co-coordinator **Jan Egeland** and secretary general **Koffi Annan** played a supporting role to UNICEF communications. Egeland was active in the days immediately after the Tsunami working to ensure the right kind of aid was donated by governments *"Too many countries have in the past sent assistance that nobody asked for and that clogs up airports, authorities, customs facilities so that the most important water and sanitation equipment that we are desperately trying to get in would then be delayed"* he said (*New York Times*, 12/28). Koffi Annan, meanwhile, headed a UN summit on the crisis, stating that \$1bn in cash was needed in cash to start up the relief effort (e.g. *BBC1*, 1/6).

¹ Most broadcast coverage took the form of summary transcripts rather than full transcripts, restricting the level of analysis and full assessment of the favorable impact.

Message Visibility

UNICEF Overall Coverage – Tsunami Specific Messages

by volume and impressions

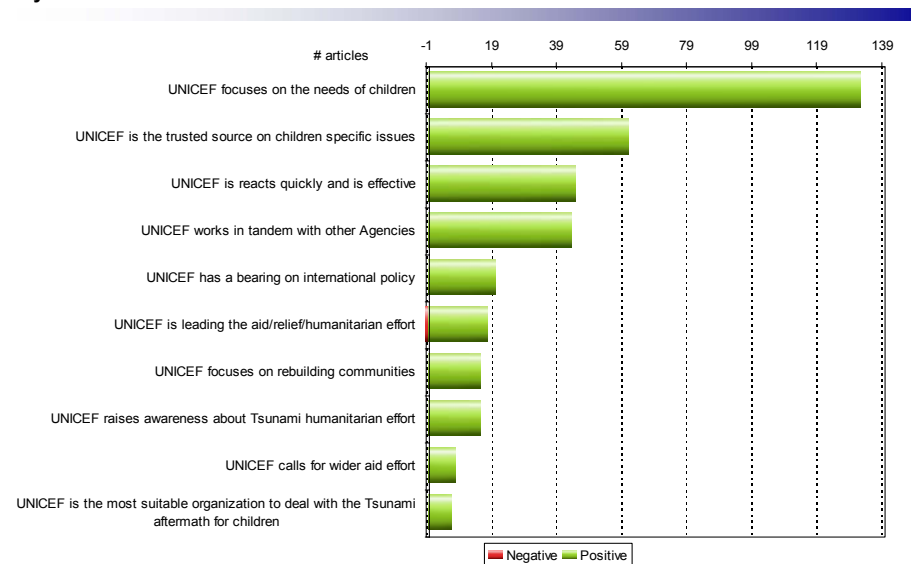


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UNICEF Overall Coverage - Leading General Messages

by volume



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© Echo

Charts 5a & 5b

- A high proportion of reports (61%) carried at least one UNICEF message (Tsunami specific and generic UNICEF messages), with 28% presenting at least one Tsunami specific message. A healthy density, given the level of unsolicited reporting. The simplicity and consistency of UNICEF's messages across the globe undoubtedly helped this penetration.
- The two leading Tsunami specific messages carried by the media were: **'Tsunami children are vulnerable to trafficking & exploitation'** and **'One third of all victims of the Tsunami were children'**. The latter was used widely as an authoritative data source on the death toll in the immediate aftermath of the tragedy, but was only occasionally backed by spokesperson comment. "UNICEF estimates that one third of the Tsunami victims were children", cited an AFP (1/3) report, which was typical of reference to this message. Carol Bellamy later revised this figure following her visit to the region: "This percentage is probably too low – that in fact children turned out to be disproportionate victims of the flood", she said (AFP, 1/6).
- UNICEF's trafficking and exploitation message, on the other hand, was largely driven by spokesperson comment (e.g. John Budd) ensuring its reach outweighed that of other Tsunami specific messages. UNICEF's communications and perhaps the Western

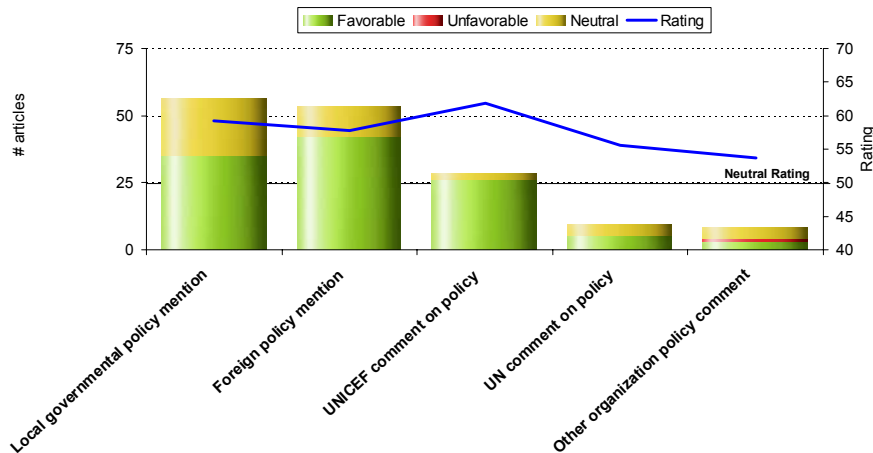
media's perception of South East Asia helped to secure worldwide attention to the problem and helped spur local governments to take action. Whether this overshadowed media uptake of other key UNICEF messages in the early weeks is a point for debate. *The Times* (1/7) suggested this was indeed the case arguing that UNICEF's reports from the area "looks more as if the West's own unhealthy obsession with seeing child abuse everywhere is now being projected on to the Asian disaster zone".

- Within the Tsunami Zone the schooling message '**Hundreds of schools damaged / Getting children back to school quickly is critical**' achieved parity with the above two messages, particularly in Indonesia. However, international reporting gave less prominence to this aspect of UNICEF's work, amid the frenzy of allegations over trafficking/abuse.
- The priorities outlined by the '**Tsunami Generation**' message were more frequently promoted separately than as a package – worries over exploitation gaining pre-eminence. Carol Bellamy and John Budd were the most active promoting the priorities in the first week of January. The message, however, was well down on the radar within the Tsunami Zone, especially in Sri Lanka where communications achieved limited success in gaining media visibility for the key priorities as a package.
- Concerns over trafficking and the inevitable worldwide offers to adopt orphans formed the forum for UNICEF's call that '**children must be reunited with their families**'. This was, in essence, a reactive message in response to adoption enquiries. "Australians seeking to adopt children from Tsunami-affected countries are acting with compassion and generosity. But they're not acting in the best interests of these children... UNICEF is working with governments and other aid agencies to ensure all displaced children are reunited with their families or communities", commented Carolyn Hardy, chief executive of UNICEF Australia (*Reuters*, 1/6). UNICEF's policy did attract some criticism from various adoption organizations but the media generally ceded to UNICEF's greater political weight.
- UNICEF's other Tsunami specific messages '**biggest threat now is standing water**' and '**building back better (need for ongoing reconstruction and development)**' generated very little attention. The lack of visibility for the latter message was largely a consequence of the limited attention to policy issues in the coverage. This is an area where as the initial media barrage eased UNICEF could have worked to promote debate.
- Echo also tracked a set of generic messages, ones which did not form the core of the communications strategy but which were often delivered implicitly by the agency's work on the ground. These messages were present in a third of coverage, dominated by '**UNICEF focuses on the needs of children**'. '**UNICEF is a trusted source on children specific issues**', '**works in tandem with other agencies**' and '**reacts quickly and is effective**' were other prominent generic images generated by the coverage. Within the Tsunami Zone only '**focuses on children**' and '**works in tandem with other agencies**' achieved any kind of visibility.

Policy

UNICEF Overall Coverage - Policy issues

by volume, favorability & rating



December 26 2004 – March 26 2005

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Chart 6

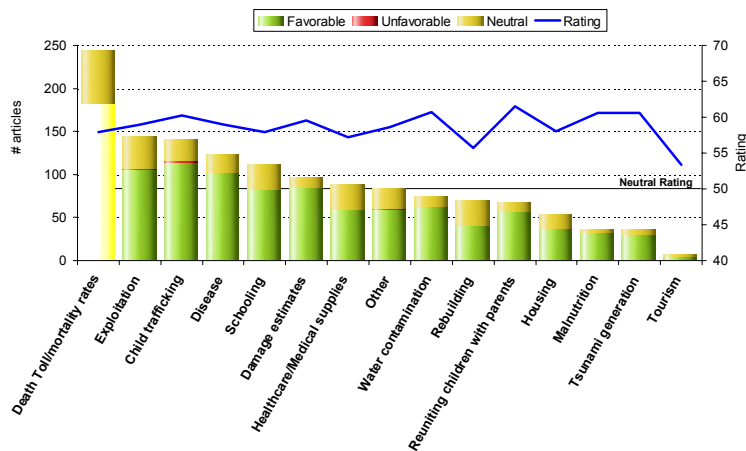
- Media attention to policy was not especially prominent, present in just 11% of reports. The substance of UNICEF's media references was very much in the context of relief efforts rather than the political agenda. Within the Tsunami Zone, media reference to UNICEF policy comment was especially limited.
- Nonetheless, UNICEF's work highlighting trafficking and exploitation were perceived by the international media to be influential in adoption bans in Indonesia and other countries. The ban was the leading **local government policy** issue mention and the leading point of **UNICEF comment on policy**. "UNICEF hails Indonesia move to protect Tsunami orphans", headlined AFP (1/6) citing Carol Bellamy: "That's an example of a government taking action to counter a criminal element", she told reporters in Jakarta. As noted earlier, while the international media cited UNICEF among those putting pressure on local government to take action, within the Tsunami Zone the ban was most frequently reported as a government initiative rather than a response to international pressure.
- Praise for local government efforts in working to return children to school (Reuters, 1/4), rejection of EU Commissioner Franco Frattini's suggestion that the EU could temporarily home orphans (Reuters, 1/7), an appeal from Carol Bellamy for reconciliation of the warring factions in Sri Lanka (Reuters, 1/3), comment from John Budd on corruption in Indonesia (WSJ Asia, 1/17) and Carol Bellamy's call for increased spending on health and education in Asia (3/23) were among other topics where UNICEF made overt policy comment (mostly in the international press). Returning children to school represented an arena where both UNICEF and government spokespeople featured in the same article, although as the Tsunami Zone analysis shows (Section 2) this was something of a rarity.
- The USA's aborted move to form the so-called Core Group for coordinating support for the Tsunami affected countries and moratoriums from various countries on adopting orphans (e.g. USA, Canada, and France) were notable issues on the **foreign policy** agenda. The Times of India (1/13) described the US Core Group proposal as "once again displaying the country's callous disregard for democratic multilateralism". What was needed, commented the paper was "to provide adequate funds to UN agencies such as UNICEF already working in the affected areas". Reference to moratoriums on adoption across several countries proved particularly favorable for UNICEF, invariably highlighting the agency's policy on returning children to their families and communities.

December 26 2004 to March 26 2005

Tsunami Issues and Actions

UNICEF Overall Coverage -Tsunami Issues

by volume, favorability & rating

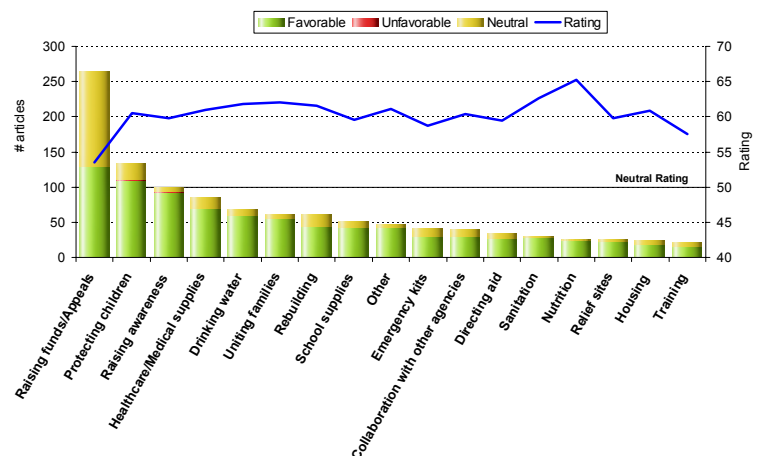


December 26 2004 – March 26 2005

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UNICEF Overall Coverage - Actions

by volume, favorability & rating



December 26 2004 – March 26 2005

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Charts 7a & 7b

- Reference to the **death toll / mortality rates** topped the list of **Tsunami issues** cited in coverage, present in 21% of reports. Just over a quarter of these mentions included UNICEF's assessment that a third of victims were children, with the majority referencing estimates from other sources such as the UN, other humanitarian agencies, local and regional government, along with anecdotal evidence from survivors.
- UNICEF was more prominently linked with media reference of **exploitation** and **child trafficking**, which permeated 13% of the agenda. 61% of these references were directly attributed to UNICEF underlining the agency's prominent role in placing the story on the agenda. In Sri Lanka, UNICEF reported several cases of Tamil rebels recruiting children from Tsunami relief camps. "We need to encourage people to report cases so that there can be a formal investigation", said Ted Chaiban (*The Guardian*, 1/14). The LTTE (Tamil Tigers) firmly rejected the accusations. The BBC, in fact, reported several cases of Tamil abductions which later proved false following grandparent intervention to say the children were safe (*BBC Worldwide*, 1/14). Similarly, the abduction of 12-year old Swede Kristian Walker from a Thai hospital – which created headlines around the world – subsequently proved untrue. This was a fast moving and confusing situation, with rumor, suspicion and unconfirmed reports passing for fact. UNICEF appeared to get caught up in the tumult. While the subsequent media noise undoubtedly spurred governments to take action to protect children, the frenzy probably meant other key priorities were afforded less attention by the press. What was needed was a sober assessment of the real extent of the problem.
- Concerns over **disease** and **schooling** lay 4th and 5th respectively in the list of issues attaining prominence, each featuring in 10%-11% of coverage. UNICEF's infant mortality estimates often featured alongside the UN's warning that the death toll could rise significantly as a result of water borne diseases. The issue of schooling was driven more by UNICEF communications. At



December 26 2004 to March 26 2005

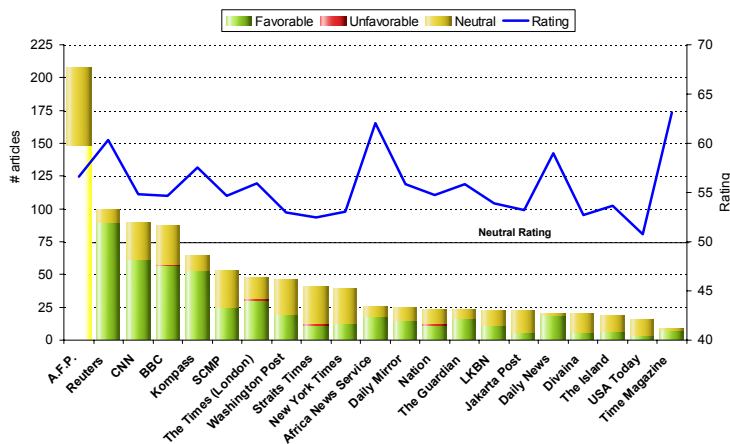
least 39% of references cited UNICEF's return to school message. Within the Tsunami Zone schooling was a much greater priority, topping the list of Tsunami issues receiving media attention.

- Close to two thirds of coverage cited at least one **UNICEF action**, with **raising funds / appeals** (rating 53.5) dominating. A significant level of fund raising mentions yielded little or no qualitative comment with UNICEF cited among a list of agencies appealing for donations, details of third party donations (often from celebrities such as Leonardo Di Caprio) or news of third party fundraising events. **Protecting children** (12%, rated 60.5) and **raising awareness** (9%, rated 59.8) yielded more favorable comment with the agency's work in highlighting concerns over exploitation and child trafficking key to these issues.

Media and Journalists

UNICEF Overall Coverage - Media

by volume, favorability & rating

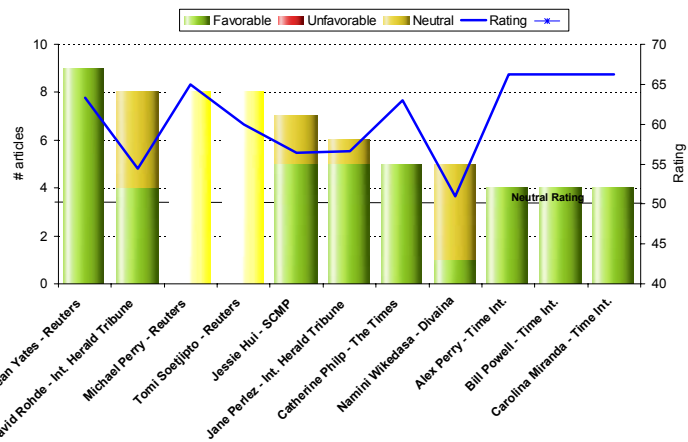


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UNICEF Overall Coverage - Bylines

by volume, favorability & rating



December 26 2004 – March 26 2005

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Charts 8a & 8b

- Wire services **Agence France Presse (AFP)** and **Reuters** led the media mix with Reuters yielding the more favorable impact for UNICEF. Communications inspired close to half of coverage in both, but AFP carried significantly more news of celebrity donations, producing a large slice of neutral reporting. Broadcast media took a relatively small share of the coverage (16%), led by **CNN** and **BBC**. Favorable impact in both proved similar.
- Indonesia's **Kompas** topped Tsunami Zone reporting, with a heavy focus on UNICEF's role in rebuilding education. "UNICEF and the National Education and Religion Department will co-operate in rebuilding the education system in Aceh. Both parties will take strategic and coordinated steps with the focus to rehabilitate and reconstruct", wrote the paper of a joint UNICEF government initiative, for example (1/25).
- Among other media outlets, wire service the **Africa News Service** produced limited but especially positive coverage with, for example, reports on work in the Hafun peninsula in Somalia where it embarked on a vaccination program (1/14). Sri Lanka's **Daily News** also afforded UNICEF especially supportive coverage, highlighting work with the government to deliver education supplies for example (1/25).
- Relatively few journalists followed events for an extensive period. Leading journalist **Dean Yates** penned nine reports for Reuters mostly in the first week of January. These covered US Secretary of State Colin Powell's planned visit to the region, UN and UNICEF estimates of the death toll and growing frustration on the ground at the slow pace of aid reaching Aceh. **Michael Perry** and **Tom Soetjito** also followed events only for the first week of January, reporting the initial relief effort, UNICEF's appeal for funds and the agency's "urgent need to normalize the lives of children who had seen so much death and destruction and it try to reunite them with families and to re-open schools" (Michael Perry, 1/3). The need to return children to school in an effort to normalize life was a key focus of positive coverage from **David Rohde** of the *International Herald Tribune*. He cited UNICEF child



December 26 2004 to March 26 2005

protection officer Chris Watkins who said: *"A critical first step can be the reopening of schools where children are able to talk to each other about their experiences, or simply play games. That helps recovery. Simply playing games"* (1/12). Like most journalists his time covering the Tsunami was little more than a week.

SECTION 2: TSUNAMI ZONE ANALYSIS

Tone of Coverage

UNICEF - Tsunami Zone - Favorability Comparison By volume & impressions

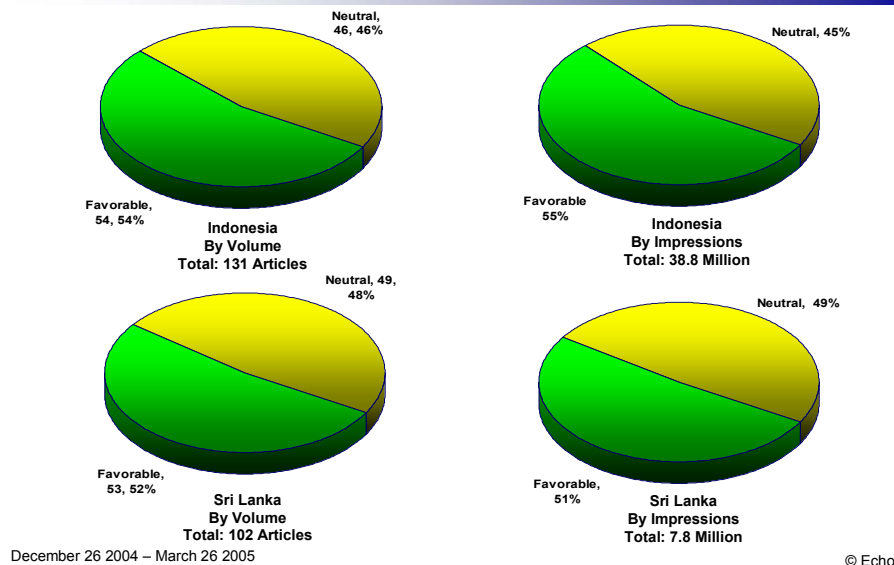


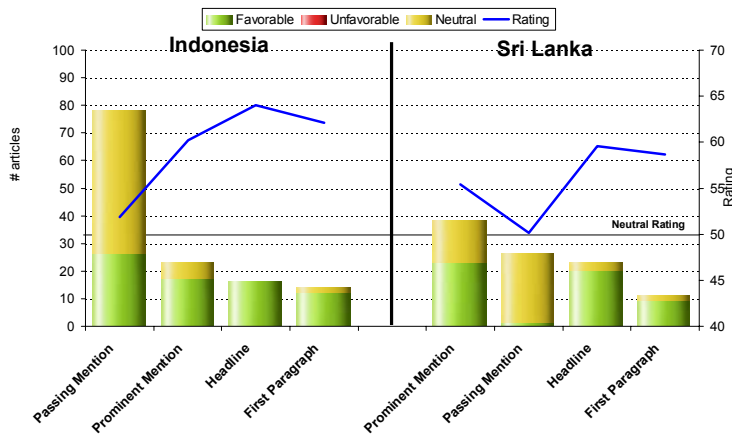
Chart 9

- Qualitative impact across **Indonesia** (54%) and **Sri Lanka** (52%) was remarkably similar, but a little below the levels recorded for global coverage (62%) where UNICEF achieved greater prominence within reports. Passing mentions accounted for 45% of coverage in the Tsunami Zone, above the 35% globally.
- The agenda within the Tsunami Zone was noticeably different to the global one. The media in both countries devoted more attention to efforts to re-school children, with UNICEF's work in this respect underpinning much of the positive impact. *"The Ministry of Education is working with UNICEF on a massive supply and distribution operation to ensure that all school supplies, textbooks, teaching aids, furniture and uniforms are in place and operational by the Government's 'back to learning' deadline of January 31"*, wrote Sri Lanka's *Daily News* (1/25) for example. While the issue of exploitation was high on the agenda in Sri Lanka, where reports of abductions by Tamil Tigers were publicized by UNICEF, the Indonesian media largely stayed clear of the subject. In stark contrast to international press.
- The qualitative breakdown by impressions was similar to the volume breakdown. Indonesia's significantly greater population, of course, meant the media sample analyzed reached a much larger audience (38.7m) than that in Sri Lanka (6.6m).

UNICEF Placement within Coverage

UNICEF – Tsunami Zone – Placement

by volume, favorability & rating

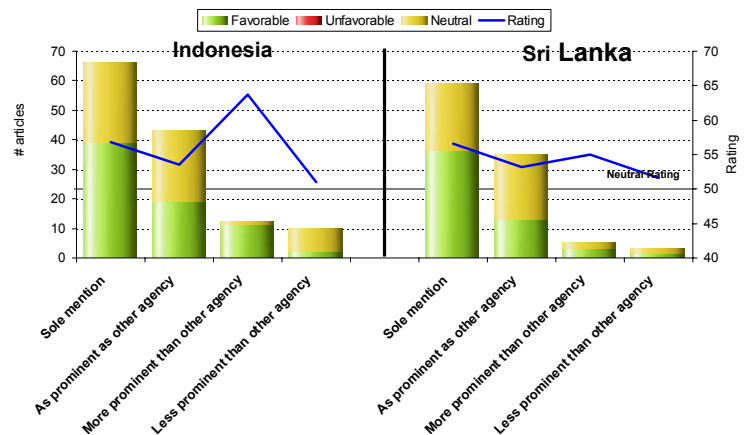


December 26 2004 – March 26 2005

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UNICEF – Tsunami Zone - Comparative Placement w/ other organizations

by volume, favorability & rating



December 26 2004 – March 26 2005

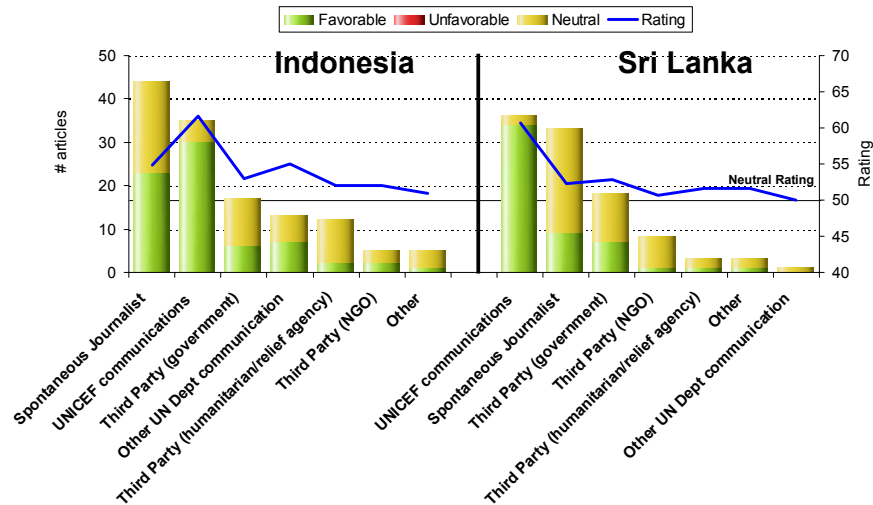
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Charts 10a & 10b

- UNICEF secured more **prominent mentions** within Sri Lanka than Indonesia, although **passing references** to the agency in Indonesia were invariably more favorable than Sri Lanka with frequent mention of work to rebuild schools. “UNICEF, which has worked to raise awareness of the need to re-open schools, will work together with the National Education Department and Department of Religion”, ended an extensive *Kompas* (12/1) report on the government’s work to re-establish education, for example.
- Headline** mentions were more common in Sri Lanka, especially within the government friendly *Daily News* and *Daily Mirror*. “UNICEF identifies three abductees” (*Daily Mirror*, 1/14) and “UNICEF decoy helps nab Tsunami vulture” (*Daily News*, 1/12) were among several headlines as UNICEF sought to protect children from exploitation. The agency’s relief work was the main focus of headlines in Indonesia. For example, “UNICEF and WHO vaccinate 91,000 infants and children in Aceh” (*LKBN Antara*, 1/12).
- Relative to other humanitarian agencies, UNICEF secured **sole mention** in around half of coverage in both Indonesia and Sri Lanka, slightly less than within overall coverage (63%). Save the Children led competing agency coverage in Indonesia, while in Sri Lanka the Red Cross and WHO were most visible. As within overall reporting UNICEF achieved **equal prominence** on most occasions with relatively few articles where other agencies dominated. As noted in Section 1, a full benchmark analysis would ascertain UNICEF’s share of the total relief agency agenda.

Impact of Communications

UNICEF – Tsunami Zone - Origin of Item by volume, favorability & rating



December 26 2004 – March 26 2005

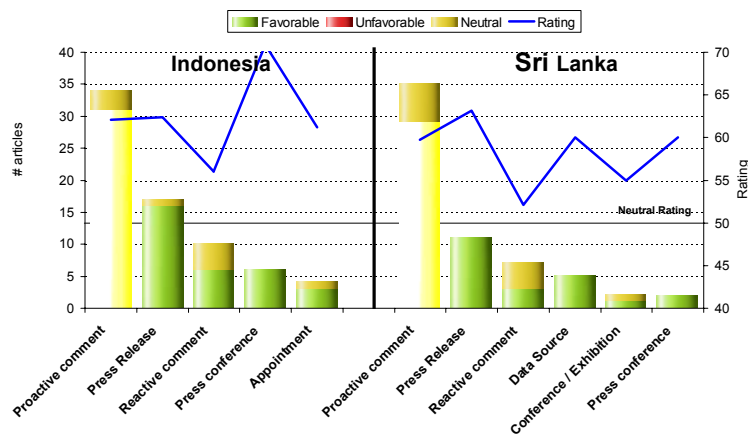
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Charts 11

- **UNICEF communications** generated similar levels of coverage in both Tsunami Zone countries. A higher level of **spontaneous** reporting in Indonesia meant proportionate coverage as a whole communications took a smaller share in that region (27%, Sri Lanka 35%). Nonetheless, spontaneous attention was more positive in Indonesia as a consequence of a stronger media focus on re-opening schools and rebuilding work including the role UNICEF's played in these.
- In both countries, **third party government** communications proved less favorable to UNICEF than that achieved in the overall coverage. Indonesia's decision to ban adoption of orphans rarely mentioned UNICEF, whereas the international media frequently credited the agency with influencing the move. In both regions, government initiatives to rebuild schools credited UNICEF's role in providing funding and materials but, as one would expect, the respective government communications were used to demonstrate their control of the agenda. "Government sets out timetable to rebuild schools", headlined Sri Lanka's *Daily Mirror* (1/14), noting UNICEF among a list of aid agencies and NGOs "spearheading the funding".

Proactive Communications and Spokespeople

UNICEF – Tsunami Zone - Communications by volume, favorability & rating



December 26 2004 – March 26 2005

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UNICEF/UN – Spokespersons - Indonesia

by volume & rating

Spokespeople	Volume/Rating	Spokespeople	Volume/Rating
Carol Bellamy- UNICEF	11 62.3	Astrid Dionisio - UNICEF	1 65
Lely Djauhari- UNICEF	5 60	Charles Lyons- UNICEF	1 70
Clay Aiken- UNICEF Ambassador	4 62.5	David Beckham- UNICEF Ambassador	1 65
Gianfranco Rotigliano- UNICEF	4 55	Deden Budi Kusumu- UNICEF	1 65
Koffi Annan- UN	3 60	Dennis Mckinlay- UNICEF	1 70
Gordon Weiss- UNICEF	2 65	Marharena Wahlstrom- UNICEF	1 70
John Budd- UNICEF	2 55	Nguyen Trong Quang- UNICEF	1 55
Kendartati Subroto- UNICEF	2 67.5	Nicole Kidman- UNICEF Ambassador	1 50
Jan Egeland- UN	2 60	Shamtha Bloemen- UNICEF	1 65
Kevin Kennedy- OCHA	2 52.5	Ted Chaiban- UNICEF	1 70
Terry Salim- UNICEF Ambassador	1 60	Maria Sharapova- UNESCO	1 50

UNICEF/UN – Spokespersons – Sri Lanka

by volume & rating

Spokespeople	Volume/Rating
Carol Bellamy - UNICEF	15 56.3
Ted Chaiban - UNICEF	13 63.8
Koffi Annan - UN	7 50.7
Geoffrey Keele - UNICEF	6 56.6
Marixie Mercado - UNICEF	3 51.6
Ivian Tan - UNHCR	2 50
Jan Egeland - UN	1 50
Neill Wright - UNHCR	1 50
Acelle Red - UNICEF	1 60
Bilal Rajan - UNICEF	1 55
Marharena Wahlstrom - UNICEF	1 50
Martin Dawes - UNICEF	1 60
Padmini Ranaweera - UNICEF	1 60

December 26 2004 – March 26 2005

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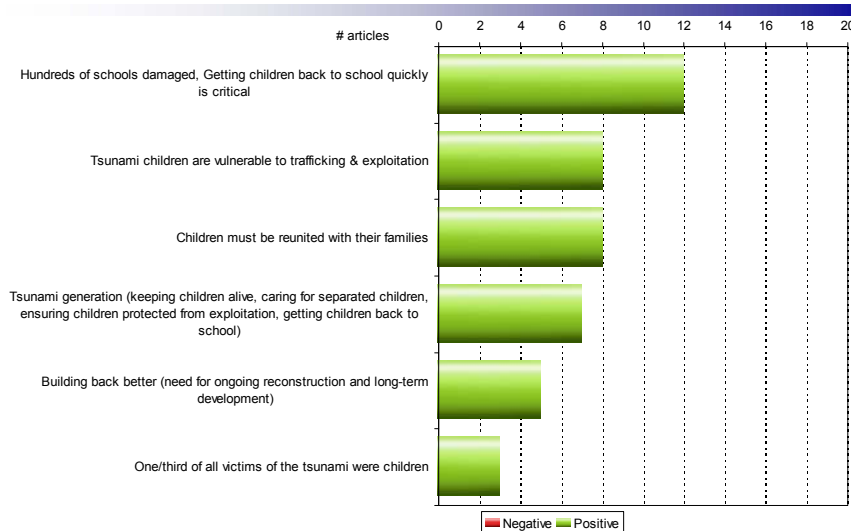
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Charts 12a, 12b and 12c

- As with global coverage, **proactive comment** from spokesperson rather than **press releases** led the communications effort. Press releases underpinned 13% of coverage in Indonesia and just over 10% of reporting in Sri Lanka, while spokesperson featured in close to 33% (Indonesia) and 41% (Sri Lanka).
- Executive director **Carol Bellamy** headed spokesperson activity in the region, ably supported by **Ted Chaiban** in Sri Lanka. No single regional spokesperson led work in Indonesia, UNICEF officers **Lely Djauhari** and **Gianfranco Rotigliano** featuring most frequently, highlighting the impact of events on the education system. **John Budd**, a key Indonesian spokesperson in the international media, was not especially prominent in the home press, a consequence of a decision to focus his work on the international media.
- Carol Bellamy's initial statement that "young children made up a big percentage of the dead in the Asian Tsunami disaster" (*The Island*, 12/28) was reported across both countries, as was her visit to the region. "All parties must focus on the efforts of saving children", she urged during her stay (*LKBN Antara*, 1/5). Following this, however, she featured only occasionally in the Tsunami Zone media. Ted Chaiban was key in highlighting reports that Tamil Tigers were recruiting children displaced by the tragedy. "We have always been against the recruitment and trafficking of children. We plan on investigating the situation", he said (*Sri Lankan Sunday Times*, 1/27). UNICEF's intervention on this issue stoked the ire of the LTTE, which later demanded UNICEF be ejected from the country.
- In addition to spokesperson, UNICEF Ambassadors supported coverage, attracting interest mostly in Indonesia. **Clay Aiken** (American Idol) visited schools in Indonesia in March while **David Beckham** and **Nicole Kidman** aided the worldwide appeal for funds. These Ambassadors, almost guaranteed to attract media attention, worked to raise awareness of UNICEF's work in the region.

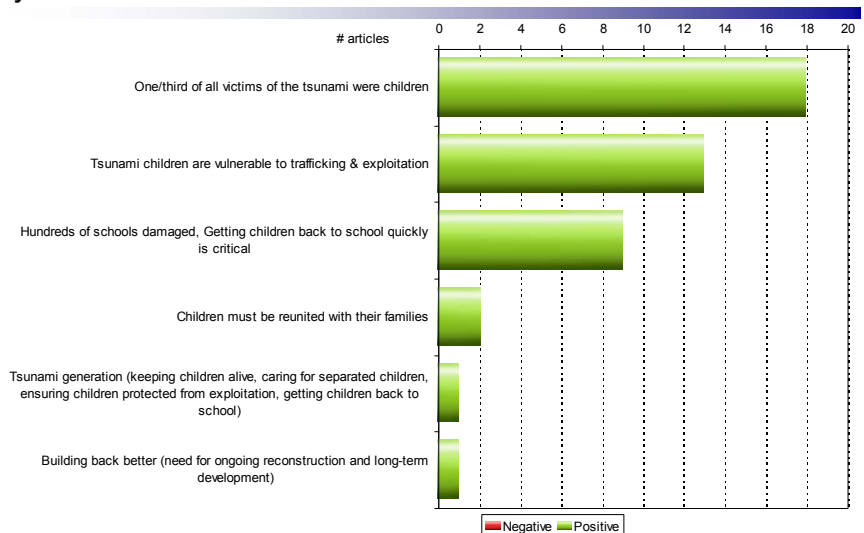
Message Visibility

UNICEF Tsunami Specific Messages - Tsunami Zone - Indonesia by volume and tone



December 26 2004 – March 26 2005

UNICEF Tsunami Specific Messages - Tsunami Zone – Sri Lanka by volume and tone



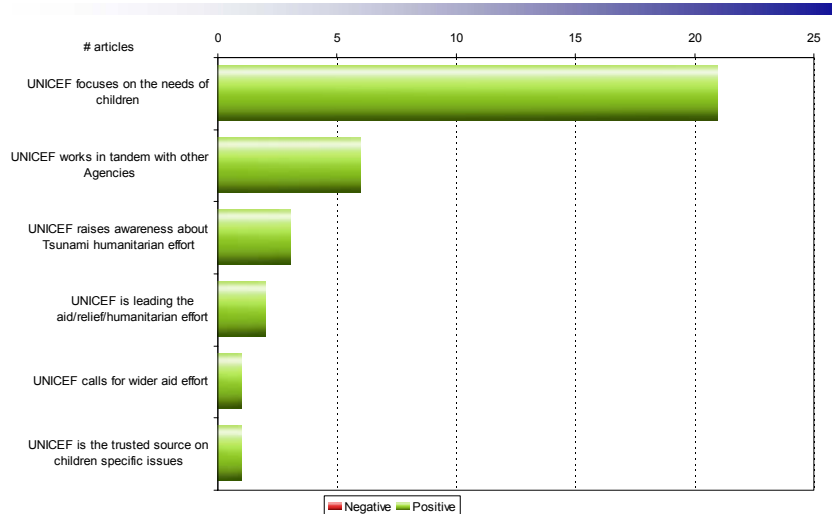
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Charts 13a & 13b

- Relative to overall coverage, Tsunami specific messages achieved greater visibility in Sri Lanka than Indonesia, featuring in 43% of coverage compared with 33% in Indonesia. The message mix was also different in the two countries with UNICEF's schooling message – **'Hundreds of schools damaged / Getting children back to school quickly is critical'** - leading Indonesian impact whereas estimates of the infant death toll, ie **'A third of all victims of the Tsunami were children'** were pre-eminent in Sri Lanka. *"This is fantastic and it's a good start. It underlines the importance of getting children back to school and back to normality"*, enthused UNICEF's Gardon Weiss observing the first day of schooling in Aceh (*Kompass*, 1/12). The schooling message was certainly not lost in Sri Lanka; relative to overall coverage in the country it achieved parity with Indonesia. However, it was subordinate to concerns over exploitation.
- UNICEF's efforts raising awareness that **'Tsunami children are vulnerable to trafficking & exploitation'** gained stronger visibility in Sri Lanka than Indonesia, largely driven by Ted Chaiban's work highlighting reports of child recruitment by the LTTE. In Indonesia, the message was less pervasive. In fact, the international media focused much more attention on exploitation and trafficking in Indonesia than did the Indonesia media.

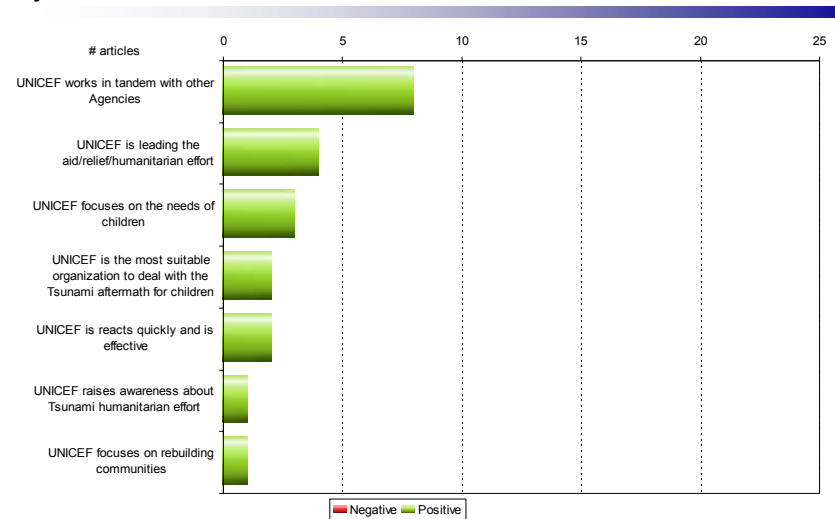
UNICEF Generic Messages – Tsunami Zone - Indonesia by volume and tone



December 26 2004 – March 26 2005

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UNICEF Generic Messages – Tsunami Zone – Sri Lanka by volume and tone



December 26 2004 – March 26 2005

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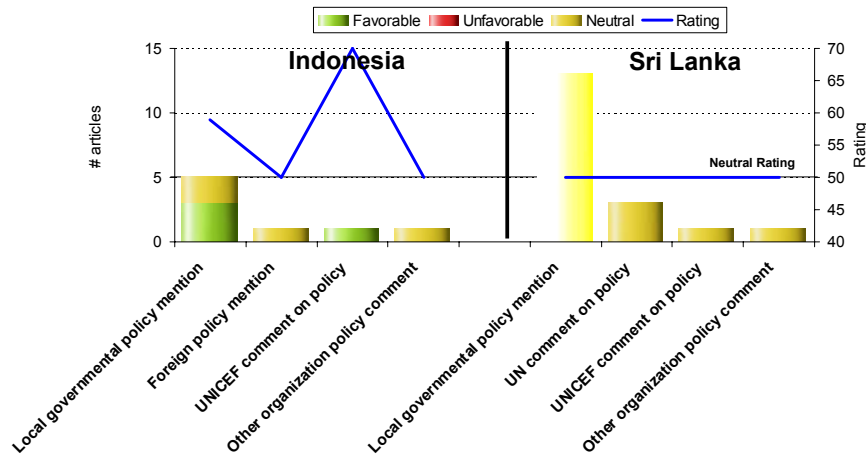
Charts 14a & 14b

- Generic messages also showed marked differences between the two countries. The Indonesian media, mirroring the international press, presented a strong **'focuses on the needs of children'** image when reporting UNICEF actions. *"Clearly, UNICEF has been able to communicate and focus attention on the needs of children following the disaster"*, commented *Kompas* (2/19), reporting plans for a UNICEF nutritional study of children in Aceh post-Tsunami.
- In Sri Lanka, where generic messages were somewhat less prevalent, **'working in tandem with other agencies'** secured the strongest reach. Collaboration with WHO and the World Food Program to ensure adequate supplies of drinking water and food underpinned much of the visibility. *"A large group of UN workers in Sri Lanka is now out in the field helping the people in areas affected by the Tsunami disaster. UNICEF, WHO and the World Food Program are coordinating efforts to ensures supplies of clean water, food and health reach those in most need"* (Sri Lanka Daily Mirror, 1/4).
- Reference to UNICEF's leadership, specifically **'UNICEF is leading the aid / humanitarian / relief effort'**, was limited but slightly more prominent in Sri Lanka than Indonesia. The distribution of emergency kits in the days after the event fuelled the message: *"UNICEF is spearheading the relief effort in Sri Lanka, distributing emergency supplies to people displaced from their homes by the tidal wave"*, wrote the *Daily News* (12/29) for example. The limited endorsement of UNICEF as leading the relief effort should be expected given the mobilization of so many of the world's relief agencies, along with efforts from government and other NGOs.

However, it presents a challenge for the agency in future disasters. How does it assert a unique position ahead of other agencies focusing on the needs of children (eg Save the Children)?

Policy

UNICEF - Policy issues by volume, favorability & rating



December 26 2004 – March 26 2005

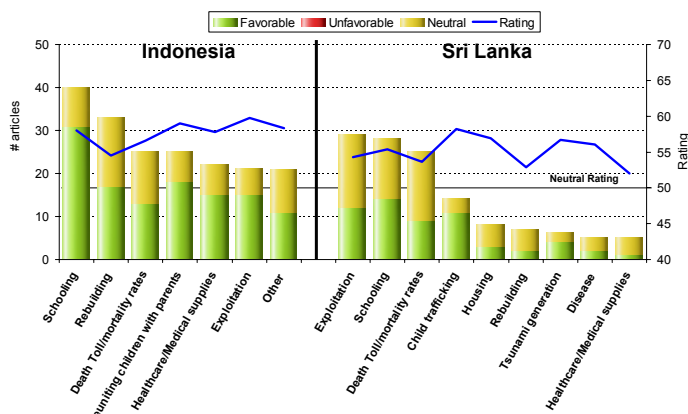
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Charts 15

- As reported in the overall analysis, policy issues featured only sporadically on the agenda. Within the Tsunami Zone such references were even less evident. UNICEF comment on Indonesia's decision to place a moratorium on adoptions, one of the few arenas of comment in the international press for example, did not feature at all in the indigenous media. Instead, policy issues were for the most part uncontroversial and incidental to UNICEF mentions.
- In Sri Lanka, **local government policy** appeared mostly in the *Daily News* and *Divaina*, both strong supporters of the government, and focused on government policy toward the LTTE with UNICEF mentioned in passing. **UNICEF comment on policy** was especially limited with the agency making only brief comment on its role providing a DNA test for a courtroom custody battle (*Sri Lanka Sunday Times*, 2/13). **UN comment on policy** in Sri Lanka proved more substantive, tackling the issue of child soldiers. Koffi Annan recommended the UN Security Council implement "*targeted and concrete measures*" to tackle the problem (*The Island*, 2/10).
- In Indonesia, UNICEF gained positive mention in sporadic reports highlighting **local government policy** relative to rebuilding schools, a topic in which **UNICEF comment on policy** created limited but favorable impact too. *Kompass* (1/25) reported joint efforts to rebuild the education system in Aceh highlighting "*communication between UNICEF and the local government to plan the reconstruction following the UN agency's call for the government to make reopening schools a priority*".

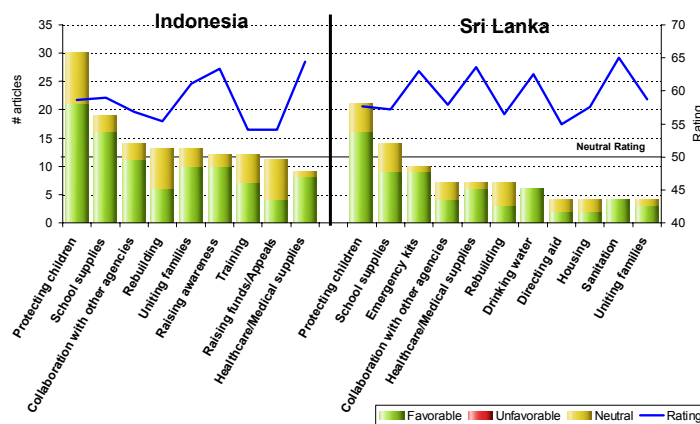
Tsunami Issues and Actions

UNICEF - Tsunami Zone – Leading Issues coverage by volume, favorability & rating



December 26 2004 – March 26 2005

UNICEF – Tsunami Zone – Leading Actions by volume, favorability & rating



December 26 2004 – March 26 2005

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UNICEF – Actions Ranking

International and regional coverage by country of origin. By Rank

Overall		Indonesia		Sri Lanka	
Action	Rank	Action	Rank	Action	Rank
Raising funds/Appeals	1	Protecting children	1	Protecting children	1
Protecting children	2	School supplies	2	School supplies	2
Raising awareness	3	Collaboration with other agencies	3	Emergency kits	3
Healthcare/Medical supplies	4	Rebuilding	4	Collaboration with other agencies	4
Drinking water	5	Uniting families	5	Healthcare/Medical supplies	5
Uniting families	6	Raising awareness	6	Rebuilding	6
Rebuilding	7	Training	7	Drinking water	7
School supplies	8	Raising funds/Appeals	8	Directing aid	8
Other	9	Healthcare/Medical supplies	9	Housing	9

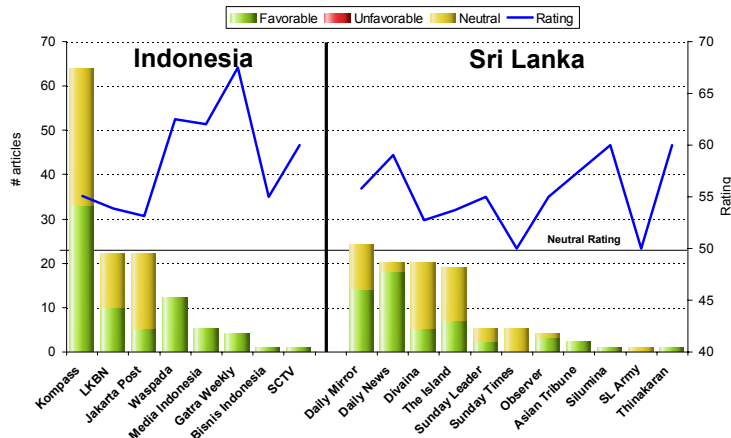
Rank is determined by number of mentions

- **Schooling** featured much more prominently on the agenda in Indonesia and Sri Lanka than was evident in international reporting, where it was fifth on the list of Tsunami issues. In Indonesia, it led the agenda with spokespeople highlighting the importance of reconstruction and an early return to school. *"Children need to re-engage with their future and dreams, and one important way is through education. They lost many things in the past, including parents, but they can't lose their hope of being something,"* said Gianfranco Rotigliano (*Jakarta Post*, 1/30). A consistent message was presented in Sri Lanka, with spokesperson Marixie Mercado emphasizing, *"Resuming school is one of the first steps towards normalizing the lives of children"* (*The Island*, 1/9). The provision of **school supplies** therefore represented a key UNICEF action across both countries, while UNICEF's role in the **rebuilding** effort was afforded more attention in Indonesia than Sri Lanka.
- **Exploitation** was much higher on the agenda in Sri Lanka (28% of reports) than Indonesia (16%) and coverage as a whole (13%). In Sri Lanka the issue was highly politicized with government friendly publications (e.g. *Divaina*, *Daily News*, *The Island*) using UNICEF reports of the recruitment of child soldiers by the LTTE as a forum for wider criticism of the Tamil organization. Some 38% of Sri Lankan coverage of the issue was driven by UNICEF communications. *"UNICEF warns LTTE rebels to keep their hands off orphaned children"*, headlined *The Island* (1/15), for example, citing Ted Chaiban on reports of a recruitment drive. Consistent reporting of the issue eventually led the LTTE to demand the expulsion of UNICEF from the country – *"Enraged Tigers want UNICEF booted out"* (*The Island*, 3/4). A request rejected by the government.
- By contrast, despite the heavy international focus on reports of exploitation and trafficking in Indonesia, the issue itself produced only limited coverage in the country. UNICEF communications were low key, restricted largely to reporting of UNICEF's four priorities, specifically protecting children from exploitation (e.g. John Budd, *Kompass*, 1/17). Instead, schooling led the agenda and UNICEF communications activity
- Across both regions **protecting children** was the foremost UNICEF action reported by the press, ahead of **school supplies**. Protection was cited not simply in the context of exploitation or trafficking. The provision of care for those orphaned, both medical and psychological care, along with the supply of food, water and shelter were all actions prompting this image.

Media and Journalists

UNICEF – Tsunami Zone - Media

by volume, favorability & rating

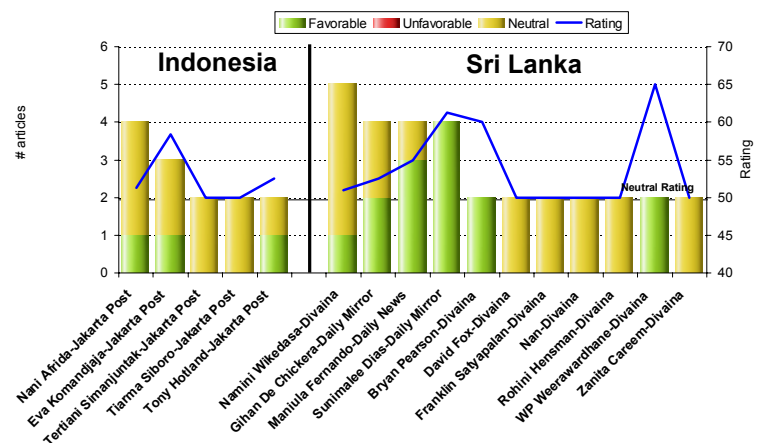


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UNICEF – Tsunami Zone - Bylines

by volume, favorability & rating



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Charts 17a & 17b

- Media reporting in Indonesia was dominated by publications from Jakarta, with the exception of *LKBN Ankara*. *Kompas* led coverage, creating more favorable impact than both *LKBN Ankara* and the *Jakarta Post*. Publicity for UNICEF's four relief priorities, co-operation with the government in rebuilding and reopening school, the registration of displaced children and news of UNICEF's nutritional study in Aceh were among stories creating particularly positive impact. Donations to UNICEF's worldwide appeal, for example from, NBA players, the English Premier League and Sting generated more neutral impact.
- UNICEF featured largely in passing in the *Jakarta Post*. The re-establishment of the education system was the primary source of positive reference. A 3/6 piece on the re-schooling process written by **Eva Komandjaja** proved especially positive. "We're currently providing enough back-to-school school kits, including textbooks, for around 17,600 students in Aceh. We're also recruiting 3,000 teachers for the same purpose," said spokesperson Kendartati Subroto, highlighting UNICEF's counseling services as much as physical supplies. Favorable reference from the *Jakarta Post*'s **Nani Afrida** also focused on schooling issues.
- The visit of UNICEF Ambassador Clay Aiken, the training of teachers, the supply of 20,000 mosquito nets, a joint UNICEF / WHO vaccinations program in Aceh, and the visit of Carol Bellamy were among stories yielding positive media returns from *LKBN Ankara*.

December 26 2004 to March 26 2005

- In Sri Lanka, like Indonesia, the media mix was headed by publications from the capital city, Colombo. The most effective coverage came from government supporting papers, the **Daily News** and **Daily Mirror**. Both covered UNICEF reports on child abductions by the LTTE, work with the government to deliver supplies, efforts to reopen schools and the provision of psychosocial care. The Daily Mirror's **Sunimalee Dias** contributed several favorable reports, highlighting UNICEF spokesperson Geoffrey Keele's concerns about possible exploitation of children ("*UNICEF identifies three child abductees*", 1/14). **Maniula Fernando**, of the *Daily Mirror*, led on the UN conference to discuss relief efforts, exploitation and re-schooling.
- **Namini Wikedasa** of *Divaina*, contributed more coverage than any other journalist in Sri Lanka although UNICEF attracted little qualitative comment, mentioned mostly in passing. **WP Weerawardhane**, also of *Divaina*, sourced Ted Chaiban in coverage of the distribution of emergency kits around the island, creating more positive impact.

Methodology & Terminology

Issues & Messages Framework

Working together with the Client, Echo has produced a framework of issues and messages that researchers need to look for and record in each article. These include:

- Publication
- Type of article (i.e. news, editorial, comment, interview)
- Source of coverage (Echo references Clients press releases to see which articles are generated in this way)
- Article Focus & Main Stories
- Organisations mentioned
- Spokespeople or sources referenced
- Positive & negative messages

Volume: This is the number of articles analyzed during the report period.

Impressions: This is the combined circulation of the publications in which articles appeared. This equates to "Opportunities to see" (OTS).

Issues: These are key topic areas. They can be simply products or services or more complex items such as image statements or comparison with competitors.

Messages: These are usually pre-determined statements, describing the client's key branding, corporate and / or product statements, which are tracked by Echo analysts. Messages can be positive or negative towards the client. Often the message is implied rather than appearing verbatim.

Sources: Sources are commentators on the company/sector and the issues which surround it.

Rating

Once researchers have noted the issues and messages appearing in the article, they then assign it a rating. All items begin with a neutral rating of 50. As the researcher encounters favorable elements of content, the rating is increased. Similarly, as unfavorable elements in the item are noted, the rating decreases.

Apart from the **overall content** or **tone** of an article, there are three components to consider when calculating the research item's favorability rating:

1. **Messages.** These are opposing statements implying praise or criticism that appear either explicitly or implicitly in the item. An example, "*Is a good corporate citizen*", with the opposing negation being, "*Is not a good corporate citizen*".
2. **Sources.** These are broken down into three categories. Those favorable to the client and its concerns, those unfavorable and those who are quoted on issues relevant to the topic, but neither condemn nor condone the client and its concerns.
3. **Presentation** - this includes the headline, layout and use of photographs.

In general, the presence of a favorable comment, favorable message, quotation from a favorable source, or the presence of good Client material (e.g. spokesperson, press release items) would increase the rating by approximately 5 points for each occurrence. Conversely, negative occurrences of similar types would decrease the rating by approximately 5 points for each occurrence.

- **Favorable** items have ratings between 51 and an extremely favorable 100.
- **Unfavorable** items have ratings ranging between 49 and an extremely unfavorable 0.
- **Neutral** items are rated as 50. A large part of all clients' research will score as neutral. This is primarily for two reasons. Firstly, few items exclusively consist of favorable or unfavorable comment. The two elements are often both present, resulting in a balanced or 'neutral' item. Secondly, many items will mention the Client and its concerns in passing with no qualifying comment.



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