

Impact

Environment

An overview of
major Canadian
news stories
in 2007

Review of Canadian News 2007 REPORT

Canada

influence



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Welcome message

It's that time of year again. Time to take a look back at the year 2007 and review the stories and events Canadian editors, journalists, writers and reporters, their news organizations and outlets from across the country thought Canadians and the rest of the world should know about. It's also time to look at the trends shaping the news information industry in Canada.

Influence Communication gathers, analyses and catalogs — on a daily basis — each and every element of print, electronic and digital news information produced in Canada. Its work allows professionals from the media as well as public, media and government relations professionals to better understand the news industry in Canada and across the world in over 120 countries.

The State of the News Media across Canada in 2007 report is Influence Communication's first full national edition.

This public report also features the **2007 International News Countdown**, a review of the Top 10 international news stories of the past year. This study was a feature component at the recently held NewsXchange conference in Berlin. NewsXchange is the most important international conference of broadcast news industry professionals.

Finally, **The State of the News Media across Canada in 2007** report also features a list of the most important Canadian news stories reported in foreign media.

Whether you are a professional of the news and information industry, a media and public relations specialist, an academic studying in the fields of journalism or communications or simply interested in news and how it is shaping your world, we believe you'll find this report most interesting and thought-provoking.

The media play a key role in setting the social agenda. Understanding the focus and the trends affecting the news industry is consequently essential to understanding political and public policy formation wherever you live.



Jean-François Dumas
President,
Influence Communication



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Impact

Environment

13.6%

3.5%

Education

4.8%

2.4%



2007 Overview



2007 REPORT

Overview

Over the course of 2007, there was a decline of 7 % in the overall volume of approximately 10.8 million news items originating from traditional news media in 2007 (i.e. newspapers, television and radio) versus 2006.

For approximately 85 % of all news items in Canada in 2007, the lifespan (or the amount of time between the moment it is first reported its last occurrence in the media) was 48 hours or less.

Understanding that very few news items reach a Media Prominence score of 1 % or more, a total of 8 news stories broke through the 1 %+ major news event barrier in 2007. This represented 1 out of 1,350,000 news stories in Canada. Media prominence score is the relative importance occupied by a news item or category of news items against the aggregate amount of news available over a period of time.

Although armed international conflicts were the top stories of 2007, business news coverage remained strong in Canada in 2007 with a media prominence score of 13 %. Sports coverage continues to be strong in Canadian media with a score of 12 %. The issues of the environment and health care yielded scores of 3.54 % and 3.35 % respectively. International news and events coverage decreased in 2007 to 2.8 %.

The study period ran from December 19, 2006 to December 18, 2007.

Top news stories for 2007

It will come as a surprise to very few that wars remained the dominating news category for 2007, with both the Afghanistan and Iraq conflicts occupying first and second place respectively.

This was also the year of politics in Canada with 7 provincial elections, a new federal opposition leader and many prominent public inquiries (i.e. Air India, Maher Arar, Quebec's 'reasonable accommodations', Mulroney/Schreiber).

Two of these elections also brought into the public eye issues related to Canadian multiculturalism. While Ontario debated religious school funding, Quebec continues to debate the impact of the reasonable accommodations issue in public policy formation.

Netting a 7th place in our countdown, the Ottawa Senators' race to the Stanley Cup was front and center in Canadian news media in 2007.

With Western Canada's robust economy and a gruesome court case surrounding a British Columbia pig farmer, we have the last of our countdown events. Canadians have been inundated with coverage relating to oil prices and its impact at the pumps; and now all eyes are turned to the Canadian versus US dollar dog fight for the first time in many years.

	News Event	Prominence Score
1	Afghanistan War	7.18 %
2	Iraq War	5.02 %
3	Gas Prices	5.01 %
4	Canadian dollar on the rise	4.94 %
5	Quebec Elections	3.71 %
6	Ontario Elections	3.61 %
7	2007 Stanley Cup	2.30 %
8	Stephane Dion wins leadership race	1.44 %
9	Pickton Trial	0.95 %
10	Air India	0.87 %



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War - Top news maker of 2007

Since the Vietnam War, the news media have played an increasing role to inform and to ultimately shape public opinion and perceptions regarding armed conflicts around the world. As a consequence, armed forces organizations rely more and more on public relations professionals and are now even embedding reporters and journalists during actual field operations. Politicians recognize the importance of traveling to hostile regions of the world to build support for their troops...and their policies for those hearing, watching and reading about them at home.

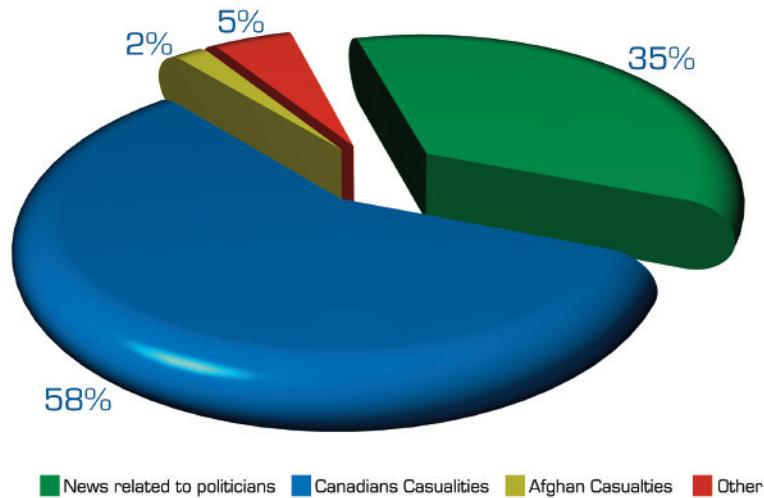
With a media prominence score of 7.18 % in 2007, Afghanistan was Canada's top news story. The war in Iraq followed as the second most important news story with a score of 5.02 %.

Over one-third (35 %) of all the news coverage related to the Afghan war was presented in the context of politicians touring war zones. In 2007, Canadians witnessed over a dozen members of parliament making their way to Afghanistan. Opposition MP Denis Coderre's week-long visit to Afghanistan garnered a media prominence score of 1 % which is half as much media attention as that given to the fate of all Afghan casualties during for the entire year.

58 % of the Afghan war coverage was related to Canadian casualties as opposed to 1.8 % for Afghan civilian casualties.

2007 Overview

News about the Afghanistan war





2007 REPORT

The changing news media landscape

Overall Canadians, had access to fewer news stories in 2007 from traditional media sources, with a decrease of 7 % compared to 2006 (from a total 10.8 million news stories).

In broadcasting, national news networks opened their evening news programs with the same lead 28% of the time, this is an increase of 15% from 2006.

Across Canada, 67 % of all the news printed or broadcasted in traditional news media was available online in the following 24 hours, an increase of 5 % compared with 2006. In addition, 7 % of news reports now mention online media as the original source of the news.

Featured below is the list of the most often quoted newspapers in TV and radio news broadcasts for 2007. The Globe and Mail and the National Post lead the way in newspaper to broadcast media cross-over references.

2007 Overview

Newspapers mentioned in TV and radio news in Canada

1	The Globe and Mail	17.58 %
2	The National Post	14.84 %
3	La Presse	9.13 %
4	Calgary Herald	8.45 %
5	Vancouver Sun	8.24 %
6	Toronto Star	8.12 %
7	Ottawa Citizen	7.54 %
8	Journal de Montreal	5.78 %
9	Edmonton Journal	4.89 %
10	Victoria Times Colonist	4.85 %

Similarly, the list of most often quoted television news networks in newspapers, with the CBC leading the way in 2007.

Television networks most mentioned in newspapers

1	CBC	38.45 %
2	GLOBAL	24.52 %
3	CTV	11.45 %
4	SRC	10.27 %
5	TVA	9.35 %



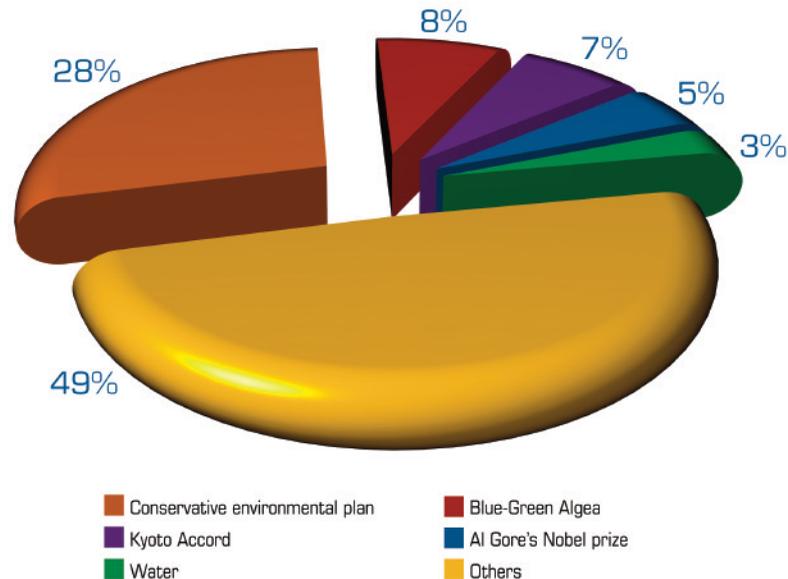
2007 REPORT

News media and the colour green

Environmental issues continued to occupy more space in Canadian media throughout 2007. Most often reported in a political context, 'green' news reached a media prominence of 3.54 % in 2007.

Featured below is the list of 'green' issues or topics which dominated the Canadian news media landscape.

Environment news in Canada



Stood out among the most important individual environmental news stories of 2007

The federal conservative government's Green Plan, the blue-green algae outbreaks, Kyoto, Al Gore's Nobel Prize and drinkable water issues.

Half of all environmental news broadcasted or printed in Canada fell into the "Others" category. These included stories centering around greenhouse gas emissions / global warming*, smog, the ozone layer and government policies regarding the environment, generated locally or from major wire services.

It is interesting to note that last summer's blue-green algae problem in Quebec scored a media prominence score of 8 % (nationally). Although Quebec's media weight represents only 22 % of all news production across Canada, its dominance in Quebec media and notable presence in national media during the peak crisis period resulted in a strong national showing.

**This issue was often an important component of several top ranking environmental issues such as the Conservative government's green plan, the Kyoto Accord and Al Gore's Nobel prize.*



2007 REPORT

Canada: For sale... or going shopping?

In 2007, stories of mergers and acquisitions were often front page news. Reports about foreign takeovers of Canadian companies were up by 300 % compared to 2006. Understandably, the sale of some of Canada's most well known companies such as Alcan, Stelco, Inco, Ipsco, Four Season Hotels, and of course BCE, drew a great deal of attention in the media.

But Canadian companies were also looking outside their own borders for likely acquisition targets in 2007. Reuters, Lee Putnam Capital, Raytheon Aircraft Company and Weyerhaeuser were often cited in Canadian news media.

Alberta's oil patch continues to gain media exposure as the price of oil continues to soar and to impact both the Canadian economy and the dollar.

2007 Overview

In reference to the Financial Posts' report of Canada's 500 largest companies, listed below are some of these in relation to their media prominence score in 2007. (Their score is the portion of news these companies generated in relation to all news generated from the FP 500 companies in 2007).

1	CN	2.51 %	11	Research In Motion	1.13 %
2	Air Canada	2.06 %	12	CIBC	1.04 %
3	Bank of Montreal	1.89 %	13	Scotiabank	1.03 %
4	BCE	1.51 %	14	Quebecor	0.74 %
5	Tim Hortons	1.48 %	15	Molson	0.72 %
6	Royal Bank of Canada	1.45 %	16	Magna International Inc	0.70 %
7	Telus	1.40 %	17	Weston	0.70 %
8	CanWest Global	1.29 %	18	Rona	0.69 %
9	Bombardier	1.16 %	19	Toronto Dominion Bank	0.62 %
10	Alcan	1.15 %	20	Nortel	0.60 %



2007 REPORT

Likely newsmakers of 2008

If the future is anything like the past – and types or categories of news stories and events tend to remain stable from one year to the next - here are some of those we can expect to be the top news makers of 2008

Canadian politics – With minority governments in both Quebec and Ottawa, the possibility of a provincial and/or federal election will likely yield a high media prominence score in 2008.

American presidential elections – The democratic and republican leadership races have already attracted a significant portion of media attention in Canada in 2007. This will undoubtedly increase into the fall presidential election.

The 2008 summer olympics – Consistently, Olympic games are featured as the top new makers during the years they are held. The Games in Beijing should be no exception in that regard. Moreover, media prominence scores for next summer's Games could likely exceed those of previous Olympics with the juxtaposition effect of the human rights and environmental issues facing China.

Environmental issues – They may likely continue to occupy more media space in 2008. The issue of water resources and exports could also increase within this group.

Defence issues - Domestic security and the war on terror as well as the ongoing conflicts in Iraq and Afghanistan may likely remain amongst the top news stories of 2008.

Impact

3.5%

13.6%

4.8%

2.4%

Measures



0.59%

Canada in the news
abroad



2007 REPORT

In 2007, a scan of international news media allowed us to better understand what was being reported about Canada around the world. Featured below are the Canadian news stories most often reported outside of Canada.

1	Canada in Afghanistan	13.21 %
2	Pickton Trial	12.35 %
3	Oil Sands	10.18 %
4	Conrad Black Trial	9.27 %
5	Canada and the Kyoto Accord	8.21 %
6	Rio Tinto's purchase of Alcan	6.89 %
7	Thomson buying Reuters	4.51 %
8	Bell Canada's Privatization	2.72 %
9	Canadians Health Care	2.38 %
10	The Under 20 Soccer Tournament	1.95 %

Canada and the war in Afghanistan remained strong in international media throughout 2007. The Pickton Trial in British Columbia was a media bombshell that was highly visible in international media, particularly during the initial days of the trial. In fact, over the first 24 hours, the Pickton Trial was the most publicized news event to come out of Canada since 2001.

In the first 24 hours of the Pickton Trial:

- Almost 3,000 different print and electronic news media outside Canada reported on the beginning of this trial. By comparison, the Dawson College tragedy in Montreal drew the attention of 700 news organizations abroad.
- The trial was the subject of over 9,000 articles and news reports across 60 countries.
- Was reported in North America media at every 90 seconds.

In Canada the Pickton Trial occupied 25 % of the Media space in the first 24 hours following the trial.

Canada in the news abroad

Sweden Expressen (Sweden)



Telegraph (Australia)



Vorarlberger Nachrichten (Austria)



El Mundo (El Salvador)



Aamulehti (Finland)



La voie du Luxembourg





2007 REPORT

Yeni Safak (Turkey)



Daily Star (UK)



Boston Herald (USA)



France aujourd'hui (France)



Fakt (Poland)



NY Times (USA)



Environment

13.6%

Iran

2.4%

Measures



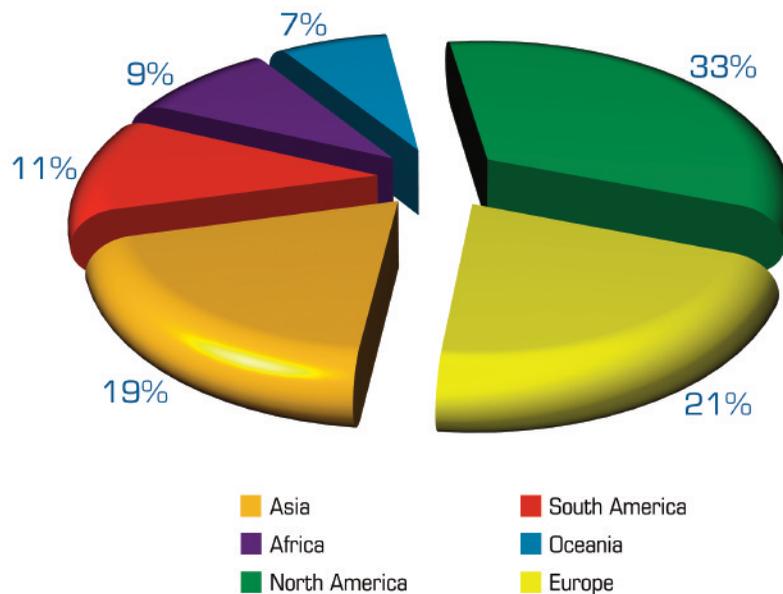
Top 15 international news stories of 2007



2007 REPORT

A scan of more than 632 million news items across 120 countries allowed Influence Communication to establish which news events drew the attention of the media across the world. As an indication, Canadian news media reports represent 1.2 % of the total news collected worldwide.

Regional distribution of the news reports (by continent)



Top 15 international news stories of 2007

Top 15 International News Stories

Rank	News story
1	War in Iraq
2	American Presidential Race
3	Nuclear Crisis in Iran
4	War In Afghanistan
5	Tony Blair Leaving Politics
6	Virginia Tech
7	Harry Potter
8	French Elections
9	G8 Summit
10	Sadam Hussein's Execution
11	Launch of the iPhone
12	Disappearance of Maddie McCann
13	Paris Hilton Goes to Jail
14	Mattel Recalls
15	Madonna's Adoption Problems



2007 REPORT

As a measure to appreciate the relative significance of news stories amongst all news stories, the 7th most important international news story or event of 2007 (the launch of the latest title of the Harry Potter book series), is equivalent to the aggregate news coverage of both the natural events and world conflicts listed below :

European heat waves	Chittagong mudslide
Asian heat waves	Kyrrill
Angora Fire	Hurricane Dean
Croatian coast fires	Hurricane Felix
Conflict in Myanmar	Hurricane Lorenzo
Ogaden conflict	Hurricane Jerry
Second Tuareg Rebellion	Hurricane Gabrielle
War in Chad	Hurricane Humberto
South Thailand insurgency	Peru earthquake
Darfur conflict	Iberian Peninsula earthquake
Conflict in the Niger Delta	Guatemala earthquake
Kashmir conflict	Ağrı earthquake
Somali Civil War	Aysen Fjord earthquake
Second Ugandan Civil War	Kent earthquake
Free Papua Movement	Kuril Islands earthquake
Kurdish Separatist Insurgency	Laos earthquake
Malé bombing	Chūetsu offshore earthquake
Sri Lankan bus bombs	Noto earthquake
Batna bombing	Solomon Islands earthquake
Bikfaya bombings	Sumatra earthquakes
Glasgow International Airport attack	United Kingdom floods
Dellys bombing	Floods of Africa
Hyderabad bombings	South Asian floods
Zahedan bombings	Sudan floods
Algiers bombings	American Midwest flooding
Casablanca bombings	Bulgarian heat wave
Greek forest fires	

Top 15 international news stories of 2007

Additional notes of interest:

Out of the entire the Iraq War coverage, 68 % of the news coverage focused on American casualties, in sharp contrast to the 1 % of the media space given to Iraqi casualties.

The G8 summit, with the proposed themes of African aid and climate change, saw the international media devote only 4 % to these themes. More than 20 % of the media attention centered around tensions between Presidents Bush and Putin and the anti-missile defence shield.

The international media devoted a great deal of attention to the disappearance of Maddie McCann. Below, the media attention breakdown by continent:

Europe	54.0 %
North America	34.4 %
Asia	8.8 %
South America	2.3 %
Africa	0.5 %
Middle East	0.1 %



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Top world leaders in international media

Rank	Leader	Media Prominence
1	George Bush	3.12 %
2	Nicolas Sarkozy	1.28 %
3	Fidel Castro	0.84 %
4	Tony Blair	0.81 %
5	Hugo Chavez	0.74 %
6	Vladimir Putin	0.69 %
7	Angela Merkel	0.66 %
8	Felipe Calderon	0.43 %
9	Mahmoud Ahmadinejad	0.25 %
10	Shinzo Abe	0.24 %

Politicians aside, the person that was the most present in the news media across the world was Paris Hilton. She managed to generate an average of 200 newspaper articles every single day throughout 2007.

Harper

3.5%

13.6%

Education

2.4%

Measures



Federal stars



2007 REPORT

Federal stars

2007 Review	Party	%
Stephen Harper	CP	24.00 %
Stéphane Dion	LPC	8.40 %
Jim Flaherty	CP	4.61 %
Jack Layton	NDP	3.39 %
John Baird	CP	3.25 %
Paul Martin	LPC	3.21 %
Stockwell Day	CP	3.07 %
Peter MacKay	CP	2.67 %
Gilles Duceppe	BQ	2.26 %
Gordon O'Connor	CP	2.03 %
Jim Prentice	CP	1.39 %
Maxime Bernier	CP	1.35 %
Elisabeth May	GP	1.17 %
Chuck Strahl	CP	1.07 %
Lawrence Cannon	CP	1.07 %
Tony Clement	CP	1.06 %
Michael Ignatieff	LPC	1.06 %
Rob Nicholson	CP	0.96 %
Rona Ambrose	CP	0.88 %
Gary Lunn	CP	0.84 %

In the news media, Steven Harper's conservatives clearly dominate the media landscape over their adversaries.

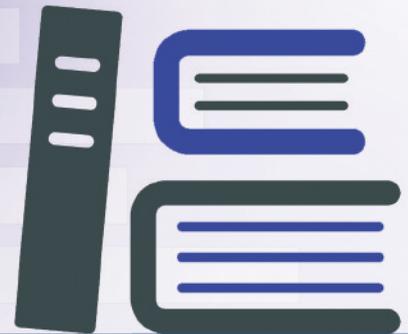
Impact

Harper

Measures

2,4%

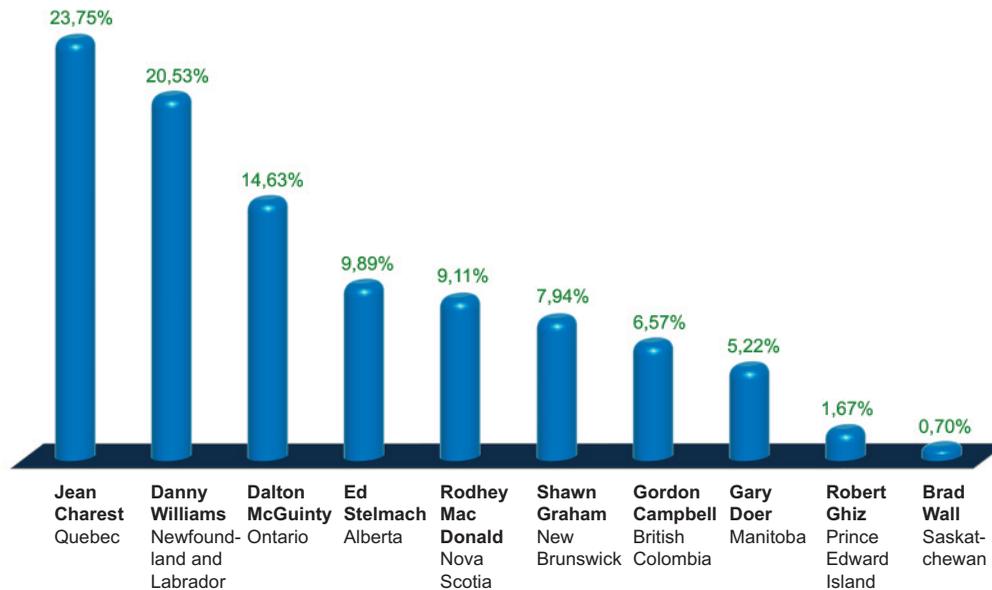
Canadian Premiers
countdown





2007 REPORT

Premiers Countdown (Media prominence OUTSIDE their own province)



Quebec's Premier Jean Charest, with a minority government, is in first place. With his highly visible locking of horns with Prime minister Harper over natural resource revenues and equalization payments, the Premier of Labrador and Newfoundland, Danny Williams, comes in second place as the most visible provincial leader in the Canadian media. In fact, Mr. Williams occupied as much media space as Premiers McGuinty (Ontario) and Campbell (B.C.) combined.