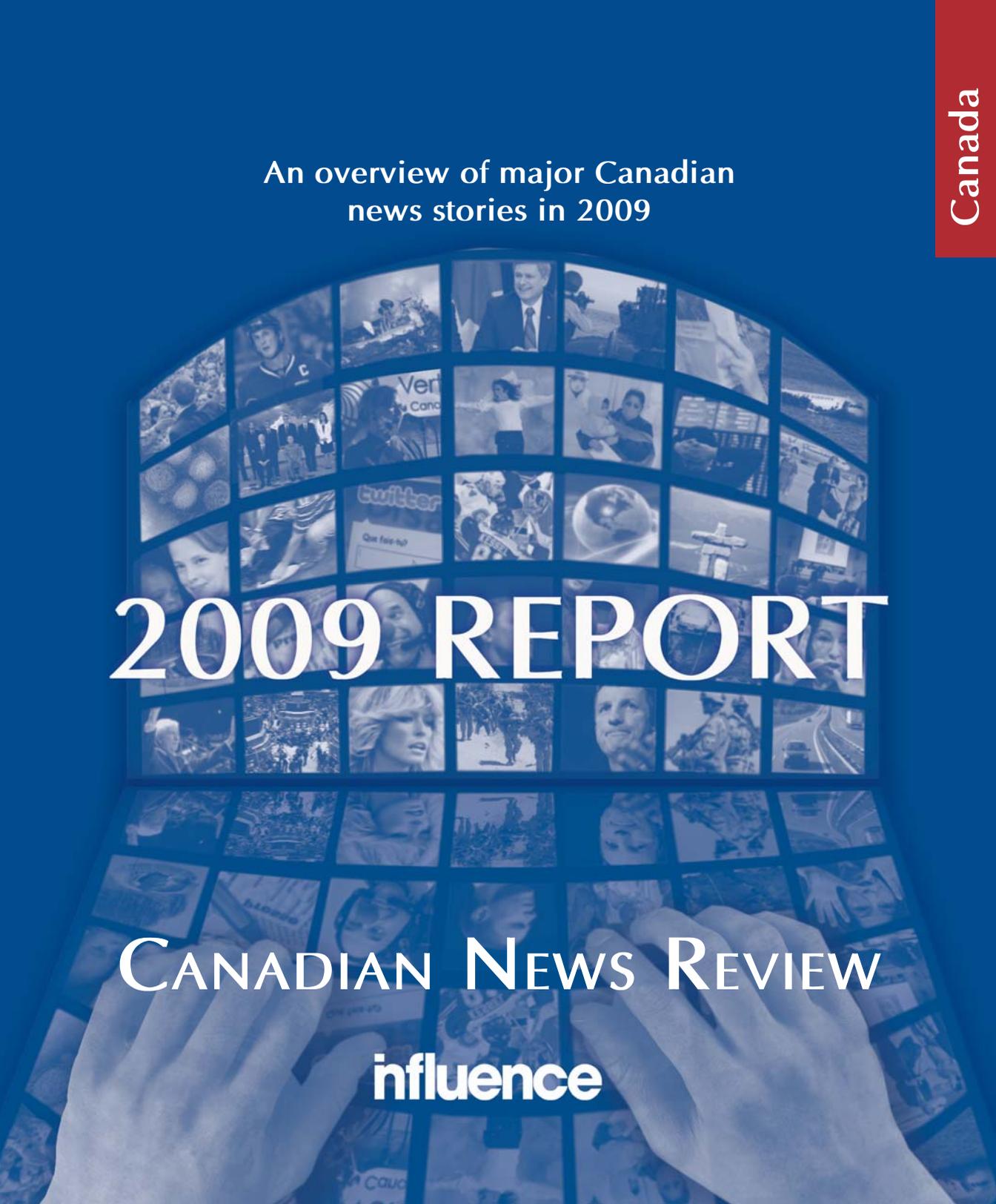


An overview of major Canadian
news stories in 2009



2009 REPORT

CANADIAN NEWS REVIEW

influence

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Looking back on 2009 – and understanding

Once again, **Influence Communication** is pleased to issue its Canadian News Review, a summary of the past year's news and media activity. This is an excellent opportunity to gain in-depth understanding of the events that captured our attention, and most importantly, how they were covered by the media. We develop our understanding of the world around us in large part by proxy – that is, through the media.

Collectively, we still maintain a romantic image of the media, attributing qualities that aren't necessarily convenient for them. Should the media really be just, fair and impartial? Is there any distinction between the journalist and the media?

We also believe that the media essentially cover what is important. If that's the case, we could assume that the North Korean nuclear program is under control, since there were few reports about it last year. Therefore, is it possible to envision that our media report the most important news out of the whole universe of interesting topics?

This brings us to a critical question. Are the boundaries between information and entertainment clear enough when we know that financial objectives are the principal driving force for the media?

Our intent with this year-end summary is not to put the media on trial. Rather, our intent is to provide an examination of media behaviour so that we can better understand it.

You will see just to what extent the economy and healthcare have affected our daily lives through television. You will also be able to compare the work of Canadian journalists with that of their counterparts in other countries – and all of this in this era of upheaval where the media are on the look-out for new business models.

Happy reading,

A handwritten signature in blue ink, appearing to read 'Jean-François Dumas', with a stylized flourish at the end.

Jean-François Dumas

President, **Influence Communication**

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2009 Overview

"For most folks, no news is good news; for the
press, good news is not news."
[Gloria Borger]

influence

20%

MEDIA
PROMINENCE
SCORE OF
HEALTH,
BUSINESS AND
ECONOMY IN
CANADIAN
NEWS

Typically, an important news item will receive a media prominence score of approximately one per cent over seven days. The year 2009 has seen 159 of these. About one in 62,000 news items reaches the one-percentage-point bar. Disasters, scandals or general election campaigns reach an average score of three to five per cent.

The average lifespan of a news story remained at 24 hours or less in 83 per cent of cases. Only 12 per cent of news stories lasted between 24 and 72 hours.

Also new to this year's overview is the breakdown of topics covered by the media in Canada and around the world. It gives an idea of which topics catch the attention of the media.

The media prominence score is a quantitative indicator that permits the measurement of the space devoted to a news category in a given context compared to others. It does not take into account the value of the arguments presented in the media or the tone of the coverage.

In order to establish media prominence, **Influence Communication** collates (using electronic and other means) mentions of a particular topic in all daily and most weekly newspapers. News and public affairs broadcasts are also included, as well as some radio and television variety shows.

Major topics covered by the media in Canada and around the world for 2009 include:

Themes	Media prominence score	
	Canada	World
Business and economy	13.46%	15.23%
Politics - national	12.34%	16.99%
Sports	8.45%	7.74%
Local and/or regional news	7.66%	5.32%
Current affairs and judiciary	7.64%	8.62%
Health	6.54%	3.23%
National news	6.19%	--
Arts and entertainment	5.88%	7.14%
Politics - local	5.87%	6.43%
International	5.67%	10.06%
Automotive	4.01%	4.08%
Life - home and cooking	3.61%	3.79%
Technology	2.96%	3.85%
Environment	1.11%	1.07%
Offbeat news	1.04%	0.86%
Oil prices	1.03%	0.95%
Weather	0.45%	0.25%
Other	6.09%	4.39%

2009 news stories

The year 2009 will be remembered as the year of the global financial crisis – a crisis which Canada did not escape.

The crisis, with its numerous bankruptcies and economic stimulus packages, was the top news item of the year with a media prominence score of 2.80 per cent – accounting for 76 per cent of Canadian business news in 2009. However, over a seven-day period during a peak last January, the crisis ranked fourth in terms of media prominence. Happier news (especially for Montreal Alouettes fans) prevailed in November, with the Grey Cup final surpassing the financial crisis in terms of media prominence over a seven-day period.

News about the H1N1 flu accounted for 93 per cent of health-related coverage – finishing in second place with a media prominence score of 2.44 per cent in Canada. This subject ranked fifth on the global scale. Over a seven-day period, H1N1 was the most-covered news story in 2009. It was followed by the Barack Obama inauguration.

Closing out the top three is the Canadian presence in Afghanistan, with a media prominence score of 1.18 per cent. This was the number-two item for the year 2008.

A prediction for the most-cited news item over a seven-day period for 2010...the Olympic Games in Vancouver (up from 18th place for 2009).

Top 3 news stories over a 12-month period



Top 15 news stories over a seven-day period

Rank	Event	Peak period	Media prominence score over seven days
1	H1N1 flu	November	8.31%
2	Barack Obama inauguration	January	7.14%
3	2009 Grey Cup	November	4.90%
4	Financial crisis	January	4.38%
5	Federal budget	January	4.23%
6	Michael Jackson memorial service	July	4.06%
7	U.S. economic stimulus plan	January	3.68%
8	Canada Day	July	3.60%
9	NHL season opening	September	3.53%
10	Gaza crisis and Israel/Palestine conflict	January	3.50%
11	Remembrance Day	November	3.26%
12	Barack Obama visit to Canada	February	3.10%
13	Rio Tinto Alcan job cuts	January	2.86%
14	Super Bowl	January	2.64%
15	Canadian presence in Afghanistan	November	2.60%

Barack Obama

With a media prominence score of 62.36 per cent during the first 24 hours, Barack Obama's inauguration as the 44th President of the United States is, up to now, **the** news item of the 21st century. It ranks well above the 2006 or 2008 Canadian federal elections and the 9/11 attacks in 2001.

Elsewhere in the world, the Obama news had an average media prominence score of 60.54 per cent in 160 countries. By comparison, the events of September 11, 2001 accounted for 52.26 per cent of news coverage.

It is remarkable that the election of Barack Obama only accounted for 23 per cent of total news coverage in the 24 hours following the announcement of his victory on November 4, 2008.

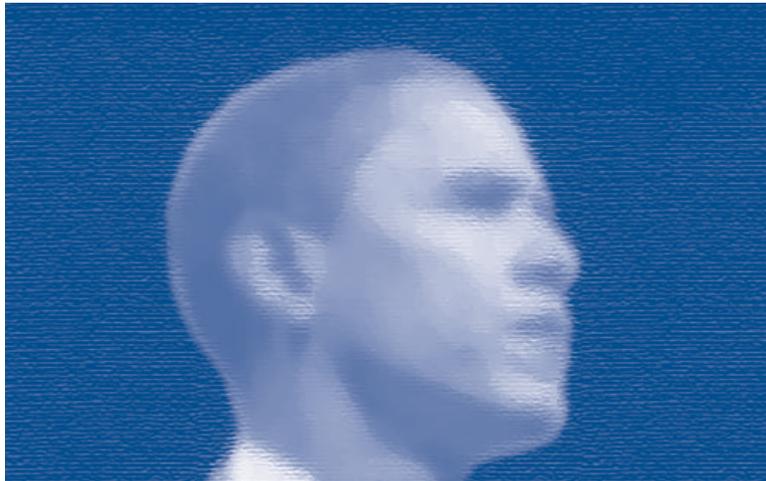
Regional breakdown for the first 24 hours

United States	71.12 %
Africa	64.11 %
Canada	61.45 %
Europe	60.26 %
South America	59.04 %
Oceania	58.16 %
Asia	32.43 %
Middle East	30.72 %

Between 7 a.m. and 2 p.m. on January 20, electronic media all over the world reported this news at a rate of 33 times per second. On January 20 and 21, a total of 1.2 million newspaper articles were published about Obama. This represents more news than all the news published in an entire year in all Canadian dailies combined. If it were possible to listen and watch everything that was broadcast in the world's electronic media during the first 24 hours, a reader or viewer could relive the event for 38 and a half years. This represents more than 20 million minutes of airtime. By comparison, from September 11 to September 12, 2001, the world's electronic media broadcast 16 million minutes about the attacks.

60.54%

MEDIA
PROMINENCE
SCORE IN 160
COUNTRIES



Afghanistan

In spite of the fact that the Canadian presence in Afghanistan is daily news on the political front, there has been a marked decline in media coverage of this issue in 2009.

Since the launch of its Canadian News Review in 2007, Influence Communication has seen the Canadian presence in Afghanistan story move from first place to second place in 2008, and now to third place this year – with a seven-day media prominence score of 2.60 per cent during a peak period this past November.

It is important to note that the H1N1 flu, the financial crisis, the Barack Obama inauguration, as well as the death of Michael Jackson have each received extensive media coverage. One could also attribute this decline in interest in the Canadian presence in Afghanistan to the media fatigue.

Since January 1, 2009, the Canadian presence in Afghanistan – and related issues – have had a spot in the top five weekly stories a total of 23 times. Contrast that with 41 times for the financial crisis, and 20 times for the H1N1 flu story,

These are the main issues that make up Canadian media coverage of the Afghanistan story:

Key issues	%
Death of NATO soldiers	18.63%
Taliban (Al-Qaeda)	11.31%
NATO mission	10.98%
Death of Canadian soldiers	9.02%
Training of Afghan soldiers and police	8.27%
Afghanistan civilian deaths	7.81%
Canada withdrawal in 2011	7.34%
Torture of detainees	4.14%
Corruption	3.41%
Elections	3.22%
Violation of women's rights	0.89%
Drugs - opium	0.79%
Humanitarian aid	0.49%
Other	13.71%

One would think that the withdrawal of troops in 2011 would get the most media attention, but this is not the case.

Of all the media coverage surrounding the Canadian presence in Afghanistan, NATO and Canadian soldier deaths accounted for 27.65 per cent. By contrast, Afghan civilian deaths accounted for 7.81 per cent of media coverage.

While the relative coverage may seem disproportionate, this is not necessarily the case.

International coverage of the Iraq war sees even greater disparities. In 2007, 68 per cent of the coverage of this war was devoted to American military losses, compared to one per cent for Iraqi civilian deaths. In 2008, American deaths generated 35 per cent of coverage, while Iraqi deaths still accounted for just about one per cent. It is also important to add that on average, American media contributes 31 per cent of all news volume on a global basis.

It is noteworthy that in our Top 15 international news stories, the Afghanistan war is in third place for 2009, up from fifth place in 2008.

Canada: hockey news leader

As mentioned in the overview, sports represents 8.45 per cent of all Canadian media coverage in 2009 – third place among the major topics of the year. On a global scale, sports represents 7.74 per cent of all coverage.

Of the top 15 news stories of 2009 in Canada, three are sporting events. The Grey Cup is third with a media prominence score of 4.90 per cent over seven days, the NHL season opening is ninth with 3.53 per cent, and the Super Bowl is fourteenth with 2.64 per cent.

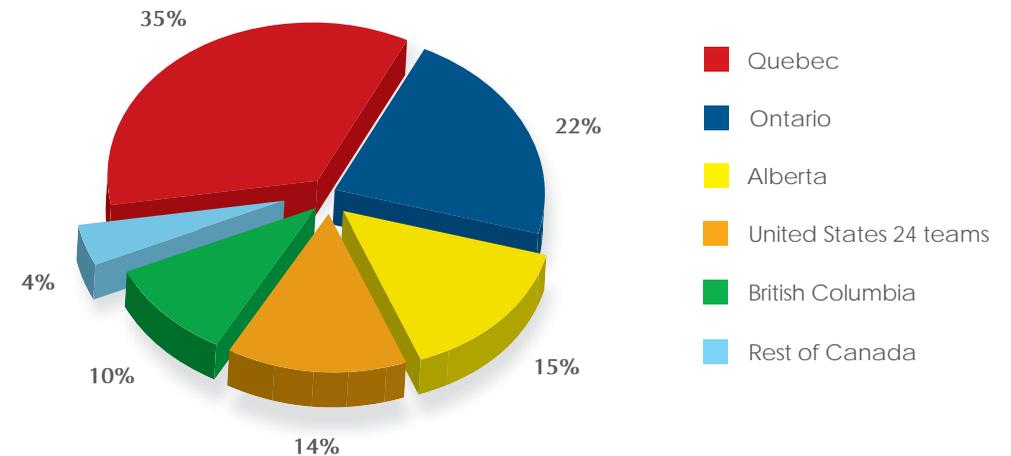
The Grey Cup (3) ranks higher than the financial crisis (4), the news item of the year. However, this can be explained by the fact that the Top 15 list is based on media prominence scores over seven days. Sporting events don't generally extend over a week or two and thus cannot rank very high on a media prominence score index based on an entire year's news coverage.

Canadians are passionate about hockey. More than 85 per cent of all National Hockey League print and broadcast coverage originates from Canada. And while Quebec is home to only one team, it generates 35 per cent of all NHL news in North America. With the five other Canadian teams combined, the Canadian media (minus Quebec) accounts for a 50 per cent share. That means 14 per cent of all NHL media coverage originates from the United States, where 24 teams are located.

Quebec clearly wins the title for being North America's most hockey-obsessed region. But what about Ontario or Alberta, provinces where two teams operate? Of all NHL coverage, 22 per cent is produced in Ontario, 15 per cent in Alberta, 14 per cent in the entire U.S., 10 per cent in British Columbia and four per cent in the rest of Canada.

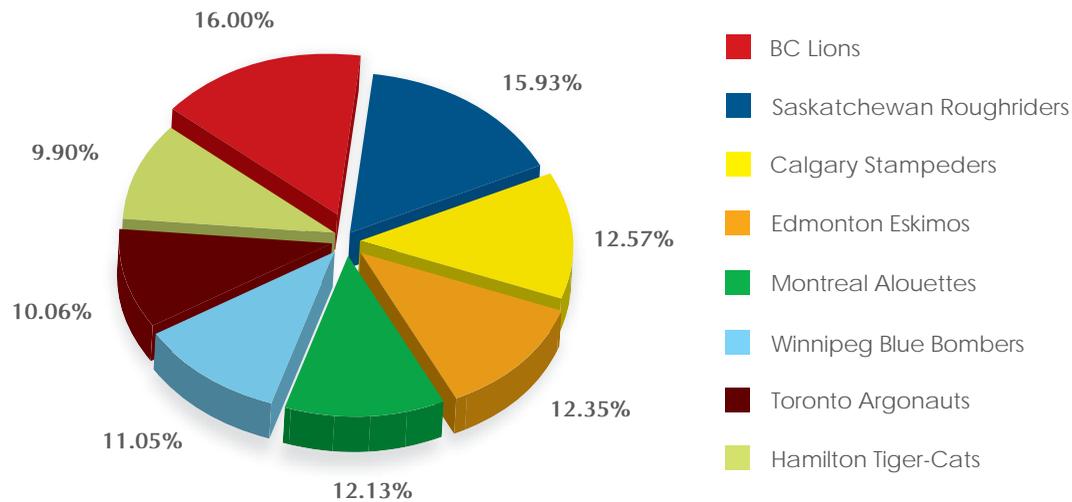
Our analysis of media coverage shows that the entire U.S. ranks as only the fourth-largest media market for the NHL.

NHL media coverage by region (percentage)



On November 29, the Montreal Alouettes won the Grey Cup in Calgary against the Saskatchewan Roughriders. One would think the Alouettes would be the most covered team in the Canadian Football League, considering their feat. Well no. The Alouettes rank fifth, at 12.13 per cent of all CFL coverage in the country. The BC Lions are first in the league with 16 per cent of all mentions of the CFL in Canadian media.

CFL media prominence scores



Social networks

Just when journalists are finally getting comfortable using blogs, the media world now has to learn how to use social networks such as Twitter and Facebook. It is important to look at the journalism profession’s radical transformation and the new tools that are bringing all of this about.

It’s not every day that the U.S. State Department intervenes in the operations of an IT firm, much less when the matter is to stop the company from performing a routine update of its technological infrastructure. This is precisely what happened in June 2009. It involved Twitter and the atmosphere of insurrection floating in Tehran, where the streets were full of demonstrators protesting against the Iranian presidential election results.



Twitter, the new social media darling, was indeed the only public and open link between Iran and the rest of the world. The vast majority of traditional media representatives were urged to leave the country. As a result, only those short 140-character messages allowed the world to witness, in quasi real-time, the events unfolding in Tehran and elsewhere in Iran.

Of course, questions about those messages' credibility quickly arose. It was impossible for the Iranian government to control the message flow. "Trends" and "facts" soon emerged, such as the death of young Neda Soltan. The few remaining journalists in Iran corroborated those facts.

A similar pattern of events occurred when the Honduran population took its protest to the streets after President Zelaya was deposed from power by that country's army. We will also remember the message from a New York citizen who saw the famous United Airlines aircraft emergency landing on the Hudson River, and posted it on Twitter before even contacting traditional media. And the terrorist attacks in Mumbai.

What about those politicians caught using improper language online? Or Barack Obama's use of Twitter?

In 2009, Twitter rapidly established itself as a new super-tool, one that drastically changes the concept of instant information. With Twitter, the media and journalists are forced to act and react much more quickly. Twitter also promotes more direct contact between journalists and the public who serve as frontline witnesses.

Many media outlets and journalists use Twitter to cultivate their own images and brands – an unintended consequence. As a result, The Washington Post and other dailies have imposed clear and strict guidelines regarding opinions shared online by their columnists.

This being said, in this "wired economy," Twitter turns out to be the ideal tool for scribes who practice link journalism. The Drudge Report homepage is comprised of multiple links to other sources, with little or no content written by Matt Drudge himself.



While Facebook did not have the same impact as Twitter did in 2009, many media and journalists have used this social-networking tool in an ever-increasing number of ways.

How could we not mention the crushing post written by Janine Kriebler, wife of former Liberal Party of Canada leader Stéphane Dion? Or what is now called the Nathalie Blanchard Affair, named after the woman from Bromont, Que. on leave from her job because of a depression – whose insurance benefits were cut after the insurer saw Facebook photos of her on a beach? Every media outlet on the planet has talked about it. These two events alone have contributed to educate citizens about what they publish online.

In a similar fashion, offbeat reporters have very often used Facebook to find additional information to report.

Of course, Facebook is now part of the toolbox which the media and journalists use to reinforce their brands.

spot.us

Fringe trend or slow evolution of the trade? In November 2009, The New York Times published a freelancer's piece about pollution in the Pacific Ocean in its Science section. Unusual fact - the paper published a note at the bottom of the page: "Travel expenses were paid in part by readers of Spot.U.s, a nonprofit Web project that supports freelance journalists."

Spot.U.s, a Center for Media Change project, allows internet users to finance investigations on subjects they deem important. Citizens can also suggest topics to be covered by Spot.U.s. Will this community-financed journalism be able to establish itself over the medium and long term? To be continued...

Summer 2009 in review

Once again in 2009, the amount of news considerably decreased during the summer months. While an average day will see 30,000 news items come and go around in this country, the number shrinks as low as 10,000 to 15,000 between the months of June to August.

Top news stories by seven-day media prominence score - June 24 to Aug. 24, 2009

Event	Peak period	Media prominence score over seven days
Michael Jackson memorial service	July	4.06%
Canada Day	July	3.60%
Financial crisis	July	2.98%
Michael Jackson death	June	1.76%
G8	July	1.23%

Michael Jackson's death occurred on June 25, allowing this news story to grow very long legs. With the typical daily news volume cut in half at this time of year, MJ's death and memorial service were destined to appear on this list.

As our top summer news stories are calculated on a seven-day basis (and not for the whole summer), it was also pretty certain we'd find Canada Day high up on the list. The sheer amount of news items published or broadcast about the celebrations or general history of this day is quite remarkable.

Another no-brainer on this list has to be the financial turmoil that has occupied the media this year. Before the September 2008 meltdown, economic news very rarely made the front page (except for major layoffs and some other notable exceptions). In 2009, there were countless instances where economic news opened newscasts and appeared either on the front page or in the main section of newspapers. The Canadian media have produced more – and more prominent – coverage on the economy and its crisis.

Fifth on our list is the G8 summit, which could be considered a wild card. With the news cycle at its slowest pace during this period, this gathering of world leaders in Italy made an impact in Canadian news. This would not have been the case had it taken place in October, at the same time as one of our tempestuous parliamentary sessions. Being one of the only important political stories at the time, it received more attention than usual.

Charts

“Information is not knowledge.”
[Albert Einstein]

influence

Canadian business

2009 – Year of the car manufacturers

If 2008 was the year of the telecoms, 2009 is the year of the car manufacturers. On March 31, the Canadian federal and Ontario governments jointly rejected the restructuring plans submitted by GM and Chrysler. This came after U.S. President Barack Obama had rejected the parent companies' plans.

At the end of April, Chrysler filed for bankruptcy protection. In June, General Motors did the same and is now majority-owned by the United States Treasury and the Canadian government. Both Chrysler and GM were rescued by U.S. and Canadian bailout money. As for Ford, it proposed that Ottawa provide a \$3,500 incentive to consumers who buy new vehicles in 2009, as a way to counter a sharp decline in auto sales.

Canadian Business

Rank	Companies	%
1	General Motors of Canada	7.06%
2	Royal Bank of Canada	4.82%
3	Ford Motor Company of Canada	4.23%
4	BMO	4.09%
5	Air Canada	3.76%
6	Honda Canada	3.47%
7	Bank of Nova Scotia	3.45%
8	TELUS	3.28%
9	Wal-Mart Canada	2.64%
10	Canadian Imperial Bank of Commerce	2.55%

Rank	Companies	%
11	Rogers Communications	2.51%
12	Chrysler Canada	2.42%
13	Toyota Canada	2.19%
14	Canadian National Railway	2.19%
15	Canadian Tire	2.02%
16	Bombardier	2.00%
17	Molson	1.92%
18	Hydro-Quebec	1.78%
19	Research In Motion	1.62%
20	Nortel	1.44%

Media prominence of corporations listed in the Financial Post Magazine's FP500 report on Canada's largest companies in 2009 is listed above. (Scores represent the portion of news coverage of these firms compared to all news generated from FP 500 companies in 2009).

Armed conflict/military

Events	Peak periods	Media prominence score over seven days
Gaza crisis and Israel/Palestine conflict	January	3.50%
War in Afghanistan	November	2.60%
Remembrance Day	November	1.66%
Canadian presence in Afghanistan	January	1.61%
70 th Anniversary of World War II	September	0.72%

Business and economy

Events	Peak periods	Media prominence score over seven days
Financial crisis	January	4.38%
Federal budget	January	4.23%
U.S. economic stimulus plan	February	3.29%
Rio Tinto Alcan job cuts	January	2.86%
G20	April	1.29%

Canadian politics

Events	Peak periods	Media prominence score over seven days
H1N1 flu	November	8.31%
Financial crisis	January	4.38%
Federal budget	January	4.23%
U.S. economic stimulus plan	February	3.29%
War in Afghanistan	November	2.60%

Current affairs and judiciary

Events	Peak periods	Media prominence score over seven days
Investigation into the death of Victoria Stafford	May	1.12%
Forest fire in Kelowna, B.C.	July	0.74%
Natasha Richardson death	March	0.70%
Alex Rodriguez tested positive in 2003 for steroids	February	0.62%
Michael Phelps photographed using marijuana	April	0.48%

Environment

Events	Peak periods	Media prominence score over seven days
Earth Day	April	1.74%
G8	July	1.23%
UN Climate Change Conference in Copenhagen	December	0.88%
Earth Hour	March	0.81%
Manitoba flood	April	0.48%

International news

Events	Peak periods	Media prominence score over seven days
Barack Obama inauguration	January	7.14%
H1N1 flu	April	4.93%
Global financial crisis	January	4.38%
U.S. economic stimulus plan	January	3.68%
Gaza crisis and Israel/Palestine conflict	January	3.50%

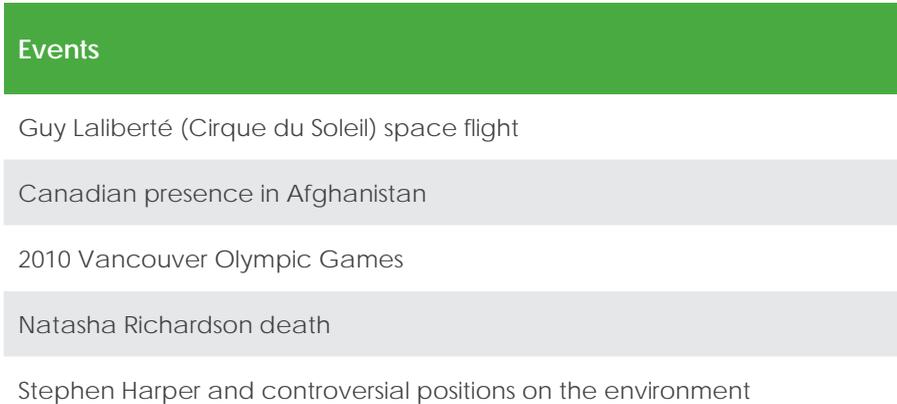
Media, arts and culture

Events	Peak periods	Media prominence score over seven days
Michael Jackson memorial service	July	4.06%
Michael Jackson death	June	1.95%
The Oscars	February	1.18%
Nobel Peace Prize: Barack Obama	October	0.88%
Movie release of Harry Potter and the Half-Blood Prince	July	0.80%

Sports

Events	Peak periods	Media prominence score over seven days
2009 Grey Cup	November	4.90%
NHL season opening	September	3.53%
2009 Super Bowl	January	2.64%
NHL playoffs	June	2.48%
Tiger Woods affairs	December	2.07%

Canada in the news abroad



Significant media coverage of Guy Laliberté (Cirque du Soleil) space flight

- **32 PER CENT** OF ALL REPORTS WORLDWIDE CONCERNING CANADA IN 2009
- **54 PER CENT** OF ALL REPORTS WORLDWIDE CONCERNING QUEBEC IN 2009
- **23 TIMES** MORE INTERNATIONAL MEDIA PROMINENCE THAN CANADA'S PRESENCE IN AFGHANISTAN
- **26 TIMES** MORE INTERNATIONAL MEDIA PROMINENCE THAN THE CANADIAN DOLLAR
- **EQUIVALENT TO THE COMPLETE INTERNATIONAL COVERAGE OF AN ENTIRE FORMULA ONE SEASON**

International news stories

In order to measure all major media issues throughout the world, and to compare our priorities with those of other countries, we conducted an exhaustive analysis of nearly one billion broadcast news items from 160 countries in 22 languages.

Top 15 international news stories of 2009

Rank	News	%
1	Global financial crisis	6.62%
2	Election and inauguration of Barack Obama	2.90%
3	War in Afghanistan	2.56%
4	Global warming/Climate change	2.34%
5	H1N1 flu	1.43%
6	U.S. economic stimulus plan	1.29%
7	U.S. healthcare system reform	1.27%
8	Gaza crisis and Israel/Palestine conflict	1.10%
9	Terrorism in Pakistan	0.97%
10	GM bankruptcy and bailout	0.94%
11	Protests following Iranian elections	0.91%
12	War in Iraq	0.77%
13	Elections in Afghanistan	0.76%
14	Iranian nuclear energy industry/ambitions	0.72%
15	Michael Jackson death	0.69%
21	Movie release of Harry Potter and the Half-Blood Prince	0.36%
43	Launch of iPhone 3GS	0.04%

Top 15 heads of state/politicians

Rank	News	Country	%
1	Barack Obama	United States	9.16%
2	Nicolas Sarkozy	France	1.79%
3	Gordon Brown	United Kingdom	1.71%
4	Angela Merkel	Germany	1.50%
5	Hillary Clinton	United States	1.34%
6	Silvio Berlusconi	Italy	1.20%
7	Lula (Luiz Inácio Lula da Silva)	Brazil	0.96%
8	Hugo Chavez	Venezuela	0.76%
9	José Luis Rodríguez Zapatero	Spain	0.75%
10	Vladimir Putin	Russia	0.68%
11	Mahmoud Ahmadinejad	Iran	0.58%
12	Dmitry Medvedev	Russia	0.56%
13	Felipe Calderón	Mexico	0.53%
14	Manmohan Singh	India	0.52%
15	Hamid Karzai	Afghanistan	0.52%
18	Stephen Harper	Canada	0.43%

#1 in 2008: Barack Obama

#1 in 2007: George W. Bush

#19 in 2008: Stephen Harper

Top 15 personalities (non-political)

Rank	News	%
1	Michael Jackson	3.48%
2	Tiger Woods	3.02%
3	Ronaldo	2.59%
4	Madonna	2.14%
5	Benedict XVI	2.06%
6	Roger Federer	2.00%
7	Rafael Nadal	1.61%
8	Kaka	1.46%
9	Michelle Obama	1.18%
10	Bernard Madoff	1.14%
11	Alex Rodriguez	1.12%
12	The Beatles	1.08%
13	Brad Pitt	1.04%
14	Serena Williams	1.01%
15	Jenson Button	0.99%
60	Celine Dion	0.26%

#1 in 2008: Nicolas Sarkozy

#1 in 2007: Paris Hilton

Personalities

“In America the President reigns for four years,
and Journalism governs forever and ever.”
[Oscar Wilde]

influence

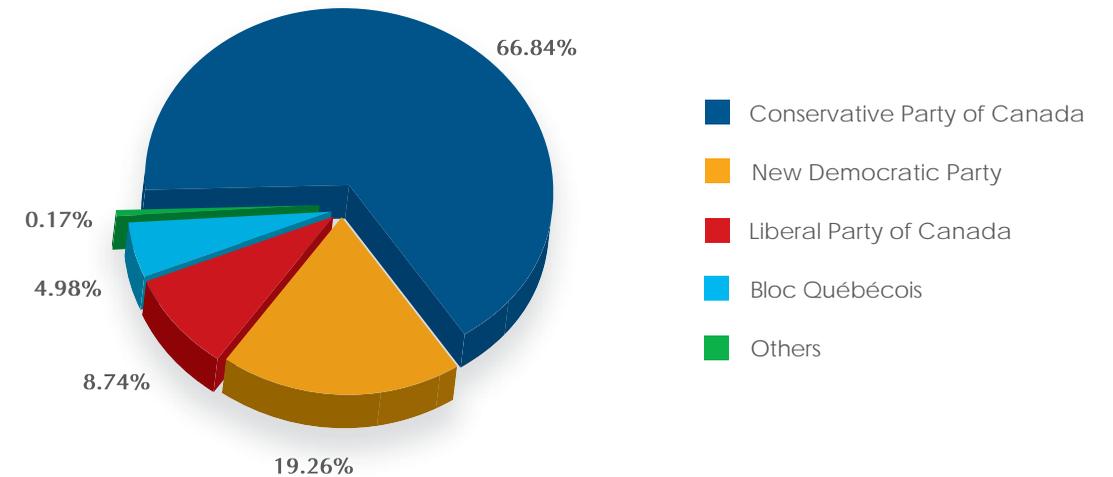
Top 15 personalities who have made the news in Canada in 2009

Rank	Name	%
1	Stephen Harper	5.52%
2	Barack Obama	4.11%
3	Michael Ignatieff	2.41%
4	Tiger Woods	1.67%
5	Bob Gainey	1.50%
6	Jim Flaherty	1.40%
7	Jack Layton	0.83%
8	Michael Jackson	0.77%
9	Peter MacKay	0.57%
10	Stéphane Dion	0.53%
11	John Baird	0.48%
12	Lawrence Cannon	0.47%
13	Gilles Duceppe	0.46%
14	Stockwell Day	0.44%
15	Leona Aglukkaq	0.42%

Top 20 Canadian federal politicians in Canadian news

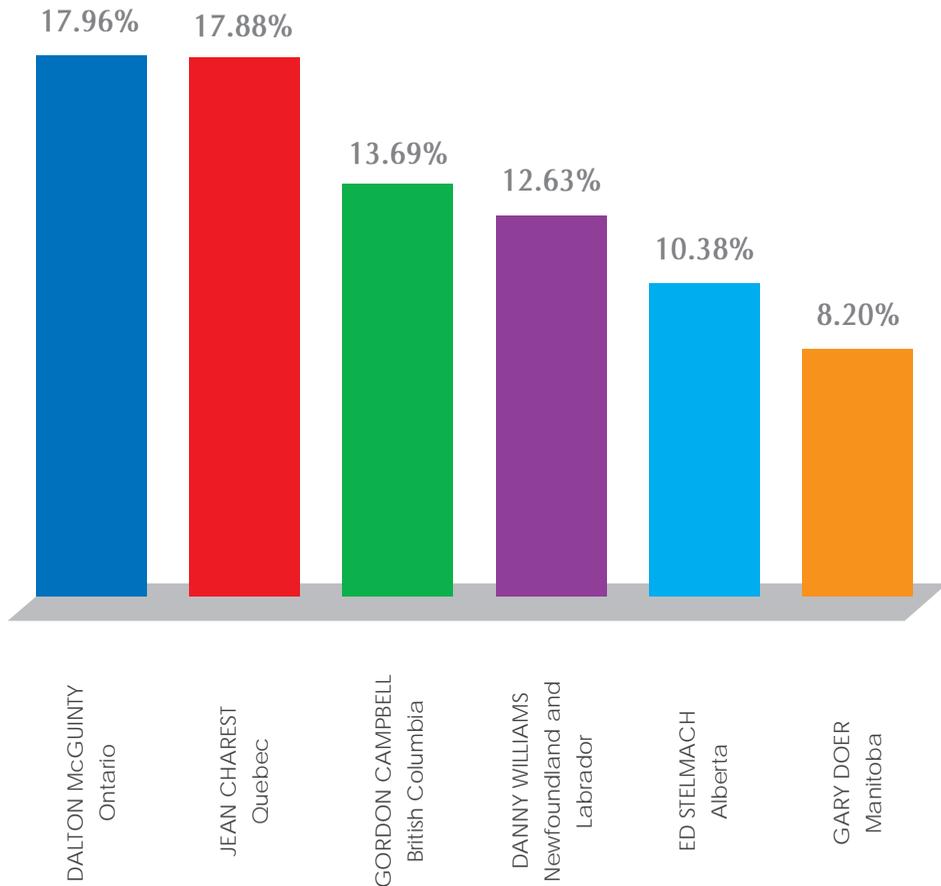
Name	Party	%
Stephen Harper	CP	23.47%
Michael Ignatieff	LPC	10.22%
Jim Flaherty	CP	5.97%
Jack Layton	NDP	3.51%
Peter MacKay	CP	2.41%
Stéphane Dion	LPC	2.26%
John Baird	CP	2.04%
Lawrence Cannon	CP	2.01%
Gilles Duceppe	BQ	1.97%
Stockwell Day	CP	1.89%
Leona Aglukkaq	CP	1.77%
Jason Kenney	CP	1.60%
Peter Van Loan	CP	1.56%
Jim Prentice	CP	1.44%
Bob Rae	LPC	1.41%
Lisa Raitt	CP	1.24%
James Moore	CP	0.98%
Diane Finley	CP	0.91%
Denis Coderre	LPC	0.82%
John McCallum	LPC	0.71%
Gerry Ritz	CP	0.71%

Media prominence scores of Canadian political parties

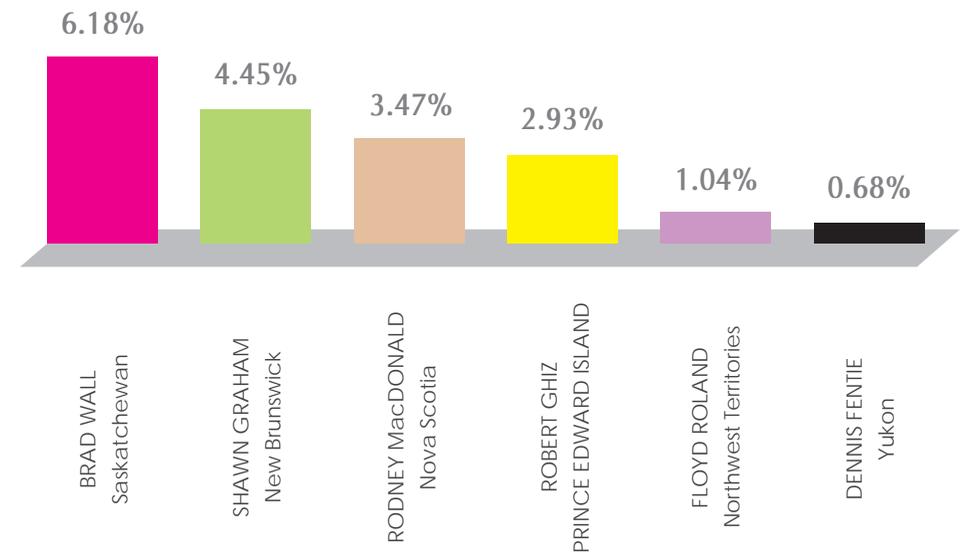


In comparison to 2008, the Conservative Party gained 9.69%, the NDP gained 9.79%, the Bloc lost 0.05% but the big loser is the Liberal Party with a 16.59% media-prominence score loss.

Media prominence scores of Canadian provincial premiers outside their own province



For the second consecutive year, Ontario premier Dalton McGuinty finished first, followed closely by Quebec premier Jean Charest. Gordon Campbell of British Columbia and Danny Williams of Newfoundland and Labrador are third and fourth respectively.



Media comparison

“Broadcasters are storytellers, newspapers are fact-gatherers and organizers of information and news magazines are kind of a hybrid of both.”
[Everette E. Dennis]

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Newspapers most referenced in Canadian radio and television

Rank	Newspapers	%
1	La Presse	20.39%
2	Globe and Mail	12.82%
3	Toronto Star	10.16%
4	Le Journal de Montréal	7.38%
5	National Post	6.28%
6	Ottawa Citizen	5.40%
7	Vancouver Sun	3.58%
8	Le Journal de Québec	3.29%
9	Toronto Sun	2.47%
10	Halifax Chronicle-Herald	1.98%

#1 in 2008: Globe and Mail

#1 in 2007: Globe and Mail

Television networks most referenced in Canadian newspapers

Rank	Television networks	%
1	CBC	13.66%
2	CTV	9.26%
3	FOX	9.18%
4	ABC	8.28%
5	NBC	8.06%

Media prominence scores – environmental coverage

Rank	Newspapers	%
1	Vancouver Sun	6.96%
2	Globe and Mail	6.86%
3	Calgary Herald	6.71%
4	Edmonton Journal	6.69%
5	Toronto Star	6.21%
6	National Post	5.48%
7	Victoria Times Colonist	5.45%
8	Ottawa Citizen	4.89%
9	Moncton Times & Transcript	3.48%
10	Vancouver Province	3.48%

We analyzed the contents of 36 major Canadian daily newspapers that refer to the environment. The percentage represents the contribution of each to the total environment-related content.

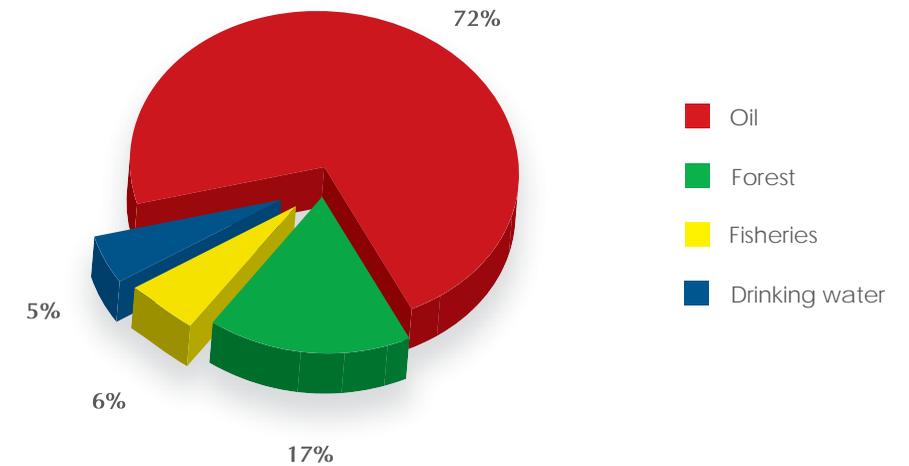
We did not consider the length of the articles nor their location. The hundreds of keywords used in our research mainly relate to sustainable development, water, climate change, greenhouse gas emissions, forestry, recycling, recovery, carbon credits, Earth Day, endangered species, composting and waste.

Key environmental issues - Canada

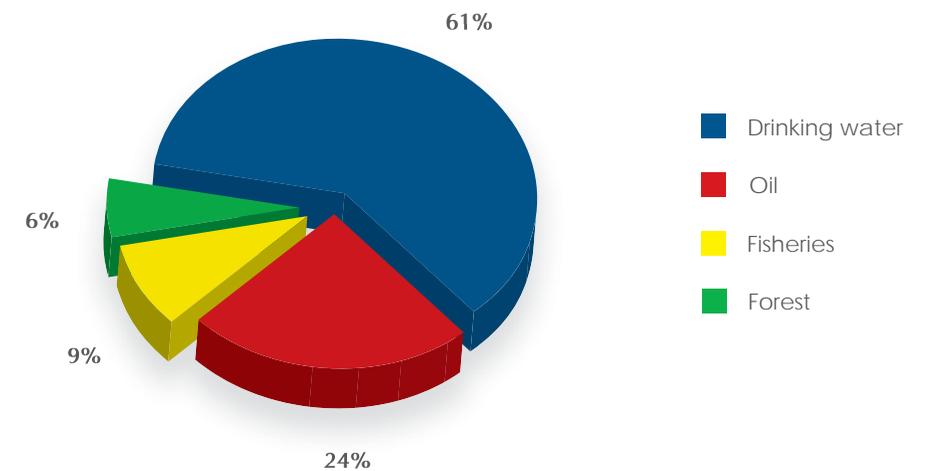
Key environmental issues - Canada	%
Water	21.34%
Global warming/climate change	20.96%
Other	17.03%
Gas emission/greenhouse gas	11.88%
Carbon credits	9.12%
Compost	5.13%
Forest	4.49%
Residual matter/waste	2.93%
Sustainable development	2.73%
Earth Day	1.90%
Endangered species	1.70%
Recycling	0.79%

An **Influence Communication** analysis issued last November stated that **drinking water** was the natural resource that interested the Canadian media the least. Conversely, water is the Canadian natural resource that most interests the U.S. media. When our southern neighbours publish articles and reviews about Canadian **drinking water** (and they do so on a daily basis), 49 per cent of this coverage mentions possible supply sourcing in Canada and discusses our government policy related to this issue.

Canadian media interest in Canadian natural resources



American media interest in Canadian natural resources



Media prominence scores – health coverage

Rank	Newspapers	%
1	Edmonton Journal	6.98 %
2	Globe and Mail	6.58 %
3	Calgary Herald	6.15 %
4	Toronto Star	6.05 %
5	National Post	5.68 %
6	Vancouver Sun	5.52 %
7	Ottawa Citizen	5.48 %
8	The Gazette	5.20 %
9	Halifax Chronicle-Herald	5.19 %
10	New Brunswick Telegraph Journal	4.47 %

We analyzed the health-related content of 36 major Canadian daily newspapers. The percentage represents the contribution of each to the total health-related content.

We did not consider the length of the articles nor their location. Nearly 200 key words were used for our research. These relate primarily to the financing and administration of health; influenza A H1N1; food; drugs; alcohol and cigarettes; diseases; women’s, seniors’, men’s, children’s and teenagers’ health; workers; health ministers; and the isotope crisis.

TV shows most referenced in Canadian newspapers

Rank	Show	%
1	American Idol	4.62%
2	Hockey Night in Canada	4.49%
3	Saturday Night Live	4.36%
4	Dancing with the Stars	3.45%
5	Grey's Anatomy	2.98%
6	CSI	2.88%
7	The Simpsons	2.59%
8	Mad Men	2.53%
9	So You Think You Can Dance Canada	2.53%
10	Canadian Idol	2.47%

Research Methodology

"Information is the currency of democracy."
[Thomas Jefferson]

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Research methodology

The media prominence score is a quantitative indicator that measures the space devoted to an individual or news item in a given context. It does not take into account the value of the arguments presented in the media or the tone of the coverage. In order to establish media prominence, **Influence Communication** collates (using electronic and other means) mentions of a particular topic in all daily and most weekly newspapers. News and public affairs broadcasts are also included, as well as some radio and television variety shows.

Influence Communication does not take into account magazines, radio music shows, advertising, soap operas, game shows, classified listings, obituaries or Internet content.

A value is assigned to each mention or text according to readership, circulation and ratings. The importance of each news item (article, report, mention, etc.) is weighted according to its size (length or duration), location in the medium (for example: page A1 or D8, beginning or end of a news broadcast) and also its format or treatment (full report, partial report, photo, brief mention, etc.). The result is the media prominence value of a news item as compared to other news items, themes or individuals.

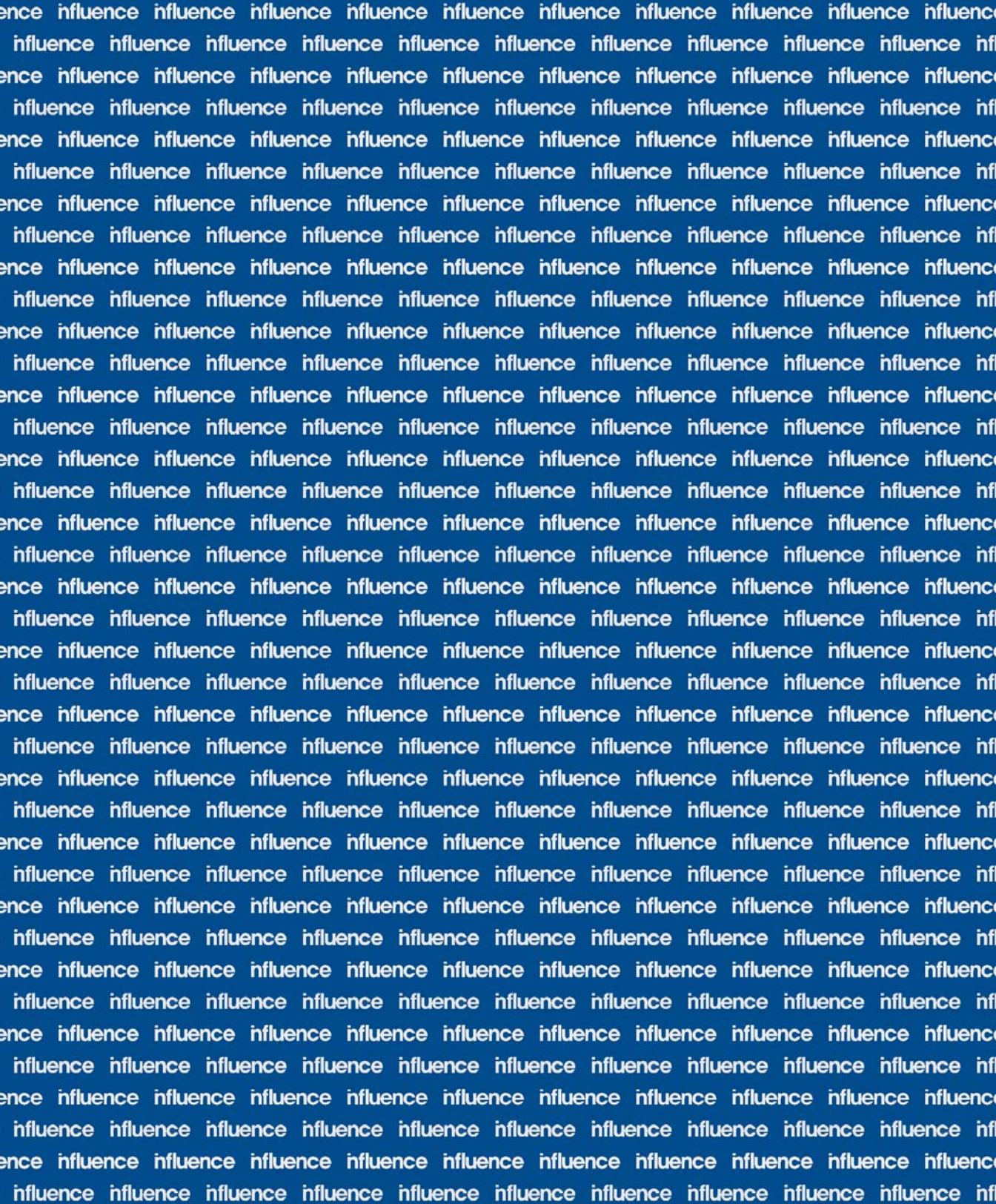
Once these values are established, the media prominence can be extrapolated in different ways. **Influence Communication** is thus able to evaluate the prominence of an individual, the total proportion of news items, or the prominence given to a news item on a daily or weekly basis.

About Influence Communication

Influence Communication, established in November 2001, is Canada's premier news broker and information aggregator. We serve approximately 185 customers – among them 60 of Canada's largest businesses, as well as the country's major public relations firms.

The **Influence Communication** supplier network is made up of about 100 partner organizations, with access to newspaper, magazine, radio, television and Internet coverage in 160 countries. Our information brokerage network allows us to assemble information every day from five continents. **Influence Communication** also uses its own delivery platform to provide customers with Internet media monitoring. Our Interactive Communication Environment (ICE) allows quick informations delivery to our clients as it dissects entire Internet sites such as theglobeandmail.com in just 16 milliseconds. On an hourly basis, the ICE system monitors more than 600 Web sites in Canada, and more than 7,000 around the world.

In order to understand the news and carry out our quantitative analyses, we aggregate, sort and analyze hundreds of thousands of news items on a daily basis from newspapers, radio, television and the Internet. With our technology, we have created the concept of quantitative information analysis – the media prominence score. This enables our clients to evaluate the media penetration rate of their own news stories, relative to coverage of other stories.



What motivates the media? Is information becoming a commodity?
Do the media set the priorities for what is important or interesting?

The media are currently in a crisis situation, what with union negotiations, cutbacks and even cancellations of print editions, and much more. This evolution, and some volatile trends, are influencing the way information is treated.

There is also a whole range of issues strongly linked to our social fabric that are having difficulties earning their share of reporters' and editors' attention. One only has to consider a very telling statistic about the poverty issue: a year's worth of the current media coverage on this critical social problem in Quebec generates the same media prominence score as 2.2 (two and one-fifth) Montreal Canadiens hockey games.

Journalists inform, yes. But information has to promote itself. And that's why fewer and fewer journalists actually report the news – and more and more provide commentary on it instead.

As a result, today's media product is heavily influenced by financial constraints and imperatives, trends, cutthroat competition, and powerful egos.

Our detailed account of the news and media activity gives us all an instant reading of society's pulse. This is a powerful tool that enables us to understand in part what influences public opinion.

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