

13th International Agenda Setting Conference

Palace Hotel
Lucerne, Switzerland
November 1 – 3, 2012

No More Surprises: A Matter of Solid Facts and Research Excellence



MEDIA TENOR

Berlin Beirut Boston Hanoi London New York Pretoria Tianjin Wien Windhoek Zurich



العربية
Al Arabiya News Channel


GREENCOMMRacing


Bloomberg
TELEVISION


BRITISH AIRWAYS

13th INTERNATIONAL
AGENDA SETTING CONFERENCE

No More Surprises –
A Matter of Solid Facts and
Research Excellence

In 2008 we were assured that the world would collapse. Or at least the world of business. A few months later, we were astonished to find that 2008 had little in common with 1929. The clash between sentiment and reality became most striking at the WEF Annual Meeting in 2009. The media had come to Davos expecting to catch corporate leaders one last time before they committed collective suicide. But CEOs from all over the world didn't follow the media's script. Nine out of 10 companies reported full order books, in many cases until well into 2010. With CEOs refusing to be depressed, the media changed its sentiment too, and refocused its attention on other problems, from the lack of trained workers, to water shortages, to how to deal with China.

In 2012, media sentiment doesn't differ much from the one in 2008. Europe, we're told, is about to collapse. News focus on BMW exporting fewer cars to Spain while ignoring fast-rising sales in China and Africa. We read about the 62% of Germans who disapprove of further support for Eurozone countries but hear little about the massive amounts of cheap capital flooding into Germany, boosting investment and supporting the economy.

A foundation of solid facts and excellent research in media reporting would result in far fewer surprises. That is the reason we are once again meeting in Lucerne. Real problems and real opportunities call for smart brains all over the world. This year, the Lucerne audience will also get an exclusive first glance at the Global Agenda Index, which Media Tenor will be launching in partnership with the National Intelligence Council and the Atlantic Council in Washington.

We look forward to welcoming you to Lucerne for the 13th Agenda Setting Conference.



Roland Schatz
CEO Media Tenor International

Welcome!

A sign for the International Agenda Setting Conference. The sign features a logo on the left consisting of a black line graph with a sharp upward peak and a red line graph with a sharp downward peak. To the right of the logo, the text reads: "International Agenda Setting Conference" in a bold, sans-serif font, with "Agenda Setting" on two lines. Below the main title is the website address "www.agendasetting.com" in a smaller font.

International
**Agenda
Setting**
Conference
www.agendasetting.com



Thursday, November 1, 2012

18:00 Apéro

18:30 Media Tenor Awards Ceremony

Global TV Award, Economic Think Tank Award, DAX30 Reputation Award, Annual Report Award, NGO Reputation Award, University Reputation Award, German Government Award, EU Country Award, Agenda Setting Theory Award, Special Award

20:00 Dinner & Concert

Keynotes:

- Günther Droese, CEO, Deukona, Frankfurt: There is no Black Swan
- Anders B. Johnsson, Secretary General, International Parliamentary Union, Geneva: Democracy 2.0
- Caryl M. Stern, President and CEO, U.S. Fund for Unicef, New York: Stop Modern Slavery



Friday, November 2, 2012

Chair: Prof. Dr. Lutz M. Hagen, TU Dresden, Dresden, Germany

09:00 Plenary: Agenda Setting in the Public Sphere

Introduction: Independency Needs more than Declarations

Roland Schatz, Founder and CEO Media Tenor International, Rapperswil, Switzerland

• **“Are Financial Crises Avoidable?”**

Daniel Hofmann, Economic Counsellor, International Association of Insurance Supervisors, Basel, CH

• **The Global Agenda Index – what is going to be relevant 2013, 2018 and 2030**

Prof. Dr. Frank Go, Erasmus University, Rotterdam, Netherlands

• **Investigative Journalism and Principles Pay off Long-term**

Jörg Eigendorf, Chiefreporter and Member of the Editorial Board, WELT Group, Frankfurt, Germany

• **Constructive News – Giving the full picture leads to higher audience satisfaction**

Ulrik Haagerup, Director General, DR TV, Copenhagen, Denmark

10:30 Coffee break

11.00 Panel 1: How Are the Media Contributing to Less Surprise?

- Hussein Kneiber, Bureau-Chief, Al Arabia, Paris, France
 - Nicolas Charbonneau, Directeur-Adjoint de l'Information, TF1, Paris, France
 - Jackie Martens, Editor, BBC News at 10, London, UK
 - Ulrik Haagerup, Director General, DR TV, Copenhagen, Denmark
- Moderator: Roland Schatz, Media Tenor, Rapperswil, Switzerland

12:00 – 13:15: Workshops in parallel – please see page 7

13:15 – 14:30 Lunch Break

14:45 Plenary 2: Agenda Setting and the Corporate World

Chair: Dr. Tobias Thomas, Economist, IHT, Berlin, Germany

Plenary Speeches: Agenda Setting and the Business World

• The Corporate Sector Needs a Total Restart

Alfred R. Berkeley, Former President, NASDAQ, New York, USA

• Business needs a paradigm shift to serve society (again): challenges and a potential solution

Katrin Muff, Dean, Business School Lausanne, Lausanne, CH

• Pushing the Boundary: Moving CSR from ‘Nice to have’ to ‘Must have’

Dr. Francis Quinn, Director of CSR Technologies, Webfilings, Ames, USA

• Taking Sustainable Investment to the Next Level

Giuseppe Dessi, Founder and CEO, Method Investments & Advisory LTD, London, UK

• Mapping Risk Is the Best Way how to Reduce Surprises

Harriet Mouchly-Weiss, Founder and CEO, Strategy XXI, New York, USA

16:00 Coffee Break

16:30 Panel 2:

How to Overcome the Global Trust Meltdown

- Hubertus Kuelps, Head of Global Communications, SAP, Walldorf, Germany
 - Dr. Herbert Heitmann, Head of Global Communications, Shell, The Hague, The Netherlands
 - Michael Schade, Head of Global Communications, Bayer, Leverkusen, Germany
 - Sithokoziso Rikhotso, Head of Media Desk, Escom, Johannesburg, South Africa
- Moderator: Dr. Fritz Goergen, Media Tenor International, Rapperswil, Switzerland

17:15 Panel 3:

The Role of the Media in the Hype about the Economic Situation

- Margareta Pagano, Business Editor, The Independent, London, UK
 - Dr. Michael Inacker, Deputy Editor-in-Chief, Handelsblatt, Berlin, Germany
 - Jörg Eigendorf, Chiefreporter and Member of the Editorial Board, WELT Group, Frankfurt, Germany
 - Sukamar Ranganathan, Editor, MINT, New Delhi, India
- Moderator: Stefan Theil, Berlin, Germany

18:00 – 19:30 Workshops in parallel as above – Coffee served in the workshop rooms

20:00 Dinner

Keynotes:

- Michael Moller, Former Assistant Secretary-General of the United Nations and former Executive Director of the Kofi Annan Foundation, Athens, Greece
- Dang Le Nguyen Vu, Founder and CEO, Trung Nguyen Corp, Ho Chi Minh City, Vietnam

Chair: Frank Go, Erasmus University, Rotterdam, The Netherlands

09:00 Panel 4:

Less Surprises Need Accountability from Everybody

- Nicholas van Praag, Founder and Director, Ground Truth, Vienna, Austria
- Dorothea Krimitsas, Deputy Head Public Affairs, ICRC, Geneva, Switzerland
- Susanne Flood, Head of Communications, Amnesty International, London, UK
- Ramu Damudaran, Director UN Academic Impact Initiative, UN, New York, USA

10:15 Coffee Break

10.45 Panel 5:

Asia Growth: The Hidden Champions?

- Nguyen The Phiet, Ambassador of Vietnam, Bern, Switzerland
- Ali Serbini, Ambassador of Brunei to the EU, Brussels, Belgium

11:45 Closing Plenary

• Agenda Setting from a Science Point of View

Prof. Dr. Frank Go, Erasmus University, Rotterdam, NL

• Agenda Setting from a Journalism Point of View

Stefan Theil, former Bureau Chief Europe, Newsweek, Berlin, Germany



Each workshop is limited to a maximum of 20 persons. All participants should be enrolled for their individual latest two weeks before the conference. Registered attendees will receive the theory studies of the different cases to be discussed in the conference workshops ten days in advance:

Case 1: Friday, November 2, 12.15h, after the 1st panel debate

Case 2: Friday, November 2, 18.00h, after the 3rd panel debate

A: Corporate Communications:

Case 1: Communication During the Crisis – How to Keep the Employees Informed ?

Andreas Funke, Former Head Internal Communications,
German Central Bank, Frankfurt, Germany

Case 2: CEO-Communications – Serving 2 Asks for Extra Skills

Hubertus Kuelps, Head of Global Communications, SAP, Walldorf, Germany

B: CSR and Financial Sentiment:

Case 1: Creating a New Index for CSR Investments

Francesco de Leo, Green Comm Challenge, Bergamo, Italy

Case 2: Principles for Investors 2.0

Francis Quinn, Board Member, Logfiles, Omaha, USA

C: NGO:

Case 1: German Chamber-Orchestra – The Way to the Top Needs Awareness

Albert Schmitt, CEO, Deutsche Kammerphilharmonie Bremen, Bremen, Germany

Case 2: Even a 900-Year-Old Brand Needs a Strategy to Reach the Media 2.0

Matt Pickles, Media Relations, Oxford University, Oxford, UK

D: Economic Sentiment:

Case 1: How to understand and measure Media Impact on the perception of Economy ;

Dr. Tobias Thomas, Director Econwatch, Berlin, Germany

Case 2: Less surprises starts with closer contacts to driving industries and their Hidden Champions

Dr. Thomas Brockmeier, Director IHK Halle, Halle, Germany

* few final confirmations regarding topics and speakers missing



▶ Agenda Setting, Surfing and Cutting

Does the media create the public's agenda?

The Agenda Setting approach evolved as an independent research field in communication science in the beginning of the 1970s. With Agenda Setting, media science took a completely new turn. The previously dominant question of whether or not the media dominate (mostly political) attitudes was abandoned in favour of analysis of the extent to which the media form and structure the topics that are discussed, both by the public and in the course of the political process. This change of perspective led to an abundance of empirical studies that demonstrated the Agenda Setting function of mass media. There remains a number of requirements still to be met by Agenda Setting research in our time. There are primarily four short-comings, which should be addressed during the International Agenda Setting Conference.

1. Internationality of Research

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

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



Prof. Dr. Maxwell McCombs

Jesse H. Jones Centennial, Chair in Communication
University of Texas, Austin, USA

2. Sensitivity to Cultural Differences

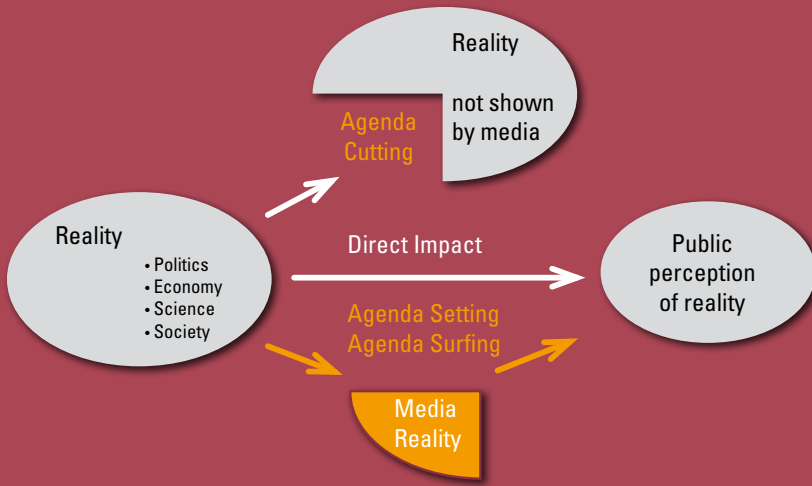
In an increasingly globalising world, cultural questions play an important role. There will be a significant task for Agenda Setting research to analyse how the media form cultural patterns.

3. Increased Consideration of Business and Economy

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

4. Increased Use of Timeline Studies

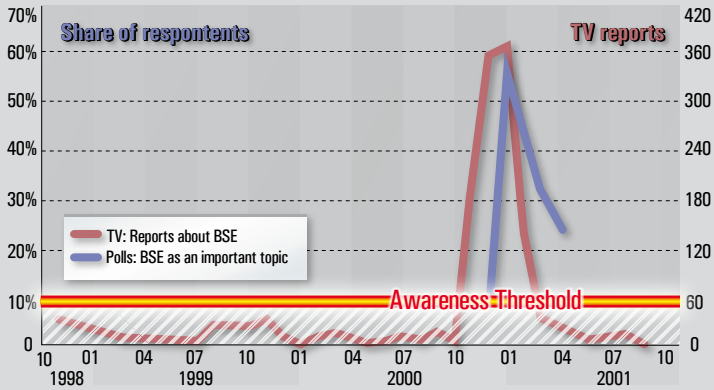
Agenda Setting research will increasingly have to utilize the continuous monitoring of media content. Whereas polling data is available in monthly and weekly series, continuous media content data is rare.



▶ Awareness Threshold

Media Tenor compares its research results with real world data, such as sales figures and public opinion polls, in order to identify the media's tangible impact on an organization and its stakeholders. The understanding of Agenda Setting & Surfing (the media's influence on which topics are focused on by the public) and Agenda Cutting (the media's influence on which topics are deliberately not brought to the public's attention) is essential to all social, political and economical organizations.





TV Reports / Poll reaction

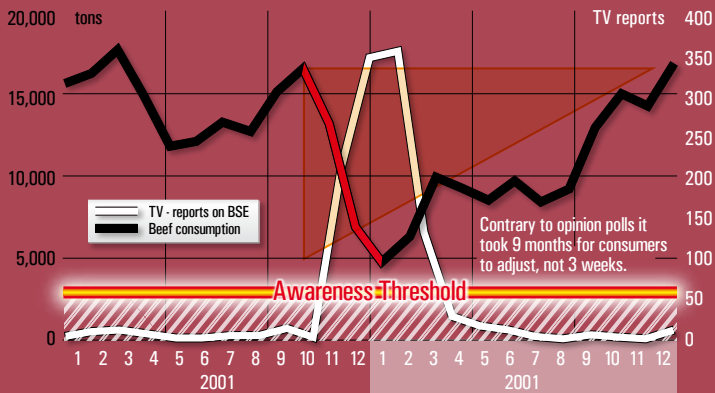
In the winter of 2000/2001, a surge of BSE reports on German TV news triggered a dramatic increase in public concern about this topic. After 3 months, just before summer (the bbq-season), media coverage declined and, subsequently, public awareness declined at a similar rate.



► Understanding Media Impacts

The Media Tenor Institute for Media Analysis is an independent, non-partisan organization. Founded in Germany in 1994, the institute has offices in Beirut (Lebanon), Boston (U.S.), New York (U.S.), London (U.K.), Ostrava (Czech Republic), Pretoria (South Africa), St. Petersburg (Russia), Hanoi (Vietnam), Windhoek (Namibia) and Zurich (Switzerland).

Media Tenor analyzes opinion leading media worldwide on a daily basis and provides its partners with accurate information on how the media covers individual issues, organizations, countries and persons. Universities, such as the London School of Economics, Harvard Business School, Shorenstein Centre (Harvard University), Emory University, Amsterdam University and the Oxford Internet Institute, use Media Tenor's data in their research on the influence of media on public opinion. Media organizations such as the BBC, Frankfurter Allgemeine Zeitung, Neue Zürcher Zeitung, The Wall Street Journal and Il Sole 24 Ore work with Media Tenor data on a regular basis. Our research is also strategically applied in the corporate communications efforts of companies, NGOs, political parties and government offices seeking to improve their public



TV reports / Beef consumption

TV coverage on BSE affected consumer behaviour: Beef sales declined by 71% in the wake of the intensive TV reporting. Even after the number of negative reports diminished, the effects of the coverage about BSE lasted. After 9 months, beef sales finally began to recover.

image. Media Tenor has analyzed the coverage of national elections in leading media in South Africa, the U.K., the U.S., Germany and other countries, with the goal of highlighting trends in the political coverage in different countries and studying the influence of media on polls and voters' behavior. Other projects include the continuous monitoring of the coverage of AIDS/HIV in South Africa, the image of Middle Eastern countries in international media, anti-Americanism in European countries, and media profiles.

Media Tenor issues monthly updates on the correlation between the media coverage of the economy and the consumer confidence index. For our strategic consulting work for corporate clients, we developed a set of risk indicators to measure companies' media reputation and predict threats to their public images as well as share price movements. In addition, Media Tenor's strict metrics allow for comparisons of companies and their executives not just with their immediate competitors in their industry, but also within the global market. Media Tenor's research has been shown to accurately predict the business climate earlier than any other poll, allowing organizations to act early and preempt PR crises.

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



Prof. Dr. John V. Pavlik

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

Media Content Analysis

The Media Tenor Way

Media Tenor has conducted intensive international media research for 19 years now, during which time our data pool has grown to more than 110 million units of data. Media Tenor is the only research institute capable of analyzing the most influential media around the world in their entirety on a continuous daily basis. Media Tenor’s research has shown that any type of media content analysis that only focuses on individual sections of a newspaper or that is only conducted for a limited time can easily generate skewed results and lead to misconceptions. The same is true for research institutes whose analyzes typically rely largely on keyword searches and simple word counts or that work only with clippings, producing what amounts to a subjective interpretation of the news, but yet call it a proper analysis. By analyzing all opinion-leading media all the time, Media Tenor’s data comprises every word in every article, on a daily basis.



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



▶ International Agenda Setting Conference

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

The mission of the conference is to bring editors-in-chief and publishers together with scientists, CEOs, heads of investor relations, heads of corporate communications, governments, politicians and NGOs together in order to discuss in highly interactive workshops media impact on people's behaviour. Media Tenor's extensive research in Agenda Setting for the last 19 years proves the Agenda Setting Theory (media impacts on public behaviour) not only on election campaigning, but also in investor relationships, public diplomacy, corporate communications and many other fields.

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

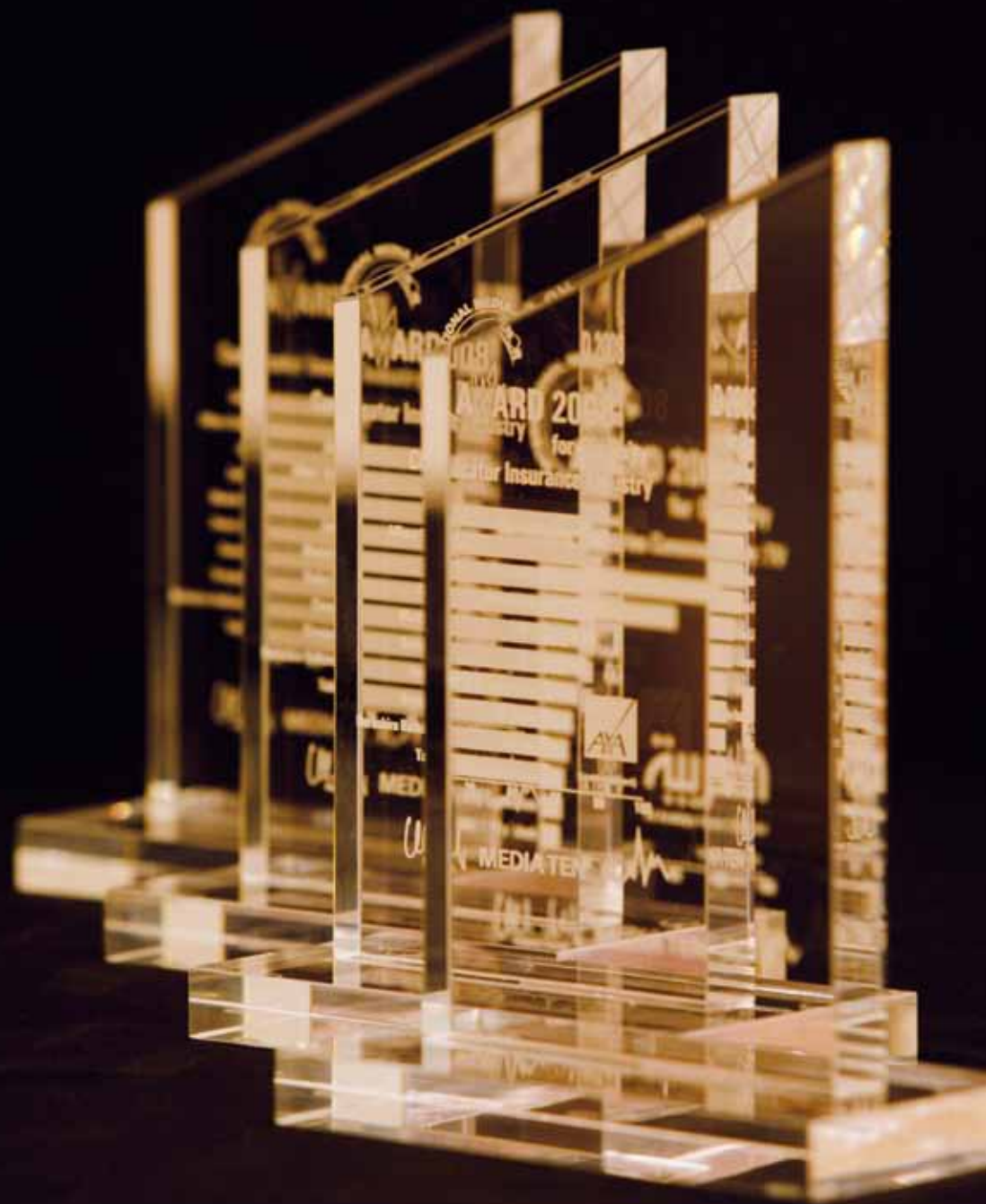


Marvin Kalb

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

As the mission of Media Tenor is to contribute to objective, diverse and newsworthy news, leading scientists at the institute found it crucial to their mission to bring together all parties involved and discuss media effects on public perception in highly interactive workshops.

The Agenda Setting Network links people in their areas of expertise in order to exchange ideas and profit from mutual experience and professional know-how. Members of the network meet once a year at the International Agenda Setting Conference. Members of the network propose topics for discussion/case studies, while Media Tenor ensures the provision of experts and scientific data in the fields discussed.



Media Tenor Awards for Media Diversity

Since ancient Greece it has been the same: popular sovereignty demands that diverse needs across all segments of society be both acknowledged and given equal consideration. Today those in power must know such needs better than monarchs or oligarchs ever could. The cacophony of individual needs and opportunities - whether related to education, taxes, the environment, youth, pensions, or security - has grown increasingly complex in recent centuries, and the media, as a mirror for such processes, should reflect this pluralism in ways that can be universally understood. Whether at the newsstand or at home watching prime-time television, citizens are free to choose their sources: the tabloid press for some, specialist media for others.

Multiple criteria must be used to measure media diversity, and to that end Media Tenor established ten criteria, including the plurality of presented politicians, NGOs, business leaders, artists, and sources used, the coverage shares of small and medium-size companies, coverage by geographical area, and others, which together provide a general measurement of news and editorial content diversity in the nominated media. Also considered were editors' choices in fostering diversity in the range of issues and protagonists quoted and described, as well as choices in the level of detail with which facts are presented. Finally, Media Tenor also noted the frequencies with which female protagonists were presented and financial analysts were quoted. The analysis was not completed in mere weeks or months: the 120 Media Tenor researchers in Beirut, Boston, New York, Ostrava, Pretoria, St. Petersburg, Hanoi and Zurich analyzed content in opinion leading media every day for a full year, from July 1, 2011 through June 30, 2012.

Global TV News Award

Methodology and Criteria

Media analysed this year originated from Germany, the United Kingdom, the United States, Canada, Italy, Switzerland, France, and South Africa. Particular emphasis was placed on selecting criteria that, taking cultural, geographical and religious issues into account, would be applicable in more or less equal means to all the programs analysed, particularly in the categories that deal with agenda setting topics. Two programs with international agendas were included in the analysis to highlight how these compete against other programs in regards to the general assessment of balance, diversity and setting the agenda on niche issues. For the winners, the results indicate that it is possible to have diversity despite dominant current affairs or pressure to report human interest stories to boost viewership figures. On the other hand, the results also show that news broadcasters, striving for language diversity or political correctness ultimately might lose the battle for content diversity.

The award relates to overall performance in 12 criteria:

1. Diversity of issues
2. Diversity of newsmakers
3. Diversity of country coverage
4. Diversity in company coverage
5. Focus on Policy issues in political coverage
6. Focus on women as opposed to men
7. Agenda setting - Health coverage
8. Agenda setting - Education coverage
9. Agenda setting - Environmental coverage
10. Agenda setting - Sustainability coverage
11. Agenda setting - Religion
12. Agenda setting - Peace

In all 12 categories, the candidates received a score of 2 when their performance was above the combined average, and a score of 5 if their score if their performance was twice as high as the average. All scores are expressed as percentages.

Nominees

ABC World News Tonight (USA)* • ARD Tagesthemen (Germany) • BBC1 Ten o' Clock News (UK) • BBC2 Newsnight (UK) • BBC World News (UK)* • CBC The National (Canada) • CBS Evening News (USA) • E-TV Prime Time (RSA) • FOX Special Report (USA) • ZDF Heute (Germany) • ITV News at Ten (UK) • News at one (RSA) • NBC Nightly News (USA) • RTL Aktuell (Germany) • SABC Afrikaans News (RSA) • SABC English News (RSA) • SF DRS Tagesschau (Switzerland) • ARD Tagesschau (Germany) • TF1 Le Journal (France) • RAI TG1 (Italy) • SABC Sotho News (RSA) • ZDF Heute journal (Germany) • SABC Zulu/Xhosa News (RSA)

* News programs with international agenda

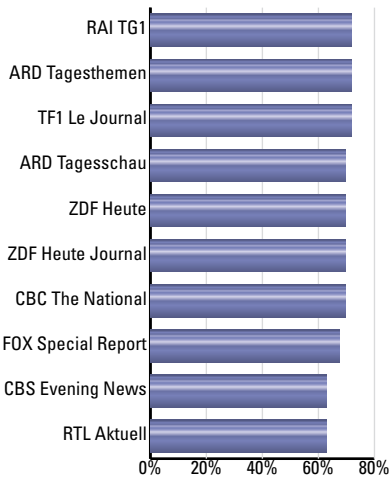
Now in its 13th year, the Media Tenor Global TV awards for diversity rewards news programs that deliver not only a variety of issues and newsmakers to their audiences, but also those that report on issues that normally fall below the regular media awareness threshold.

Basis of Analysis

144,821 reports were analysed for the period 01 July 2011 – 30 June 2012. 23 international television programs from 8 countries were analysed and 12 criteria applied.

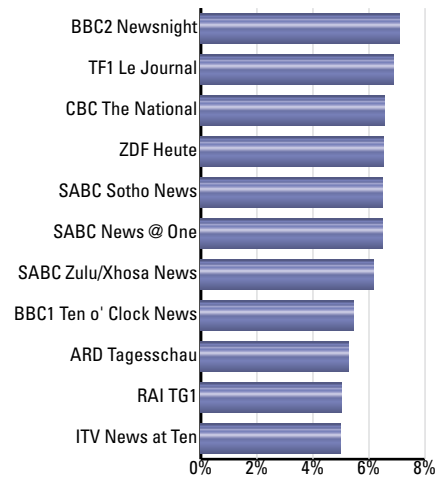


Criterion 1)
Diversity of issues



Basis: 144,821 reports in 23 international TV news programs: 01/07/2011 – 30/06/2012. Only top 10 shown

Criterion 10)
Agenda setting – Sustainability coverage



Basis: 144,821 reports in 23 international TV news programs: 01/07/2011 – 30/06/2012. Only top 10 shown

Best Business Media Award

Criteria

To determine the award winner, publications were evaluated on seven key criteria:

1. Analyst Diversity – this category rewards publications for seeking out a broad range of financial opinion, in order to give readers the broadest sense of professional sentiment on the market.
2. Topic Diversity – this category rewards publications for quoting analysts on the broadest possible range of topics related to investment objects and markets.
3. Time Balance – this category honors publications for providing analyst quotations that provide a balance of historical context and future prediction. Too much focus on the past is not useful to investors, but predictions for the future without historical context are also meaningless.
4. Beyond price movements – this category honors publications for utilizing analyst quotations to provide analysis and explain why things happen on the market, and not just to quote stock prices and movements, which is something that journalist can certainly research themselves.
5. Currencies – this category rewards publications for focusing on the currency market. Media Tenor selected the currency market as a category for evaluation because of its interest to both lay and professional investors, as well as the impact it has experienced from the global financial crisis
6. Bonds – this category rewards publications for focusing on the bond market, which has been a central part of the story globally in the last several years due to the global economic crisis.
7. Geographic diversity – this category honors publications for looking beyond the national borders they are published from and addressing the truly global financial marketplace.

In each category, the top performer was awarded five points. The runner-up was awarded three points, and the second runner-up was awarded one point. The publication with the most points in total is the winner.

Nominees

Barron's (US) • Expansion (Spain) • Financial Mail (South Africa) • Financial Times (UK) • Handelsblatt (Germany) • Les Echos (France) • Mint (India) • The Economist (UK) • The Wall Street Journal (US)

The Media Tenor Business Media Award seeks to honor that which provides the most meaningful coverage of the economic environment and financial markets through the judicious, newsworthy, and informative use of quotations from financial analysts. Media Tenor analyzed major business publications on four continents in order to determine which has done the best job in informing the global business community.

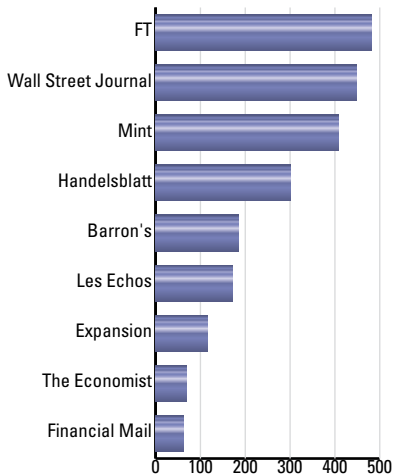


Basis of Analysis

63,903 Analysts Reports in the Opinion Leading Business Media: Barrons, Economist, Expansion, Financial Mail, FT, Handelsblatt, Les Echos, Mint, WSJ.

Criterion 1)

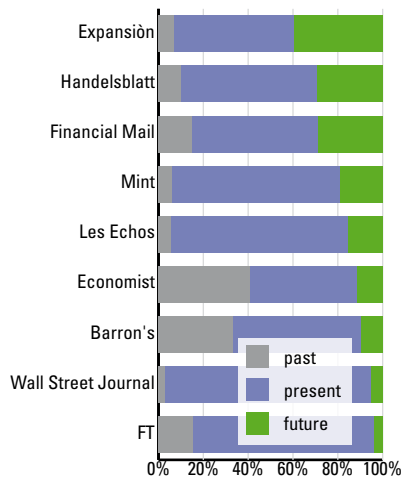
Analyst Diversity



Basis: 63,903 quoted analyst statements, May – September 2012

Criterion 3)

Time Balance



Basis: 63,903 quoted analyst statements, May – September 2012

Agenda Setting Award

Criteria

The Agenda Setter Award was analyzed according to the following 7 criteria:

1. Overall volume of quotations
2. Volume of quotations in political section
3. Volume of quotations in business section
4. Balance of quotations in political and business section
5. Frequency of quotations on the front page
6. Balance of quotation with regard to the most important topics
7. Volume of quotations in international TV news

Nominees

- Die Welt
- FAZ
- Süddeutsche
- Bild-Zeitung
- Hamburger Abendblatt
- Tagesspiegel
- Rheinische Post
- Spiegel
- Focus
- Stern
- Die Zeit
- FAZ Sonntagszeitung
- Welt am Sonntag
- Bild am Sonntag
- Handelsblatt
- Wirtschaftswoche
- Wall Street Journal
- Financial Times
- Financial Times Deutschland
- New York Times
- Washington Post
- CNN (in general)
- ARD (in general)
- ZDF (in general)
- BBC (in general)

Media Tenor has been analyzing opinion-leadership for more than ten years. The quotation ranking shows how news, editorial content, and interviews are picked up and used as sources by other media. The ranking is an indicator of investigative expertise and journalistic performance by the editorial teams of the quoted media outlets. In order to understand the reasons for changes in the quotation ratio, Media Tenor introduced qualitative aspects to its analysis in 2006. Since then, subject matters and, in the case of business coverage, information about industrial sectors mentioned in quotes have been gathered on a continuous basis. Media Tenor can therefore identify the key capabilities of individual editorial rooms and measure the success of targeted news placements more specifically.

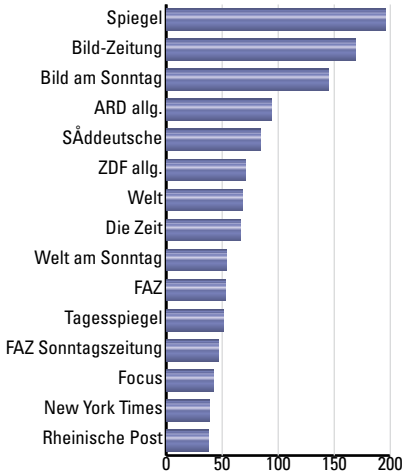


Basis of Analysis

The basis for the Media Tenor Agenda Setter of the Decade are all references to other editorial sources in 41 German print and television outlets. In print media the politics and business sections were analyzed. TV broadcasts were analyzed in their entirety.

Criterion 5)

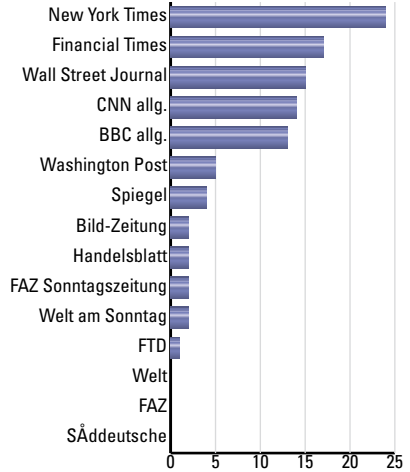
Frequency of quotations on the front page



Basis: 13,538 quotations in 40 German print, television and radio media

Criterion 7)

Volume of quotations in international TV news



Basis: 1,114 quotations in 7 international TV News shows

University Reputation Award

Methodology and Criteria

The evaluation of the Media Tenor University Award is based on the content analysis of the media coverage of scientific academic organisations in 20 international TV news program. Every report about a university, polytechnic, art academy etc. with a length of at least 5 seconds was analysed.

The Award relates to the overall performance in 10 criteria:

1. Volume of coverage at large
2. Visibility in international outlets
3. Diversity of topics
4. Tone of coverage
5. Presence of expertise quoted in the media
6. Share of voice (= share of stories based mainly on quotes from the organisation)
7. Share of forward-looking statements
8. Share of key topics such as R&D, science, technology, innovation
9. Volume of coverage of “products”, e.g. teaching
10. Volume of coverage related to the public appearance (e.g. conferences)

In all 10 categories, the candidates that are right in the target corridor, which Media Tenor’s research has established, are awarded 5 points, those that are near to the corridor receive 2 points. The end result is the sum of these points.

Nominees

Cambridge • Charité (Berlin University Clinic) • Columbia • Florida A&M • Frankfurt School • Free University Berlin • Georgetown • Goethe-Universität Frankfurt • Harvard • Johannesburg • Knoxville • London School of Economics • New York • Oxford • Pennsylvania State • Virginia • Yale

Media shape the perception of the world: Universities and academic institutions accordingly depend to an increasing degree on sustainable media coverage. There is a growing demand for acceptance of science by society. Scientific institutions compete for public funding, researchers, teachers and students. Reputation is not restricted to the realm of science itself but must be generated and managed in a broader sense.

In the wake of the global financial crisis companies, politicians, parties, governments and whole countries have lost public trust. The helplessness of science in the face of man-made and natural disasters has shaken confidence in the expertise and integrity of universities as well. Winning back public trust is a paramount task for academics and academic institutions.

Moreover, the role of academic institutions is not confined to the media coverage of the academic arena. Input from academics and scientists gives independent input to the public debate. This makes the use of academic sources and not only from the area of politics a criterion of quality journalism.

In the competition for public support and funding, scientific institutions have to move beyond the Awareness Threshold of the media, in order to demonstrate their capabilities and present a comprehensive picture of their goals and plans to the public.

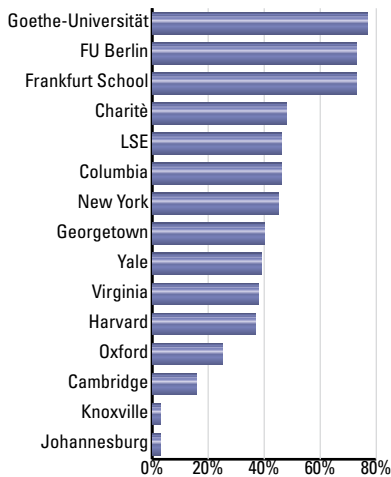
Basis of Analysis

Media Tenor has tracked the coverage of internationally renowned universities in German, British, French, Spanish, Italian, South African and US TV news in the period from July 2011 to June 2012. Out of all the 2,657 references to universities, 17 institutions have scored at least 25 reports in international TV news and have qualified for the Media Tenor University Award 2012.



Criterion 5)

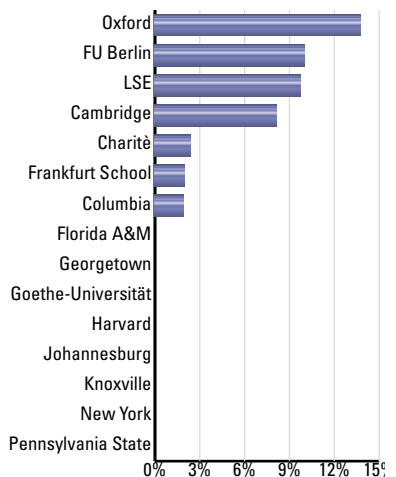
Presence of Expertise



Basis: 2,657 reports (at least 5 seconds) from/about universities

Criterion 9)

Coverage of "Products"



Basis: 2,657 reports (at least 5 seconds) from/about universities

Economic Think Tank Award

Methodology and Criteria

The coverage of economic think tanks was analyzed according to the following 15 criteria:

1. Volume of coverage
2. Tone of coverage
3. Personalisation (share of stories focusing on senior management)
4. Tone of coverage of senior executives
5. Share of voice (share of stories based mainly on quotes from the organisation)
6. Diversity of topics
7. Key topic: employment
8. Key topic: economic situation/economic policy
9. Key topic: EU integration/euro crisis
10. Key topic: business climate
11. Key topic: innovation/R&D
12. Key topic: education
13. Share of interviews and opinion pieces
14. Balanced media presence
15. Share of forward-looking reports

In all 15 categories, the candidates that are right in the target corridor, which Media Tenor's research has established, are awarded 5 points, those that are near to the corridor receive 2 points. The end result is the sum of these points.

Nominees

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



In times of crisis, economic think tanks are very much in demand, but their role is much more disputed than in times of “business as usual”. News media are the most important channel for the economic research institutes to transport their messages to the public – and to the responsible people in politics and business. The heads of the institutes play a prominent role in the communication activities. Different opinions on the worldwide financial crisis and uncertainty regarding future developments have not left the group of the economists unscathed. Their reputation has been damaged over the last several months. That makes it even more important to regain trust. Only some economic think tanks are successfully in communicating their scientific analysis and recommendations to a wide range of media – from TV news to the daily and weekly press, in order to generate a sustainable media image.



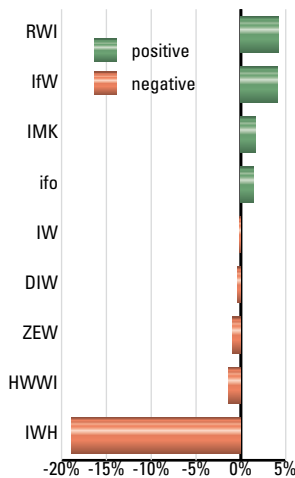
Basis of Analysis

Media Tenor has tracked the coverage of German economic think tanks in German print media and TV news in the period from July 2011 to June 2012. The basis of the Media Tenor Award economic think tanks are all passages of at least five lines or five seconds in length in 40 German media plus FT. Subject to the analysis of print media were the politics and business sections. TV broadcasts were analyzed in their entirety.

The total data pool for the analysis consisted of 5,065 reports about German economic think tanks.

Criterion 2)

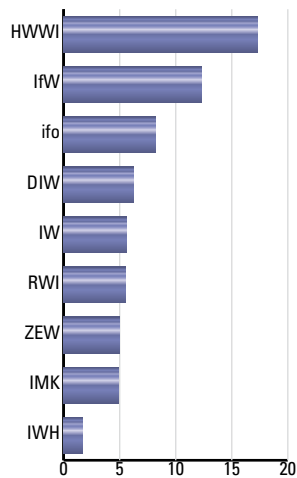
Rating



Basis: 5,065 reports in 40 German media + FT, 01/07/2011 – 30/06/2012

Criterion 12)

Share of Interviews & op-eds



Basis: 5,065 reports in 40 German media + FT, 01/07/2011 – 30/06/2012



Financial Expert Award

Methodology and Criteria

From the almost 1,800 companies that have offered comments on investment objects in the eleven publications we examined for this award, Media Tenor selected the twenty most visible experts to be finalists for this award. These twenty companies were then evaluated on eight criteria.

Criteria examined topic diversity and geographical diversity, and were designed to reward those companies that do more than just comment on stock prices and issue ratings. The true value of commentary from analysts and financial experts lies in their ability to explain market actions and provide insight, learning, and sound advice for media audiences.

Companies that placed first in a category were generally awarded five points. Companies that placed second were awarded three. Companies that placed third were awarded one. All companies in the target corridor for the category that looks at insight beyond comments on price and yield movements were awarded three points.

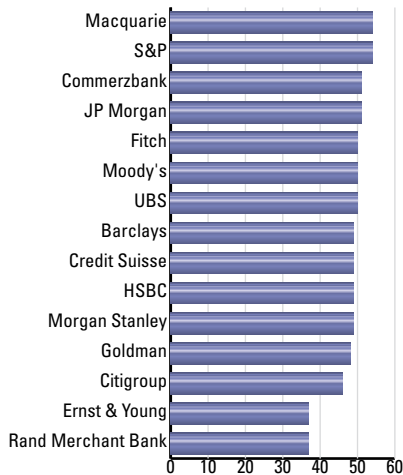
Nominees

- Barclays
- Citigroup
- Commerzbank
- Credit Suisse
- Ernst & Young
- FactSet
- Feri
- Fitch
- Goldman Sachs
- HSBC
- JP Morgan Chase
- Macquarie Capital
- Moody's
- Morgan Stanley
- Morningstar
- PriceWaterhouseCoopers
- Rand Merchant Bank
- S&P
- Thomson Reuters
- UBS

The Media Tenor Financial Expert award seeks to honor companies that the media seeks out to provide expertise on the financial markets. The winner visibility in a broad range of topics and media and demonstrates a comprehensive view of the complex global economy.

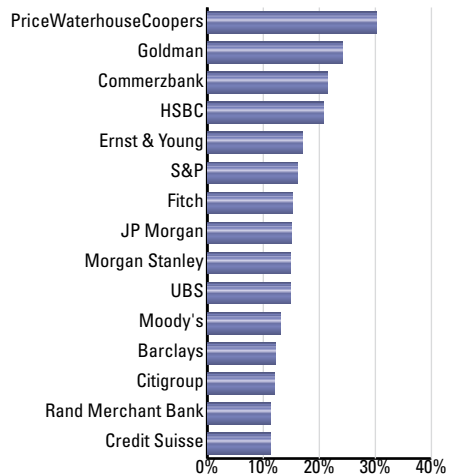


Criterion
Topic Diversity



Basis: 23,150 statements from finalists in financial media

Criterion
Future-oriented



Basis: 23,150 statements from finalists in financial media

DAX30 Reputation Award

Methodology and Criteria

The Media Tenor DAX companies award analyzes the quality of diversity in the news because both the overall volume of coverage and trends within that coverage are subject to a number of extraneous influences, many of which cannot be controlled by corporate communications.

In addition to presence and rating, the share of voice, the representation of a company's executives, and the diversity and weighting of issues (from innovation and HR to customer relations) in the context a company is covered in, are important criteria in the determination of the winner of the DAX companies award.

The analysis of thematic diversity is based on the analysis of key image factors, which are, in accordance with leading consultants, significant variables in determining how much a company is worth. Media Tenor analyzes the entire coverage of companies in opinion-leading German and international financial media such as The Financial Times and The Wall Street Journal and measures the weighting of these image factors.

The coverage of all companies was analyzed according to the 13 criteria:

1. Volume of coverage
2. Diversity of image criteria
3. Tone of coverage
4. Share of voice
5. Share of interviews and opinion pieces
6. Personalisation
(share of stories focusing on senior management)
7. Tone of coverage of senior executives
8. Key topic: innovation
9. Key topic: clients/customers/products
10. Key topic: personnel/human resources
11. Key topic: regulations/politics
12. Share of forward-looking reports
13. Balance of business report

In all 13 categories candidates that are right in the target corridor that Media Tenor's research has established, are awarded 5 points, while those that are near to the corridor receive 2 points. The end result is the sum of these points.

Nominees

Adidas • Allianz • BASF • Bayer • Beiersdorf • BMW • Commerzbank • Daimler • Deutsche Bank • Deutsche Börse • Deutsche Lufthansa • Deutsche Post • Deutsche Telekom • E.ON • Fresenius • Fresenius Med. Care • HeidelbergCement • Henkel • Infineon • K+S • Linde • MAN • Merck • Metro • Munich Re • RWE • SAP • Siemens • ThyssenKrupp • VW

Connecting to the media is of central importance for German blue chip companies listed in the DAX 30 index. They are under significant scrutiny by the media and have to live up to high standards. The requirements of ongoing disclosure of business results and the high awareness of share prices make media relations an important factor in their overall success. Establishing sustainable positive relations with the opinion-leading media therefore is a high priority for public relations executives at the DAX 30 groups. The ongoing and complete analysis of media performance by the DAX 30 by Media Tenor shows which groups are successful in building a positive and multifaceted media image.

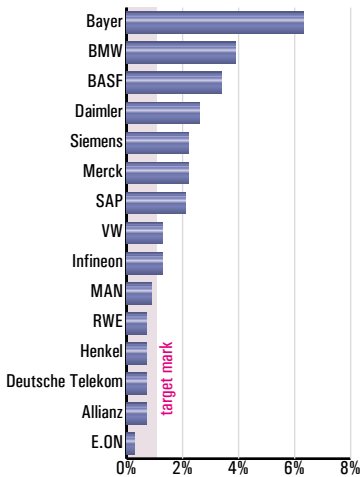


Basis of Analysis

The basis of the Media Tenor DAX30 Communicator are all passages about DAX companies and their executives of at least five lines (print) or five seconds (broadcast) in length in 28 German media as well as the Financial Times and The Wall Street Journal. In print media the political and business sections were analyzed, while TV broadcasts were analyzed in their entirety. The total data pool for the analysis consisted of 19,230 reports about DAX companies over a period of twelve months (between July 2011 and June 2012).

Criterion 8)

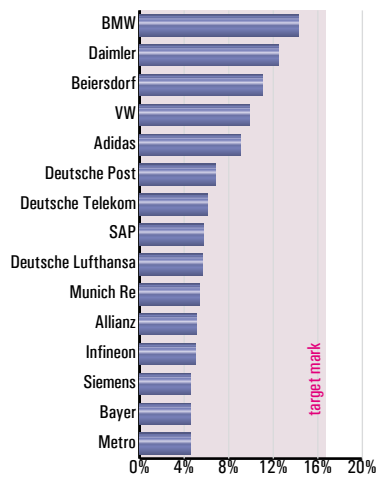
Key topic Innovation



Basis: 19,230 reports (at least 5 seconds) in 30 media, 01/07/2011 – 30/06/2012

Criterion 9)

Key topic Clients/Customers/Products



Basis: 19,230 reports (at least 5 seconds) in 30 media, 01/07/2011 – 30/06/2012

Best Annual Report

Criteria

To determine the award winner, Media Tenor analyzed content – such as letters to shareholders from the CEO and Chairman – that is a standard component of annual reports outside of required consolidated financial statements and other legal statements. This content was then evaluated on seven criteria.

The seven criteria each company's annual report was examined on were: materiality, content diversity, products, customer relations, research and development, human resources, and sustainability.

In each category, the top performer was awarded five points. The runner-up was awarded three points, and the second runner-up was awarded one point. The company with the most points in total is the winner.

Nominees

• 3M Company • ABB • Absa • Adecco • Adidas • Allianz • Amerisourcebergen • Anglo American Platinum • AngloGold Ashanti • Apple • Archer-Daniels-Midland • Associated British Foods • Audi • Barry Callebaut • BASF • Bayer • BCE • Beiersdorf • Berkshire Hathaway • Bidvest • BMW • BP • Brenntag • British Sky Broadcasting • Cardinal Health • Carnival • Centrica • Citigroup • Coca Cola Enterprises • Commerzbank • Compagnie Financiere Richemont • Compass • Conocophillips • Continental • Credit Suisse • CVS Caremark • Daimler • Deutsche Bank • Deutsche Börse • Deutsche Lufthansa • Deutsche Post • Deutsche Postbank • Deutsche Telekom • E.ON • Enbw • Exxon Mobil • FirstRand • Ford Motor Company • Fresenius • Fresenius Medical Care • GEA Group • General Electric Company • General Motors • Glaxo Smithkline • Gold Fields • Great-West Lifeco • Hannover Re • Heidelbergcement • Henkel • Hewlett-Packard Company • Holcim • Home Depot • Husky Energy • IBM • Imperial Oil Limited • Imperial Tobacco • Infineon • Johnson & Johnson • Johnson Matthey • JP Morgan Chase & Company • Kingfisher • Kumba Iron Ore • Landesbank Berlin Holding • Lanxess • Linde • Loblaw Companies Limited • Magna International • MAN • Marks & Spencer • Merck KgaA • Metro • Microsoft • Morrison (WM) Supermarkets • MTN Group • Munich Re • Nedbank • Nestle • Nike • Novartis • Pepsico • Pfizer • Reckitt Benckiser • Research In Motion • Roche Holding • Rolls-Royce Holdings • Royal Dutch Shell • RWE • Sainsbury (J) • Sanlam • SAP • Sasol • Schindler Holding • SGS • Shoprite Holdings • Siemens • State Street • Steinhoff International • Suncor Energy • Swatch • Swiss Re • Swisscom • Syngenta • ThyssenKrupp • UBS • Unilever • Verizon Communications • Vodafone • Vodafone • VW • Walgreen Company • WalMart • Zurich

The Media Tenor Best Annual Report Awards seek to honor that company produces the annual report which is most informative to potential investors on all aspects of the company's business activities.

Media Tenor examined top companies in major industries in five key locations: Switzerland, Germany, the UK, the US and Canada, and South Africa and selected winners for each region. The Best Annual Report Award International compares these six winners (after a tie for the UK award), to choose a single overall winner.

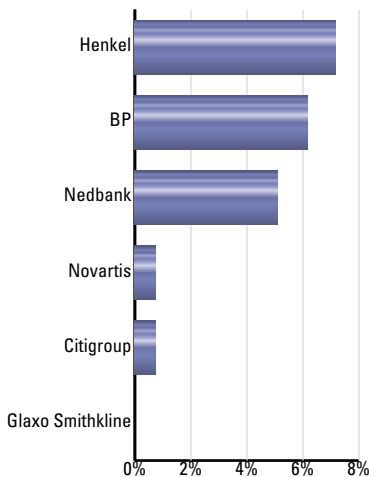
Basis of Analysis

124,428 statements in most recently available annual reports; 7,615 analyzed statements in annual reports of award finalists.



Criterion

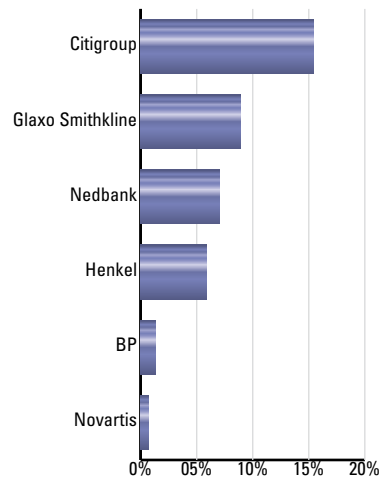
Human resources



Basis: 124,428 statements in most recently available annual reports.

Criterion

Customer Relations



Basis: 124,428 statements in most recently available annual reports.

EU Country Image Award

Methodology and Criteria

Media analysed this year originated from Germany, the United Kingdom, the United States and South Africa.

Particular emphasis was placed on selecting criteria that takes cultural, geographical and religious issues into account and would be applicable in more or less equal means to all media analysed, particularly in the categories that deal with agenda setting topics. Programs with international agendas were included in the analysis to highlight how these compete against other programs in regards to the general assessment of balance, diversity and setting the agenda on niche issues.

The award relates to overall performance in 15 criteria:

1. Country visibility
2. Country rating
3. Coverage on domestic policy
4. Coverage on foreign policy
5. Coverage on economy
6. Coverage on business
7. Coverage on society
8. Coverage on culture and religion
9. Coverage on the environment
10. Focus on country internationality
11. Focus on tertiary education
12. Concentration of coverage on future reporting
13. Diversity in business coverage
14. Diversity in topic related coverage
15. Focus on analyst diversity

In all 15 categories, the candidates received a score of 2 when their performance was above the combined average, and a score of 5 if their score if their performance was twice as high as the average. All scores are expressed as percentages.

Nominees

Germany • Denmark • Finland • France • UK • Ireland • Austria • Sweden • Poland • Czech Republic

The Media Tenor EU award explores how the national identities of the constituent countries are covered in foreign media reportage and lays out a framework for evaluating the strength of each country's media image. These are then compared and ranked and a "winner", in terms of total media presence and reputation, as well as specific criteria is established.

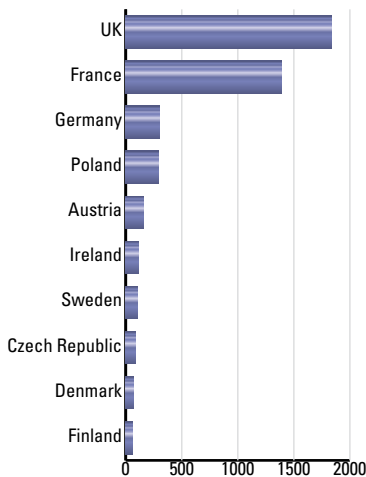
Basis of Analysis

4 401 reports were analysed for the period 01 July 2011 – 30 June 2012. 34 international leading media were analysed and 15 criteria applied.



Criterion 1)

Overall Visibility

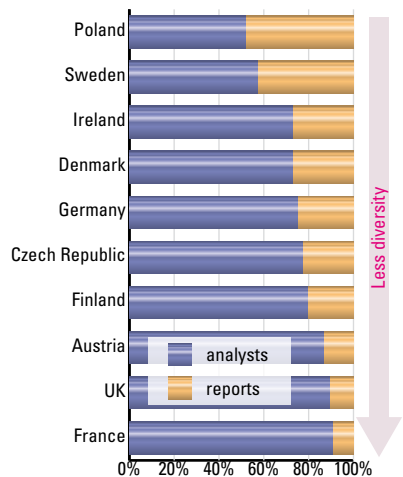


Basis: 4,401 reports (at least 5 seconds) from selected EU countries in international TV media: 01/07/2011 – 30/06/2012. s

Criterion 15)

Analyst Diversity

(Reports to Analyst ratio)



Basis: 2,212 analyst reports from selected EU countries in international Financial media: 01/07/2011 – 30/06/2012.

German Government Communicator Award

Methodology and Criteria

The following 9 criteria were examined:

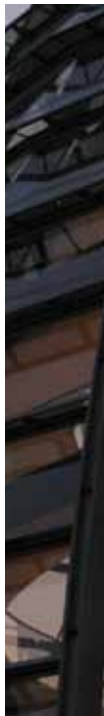
1. Tone of coverage
(proportion of positive - proportion of negative stories)
2. Role of the ministry to the minister (stories)
3. Evaluation in comparison with the minister (stories)
4. Share of guest articles and interviews
5. Share of Voice of the Ministry (statements)
6. Number of citations of the ministry and minister
7. Percentage of citations on the department's core issues
8. Continuity of media coverage on statements level
9. Share of references to the future (statements)

In all categories, the department were ranked according to their performance and accorded plus / minus points (e.g. deductions for negative reporting).

Finally, the points have been added.

Nominees

- Auswärtiges Amt
- Bundesministerium des Innern
- Bundesministerium der Justiz
- Bundesministerium der Finanzen
- Bundesministerium für Wirtschaft und Technologie
- Bundesministerium für Arbeit und Soziales
- Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz
- Bundesministerium der Verteidigung
- Bundesministerium für Familie, Senioren, Frauen und Jugend
- Bundesministerium für Gesundheit
- Bundesministerium für Verkehr, Bau und Stadtentwicklung
- Bundesministerium für Umwelt, Naturschutz und Reaktorsicherheit
- Bundesministerium für Bildung und Forschung
- Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung



Since 2008 a meltdown of trust has taken place in almost all areas of public life. Governments have faced increasing criticism. Information is a key factor in overcoming public suspicion. Media Tenor awards this prize to the people and departments in the government, who went the extra mile to inform the public - whether voters or not – about the work done by the government, regardless from which party the minister hails. This long-term award is based on an analysis that shows how the federal departments in Germany have communicated about their tasks and activities in the past twelve months. Through the objective analysis of the media coverage it is possible to determine which departments have answered the demands of the journalists best. The results reflect the importance attributed to the ministries by the opinion-leading media, so that they could shape their own media image - regardless of their ministers. In times of ground-changing policy decisions and reforms their acceptance by the public and thus their ultimate success depends to a large part of the diversity of information that citizens receive. However, diversity is also a question of know-how. Journalists often complain about the difficulty in obtaining reliable information and credible experts amid the vast amount of different facts, news and opinions. Proven expertise not only clarifies matters, but also contributes to the diversity in reporting and thus to the diversity of information to the public.

Basis of Analysis

For the Federal Ministries Award all statements on German ministries, politicians and parties from five TV news channels, three weekly news magazines and the tabloid Bild, two business magazines, a radio news program and twelve television magazines were analyzed. The database includes a total of 229,763 statements in 43,605 news stories in the period 07/2011 to 06/2012.

Criterion 2)

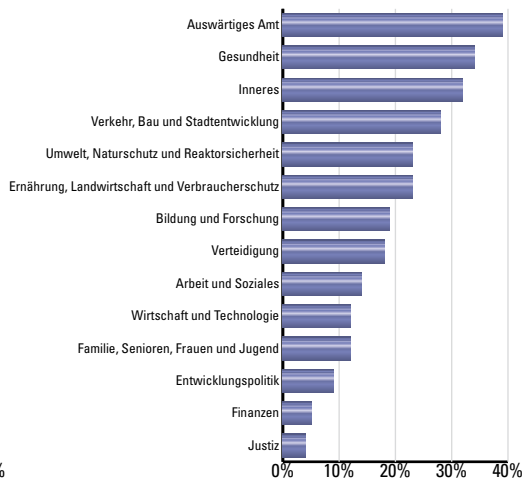
Visibility of the ministry compared to the minister (story level)



Basis: 43,605 reports 07/2011-06/2012; 969 about ministries and ministers

Criterion 7)

Percentage of citations by the Ministry and Minister on key issues



Basis: 33,157 statements 07/2011-06/2012

NGO Reputation Award

Methodology and Criteria

The evaluation of the Media Tenor NGO Reputation Award is based on content analysis of media coverage of non-governmental organisations in international media. Every report about a NGO of at least 5 seconds on TV has been analysed.

The Award relates to overall performance in 8 criteria:

1. Volume of coverage
2. Tone of coverage
3. Share of voice
4. Share of interviews and opinion pieces
5. Personalisation
6. Tone of coverage of senior executives
7. Share of forward-looking reports
8. Steadiness of coverage over time

In all 8 categories, the candidates that are right in the target corridor, which Media Tenor's research has established, are awarded 5 points, those that are near to the corridor receive 2 points. The end result is the sum of these points.

Nominees

- Amnesty International
- Greenpeace
- Human Rights Watch
- Red Cross
- Wikileaks

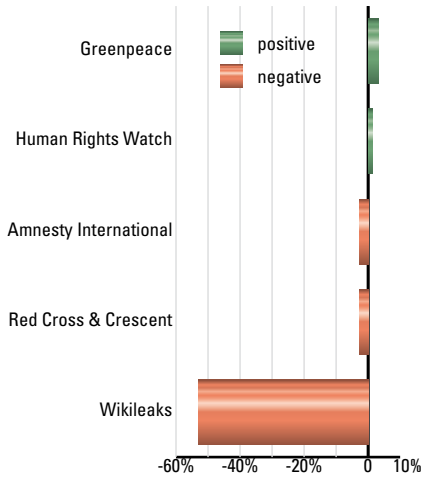
The media landscape is changing radically. Not only politicians and companies compete for media awareness, but non-governmental organizations and their causes also depend on sustainable media coverage to an increasing degree. NGOs have evolved from their previous role of just filling the gaps in government services to being able to influence social and political outcomes. In the competition for public support and charity money, NGOs have to move beyond the Awareness Threshold of the media to demonstrate their capabilities and present a constructive picture of their goals and plans to the public. Media Tenor NGO Reputation Award analyses aspects of NGOs performance in the media that play a significant role in the success of these organisations in garnering the attention of the public to support their causes and help with the achieving of their goals.



Basis for Analysis

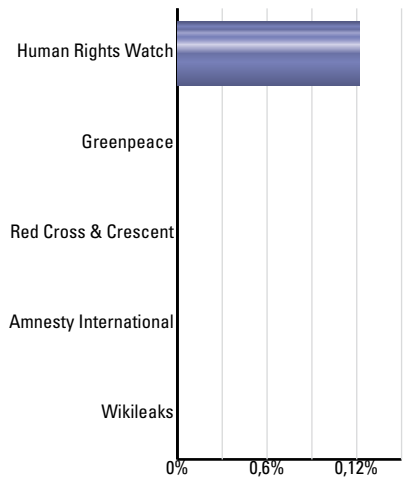
Media Tenor has tracked the media coverage of NGOs continuously since 2000, giving an accurate picture of media awareness, tone of coverage and the issues prevalent in the reports. For the period from July 2011 to June 2012, Media Tenor analysed 8 723 reports about NGOs in 20 International TV media. Out of this body, the TOP 5 organisations with volume of at least 50 reports in twelve months have been selected for the final round of the Media Tenor NGO Reputation Award.

Criterion 2)
Rating



Basis: 485 reports analysed out of 8 723 reports on NGOs in 20 international TV news programs: 01/07/2011 – 30/06/2012.

Criterion 4)
Share of Interviews & documentations



Basis: 485 reports analysed out of 8 723 reports on NGOs in 20 international TV news programs: 01/07/2011 – 30/06/2012.

Media Tenor Special Awards





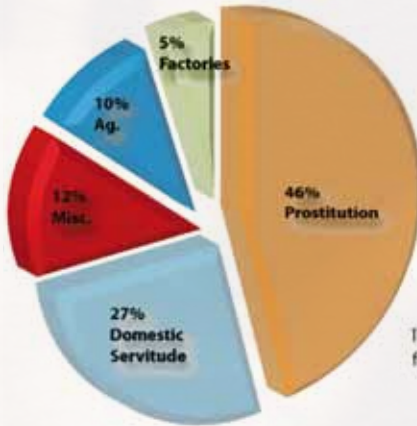
Human Trafficking Award

The United Nations has defined human trafficking as an act meeting the above-mentioned criteria, in an attempt to “provide consistency and consensus around the world.” Domestic legislation has been encouraged to criminalize these actions.

Unfortunately, modern day slavery remains one of the biggest issues facing our world today. The number of people trafficking and forced into slavery is growing each year.

Human trafficking is not isolated to any one part of the globe. Slaves are often transported across multiple international borders.

World Wide Human Trafficking Statistics



14,500-17,500: Estimated number of people trafficked in the United States each year.

50% of people trafficked into the United States each year are children.

800,000 people are trafficked worldwide each year.

The East Asia/Pacific region accounts for the greatest number of trafficked persons into the United States.

Sources: U.S. DHS, U.S. DOJ, Free The Slaves

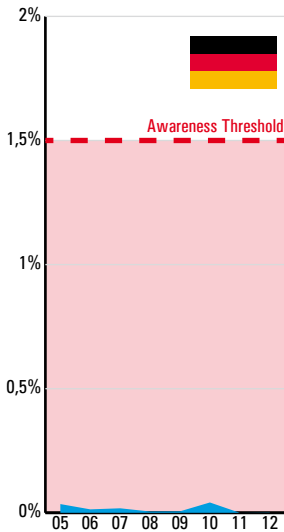
The largest number of slaves are forced into prostitution, and 70% of modern day slaves are women. However, there is no discrimination across industries when it comes to human trafficking, and people can be forced to work in a number of different sectors.

In order to reach the public, a topic must receive at least 1.5% of total coverage. For the last 7 years, human trafficking has been well below the awareness threshold. The media must report on this topic in order to grow awareness and change the current reality.

UNICEF works in 190 countries to protect children, especially, from exploitation. They have partnered with governments and NGOs alike to work on responses to human trafficking including prevention, protection and prosecution.

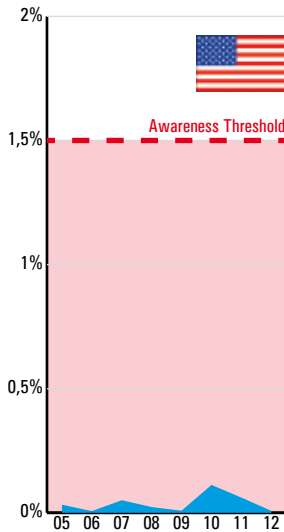


German TV News



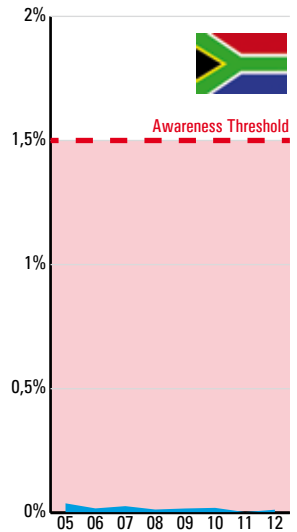
Basis: 1,329,644 reports in US, German and South African TV News

US TV News



Basis: 1,329,644 reports in US, German and South African TV News

South African TV News



Basis: 1,329,644 reports in US, German and South African TV News


The Virtuoso Violin

Simon Hewitt Jones and David Worswick met whilst studying at the Royal Academy of Music, and worked together extensively on several chamber music projects, including a recording of music by Imogen Holst which won the BBC Music Magazine 'Premiere' award. For three years, they performed for Live Music Now, a recital scheme established by the late Yehudi Menuhin, and during this time appeared together at many festivals and concert series throughout the UK. They broadcast extensively on radio as the 'Virtuoso Violin' duo, including performances for the BBC and Classic FM.

In 2012 David and Simon reunited for a one-off performance at the 'Classical Revolution' classical club night. The success of the performance led them to create a new version of the 'Virtuoso Violin' show, including several of David's own arrangements, which they will tour in the UK and Europe next year.

The duo also work together at Simon's ViolinSchool (www.violinschool.org), a new and rapidly growing international tuition and research centre for the violin in London, where David is a senior violin professor and coach.





David Worswick graduated from the Royal Academy of Music in 2006 and became a member of the London Symphony Orchestra in 2010, where he is a member of the 1st violin section. With the LSO, he has toured extensively in the UK, Europe, Asia, and the USA, performing for many of today's finest conductors including Sir Colin Davis, Valery Gergiev, Pierre Boulez and Sir Simon Rattle. His recent solo appearances have included concerts at the Royal Festival Hall, the Barbican Centre, The Roundhouse, St. Martin-in-the-Fields, The Linbury Theatre and in the Edinburgh Festival, Aldeburgh Festival & Leeds International Concert Series.

David was New Music Fellow at the Royal Academy of Music and Leverhulme Fellow at the Royal College of Music. He is proud to have worked closely with many of today's most important young composers, performing hundreds of new works, as well as working with composers such as Thomas Adès, Bent Sørensen and Sir Peter Maxwell Davies. Several of David's chamber music recordings have received great recognition including the Diapason d'Or Award, and he playing has been heard on BBC Radio 3 & 4, BBC Two, and Classic FM.

Simon Hewitt Jones performs, records and broadcasts widely as a solo performer, concertmaster, teacher, writer, chamber musician, music researcher and leader of the Fifth Quadrant (5Q) music collective. He is involved extensively with projects that explore the intersection of music, technology, education, and cultural diplomacy. Simon's performances have been featured internationally in festivals and TV/Radio throughout Europe, the USA and the Middle East, including NPR's Performance Today and BBC Radio 2, 3 and 4, and his string section has recorded sessions for EMI, Virgin, Naxos and the BBC. He tours extensively in the UK and Europe, and has appeared as a soloist at most of the UK's major venues, including the Bridgewater Hall, the Barbican and the South Bank Centre.

Simon spoke at the 2010 Agenda Setting conference about his work with violist Drew Balch in the Occupied Palestinian Territories, where he contributes regularly to music performance and education projects, and is a regular guest concertmaster of the Ramallah Orchestra. As a cultural entrepreneur, he has established several small businesses and organisations, and has served as a consultant to Universal Music. His most recent project is ViolinSchool, an international violin tuition, research and online e-learning centre which has recently opened in London. He is working on a PhD at the Royal Academy of Music examining the relationship between music, musicians and technology.
www.simonhewittjones.com



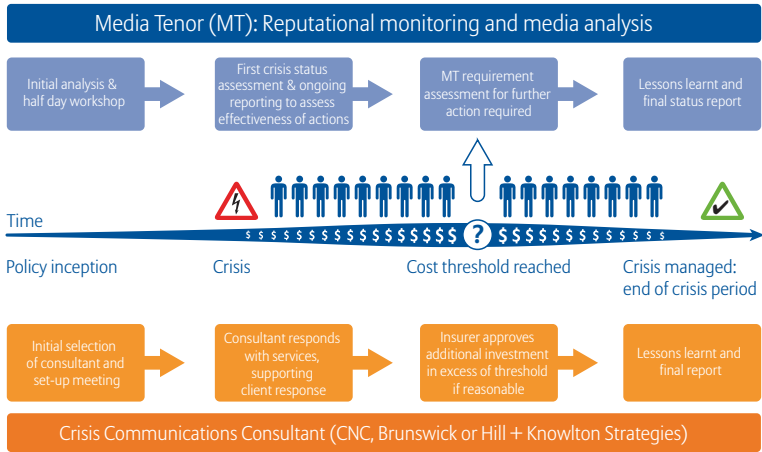
Allianz Global Corporate & Specialty

Allianz Reputation Protect

Protecting your company's
reputation in a crisis

Allianz 

The process



What's covered?

- Fees for professional crisis management and communications services.
- Media spending and production costs (inc. print, digital and broadcast).
- Legal fees incurred in reviewing crisis communications.
- Other crisis response and campaign costs such as research, events, social media, and directly associated activities.
- Limit: we offer this cover with sum insured up to €10 million.
- Deductible: there is no deductible on the professional fees of the agency. For media spend, a client contribution (minority share) is usually expected.



What triggers a claim?

The policy is triggered by a "Crisis Event" which is defined as any established insurance trigger of any insurance policy of the client as listed in the schedule of the policy, and which is notified to AGCS during the policy period. Therefore, a liability claim, a D&O claim, or a property loss under one of the named policies may trigger the Allianz Reputation Protect cover.

It is not required that the underlying insurance contract is written with AGCS. AGCS only needs to see the respective underlying policy in case of a crisis event notified to us. This ensures:

- that the policy responds to a sufficiently broad scope of scenarios
- and that the triggers for the cover are clearly defined, established and tested insurance triggers.

In addition, the client may agree upon specifically named triggers to address certain exposures that may not be triggered via existing insurance policies. This ensures that the cover is tailored to the client's individual risk profile.

Media Tenor Advisory Board

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



Prof. Dr. Frank Brettschneider

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

Prof. Dr. Stephen Coleman

University of Leeds, Director of Research Institute for Communications, United Kingdom

Farhad Dilmaghani

Head Communication, European School for Management and Technology, Berlin, Germany

Prof. Dr. Wolfgang Donsbach

Managing Director of the Institutue for Communication Science, TU Dresden, Chair of International Communication Association, Germany

Dr. Robert G. Eccles

Harvard Business School, Boston USA

Nakle El-Hage

Editor in Chief, Al Arabia, Dubai

Prof. Dr. Frank Go

Rotterdam School of Management, Erasmus University, The Netherlands

Dr. Christoph Frei

General Director, World Energy Council, London, United Kingdom

Anthony Gooch

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

Prof. Michael B. Goodman

Director Corporate Communication Institute, New York, USA

Ulrik Haageruk

Editor in Chief, DR-TV, Copenhagen, Denmark

Bernard Kalb

Washington DC, USA

Eli Khoury

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

Stephen Killelea

Founder and CEO Institute for Economics and Peace, Sydney, Australia

Prof. Francesco de Leo

CEO Green Comm Challenge, Los Angeles, USA

Prof. Shipping Liu

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

Prof. Dr. Max McCombs

University of Texas, Austin, USA

Alisa Miller

CEO, Public Radio International, Minneapolis, USA

Prof. Dr. Nitin Nohria

Richard P. Chapman Professor of Business Administration of Dean Harvard Business School, Boston, USA

Prof. Dr. Eli Pollak

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

Prof. Dr. Donald Shaw

University of North Carolina at Chapel Hill, USA

Prof. Dr. Holli Semetko

Emory University, Atlanta, USA

Prof. Jan-Egbert Sturm

Director KOF, Zurich, Switzerland

Mathatha Tsedu

Editor, City Press, Johannesburg, South Africa

Prof Dr Magdalena Wojcieszak

IE School of Communication, Serbovia



22.01.



23.01.



24.01.



25.01.



26.01.

Reputation Lab

Media Tenor International

DAVOS 2013

Hotel Steigenberger Belvedere

Celebrating 20 Years Media Tenor



Paul Achleitner



Kofi Annan



Mario Draghi



**14. Internationale Agenda
Setting Conference:**

**Hotel Adlon, Berlin
23.-25.10.2013**

www.agendasetting.com