

What moves society

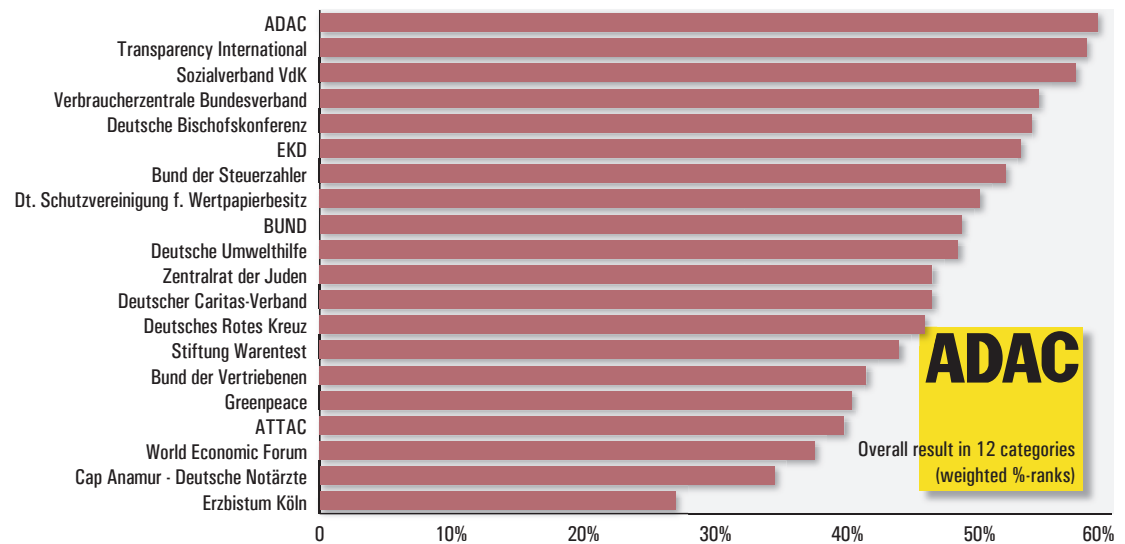
Only the ADAC is as present as religious associations

The ADAC (German automobile club) has won the Media Tenor NGO Award. In Germany, the group of car drivers has got a loud voice to represent their interests in politics, with car manufacturers or petroleum corporations. Last year's winner, Transparency International, ranks second this time around (graph 1). Effective PR by non-governmental organizations (NGOs) is not only measured by presence and popularity, but also continuity of coverage, availability of important leadership personalities and the readiness to seek out the press over and over again.

media prize for feature stories that deal with social or church-related issues. The Catholic Church may be the most successful media pro of world history, its messages have been active worldwide for 2000 years. Media Tenor data show that it uses the image-focused medium of television particularly successfully. Thanks to the election of the new pope, among other things, it ranks second in the amount of TV coverage, overtaken only by the ADAC. The strong connection between Protestantism and publication is manifested in overall presence ranking, in which the print media predominate .

The German Protestant Church comes in first, followed by the Central Council of Jews and the Catholic Church. The ADAC only comes in fourth. Among

1 Germany's enthusiastic drivers have got an effective mouthpiece



Source: Media Tenor

08/01/2004 - 05/17/2005

Basis: A total of 27,710 reports about social organisations in 38 media.

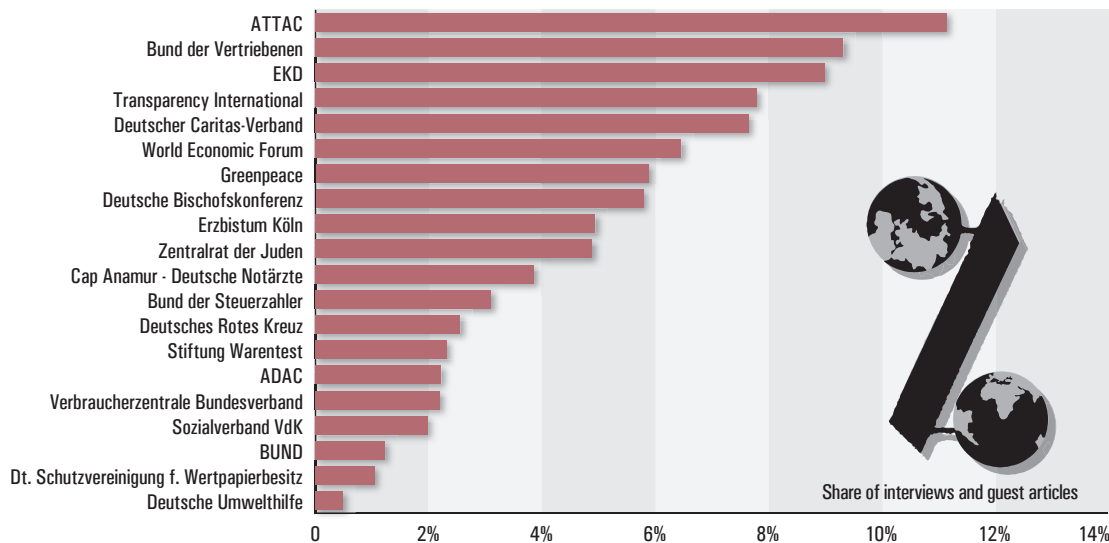
The media are almost automatically interested in politicians or companies, because they represent certain interests and values of their voters or produce useful products, thereby increasing the fortune of the companies' owners. In the end, we are all concerned by this, for example when we pay into investment funds or life insurance for our pension scheme. NGOs, on the other hand, do not have a democratic or financial mandate, taking action on their own initiative and with their own resources. They have to continuously demonstrate and advertise the legitimacy of their activity. The mission of convincing the public depends heavily on the extent to which the NGOs' main causes are present in people's heads and in the media. The German bishop's conference, for example, is well aware of this. It awards the Catholic

the associations with a social cause, Cap Anamur and the German Red Cross manage to attract the media's attention, both in the overall and the TV presence ranking. After religion, cars and charity, consumers are the fourth most important focus: The Deutsche Schutzvereinigung für Wertpapierbesitz (German association for security holders) and the Stiftung Warentest (a public interest consumer testing organization) also managed to raise the media's interest. The ranking of NGOs according to their weight in the media thereby gives an impression of the values held by the German people.

Trust is good, control is better

But presence in the media is not sufficient. Credibility is strongly linked to the personality of the

2 Attac leads the offensive with a proactive media strategy



Source: Media Tenor 08/01/2004 - 05/17/2005 Basis: A total of 27,710 reports about social organisations in 38 media.

organizations' leaders and their assessment. Peter Eigen of Transparency International or Erika Steinbach of the Bund der Vertriebenen (association for Germans displaced at the end of WWII) make up about 20% of coverage on their organizations, which is a perfect share of personalization in this area. As to the assessment of the organization, the DRK (German Red Cross) and Cap Anamur are strongly in contrast to each other. The media highly appreciate the DRK, while the media image of Rupert Neudeck's organization has not recovered from the criticism of its sensational refugee rescue stunts a few months ago.

Overall, the NGOs' media image tends to be negative. The example of the Tsunami relief effort has shown that people are quite sympathetic with the goals of charitable institutions. On the other hand, the media have to fulfil their role as watchdogs for the numerous donors, who want to be sure that their money is spent for the right causes and that it reaches the people it was intended for. The example of Cap Anamur shows that the balancing act between inspiring credibility and fundraising with the help of sensational media events can go terribly wrong.

The media's and the public's trust is quickly frittered away, and it needs to be cultivated. As "experts" in their respective fields, NGOs have got a natural advantage in that they manage to communicate a large share of first-hand information, which is not primarily written by journalists. It is somewhere between 29.9% and 91.6%.

In comparison: A company should try to reach 35% of first-hand communication with the help of proactive communication. This depends, however, on providing sufficient interesting news to the media. In times of crises, this strategy protects against one-sided criticism, because the media know the organization as an interlocutor and will at least consider their point of view. One measure for the readiness to seek out dialogue with the media is the share of interviews and guest articles (graph 2). The globalization critics Attac reach the highest share with 11.2%. The globalization proponents of the World Economic Forum (WEF), with 6.5%, only come in the middle. The communication management of Attac is more continuous compared to that of the WEF (measured by the standard deviation of monthly presence), because it manages to create occasions for coverage outside of the yearly campaigns around the World Social Forum. ck

Basis:

- Media:** Daily newspapers: Die Welt, Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Frankfurter Rundschau, Bild, taz and Berliner Zeitung
- Wochenpresse:** Spiegel, Focus, Stern and Super Illu; Bild am Sonntag, FAZ am Sonntag, Welt am Sonntag, Zeit and Rheinischer Merkur
- TV news shows:** ARD Tagesschau and Tagesthemen, ZDF heute and heute journal, RTL AKTUELL, SAT.1 18:30 and ProSieben news, Deutsche Welle Journal (deutsch und englisch)
- TV magazines:** Fakt (MDR), Frontal 21 (ZDF), Kontraste (SFB), Monitor (WDR), Panorama (NDR), Plusminus (ARD), Report (BR), Report (SWR), WISO (ZDF), Berlin direkt (ZDF)
- Timeline:** 08/01/2004 - 05/17/2005