

Jordan: Little presence outside WEF

Setting the agenda difficult within strong conflict focus on the region



Coverage on the Middle East continues to be very prominent in many countries, particularly the United States, where close to 80% of all its international coverage is devoted to the region. In German television, other European countries together received the same volumes as the Middle East. This is a very high ratio, considering that German troops are only involved in Afghanistan, and not in other Arab countries. Coverage on the Middle East is considerably subdued in South African television when compared to other measured countries, perhaps because events in Europe received considerably more attention. German television committed the largest share of its coverage to international news (44%), followed by the United States and Britain (37%), while Arab television dedicated 29% of its coverage to the international arena. The lowest share of international focus was in South African television news (24%).

Jordan as a country received virtually no coverage in international television news, even on Arab television. In Germany, only 14 reports focused on Jordan, which was as much as Argentina or Panama received. In the United States, Jordan received only 10 reports, similar to Nepal and Libya. In Britain, which has a firm interest in Iraq, Jordan received 31 reports, which placed it on par with Poland and Sri Lanka. South African television news focused on the United States and Australia, and devoted considerably less

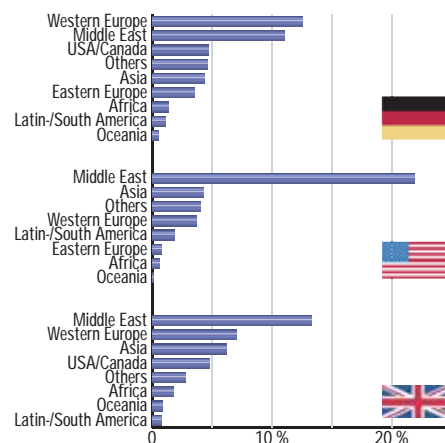
attention to Iraq; Jordan was only reported on once. Surprisingly, Jordan hardly featured (586 reports) in Arab television news when compared to, for example, Egypt, which received 2.430 reports. Spain and Italy showed similar numbers of reports, but volumes of reportage in these countries can hardly be considered as relevant media presence.

Marginal presence – only WEF summit helping with focus

At no point did Jordan receive continuous attention in the international news, not even on a small scale. International media coverage was shaped by specific events, and while the 2005 Arab Summit in Amman drew some attention to the country, the venue change to Sharm el Shaikh in 2006 led to Jordan virtually disappearing from the international media agenda. Bahraini protagonists received a slightly higher share of coverage on Arab news. A diversity in issues related to Jordanian protagonists can also be only seen on Arab television, with issues such as soccer and economy receiving some coverage, while in Germany and the United States, it is al Zarqawi's image that impacts on the coverage of Jordanian protagonists, mainly due to the absence of other protagonists receiving coverage.

Similar to the overall coverage on Jordan, reporting on business in Jordan and companies operating there was negative, especially in German media, which carried no positive comments on Jordanian business. Assumingly, less active communication with

1) Coverage of foreign regions

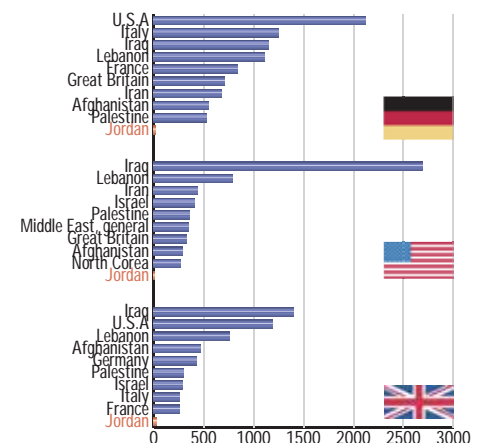


Share of all foreign news stories

Source: Media Tenor
01 - 11/2006

Basis: overall 178.470 reports in 27 TV news,
all reports analyzed

2) Coverage of Jordan



Number of news stories of Jordan

Source: Media Tenor
01 - 11/2006

Basis: overall 178.470 reports in 27 TV news,
all reports analyzed

German media led to a one-dimensional perception of the business situation in Jordan. In the absence of coverage on individual companies, it was the weekly magazine, **Shihan**, and its role during the ‘Mohammed Cartoon Debate’ that shaped the German media’s perceptions of businesses in Jordan. No other individual company or industry received significant coverage in Germany.

A prominent member of the World Economic Forum in past years, King Abdullah of Jordan was not as firmly placed amongst the public figures receiving coverage in Davos, when compared with other participants. Tony Blair and WEF CEO Klaus Schwab received the most prominent coverage in Davos these last two years, followed by Brazil’s President Lula.

This lack of coverage is particularly regrettable, considering the issues King Abdullah is associated with at Davos: He is seen as a reformist in the Middle East and a negotiator in the peace process. US media, especially the **Washington Post**, but also the news agency **afp** and **LBC TV** were most focused on the King.

Iraq crisis posing challenge for Jordan

Queen Rania, though considerably less prominent in WEF-related television news than her husband, has been firmly linked to gender issues, and it is on this issue that the German business media **Handelsblatt** and the Dow Jones speak about her. Similar to King Abdullah, the absence of high volumes of coverage is a pity, in light of the generally positive

mood attached to the issues she is seen to champion. Outside of WEF coverage, King Abdullah receives very low coverage in international television news. Only Arab news coverage (148 references) shows up on the radar, so to speak, with no mentions appearing in South African television news, and marginal reporting appearing elsewhere (seven references in German television, nine in U.S. television, and two in British television). On a global level, U.S. President George W. Bush dominated international media coverage, while Mahmoud Abbas clinched Arab news. With the international Arab focus firmly on Iraq, Iran and the Israeli/ Palestinian territories, King Abdullah and his country are likely to continue to struggle for international media attention and a place in the international arena. (ws)

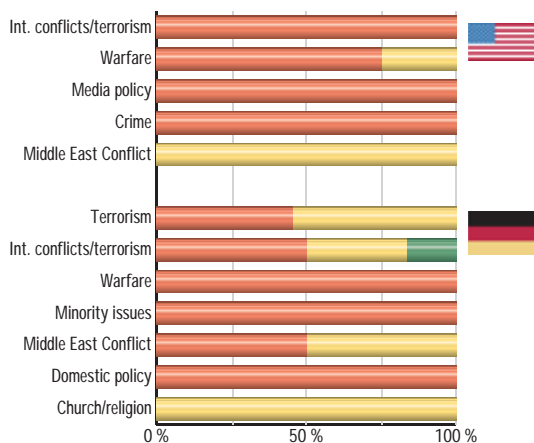


Abdullah II.

Basis

Overall 178.470 reports in 27 TV news, all reports analyzed

3) Topic structure of Jordanian protagonists in US and German TV news

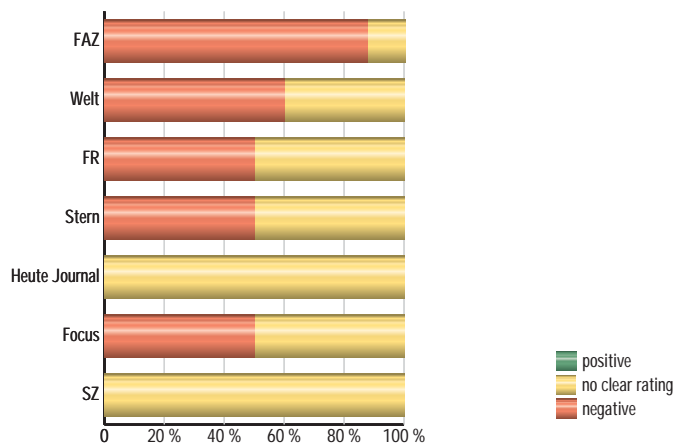


Share of all stories

Source: Media Tenor 01 - 11/2006

Basis: overall 178.470 reports in 27 TV news, 390 reports on Jordanian protagonists

4) Coverage and rating of industries/companies/managers related to Jordan in German media



Share of all reports (at least 5 lines/sec.)

Source: Media Tenor 01 - 11/2006

Basis: 256.867 reports overall on companies, managers, industries in 22 German media, 26 reports on Jordan