



influence

10th edition

2014 REPORT

AN OVERVIEW OF MAJOR NEWS STORIES

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2014 REPORT

REVIEW OF THE NEWS

As December rolls around, it's time to look back at the year and how it played out in our various media ecosystems.

All year long, we at Influence Communication put together press reviews and media analyses for our clients – work which involves sorting through a colossal volume of information.

It was in the course of this process that we came up with the idea of sharing our findings with a broader audience. After all, if we have a right to be informed, we also have a responsibility to understand how the media operate.

This year's edition of the Review of News is a special one for us, as it marks the report's 10th anniversary.

Whether you are a journalist, a PR expert, interested in public opinion or just a news aficionado, this report is your must-read of the season.

Last year, over 120,000 copies were downloaded for free over the first three days of the report's publication.

We hope that you enjoy reading it as much as we did writing it!



Jean-François Dumas
CEO
Influence Communication

CREDITS

Coordination

Isabelle Cusson
Pierre Rondeau

Invited Journalist

Hélène Roulot-Ganzman

Editorial

Félix B. Thiffault
Phillippe Brazeau
Jean-François Dumas
Myriam Durocher
Guillaume Faucher
Geneviève Gagné
Maud Laporte-Roy
Maxime Leboeuf
Pierre Rondeau
Nicolas Ryan
Khaoula Zoghalmi

Technical Support

Marna Albert-Jean
Étienne Dumas
Daniel Gagné
Anthony Millioto
Elda Ozkalfayan

Graphic Design & Production

François Turgeon
Philip Louis
Julianne Lefrançois
Geneviève Rose

Proofing & translation

Félix B. Thiffault
Marie-Josée Sheeks

Photos

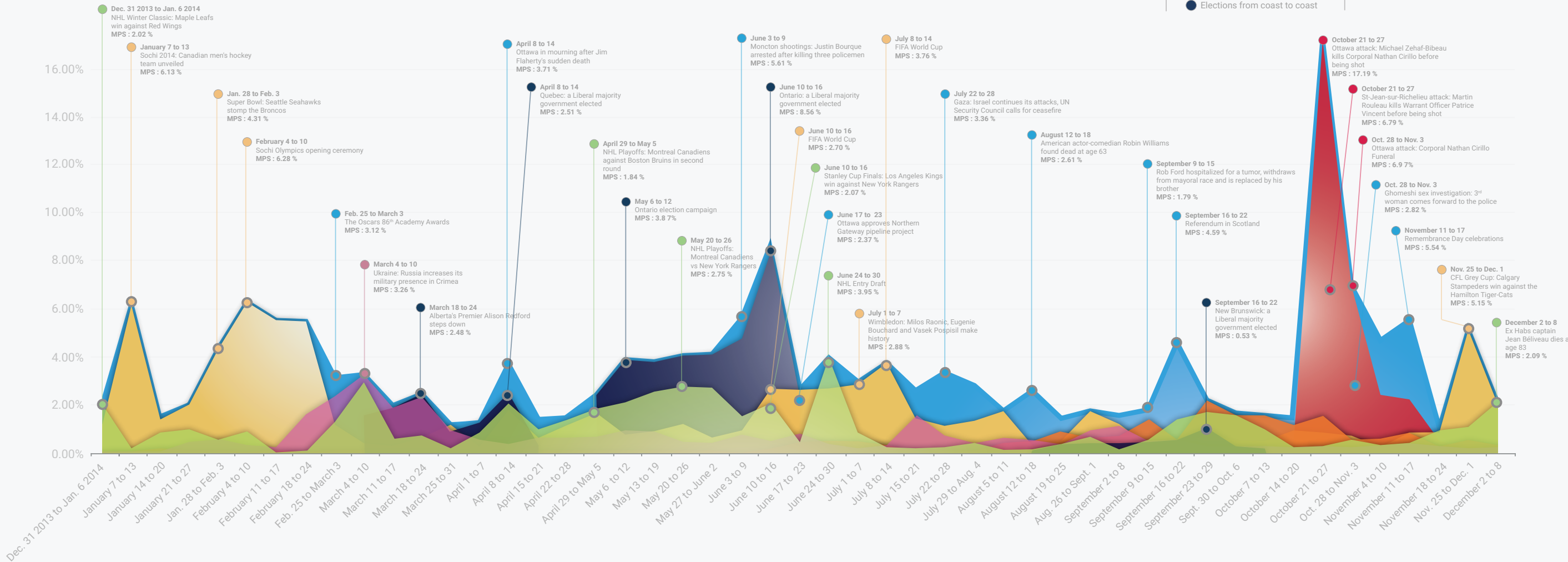
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2014 IN THE NEWS

- Other news stories
- Major sports events
- Terror attacks
- Ukraine crisis
- Rise of Islamic State
- National Hockey League
- Elections from coast to coast

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influence

OVERVIEW **2014**

DID YOU KNOW?

The NHL makes up 44% of sports news.



2014

Business as usual

As we wrap up the **10th** edition of our Review of News, we are able to identify trends in the news and how it is handled by the media. We can also see which aspects are temporary and which ones are likely to stay.

In terms of overall themes, **2014** brought nothing new. Just like last year, sports, politics (both provincial and federal) and the economy dominated the media. Together, they made up **43%** of all news in Canada. With regards to personalities, there was also little change: all of this year's top **25** people in the media are connected either with sports or with politics. Also on this chart, Stephen Harper managed to return to first place – having been usurped by Rob Ford last year.

There is no change either among the the least covered: poverty, the elderly, education, child care and aboriginal issues. Taken together, these five topics only amount to mere one-tenth of the space devoted to cooking.

The Canadian scene is also marked by its obsession with sports and weather, as well as its lack of interest in international news. Compared to the averages of **160** countries studied, Canadian media ran **10%** more sports coverage, while weather took up **229%** more place in our media than elsewhere on the planet. Also, proportionately speaking, we produced **27%** less international news than other countries.

Overall, nearly **10.9** million news items were published or broadcast in Canada in **2014**. Only **154** of these managed to generate a Media Prominence Score (MPS) greater or equivalent to **1%** over the period of a week. Within this select few, **37%** of the news stories were sports related.

Toronto has become the opinion capital. On average, we found that **35%** of space in the city's dailies is taken up by commentary and opinion pieces. In Montreal, these articles only make up **24%** of newspaper content.

Although we may see and hear women with increasing frequency on television, they have not become more prominent in the media, as only three women show up in our list of the top **25** people in Canadian media.

Major themes covered

by the media in Canada and
around the world in 2014

Legend

- Decrease
- Increase
- Steady

	CANADA		WORLD	
	2014	2013	2014	2013
Sports	12.33%	12.07%	11.22%	9.75%
Politics (local)	11.25%	10.26%	9.46%	8.28%
Politics (national)	10.72%	11.61%	11.93%	13.01%
Business and economy	9.05%	10.19%	9.62%	11.58%
International	7.94%	9.32%	10.87%	14.32%
Local or regional news	7.93%	6.16%	7.65%	5.74%
Current and legal affairs	6.39%	6.44%	8.07%	8.31%
Cooking	5.84%	4.34%	5.16%	4.06%
Arts and entertainment	4.78%	4.46%	6.42%	6.17%
Technology	4.68%	4.80%	5.11%	4.85%
Canadian news	4.07%	4.97%	N/A	N/A
Automotive	3.33%	3.23%	3.65%	3.33%
Health	2.02%	1.88%	2.19%	1.67%
Life / Home	1.53%	1.20%	1.25%	0.88%
Environment	1.46%	1.64%	1.33%	1.23%
Oil prices	1.04%	1.09%	1.00%	0.98%
Traffic	0.88%	0.86%	1.45%	1.36%
Weather	0.71%	0.51%	0.31%	0.37%
Offbeat news	0.43%	1.02%	0.48%	0.74%
Education	0.16%	0.14%	0.12%	0.20%
Child care	0.15%	0.21%	0.09%	0.09%
Poverty	0.13%	0.12%	0.27%	0.24%
Elder care	0.09%	0.09%	0.07%	0.07%
Aboriginal issues	0.06%	0.11%	N/A	N/A
Others	3.03%	3.28%	2.28%	2.77%
	100 %	100%	100 %	100%

TOP 50

NEWS STORIES OF 2014
OVER A SEVEN-DAY PERIOD

Rank	Event	Peak period	MPS
1	Ottawa attack: Michael Zehaf-Bibeau kills Corporal Nathan Cirillo before being shot	October	17.19%
2	Ontario: a Liberal majority government elected	June	8.56%
3	St-Jean-sur-Richelieu attack: Martin Rouleau kills Warrant Officer Patrice Vincent before being shot	October	6.69%
4	Sochi Olympics opening ceremony	February	6.28%
5	Sochi 2014: Canadian men's hockey team unveiled	January	6.13%
6	Moncton shootings: Justin Bourque arrested after killing three policemen	June	5.61%
7	Remembrance Day celebrations	November	5.54%
8	Sochi Olympic Games	February	5.51%
9	CFL Grey Cup: Calgary Stampeders win against the Hamilton Tiger-Cats	November	5.15%
10	Ontario election campaign	June	4.78%
11	Referendum in Scotland	September	4.59%
12	SuperBowl: Seattle Seahawks stomp Denver Broncos	February	4.31%
13	NHL Entry Draft	June	3.95%
14	FIFA World Cup	July	3.76%
15	Ottawa in mourning after Jim Flaherty's sudden death	April	3.71%
16	Gaza: Israel continues its attacks, UN Security Council calls for ceasefire	July	3.36%

RanK	Event	Peak period	MPS
17	Ukraine: political crisis with Russia	March	3.26%
18	The Oscars 2014 - 86 th Academy Awards	March	3.12%
19	NHL Trade deadline	March	2.94%
20	Wimbledon: Milos Raonic, Eugenie Bouchard and Vasek Pospisil make history	July	2.88%
21	Ghomeshi sex investigation: 3 rd woman comes forward to the police	November	2.82%
22	NHL Playoffs: Montreal Canadiens against New York Rangers	May	2.75%
23	Flaherty's budget unveiled	February	2.70%
24	American actor-comedian Robin Williams found dead at age 63	August	2.61%
25	NHL Playoffs: Montreal Canadiens against Boston Bruins in second round	May	2.54%
26	Quebec: a Liberal majority government elected	April	2.52%
27	Alberta's premier Alison Redford steps down	March	2.48%
28	Ottawa approves Northern Gateway pipeline project	June	2.37%
29	NDP votings against the Ontario budget	May	2.33%
30	Ottawa shooting: Kevin Vickers honoured in Israel	November	2.26%
31	International mobilization against Islamic State (IS)	September	2.21%
32	Ex Montreal Habs Captain Jean Béliveau dies at age 83	December	2.09%

RanK	Event	Peak period	MPS
33	NHL: Vancouver Canucks fire GM Mike Gillis	April	2.07%
34	Stanley Cup Finals: Los Angeles Kings win against New York Rangers	June	2.07%
35	NHL Winter Classic: Toronto Maple Leafs win against the Detroit Red Wings	January	2.02%
36	Australian Open: Eugenie Bouchard loses in semi-final	January	2.00%
37	Crimea votes on independence from Ukraine	March	1.96%
38	Quebec elections announcement	March	1.88%
39	Federal Finance Minister Jim Flaherty steps down, Joe Oliver takes over	March	1.86%
40	Polar Vortex in Canada	January	1.82%
41	Golf: Bubba Watson wins the Masters at Augusta National Golf Club	April	1.81%
42	Rob Ford hospitalized for a tumor, withdraws from mayoral race and is replaced by his brother	September	1.79%
43	Rogers Cup: A. Radwanska wins women's title, J-W. Tsonga wins men's title	August	1.77%
44	Tennis (US Open): Milos Raonic and Eugenie Bouchard loose in 4 th round	August	1.77%
45	NHL training camps	September	1.69%
46	NBA Playoffs: Toronto Raptors lose to Brooklyn Nets	May	1.68%
47	L'Isle-Verte Tragedy: a fire burns down a seniors' residence	August	1.66%
48	Liberal party convention: heading to 2015, Justin Trudeau's speech	February	1.64%
49	Calgary Stampede	July	1.62%
50	Ukraine: Malaysian Airlines flight MH17 shot down	July	1.62%



STORY
OF THE YEAR

AND SUDDENLY, A GUNMAN BURST INTO THE PARLIAMENT BUILDING...

On the morning of October 22nd, a gunman attacked Parliament Hill in Ottawa. He killed Corporal Nathan Cirillo who was guarding the War Memorial. He then made his way into the Parliament building housing the Chamber of Commons, where he engaged in shooting with guards before finally being shot dead by Sergeant-at-Arms Kevin Vickers.

The news took the Canadian media by storm and also quickly made its way all around the globe. In the Canadian media that week, it racked up an MPS of 17.19%, ahead of all other news. Over the following week, the story kept its place as the number one news item in the country.

“The Ottawa shooting got more media coverage in Canada than the attacks at the Boston marathon last year”, commented Philippe Brazeau, Senior Advisor at Influence Communication. “To find the last story with an MPS that high, you have to go back to the London Olympic Games in 2012.”

We came very close this year to again having an election campaign – that is, the election that made Liberal candidate Kathleen Wynne Premier of Ontario – make story of the year in Canada’s media. But it was not to be. Although the story capered at the top of the charts for weeks on end with an MPS of over 8.56% during election week in mid-June, it ended up having to make do with second place.

Saint-Jean-sur-Richelieu a powerful accelerator

Twitter was also buzzing with the tragedy. Very soon, hashtags #CanadaStrong and #OttawaShooting were in second and third place in Canada, surpassed only by #Halloween. Over seven days, #OttawaShooting was sixth worldwide and eighth in the U.S.

“It was major, especially because the Saint-Jean-sur-Richelieu attack had occurred only two days before,” emphasized Brazeau. “The media of the entire world were watching us. In fact, in the international press, 50% of the articles covered the two events together. Saint-Jean was therefore a powerful accelerator for the Ottawa shooting story.

“In a matter of hours, there were 2.5 times more international news stories on Ottawa than there had been for the attack in Saint-Jean-sur-Richelieu two days earlier.”



Philippe Brazeau

This year in Canada, three of the top ten news items were linked to attacks killing one or several law enforcement officials. There was Ottawa, Saint-Jean, the funerals of the soldiers killed in both places – and also the killing of three RCMP officers in Moncton in spring, which made it to eighth place.” The U.S. media were the most interested in the Ottawa shooting, followed by the media of the U.K., France, Spain and India.

“American journalists got involved in this story. It was the U.S. channel CBS that was the first to reveal the identity of the gunman, Michael Zehaf-Bibeau.”

Philippe Brazeau

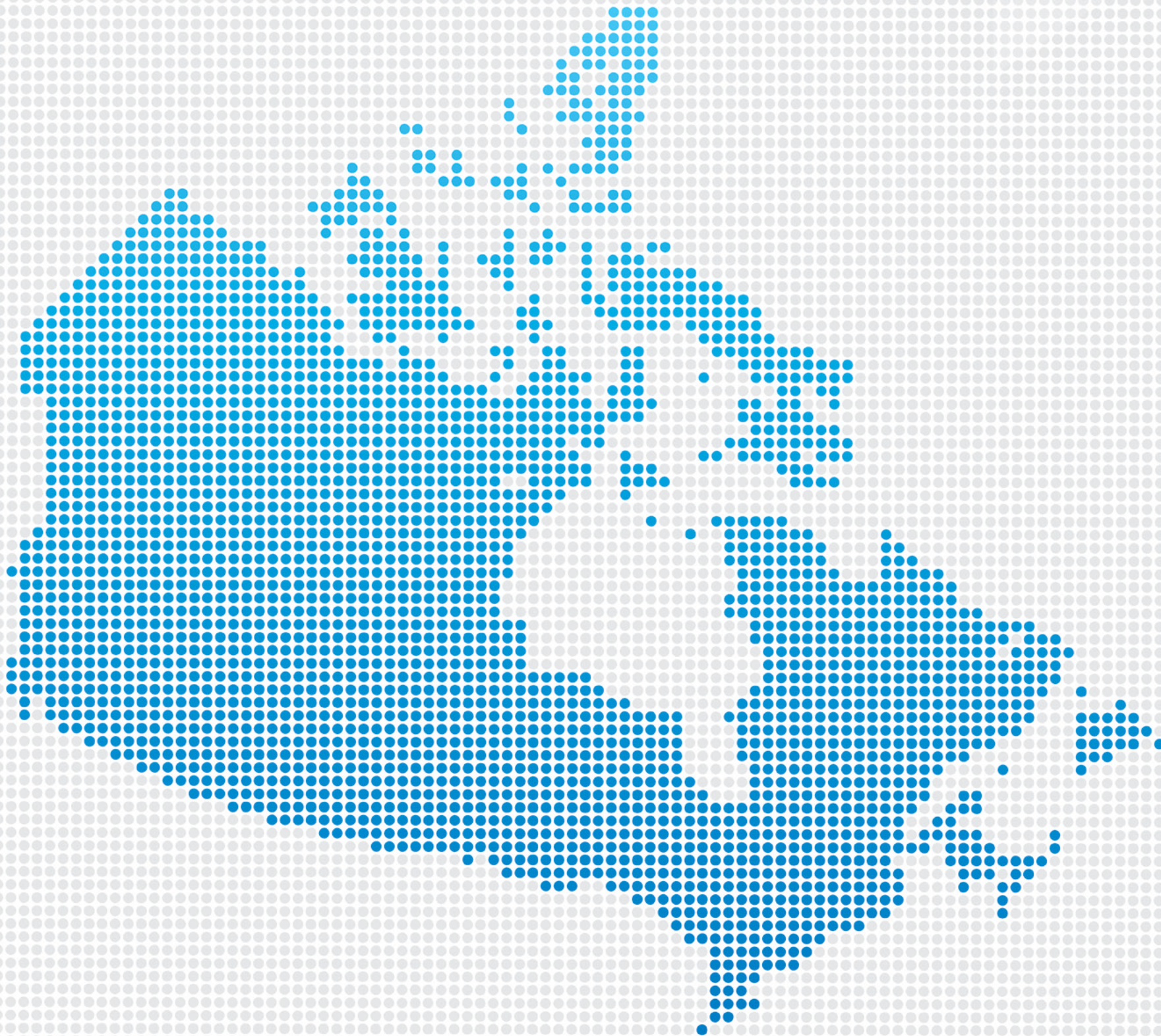


A bouquet and a brickbat

Americans were impressed by the calm and rigorous demeanour of Peter Mansbridge, anchorman of CBC's news program "The National". They also noted various aspects of journalistic professionalism: there was no dramatic soundtrack as the facts were presented concisely and confirmed as the situation progressed.

Star CNN anchor Anderson Cooper had an unpleasant surprise while reporting on the scene as he was approached by a young journalist from Sun News Network asking him for a selfie. When Cooper refused, telling him that this was neither the time nor the place, the rookie reporter proceeded to complain about the incident on his Twitter account. Cooper responded that he could not understand how a channel could employ a journalist who behaved in this manner, whereby the reporter was fired by Sun News the next day.

*The shooting was in the **top 3** of world news for two days running. The only other Canadian story to have generated this much coverage was the Lac-Mégantic tragedy.*



ELECTIONS COAST TO COAST

This year, with elections in Quebec, Ontario, and New Brunswick, **60%** of Canadians were called upon to vote at the provincial level. As always when elections come around, these events were much covered by their respective local media.

“Interestingly, had it not been for the October shooting in Ottawa”, comments Influence Communication Production Director Pierre Rondeau, “the Ontario election campaign would have been the top news story across Canada. This is not because the whole country was especially interested in the Ontarian provincial election, but because Ontario has the most significant media ecosystem. Their media providers are not only numerous but also have the widest reach. Although the *National Post* and *The Globe and Mail* are national dailies, they are based in Toronto, so their local pages cover Ontario news.”

This is evidenced by the fact that the six weeks of the Ontario election campaign ended up filling six spots in the Canadian top 20 news chart. Liberal candidate Kathleen Wynne’s victory on June 12 also shot the story to the top of the list with an MPS of 8.56% for that week.

Ontario’s voters thus chose to keep in power the team of Kathleen Wynne, who rose to the leadership position last year after the resignation of previous Liberal Party leader, Dalton McGuinty. This was therefore a vote of confidence, as she emerged from the election with a majority government.

“The Ontario media tracked every day of the campaign. Elsewhere in Canada, the elections were a news story on the day that the results were announced, and perhaps also on the date of the campaign launch. In between the two, the election remained in the background, only popping up in a more prominent position in the news if some exceptional event, scandal or controversy arose.”

Pierre Rondeau



Confidence in Toronto, defiance in Quebec

The new Quebec government also received a majority mandate, albeit in a spirit of defiance. A mere **18** months after coming to power, Pauline Marois' Parti québécois government was defeated by the Liberals under Philippe Couillard. They won a comfortable victory following a campaign that figured prominently in the province's media with an MPS of **20%** over its five weeks. Accordingly, the provincial election emerged as Quebec's winner for news story of the year. However, the April 7 results lagged behind on the Canadian news charts, ranking only **26th**.

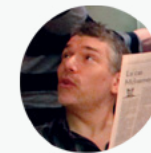
Even at that, it was only certain highlights that caught the attention of the national media, such as the victory of the Liberal Party and – more unusually – the nomination of Pierre Karl Péladeau, former boss of Quebecor (a company which, among others, was sole holder of Sun Media). The image of him pronouncing himself in favour of separation with raised fist set the media on edge. This was the first time that the announcement of a mere candidate to a provincial election managed to make first-page news in major dailies nationwide.

Ripples

from sea to sea

If good things come in threes, then so did elections this year, as New Brunswick brought us a third provincial campaign, a third liberal win and a third majority government. Brian Gallant, aged only **32**, soared to victory over the incumbent Conservative leader David Alward, who had only served one term in power. Although this story was number one in Canada on election day, September 23, journalists mostly focused on the young age of the new premier. The story was soon forgotten, and by the end of the year it did not even make the annual top **100** news stories.

“Provincial elections, the resignation of a premier or a provincial party leader – these are stories that neighbouring provinces will run for a day, but they won't last all week. The media report on the result, but then move on.”



Pierre Rondeau

Besides the elections in Quebec, Ontario, and New Brunswick, two other provinces also saw some action on their local political scenes. In September, Albertans found themselves with a new premier: Progressive Conservative Jim Prentice. He rose to the head of the party after Alison Redford resigned amid accusations of misusing public funds. The impact was seen on the charts, as Redford ranked **4th** in our list of top Canadian political figures in the media, while Prentice made **11th** place.

Finally, there was a major reshuffling of the Manitoban government in early November when five ministers – for Justice, Health, Finance, Employment, and Municipal Affairs – all handed in their resignations, claiming that they were being ignored by a leader more concerned with maintaining his power than with voters' priorities. NDP premier Greg Selinger was unfazed. After taking notice of the resignations, he replaced the ministers in a matter of hours.

In both the Alberta and Manitoba cases however, these stories proved to have a short shelf life.



MAJOR SPORTS EVENTS = MAJOR MEDIA COVERAGE?

“In Canada, it takes a special element or a major story to make a sports event really newsworthy”, notes Nicolas Ryan, an analyst with Influence Communication. “From this perspective, we’ve been lucky this year with not only some major international competitions, but also several Canadian stars showing up in unexpected places.”

As a result, there are ten sports stories in our **top 25** news items for **2014**, and over sixty sports stories that managed to reach an MPS score over **1%** – a level only attained by those news items that manage to capture a somewhat more lasting place in the media spotlight.



Top champions: the Olympics

The gold medal goes to the Sochi Winter Olympics – with the opening ceremony, the unveiling of the Canada men’s hockey team, the competitions and the closing ceremony, these were the four sports news items that had the highest MPS this year. It is worth mentioning that the media coverage of the Sochi opening ceremony was significantly higher than for the opening of the Vancouver Games four years ago.

“We should remember that the Vancouver Olympics opened only one month after the Haiti earthquake, which certainly cast a shadow on them. “Besides the entertainment aspect, journalists also paid a lot of attention to the security measures surrounding the Sochi Games”, adds Ryan. As a general rule, the Olympic Games is the only sports event that can beat the media coverage of the Grey Cup or Stanley Cup, or the Super Bowl – all of which rank between 4% and 8%.”

In the case of the Stanley Cup, playoffs without a Canadian team are less likely to hold the media’s interest. This is why this year’s finals (which saw the Los Angeles Kings swoop to victory over the New York Rangers) only made an MPS of 2.07% in Canada’s media, which is low for a major sporting event.

This factor also explains why the playoffs overall did not attract much media attention this year, seeing as the Montreal Canadiens were the only Canadian team to even make it to the after season. While an ordinary game of the Canadiens often hits over 1% MPS in Quebec, this is less often the case elsewhere in Canada. However, the NHL draft, a firing or the deadline for trades are always stories that figure in the annual top news.

“In 2011, the Boston Bruins win the Stanley Cup, beating the Vancouver Canucks. The finals scored an 8.06% MPS in Canada, while the riots that broke out after the last game reached a score of 12.12%.”

From Canada News Review 2011, Influence Communication

Once hockey season ended, the cameras shifted towards the World Cup in Brazil. Its last week of finals reached an MPS of 3.76%, hoisting it to an impressive seventh place in top sports news stories. Impressive indeed, considering that the Canadian soccer team was not part of the tournament.

Milos and Eugenie

Meanwhile, some events come back each year that never hit the top of the rankings but always remain in the picture. Examples of these are the Augusta Masters Golf Tournament or the Calgary Stampede, which ranked **24th** and **29th** respectively this year.

Many media were interested by Wimbledon this summer, raising it into place among the **top 10** sports stories, thanks to stellar performances by Canadian athletes.

Although their exploits on the courts were widely covered, articles about newborn stars Eugenie Bouchard and Milos Raonic spilled beyond the sports pages. The popularity of Bouchard and her fan club entourage were also part of the media coverage. In fact, **18%** of stories published about her this year mentioned the swarm of fans known as the “Genie Army” who have been trailing her everywhere since the Australian Open last January.

“In articles about Ms. Bouchard from Canadian sources, we find a **90%** frequency of mentions of the Genie Army”, notes Pierre Rondeau, Production Director at Influence Communication. “Incidentally, if we compare Bouchard and Raonic in Canadian media, for **100** news items we currently see **53** mentions of Eugenie for **47** of Milos. Given that they are so close, maybe we’ll soon be seeing a Milos Army as well?”.

“Eugenie Bouchard in the finals, Milos Raonic in the semi-finals, Vasek Prospisil winning the doubles. So many excellent results by Canadians at a single tennis tournament is a historical event! This explains the media’s interest in Wimbledon this year.”



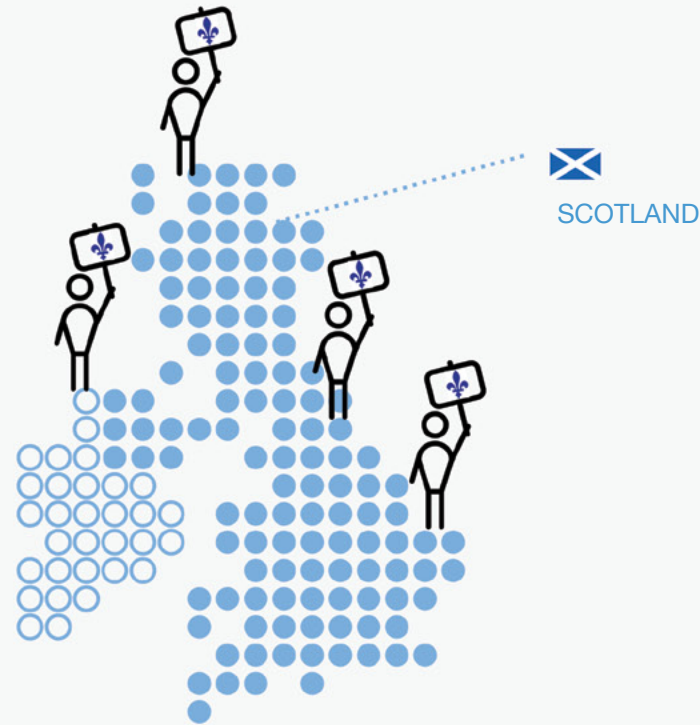
Nicolas Ryan



SCOTLAND'S REFERENDUM
OR HISTORY REVISITED

SCOTLAND'S REFERENDUM, OR HISTORY REVISITED

Scotland's independence referendum on September 18th was the perfect opportunity for our media to revisit the experiences of Quebec's referenda in 1980 and 1995. Outside Quebec, a third of the Canadian media coverage on the Scottish bid for independence drew comparisons with Quebec's sovereignty votes.



3,000
articles were produced by
Quebec's media in 2014

"The fact that the 'no' side won, as it did twice in Quebec, was certainly a factor that allowed journalists and columnists to continue comparing the two cases even after the vote."



Félix B. Thiffault



It came as no surprise that Quebec was the province most interested in the outcome of Scotland's referendum. Out of Canada's 4,700 articles on this topic, over 3,000 were produced by Quebec's media in 2014. Quebec followed the story all year long, while other Canadian provinces started paying attention to the story in September. In fact, 75% of the Scottish referendum media coverage was between September 1st and October 15th, whilst in Quebec, this period accounted for only 17%. It should also be noted that nationwide interest in the story continued well after voting day, with another 800 mentions over the following month.

Jean-François Dumas, CEO of Influence Communication, added that although the Scottish referendum generated the most news stories in Quebec, it is also in this province that Scottish citizens were quoted the least often. Indeed, except for a few rare exceptions, Quebec media coverage of the event focused on their own compatriots, rather than on the reactions and comments of the Scots.

An “inconceivable” separation

Although Scotland’s bid for sovereignty definitely struck a chord in Canada, by mid-September the entire world was watching Edinburgh.

Canada cut out a prime spot for itself within the international media coverage: anti-separatist Prime Minister Stephen Harper said in an interview that his compatriots viewed this separation as “inconceivable”, a statement which was widely quoted, especially in the U.K. The day after Scotland’s vote, Jean Chretien, former Prime Minister and leader of the “no” campaign during Quebec’s 1995 referendum, revealed that he had met several times with British government officials over the last year in an advisory capacity.

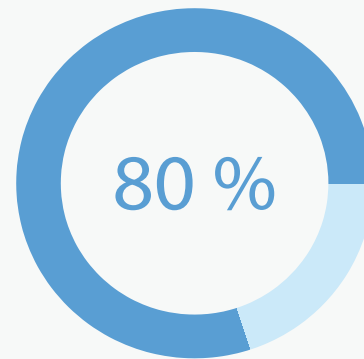
“Scotland’s referendum was an opportunity for Canada’s political elite to widely disseminate its views on sovereignty in the media. Its position – generally opposed to independence – was also taken up by the British and international media.”



Félix B. Thiffault

Canada through the eyes of Scotland – and Catalonia

Quebec’s separatist inclinations, along with the province’s 1980 and 1995 referenda, were the main reference points for journalists worldwide to explain what was at stake in Scotland’s case. More specifically, 0.6% of all U.K. coverage on the Scottish referendum was about Canada’s experience. Furthermore, 11% of U.K. articles about Quebec in 2014 reported on the province’s sovereignty movement.



80% of Catalonia’s voters expressed the will to separate from Madrid’s power

This trend was even more visible in reference to Catalonia, a region of Spain aspiring for independence, which held a symbolic consultation on its future on November 9th this year. As a result, 80% of their voters expressed the will to separate from Madrid’s power. Only time will tell whether this early victory for Catalan separatists will lead to an actual referendum, but Spain is already observing the Canadian model. In 2014, the Spanish media churned out over 2,000 articles on nationalism and separatist movements in Canada.

“This number may seem insignificant compared to the total mentions of Canada in Spain’s media, which totalled nearly 43,000 this year,” comments Félix B. Thiffault, Communications Advisor at Influence Communication. “But 2,000 is a lot. Also, over half of the articles that refer to Quebec also mention referenda or nationalism. Almost twenty years after the 1995 referendum, Quebec’s separatist movement remains a strong archetype for the international press.”





FINAL CURTAIN ON THE ROB FORD SAGA?

2013 was definitely the year of Rob Ford. It all started when two *Toronto Star* reporters broke the story of his consumption of crack cocaine, to which he admitted six months later. Combined with his denial of alcohol problems and allegations of him frequenting prostitutes, this made up all the ingredients for a cocktail of scandal that landed him in the headlines both at home and abroad. Since the beginning of the **21st** century, no Canadian news story has generated more media interest worldwide.

Mayoral misfortunes in the media


If anyone thought that the mayor of Canada's biggest city would lose some of his notoriety once he confessed his misdeeds, they were soon proven wrong. Although he didn't quite repeat last year's feat of surpassing Prime Minister Stephen Harper in the ranking of Canada's top people in the media, Rob Ford still made second place... with no less than **20,000** mentions in Canada's main print media and with **20%** more coverage than Liberal Party leader Justin Trudeau!

"The media has been rather interested in Mayor Ford's numerous woes and abuse of substances. We saw a peak in May, probably because of the leave that he took to seek treatment for his addiction problems."



Félix B. Thiffault



 **6,500**
mentions internationally

With nearly **6,500** mentions internationally, journalists around the world also took an interest in the sequel to the adventures of Toronto's decidedly unique mayor. Of course the emphasis was on his scandals rather than on his political decisions. The online publication of a video with an inebriated Rob Ford, charges that he arranged to have his sister's former fiancé beaten, followed by allegations of violence and racism that led to him checking into a rehab facility – all these were stories that passed the **1% MPS** threshold over a one-week period: a feat only normally achieved by those rare news items that manage to strike a lasting chord within the media.

Reporters also covered his decision to run for a new term as mayor, as well as his return to City Hall after rehab, but these stories made less of a splash.



Ford-ging ahead

Stories on the beleaguered mayor hit another high in September, when he was hospitalized and diagnosed with a malignant abdominal tumour. In the aftermath of these events, Rob Ford pulled out of the mayoral race. His brother Doug replaced him, only to be beaten in late October by Conservative John Tory. Meanwhile, the ex-mayor was still re-elected to his former council seat.

“His illness and the election have still kept him fairly present in the media this fall. But it’s nothing compared to the coverage of his escapades last year. Will the transfer of power at Toronto City Hall mark the end of this media saga? Probably not.”



Félix B. Thiffault

Despite it all, Rob Ford has announced his intention to win back the mayorship of Toronto in **2018**. As for Doug Ford, Rob’s unflagging supporter throughout every scandal, he has come nowhere close to replacing his brother in the eyes of the press: with over **7,500** mentions in Canada’s main print media, the elder Ford brother only ranked **19th** in our list of the country’s top media figures – although he has nearly doubled his MPS since **2013**.

“What we see in **86%** of cases is that articles mentioning Doug also refer to Rob”, cautions Félix B. Thiffault, Communications Advisor at Influence Communication. “Conversely, only a third of stories on Rob mention Doug as well. It’s hard to say at the moment whether the former mayor is casting a shadow on his brother or dragging him into the spotlight. But – despite the illness of one, and the failure of the other to win the mayoral elections – I very much doubt that the Ford brothers will fade away from the public eye anytime soon.”

Considering that, even before Doug took his brother’s place in the municipal elections, *The Globe and Mail* published an investigative piece revealing Doug Ford’s hidden connections with drugs, and that he doesn’t shy away from calling journalists “bastards” – all the elements seem to be in position for him to take his younger brother’s place in the headlines. Further bulletins as events warrant...

TORONTO

OPINION CHAMPION

Which city produces the most editorials, Toronto or Montreal? If you guessed Montreal, you'd be wrong by a long shot. If you suspected the *Toronto Star* of distorting the figures in Toronto's favour, you'd be wrong again. According to a study by Influence Communication, in both cities, tabloids are not the media that devote the most space to editorials.



“Of course we want to remain neutral on whether or not editorial pieces are a good thing. Our aim was simply to check whether this impression that commentary is swamping our media has any bearing on reality. To avoid skewing the results, we left out the Sports and Entertainment sections, which are practically nothing but columns, opinion pieces or reviews.”



Pierre Rondeau

Influence Communication decided to investigate the frequent complaint that editorials are taking over newspapers. The method chosen was to compare the media scenes in Montreal and Toronto. Over a one-week period, from November 12th to 18th, an analyst went through the paper editions of *The Globe and Mail*, the *National Post*, the *Toronto Sun* and the *Toronto Star*; and on the other side, editions of *La Presse*, the *Journal de Montréal*, *Le Devoir* and *The Montreal Gazette*.

The Globe and Mail and La Presse in the lead

With over a third of journalistic content devoted to opinion in Toronto, the Ontarian metropolis is far ahead of its Quebec rival, where editorials take up less than one-quarter of the space in daily broadsheets. As explained by Pierre Rondeau, Production Director at Influence Communication, Toronto readers are served up more commentary on economic news while in Montreal, papers tend to stick to just the figures.

“It is true though that the week chosen was full of sex scandals”, he adds. “First the allegations of abuse by Jian Ghomeshi, then in the Ottawa parliament. Things that get more of a reaction in Ontario.”

AVERAGE BREAKDOWN OF OPINION PIECES AND NEWS ITEMS

Between November 12th and 18th 2014

Toronto dailies	% of content taken up by OPINION	% of content taken up by NEWS
The Globe and Mail	39%	61%
National Post	38%	62%
Toronto Sun	34%	66%
Toronto Star	31%	69%
Average – Toronto	35%	65%
Montreal dailies	% of content taken up by OPINION	% of content taken up by NEWS
La Presse	28%	72%
The Montreal Gazette	24%	76%
Le Devoir	23%	77%
Le Journal de Montréal	22%	78%
Average – Montreal	24%	76%
Average – All dailies	30%	70%

And certainly not only in the tabloids. On the contrary, *The Globe and Mail* along with the *National Post* came out ahead with **39%** and **38%** respectively of content devoted to commentary. The *Toronto Sun* trailed behind at **34%** and the *Toronto Star* brought up the rear with a weekly average of **31%**.

In Montreal, *La Presse* was in the lead with **28%** of opinion pieces that week, followed by the *Montreal Gazette* at 24%, *Le Devoir* with **23%**, and the *Journal de Montréal* trailing behind with **22%**.

DID YOU KNOW?

Monday is the top day for opinion pieces in Toronto: an average of **42%** of commentary content is published on that day.

42% opinions in Toronto on Monday

One point in common between the two cities was that Sunday was the day when the media focused most on editorials.

"However, we disqualified this day because in both cases, there was only one daily left to analyze, the *Journal de Montreal* and the *Toronto Sun*", explained Pierre Rondeau, "so it wasn't representative."

Apparently, opinion-makers in Toronto spend their weekends honing their arguments: **42%** of commentary and editorials were printed on Monday. In Montreal however, Saturday was their big day, with **25%** of the week's opinion pieces. But if any of this comes as a surprise to our readers, we're sure they'll lose no time in putting in their two cents' worth as well!

hflfluence

NEWS CHARTS

DID YOU KNOW?

Of our top 50 news stories of the year, 21 are related to sports events.



TOP NEWS CURRENT AND LEGAL AFFAIRS

Rank	Event	Peak period	MPS over 7 days
1	Ottawa attack: Michael Zehaf-Bibeau kills Corporal Nathan Cirillo before being shot	October	17.19%
2	St-Jean-sur-Richelieu attack: Martin Rouleau kills Warrant Officer Patrice Vincent before being shot	October	6.69%
3	Moncton shootings: Justin Bourque arrested after killing three policemen	June	5.61%
4	Ghomeshi sex investigation: 3 rd woman comes forward to the police	November	2.82%
5	Ottawa Shooting: Kevin Vickers honoured in Israel	November	2.26%
6	L'Isle-Verte Tragedy: a fire burns down a seniors' residence	January	1.66%
7	NBA: L.A. Clippers' owner Donald Sterling banned for life after racist comments	May	1.38%
8	Mysterious disappearance of Nathan O'Brien and his grandparents in Calgary	July	1.28%
9	Calgary stabbings: 5 deaths and the killer is arrested	April	1.27%
10	Toronto: Mayor Rob Ford accused of violence and racism, takes a leave of absence to seek help for substance abuse	May	1.19%



TOP NEWS POLITICS

Rank	Event	Peak period	MPS over 7 days
1	Ottawa attack: Michael Zehaf-Bibeau kills Corporal Nathan Cirillo before being shot	October	17.19%
2	Ontario: a Liberal majority government elected	June	8.56%
3	Remembrance Day celebrations	November	5.54%
4	Ontario election campaign	June	4.78%
5	Ottawa in mourning after Jim Flaherty's sudden death	April	3.71%
6	Flaherty's budget unveiled	February	2.70%
7	Quebec: a Liberal majority government elected	April	2.52%
8	Alberta's Premier Alison Redford steps down	March	2.48%
9	Ottawa approves Northern Gateway pipeline project	June	2.37%
10	NDP votings against the Ontario budget	May	2.33%



TOP NEWS BUSINESS AND ECONOMY

Rank	Event	Peak period	MPS over 7 days
1	Jim Flaherty's Federal budget	February	2.70%
2	Ottawa approves Northern Gateway pipeline project	June	2.37%
3	Keystone XL: American Senate rejects project by only one vote	November	1.04%
4	Oil prices continues to tumble, falling below \$70	November	0.94%
5	Harper government announces an income-splitting proposal that will give families tax breaks	October	0.68%



TOP NEWS SPORTS

Rank	Event	Peak period	MPS over 7 days
1	Sochi Olympics opening ceremony	February	6.28%
2	Sochi 2014: Canadian men's hockey team unveiled	January	6.13%
3	Sochi Olympic Games	February	5.51%
4	CFL Grey Cup: Calgary Stampeders win against the Hamilton Tiger-Cats	November	5.15%
5	Super Bowl: Seattle Seahawks stomp Denver Broncos	February	4.31%
6	NHL Entry Draft	June	3.95%
7	FIFA World Cup	July	3.76%
8	NHL Trade deadline	March	2.94%
9	Wimbledon: Milos Raonic, Eugenie Bouchard and Vasek Pospisil make history	July	2.88%
10	NHL Playoffs: Montreal Canadiens against New York Rangers	May	2.75%



TOP NEWS ARTS AND ENTERTAINMENT

Rank	Event	Peak period	MPS over 7 days
1	The Oscars 2014 - 86 th Academy Awards	March	3.12%
2	American actor-comedian Robin Williams found dead at age 63	August	2.61%
3	Toronto International Film Festival	September	1.58%
4	CBC cuts 657 jobs due to budget shortfall	April	1.19%
5	56 th Grammy Awards	January	1.18%
6	JUNO Awards	March	0.98%



TOP NEWS HEALTH

Rank	Event	Peak period	MPS over 7 days
1	Rob Ford hospitalized for a tumor, withdraws from mayoral race and is replaced by his brother	September	1.79%
2	H1N1: Call for major vaccination and 10 deaths in Alberta	January	1.60%
3	Ebola outbreak in Western Africa	October	1.43%
4	Ice Bucket Challenge for ALS awareness	August	1.43%
5	Ebola: Canadian-made vaccine to start clinical trials	October	1.41%



TOP NEWS INTERNATIONAL NEWS STORIES MOST COVERED IN CANADA

Rank	Event	Peak period	MPS over 7 days
1	Gaza: Israel continues its attacks, UN Security Council calls for ceasefire	July	3.36%
2	American actor-comedian Robin Williams found dead at age 63	August	2.61%
3	Ukraine: Political Crisis with Russia	March	2.32%
4	Crimea votes on independence from Ukraine	March	1.96%
5	Ukraine: Malaysian Airlines flight MH17 shot down	July	1.62%



TOP NEWS CANADA IN THE NEWS ABROAD*

Rank	Event	Peak period
1	Ottawa attack: Michael Zehaf-Bibeau kills Corporal Nathan Cirillo before being shot	October
2	Keystone XL pipeline project	November
3	St-Jean-sur-Richelieu attack: Martin Rouleau kills Warrant Officer Patrice Vincent before being shot	October
4	Rob Ford's mishaps and health condition	September
5	Michaëlle Jean chosen as new head of the Francophonie	November
6	Jian Ghomeshi sex investigation	October
7	Sexual harassment allegations on Parliament Hill	November
8	Moncton shootings: Justin Bourque arrested after killing three policemen	June
9	L'Isle-Verte Tragedy: a fire burns down a seniors' residence	January
10	Quebec: helicopter jailbreak at Orsainville Detention Centre	June

* Based on volume of media coverage over one year



TOP BUSINESSES IN THE MEDIA

Rank 2013	Rank 2014	Company	MPS
3	1	Bank of Montreal	3.89%
7	2	Air Canada	3.33%
2	3	Toyota	2.94%
6	4	Honda	2.81%
9	5	Tim Hortons	2.80%
8	6	General Motors	2.71%
15	7	Canadian National Railways	2.59%
1	8	Scotiabank	2.54%
12	9	Canadian Tire	2.51%
16	10	Canadian Imperial Bank of Commerce	2.26%
19	11	Chrysler Canada	2.01%
--	12	McDonald's	1.95%
10	13	BlackBerry	1.94%

Rank 2013	Rank 2014	Company	MPS
14	14	Telus	1.91%
24	15	Ford	1.87%
17	16	Enbridge	1.81%
--	17	Québecor	1.77%
5	18	Royal Bank of Canada	1.71%
--	19	TransCanada Corp	1.68%
4	20	Canadian Pacific	1.55%
11	21	Walmart	1.50%
--	22	National Bank of Canada	1.49%
--	23	Apple	1.46%
13	24	Rogers Communications	1.44%
21	25	Molson Coors	1.31%

A bank inherits the first place for a second year in a row. In 2012, Honda was first. In fact, five banks and five automobile manufacturers appear in the list.



TOP NEWS SCIENCE AND TECHNOLOGY

MPS
over 7 days

Rank	Event	Peak period	MPS over 7 days
1	Heartbleed hack forces shutdown of the Canada Revenue Agency's online systems	April	0.94%
2	Naked pictures of stars hacked and leaked on Internet, FBI investigating	September	0.84%
3	One Franklin Expedition ship found 168 years after its disappearance	September	0.65%
4	Rosetta Mission: Robot Philae landed on comet 67P	November	0.58%
5	Apple launches the iPhone 6 and the Apple Watch	September	0.40%

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PEOPLE

DID YOU KNOW ?

There are only 3 women among the top 25 people in Canadian media, and none among the top 10 in business.



TOP 25 PEOPLE WHO MADE THE NEWS IN CANADA IN 2014

Rank	Name	MPS
1	Stephen Harper	2.11%
2	Rob Ford	1.66%
3	Barack Obama	1.61%
4	Kathleen Wynne	1.29%
5	Sidney Crosby	1.26%
6	Carey Price	1.07%
7	Justin Trudeau	1.04%
8	Eugenie Bouchard	0.84%
9	John Tory	0.79%
10	Vladimir Putin	0.78%
11	Milos Raonic	0.68%
12	Randy Carlyle	0.61%
13	Tiger Woods	0.57%
14	Alison Redford	0.54%
15	John Tortorella	0.54%
16	Jonathan Toews	0.50%

Rank	Name	MPS
17	Roberto Luongo	0.48%
18	Martin St. Louis	0.46%
19	Doug Ford	0.46%
20	John Baird	0.46%
21	Michel Therrien	0.46%
22	Phil Kessel	0.45%
23	Roger Federer	0.45%
24	Jim Flaherty	0.44%
25	Rory McIlroy	0.44%



TOP 10 PEOPLE WHO MADE THE NEWS IN CANADA IN 2013

Rank	Name	MPS
1	Rob Ford	10.35%
2	Stephen Harper	5.23%
3	Barack Obama	2.27%
4	Mike Duffy	2.08%
5	Justin Trudeau	1.92%
6	Thomas Mulcair	1.58%
7	Jim Flaherty	1.24%
8	Dalton McGuinty	1.17%
9	Queen Elizabeth II	0.95%
10	Sidney Crosby	0.95%



TOP 10 PEOPLE WHO MADE THE NEWS IN CANADA IN 2012

Rank	Name	MPS
1	Stephen Harper	4.66%
2	Barack Obama	2.76%
3	Dalton McGuinty	2.16%
4	Mitt Romney	1.47%
5	Alison Redford	1.26%
6	Christy Clark	1.17%
7	Jim Flaherty	0.99%
8	Queen Elizabeth II	0.97%
9	Bob Rae	0.89%
10	Thomas Mulcair	0.89%



TOP 10 PEOPLE WHO MADE THE NEWS IN CANADA IN 2011

Rank	Name	MPS
1	Stephen Harper	1.59%
2	Jack Layton	0.74%
3	Barack Obama	0.72%
4	Michael Ignatieff	0.54%
5	Sidney Crosby	0.49%
6	Dalton McGuinty	0.41%
7	Zdeno Chara	0.41%
8	Tim Thomas	0.38%
9	Muammar Gaddafi	0.30%
10	Jim Flaherty	0.30%



TOP 10 PEOPLE WHO MADE THE NEWS IN CANADA IN 2010

Rank	Name	MPS
1	Stephen Harper	5.48%
2	Barack Obama	3.18%
3	Tiger Woods	2.23%
4	Sidney Crosby	1.95%
5	Michael Ignatieff	1.79%
6	Dalton McGuinty	1.43%
7	Roberto Luongo	1.16%
8	Gordon Campbell	1.10%
9	Jim Flaherty	1.05%
10	Brian Burke	1.00%



TOP 10 POLITICAL FIGURES IN CANADIAN MEDIA IN 2014 (OUTSIDE FEDERAL MPs)

Rank	Name	MPS
1	Rob Ford	6.54%
2	Kathleen Wynne	5.76%
3	John Tory	4.13%
4	Alison Redford	3.28%
5	Doug Ford	2.95%
6	Philippe Couillard	2.49%
7	Christy Clark	2.44%
8	Pauline Marois	2.22%
9	Andrea Horwath	2.20%
10	Olivia Chow	2.08%



TOP 10 SPORTS CELEBRITIES IN CANADIAN MEDIA IN 2014

Rank	Name	MPS
1	Sidney Crosby	1.29%
2	Carey Price	1.22%
3	Eugenie Bouchard	1.05%
4	Milos Raonic	0.86%
5	Randy Carlyle	0.84%
6	Tiger Woods	0.80%
7	John Tortorella	0.76%
8	Jonathan Toews	0.74%
9	Roberto Luongo	0.73%
10	Martin St. Louis	0.73%



TOP 10 BUSINESS LEADERS IN CANADIAN MEDIA IN 2014

Rank	Name	MPS
1	Warren Buffett	8.29%
2	Mark Carney	7.12%
3	Tim Cook	6.57%
4	Mark Zuckerberg	6.14%
5	Conrad Black	5.78%
6	Donald Trump	5.23%
7	Hubert T. Lacroix	4.73%
8	Pierre Dion	4.06%
9	Satya Nadella	3.16%
10	Pierre Beaudoin	2.91%



TOP 10 ENTERTAINMENT PERSONALITIES IN CANADIAN MEDIA IN 2014

Rank	Name	MPS
1	Justin Bieber	2.80%
2	Neil Young	1.55%
3	Beyonce	1.43%
4	Lady Gaga	1.41%
5	Jennifer Lawrence	1.34%
6	Miley Cyrus	1.26%
7	Robin Williams	1.25%
8	Celine Dion	1.22%
9	Matthew McConaughey	1.19%
10	George Clooney	1.15%

Taylor Swift topped this ranking in 2013. She holds the 13th place this year.



TOP 10 INTERNATIONAL PEOPLE IN CANADIAN MEDIA IN 2014

Rank	Name	MPS
1	Barack Obama	7.25%
2	Vladimir Putin	4.80%
3	John Kerry	3.03%
4	François Hollande	1.96%
5	David Cameron	1.80%
6	Angela Merkel	1.58%
7	Benjamin Netanyahu	1.51%
8	Mahmoud Abbas	1.23%
9	Beyonce	1.21%
10	Lady Gaga	1.19%

TOP 20 FEDERAL POLITICIANS IN CANADIAN MEDIA IN 2014

Rank	Name	Party	MPS 2014	MPS 2013
1	Stephen Harper	Conservative	24.00%	22.99%
2	Justin Trudeau	Liberal	6.76%	8.42%
3	John Baird	Conservative	4.32%	3.39%
4	Jim Flaherty (deceased)	Conservative	4.04%	5.44%
5	Thomas Mulcair	NDP	3.53%	4.17%
6	Peter MacKay	Conservative	2.90%	4.88%
7	Jason Kenney	Conservative	2.83%	2.07%
8	Joe Oliver	Conservative	2.39%	3.06%
9	Lisa Raitt	Conservative	1.87%	--
10	Steven Blaney	Conservative	1.56%	--

Rank	Name	Party	MPS 2014	MPS 2013
11	James Moore	Conservative	1.37%	1.42%
12	Rob Nicholson	Conservative	1.36%	1.97%
13	Pierre Poilievre	Conservative	1.21%	--
14	Chris Alexander	Conservative	1.20%	--
15	Denis Lebel	Conservative	1.08%	--
16	Rona Ambrose	Conservative	1.01%	--
17	Julian Fantino	Conservative	0.90%	1.53%
18	Tony Clement	Conservative	0.81%	2.41%
19	Gerry Ritz	Conservative	0.71%	1.63%
20	Stéphane Dion	Liberal	0.66%	1.90%

MEDIA PROMINENCE SCORE OF CANADIAN PREMIERS OUTSIDE THEIR OWN PROVINCES

Name	Province	MPS 2014	MPS 2013
Pauline Marois (defeated)	Québec	18.17%	21.68%
Philippe Couillard (elected)	Québec	12.98%	--
Alison Redford (resigned)	Alberta	12.37%	19.42%
Kathleen Wynne	Ontario	10.98%	--
Christy Clark	British Columbia	7.36%	13.56%
Jim Prentice (elected)	Alberta	6.81%	--
Brad Wall	Saskatchewan	6.04%	7.64%
Stephen McNeil	Nova Scotia	3.90%	--
Dave Hancock (interim)	Alberta	3.65%	--
David Alward (defeated)	New Brunswick	3.50%	4.73%

Name	Province	MPS 2014	MPS 2013
Greg Selinger	Manitoba	3.28%	2.68%
Brian Gallant (elected)	New Brunswick	2.46%	--
Kathy Dunderdale (resigned)	Newfoundland and Labrador	2.34%	3.41%
Robert Ghiz	Prince Edward Island	2.29%	1.67%
Tom Marshall (interim)	Newfoundland and Labrador	1.60%	--
Paul Davis (elected as Party leader, thus PM)	Newfoundland and Labrador	1.30%	--
Bob McLeod	Northwest Territories	0.60%	1.08%
Peter Taptuna	Nunavut	0.20%	0.84%
Darrell Pasloski	Yukon	0.17%	0.20%
		100%	100%

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CHARTS

INTERNATIONAL

DID YOU KNOW?

The #BeenRapedNeverReported movement has reached over 100 million Twitter users.



TOP INTERNATIONAL NEWS STORIES IN 160 COUNTRIES

Rank	Event	MPS
1	U.S. midterm elections	5.84%
2	Ebola virus outbreak in West Africa	5.49%
3	Political crisis between Ukraine and Russia	4.88%
4	International mobilization against the Islamic State (IS)	3.49%
5	FIFA World Cup in Brazil	3.19%
6	Climate change	2.93%
7	Winter Olympics in Sochi	2.26%
8	Tension and crisis between Israel and Palestine	2.09%
9	Ukraine: Malaysia Airlines flight MH17 shot down	1.95%
10	Political crisis in Syria	1.88%
11	Ferguson: young black man Michael Brown shot dead by a white police officer	1.87%
12	Malaysia Airlines flight MH370 disappears without a trace	1.76%

Rank	Event	MPS
13	Apple launches the iPhone 6 and the Apple Watch	1.72%
14	Crimea's vote on independence	1.50%
15	9/11 memorial	1.37%
16	Political situation in Iraq	1.36%
17	Super Bowl: Seattle Seahawks stomp Denvers Broncos	1.11%
18	Umbrella Revolution in Hong Kong	1.03%
19	War in Afghanistan	1.03%
20	Scottish referendum on independence	0.95%
21	Wimbledon Tennis Championships	0.92%
22	Obamacare	0.87%
23	Iran's nuclear programme	0.86%
24	Boko Haram militants claim responsibility for the missing girls in Nigeria	0.82%
25	Nude photos of celebrities pirated and leaked online; the FBI launches an investigation	0.82%
71	Canada: Terror attack on Parliament Hill	0.19%
97	Crisis in connection with Rob Ford	0.06%



TOP 10 INTERNATIONAL POLITICAL NEWS STORIES

Rank Event

1	U.S. midterm elections
2	Political crisis between Ukraine and Russia
3	International mobilization against the Islamic State (IS)
4	Climate change
5	Tension and crisis between Israel and Palestine
6	Political crisis in Syria
7	Crimea's vote on independence
8	9/11 memorial
9	Political situation in Iraq
10	Umbrella Revolution in Hong Kong
12	Scottish referendum on independence
17	South Africa and the world mark the first anniversary of Nelson Mandela's death
21	Commemoration for the 100th anniversary of the First World War



TOP 10 INTERNATIONAL CURRENT AND LEGAL NEWS ITEMS

Rank Event

1	Ebola virus outbreak in West Africa
2	Ukraine: Malaysia Airlines flight MH17 shot down
3	Ferguson: young black man Michael Brown shot dead by a white police officer
4	Malaysian Airlines flight MH370 disappears without a trace
5	Oscar Pistorius murder trial
6	Boston commemorates one-year anniversary of Marathon terror bombings
7	ALS Ice Bucket Challenge
8	South Korean ferry disaster
9	Rape and murder case in India
10	Virgin Galactic's SpaceShipTwo crashes



TOP 5 INTERNATIONAL ENTERTAINMENT NEWS TOPICS

Rank Event

1	56 th Annual Grammy Awards
2	Oscars - 86 th Academy Awards
3	Hunger Games film release
4	Cannes Film Festival
5	Death of actor-comedian Robin Williams at age 63



TOP 5 INTERNATIONAL TECHNOLOGY NEWS ITEMS

Rank Event

1	Apple launches the iPhone 6 and the Apple Watch
2	Nude photos of celebrities pirated and leaked online; FBI launches an investigation
3	Alibaba's IPO
4	Facebook buys back WhatsApp for \$19 billion
5	European Space Agency's Rosetta mission



TOP 5 INTERNATIONAL ECONOMIC NEWS STORIES

1	Black Friday
2	Economic crisis in Eurozone
3	G20 Summit in Australia
4	Economic slowdown in China
5	Microsoft names veteran Satya Nadella as CEO



TOP 5 INTERNATIONAL SPORTS NEWS ITEMS

1	FIFA World Cup in Brazil
2	Winter Olympics in Sochi
3	Super Bowl: Seattle Seahawks stomp Denver Broncos
4	Wimbledon Tennis Championships
5	Tour de France



TOP 5 INTERNATIONAL NATURAL DISASTERS

Rank Event

1	Devastating floods hit Kashmir region (India and Pakistan)
2	Southern California wildfires
3	Major snowstorm in Buffalo
4	U.K. battered by storms, high winds, flooding
5	Polar Vortex



TOP 10 INTERNATIONAL DEATHS MOST COVERED IN THE MEDIA

Rank Name Date of death

1	James Wright Foley, American journalist	August 19
2	Robin Williams, American actor and comedian	August 11
3	Joan Rivers, American actress and television host	September 4
4	Adolfo Suarez, Spanish politician, former Prime Minister	March 23
5	Philip Seymour Hoffman, American actor	February 2
6	Gabriel García Márquez, Colombian writer	April 1
7	Oscar de la Renta, fashion designer	October 10
8	Christophe de Margerie, French businessman, CEO of Total	October 20
9	Ariel Sharon, Israeli politician, former Prime Minister	January 11
10	Lauren Bacall, American actress	August 12
23	Corporal Nathan Cirillo, Canadian soldier	October 22



TOP 25 INTERNATIONAL PUBLIC FIGURES

Rank	Name	MPS
1	Barack Obama	8.09%
2	Vladimir Putin	4.23%
3	Narendra Modi	3.53%
4	David Cameron	2.91%
5	François Hollande	2.78%
6	Angela Merkel	2.54%
7	John Kerry	2.40%
8	Matteo Renzi	1.96%
9	Mariano Rajoy	1.81%
10	Cristiano Ronaldo	1.46%
11	Neymar	1.45%
12	Dilma Rousseff	1.41%

Rank	Name	MPS
13	Tony Abbott	1.14%
14	Joko Widodo	1.13%
15	Xi Jinping	1.10%
16	Nawaz Sharif	1.07%
17	Lionel Messi	1.06%
18	Petro Poroshenko	1.03%
19	Michael Brown	1.01%
20	Roger Federer	0.95%
21	Bill Clinton	0.86%
22	Shenzo Abe	0.85%
23	James Foley	0.84%
24	Andy Murray	0.84%
25	Novak Djokovic	0.83%



TOP 25 INTERNATIONAL HEADS OF STATE/POLITICIANS

Rank	Name	Country	MPS
1	Barack Obama	USA	14.43%
2	Vladimir Putin	Russia	7.54%
3	Narendra Modi	India	6.30%
4	David Cameron	UK	5.19%
5	François Hollande	France	4.95%
6	Angela Merkel	Germany	4.53%
7	John Kerry	USA	4.28%
8	Matteo Renzi	Italy	3.50%
9	Mariano Rajoy	Spain	3.23%
10	Dilma Rousseff	Brazil	2.51%
11	Tony Abbott	Australia	2.03%
12	Joko Widodo	Indonesia	2.01%

Stephen Harper ranks 49th, up from the 59th position in 2013, but significantly lower than his previous rankings as 24th in 2012, 22nd in 2011 and 15th place in 2010. Barack Obama has topped the list since 2008, superseding George W. Bush who was first in 2007.

Rank	Name	Country	MPS
13	Xi Jinping	China	1.97%
14	Nawaz Sharif	Pakistan	1.91%
15	Petro Poroshenko	Ukraine	1.84%
16	Bill Clinton	USA	1.54%
17	Shenzo Abe	Japan	1.52%
18	Hillary Clinton	USA	1.43%
19	Nicolas Sarkozy	France	1.39%
20	Benjamin Netanyahu	Israel	1.36%
21	Alex Salmond	Scotland	1.36%
22	Silvio Berlusconi	Italy	1.25%
23	Pope Francis	Vatican City	1.12%
24	Chris Christie	USA	1.09%
25	Joe Biden	USA	1.08%



TOP 25 INTERNATIONAL NON-POLITICAL PUBLIC FIGURES IN THE WORLD

Rank	Name	MPS
1	Cristiano Ronaldo	3.42%
2	Neymar	3.39%
3	Lionel Messi	2.48%
4	Michael Brown	2.37%
5	Roger Federer	2.23%
6	James Foley	1.97%
7	Andy Murray	1.96%
8	Novak Djokovic	1.95%
9	Edward Snowden	1.89%
10	Rafael Nadal	1.77%
11	Lewis Hamilton	1.77%
12	Madonna	1.75%

#1 in 2013: Edward Snowden
 #1 in 2012: Roger Federer
 #1 in 2011: Steve Jobs
 #1 in 2010: Tiger Woods
 #1 in 2009: Michael Jackson
 #1 in 2008: Nicolas Sarkozy (for his private life)
 #1 in 2007: Paris Hilton

Rank	Name	MPS
13	Beyonce	1.69%
14	Oscar Pistorius	1.63%
15	Robin Williams	1.60%
16	Rory McIlroy	1.55%
17	Serena Williams	1.51%
18	One Direction	1.46%
19	George Clooney	1.46%
20	Jennifer Lawrence	1.40%
21	Justin Bieber	1.36%
22	Tiger Woods	1.32%
23	Usher	1.27%
24	Fernando Alonso	1.27%
25	Brad Pitt	1.23%

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MEDIA COMPARISONS

DID YOU KNOW?

Opinion accounts for 35% of the content in Toronto dailies.



CANADIAN NEWSPAPERS MOST MENTIONED ON RADIO AND TELEVISION

Rank	Newspaper	MPS
1	The Globe and Mail	15.44%
2	Toronto Star	14.16%
3	Le Journal de Montréal	12.26%
4	National Post	10.43%
5	La Presse	9.68%
6	Toronto Sun	4.23%
7	Ottawa Citizen	4.09%
8	The Vancouver Sun	3.17%
9	Le Journal de Québec	2.97%
10	The Montreal Gazette	2.39%

Rank	Newspaper	MPS
11	Calgary Herald	1.91%
12	Le Devoir	1.80%
13	Le Soleil	1.64%
14	Edmonton Journal	1.63%
15	Ottawa Sun	1.17%
16	Winnipeg Free Press	0.94%
17	Acadie Nouvelle	0.67%
18	Vancouver Province	0.57%
19	Calgary Sun	0.38%
20	Times Colonist	0.29%



“GREENEST” NEWSPAPERS IN CANADA

PROPORTION OF TOTAL ENVIRONMENTAL COVERAGE IN THE TOP CANADIAN NEWSPAPERS*

Rank	Newspaper	MPS
1	National Post	6.22%
2	Calgary Herald	5.86%
3	New Brunswick Telegraph-Journal	4.92%
4	The Globe and Mail	4.47%
5	Vancouver Sun	4.45%
6	Edmonton Journal	4.32%
7	Moncton Times & Transcript	4.24%
8	Victoria Times Colonist	3.81%
9	Toronto Star	3.61%
10	Le Devoir	3.61%

*We analyzed the environment-related content of 38 major Canadian newspapers, English and French. The percentage represents the contribution of each to the total environment-related content. We did not consider the length of the articles or their location. The hundreds of English and French 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, shale gas, oil sands, composting and waste.



COVERAGE OF KEY ENVIRONMENTAL ISSUES

Issue	MPS
Water*	26.22%
Climate change	15.84%
Oil sands	12.83%
Forest	10.41%
Gas emissions	6.20%
Sustainable development	5.37%
Composting	5.24%
Waste matter	4.11%
Endangered species	3.94%
Shale gas	3.91%
Carbon credits	2.12%
Earth day	1.63%
Recycling	1.15%
Preservation of the territory	1.03%
	100.00%

*Includes drinking water, wastewater management, etc.



“HEALTHIEST” NEWSPAPERS

Rank	Newspaper	MPS
1	National Post	4.86%
2	Le Journal de Montréal	4.58%
3	Toronto Star	4.42%
4	Halifax Chronicle-Herald	4.15%
5	Le Journal de Québec	3.72%
6	New Brunswick Telegraph-Journal	3.61%
7	The Montreal Gazette	3.52%
8	Moncton Times & Transcript	3.48%
9	The Globe and Mail	3.40%
10	Calgary Herald	3.24%

**We analyzed the health-related content of 38 major Canadian daily newspapers, English and French. 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 English and French keywords were used in our research. These relate primarily to health financing and administration, H1N1 flu, food, drugs, alcohol and cigarettes, diseases, women's, seniors', men's, children's and teenagers' health, workers, health ministers, etc.*



TELEVISION NETWORKS MOST MENTIONED IN NEWSPAPERS

Rank	Television network	MPS
1	CBC	17.70%
2	CTV	7.75%
3	NBC	7.30%
4	TSN	6.94%
5	CBS	5.97%
6	ABC	5.95%
7	FOX	4.11%
8	BBC	3.86%
9	ESPN	3.42%
10	Sportsnet	3.31%
11	TVA	2.73%
12	HBO	2.60%

Rank	Television network	MPS
13	CNN	2.21%
14	PBS	1.77%
15	MTV	1.40%
16	Sun News Network	1.38%
17	RDS	1.22%
18	HBO CANADA	1.20%
19	Al-Jazeera	1.14%
20	TLC	1.10%
21	TVA SPORTS	1.05%
22	Food Network	1.02%
23	HGTV	0.93%
24	FOX News	0.91%
25	FX CANADA	0.76%



TV SHOWS MOST CITED IN CANADIAN NEWSPAPERS

Rank	Tv Shows	Network	MPS
1	Game of Thrones	HBO CANADA	4.32%
2	Saturday Night Live	Global	3.41%
3	Hockey Night in Canada	CBC	2.87%
4	Breaking Bad	AMC	2.68%
5	American Idol	CTV	2.53%
6	House of Cards	Netflix	2.31%
7	The National	CBC	2.17%
8	Late Night with Jimmy Fallon	CTV	2.08%
9	Downton Abbey	BBC	2.02%
10	Big Bang Theory	CTV	2.00%
11	Mad Men	AMC	1.95%
12	Orange is the New Black	Netflix	1.73%

Rank	Tv Shows	Network	MPS
13	The Simpsons	Global	1.47%
14	Modern Family	City	1.43%
15	The Walking Dead	AMC	1.42%
16	Dancing with the Stars	CTV	1.41%
17	True Detective	HBO CANADA	1.40%
18	Jimmy Kimmel Live	City	1.39%
19	Masterchef Canada	CTV	1.35%
20	Gotham	CTV	1.22%
21	Trailer Park Boys	Netflix	1.16%
22	CTV News	CTV	1.07%
23	The Good Wife	Global	1.06%
24	How I Met your Mother	City	1.03%
25	Global News	Global	1.00%



TOP TWITTER TRENDS IN CANADA

Rank Keyword

1	Canada
2	Toronto
3	Christmas
4	Halloween
5	#MTVStars



TOP TWITTER TRENDS IN THE UNITED STATES

Rank Keyword

1	#MTVStars
2	Netflix
3	Waffle House
4	Starbucks
5	FaceTime



TOP TWITTER TRENDS IN THE WORLD

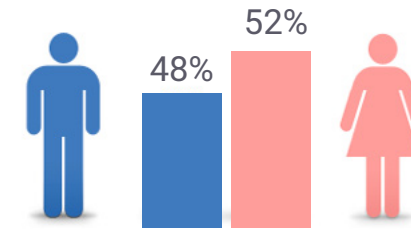
1	#MTVStars
2	#MTVEMA
3	#EXADirectioners
4	#HülyalarimdakiDünya
5	#YaMeCanse



THE KEYWORD "CANADA"
ON TWITTER IN 2014
(FROM JANUARY 1ST TO DECEMBER 2, 2014)

Over
40 345 345
million tweets

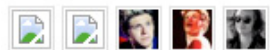
Distribution of tweets including the word « Canada »



Most retweeted messages

Big thanks to Canada for being so amazing the last couple of nights and there continued support over the last 4 years :)

XX
3 Aug 2014 by zaynmalik1D



big game between Canada and US coming up.

20 Feb 2014 by Justin Bieber



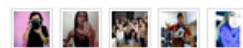
we are officially in canada and it feels good to be back! hell yeah! woohoo

1 Aug 2014 by Niall Horan



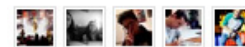
Ohhh Canada. You've been so nice. Thank you for having us in your country. Everyone at the shows.. You were perfect .xx

2 Aug 2014 by Harry Styles.



Sooo excited to support the 1D lads on their USA & CANADA #WWAtour !!! Cannot wait to rock out in stadiums across Nth America :-)

28 Feb 2014 by 5 Seconds of Summer



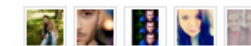
Greatest Hockey nation in the world!! Canada for the Gold! #proudcanadian

23 Feb 2014 by Justin Bieber



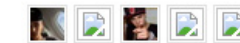
Ohhhh it's Canada thanks giving well happy thanksgiving Canada

12 Oct 2014 by liam



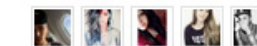
Big win Canada!! Gold medal next! #proudcanadian

21 Feb 2014 by Justin Bieber



Canada

30 Mar 2014 by Justin Bieber





TOP 20 FEDERAL POLITICIANS ON TWITTER

Rank	Name	Party	Followers
1	Stephen Harper	Conservative	625,869
2	Justin Trudeau	Liberal	500,440
3	Elizabeth May	Green	118,299
4	Thomas Mulcair	NDP	95,735
5	Tony Clement	Conservative	45,041
6	John Baird	Conservative	44,648
7	Jason Kenney	Conservative	38,557
8	James Moore	Conservative	19,895
9	Megan Leslie	NDP	18,796
10	Marc Garneau	Liberal	18,524
11	Carolyn Bennett	Liberal	17,128
12	Nathan Cullen	NDP	17,088

Rank	Name	Party	Followers
13	Alexandre Boulerice	NDP	16,788
14	Patrick Brown	Conservative	16,620
15	Paul Dewar	NDP	16,441
16	Peggy Nash	NDP	13,840
17	Peter MacKay	Conservative	13,285
18	Nina Grewal	Conservative	12,748
19	Rona Ambrose	Conservative	12,725
20	Libby Davies	NDP	12,309
21	Ralph Goodale	Liberal	11,901
22	Michelle Rempel	Conservative	11,220
23	Scott Brison	Liberal	10,877
24	Niki Ashton	NDP	10,086
25	Lisa Raitt	Conservative	9,751

METHODOLOGY

DID YOU KNOW?

On average, Canadian media publish or broadcast 30,000 news items a day.

influence

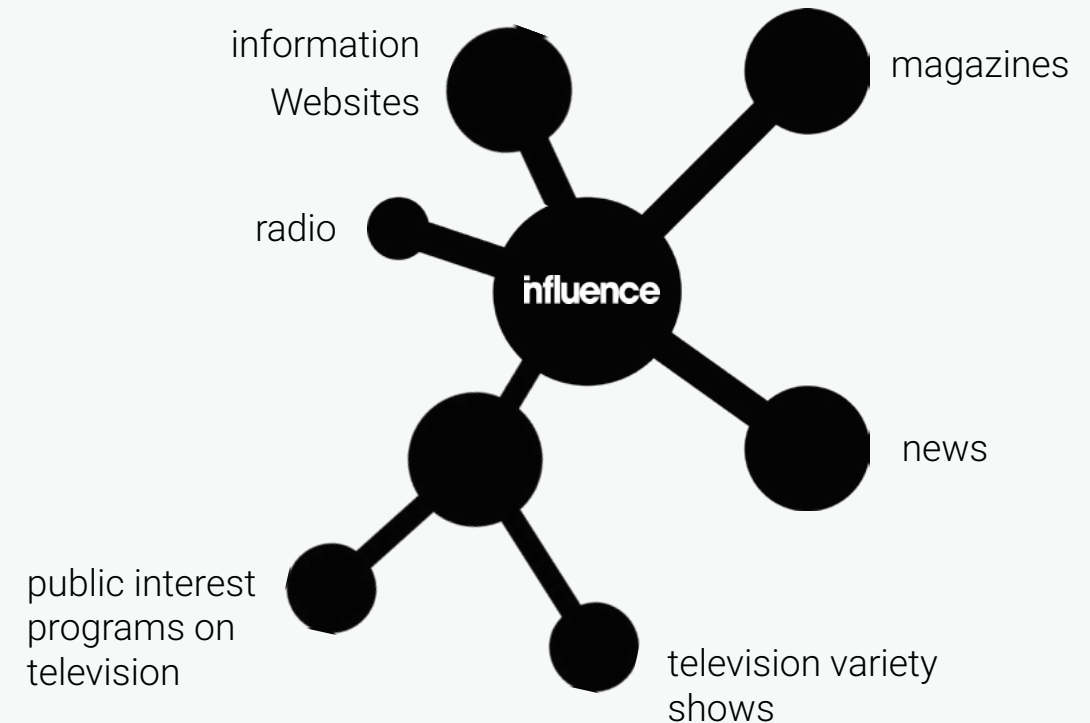


About Influence Communication

Influence Communication, established in November 2001, is Canada's premier news broker and information aggregator. We serve hundreds of clients, including some of Canada's largest corporations, as well as many major public relations firms.

Media prominence score

The Media Prominence Score (MPS) is a quantitative and comparative indicator developed by Influence Communication which enables analysts to measure the space devoted to an individual, organization, event, topic or theme within a given market. It does not take into account the merit of arguments or the tone of coverage.



In order to evaluate the media prominence score of news items over a period of one year, Influence Communication collects every mention of the item in all dailies, most weeklies, on main information websites, on news and public interest programs on television, as well as on some radio and television variety shows. Influence Communication also takes into account magazines with general news, economic or scientific content, but does not use data from radio music shows, advertising, soap operas, game shows, classified listings, obituaries or internet content.

The importance of news items is weighted according to the volume of coverage and the media treatment received. The media prominence score of each news item is determined according to the mean volume of all the news elements during 2014. As all news items are quantified according to the same method, it is possible to compare the space that each has occupied during the year based on a percentage.

Media prominence scores for public figures

Influence Communication also compares the media prominence of different public figures by sector (political and non-political).

The number of mentions was calculated from January 1st to the beginning of December 2014. The media prominence score for public figures was calculated by comparing the public figures with one another according to a 100% value. The prominence of public figures in news is weighted based on the volume of coverage and the media treatment they receive.

Media prominence scores for themes

Most news items can be grouped within the main news themes: world news, economy and business, politics, sports, arts and entertainment, etc. Each theme is given a percentage which represents the proportion taken up by the theme within all news.

About Influence Communication

Influence Communication, established in November 2001, is Canada's premier news broker and information aggregator. We serve hundreds of clients, including some of Canada's largest corporations, as well as many major public relations firms.

The Influence Communication supplier network is made up of about 100 partner organizations providing access to newspapers, magazines, 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 information delivery to our clients as it dissects entire internet sites such as theglobeandmail.com in as little as 16 milliseconds. On an hourly basis, the ICE system monitors more than 600 websites 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. Thanks to our technology, we have created a measurement of quantitative information analysis – the Media Prominence Score (MPS) – which enables our clients to evaluate the media penetration rate of their own news stories relative to coverage of other stories.



influence

10th edition

2014 REPORT
AN OVERVIEW OF MAJOR
NEWS STORIES

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