

CANADA

CANADIAN NEWS REVIEW

# 2010 REPORT

An overview of major Canadian news stories in 2010



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# Canadian News Review 2010 REPORT

« People in the news audience are no longer target publics- they have become information predators. The media, formerly the hunters, have become the prey. »

[Influence Communication]

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News information brokers and aggregators



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## LOOKING BACK ON 2010

On the eve of its 10th anniversary, Influence Communication is proud to present its report on the news and the performance of the media.

With each such report that we compile, I can't help noticing that the news is largely influenced by the vacillating values in the newsroom. Media interest waxes and wanes depending on the economy, fashions, the fierceness of the competition, or, quite simply, commercial imperatives .

Sports have reached their zenith. Never since the start of the new millennium have sports—and especially hockey—so dominated our media. And never have we paid so little attention to poverty, the elderly, or Aboriginal issues.

While the traditional media claim to be delivering what their audiences want to read, watch or listen to, the rise of social media proves that there is often a disparity between these two worlds.

This annual report isn't meant to point fingers at one or group of media in particular. Rather, its purpose is to expose their behaviours in order to better understand them. If information is a right, then it is our duty to question and criticize the work of the media.

Enjoy the read!

A handwritten signature in blue ink, appearing to read 'Jean-François Dumas'.

Jean-François Dumas  
President, **Influence Communication**

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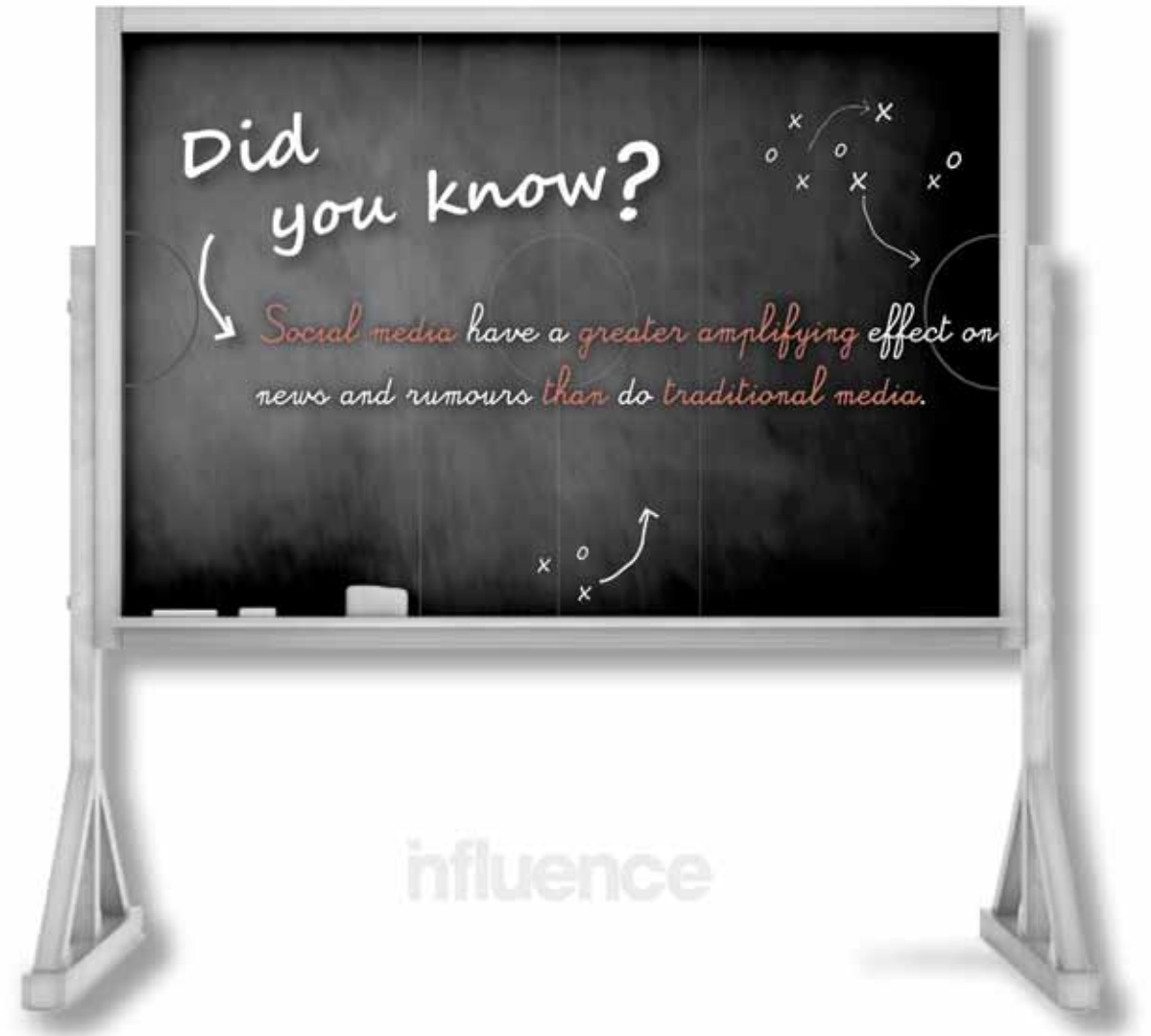


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# OVERVIEW



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# O VERVIEW

**SPORTS PROVED TO BE THE DOMINANT THEME IN THE NEWS IN CANADA IN 2010. IN ADDITION TO THE VANCOUVER OLYMPIC GAMES, THE GREY CUP AND THE FIFA WORLD CUP IN SOUTH AFRICA, SPORTS OCCUPIED A SIGNIFICANT PORTION OF MEDIA SPACE WITH FEDERAL POLITICS. TOGETHER, THESE TWO THEMES REPRESENT 24% OF THE NEWS IN CANADA THIS YEAR. IN 2009, THE H1N1 FLU VIRUS AND THE FINANCIAL CRISIS WERE THE THEMES MOST WIDELY COVERED.**

International news experienced a dazzling 72% rise in 2010, due to the earthquake in Haiti, the massive oil spill in the Gulf of Mexico, the economic crisis in Europe that crippled Greece, the rescue of the 33 miners in Chile and the mid-term elections in the U.S. Close to 9.73% of all coverage was focused on international news this year, compared to 5.67% in 2009.

In general, a significant news item will achieve a media prominence score of 1% over seven days. In 2010, there were 137 such items. On average, one news item in 62,000 will reach the 1% mark.

Natural disasters, major sporting events, political scandals and federal elections typically achieve media prominence scores between 3 and 5%. In 2010, 23 news items achieved scores over 2%, and 19 news items over 3%. This is down from 2009, when more than 60 news items earned media prominence scores of over 2%.

Based on these results, we can assume that the news was less polarized this year than it was in 2009, which was characterized by the H1N1 flu, the death of Michael Jackson, and the financial crisis.

Sporting events—which dominated 2010—generate high media exposure but remain in the headlines for only a week or two. Examples of this are the Grey Cup, the Calgary Stampede and the Rogers Cup (tennis). Conversely, news items on the H1N1 flu or the financial crisis spent much more time in the news in 2009.

Note that 83% of news items have an average lifespan of 24 hours or less. Only 12% of news items stay in the headlines for between 24 and 72 hours.



Photo : Reuters

### Major themes covered by the media in Canada and around the world in 2010 include:

Theme	Media prominence score	
	Canada	World
Sports	12.84%	10.42%
Politics - national	11.44%	13.42%
Business and economy	10.17%	13.75%
International	9.73%	10.68%
National news - Canada only	7.47%	—
Current and legal affairs	9.23%	9.06%
Local and/or regional news	7.31%	6.62%
Politics - local	5.89%	6.81%
Arts and entertainment	4.42%	7.54%
Technology	4.32%	5.43%
Automotive	3.28%	3.86%
Cooking	3.07%	3.21%
Health	2.05%	2.01%
Life - home	1.72%	1.33%
Environment	1.58%	1.95%
Offbeat news	1.56%	0.88%
Oil prices	1.11%	1.02%
Weather	0.48%	0.26%

The media prominence score is a quantitative indicator that measures the space devoted to an individual or a news item in a given context. It does not take into account the value of the arguments presented in the media or the tone of the coverage.

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

# 2010 NEWS STORIES



THE FIRST QUARTER OF THE YEAR WAS DOMINATED BY TWO MAJOR NEWS STORIES: THE EARTHQUAKE IN HAITI AND THE VANCOUVER OLYMPIC GAMES.

Photo: ruefrontenac.com

For seven consecutive weeks, the tragedy in Haiti made our list of **Top 5 weekly news stories**

This is no surprise since close to 825,000 newspaper articles about the earthquake were published around the world on January 13 and 14. On the day after the disaster, January 13, between 9 a.m. and 2 p.m., radio and television stations around the world broadcast an average of six news items per second about Haiti. At the same time, the social media networks were generating an average of 62 messages per second, five times more than during the inauguration of President Barack Obama.



**825,000**  
newspaper articles  
about the earthquake  
were published  
around the world on  
January 13 and 14

G8/G20 summits in Toronto, increasing the number of mentions abroad by 43% compared to 2005.

The media took little interest in the leaders' debates during the G8/G20 summits, instead focusing their attention on the riots and police interventions which accounted for a colossal 43% of all media coverage on the conferences. The money spent by the federal government to host these meetings, including construction of the "fake lake," inspired 15% of all reports and articles.

Overshadowed by the riots, arrests and police interventions, the political agenda of the G8/G20 summits captured only a meagre 5% of media attention. More than five months after the events, the police actions are still making headlines.

The issues in Haiti, such as the cholera outbreak and the presidential elections, continued to make headlines all year long.

In February, it was the Vancouver Olympic Games that made news, ranking 13 times in the weekly Top 5 news stories in Canada, and taking the top spot no fewer than seven times.

Canada generated a lot of buzz in international media in 2010 thanks to the Vancouver Olympics but also to the

### Top 15 news stories over a seven-day period

Rank		Peak period	Media prominence score over 7 days
1	Earthquake in Haiti	January	10.43%
2	Vancouver 2010 Olympic Games	February	8.77%
3	Grey Cup: Montreal Alouettes vs. Saskatchewan Roughriders	November	8.18%
4	G20/G8 summits	June	5.28%
5	2010 FIFA World Cup in South Africa	July	5.11%
6	Montreal Canadiens face elimination by the Philadelphia Flyers	May	4.19%
7	Montreal Canadiens send the Pittsburgh Penguins home and take on the Philadelphia Flyers	May	4.15%
8	Colonel Russell Williams sentenced to life in prison	October	3.70%
9	Montreal Canadiens in the playoffs	May	3.25%
10	Diplomatic controversy surrounding documents published on Wikileaks	November	3.18%
11	Super Bowl XLIV	February	2.99%
12	Chicago Blackhawks vs. Philadelphia Flyers - Stanley Cup final	June	2.91%
13	Canadian mission in Afghanistan extended until 2014	November	2.86%
14	Vancouver 2010 Paralympic Games	March	2.65%
15	NHL: the playoffs continue	May	2.61%

### Top 15 news stories over a seven-day period - without sports

Rank		Peak period	Media prominence score over 7 days
1	Earthquake in Haiti	January	10.43%
2	G20/G8 summits	June	5.28%
3	Colonel Russell Williams sentenced to life in prison	October	3.70%
4	Diplomatic controversy surrounding documents published on Wikileaks	November	3.18%
5	Canadian mission in Afghanistan extended until 2014	November	2.86%
6	British Columbia: investigation into the presumed corruption of leaders	May	2.56%
7	Debt crisis in Greece	May	2.30%
8	Mid-term elections in the U.S.	November	2.05%
9	Rescue of trapped miners in Chile	October	2.00%
10	Omar Khadr pleads guilty	October	1.81%
11	Firearms registry debate	August	1.75%
12	Suspected terrorists planned to attack the Parliament of Canada in Ottawa	August	1.66%
13	Oil spill in the Gulf of Mexico	June	1.66%
14	U.S. Thanksgiving - Black Friday	November	1.64%
15	Toronto International Film Festival	September	1.49%



# CANADA: HOCKEY STILL TOPS SPORTS NEWS

Photo: Reuters

SPORTS DOMINATED THE NEWS IN 2010, ACCOUNTING FOR 12.84% OF ALL MEDIA COVERAGE IN CANADA, A 52% INCREASE COMPARED TO LAST YEAR. INTERNATIONALLY, SPORTS REPRESENTED 10.42% OF ALL MEDIA COVERAGE, UP 35% FROM 2009.

Sports news accounted for 67% of the spots on our list of Top 15 news items most covered over seven days in 2010. Obviously, the Vancouver Olympic Games, which ranked second, were the most talked-about sporting event, followed by the Grey Cup and the FIFA World Cup.

The NHL playoffs, especially the 2010 edition, inspired a great many journalists and sports fans alike. The Montreal Canadiens facing elimination by the Philadelphia Flyers earned a media prominence score of 4.19% last May.

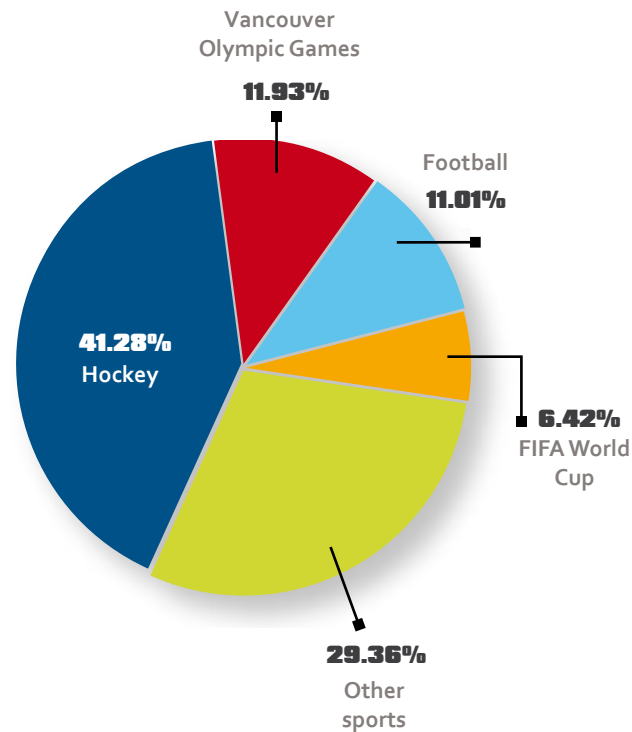
A few days previously, the Canadiens victory in their series with the Pittsburgh Penguins achieved an almost equivalent media prominence score of 4.15%. The

Stanley Cup final between the Chicago Blackhawks and the Philadelphia Flyers earned a score of 2.91%. More recently, the Vancouver Canucks' six consecutive wins earned a media prominence score of 1.80%.

**Among all sports covered by the Canadian media, hockey is the subject of**

**41.28%**  
**of all articles and news reports.**

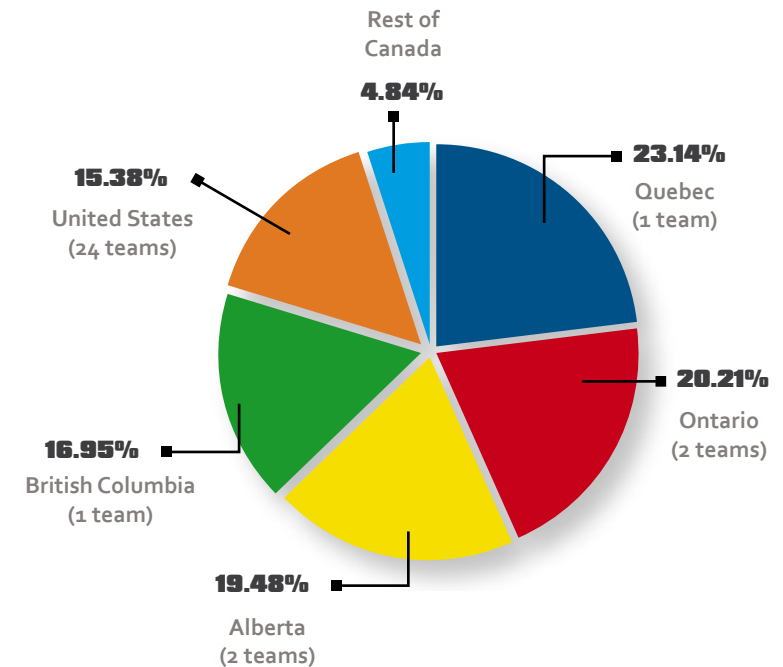
## Breakdown of media coverage of sports in Canada



Once again, Quebec is the most hockey-obsessed place in North America, accounting for 23.14% of NHL media coverage, all thanks to a single team: the Montreal Canadiens. During the 24-hour period that followed Game 7 between the Canadiens and the Pittsburgh Penguins, 25.87% of all media content in Quebec was focused on the topic. In comparison, the Haiti earthquake represented 23.94% of all media coverage in Quebec in the 24 hours following this disaster.

Ontario and Alberta, which each have two professional hockey teams, account for 20.21% and 19.48%, respectively, of all media coverage of the NHL.

## Contribution to NHL media coverage in North America in 2010



The Grey Cup championship game, pitting the Montreal Alouettes against the Saskatchewan Roughriders for the second consecutive year, ranked third among the news items most covered over a seven-day period. But, its media prominence score was 67% higher than in 2009, reaching 8.18% compared to 4.90% last year. This means that the Grey Cup had better media visibility than the G8/G20 summits in Canada.



# CANADA IN AFGHANISTAN

**CANADA'S PRESENCE IN AFGHANISTAN CONTINUES TO ATTRACT SIGNIFICANT MEDIA ATTENTION EVERY WEEK. COVERAGE, HOWEVER, WAS SLIGHTLY DOWN FROM 2009.**

Photo: ruefrontenac.com

Since January 1, 2010, stories related to Canada's involvement in Afghanistan appeared 20 times in our weekly Top 5 news items in the country—slightly less often than in 2009, when the topic made 23 appearances in the Top 5.

This year, the announcement that the mission would be extended until 2014 generated significant coverage. In November, the media prominence score for this news item reached 2.86% over a seven-day period. The withdrawal of Canadian troops occupied 26% more space compared to 2009. Last winter's NATO-led military offensive in Afghanistan also captured significant media attention.

The training of Afghan soldiers and police—the Canadian Forces' main responsibility until 2014—received more coverage this year than in 2009.

However, media interest in issues related to women's rights in Afghanistan declined from close to 1% in 2009 to 0.23% in 2010.

Fallen NATO soldiers continue to be the subject of most articles and reports on Afghanistan.

Interestingly, the media devoted more attention to fatalities among Afghan civilians than among Canadian troops in 2010.

Some 8.25% of the coverage focused on Afghan victims compared to 5.37% for Canadian soldiers killed in action.

In our Top 15 international news items, compiled from among media in 160 countries, the war in Afghanistan ranked 3rd in 2010, unchanged from last year.

## Main issues comprising Canadian media coverage of the war in Afghanistan

News	%	
	2010	2009
Death of NATO soldiers	19.40%	18.63%
Training of Afghan soldiers and police	10.88%	8.27%
NATO mission	10.74%	10.98%
Taliban (Al-Qaeda)	10.12%	11.31%
Canada's withdrawal in 2011 - 2014	9.23%	7.34%
Afghan civilian deaths	8.25%	7.81%
Death of Canadian soldiers	5.37%	9.02%
Torture of detainees	4.61%	4.14%
Corruption	3.17%	3.41%
Elections	1.63%	3.22%
Wikileaks revealed secret documents about Afghanistan	1.61%	0.00%
Drugs - opium	0.98%	0.79%
Humanitarian aid	0.73%	0.49%
Violation of women's rights	0.23%	0.89%
Others	13.04%	13.71%



THIS YEAR, BLOGS, TWITTER, FACEBOOK, YOUTUBE AND THE LIKE BECAME STAR PLAYERS ON THE MEDIA STAGE. IN ADDITION TO AMPLIFYING AND ACCELERATING THE NEWS, SOCIAL MEDIA—THE MODERN-DAY EQUIVALENT OF THE WATER COOLER—SURPASSED RADIO AS A SOURCE OF INFORMATION IN 2010.



### Media source

Media	Media source - morning	Media source - rest of day
Television	3%	55%
Online news sites (Canoe, Canada.com)	3%	16%
Social media	- 1%	13%
Radio	13%	12%
Daily newspapers	80%	4%
Weekly newspapers	- 1%	- 1%

Daily newspapers are still the main source of information in the morning. After lunchtime, television becomes the main source of headline news, with online news sites, social media and radio all battling for second place.

## Social media (continued)

To gauge the rapid evolution of social media during the last year, let's compare two events: the January 2009 inauguration of President Barack Obama which generated 12 messages per second on the social media networks, and, one year later, the earthquake in Haiti which inspired 62 messages per second on these same networks.

What's more, news is now aging and fading away at an even faster rate—98% of news items on the social media networks appear for one day or less, compared to 85% in the traditional media.

Yet, breaking news, such as the death of a celebrity or a shocking political revelations, will generate 19 times more coverage in social media networks than in the traditional media.

### Contribution of Internet media to coverage volume

Year	%
2002	1%
2004	2%
2006	6%
2008	21%
2010	95%

This observation doesn't take into account the value of news items published on these networks. After all, a "tweet" contains only 140 characters. If we really want to grasp the intricacies of an issue, we're better off turning on the TV in the immediate aftermath, or reading the newspaper the next morning.

### Contribution of Internet media as news sources

Year	%
2002	-1%
2004	2%
2006	8%
2008	9%
2010	13%

Since 2002, the Internet media have been a growing news source. How many journalists supplement their reports or articles with blogs, videos shot by private citizens, or Facebook pages?

This trend is far from losing momentum. And, if the water cooler appears to be getting a little dusty, you can be sure it's because the people who used to hang out there have all migrated to the social media networks.

# THE MEDIA IN 2010

**WHILE LESS DRAMATIC THAN IN 2009, THE MEDIA CRISIS CONTINUED TO MAKE WAVES THIS YEAR.**

After being put under court protection, Canwest relinquished its newspapers, including *The Gazette* and *The National Post*, to Postmedia. Canwest's tumultuous year earned it the title of the most widely covered company in Canada in 2010.

In the wake of the Canwest debacle, BCE took control of CTV in September by acquiring all shares in the company.

**Canwest's  
tumultuous year  
earned it the title  
of the most widely  
covered company in  
Canada in 2010.**

In Montreal, only the *Journal de Montréal* still publishes a Sunday edition. After *The National Post* and *La Presse* cancelled their Sunday papers, the English-language daily *The Gazette* followed suit in August 2010.

Do readers miss their Sunday paper? Yes and no. Between television, the Internet and smart phones, people are inundated with information. Do they really still want to read old news every Sunday?

Abandoned by Canwest and Quebecor in recent years, The Canadian Press got a much needed shot in the arm in November, when Torstar Corporation (*The Toronto Star*), CTVglobemedia Publishing Inc. (*The Globe and Mail*) and Square Victoria Communications Group (parent company of Gesca, which publishes *La Presse*) teamed up to reinvest in the news agency, formerly a cooperative.

At the end of November, the CRTC gave the green light to the Sun TV News Network, created by Quebecor. The upcoming channel is set to launch in mid-March 2011. Sun TV News has been surrounded by some controversy, including an online activist group that objected to its launch. Often referred to as the Fox News of the north, some alleged that the channel tends to take some inspiration from the American right-leaning Fox News in its mix of reporting and opinion pieces.

In legal news, Daniel Leblanc, the journalist at *The Globe and Mail* who broke open the sponsorship scandal, won his case in Supreme Court, when the highest court in the land ruled that he is allowed to protect the anonymity of "Ma Chouette," his main source in the sponsorship story.

When the media cover their own issues, as in the case of Daniel Leblanc and the protection of unnamed media sources, interest is greater than it is for other similar stories. This attention was evident mainly on Twitter, where the name "Leblanc" earned a 0.13% media prominence score during the week of October 19-25, 2010.

The QMI news agency, created by *Sun Media*, continued to build momentum across Canada. Meanwhile, the almost two-year-old lockout at the *Journal de Montréal*, also owned by *Sun Media*, continued to drag on. The paper's idle journalists seized the opportunity in the fall to launch the free weekly *Rue Frontenac*, available in a number of areas across Quebec.

# SUMMER IN REVIEW



**EVERY SUMMER, THE NEWS SLOWS TO A TRICKLE, AND SUMMER 2010 WAS NO EXCEPTION. WHILE AN AVERAGE DAY WILL SEE 30,000 NEWS ITEMS, THIS NUMBER DROPS TO BETWEEN 10,000 AND 15,000 IN JUNE, JULY AND AUGUST.**

*Photo: ruefrontenac.com*

## Top news stories by seven-day media prominence score - June 24th to August 24th, 2010

Rank	News	Peak period	Media prominence score over 7 days
1	FIFA World Cup in South Africa	July	5.11%
2	G8/G20 summits	June	3.59%
3	Calgary Stampede	July	2.18%
4	The Open Championship (golf, UK)	July	1.65%
5	Tamil boat people seek asylum in Canada	August	1.38%

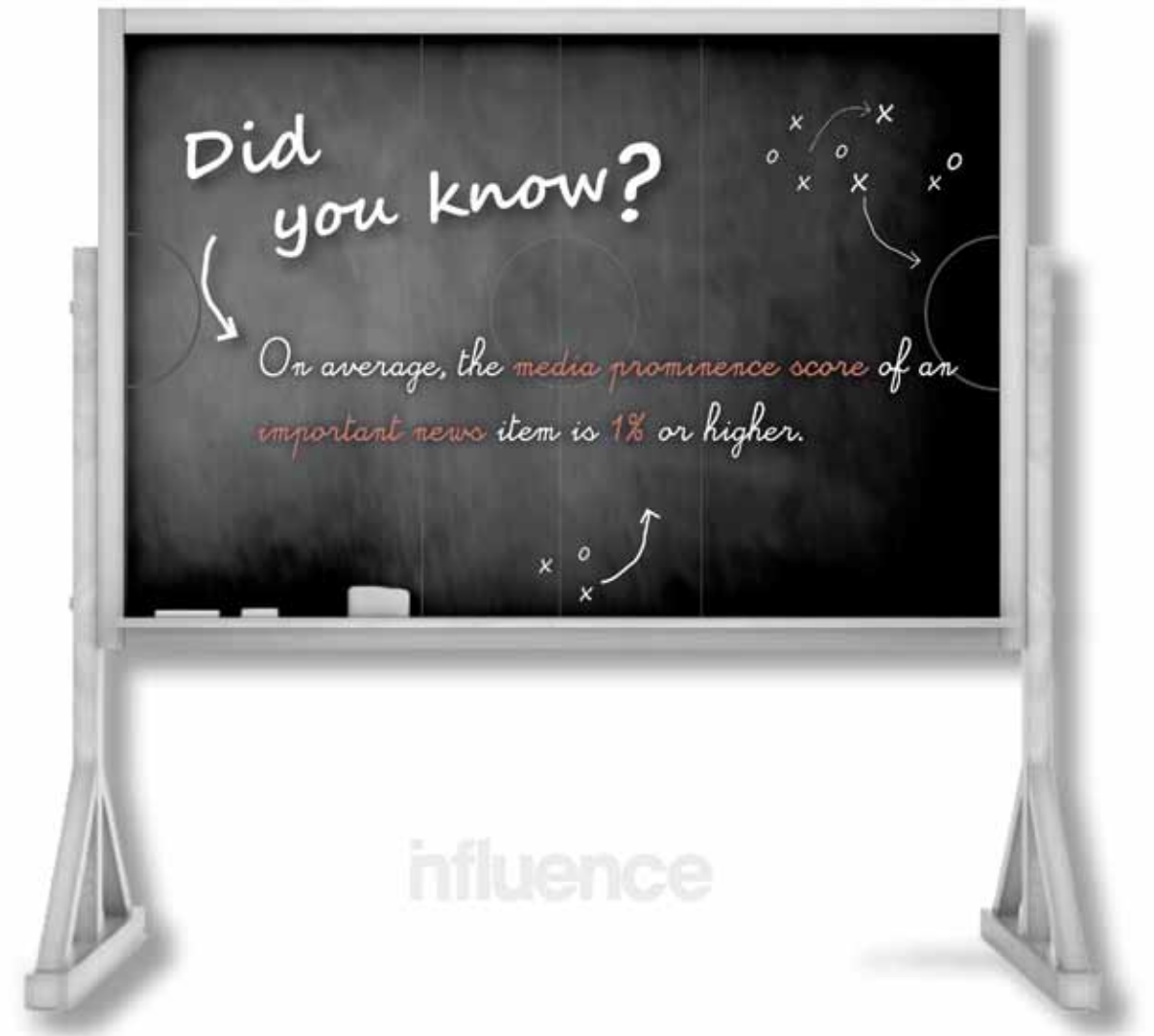
As during the rest of the year, sports—including soccer and golf—attracted a great deal of media attention in Canada in summer 2010. Conversely, in 2009, no sporting event made it onto our list, which was instead monopolized by Michael Jackson, the financial crisis, Canada Day and the G8 summit.

Owing to the fact that Toronto hosted this year's G8/G20 summits, the latter was among the most widely covered news items of the summer. With the violent protests that erupted in Toronto during the G20 and the "fake lake" scandal that rocked the G8, it's no surprise that these leaders' conferences ranked second on the list.

This summer, the Calgary Stampede displaced Canada Day as the most extensively covered festivity.

In mid-August, the arrival of a ship in British Columbia teeming with Tamil asylum-seekers monopolized journalists' attention for several days, abruptly upstaging the debate on whether to scrap the mandatory long-form census.

# CHARTS



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## Canadian politics

Rank	Event	Peak period	Media prominence score over 7 days
1	Earthquake in Haiti	January	10.43%
2	G20/G8 summits	June	5.28%
3	Canadian mission in Afghanistan extended until 2014	November	2.86%
4	Omar Khadr pleads guilty	October	1.81%
5	Firearms registry debate	August	1.75%

## Armed conflict/military/diplomacy

Rank	Event	Peak period	Media prominence score over 7 days
1	Diplomatic controversy surrounding documents published on Wikileaks	December	3.18%
2	Canadian mission in Afghanistan extended until 2014	November	2.86%
3	Deaths of four Canadian soldiers and a journalist from the Calgary Herald, Michelle Lang, in Afghanistan	January	1.48%
4	Israel isolated after attacking an international aid convoy in Gaza	June	1.33%
5	Tension between the two Koreas increases	November	1.01%

# Canadian business

The financial woes at Canwest, which sold off its television stations and newspapers in 2010, propelled the organization to the top of the list of most widely covered companies in Canada, a list that is dominated this year by the country's major banks.



## Canadian business

Rank	Company	%
1	Canwest Global Communications	6.31%
2	Royal Bank of Canada (RBC)	5.06%
3	Bank of Montreal (BMO)	3.95%
4	Ford Motor Company of Canada	3.89%
5	Bank of Nova Scotia (BNS)	3.50%
6	Air Canada	3.43%
7	General Motors of Canada	3.34%
8	Canadian Imperial Bank of Commerce (CIBC)	2.58%
9	Rogers Communications	2.50%
10	Toyota Canada	2.25%
11	Walmart Canada	2.19%
12	Canadian Tire	2.03%
13	Hydro-Québec	2.02%
14	Honda Canada	1.91%
15	TELUS	1.83%
16	Canadian National Railway	1.82%
17	Molson Coors	1.80%
18	Canadian Pacific Railway	1.72%
19	Toronto Dominion Bank (TD)	1.69%
20	Chrysler Canada	1.61%

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

## Business and economy

Rank	Event	Peak period	Media prominence score over 7 days
1	G20/G8 summits	June	3.59%
2	Debt crisis in Greece	May	2.30%
3	Federal budget	March	1.40%
4	Canadian air carriers disrupted by the eruption of the Icelandic volcano Eyjafjöll	April	1.33%
5	The saga of the oil spill continues	July	1.25%

## Canada in the news abroad

Rank	Event	Peak period
1	Vancouver 2010 Olympic Games	February
2	Safety at the G20/G8 summits	June
3	Colonel Russell Williams sentenced to life in prison	October
4	Vancouver 2010 Paralympic Games	March
5	Omar Khadr pleads guilty	October

## Current and legal affairs

Rank	Event	Peak period	Media prominence score over 7 days
1	Colonel Russell Williams sentenced to life in prison	October	3.70%
2	Omar Khadr pleads guilty	October	1.81%
3	Suspected terrorists planned to attack the Parliament of Canada in Ottawa	August	1.66%
4	Russian spies discovered in the U.S.	June	0.87%
5	Helena Guergis case	April	0.82%

## Environment and nature

Rank	Event	Peak period	Media prominence score over 7 days
1	Earthquake in Haiti	January	10.43%
2	Oil spill in the Gulf of Mexico	June	1.66%
3	The eruption of the Icelandic volcano Eyjafjöll disrupts air traffic	April	1.33%
4	Hurricane Earl hits the Maritimes	August	0.90%
5	Floods in Pakistan	August	0.88%

## Health

Rank	Event	Peak period	Media prominence score over 7 days
1	Impact of the heat wave in early July on public health	July	1.07%
2	The G8 summit and abortion	May	0.56%
3	H1N1 flu	January	0.43%
4	Premiers focus on financing health care	August	0.42%
5	Danny Williams undergoes a surgery in the U.S.	February	0.41%

## International news most covered in Canada

Rank	Event	Peak period	Media prominence score over 7 days
1	Earthquake in Haiti	January	10.43%
2	FIFA World Cup in South Africa	July	5.11%
3	Super Bowl XLIV	February	2.99%
4	Debt crisis in Greece	May	2.30%
5	Tiger Woods returns to the Masters	April	2.24%

## Media, arts and culture

Rank	Event	Peak period	Media prominence score over 7 days
1	Toronto International Film Festival	September	1.49%
2	The Academy Awards	March	1.42%
3	Release of the film <i>Harry Potter and the Deathly Hallows</i>	November	0.87%
4	Ann Coulter's visit to Canada	March	0.82%
5	Death of four soldiers and the first Canadian journalist in Afghanistan	January	0.67%

## Sports

Rank	Event	Peak period	Media prominence score over 7 days
1	Vancouver 2010 Olympic Games	February	8.77%
2	Grey Cup: Montreal Alouettes vs. Saskatchewan Roughriders	November	8.18%
3	FIFA World Cup in South Africa	July	5.11%
4	Montreal Canadiens face elimination by the Philadelphia Flyers	May	4.19%
5	Montreal Canadiens eliminate the Penguins and take on the Flyers	May	4.15%



## International news stories

### Top 15 international news stories of 2010 in 160 countries

Rank	News story	%
1	U.S. midterm elections	3.45%
2	Oil spill in the Gulf of Mexico	2.89%
3	War in Afghanistan	2.84%
4	2010 FIFA World Cup in South Africa	2.04%
5	Global warming/climate change	2.01%
6	Europe's debt crisis	1.61%
7	Earthquake in Haiti	1.36%
8	Iranian nuclear energy industry/ambitions	0.83%
9	Vancouver 2010 Olympic Games	0.78%
10	Commonwealth Games	0.71%
11	War in Iraq	0.69%
12	Super Bowl XLIV	0.61%
13	Protests following Iranian elections	0.60%
14	Floods in Pakistan	0.48%
15	Haiti cholera outbreak	0.47%
<hr/>		
16	33 miners trapped underground in Chile	0.44%
23	Tiger Woods scandal	0.28%
33	Apple introduces the iPhone 4	0.22%
38	H1N1 flu	0.18%
39	Apple introduces the iPad	0.18%
49	Release of the movie <i>Avatar</i>	0.13%

## Top 15 personalities in the world

Rank	Personality	%
1	Barack Obama	5.98%
2	Nicolas Sarkozy	1.77%
3	Angela Merkel	1.51%
4	David Cameron	1.41%
5	José Luis Rodríguez Zapatero	1.17%
6	Hillary Clinton	1.13%
7	Gordon Brown	1.11%
8	Silvio Berlusconi	1.00%
9	Tiger Woods	0.98%
10	Benedict XVI	0.85%
11	Vladimir Putin	0.83%
12	Ronaldo	0.82%
13	Julia Gillard	0.80%
14	Bill Clinton	0.75%
15	Roger Federer	0.64%

## Top 15 heads of state/politicians in the world

Rank	Head of state/politician	Country	%
1	Barack Obama	United States	8.98%
2	Nicolas Sarkozy	France	2.66%
3	Angela Merkel	Germany	2.26%
4	David Cameron	United Kingdom	2.11%
5	José Luis Rodríguez Zapatero	Spain	1.75%
6	Hillary Clinton	United States	1.69%
7	Gordon Brown	United Kingdom	1.66%
8	Silvio Berlusconi	Italy	1.50%
9	Vladimir Putin	Russia	1.25%
10	Julia Gillard	Australia	1.20%
11	Hugo Chavez	Venezuela	0.95%
12	Manmohan Singh	India	0.92%
13	Felipe Calderón	Mexico	0.81%
14	Hamid Karzai	Afghanistan	0.78%
15	Stephen Harper	Canada	0.76%

#1 in 2009: Barack Obama

#1 in 2008: Barack Obama

#1 in 2007: George W. Bush

#18 in 2009: Stephen Harper

#19 in 2008: Stephen Harper

# PERSONALITIES

## Top 15 personalities (non-political coverage) in the world

Rank	Personality	%
1	Tiger Woods	2.95%
2	Benedict XVI	2.55%
3	Ronaldo	2.45%
4	Bill Clinton	2.26%
5	Roger Federer	1.92%
6	Madonna	1.91%
7	Lady Gaga	1.74%
8	Michael Jackson	1.70%
9	Rafael Nadal	1.62%
10	Sarah Palin	1.57%
11	Nelson Mandela	1.56%
12	Fernando Alonso	1.50%
13	LeBron James	1.28%
14	Lewis Hamilton	1.20%
15	Sebastian Vettel	1.10%

72	Céline Dion	0.33%
	#1 in 2009: Michael Jackson	
	#1 in 2008: Nicolas Sarkozy	
	#1 in 2007: Paris Hilton	



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## Top 15 personalities who made the news in Canada in 2010

Rank	Name	%
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%
11	Jonathan Toews	0.84%
12	Jaroslav Halak	0.84%
13	Jack Layton	0.82%
14	LeBron James	0.78%
15	Brett Favre	0.73%

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

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

### Top 20 federal politicians in Canada in 2010

Rank	Name	Party	%
1	Stephen Harper	CP	22.08%
2	Michael Ignatieff	LPC	7.25%
3	Jim Flaherty	CP	4.32%
4	Jack Layton	NDP	3.32%
5	Peter MacKay	CP	2.61%
6	Lawrence Cannon	CP	2.56%
7	Tony Clement	CP	2.54%
8	Vic Toews	CP	2.38%
9	John Baird	CP	2.03%
10	Helena Guergis	IND	1.98%
11	Jim Prentice	CP	1.79%
12	Gilles Duceppe	BQ	1.66%
13	Jason Kenney	CP	1.63%
14	Stockwell Day	CP	1.52%
15	Rob Nicholson	CP	1.36%
16	Bob Rae	CP	1.21%
17	Jean-Pierre Blackburn	CP	1.16%
18	Christian Paradis	CP	0.91%
19	Dimitri Soudas*	unelected	0.89%
20	James Moore	CP	0.78%

\* Dimitri Soudas is the Communications Director and spokesman for the Prime Minister of Canada

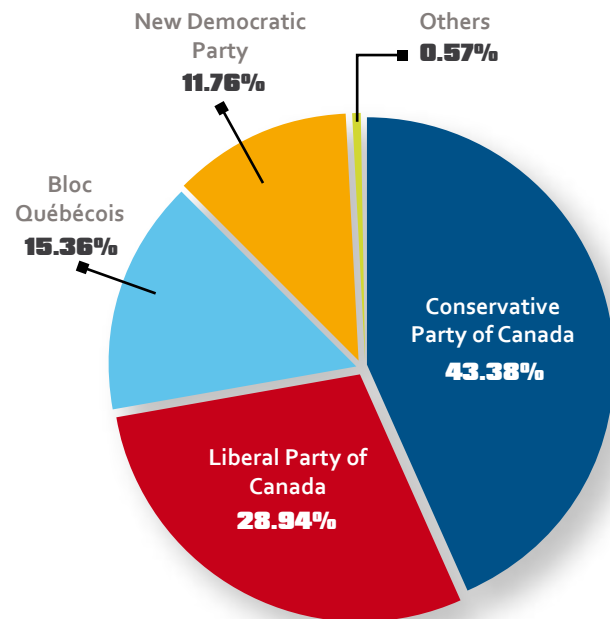
## Media prominence scores of Canadian premiers outside their own province

IT IS NO SURPRISE THAT THE PREMIER OF BRITISH COLUMBIA, THE PROVINCE THAT HOSTED THE 2010 OLYMPIC GAMES, PLACED FIRST. NOTE THAT MR. CAMPBELL RESIGNED ON NOVEMBER 3. FOR A SECOND CONSECUTIVE YEAR, QUEBEC PREMIER JEAN CHAREST PLACED SECOND, FOLLOWED BY NEWFOUNDLAND AND LABRADOR PREMIER DANNY WILLIAMS, IN THIRD PLACE. MR. WILLIAMS RESIGNED ON DECEMBER 3. ONTARIO PREMIER DALTON MCGUINTY, WHO RANKED FIRST IN 2008 AND 2009, PLACED FOURTH.

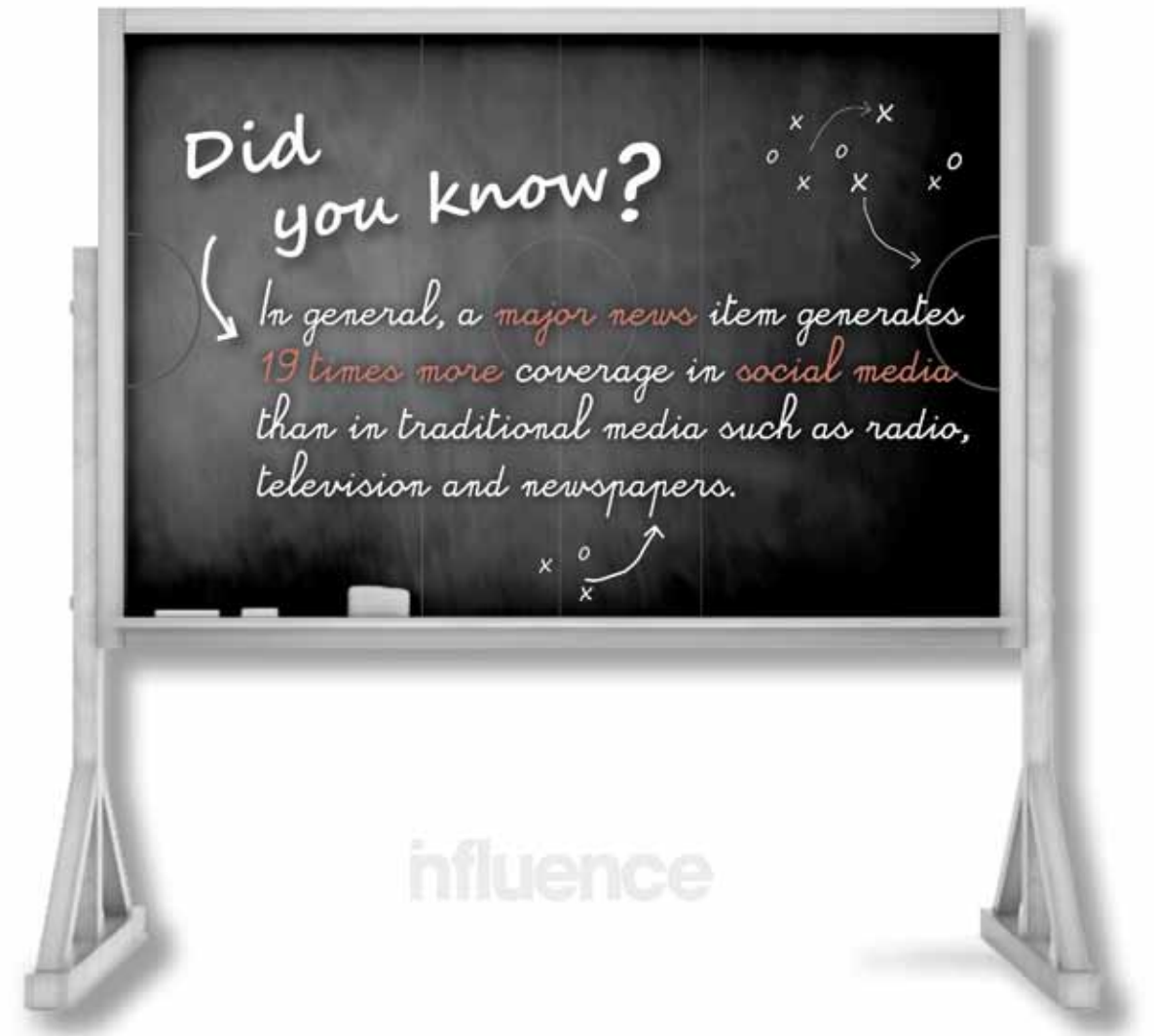
1	Gordon Campbell	British Columbia	<b>21.26%</b>
2	Jean Charest	Quebec	<b>19.13%</b>
3	Danny Williams	Newfoundland and Labrador	<b>15.50%</b>
4	Dalton McGuinty	Ontario	<b>12.81%</b>
5	Brad Wall	Saskatchewan	<b>8.60%</b>
6	Ed Stelmach	Alberta	<b>8.27%</b>
7	Shawn Graham	New Brunswick	<b>5.80%</b>
8	Darrell Dexter	Nova Scotia	<b>4.57%</b>
9	Greg Selinger	Manitoba	<b>2.45%</b>
10	Robert Ghiz	Prince Edward Island	<b>1.16%</b>
11	Dennis Fentie	Yukon	<b>0.22%</b>
12	Floyd Roland	Northwest Territories	<b>0.21%</b>

## MEDIA COMPARISONS

### Media prominence scores of Canadian political parties



In comparison to 2009, the Conservative Party is the big loser with a 24% loss in media prominence score. The Bloc Québécois is the big winner with a gain of 205%. The NDP gained 24% and the Liberal Party 18%.





## Newspapers most referenced in Canadian radio and television

Rank	Newspaper	%
1	The Globe and Mail	22.96%
2	National Post	13.83%
3	Toronto Star	10.91%
4	La Presse	7.88%
5	Le Journal de Montréal	4.73%
6	Le Devoir	3.70%
7	Vancouver Sun	3.65%
8	Ottawa Citizen	2.38%
9	Edmonton Journal	1.90%
10	Le Soleil	1.86%

#1 in 2009: La Presse  
#1 in 2008: The Globe and Mail  
#1 in 2007: The Globe and Mail

## Television networks most referenced in newspapers

Rank	Television network	%
1	CBC	15.64%
2	CTV	10.18%
3	NBC	8.53%
4	ABC	7.96%
5	TSN	7.94%

# Environmental coverage

We analyzed the environment-related content of 40 major Canadian daily 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 nor 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.

## Media prominence scores - environmental coverage

Rank	Newspaper	%
1	Calgary Herald	6.81%
2	Edmonton Journal	6.28%
3	The Globe and Mail	4.72%
4	Vancouver Sun	4.36%
5	National Post	4.07%
6	Toronto Star	3.90%
7	Ottawa Citizen	3.65%
8	La Presse	3.52%
9	The Gazette	3.49%
10	Le Devoir	3.47%

## Key environmental issues coverage

Rank	Key	%
1	Water*	25.58%
2	Global warming/climate change	18.30%
3	Oil sands	11.15%
4	Gas emissions/greenhouse gases	8.78%
5	Composting	6.23%
6	Forestry	4.37%
7	Carbon credits	4.00%
8	Residual matter/waste	3.62%
9	Endangered species	2.94%
10	Earth Day	2.66%
11	Sustainable development	1.51%
12	Shale gas	1.17%
13	Recycling	0.60%
14	Other	9.09%

\*The element "water" includes, among other things, drinking water, the protection of water and rivers, sustainable development, natural resources, wastewater, etc.

# Health coverage

We analyzed the health-related content of 40 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 key words 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; and the isotope crisis.

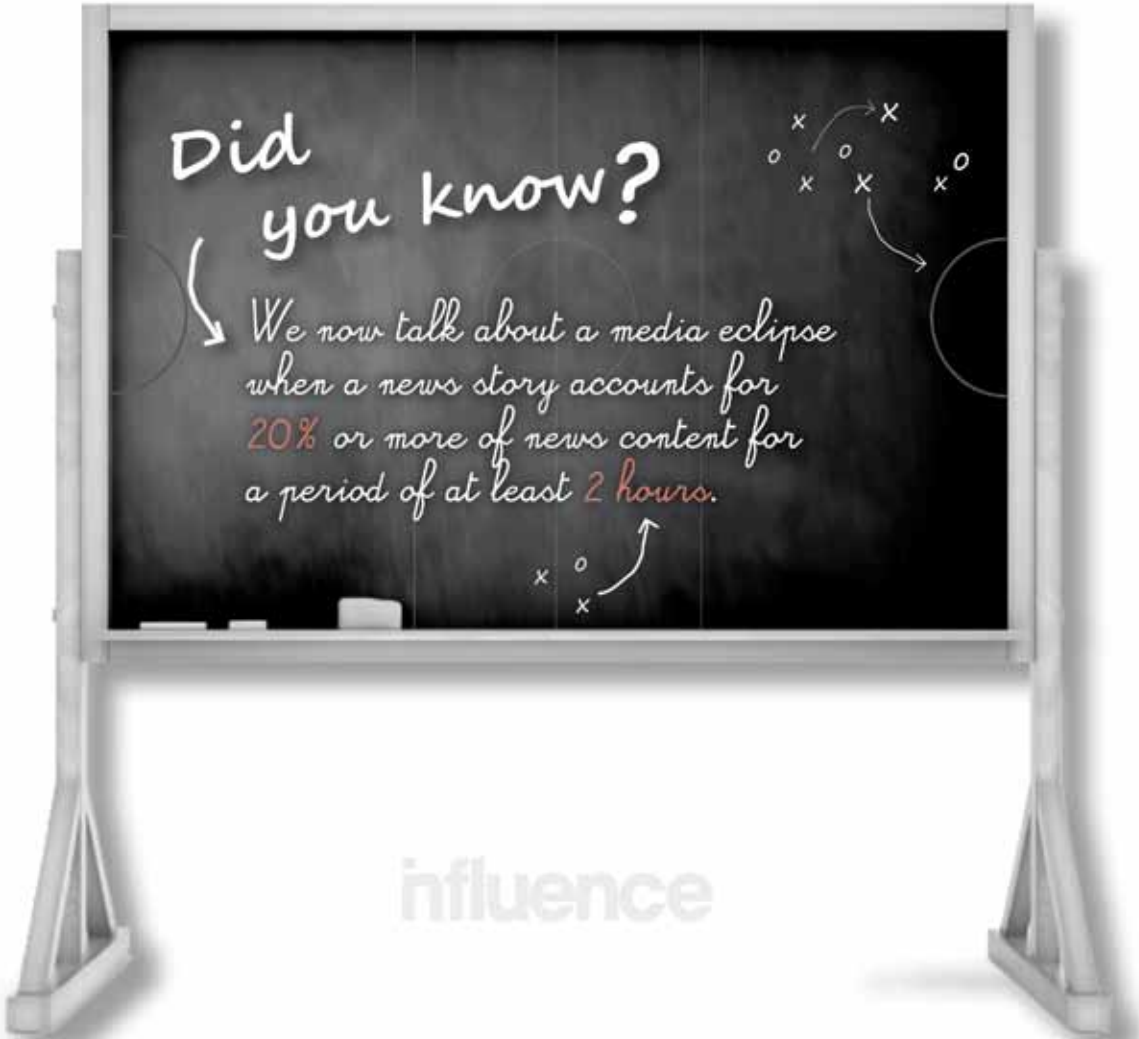
## Media prominence scores - health

Rank	Newspaper	%
1	Edmonton Journal	4.50%
2	The Globe and Mail	4.46%
3	Toronto Star	4.36%
4	Ottawa Citizen	4.18%
5	Calgary Herald	4.16%
6	National Post	3.93%
7	The Gazette	3.89%
8	Vancouver Sun	3.63%
9	Le Journal de Montréal	3.42%
10	Halifax Chronicle-Herald	3.18%

## TV shows most referenced in Canadian newspapers

Rank	Show	%
1	Glee	6.29%
2	Saturday Night Live	5.37%
3	American Idol	5.29%
4	Dancing with the Stars	4.67%
5	Hockey Night in Canada	4.47%
6	Mad Men	4.11%
7	CSI	2.46%
8	The Simpsons	2.44%
9	Two and a Half Men	2.13%
10	Desperate Housewives	1.98%

# RESEARCH METHODOLOGY



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## Research methodology

The Media Prominence Score is a quantitative indicator that measures the space devoted to an individual or news item in a given context. It does not take into account the value of the arguments presented in the media or the tone of the coverage. In order to establish media prominence, **Influence Communication** collates and measures, using electronic and other means, references to particular topic in all daily and weekly newspapers, radio and television information content and newscasts.

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

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

Once these values are established, the Media Prominence Score can be calculated and expressed as a percentage in relation to the prominence of an individual, of an event or of a news item, along varying timelines (daily, weekly, etc.).

## About Influence Communication

**Influence Communication**, established in November 2001, is Canada's premier news broker and information aggregator. We serve approximately 185 clients, including 60 of Canada's largest corporations, as well as the country's major public relations firms.


The **Influence Communication** supplier network is made up of about 100 partner organizations providing access to newspaper, magazine, radio, television and Internet coverage in 160 countries. Our information brokerage network allows us to assemble information every day from five continents. **Influence Communication** also uses its own delivery platform to provide customers with Internet media monitoring. Our Interactive Communication Environment (ICE) allows quick 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, which enables our clients to evaluate the media penetration rate of their own news stories, relative to coverage of other stories.

The logo for Influence Communication, featuring the word "influence" in a bold, blue, lowercase sans-serif font. A thick blue horizontal bar is positioned below the text.

# influence

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A black and white photograph of a city skyline with several skyscrapers. A thick white rope is draped across the right side of the image, with a knot visible near the bottom right.

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