

**influence**  
MAKING SENSE OF THE NEWS.

**2016** REPORT

THE STATE OF THE NEWS

**CANADA**

[www.influencecommunication.com](http://www.influencecommunication.com)

# 2016 REPORT

## THE STATE OF THE NEWS

For many of us, December rhymes with reports! The *2016 Report - State of the News* can help you understand our media ecosystem.

All year long, we monitor the news to put together press reviews and analysis for our clients. For this, we need to collect a titanic amount of information.

That was the starting point of an idea to let everybody have some benefit from this information. After all, people have a right to be informed, it is also a duty to better understand the information media we use.

Whether you are a journalist, PR specialist, sensitive to the opinions of citizens or simply passionate about information, this annual report is something you need to know about.

In Quebec, where the ever-present highway congestion has now spread to the information highways, a road sign guide is practically a necessity to understand the news and the work of the media.

For the 12<sup>th</sup> edition of our annual report, we are inspired by road signs. They match our mission: to make sense of the news.

I hope that you will have as much pleasure reading this as we have had preparing it.

**Jean-François Dumas**  
President  
Influence Communication

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# 2016

## a year of high emotion

While news stories in 2015 were focused on federal politics, 2016 stands out as a year of high emotion. History was made with Donald Trump's unlikely rise to power. His election was the "News Story of the Year" both here and abroad.

With an unprecedented Media Prominence Score of **21.49%** for the week of November 7-13—never before seen in Canada for an international political story—Trump's election is a genuine anomaly. His inexorable rise is based largely on two factors that have been growing for years but were especially important in 2016:

- 1) his formidable use of social media in the post-truth era, in which emotions have replaced facts;
- 2) a skillfully crafted narrative of fear.

Indeed, in 2016, fear has been a recurring phenomenon in the media and represents close to **25%** of the media content produced in Canada. Its presence is so significant that if it were a topic in the same way as sports, it would occupy three times more space in our media than international news!

While foreign politics figured prominently during the year, national politics in Canada was down from the previous year, when it garnered **13.25%** of coverage, due primarily to the federal election. This year's most-covered story in Canadian politics was Prime Minister Trudeau's first official visit to the White House.

There was an increase in economic news stories in 2016, especially the economic impacts of the Fort McMurray disaster, which obtained a very large share of media coverage this past summer and had exceptional staying power in the Canadian media. Six months after the fires, it is still a popular topic. Another major story that captured media attention this year was the real estate crisis in Canada's large cities, primarily Vancouver and Toronto.

Sports news nonetheless continued to dominate media coverage in 2016, up slightly from last year, even though there were no Canadian teams in the NHL playoffs. As a result, other sports filled the vacuum left by hockey in spring and summer. Notable events included the





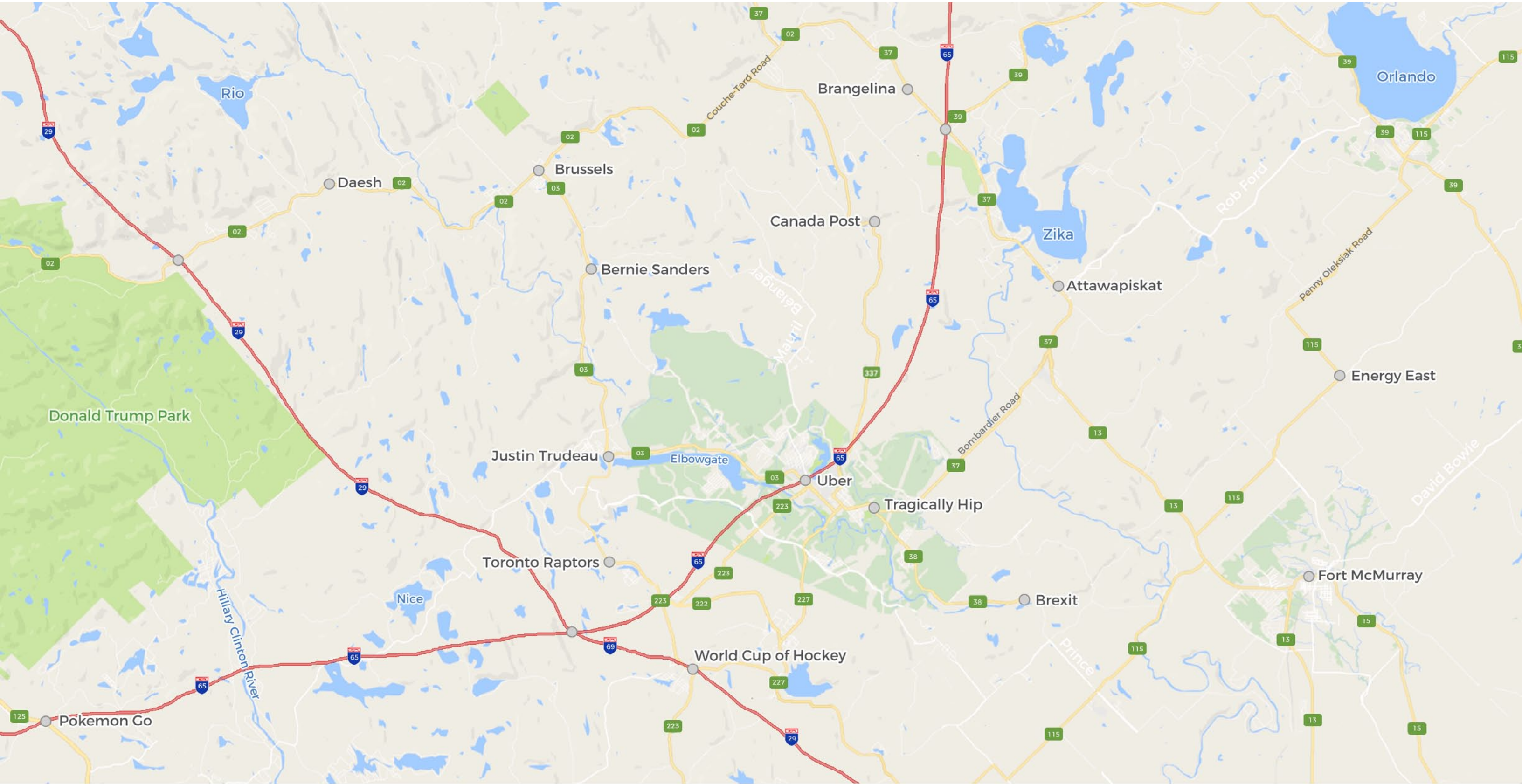
performance by the Raptors, who made it into the Eastern Conference finals, and the thrilling end of season for the Blue Jays. Also of note: the steady rise of Milos Raonic in the ATP rankings. Obviously, 2016 was also an Olympic year: close to two-thirds of the coverage of the Rio Games focused on female athletes, unusual in sports coverage.

Unsurprisingly, international stories increased in number this year. In addition to the US primaries and election, many news stories from Europe were extensively covered here in Canada: the attacks in Brussels and Nice, Brexit and its consequences for the European Union, as well as the flow of millions of migrants fleeing the war in the Middle East. Lastly, our media also provided ongoing coverage of the war in Syria and the uncertain fate of the city of Aleppo.

With the deaths of many internationally renowned artists such as Prince, David Bowie and Leonard Cohen, arts and entertainment coverage was up this year. The story that garnered the widest coverage in Canadian media this year was the farewell tour by Gord Downie and the Tragically Hip, whose final concert was aired coast to coast on *CBC*.

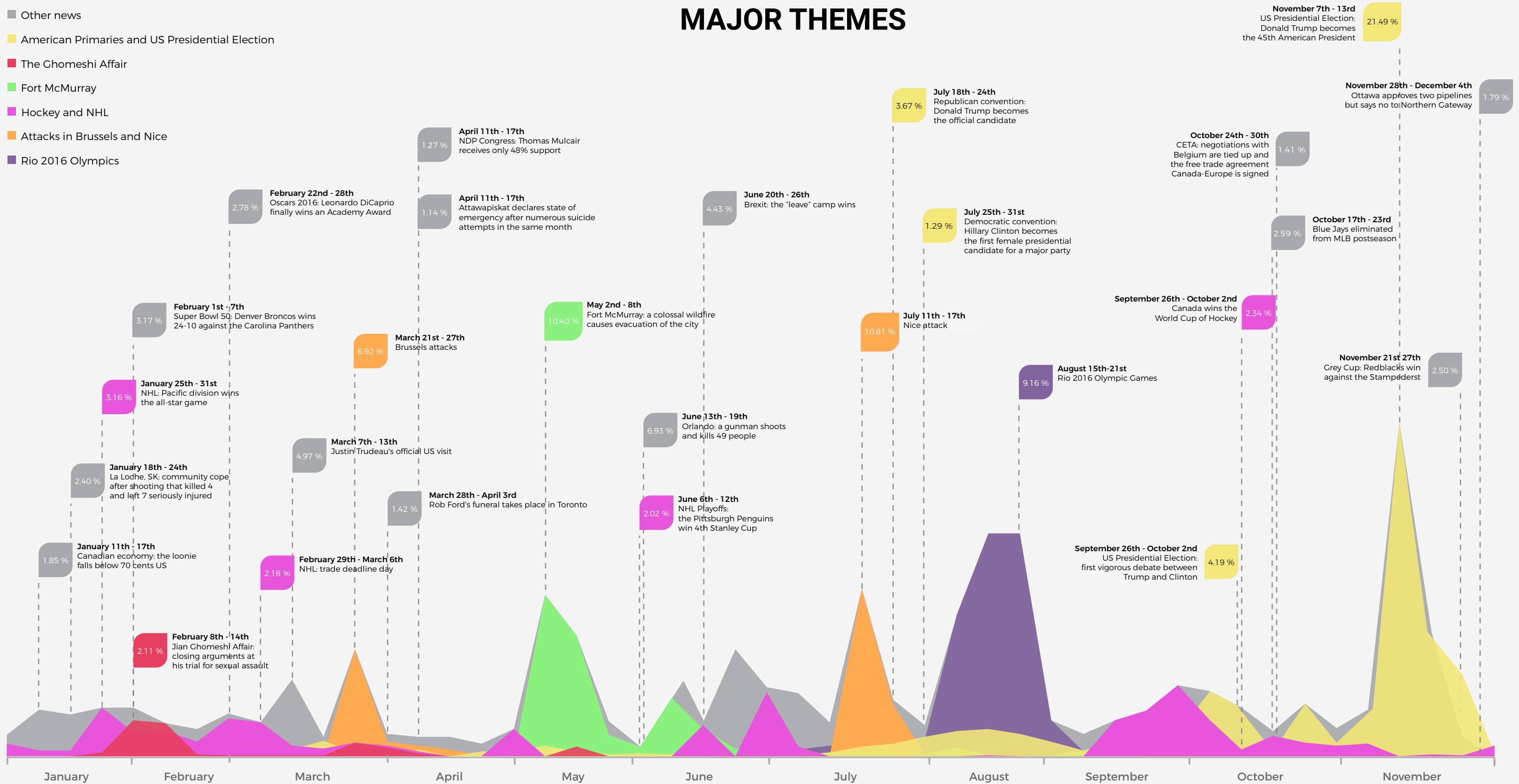
Lastly, aboriginal issues also increased slightly this year, generally in connection with opposition to pipeline development. Local and regional news continued to lose ground: for instance, stories about French-speaking communities outside Quebec, which year after year, occupied about as much space as the horoscope.





- Other news
- American Primaries and US Presidential Election
- The Ghomeshi Affair
- Fort McMurray
- Hockey and NHL
- Attacks in Brussels and Nice
- Rio 2016 Olympics

# MAJOR THEMES







In the 24 hours around the election, **2,841,305** articles were published about it around the world.

This is enough news stories to fill most of Canada's newspapers for a year.

Watching all radio and television coverage from all around the world would take **42 years.**



# THE TRUMP SHOW:

## WHEN REALITY TV TAKES OVER POLITICS

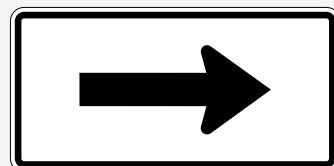
The American presidential campaign was the most heavily covered in recent history, not only in the United States, but everywhere. In the 24 hours around the election, 2,841,305 articles were published about it around the world. This is enough news stories to fill most of Canada's newspapers for a year. Indeed, the election of Donald Trump is one of the most important news stories of the year in Canada, occupying no less than 21.49% of the attention of the Canadian media during the week of November 7-13.

## THE TRUMP SHOW: WHEN REALITY TV TAKES OVER POLITICS

The election of Donald Trump had the effect of a bomb blast, setting off alarms throughout the international community. This victory also reveals the crisis of traditional media, whose business model and status as the Fourth Estate were shaken by the emergence of social media. In the United States, when the 2016 election is compared to the 2012 campaign, we note that Donald Trump and Hillary Clinton received 257.79% more coverage than Barack Obama and Mitt Romney<sup>1</sup>.

In fact, from, 2000 to 2012, there was a steady growth of coverage of American presidential campaigns, in the United States and around the world. Even between 2000 and 2004 there was already a very significant increase in coverage of the campaigns. The campaign that led to the re-election of George W. Bush attracted more attention than the campaign that led to his election in the first place. But there is no question that the media frenzy reached an all-time peak of intensity during the 2016 campaign, particularly in the United States

<sup>1</sup> This comparison of the volume of coverage of American election campaigns considers the average combined number of mentions of the two candidates per day, from the day after the end of the Democratic and Republican conventions to the day of the election.



Increase in coverage of the two main candidates for the presidency of the United States from 2000 to 2016, comparing average daily mentions for every day of the campaign, from the end of the conventions to the day of the vote

	USA	World	Canada
2000 campaign compared to 2004	+65.73%	+123.60%	+217.85%
2004 campaign compared to 2008	+19.69%	+17.92%	+6.31%
2008 campaign compared to 2012	+19.9%	+22.18%	+3.83%
2012 campaign compared to 2016	+257.79%	+244.33%	+0.05%

## DOESN'T MATTER WHAT THEY'RE SAYING, AS LONG AS THEY'RE TALKING ABOUT ME

This explosive growth was due mainly to how Donald Trump ran his campaign. The Republican candidate relied on scandal and polemic to defend his candidacy and to evoke emotional and irrational reactions among voters. He concentrated his attacks against Hillary Clinton, focusing on the person more than the program, seeking to cast doubt on the honesty of the Democratic candidate and her capacity to run the country. Trump referred to his rival regularly as Crooked Hillary, going as far as threatening during the second debate to put her in jail after his victory. This demonization of his adversary seemed to achieve its goal, since the real estate tycoon won the election... even if just barely.

In the United States, Donald Trump generated unprecedented media coverage. He had 294.02% more coverage than Mitt Romney, and 371.46% more than Barack Obama had, respectively, during the 2012 campaign. As for Hillary Clinton, she was not standing still, since she obtained 297.25% more coverage than the outgoing president received in 2012. The ripple effect definitely boosted coverage of the Democratic candidate.

While Hillary Clinton did attack using some of the same weapons as her adversary – aiming to cast doubt at the capacity of Trump to handle the presidency – the fact remains that her more rational approach did not light the same fire among voters as the simple and precise messages chanted by her opponent.

## THE TRUMP SHOW

Before going into politics, Donald Trump gained a degree of fame that few politicians can hope for. It came in part from his business dealings, but even more from his lively part in *The Apprentice*, a very popular US reality TV show. According to Trump, his association with this show above all made his brand well known and made him popular with the middle class.<sup>2</sup>



The Trump brand largely contributed to his political success. Through *The Apprentice*, he gained the image of a man with leadership skills and a flair for business. This was reinforced by plain speaking and a unique persona – all drawn from his reality TV success. As explained by Seth Grossman, a reality TV producer who contributes occasionally for the *New York Times*, this type of TV show looks for “larger-than-life personalities who speak their mind and don’t shy away from conflict.”<sup>3</sup>

Thus, the public persona of Donald Trump, custom-made for the mass media, reached out to the middle class. Moreover, it drew their attention by using reality TV mode to make politics more interesting than ever before.

But the political news media do not work the same way as the entertainment media. His angry rants and snap judgements, at first derided by political analysts, were then scrutinized and criticized. The US media had a particularly negative view of Donald Trump, witness how few of them endorsed Trump’s candidacy. Even many major dailies with Republican leanings, such as the *Dallas Morning News* or the *Chicago Tribune*, took overtly hostile views of the businessman candidate<sup>4</sup>. However, to the surprise of all, Trump took the presidency. Ironically, the rare columnists who dared to envisage his victory, a few days before the vote, were seen as “prophets of doom.”

<sup>2</sup> Marc Fisher, “Donald Trump, Remade by Reality TV”, *The Washington Post*, January 27, 2016. Online: <https://goo.gl/3NcOF5> (Viewed December 6, 2016)

<sup>3</sup> Seth Grossman, “Donald Trump, Our Reality TV Candidate”, *The New York Times*, September 26, 2015 Online: <http://goo.gl/Myl1A> (Viewed December 6, 2016)

<sup>4</sup> Étienne Jacob, “Trump ou Clinton : quel candidat la presse américaine soutient-elle ?”, *Le Figaro*, October 25, 2016 Online: <http://goo.gl/OVnhEu> americaine.php# (Viewed December 6, 2016)

## THE MEDIA DEBATE OR THE VICTORY OF SOCIAL MEDIA

Trump's win rests mainly on social media. These channels allowed him to not only attack the traditional media, but also to spread his message on target platforms without going through the filter of radio, TV and newspapers. By December 6, 2016, he had published more than 34,000 tweets, compared to 15,400 for Barack Obama and 9,838 for Hillary Clinton. When we put together the mentions of Donald Trump on Twitter during the campaign, we reach the impressive number of 107.8 million tweets! This was 20% higher than all the mentions of Hillary Clinton, Barack Obama, Bill Clinton and Michelle Obama. This hyperactivity on social media was largely relayed by the traditional media: American media mentioned Twitter in nearly 40% of their coverage of Trump. This helps in understanding how the candidate could dare to attack the media, to the point of banning the *Washington Post* from his rallies. His contempt for the traditional media reached a peak on November 21. Following tradition, he met the major US media, but offered an untraditional speech in which he called them "liars." He then reinforced this position, working outside conventional communication channels.



The recent American campaign sets an important precedent in the history of Western democracy. Normally, the media act as a privileged channel between political messages and the general public, and applying a filter on the content they broadcast. The Trump campaign showed that this filter can be short-circuited, weakening the role of the Fourth Estate that has traditionally been played by newspapers, radio and TV.

## TRUMP ON THE INTERNATIONAL STAGE

Beyond the US and perhaps other English-speaking countries like Canada that consume a great deal of American television, reality TV did not play as determinant a role in reinforcing the public persona of Trump. Before June 16, 2015, when Donald Trump announced his candidacy, nearly 90% of the media coverage of the real estate tycoon had been in English-speaking media. Similarly, 81% the Trump-related Twitter activity during the election campaign came from the United States.



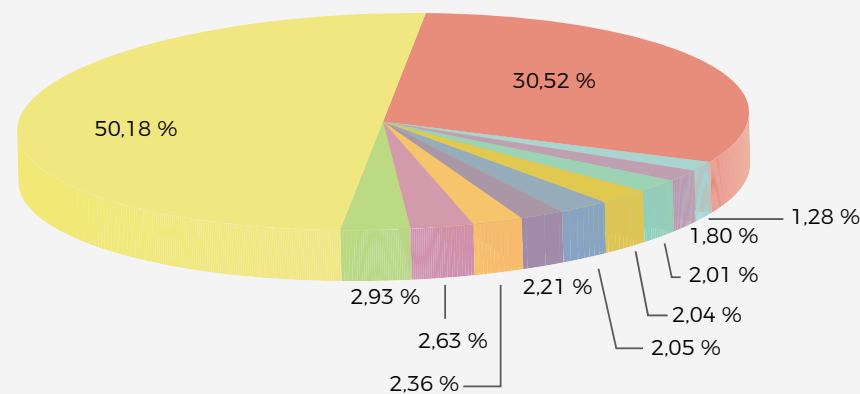
<sup>4</sup> Étienne Jacob, « Trump ou Clinton : quel candidat la presse américaine soutient-elle ? », *Le Figaro*, October 25<sup>th</sup> 2016 Online : [goo.gl/9AzbKz#](http://goo.gl/9AzbKz#)

The international media coverage of the candidate thus followed the more conventional media channels, but this did not prevent an explosion of activity that increased it by 244.33% around the world. This is not surprising considering the influence of the US press in the world, and the concern caused by Trump's political success. By rejecting free trade, demanding a greater military contribution from American allies, expressing his wish to ally with Russia, and taking an aggressive stance towards China, Trump proposed overturning the world order.

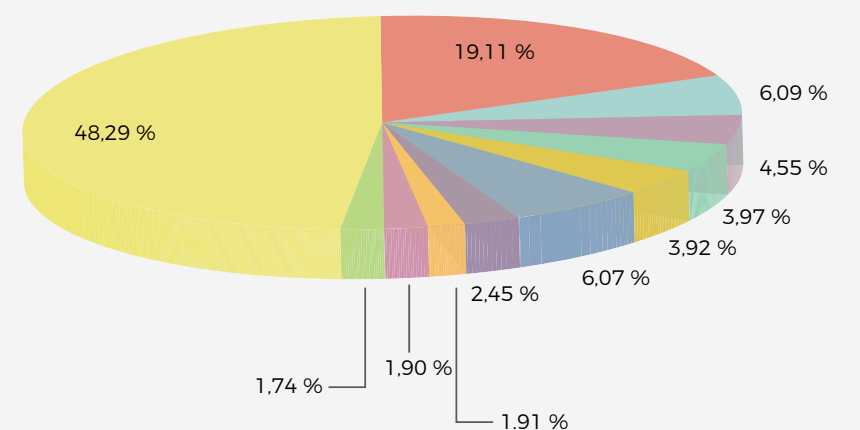
Nevertheless, interest in the US elections varied in some countries. For example, France (+ 13.60%) and Russia (-17.21%), were clearly different from the rest. By contrast, interest soared in many other countries. In Mexico, for example, coverage of Donald Trump and Hillary Clinton was 1,066.97% higher than coverage of Barack Obama and Mitt Romney in 2012. Clearly, Trump's promise to build a wall on the Mexican border and charge Mexico for it captured that country's interest.

English Canada was an exception to the general increase in coverage, with barely a 0.05% increase over the previous campaign. The free trade story, however, generated more interest in Canada (12.55%) than in the United States (4.72%), a sign that in Canada, also, Trump caused concern. This does not consider the days following Trump's election victory, when it was one of the most heavily covered stories in 2016 in Canada.

2016: Breakdown of mentions of Donald Trump and Hillary Clinton in the world's written press

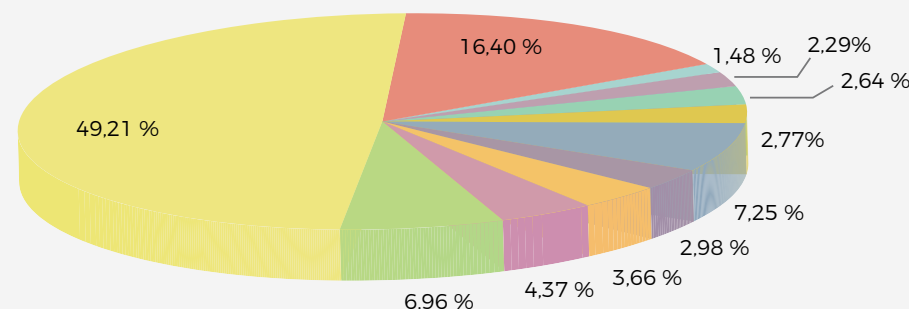


2012: Breakdown of mentions of Barack Obama and Mitt Romney in the world's written press



- USA
- Germany
- Mexico
- UK
- Spain
- Canada
- Australia
- France
- China
- Italie
- Other countries

2008: Breakdown of mentions of Barack Obama and John McCain in the world's written press





## JUSTIN TRUDEAU: DIGITAL STAR, DIPLOMATIC STAR

**A little more than a year after his election, Justin Trudeau enjoys undimmed popularity in Canada. But it is the international stage where the Prime Minister of Canada has truly impressive popularity. According to *The Globe and Mail*, “Even Mr. Trudeau’s inner circle never expected global diplomatic celebrity”. With resolutely up-beat and positive messages, which fly deliberately in the face of the fear messages increasingly found in the media, Justin Trudeau differentiates himself from other politicians and heads of state around the world. Is he on to something, or is he wrong?**



## TRUDEAU, GLOBAL STAR

One year after the election of Justin Trudeau as Prime Minister of Canada, it is clear that he enjoys high popularity with the public<sup>2</sup>, as well as with the media. The media have given 23% more attention to the current Prime Minister than his predecessor. But it is in the foreign media that Trudeaumania has spread like wildfire: the current Prime Minister receives 3.13 times more media coverage than Stephen Harper. It might be noted that the American media were content to cover the first anniversary of the election of the Liberals with brief stories, while the French media waxed rhapsodic, with front page articles in the country's leading newspapers such as *Le Monde*, *Libération* and *Courrier international*. The media in the UK were generally less enthusiastic, however *The Economist* put Canada's government on its cover on October 31, 2016, with the Statue of Liberty wearing a maple leaf and the banner: "Liberty moves north: Canada's example to the world".

What is fascinating in the case of Trudeau is that the foreign media coverage is not slowing down; rather it continues to grow. When we compare the media coverage of Justin Trudeau to that of Stephen during the first year after their respective elections, we can see a fundamental difference. In the case of Harper, media in Canada and around the world showed a distinct drop in interest. By contrast, media coverage of Justin Trudeau, high at the outset, gradually diminished in Canada, but began to grow again internationally as of March (six months after his election), to peak in September 2016. The number of mentions was 135.23% higher than in the first month after his election, and up to 600% higher than its lowest point, in February. As a result, international media coverage of Trudeau is now higher than media coverage in Canada.

<sup>1</sup> Campbell Clark, "With 'first real tests' passed, Trudeau's defining challenges loom", *The Globe and Mail*, October 19, 2016, p. A8

<sup>2</sup> An Ipsos/Global News poll that appeared on October 17 showed that 64% of Canadians are satisfied with the performance of Justin Trudeau and the Liberal government of Canada. Leslie Young, "Nearly two-thirds of Canadians approve of Justin Trudeau's Liberal government: Ipsos", *Global News*, October 17, 2016. Online: <http://globalnews.ca/news/3008087/nearly-two-thirds-of-canadians-approve-of-justin-trudeaus-liberal-government-poll/> (Viewed October 15, 2016.)

Three diplomatic events attracted particular attention from international media: Justin Trudeau's visit to China, followed by that of Chinese Premier Li Keqiang to Canada, and the first speech by Justin Trudeau to the United Nations General Assembly in New York.

### THE ANTI-MODEL: HOW TO MAKE THE PEOPLE DREAM INSTEAD OF MAKING THEM AFRAID

In this regard, Trudeau's speech to the UN General Assembly was revealing: "Every single day, we need to choose hope over fear, and diversity over division. Fear has never fed a family nor created a single job. And those who exploit it will never solve the problems that have created such anxiety<sup>3</sup>."

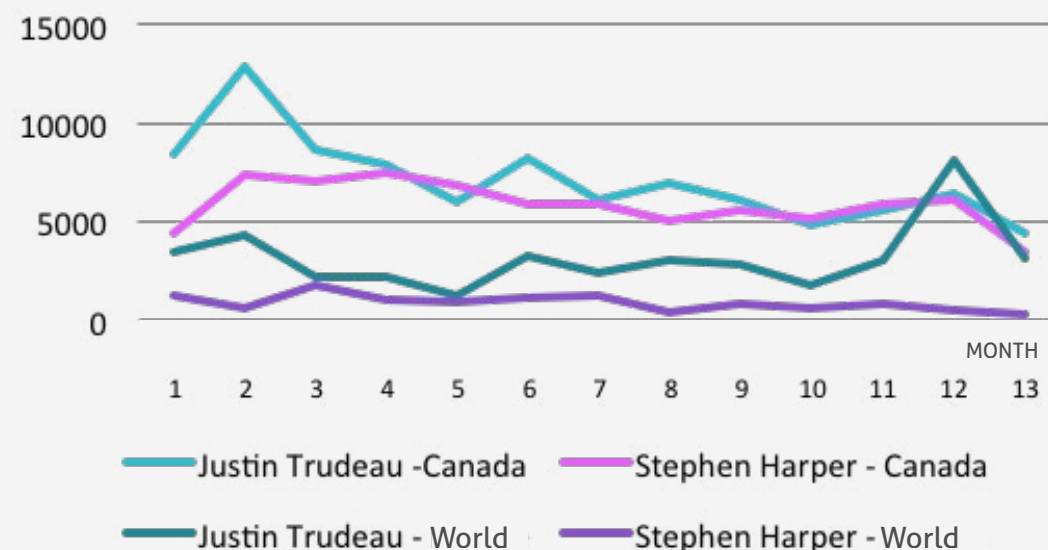
This thinly veiled reference to the Trump campaign is consistent with the major topics of media coverage of Justin Trudeau, as analyzed by Influence Communication. These topics are clearly marked by a political vision that is open and inclusive, in terms of international diplomacy as well as domestic politics. As for the second major topic, stimulating the economy through state investment (30.44%), it also runs counter to the widespread topic of austerity.

<sup>3</sup> Speech reported by Joël-Denis Bellavance, "Trudeau dénonce à l'ONU ceux qui exploitent "l'anxiété" pour des votes", *La Presse*, September 20, 2016. Online: <http://www.lapresse.ca/actualites/politique/politique-canadienne/201609/20/01-5022451-trudeau-denonce-a-lonu-ceux-qui-exploitent-lanxiete-pour-des-votes.php>. Viewed November 21, 2016.



Furthermore, the significant space given to the government's willingness to adopt policies that encourage the blossoming of minorities gives substance and force to the "sunny ways" that Trudeau claimed to bring. In this regard, when Trudeau criticized the fear message of Donald Trump, he strengthened his own position by breaking with that of the real estate magnate. It is not random that Trudeau's rise in popularity paralleled that of Trump in his march to the US Presidency. Ironically, the success of both of these men depends on similar phenomena. As noted by Emmanuelle Latraverse in an article on the *Radio-Canada* website<sup>4</sup>, the political style of Trudeau, like that of Trump, often relies on the "post-truth" environment where credibility is derived from the buzz that surrounds a politician rather than a rigorous analysis of the facts.

Number of mentions of Justin Trudeau and Stephen Harper by month in the year following their first election victory



### THE IMPORTANCE OF CONTENT

Like Trump, Justin Trudeau is particularly adept at creating images that evoke emotion, images that are highly likely to be picked up by the press, even more so by the social media. For example, his glib discussion of big data, which went viral on social media, or his participation in many gay pride parades in Canada: by becoming a regular participant and by shedding the traditional politician's suit in favour of a more informal look, Trudeau made history.

<sup>4</sup> Emmanuelle Latraverse, "Justin Trudeau à l'ère de la post-vérité", *Radio-Canada.ca*, November 20, 2016. Online: <http://ici.radio-canada.ca/nouvelle/1000943/justin-trudeau-post-verite-analyse-latraverse>. (Viewed November 22, 2016)



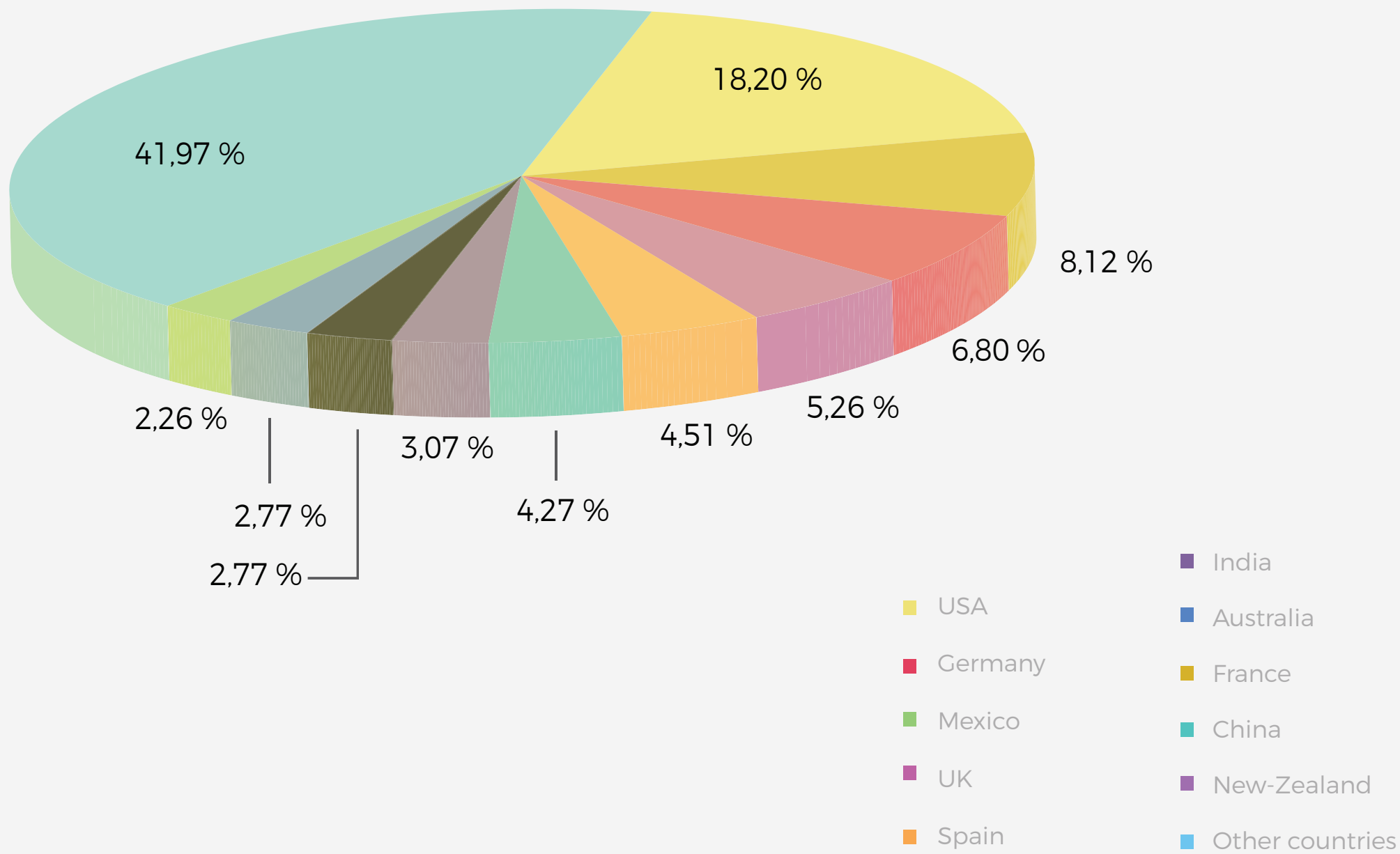
Analyzing the words used on Twitter in relation to these three events that Justin Trudeau attended, the most ubiquitous were terms with strong symbolic value: pride, parade, quantum, change, computing.” These words featured highly in the Trudeau political constellation. Also, the popularity of the Prime Minister on the social media is more pronounced internationally. On Twitter, more than 60% of the mentions related to Justin Trudeau came from outside Canada and 27% of the total media coverage is attributable to international media. Once again, Trudeaumania spreads well beyond the Canadian border.

Topics - World	MPS	Topics - Canada	MPS
Diplomacy	61.52%	Stimulating the economy by state investment	37.99%
Stimulating the economy by state investment	30.44%	Popularity – star power	32.11%
Popularity – star power	30.00%	Diplomacy	30.68%
Environment	17.75%	Environment	19.95%
Multiculturalism	11.52%	Native rights	15.19%
Native rights	7.71%	Gender equality	11.22%
Syrian refugees	7.02%	Multiculturalism	9.10%
Optimism	6.46%	Syrian refugees	5.56%
Sophie Grégoire	3.38%	Optimism	5.36%
Family heritage	3.14%	Legalization of marijuana	4.10%
Gender equality	3.04%	Family heritage	3.09%
Legalization of marijuana	2.66%	Public support	3.00%
Public support	2.44%	Sophie Grégoire	2.91%
LGBTQ rights	2.34%	LGBTQ rights	2.44%
Arms sales	1.53%	Elbowing an NDP MP	2.30%
Doctor-assisted dying	0.84%	Arms sales	2.29%
Elbowing an NDP MP	0.83%	Doctor-assisted dying	1.69%
Peacekeeping missions and military intervention	0.75%	Peacekeeping missions and military intervention	1.03%
Liberal heritage	0.03%	Liberal heritage	0.86%

Note: The cumulative prominence of the topics cited is greater than 100%, since more than one of them may appear in the same article.



**INTERNATIONAL MEDIA COVERAGE OF JUSTIN TRUDEAU - BY COUNTRY**



Furthermore, his popularity on social media has an effect on his media coverage. In Canada, **17.26%** of the coverage of the Prime Minister relates directly to his popularity on social networks. This proportion rises to **19.61%** internationally. On a list of key words related to Justin Trudeau, we get a proportion of **30%** of his media coverage. This topic is thus second highest in Canada, with a Media Prominence Score of **32.11%**.

We realize the importance of the buzz that surrounds a politician in the media. As is the case for Trump, Trudeau uses the social media and traditional media to deliver simple messages that allow him to incarnate a political position, without having to defend it or rely on facts. For example: his position on climate change, a matter on which he has taken a very progressive position internationally, but so far without supporting it with major policies.

In the final analysis, it is the youth, the physical advantage and the self-proclaimed openness to the world of the Canadian Prime Minister that symbolize in some way the progress to which he aspires, going beyond the fear messages in the world today. Judging by the immense popularity he enjoys, this has succeeded very well.

# THE JIAN GHOMESHI AFFAIR

ONE TRIAL, THREE ACCUSED

The unprecedented media circus that surrounded the trial of former radio host Jian Ghomeshi underscores the sometimes vast disconnect between the judicial system and the public perception of justice, driven sometimes by media and social networks. In this four-act play, the court of public opinion put three protagonists into the accused box: Jian Ghomeshi, the courts and the media.



On October 26 2014 the *Toronto Star* published an explosive article that marked the beginning of an unusual story in which three accused would each in turn face trial in the court of public opinion.

In the week following the accusation of the radio star, from October 28 to November 3, 2014, the Ghomeshi case reached 2nd place in the Canadian top 5 of the weekly news report of Influence Communications, with a Media Prominence Score of 2.82 %. The level of interest of the Canadian media reflects partly the great notoriety of Jian Ghomeshi in English Canada as well as the nature of the accusations brought against him.

*“From October 28 to November 3, 2014, the Ghomeshi case was in 2nd place in the Top 5 of weekly news stories in Canada, according to Influence Communication, with a Media Prominence Score 2.82 % for the week.”*

ACT

1



PRE-TRIAL

Before the trial was heard, most of the media coverage across the country focused on the twists in the story, airing the allegations of sexual assault by the victims, revealing the identity of the plaintiffs and collecting new testimony.

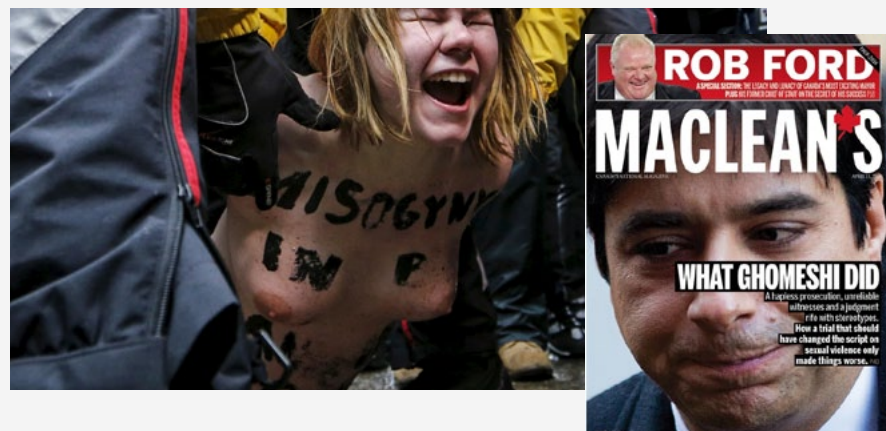
The allegations captured the imagination and provoked outrage. Three newspapers, the *Toronto Star*, the *Globe and Mail* and the *National Post* accounted for **10.35 %** of the articles appearing on the subject and the average number of stories on the Ghomeshi case on radio and TV remained very high. Over a few months, the media image of Jian Ghomeshi was transformed.

From sea to sea, there was applause as the star radio host fell off his pedestal, and applause for the women who had the courage to denounce their assailant, particularly actress Lucy DeCoutere, the only one to accept having her name revealed. The momentum had the media resolutely taking sides with the plaintiffs, and suggesting that the trial of Jian Ghomeshi could prove an example for other victims of sexual abuse, and give them enough confidence to go ahead and press charges.

“Over the eight weeks between the beginning of the trial and the verdict, this news story occupied about **2.59 %** of the media coverage in Canada.”

ACT

2



THE PLAYERS ENTER

At the trial opening on February 1, 2016, for more than a year the Canadian media had given the impression that the accused could only be found guilty in the eyes of the public. However, some influential media were already expressing doubts about the outcome of the trial and referred to the defence lawyer, Marie Henein, as a “fearless advocate,” with “an ability to zero in on people’s weaknesses.” The *CBC*, since it was involved in the case, forbid its journalists from participating in Twitter debates during the entire highly-anticipated trial.

The next day the media reported that the first part of the cross-examination by the defence lawyer had already discredited one of the plaintiffs. The social media were aflame defending her in more than **7,000 tweets** in less than 24 hours. The media focus then shifted from the accused to the trial itself, with the discovery that the justice system did not function in the same way as the court of public opinion. The story angles were more nuanced echoes of social media where the judicial system and its mechanisms were violently questioned.

ACT

3



"At the trial opening on February 1, 2016, for more than a year the Canadian media had given the impression that the accused could only be found guilty in the eyes of the public."

**THE JUDICIAL SYSTEM IN THE DOCK**

From February 2, the media coverage of the trial changed tone. Each point made by Marie Henein, the defence lawyer, was viewed as a stab in the back to all victims of sexual abuse. The media openly criticized Ghomeshi's lawyer, who became front and centre in the media spotlight, with her name appearing in more than 53% of the mentions of the trial. In the face of this storm, the lawyer was forced to answer in the public arena for her integrity and her professional ethics.

In the face of the general outrage, several media outlets brought in specialists to explain the functioning of the courts and defend the work of the lawyer. For its part, *CBC News* affirmed this in the most retweeted post of February 15: "Jian Ghomeshi Trial: When #BelieveTheVictims meets #DueProcess". On the other hand, media also attacked the Crown prosecutors and the police, who, they felt, botched the inquiry and sent the plaintiffs to the slaughter. The debate raged in most of the coverage, even when the verdict was rendered on March 24, 2016.

During the eight weeks between the beginning of the trial and the verdict, the news occupied about 2.59% of the media coverage in Canada. It is rare that a legal matter is that mediatized in Canada, from sea to sea, over such a long period.



ACT

4



**DRAWING LESSONS**

As we know, Jian Ghomeshi was acquitted on all counts of rape and attempted strangling that were brought against him. However, the media were unanimous: the not-guilty verdict for Ghomeshi highlighted a serious failing of the judicial system toward the victims of sexual abuse. They said that reform was needed. When charges for the second trial were later dropped, the media considered this to prove their point.

During an affair in which the plaintiffs were discredited in court because of apparent contradictions in their testimonies, some major dailies such as *The Globe and Mail* and the *Toronto Star* tried to assess their respective performance. In their rush to take the side of the victims, some media realized that they had fallen into the trap of complacency, a trap which then closed on Ghomeshi's accusers.

For their part, Canadian electronic media were so interested in the story that during the affair the average number of radio and TV news stories was six times higher than the number of print articles that appeared during the same period. Since a normal news story is repeated on average 2.7 time in electronic media, we can get an idea of the intensity of this news story on the Canadian scene.

Ironically, of all the players involved in this judicial and media episode that was unprecedented in Canada, the only one to come out with a verdict of innocent was Jian Ghomeshi.



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# FEAR

IN THE

# MEDIA

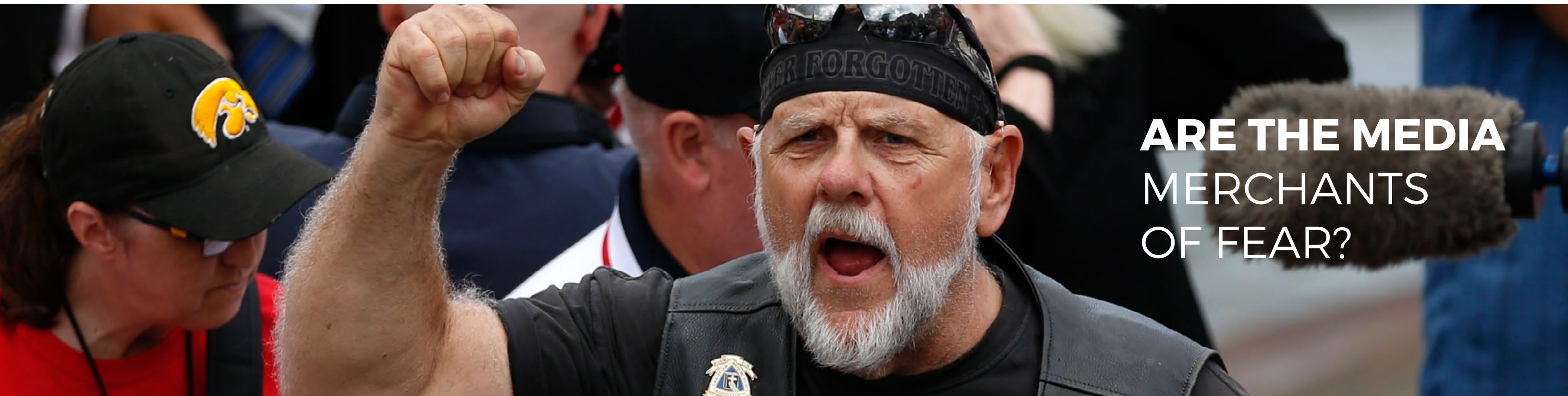
panic

pandemic

In fall 2016, Influence did a major study to determine the place of fear in our media. Using more than 200 key words associated with different themes that relate to fear, the research addressed French-language and English-language media in Canada and around the world. The results were disturbing.

casualties

cataclysm



## ARE THE MEDIA MERCHANTS OF FEAR?

**In the past 15 years, fear has been propagated in the media at stunning speed, here and around the world. In Canada, the number of fear-related news items has increased at a rate of 2.51% per year since 2000, and in 2016 occupies 1.4 times more coverage than in 2000. To believe the media industry, we ever more consumed by fear. However, recent studies show that we do not live in a more dangerous world than before<sup>1</sup>. In the face of this paradox, how do we explain the use of fear in the media? Indeed, what are the consequences of this deep shift?**

We know that traditional major media are in a major existential crisis. Motivated more than ever by monetary concerns due to their shrinking audiences, challenged to provide instant information to compete with social media, driven to provide a convergent offering to survive, they have been steadily losing their influence over the past 15 years.

It is not surprising that with information overload in a post-truth world – where fact-checking makes you the slowest to get the news out – media are pressed into a fear narrative. Because fear sells, because it is universal and needs no long explanation, and it can be spread on almost anything. Influence Communication measured that at one point in 2016 this contagious and often irrational emotion was present in one form or another in nearly 25% of the news in Canada. There's a number to make you tremble!

Could it be that the effort of media to hold on to audiences is part of why they are in a deep credibility crisis<sup>2</sup>? But how can they stop crying wolf now?

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<sup>1</sup> Steven Pinker, *Professor of Psychology at Harvard University (2016)* and Max Roser, *Researcher at the Institute of New Economic Thinking of Oxford University (2014)* have conducted studies that show life in the present world is safer than ever.



### FEAR BY THE NUMBERS

Since 2000, Canadian media have given great prominence to fear-related stories: Terrorism and War (about **32%**), Crime (about **26%**) and Natural Disasters (about **18%**). Economic Uncertainty was in 4<sup>th</sup> place with about **12%** and Public Health and Other Issues made up the remaining **12%**.

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<sup>2</sup> A study published on December 7, 2015, by Statistics Canada showed that only 40% of Canadians still trust the traditional media. Add to that the Reuters Institute of Oxford University study (2016) which showed that people now use social networks as their main source of information.

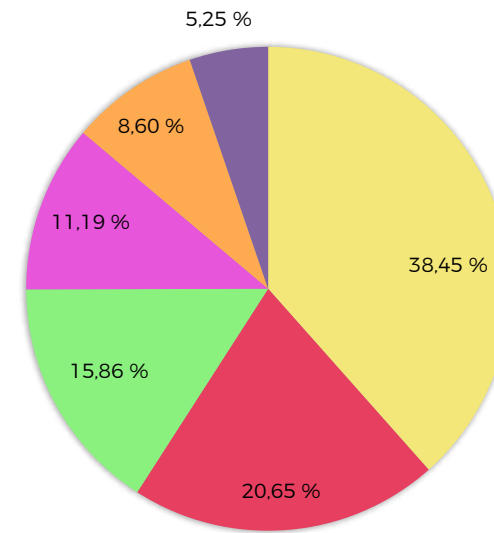


# PORTRAIT OF FEAR IN THE MEDIA IN 2016

While the increase of fear in the media has been less pronounced in Canada than in the rest of the world, it is significant nevertheless.

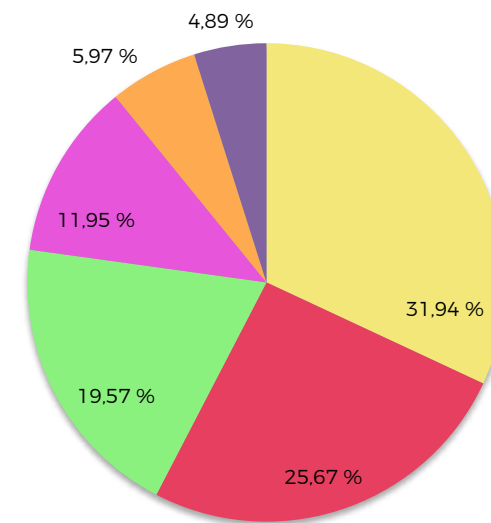
## Themes with the highest average annual increase (2000-2015)

Themes		MPS
Canada	Economic Uncertainty	+6.85%
World	Public Health	+13.03%
World	Economic Uncertainty	+9.98%
World	Terrorism and War	+9.24%



Evolution of fear in the media (2000-2015)

+ 3.5 times



+ 1.4 times

- Terrorism and War
- Crime
- Economic Uncertainty
- Natural Disasters
- Public Health
- Other Issues

WORLD

CANADA



## FORT McMURRAY - WHEN DISASTER DRAWS IN THE MEDIA

### NATURAL DISASTERS

As soon as a natural disaster nearby settles down, the local media take up another. In Canada, between May 2nd and 8th, forest fires had a colossal Media Prominence Score of **10.40%**. Unusually, this news held on to an impressive score of **7.76%** the following week (May 9-15).

Moreover, beyond the heavy coverage during the spring, the coverage of the fire had an impressive persistence. Even in the month of November, Fort McMurray remained a popular news item. Between May and November, media coverage had several different aspects, with the story being presented in turn as a natural disaster, a human tragedy, and an economic disaster.

Clearly the media like a hard luck story.



## BREXIT - FEAR OF STRANGERS AT THE HEART OF MEDIA COVERAGE

### ECONOMIC UNCERTAINTY

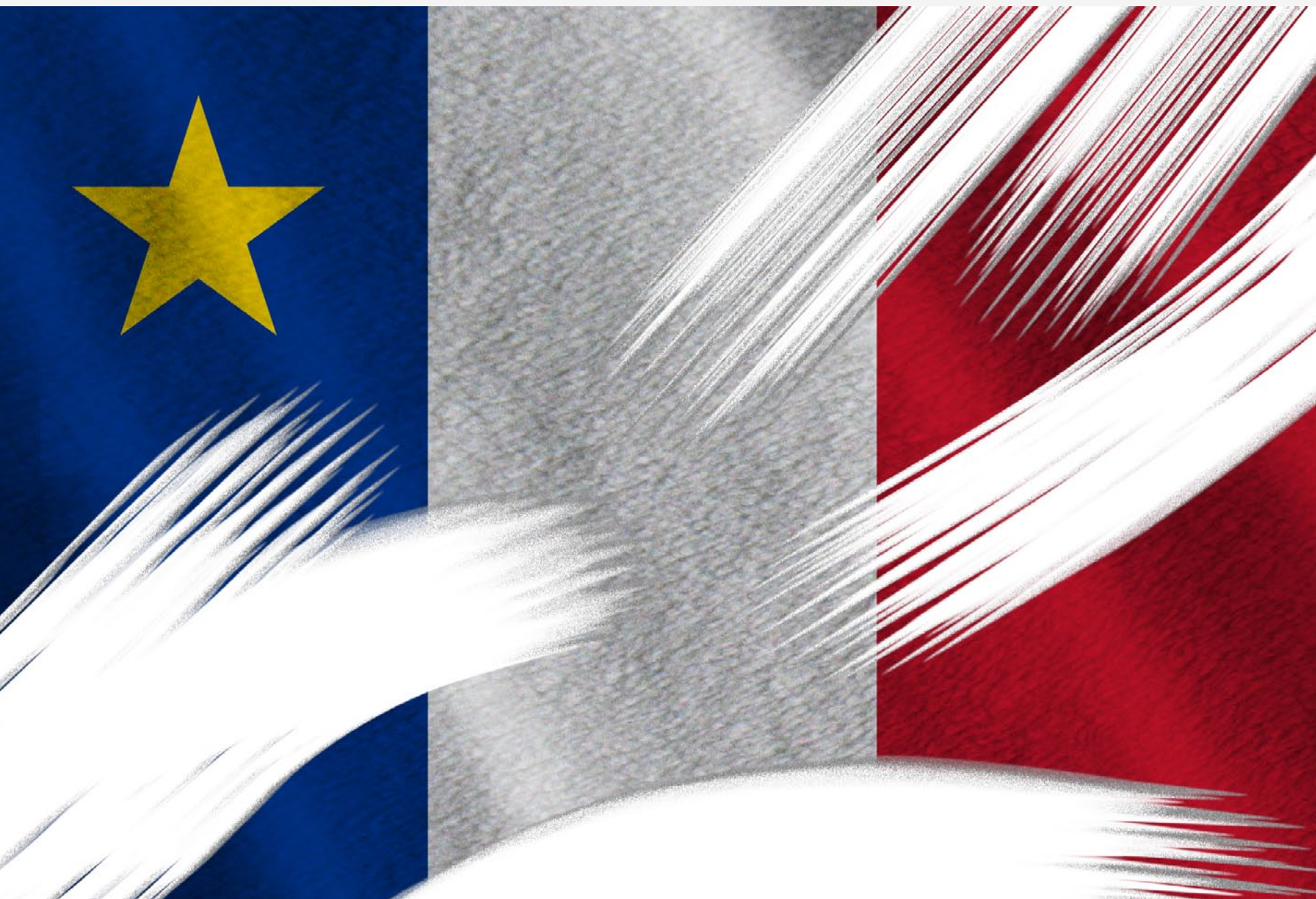
The media said it and repeated it: one of the central issues of the Brexit campaign was immigration. For many, this was the crucial element that gave the victory to the “Leave” camp. While in the United Kingdom the immigration theme occupied **14.20%** of Brexit coverage, this proportion

was even higher in Canadian media. It reached 30.30% in Canada: a Media Prominence Score twice as high as it was in the UK.

When our media coverage focused on immigration, it was very often associated with racism (**17.71%**), xenophobia (**13.31%**) and the term “anti-immigration” was also used very often, in **26.77%** of the coverage.

Hence, these three terms were present in 18.63% of the news items measured dealing with Brexit. This proportion was four times lower in the UK, at **5.05%**.





Influence Communication has decided to pay tribute, in their own language, to the Francophone minorities outside Quebec who's voices are not always heard in the mainstream media as exposed in the text below.

## LES FRANCOPHONES HORS-QUÉBEC, GRANDS OUBLIÉS DES MÉDIAS

Les francophones hors Québec comptent pour 3,19 % de la population<sup>1</sup> selon Statistique Canada. Pourtant, en 2016, les mentions de ces communautés dans les médias obtiennent un poids médias de seulement 0,46 % dans l'ensemble du Canada, ce qui est largement inférieur à leur poids démographique. Autrement dit, l'entière médiatisation de plus d'un million de francophones hors-Québec occupe le même espace médiatique que l'horoscope, et ne représente que 49 % de l'espace consenti aux nouvelles insolites. Pleins feux sur une situation d'autant plus inquiétante qu'elle se dégrade année après année.



Acadien



Franco-manitobain



Franco-ontarien



Franco-colombien



Fransaskois



Franco-albertain



Collectivité francophone du Yukon

Collectivité francophone de  
Terre-Neuve-et-LabradorCollectivité francophone des  
Territoires du Nord-OuestAssociation des francophones  
du Nunavut

Avec un maigre **0,46 %**, le poids médias des mentions des communautés francophones hors-Québec (ci-après appelées CFHQ pour alléger le texte) dans les médias canadiens est près de sept fois moins élevé que la proportion de la population canadienne correspondante. Pas de doute, cet écart majeur témoigne d'une réelle sous-médiatisation de ces communautés.

Parallèlement, le volume de nouvelles produites par des médias issus des CFHQ compte pour seulement **1,71 %** de l'ensemble des nouvelles au Canada en 2016. Il s'agit d'une proportion deux fois moins grande que les **3,19 %** de la population canadienne correspondant aux francophones hors-Québec (FHQ). Un tel décalage illustre à quel point il est difficile pour ces communautés de protéger, voire de faire rayonner leur culture.

Si l'on se concentre sur leur présence dans les médias au Québec, on constate que les mentions pour les francophones vivant dans d'autres provinces occupent un peu plus d'espace que dans l'ensemble du Canada, atteignant ainsi un poids médias de **0,48 %**. En revanche, ce pourcentage chute à **0,18 %** dès que l'on ne prend en considération que les médias anglophones. En clair, les médias québécois accordent beaucoup plus d'attention au reste de la francophonie que les médias anglophones hors Québec. Cela dit, ce niveau d'attention reste très faible, et il est à peine supérieur à celui de la moyenne nationale.

Ces données sont d'autant plus préoccupantes lorsqu'on découvre le taux de pénétration nettement plus élevé des nouvelles québécoises au sein de ces communautés. En fait, **14,82 %** sont des nouvelles québécoises. Fait encore plus déconcertant, la domination du Québec dans les médias écrits grimpe à **40,77 %**, si l'on exclut le contenu des divers sites Web locaux de *ICI Radio-Canada* et du quotidien *Le Droit*, accessibles au Québec et ailleurs au pays. On peut affirmer sans risque de se tromper que la faible présence médiatique de ces communautés, confrontée de surcroît à l'omniprésence du Québec dans les médias locaux, n'annonce rien de bon pour la pérennité de la francophonie canadienne.

<sup>1</sup> Statistique Canada, *Le français et la francophonie au Canada*, en ligne : [https://www12.statcan.gc.ca/census-recensement/2011/as-sa/98-314-x/98-314-x2011003\\_1-fra.cfm](https://www12.statcan.gc.ca/census-recensement/2011/as-sa/98-314-x/98-314-x2011003_1-fra.cfm)

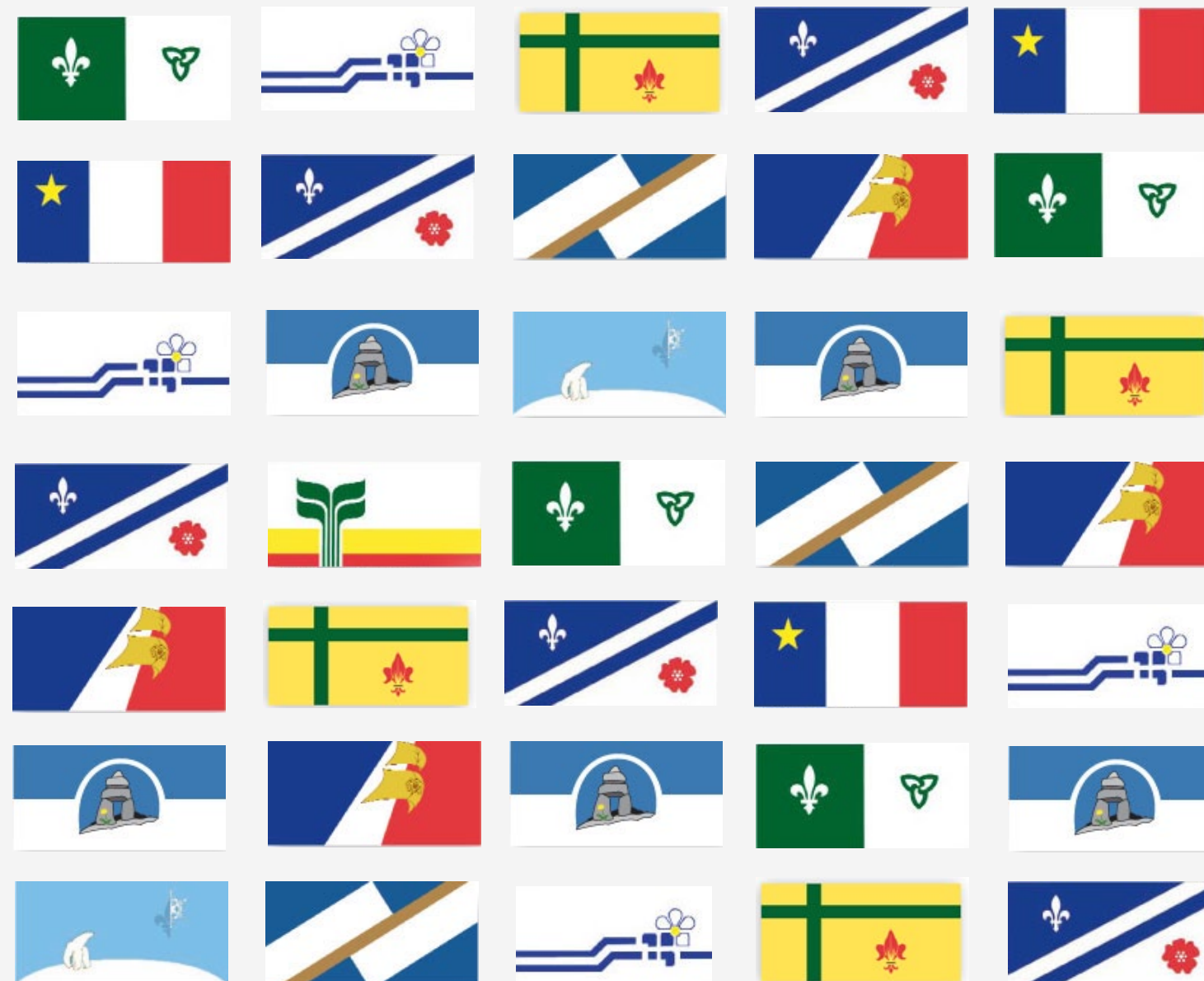
## UN SILENCE ÉLOQUENT

En partenariat avec Communication Démo, nous avons cherché à vérifier de quelle manière et dans quelle mesure des nouvelles d'intérêt national pour la francophonie partout au pays sont médiatisées ou passées sous silence.

À cette fin, nous avons observé l'ensemble des nouvelles diffusées par les grandes chaînes de télévision, soit *ICI Radio-Canada* et *TVA*, de même que par les chaînes d'information en continu qui y sont respectivement affiliées, soit *ICI RDI* et *LCN*. Nous avons ciblé quatre périodes d'une semaine pour mener l'étude, soit deux périodes où aucun événement spécial entourant la francophonie canadienne n'avait lieu, et deux périodes où un événement ou une annonce pouvait augmenter la médiatisation des CFHQ.

### Médiatisation des francophones hors-Québec dans l'ensemble du Canada, selon les données de 2011 (source : Statistique Canada)

Semaine sous observation	Événement ou nouvelle	Nombre de mentions
15 au 21 février	Audiences sur l'implantation d'un service d'autobus bilingue au Nouveau-Brunswick	3
30 mai au 5 juin	Annonce par le gouvernement fédéral du retour d'un programme favorisant l'immigration francophone hors Québec	0
25 au 31 juillet	Semaine régulière : aucune nouvelle importante	0
3 au 9 octobre	Semaine régulière : aucune nouvelle importante	1



Les résultats sont concluants : pendant ces quatre semaines, aucune mention des FHQ n'a été relevée ni à TVA ni à LCN. Sans surprise, la situation est légèrement différente à ICI Radio-Canada et à ICI RDI – ces chaînes étant tenues par la Loi sur la radiodiffusion de 1991 de « refléter la globalité canadienne et [de] rendre compte de la diversité régionale du pays ». Par conséquent, dans la semaine du 15 au 21 février 2016, les deux chaînes radio-canadiennes ont diffusé trois nouvelles à propos de la francophonie hors Québec. La semaine du 3 au 9 octobre 2016 a permis de repérer une autre mention, soit à l'occasion de l'annonce du retour du programme favorisant l'immigration francophone. Néanmoins, il s'avère que l'importance de cette nouvelle a été relativement négligée par le diffuseur public au Québec.

Force est de constater que même lorsqu'on examine en profondeur l'actualité québécoise afin d'y repérer des nouvelles traitant de la francophonie canadienne, on en arrive à la même conclusion : les francophones des autres provinces sont sous-représentés dans nos médias.

## LA SITUATION CRITIQUE DES FRANCO-ONTARIENS

### AU CANADA

Si les mentions des FHQ comptent pour à peine 0,46 % de la couverture médiatique au Canada en 2016, il reste que la très grande majorité de ces apparitions est monopolisée par une seule communauté, soit l'Acadie. Comme l'illustre le tableau ci-contre, les mentions pour l'Acadie (incluant celles de toutes les communautés francophones des Maritimes) représentent près de 90 % de la couverture média au pays, tandis que la population de cette région ne représente que 26,62 % de la francophonie canadienne hors Québec. Dans cette dynamique, les Franco-Ontariens sont sans conteste les plus grands perdants. En effet, même si les 561 000 membres de cette communauté comptent pour un peu plus de la moitié de la population francophone hors Québec, seul un faible 3,83 % de la couverture médiatique leur est accordé.

Le poids démographique des Franco-Ontariens représente près de 2 % dans l'ensemble du pays. Toutefois leur poids médias étant près de 85 fois moins élevé, il se situe sous la barre de 0,02 %. Quant aux mentions des communautés francophones des Prairies, de la Colombie-Britannique et des trois territoires, elles ont, dans l'ensemble, un poids médias combiné à peine plus élevé, soit 0,03 % au Canada.

### AU QUÉBEC

Le déséquilibre est un peu moins marqué au Québec, où les Acadiens comptent pour 82,52 % de la médiatisation des FHQ, contre 13,18 % pour les Franco-Ontariens. Néanmoins, la situation demeure critique, car dans l'ensemble de la couverture médiatique québécoise, les Franco-Ontariens ont une visibilité réduite. À preuve, leur poids médias est d'à peine 0,06 % dans la Belle Province. Quant aux francophones des Prairies, de la Colombie-Britannique et des trois territoires, ils affichent un faible poids médias de 0,03 % au Québec.

Cette sous-représentation persistante de ces communautés dans les médias canadiens pourrait venir renforcer, voire normaliser, l'impression qu'elles intéressent peu les divers auditoires. Ce qui, on s'en doute, creuserait le fossé davantage entre elles et le reste du pays.

### Médiatisation des francophones hors-Québec dans l'ensemble du Canada, selon les données de 2011 (source : Statistique Canada)

Communauté	Pourcentages de la médiatisation des francophones hors-Québec	Poids démographique au sein de la francophonie hors Québec	Poids médias sur l'ensemble de l'actualité au Canada	Poids démographique dans l'ensemble du Canada
Acadie	88,44 %	26,62 %	0,404 %	0,85 %
Franco-Ontariens	3,82 %	52,58 %	0,017 %	1,67 %
Franco-Albertains	2,31 %	4,50 %	0,011 %	0,14 %
Fransaskois	2,22 %	1,78 %	0,010 %	0,06 %
Franco-Manitobains	1,12 %	7,59 %	0,005 %	0,24 %
Franco-Yukonnais	1,09 %	6,63 %	0,005 %	0,21 %
Franco-Colombiens	0,64 %	0,30 %	0,003 %	0,01 %

<sup>2</sup> CBC/Radio-Canada, Mandat, en ligne : <http://www.cbc.radio-canada.ca/fr/decouvrez/mandat/> (Consulté le 11 novembre 2016)

# THE RIO OLYMPIC GAMES

## WOMEN OF GOLD

**The 2016 Summer Games had very atypical, even historic, media coverage. Female athletes were the subject of nearly 75% of the total news stories published or broadcast about the Games. Unusually, female athletes received much more media attention than male athletes.**

Between the 5<sup>th</sup> and 21<sup>st</sup> of August, the Rio Games occupied a staggering **19.10%** of media coverage in Canada. In Quebec, the Media Prominence Score reached an even higher level of **21.15%** over the 17 days of the event. Even more unexpected was the **73.83%** of the Olympic coverage in Canada that featured women athletes. Considering that the proportion of women in the Canadian delegation reached **65.35%**, one could say that the Rio Olympic Games were significantly different from the habitual coverage of sports in Canadian and Quebec media.

Note that with 16 of the 22 medals (**72.73%**) being won by women, the stage was set for a greater proportion of coverage in the media. In this regard, the remarkable success of young Penny Oleksiak, who became the darling of the media following her victories, contributed in large part to the increase of coverage of female athletes.



In her own right, the 16-year-old Toronto athlete was responsible for **15.50%** of all the women's coverage and **11.45%** of the total Canadian Olympic news coverage. Her Media Prominence Score of all Canadian media coverage during the period of the Games was **2.19%**, a truly impressive result for an athlete who was barely even heard of before the Games were held.

By comparison, the highest-profile female Canadian athlete at the London Olympics in 2012 was Émilie Heymans. She was mentioned in only **5.46%** of Canadian Olympic news coverage during the 2012 Olympics.

If the past is any guarantee of the future, we may hope that the coverage of the 2015 Olympic Games could mark a profound change of attitude in Canadian media.

## Top 50 – News over a seven-day period

			MPS
	Event	Peak Period	7 Days
01	US Presidential Election: Donald Trump becomes the 45 <sup>th</sup> American President	November	21.49%
02	Rio 2016 Olympic Games	August	14.36%
03	Terrorist attack in Nice: a man drives a truck into a massive crowd gathered for July 14 <sup>th</sup> celebrations and kills over 80 people	July	10.81%
04	Fort McMurray: a colossal wildfire causes evacuation of the city	May	10.40%
05	Orlando: mourning and grieving after the shooting	June	6.93%
06	Brussels attacks	March	6.92%
07	Justin Trudeau's official US visit	March	4.97%
08	World Cup of Hockey: Canada beats Russia 5-3 in semi-final	September	4.59%
09	Brexit: the "leave" camp wins	June	4.43%
10	US Presidential Election: first vigorous debate between Trump and Clinton	September	4.19%
11	NHL draft	June	4.16%
12	Brexit: the European Union urges the United Kingdom to set in motion its withdrawal as soon as possible	June	4.10%
13	Remembrance Day celebrations	November	4.06%
14	Fort McMurray residents begin to return home	June	3.77%
15	Republican convention	July	3.67%
16	US Presidential Election: last debate between Trump and Clinton tonight	October	3.37%
17	Super Bowl 50: Denver Broncos win 24-10 against the Carolina Panthers	February	3.17%

			MPS
	Event	Peak Period	7 Days
18	NHL: Pacific division wins the all-star game, John Scott named MVP	January	3.16%
19	US Presidential Election: second debate between Trump and Clinton	October	3.15%
20	Pokémon Go: application becomes an overnight success in Canada	July	3.07%
21	Aborted coup aftermath in Turkey: Erdogan declares a state of emergency and establishes a totalitarian climate	July	3.05%
22	US Presidential Election: No charges will be laid against Clinton in e-mail case	November	3.00%
23	David Bowie dies at 69 years old	January	2.99%
24	La Loche, SK: Community copes after shooting that killed 4 and left 7 seriously injured	January	2.91%
25	Shooting in Dallas	July	2.87%
26	Baseball: Blue Jays win their wild-card game	October	2.85%
27	MLB playoff: Blue Jays eliminate Texas Rangers	October	2.81%
28	Oscars 2016: Leonardo DiCaprio finally wins an Academy Award	February	2.78%
29	Justin Trudeau and Canadian delegates at World Economic Forum in Davos	January	2.72%
30	Baseball: Blue Jays eliminated from MLB postseason	October	2.59%
31	Turkey: military coup to overthrow President Erdogan fails	July	2.49%
32	Tragically Hip farewell tour comes to an end	August	2.49%
33	NHL: trade deadline coming, much speculation	February	2.48%
34	Stanley Cup finals: Pittsburgh Penguins vs San Jose Sharks	June	2.43%

## Top 50 – News over a seven-day period

	Event	Peak Period	MPS 7 Days
35	US: 3 police officers killed on duty in Baton Rouge	July	2.35%
36	Rio 2016: Canadian athletes are welcomed home by their fans	August	2.35%
37	Canada wins the World Cup of Hockey	September	2.34%
38	Oil prices continue to tumble	January	2.33%
39	World Cup of Hockey: exhibition games	September	2.33%
40	Jian Ghomeshi Affair: beginning of the trial for sexual assault	February	2.31%
41	TIFF: 2 <sup>nd</sup> week of the Toronto International Film Festival	September	2.31%
42	Federal politics: Government expects deficit to be over \$18 billion, budget to be released March 22	February	2.30%
43	NBA playoffs: Toronto Raptors reach eastern Conference final	May	2.25%
44	Tennis: Milos Raonic loses against Andy Murray at Wimbledon final	July	2.20%
45	NHL: trade deadline day, no major trades finally in quiet day around the league	March	2.18%
46	Jian Ghomeshi Affair: closing arguments at his trial for sexual assault	February	2.11%
47	Brexit: UKIP leader Nigel Farage resigns	July	2.05%
48	NHL Playoffs: the Pittsburgh Penguins win 4 <sup>th</sup> Stanley Cup	June	2.02%
49	Tennis: Djokovic and Halep win the Rogers Cup	July	1.99%
50	Syrian refugees arrive in Canada	January	1.89%

## Canadian Politics

	Event	Peak Period	MPS 7 Days
01	Justin Trudeau's official US visit	March	4.97%
02	Remembrance Day celebrations	November	4.06%
03	Justin Trudeau and Canadian delegates at World Economic Forum in Davos	January	2.72%
04	Federal politics: Government expects deficit to be over \$18 billion, budget to be released March 22 <sup>nd</sup>	February	2.30%
05	Syrian refugees: Refugees that left Syria for Canada continue to arrive, target not reached	January	1.89%
06	Provinces must adopt carbon price plan before 2018, otherwise Ottawa will impose one	October	1.86%
07	Federal policy: Liberal budget puts Canada on deficit path	March	1.81%
08	Energy East pipeline: National unity debates rise in wake of division between politicians across the country	January	1.43%
09	Justin Trudeau's China visit	September	1.43%
10	Syrian refugees continue to arrive in Canada	January	1.41%

## Business and Economy

		MPS	
	Event	Peak Period	7 Days
01	Justin Trudeau and Canadian delegates at World Economic Forum in Davos	January	2.72%
02	Oil prices continue to tumble	January	2.33%
03	Federal politics: Government expects deficit to be over \$18 billion, budget to be released March 22 <sup>nd</sup>	February	2.30%
04	Provinces must adopt carbon price plan before 2018, otherwise Ottawa will impose one	October	1.86%
05	Canadian economy: the loonie falls below 70 cents US	January	1.85%

## Arts and Entertainment

		MPS	
	Event	Peak Period	7 Days
01	Pokémon Go: the application becomes an overnight success in Canada	July	3.07%
02	David Bowie dies at age 69	January	2.99%
03	2016 Oscars: Leonardo DiCaprio finally wins an Academy Award	February	2.78%
04	Tragically Hip farewell tour comes to an end	August	2.49%
05	TIFF: 2 <sup>nd</sup> week of the Toronto International Film Festival begins	September	2.31%

## Health

	Event	Peak Period	MPS 7 Days
01	Zika virus: WHO to call emergency meeting for February 1 <sup>st</sup>	January	0.78%
02	Assisted dying bill: federal government to unveil the bill	April	0.73%
03	Assisted dying bill: deadline for the adoption of the bill	June	0.69%
04	Assisted dying bill: the law may not be voted before June 6 <sup>th</sup> deadline	May	0.66%
05	Assisted dying bill: many reactions to the bill	April	0.63%

## Sports

	Event	Peak Period	MPS 7 Days
01	Rio 2016 Olympic Games	August	14.36%
02	World Cup of Hockey: Canada beats Russia 5-3 in semi-final	September	4.59%
03	NHL draft	June	4.16%
04	Super Bowl 50: Denver Broncos win 24-10 against the Carolina Panthers	February	3.17%
05	NHL: Pacific division wins the all-star game, John Scott named MVP	January	3.16%
06	Baseball: Blue Jays win their wild-card game	October	2.85%
07	MLB playoff: Blue Jays eliminate Texas Rangers	October	2.81%
08	Baseball: Blue Jays eliminated from MLB postseason	October	2.59%
09	NHL trade deadline coming: much speculation	February	2.48%
10	Stanley Cup finals: Pittsburgh Penguins vs San Jose Sharks	May	2.43%

## International News Stories Most Covered in Canada

	Event	Peak Period	MPS 7 Days
01	US Presidential Election: Donald Trump becomes the 45 <sup>th</sup> American President	November	21.49%
02	Terrorist attack in Nice: a man drives a truck into a massive crowd gathered for July 14 <sup>th</sup> celebrations and kills over 80 people	July	10.81%
03	Orlando: mourning and grieving after the shooting	June	6.93%
04	Brussels attacks	March	6.92%
05	Brexit: the "leave" camp wins	June	4.43%

## Canadian New Stories Receiving the Most Foreign News Coverage

	Event
01	Death of Leonard Cohen
02	Fort McMurray
03	Trudeau's China visit
04	Signing of CETA accord between Canada and the EU
05	Justin Trudeau's US visit

## Current and Legal Affairs

	Event	Peak Period	MPS
01	Fort McMurray: a colossal wildfire causes evacuation of the city	May	10.40%
02	Fort McMurray residents begin to return home	June	3.77%
03	La Loche, SK: Community copes after shooting that killed 4 and left 7 seriously injured	January	2.91%
04	Jian Ghomeshi Affair: beginning of the trial for sexual assault	February	2.31%
05	Jian Ghomeshi Affair: closing arguments at his trial for sexual assault	February	2.11%

## Science and Technology

	Event	Peak Period	MPS 7 Days
01	Pokémon Go: the application becomes an overnight success in Canada	July	3.07%
02	BlackBerry to exit hardware business	September	0.29%
03	Apple introduces iPhone 7	September	0.21%
04	Science: Einstein's gravitational waves detected, confirming his theory	February	0.18%
05	Juno probe enters orbit of Jupiter	July	0.16%

## Businesses in the media

	Name	MPS
01	Apple	6.55%
02	Air Canada	4.79%
03	Netflix	4.63%
04	Bank of Montreal	4.50%
05	Tim Hortons	3.96%
06	Disney	3.22%
07	Canadian Tire	3.17%
08	Ford	2.79%
09	Honda	2.78%
10	CIBC	2.51%
11	Fiat Chrysler Canada	2.45%
12	Toyota	2.08%
13	General Motors	2.05%

*If we included Twitter and Facebook to this chart, they would come first and second with a combined MPS of over 68%*

	Name	MPS
14	Royal Bank of Canada	2.05%
15	Microsoft	1.78%
16	TELUS	1.71%
17	Starbucks	1.57%
18	Bombardier	1.56%
19	Walmart	1.52%
20	BlackBerry	1.49%
21	TransCanada	1.49%
22	Suncor	1.45%
23	National Bank	1.22%
24	Samsung	1.16%
25	Boeing	1.13%

## People Who Made the News in Canada

	Name	MPS
01	Barack Obama	5.53%
02	Justin Trudeau	3.02%
03	Donald Trump	2.39%
04	Hillary Clinton	1.40%
05	Bill Clinton	1.40%
06	Stephen Harper	0.99%
07	Connor McDavid	0.94%
08	Sidney Crosby	0.85%
09	John Gibbons	0.79%
10	Kathleen Wynne	0.78%
11	Angela Merkel	0.74%
12	Auston Matthews	0.73%
13	Mike Babcock	0.73%

	Name	MPS
14	Rachel Notley	0.63%
15	Jose Bautista	0.51%
16	PK Subban	0.51%
17	Josh Donaldson	0.47%
18	DeMar DeRozan	0.47%
19	Johnny Gaudreau	0.47%
20	Bill Morneau	0.46%
21	Christy Clark	0.46%
22	Taylor Hall	0.46%
23	Benjamin Netanyahu	0.46%
24	Kyle Lowry	0.45%
25	Steven Stamkos	0.44%

## 2015

	Name	MPS
01	Stephen Harper	7.24%
02	Justin Trudeau	4.62%
03	Barack Obama	1.71%
04	Kathleen Wynne	1.70%
05	Jim Prentice	1.31%
06	Rachel Notley	1.29%
07	Thomas Mulcair	1.27%
08	Mike Duffy	1.15%
09	Connor McDavid	1.06%
10	Elizabeth May	0.89%

## 2014

	Name	MPS
01	Stephen Harper	2.11%
02	Rob Ford	1.66%
03	Barack Obama	1.61%
04	Kathleen Wynne	1.29%
05	Sydney Crosby	1.26%
06	Carey Price	1.07%
07	Justin Trudeau	1.04%
08	Eugenie Bouchard	0.84%
09	John Tory	0.79%
10	Vladimir Putin	0.78%

## 2013

	Name	MPS
01	Rob Ford	10.35%
02	Stephen Harper	5.23%
03	Barack Obama	2.27%
04	Mike Duffy	2.08%
05	Justin Trudeau	1.92%
06	Thomas Mulcair	1.58%
07	Jim Flaherty	1.24%
08	Dalton McGuinty	1.17%
09	Queen Elizabeth II	0.95%
10	Sidney Crosby	0.95%

## 2012

	Name	MPS
01	Stephen Harper	4.66%
02	Barack Obama	2.76%
03	Dalton McGuinty	2.16%
04	Mitt Romney	1.47%
05	Alison Redford	1.26%
06	Christy Clark	1.17%
07	Jim Flaherty	0.99%
08	Queen Elizabeth II	0.97%
09	Bob Rae	0.89%
10	Thomas Mulcair	0.89%

## Canadian Politics

	Name	MPS
01	Justin Trudeau	19.01%
02	Kathleen Wynne	4.90%
03	Rachel Notley	3.99%
04	Bill Morneau	2.91%
05	Christy Clark	2.90%
06	Brad Wall	2.43%
07	Rona Ambrose	2.06%
08	John Tory	2.01%
09	Jane Philpott	1.87%
10	Ralph Goodale	1.69%

## Top 20 - Federal MPs

	Name	Parti	MPS
01	Justin Trudeau	Liberal	26.23%
02	Bill Morneau	Liberal	4.01%
03	Rona Ambrose	Conservative	2.84%
04	Jane Philpott	Liberal	2.57%
05	Ralph Goodale	Liberal	2.33%
06	Catherine McKenna	Liberal	2.12%
07	Harjit Sajjan	Liberal	2.03%
08	Jason Kenney	Conservative	1.99%
09	Jody Wilson-Raybould	Liberal	1.78%
10	Amarjeet Sohi	Liberal	1.64%
11	Kellie Leitch	Conservative	1.57%
12	John McCallum	Liberal	1.57%
13	Tony Clement	Conservative	1.40%
14	Chrystia Freeland	Liberal	1.39%
15	Carolyn Bennett	Liberal	1.28%
16	Maxime Bernier	Conservative	1.17%
17	Marc Garneau	Liberal	1.10%
18	Stéphane Dion	Liberal	1.09%
19	Elizabeth May	Green	1.06%
20	Liza Raitt	Conservative	1.06%

## Canadian Premiers Media Coverage Outside Their Province

	Name	Province	MPS
01	Rachel Notley	Alberta	27.05%
02	Brad Wall	Saskatchewan	24.31%
03	Christy Clark	British Columbia	12.01%
04	Philippe Couillard	Quebec	11.63%
05	Kathleen Wynne	Ontario	9.97%
06	Stephen McNeil	Nova Scotia	2.85%
07	Greg Selinger	Manitoba (until May 3 <sup>rd</sup> )	2.83%
08	Brian Pallister	Manitoba (since May 3 <sup>rd</sup> )	2.51%
09	Darrell Pasloski	Yukon (until December 3 <sup>rd</sup> )	1.67%
10	Brian Gallant	New Brunswick	1.55%
11	Wade MacLauchlan	Prince Edward Island	1.34%
12	Dwight Ball	Newfoundland and Labrador	1.32%
13	Bob McLeod	Northwest Territories	0.44%
14	Peter Taptuna	Nunavut	0.35%
15	Sandy Silver	Yukon (since December 3 <sup>rd</sup> )	0.17%

## Sports

	Name	MPS
01	Connor McDavid	1.71%
02	Sidney Crosby	1.55%
03	John Gibbons	1.44%
04	Auston Matthews	1.34%
05	Mike Babcock	1.33%
06	Jose Bautista	0.94%
07	PK Subban	0.93%
08	Josh Donaldson	0.86%
09	DeMar DeRozan	0.85%
10	Johnny Gaudreau	0.85%

## Business Leaders

	Name	MPS
01	Mark Carney	13.41%
02	Mark Zuckerberg	13.11%
03	Tim Cook	11.58%
04	Conrad Black	10.05%
05	Warren Buffett	9.22%
06	Rupert Murdoch	4.39%
07	Jim Balsillie	3.29%
08	Sheryl Sandberg	3.21%
09	George Cope	3.18%
10	Marissa Mayer	2.92%

## Entertainment Personalities

	Name	MPS
01	Justin Bieber	2.55%
02	Drake	2.53%
03	Kim Kardashian	2.37%
04	Kanye West	2.20%
05	Taylor Swift	2.03%
06	Tragically Hip	1.99%
07	Adele	1.76%
08	David Bowie	1.61%
09	Gord Downie	1.52%
10	Prince	1.43%

*Only 2 women is in the Top 10 and only 6 women make the Top 50*

## International People in Canadian Media

	Name	MPS
01	Donald Trump	7.92%
02	Barack Obama	6.75%
03	Hillary Clinton	4.66%
04	Bill Clinton	4.65%
05	Joaquin "El Chapo" Guzman	2.70%
06	Angela Merkel	2.47%
07	Benjamin Netanyahu	1.51%
08	Erik Karlsson	1.28%
09	Patrick Kane	1.23%
10	LeBron James	1.17%

## Top 25 - International News

	Event	MPS
01	American Primaries and US Election	22.17%
02	Brexit	6.19%
03	French Primaries	4.70%
04	Climate change	3.58%
05	International mobilization against the Islamic State (ISIS)	3.41%
06	Political crisis in Turkey	2.90%
07	Syrian war	2.87%
08	Terrorist attacks in Paris	2.62%
09	Emails scandal surrounding Hillary Clinton	2.26%
10	Rio 2016 Olympic Games	2.02%
11	Tennis: US Open	1.96%
12	Migrants crisis	1.92%
13	Iraqi War	1.88%

	Event	MPS
14	Euro 2016	1.68%
15	Elections in Syria	1.50%
16	Baseball: World Series	1.50%
17	Iran election	1.47%
18	Terrorist attacks in Brussels	1.44%
19	Tennis: French Open	1.36%
20	Terrorist attack in Nice	1.33%
21	Tension and crisis between Israel and Palestine	1.22%
22	North Korea defies the World	1.16%
23	Super Bowl 50	1.16%
24	Zika Virus	1.13%
25	Tennis: Australian Open	1.08%

## Politics

Event	
01	American Primaries and US Election
02	Brexit
03	French Primaries
04	International mobilization against the Islamic State (ISIS)
05	Political Crisis in Turkey
06	Syrian war
07	Emails scandal surrounding Hillary Clinton
08	Iraqi War
09	Elections in Syria
10	Elections in Iran

## Current and Legal Affairs

Event	
01	Terrorist attacks in Paris
02	Migrants crisis
03	Terrorist attacks in Brussels
04	Terrorist attack in Nice
05	Zika Virus
06	Terrosit attacks in New York and New Jersey
07	Orlando Shootings
08	Panama Papers
09	Battle for Mossoul
10	Abductions in Nigeria by Boko Haram

## Entertainment

Event	
01	Prince dies at 57
02	Academy Awards
03	Sixth Season of Game of Thrones
04	Cannes Film Festival
05	Grammy Awards

## Science and Technology

Event	
01	Samsung Galaxy Note 7: The company encounters problems, recalls the devices and ends up giving up the product
02	UN predicts global temperature record for 2016
03	Pokémon Go
04	Apple: Launch of the iPhone 7
05	India launches 20 satellites in space on a single mission

## Sports

Event	
01	Rio 2016 Olympic Games
02	Tennis: US Open
03	Euro 2016
04	Baseball: World Series
05	Tennis: French Open

## Natural Disasters

Event	
01	Climate Change
02	Hurricane Matthew
03	Earthquake in Italy
04	Earthquake in Taiwan
05	Wildfires in Fort McMurray

## Business and Economy

Event	
01	Decrease in oil production by OPEC
02	Rate cuts by the European Central Bank and announcement of imposing measures
03	Twitter cuts 9% of its workforce
04	World Economic Forum in Davos
05	Bayer acquires Monsanto

## International Public Figures

	Name	MPS
01	Donald Trump	13.71%
02	Hillary Clinton	9.54%
03	Barack Obama	4.07%
04	Mariano Rajoy	1.93%
05	Angela Merkel	1.87%
06	Narendra Modi	1.81%
07	David Cameron	1.76%
08	Ted Cruz	1.46%
09	Matteo Renzi	1.44%
10	Theresa May	1.39%
11	François Hollande	1.28%
12	John Kerry	1.23%
13	Cristiano Ronaldo	1.19%

	Name	MPS
14	Recep Tayyip Erdogan	1.16%
15	Bill Clinton	0.93%
16	Neymar	0.91%
17	Paul Ryan	0.84%
18	Lionel Messi	0.84%
19	Andy Murray	0.81%
20	Novak Djokovic	0.78%
21	Lewis Hamilton	0.72%
22	Malcolm Turnbull	0.72%
23	Mitt Romney	0.70%
24	Boris Johnson	0.69%
25	Jeremy Corbyn	0.65%

*If Justin Trudeau was in this chart, he would rank 72<sup>nd</sup>*

## International Political Figures

	Name	MPS
01	Donald Trump	24.86%
02	Hillary Clinton	17.29%
03	Barack Obama	7.37%
04	Mariano Rajoy	3.50%
05	Angela Merkel	3.40%
06	Narendra Modi	3.28%
07	David Cameron	3.19%
08	Ted Cruz	2.65%
09	Matteo Renzi	2.62%
10	Theresa May	2.52%
11	François Hollande	2.32%
12	John Kerry	2.23%
13	Recep Tayyip Erdogan	2.10%

	Name	MPS
14	Bill Clinton	1.68%
15	Paul Ryan	1.53%
16	Malcolm Turnbull	1.30%
17	Mitt Romney	1.27%
18	Boris Johnson	1.26%
19	Jeremy Corbyn	1.19%
20	Michelle Obama	1.14%
21	Chris Christie	1.09%
22	Joko Widodo	1.02%
23	Nicolas Sarkozy	0.99%
24	Joe Biden	0.90%
25	Enrique Peña Nieto	0.89%

## Non Political Figures

	Name	MPS
01	Cristiano Ronaldo	2.66%
02	Neymar	2.03%
03	Lionel Messi	1.87%
04	Andy Murray	1.81%
05	Novak Djokovic	1.74%
06	Lewis Hamilton	1.61%
07	Nico Rosberg	1.44%
08	Madonna	1.44%
09	Sting	1.44%
10	Adele	1.39%
11	Serena Williams	1.33%
12	LeBron James	1.26%
13	Zlatan Ibrahimovic	1.25%

	Name	MPS
14	Luis Suarez	1.21%
15	David Bowie	1.19%
16	Paul Pogba	1.12%
17	Kim Kardashian	1.11%
18	Roger Federer	1.07%
19	Rafael Nadal	1.07%
20	Bob Dylan	1.05%
21	Kanye West	1.04%
22	Sebastian Vettel	1.03%
23	Usain Bolt	1.02%
24	Mark Zuckerberg	0.99%
25	Justin Bieber	0.97%

## Key Environmental Issues Coverage in Canada

Issues		MPS
01	Water *	29.00%
02	Global warming/climate change	17.37%
03	Carbon Credits	8.57%
04	Gas emissions/greenhouse gases	7.78%
05	Oil Sands	7.37%
06	Forest	5.75%
07	Sustainable Development	3.06%
08	Endangered Species	2.48%
09	Compost/Composting	2.26%
10	Residual matter/waste	1.69%
11	Shale Gas	0.56%
12	Earth Day	0.55%
13	Recycling	0.51%

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

## TV Networks Most Mentioned in the Newspapers

	Name	MPS
01	CBC	14,36%
02	NBC	7,93%
03	Netflix	7,92%
04	CBS	7,74%
05	CTV	6,66%
06	BBC	5,24%
07	TSN	5,12%
08	CNN	4,03%
09	ESPN	3,83%
10	HBO	3,74%
11	Sportsnet	3,33%
12	TVA	3,17%
13	PBS	1,81%

	Name	MPS
14	ICI Radio-Canada	1,56%
15	FOX	1,37%
16	MTV	1,23%
17	RDS	1,16%
18	Food Network	1,11%
19	ABC	1,07%
20	HGTV	1,07%
21	HBO CANADA	1,02%
22	TVA SPORTS	0,90%
23	MSNBC	0,74%
24	Movie Network	0,68%
25	Télé-Québec	0,61%

There are more than 40 people on the Influence team. They share a passion for the news and for our mission: making sense of the news.

Their passion and their energy have been harnessed to produce The State of the News each autumn for the past 12 years.

Here's where we put a face on the producers of this year's report.



**Marna  
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Executive Assistant



**Sylvie  
Audet**  
Financial Director



**Simon  
Beaudry**  
Advisor



**Anne-Marie  
Bernier**  
Researcher



**Fannie  
Bourdages**  
Researcher



**Philippe  
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Deputy Director



**Laura  
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**Isabelle  
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**Pascale  
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**Étienne  
Dumas**  
Producer



**Jean-François  
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**Camille  
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**Daniel Gagné**  
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**Dominique Gagné**  
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**Ann-Frédérique Gagnon**  
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**Stéfanie Gaudet**  
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**Caroline Gravel**  
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**Louis-Emmanuel Lajoie**  
Researcher

**Khaoula Zoghliami**  
Researcher

# METHODOLOGY

## Media prominence score over seven days



Media prominence score (**MPS**) is a quantitative and comparative index developed by Influence Communication. It enables us to measure the space that an individual, an organization, an event, a subject or theme occupies in a given market. It does not examine the value of the arguments or the tone of coverage.

To evaluate the media prominence score in the news over a seven-day period, Influence collects all mentions in daily newspapers and most weeklies, the main information websites, news and public affairs shows, as well as some variety shows on radio and television. For magazines, only those covering general news, economics or science are taken into account. Music radio shows, advertising, games, drama, newspaper classifieds, obituaries and arts magazines are not included.

The media prominence score of each story is determined based on the average volume of news items produced in a week in a given market. It is formulated as percentage, and it is possible on this basis to compare the space occupied by different stories in the overall weekly media production in that market.

For example, the US Presidential Election occupied **21.4%** of all news in Canada between the 7<sup>th</sup> and 13<sup>th</sup> of November 2016.

A major story is typically one that receives a score of **1%** or greater over seven days.

# influence

MAKING SENSE OF THE NEWS.

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