

influence

# Canadian News Review 2008

An overview of Canadian major  
news stories in 2008



Canada

# Canada News Review - 2008

A free press is not a privilege but an  
organic necessity in a great society.  
Walter Lippmann

# 2008 Overview

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## News Post-mortem

The annual **Canadian News Review** has become a tradition at **Influence Communication**, an original way to recall the events and issues that stood out during the past year.

We have attempted to paint an accurate portrait of the media landscape through our daily compilations and analyses of news coverage in Canada. News coverage fluctuates, just like the stock market does. A detailed analysis can provide media professionals with a greater understanding of events and issues, and help them to determine their impact.

In 2008, politics and sports dominated media coverage, but in what proportion? Who were the major news figures? How much media coverage did Julie Couillard, Patrick Roy, or the Montreal Canadiens receive... and what about environmental issues?

Whether you are in the communications business or an avid news reader, the **Canadian News Review -2008** is a useful tool which will allow you to put the news in perspective and to attain a greater understanding of emerging media trends.

Our review is also a data source which enables the public to critically analyze the news industry, which is frequently blamed, rightfully or wrongly, for all the World's ills.

A major event's perceived importance is often directly proportional to the media coverage it receives. With that in mind, we hope that this review will help you in your assessment of what truly motivates public opinion.



Jean-François Dumas  
President  
Influence Communication

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# 2008 Overview

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It is a newspaper's duty to print the news and raise hell.

Wilbur F. Storey

## 2008 Overview

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In 2008, the volume of news items originating from traditional media sources (i.e. newspapers, radio and television) totaled approximately 9.7 million items, a decline of 10% as compared to 2007.

The lifespan of news stories grew noticeably this year. In fact, 12% of the news remained alive in the media for up to 72 hours, a 2% increase from 2007. In 2008, 83% of news items disappeared within 24 hours or less after their publication, a 2% decrease from 2007.

Media prominence represents the proportion of space occupied by major news items as compared to all other news published in the media during a seven day period. This statistical analysis does not account for qualitative elements such as the tone of the coverage or the pertinence of arguments put forward in the media.

The “infotainment” phenomenon has seemingly loosened its grip on the media this year. The “Madonnas” and “Paris Hiltons” of the world were absent from the top 200 news stories of the year, however the launch of the iPhone 3G ranked 67<sup>th</sup> among top news stories of the year.

Internationally, the iPhone slipped to 23<sup>rd</sup> place among top news items. The debut of the film **Batman: The Dark Knight** ended in 24<sup>th</sup> position, while news about the arrival of the Jolie-Pitt family twins took 26<sup>th</sup> place worldwide.

The study period ran from January 1 to November 20, 2007.

# 2008 Overview

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## Top 5 news stories of 2008

With the election of a minority government in 2006, the spectre of new elections loomed throughout the year; as such, it was no surprise that the federal election ended in the top spot.

The Canadian presence in Afghanistan ranked second in 2008; down from first place in 2007. Canadian military deaths and the issue surrounding the withdrawal of our troops ranked among the key issues covered by the media this year.

The financial crisis and the value of the Canadian dollar occupied the third and fifth spots, respectively.

The Omar Kadhr story which was the most highly covered Canadian news item abroad, surprisingly did not make the top five.

	NEWS EVENT	MEDIA PROMINENCE SCORE
01	Federal election	0.24%
02	Canada in Afghanistan	0.15%
03	Financial crisis	0.12%
04	2008 NHL playoffs	0.11%
05	Canadian dollar ups and downs	0.10%

Data for this analysis taken from January 1 through December 11 2008

# 2008 Overview

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## Federal election - Top news maker of 2008

PARTIES	MEDIA PROMINENCE SCORE (CANADA)	% OF VOTE	MARGIN OF ERROR
Bloc Québécois	8%	10%	2%
Conservative Party of Canada	34%	38%	4%
Liberal Party of Canada	26%	24%	2%
New Democratic Party	21%	18%	3%
Green Party of Canada	11%	7%	4%
Average Margin of Error			3%

Forty percent of news items were dedicated to election coverage on voting day. By comparison, the 2006 election received 62% of news coverage in the first 24 hours. On the whole, the 2008 campaign received 15% less coverage than the 2006 election.

Candidates in various regions of Canada obtained 12% less coverage than in 2006 but 20% more than in 2004.

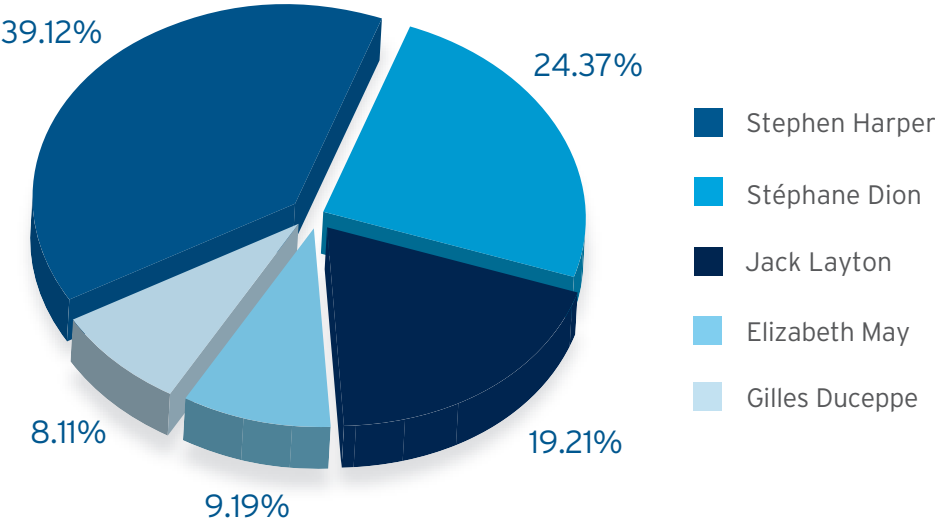
### Few Neutral Analysts

Since 2000, we have never seen as many “spin doctors” at work than in the most recent federal elections. Neutral analysts, whether media professionals or university professors, were represented in only 9% of news items in print, radio and television. In 2006, neutral analysts were referred to or interviewed in 16% of media coverage, 1% less than in 2004.

# 2008 Overview

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## Leaders - Canada



# 2008 Overview

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Major themes - Canada	Media Prominence
Economy	18.89%
Controversies	12.06%
Environment	10.96%
Polls	7.05%
Foreign affairs	6.70%
Culture	6.61%
Justice	2.54%
Industry and regional development	2.06%

Key issues - Canada	Media Prominence
Fear of recession	10.09%
Green Shift	8.34%
Polls	7.05%
Cultural funding cuts	6.44%
Afghanistan	6.23%
Deficit	2.73%
Leaders' debate	2.52%
Elizabeth May at the leaders' debate ?	2.32%

# 2008 Overview

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## Keys issues/week - Canada

### CANADA

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Week 1: September 8 to 14	Green Shift Elizabeth May at the leaders' debate? Afghanistan
Week 2: September 15 to 21	Green Shift Gerry Ritz's controversial comments Fear of recession/Economic situation
Week 3: September 22 to 28	Cultural funding cuts Polls Fear of recession/Economic situation
Week 4: October 29 to 5	Fear of recession/Economic situation Leaders' debate Polls
Week 5: October 6 to 11	Fear of recession/Economic situation Polls Conservatives Party platform

## 2008 Overview

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### Media turning points - Canada

Stephen Harper	Date
Gerry Ritz controversy	Sept. 19
Cultural funding cuts	Sept. 25
Fear of recession and Leaders' debate	Oct. 1
Presentation of the Conservatives Party Platform	Oct. 7
Conservatives drop in polls	Oct. 10-11

Stéphane Dion	Date
Green Shift and gun control	Sept. 9
Drug Insurance Program	Sept. 17
Presentation of the Liberal Party platform	Sept. 23
Leaders' debate	Oct. 2
Liberals rebound in polls	Oct. 10-11

Gilles Duceppe	Date
Presentation of the Green Party platform	Sept. 18
Leaders' debate	Oct. 2-3
Margaret Atwood's support for the Bloc Québécois	Oct. 4
Polls show Bloc Québécois gains/Conservative Party decline in Quebec	Oct. 6

# 2008 Overview

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Jack Layton	Date
Layton pleads for women's rights	Sept. 15
Liberal-NDP coalition?/Julian West controversy	Sept. 23-24
Presentation of the NDP platform	29 Sept. 29
Leaders' debate	2 Oct. 2

Elizabeth May	Date
Elizabeth May excluded from the leaders' debate	Sept. 11
Presentation of the Green Party platform	Sept. 18
Gerry Ritz controversy	Sept. 19
Elizabeth May campaigned on train	Sept. 22
Leaders' debate	Oct. 2-3

# 2008 Overview

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## Media comparison

### Newspapers mentioned in Canadian radio and television

1	Globe & Mail	19.68%
2	National Post	14.49%
3	Le Journal de Montréal	10.87%
4	Toronto Star	8.57%
5	La Presse	6.97%
6	Ottawa Citizen	6.29%
7	Vancouver Sun	4.65%
8	Le Journal de Québec	4.01%
9	Times Colonist	3.94%
10	The Gazette	2.87%

### Television networks most mentioned in newspapers

1	CBC	35.29%
2	CTV	18.09%
3	NBC	16.09%
4	ABC	15.21%
5	TSN	14.55%

# 2008 Overview

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## Media prominence score - Environmental coverage

1	Globe and Mail	10.90%
2	National Post	7.03%
3	Edmonton Journal	6.87%
4	Toronto Star	6.77%
5	La Presse	6.49%
6	Vancouver Sun	6.20%
7	Montreal Gazette	6.07%
8	Ottawa Citizen	5.73%
9	Le Soleil	5.52%
10	Le Journal de Montréal	5.22%

We selected 20 major Canadian daily newspapers that covered environmental issues; the percentage corresponds to their relative coverage. For example 10.90% environmental coverage in these 20 newspapers is found in the Globe and Mail.

# 2008 Overview

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## Media prominence score - Health coverage

1	Globe and Mail	8.99%
2	Edmonton Journal	8.11%
3	Toronto Star	7.06%
4	Le Journal de Montréal	6.41%
5	Vancouver Sun	5.99%
6	National Post	5.95%
7	La Presse	5.65%
8	Ottawa Citizen	5.63%
9	Montreal Gazette	5.57%
10	Le Soleil	5.12%

We selected 20 major Canadian daily newspapers that covered health issues; the percentage corresponds to their relative coverage. For example 8.99% health coverage in these 20 newspapers is found in the Globe and Mail.

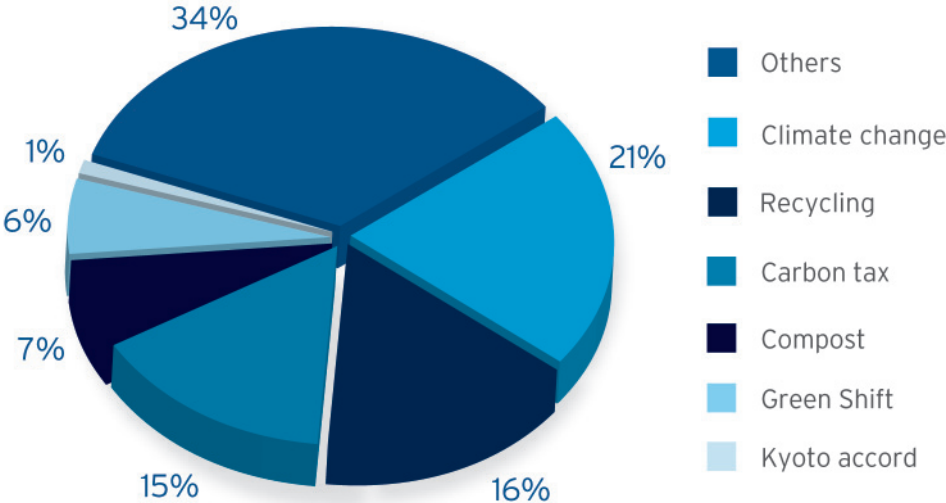
# 2008 Overview

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## News media and the environment

Environmental issues continued to occupy a major portion of space in Canadian media throughout 2008, especially during the federal election. The environment reached a media prominence score of 10.96% of all the election’s coverage.

### Environment news in Canada



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## Saskatchewan's rising prominence

During the past five years, Saskatchewan generated more media interest than all other Canadian provinces; receiving 1.65% of coverage from media outside its borders. Saskatchewan - with its 8.2% media coverage increase - is the only province to have gained in media interest. It is currently ranked fourth in media coverage of Canadian provinces, ahead of British Columbia.

This phenomenon is largely attributable to the growth of the mineral resources and oil industries in Saskatchewan.

Quebec received 10.52% less media coverage than in 2003-2004, but remains in second position overall. Throughout this period in Quebec, the coverage of all other provinces combined amounted to only 1.32%. In other provinces, the average coverage of other regions of Canada amounted to 8%.

New Brunswick saw the largest decline in media interest, down 26.66% from 2003-2004.

# 2008 Overview

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## Media Prominence Score (MPS) - May 1 - April 30

NEWSPAPERS OUTSIDE OF PROVINCES	2003-2004 MPS	2007-2008 MPS	UP AND DOWN IN %
NL	0.81%	0.78%	-4.30%
NS	1.05%	0.97%	-7.85%
NB	0.89%	0.66%	-26.66%
PEI	0.37%	0.34%	-8.21%
Quebec	3.68%	3.29%	-10.52%
Ontario	5.15%	4.15%	-19.45%
Manitoba	1.15%	1.02%	-10.87%
Saskatchewan	1.53%	1.65%	8.20%
Alberta	2.86%	2.55%	-10.80%
BC	1.67%	1.62%	-2.73%
NWT	0.19%	0.16%	-18.21%
Yukon	0.46%	0.43%	-5.44%

# 2008 Overview

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## Saskatchewan Media Prominence Score (MPS) fluctuation by topic 2003-2004 to 2007-2008

TOPICS	UP AND DOWN IN %
Uranium	469.13%
Potash	455.90%
Equalization payments	294.94%
Real estate sector	191.02%
Oil/Natural gas	162.34%
Natural resources	176.67%
Economy and growth	49.59%
Migration and immigration	23.61%
Manpower	22.84%

### Research methodology

**Influence Communication** analyzed the media coverage allotted to each province by the media in other provinces.

The analysis covered the period from May 1, 2003 to April 30, 2008.

# 2008 Overview

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## Canadian business

### 2008 - Year of the telecoms

2008 was the year of the telecoms. We followed the BCE privatization saga, the arrival of the iPhone, the National Do-Not-Call list, 10-digit dialing in some provinces, the CRTC regulations regarding fees charged to cable or satellite companies by over-the-air broadcasters, Canadian Television Fund issues and of course, the wireless spectrum auction.

## 2008 Overview

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Media prominence of the Financial Post report of Canada's 500 top largest companies in 2008 is listed below. (Their score is the portion of news coverage of these firms compared to all news generated from the FP 500 companies in 2008).

RANK	COMPANIES	%
1	Ford Motor Company of Canada	7.39%
2	General Motors of Canada	6.01%
3	BMO	5.74%
4	Air Canada	5.24%
5	Honda Canada	4.75%
6	Royal Bank of Canada	4.66%
7	Chrysler Canada	4.36%
8	Canadian Imperial Bank of Commerce	4.29%
9	Wal-Mart Canada	3.87%
10	Canadian National Railway	3.04%
11	BCE	2.95%
12	Canadian Tire	2.81%
13	Telus	2.70%
14	Toronto Dominion Bank	2.68%
15	Rogers Communications	2.68%
16	Bombardier	2.36%
17	Quebecor	2.09%
18	National Bank of Canada	2.02%
19	EnCana Corp	1.81%
20	Hydro Québec	1.76%

# Canada in the news abroad

{ Newspapers are the world's mirrors.  
James Elis }

## Canada in the news abroad

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### Canada in the news abroad

Omar Kadhr	18.61%
Canada in Afghanistan	7.44%
Political crisis in Ottawa	3.33%
The Justiciers masqués/Masked Avengers and Sarah Palin	2.01%
2008 IIHF World Men's Championship	1.91%

The publication of Omar Kadhr's interrogation was the Canadian news item most mentioned internationally since 2000. There were 36,744 articles published in 143 countries within 48 hours. By comparison, the sponsorship scandal generated 43,453 articles in Canada in the last six years.

There were 85,000 reports and/or mentions of the Kadhr story in radio and television in 30 languages. Internationally, the story received 6,700 hours of coverage. If one were to watch and listen to all the international media coverage generated in the first 48 hours, dedicating 24 hours a day, it would take 280 days.

In comparison, between 2002 and 2008, the sponsorship scandal received 238 days of Canadian radio and television coverage. This remains relatively small compared to the terrorist attacks on the United States on September 11, 2001, which generated 16 million minutes of radio and television coverage in North America in the first 24 hours alone. If one chose to review the radio and television coverage of September 11, 2001, watching 24 hours a day, it would take 30 years of viewing and listening!

# 2008 Overview

The Julie Couillard story ranked 7<sup>th</sup> in Canadian news items covered outside our country. Within 48 hours after her interview on TVA, the Couillard story was mentioned by 575 news organizations in 44 countries. Nearly 70% of coverage came from the United States; 6% of American newspapers reported on the story.

The story grew internationally as it devolved from a news item into a story involving an important politician. The printed media made extensive use of a photo of Bernier and Couillard taken at Bernier's swearing-in ceremony. The major themes reported were: **questionable relationship, organized crime, classified NATO document and minister of foreign affairs**. Several dailies gave the story up to a half page of coverage.



The Australian (Australia)



Daily Mail (United-Kingdom)

# Top 15 international news stories of 2008

{ News is the first rough draft  
of history. Benjamin Bradlee }

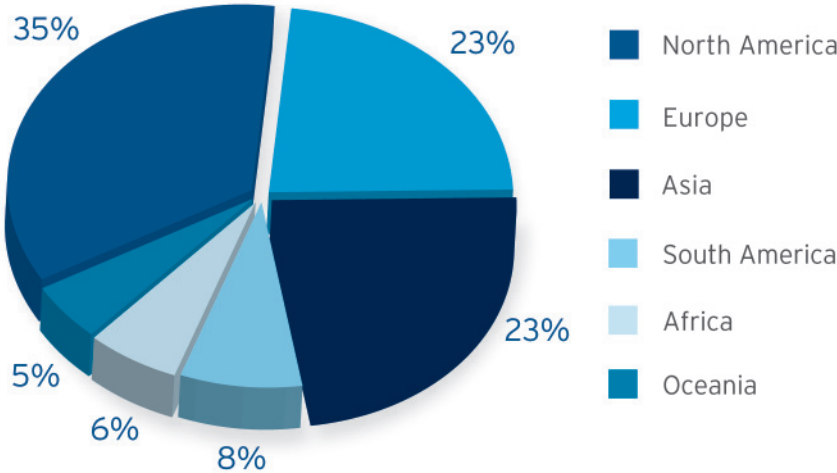
# Top 15 international news stories of 2008

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## Top 15 international news stories of 2008

A scan of more than one billion news items from 120 countries in 22 languages enabled **Influence Communication** to determine which news events drew the attention of the media worldwide. Canadian news media coverage represented only 1.2% of the total news items collected worldwide.

## Regional distribution of news reports (by continent)



# Top 15 international news stories of 2008

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## Top 15 International News Stories of 2008

### RANK NEWS STORY

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- |    |  |
|----|--|
| 1  | American presidential election             |
| 2  | War in Iraq                                |
| 3  | Financial, mortgage and credit crisis      |
| 4  | Beijing Olympics                           |
| 5  | War in Afghanistan                         |
| 6  | Climate change                             |
| 7  | Price of oil                               |
| 8  | Riots in Tibet                             |
| 9  | Conflict in South Ossetia                  |
| 10 | Terrorism in Pakistan                      |
| 11 | Israeli - Palestinian conflict             |
| 12 | Euro 2008                                  |
| 13 | Iranian nuclear ambitions                  |
| 14 | Economic and political turmoil in Zimbabwe |
| 15 | Earthquake in Sichuan province, China      |
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# Top 15 international news stories of 2008

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On November 4 and 5, the American presidential election was covered in 160 countries. It represented 23% of the broadcast coverage - that is, 21 news items per second, and generated 410,983 articles in foreign newspapers. It also received 6,580,000 minutes of air time, which corresponds to 12.5 years of viewing and listening.

In the final month before the elections, 65% of all international coverage was devoted to Barack Obama.

As for the U.S., the coverage of the American presidential election on November 4 and 5 represents 53% of broadcast content - that is, 11 news items per second and 155,830 articles in US papers. It also received 3,991,000 minutes of air time, which amounts to 7.6 years of viewing and listening.

# Top 15 international news stories of 2008

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## Top 15 Personalities - Political coverage

RANK	LEADER	PROMINENCE SCORE	COUNTRY
1	Barack Obama	1.83%	USA
2	John McCain	1.34%	USA
3	George Bush	0.91%	USA
4	Hillary Clinton	0.84%	USA
5	Nicolas Sarkozy	0.62%	France
6	Gordon Brown	0.61%	UK
7	José Luis Rodríguez Zapatero	0.33%	Spain
8	Angela Merkel	0.29%	Germany
9	Lula (Luiz Inácio Lula da Silva)	0.27%	Brazil
10	Kevin Rudd	0.25%	Australia
11	Sarah Palin	0.21%	USA
12	Silvio Berlusconi	0.21%	Italy
13	Vladimir Putin	0.20%	Russia
14	Hugo Chavez	0.19%	Venezuela
15	Robert Mugabe	0.19%	Zimbabwe

# Top 15 international news stories of 2008

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## Top 15 Personalities - Non-political coverage

RANK	LEADER	Prominence Score
1	Nicolas Sarkozy	3.04%
2	Madonna	1.73%
3	The Dalai Lama	1.59%
4	Britney Spears	1.57%
5	Michael Phelps	1.38%
6	The Pope	1.36%
7	Amy Winehouse	1.36%
8	Angelina Jolie	1.27%
9	David Beckham	1.25%
10	Brad Pitt	1.17%
11	Tom Cruise	0.98%
12	Paris Hilton	0.95%
13	Heath Ledger	0.95%
14	Al Gore	0.95%
15	Carla Bruni	0.94%

### Additional notes of interest:

55% of Nicolas Sarkozy's coverage is non-political

# Federal politicians

For a politician to complain about  
the press is like a ship's captain  
complaining about the sea.

Enoch Powell

# Federal politicians

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## Federal politicians - January 1 to October 14

### Top 20 - Federal politicians in Canadian news

2008 REVIEW	PARTY	
Stephen Harper	CP	25.25%
Stéphane Dion	LPC	11.44%
Jack Layton	NDP	5.44%
Jim Flaherty	CP	3.92%
Gilles Duceppe	BQ	2.83%
Elisabeth May	GP	2.57%
Paul Martin	LPC	2.38%
Stockwell Day	CP	1.93%
Peter MacKay	CP	1.92%
Bob Rae	LPC	1.68%
John Baird	CP	1.56%
Michael Ignatieff	LPC	1.23%
Jim Prentice	CP	1.14%
Tony Clement	CP	1.14%
Gerry Ritz	CP	1.13%
David Emerson	CP	1.08%
Josée Verner	CP	0.83%
Gary Lunn	CP	0.77%
Maxime Bernier	CP	0.75%
Rob Nicholson	CP	0.74%

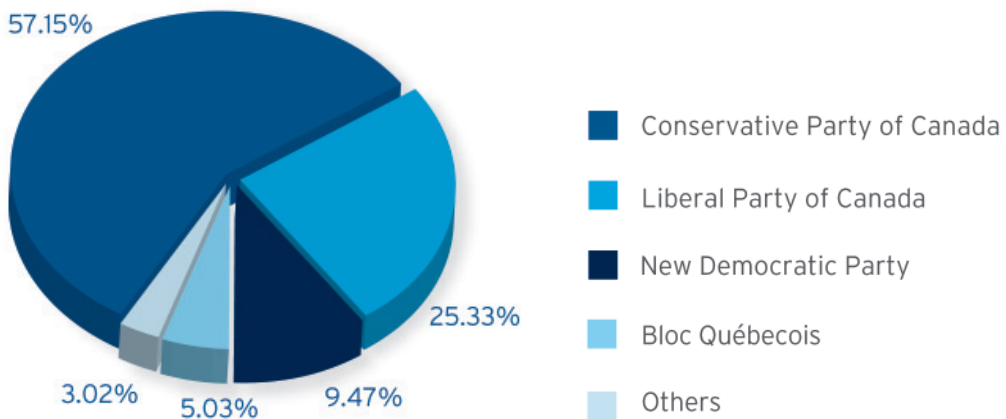
Steven Harper's Conservatives clearly dominated the media landscape once again this year.

## Federal politicians

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### Media prominence score of Canadian political parties between January 1 and October 14

Media prominence score of Canadian political parties between January 1 and October 14



# Federal politicians

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## Media prominence score for members of the Conservative caucus

Stephen Harper	PC	44.91%
Jim Flaherty	PC	6.97%
Stockwell Day	PC	3.43%
Peter MacKay	PC	3.41%
John Baird	PC	2.78%

## Media prominence score for members of the Liberal caucus

Stéphane Dion	PLC	44.24%
Paul Martin	PLC	9.22%
Bob Rae	PLC	6.51%
Michael Ignatieff	PLC	4.76%
Denis Coderre	PLC	2.29%

## Federal politicians

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### Media prominence score for members of the NDP caucus

Jack Layton	NDP	56.30%
Pat Martin	NDP	5.61%
Thomas Mulcair	NDP	5.02%
Dawn Black	NDP	2.71%
Paul Dewar	NDP	2.58%

### Media prominence score for members of the Bloc Québécois caucus

Gilles Duceppe	BQ	55.26%
Pierre Paquette	BQ	3.37%
Serge Ménard	BQ	2.86%
Robert Bouchard	BQ	2.76%
Richard Nadeau	BQ	2.20%

# Federal politicians

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## Erosion of Media Prominence

In December, **Influence Communication** carried out a comparative study of Canadian premiers' media prominence. The study compared media prominence of premiers during the first week after taking office and after one month in power from 1988 to 2008. All coverage in Canada's print media, on the Internet, on radio and on television was taken into account.

It was noted that premiers' media prominence tended to fade in the weeks following their election. It is believed that this pattern is the result of overexposure of elected party leaders in the media during election campaigns, which erodes media prominence once the premier takes office, and a media focus shift in the media focus in the weeks after the elections.

	AFTER 1 WEEK	AFTER 1 MONTH	DECLINE
Mulroney - November 1988	4.77%	1.50%	69%
Chrétien - October 1993	5.56%	3.88%	30%
Chrétien - June 1997	3.53%	1.41%	61%
Chrétien - November 2000	5.02%	1.81%	64%
Martin - June 2004	6.55%	3.31%	50%
Harper - January 2006	6.99%	1.46%	79%
Harper - October 2008	5.71%	1.91%	67%

## Federal politicians

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Our study showed that Stephen Harper's media coverage dropped 67% in the four weeks following the elections. In 2006, Harper's coverage fell 79% in the month following the elections, a 20-year record.

Jean Chrétien was the Canadian Prime Minister who maintained the highest post-election media profile. After his election in October 2003, Chrétien's media coverage dropped by only 30% after one month in office. However, after the 1997 and 2000 elections, Chrétien's coverage dropped by 61% and 64% respectively.

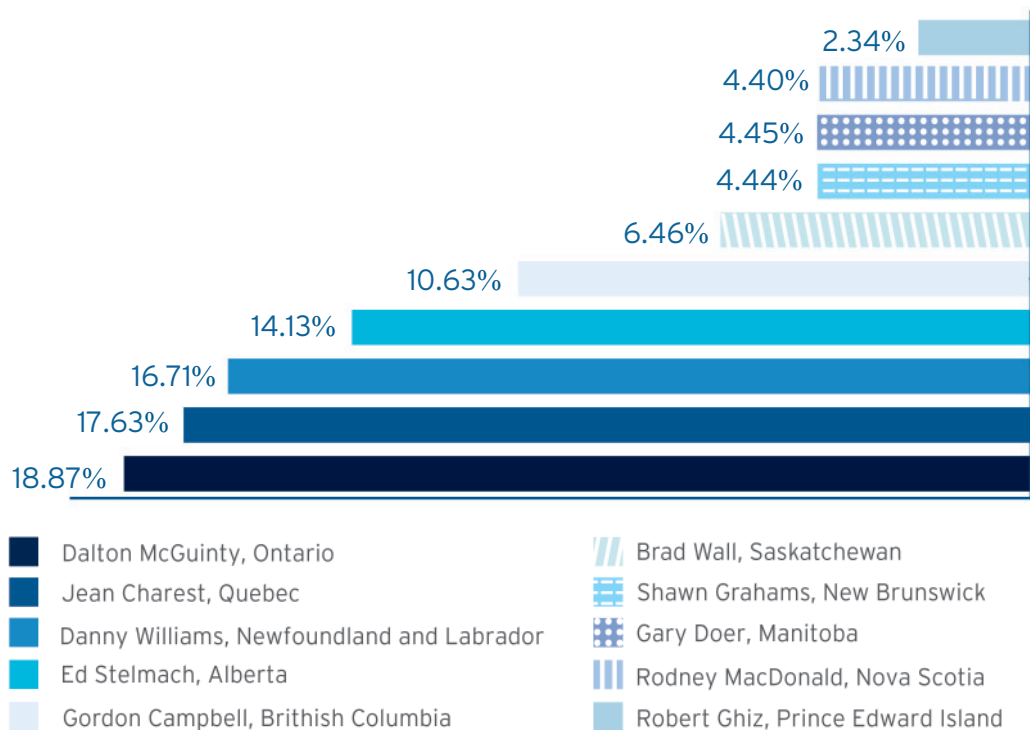
# Canadian premiers countdown

A good newspaper, I suppose, is  
a nation talking to itself.

Arthur Miller

## 2008 Canadian premiers countdown

### Media prominence score of Canadian premiers outside of their own provinces



Ontario Premier Dalton McGuinty is in first place followed closely by Quebec Premier Jean Charest. The Premier of Newfoundland and Labrador, Danny Williams, in second place in 2007, ranks third this year.

# Research methodology

{ What you see is news, what you know is background, what you feel is opinion. Lester Markel }

## Research methodology

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The media prominence score is a quantitative indicator that permits the measurement of the space occupied by 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 (using electronic and other means) mentions of a particular topic in all daily and most weekly newspapers. News and public affairs broadcasts are also included, as well as some radio and television variety shows.

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

A value is assigned to each mention or text 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 can be extrapolated in different manners. **Influence Communication** is thus able to evaluate the prominence of an individual, the total proportion of news items or the prominence given to a news item on a daily or weekly period.

The media prominence is a strictly quantitative indicator that does not take into account the tone of the coverage or the value of the arguments put forward in the news coverage.

In 2008, the federal election, Canada in Afghanistan and the financial crisis ranked amongst the three key events of the year with a media prominence score of 0.24%, 0.15% and 0.12% respectively. The election of a minority government in 2006 and the spectre of new elections throughout the year made it so that last fall federal election ended in the 1<sup>st</sup> place. However, the 2008 campaign received 15% less coverage than the 2006 elections.

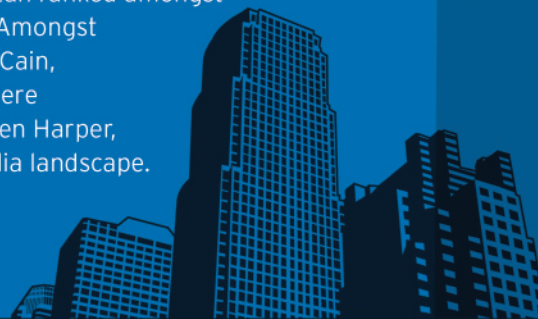
It won't come as a surprise to anyone that the fear of a recession stood as the key media issue of the campaign, followed by the green shift proposed by Stéphane Dion and polling results. Environmental issues continued to occupy a major portion of the space in Canadian media throughout 2008.

It is worth noting that in the past five years, Saskatchewan gained more media interest than all other provinces, ranking 4<sup>th</sup> in media coverage of Canadian provinces, ahead of British Columbia. Ontario, Quebec and Alberta ranking 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> respectively.

On the international media scene, the publication of Omar Kadhr's interrogation received the greatest media attention with some 85,000 news items and 6,700 hours of coverage. It was the Canadian news item receiving greatest media attention since year 2000. The Julie Couillard/Bernier story ranked 7<sup>th</sup> in Canadian news stories abroad with 575 news organizations in 44 countries reporting the issue. Overall, Canadian news media reports in foreign media represented only 1.2% of total coverage.

The American presidential election, the War in Iraq, the financial and mortgage crisis, the Beijing Olympics and the War in Afghanistan ranked amongst the first 15 top international news stories in 2008. Amongst international personalities, Barack Obama, John McCain, George Bush, Hilary Clinton and Nicholas Sarkozy were amongst the first five top figures. In Canada, Stephen Harper, Stéphane Dion and Jack Layton dominated the media landscape.

# influence



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