

## Monthly Media Monitoring Report – December, 2014

Project Title: Weekly Media Monitoring of Tobacco Issues

Month: December, 2014

Time Period: June 2014 – December 2015

Contact Person: A B M Zubair

### Report Summary:

Media pieces in December, 2014 have increased substantially with 485 media pieces on various tobacco control issues. The most highlighted issues are Tobacco and Health, TI Interference, Tobacco Cultivation, Smoke-free, TAPS, and Tobacco Control Law. Among the 485 pieces, 209 were on print media, 252 were on online media (web based) and 24 were Television broadcast. The number of television reports has increased comparing the earlier months that produced only six. There were 37 pro-tobacco pieces across November, 2014. Issue based reports have increased substantially in December for the stringent anti-tobacco movement and activities undertaken by the tobacco control communities across the month. However, the key media tracks of the month were as followed:

- The highlighted issues for December, 2014 are Tobacco and Health, TI Interference, Tobacco Cultivation, Smoke-free, TAPS, and Tobacco Control Law. Tobacco and health produced 120 (24.7%) media pieces, TI Interference produced 83 media pieces (17.1%), Tobacco Cultivation produced 63 media pieces (13%), Smoke-free produced 60 (12.4%) media pieces, 40 pieces were on TAPS (8.2%), 37 were on Tobacco Control Law (7.6%). Besides, there were 54 miscellaneous pieces.
- There are 120 pieces produced on Tobacco and Health in December, 2014 and the issue is on the top of the issue based reports in the month. Among the pieces 110 were reports, five articles, three opinions, and two editorials, while 45 of the pieces were on print media and 75 were on online (web based) media. The issue has increased substantially comparing to the earlier month that produced 84 pieces.
- TI Interference is on the second step of the ladder with the score of 83 media pieces. Among the pieces 43 were on print media, 36 on online (web based media) media and four were television broadcast, while 82 of the pieces were reports and one editorial. Majority of the pieces are filled with criticisms about the tobacco industries' ill tactics in alluring the growers in different foxy ways to sustain their business in Bangladesh. The number was 41 in the previous month.
- Tobacco Cultivation in December has produced 63 media pieces (six times more than the last month), among the pieces all of them are reports while 29 were on print media, 23 on online (web based) media and 11 were television broadcast. Most of the reports are about tobacco cultivation in different parts of the country and it is hopeful that some of the reports are about the replacement of tobacco through other food and cash crops in some parts of the country. The number was 13 in November, 2014.
- Smoke-free has produced 60 media pieces in December, 2014. Among the pieces, all of them were reports, while 32 were on print media, 26 on online media (web based) and two were television broadcast. The number has decreased comparing the earlier month that produced 83 pieces.
- There are 40 media pieces regarding Tobacco Advertisement, Promotion and Sponsorship (TAPS) in December, 2014. Among the pieces, 38 were reports, one article and one opinion, while 15 were on print

media and 25 were on online (web based). The pieces are about the scattered advertisements of the tobacco companies and removal of the adverts through mobile courts in different parts of the country.

- Tobacco Control Law has produced 37 media pieces altogether in December, 2014, and among the pieces 38 were reports, and three articles, while 12 were on print media and 25 on online (web based). There is little change in the number of pieces in comparison of the last month that produced 38 pieces.
- Among the 485 media pieces, 54 were miscellaneous and 37 were pro-tobacco. The number of pro-tobacco media pieces testifies that the tobacco companies are continuing their ill tactics and it is imperative to adopt necessary measures to stop their aggressive activities.

### Trends in media coverage:

Media coverage in December, 2014 has increased notably comparing the previous month with 485 media pieces. The month-wise numbers of tobacco related pieces in the media are presented in Figure 1.

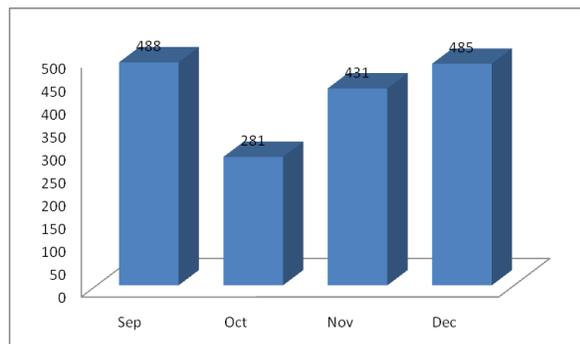


Figure 1: Month-wise coverage of media pieces: Sep – Dec, 2014

### Issues Covered

The coverage on tobacco control issues shows that the media coverage on tobacco control started gaining from first week, gained in the second, fell a bit in the third, gained again in the fourth and fell in the last week (counted of three days). Activities of tobacco control communities particularly ATMA's Policy Dialogue on tobacco cultivation issue, nationwide anti-tobacco movement by different anti-tobacco platforms etc. have helped raising the media pieces.

Tobacco Issues	Week 1	Week 2	Week 3	Week 4	Week 5	Total
Smoke-free	9	19	20	11	1	60
TAPS	9	13	6	12	0	40
Tobacco Price and Tax	1	3	0	2	0	6
Packaging and Labeling	0	0	1	0	0	1
Tobacco Industry Influence, Accountability, CSR	28	38	0	14	3	83
Tobacco and Health	20	32	42	18	8	120
Tobacco Companies	0	0	0	0	1	1
Tobacco Control Law	1	7	6	21	2	37

Tobacco Cultivation	4	10	2	45	2	63
Event/meeting Coverage	9	7	1	1	2	20
Miscellaneous	8	0	38	3	5	54
<b>Total</b>	89	129	116	127	24	485

Table 1: Number of pieces by topics/ issues and weeks

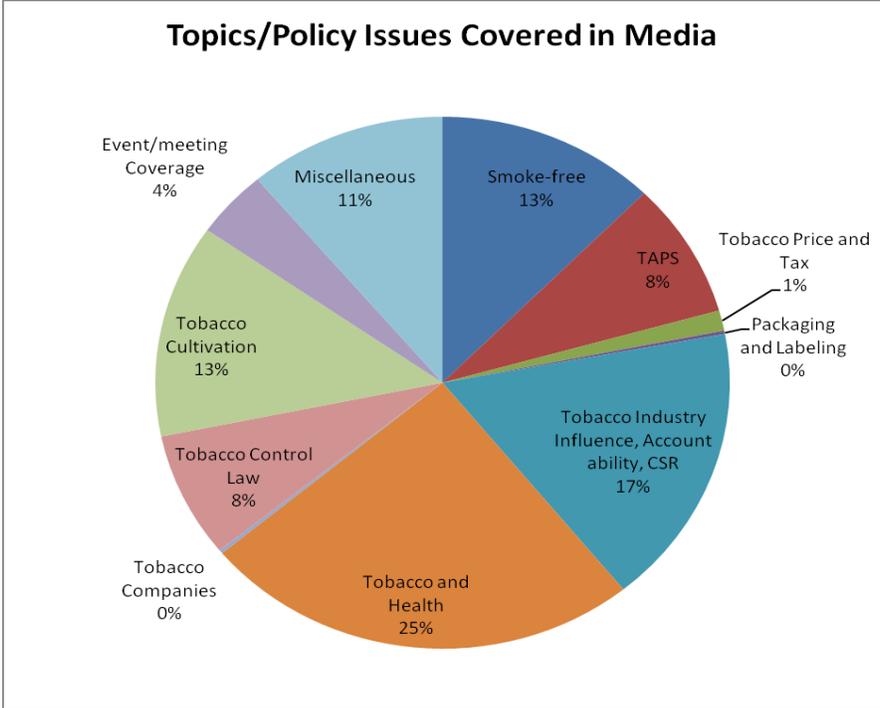


Figure 2 shows the distribution in number of pieces only by issues.

**Daily Coverage**

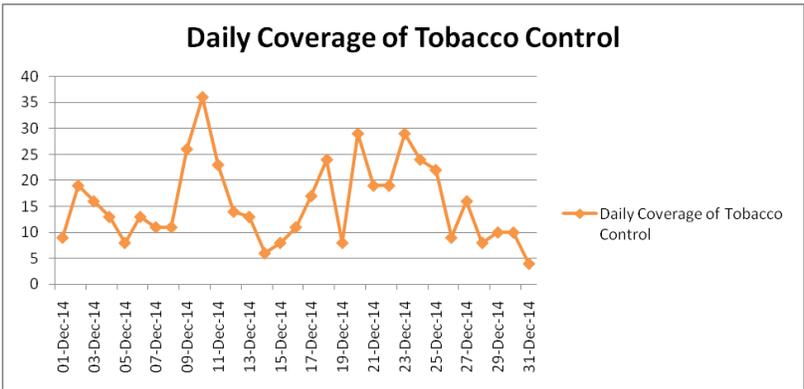


Figure 3 shows the day-wise distribution of coverage of tobacco control issues for December, 2014.

**Types of Coverage**

The media coverage of December, 2014 on tobacco issues can be analyzed from different dimensions in figure 4. It is notable that the coverage consists of different types of media items.

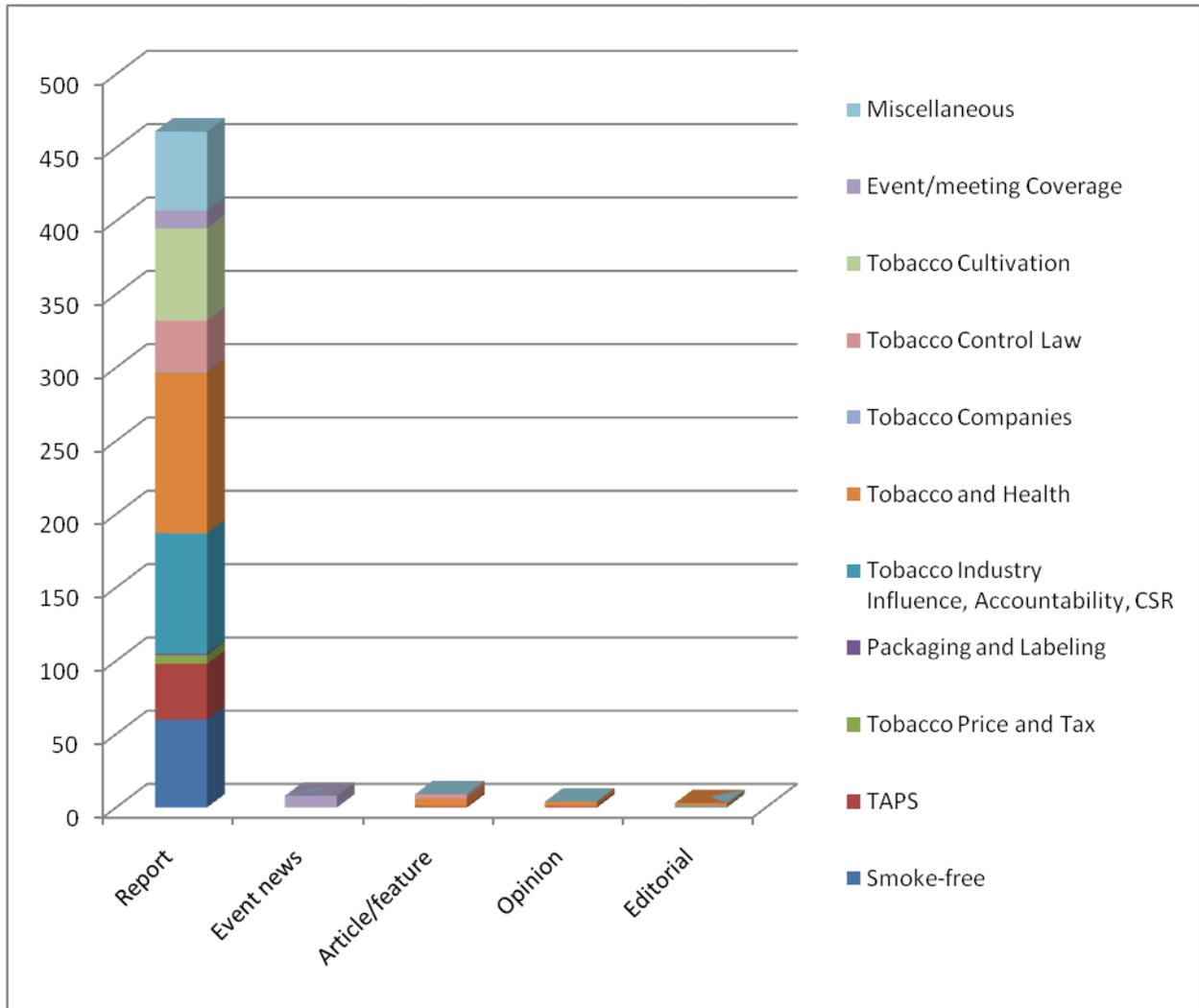


Figure 4: Distribution of media coverage by types and issues of coverage