

## Monthly Media Monitoring Report – January, 2015

Project Title: Weekly Media Monitoring of Tobacco Issues

Month: January, 2015

Time Period: June 2014 – December 2015

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### Report Summary:

Media pieces in January, 2015 have slipped substantially on different tobacco control issue mostly for the political instability in the country. It has produced 315 pieces altogether on different issues. The most highlighted issues are Tobacco and Health, Smoke-free, Tobacco Control Law and TI Interference. Among the 315 pieces, 118 were on print media, 189 were on online media (web based) and eight were Television broadcasts. There is no pro-tobacco news available in January, 2015. However, the key media tracks of the month were as followed:

- The highlighted issues for January, 2015 are Tobacco and Health, TI Interference, Tobacco Control Law and Smoke-free. Tobacco and health produced 98 (31.1%) media pieces, Smoke-free produced 65 pieces (20.6%), Tobacco Control Law has produced 44 pieces (14%) and TI Interference produced 42 media pieces (13.3%). Besides, there were 17 miscellaneous pieces across the month.
- There are 98 pieces produced on Tobacco and Health in January, 2015 and among the pieces 83 were reports, 13 articles, one opinion and one editorial while 27 of the pieces were on print media and 71 were on online (web based) media. The previous month produced 120 pieces on the same issue.
- The Smoke-free issue has produced 65 media pieces on January, 2015. Among the pieces all of them are reports, while 32 were on print media and 33 were on online (web based) media. The number was 60 in the previous month.
- Regarding the Tobacco Control Law, there are 44 media pieces in January, 2015. Among the pieces, 41 were reports, one article, one opinion and one pictorial while 16 of them were on print media, 25 on online (web based) media and three were television broadcast. The issue produced 37 pieces in the last month and it testifies a minor advancement of the issue in the current month.
- TI Interference has scored 42 media pieces on its share. Among the media pieces, 39 were reports, two opinions and one pictorial while 17 were on print media, 23 on online (web based) media and two television broadcasts. All of the pieces dealt with the interferences the tobacco companies are undertaking to expand the tobacco cultivation in the current tobacco farming season in the country. The number was 83 in the earlier month.
- Among the 315 media pieces, 17 were miscellaneous and there is no pro-tobacco news available. But absence of the pro-tobacco pieces does not ensures that the tobacco companies are inactive rather they are plotting silently and may appear anytime with their planned activities.

### Trends in media coverage:

Media coverage in January, 2015 has decreased notably comparing the previous month with 315 media pieces. The month-wise numbers of tobacco related pieces in the media are presented in Figure 1.

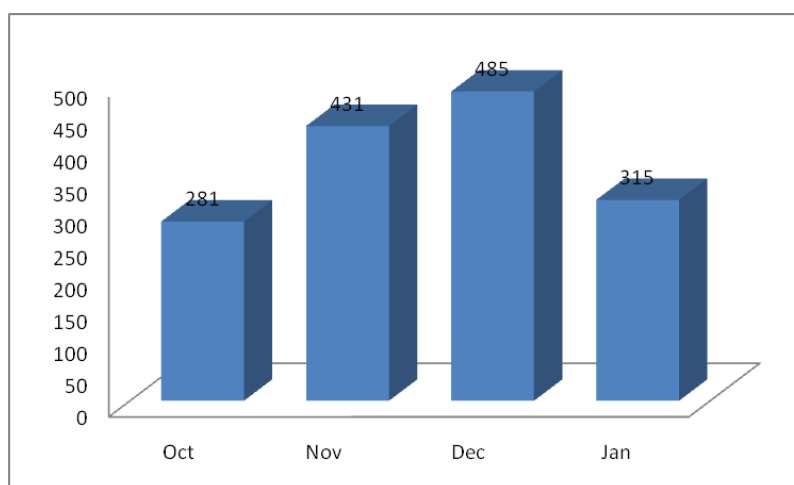


Figure 1: Month-wise coverage of media pieces: Oct, 2014 – Jan, 2015

### 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 finally dropped again in the last week (counted of three days). The month-long political unrest hampered the regular tobacco control activities by the tobacco control communities and consequently the pieces on January, 2015 declined.

Tobacco Issues	Week 1	Week 2	Week 3	Week 4	Week 5	Total
Smoke-free	33	9	6	16	1	65
TAPS	0	0	3	2	0	5
Packaging and Labeling	0	0	2	5	0	7
Tobacco Industry Influence, Accountability, CSR	7	6	9	18	2	42
Tobacco and Health	13	30	25	24	6	98
Tobacco Control Law	2	36	1	2	3	44
Tobacco Cultivation	1	2	1	0	1	5
Event/meeting Coverage	0	3	13	12	4	32
Miscellaneous	2	6	5	4	0	17
<b>Total</b>	<b>58</b>	<b>92</b>	<b>65</b>	<b>83</b>	<b>17</b>	<b>315</b>

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

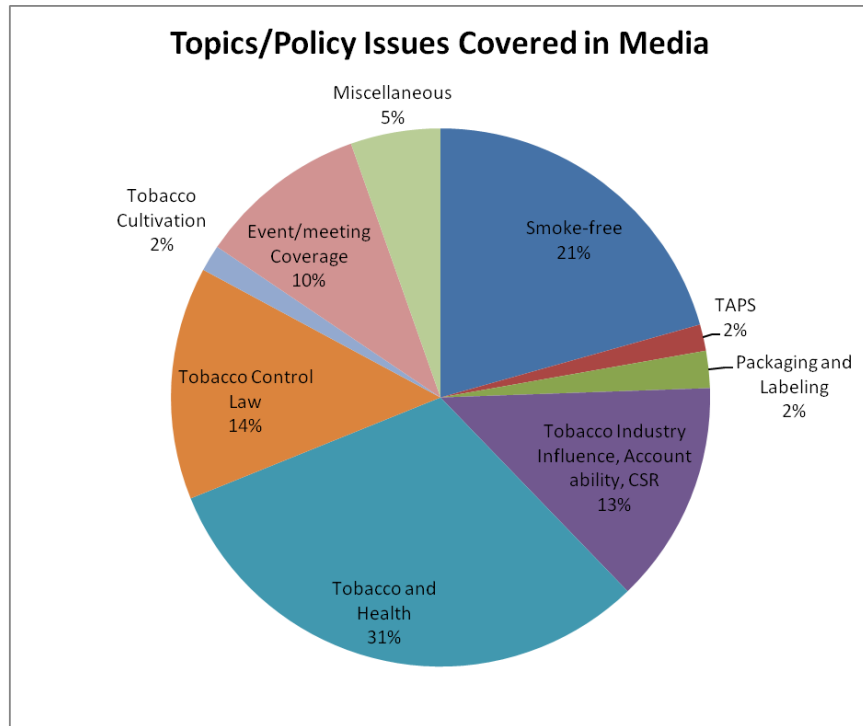


Figure 2 shows the distribution in number of pieces only by issues.

### Daily Coverage

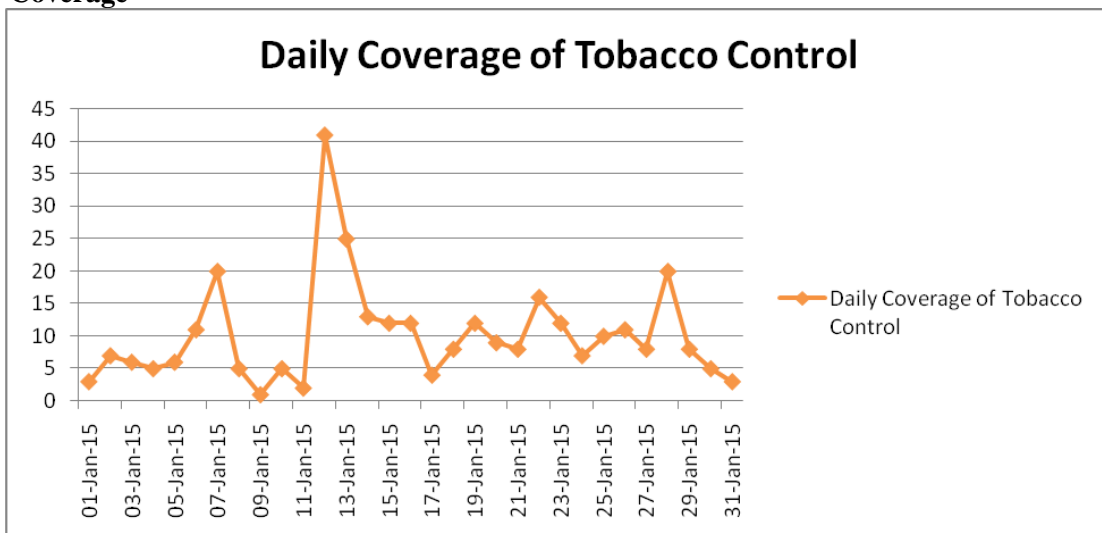


Figure 3 shows the day-wise distribution of coverage of tobacco control issues for January, 2015.

## Types of Coverage

The media coverage of January, 2015 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.

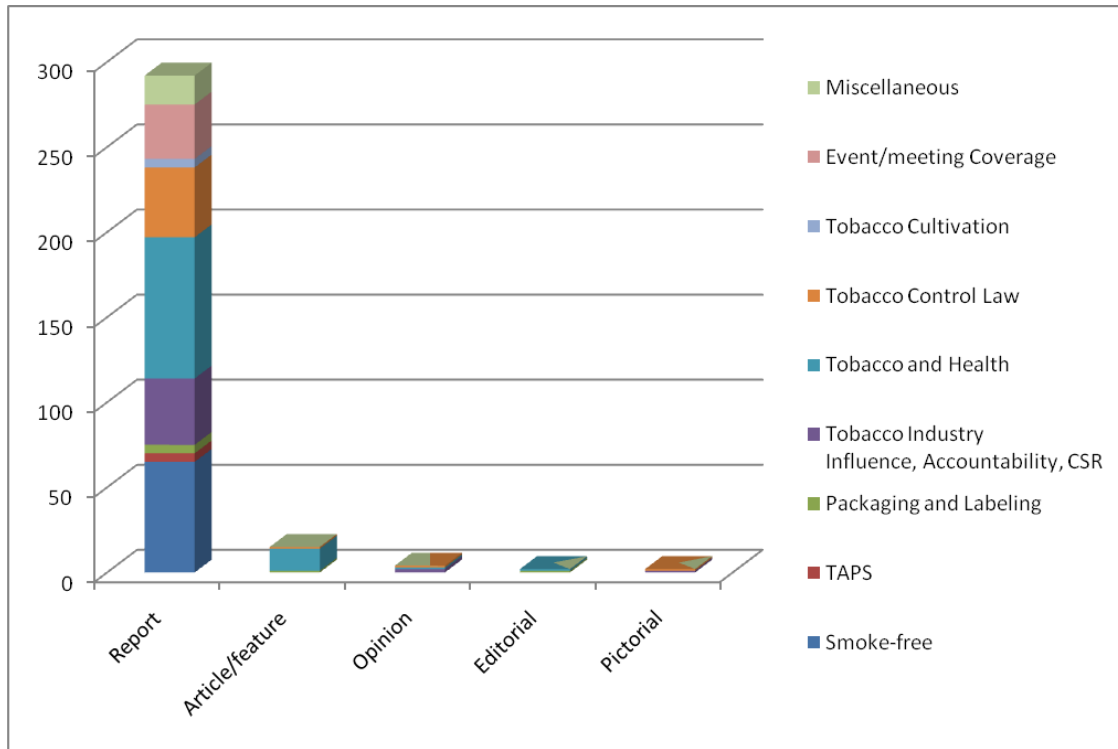


Figure 4: Distribution of media coverage by types and issues of coverage