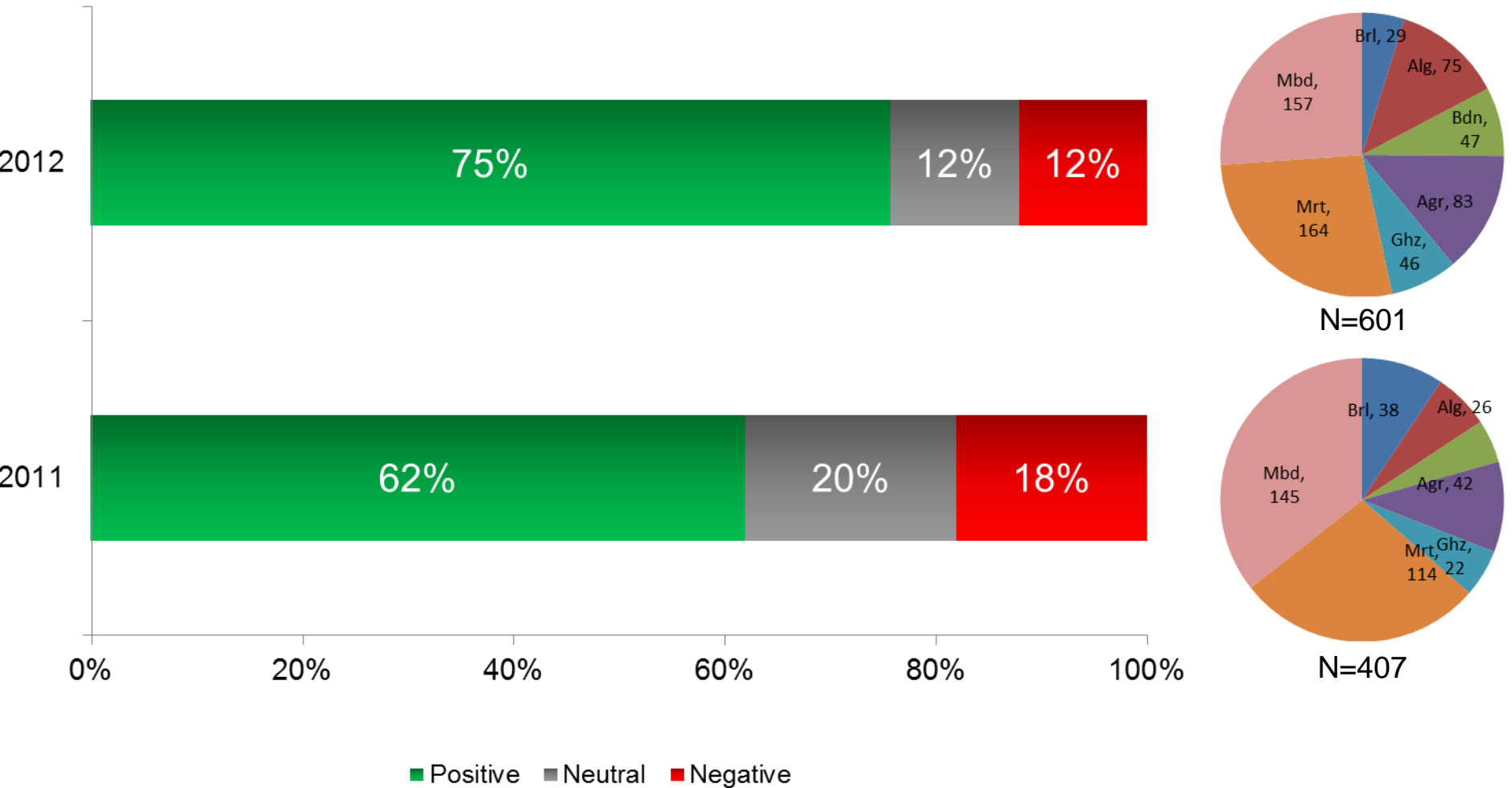
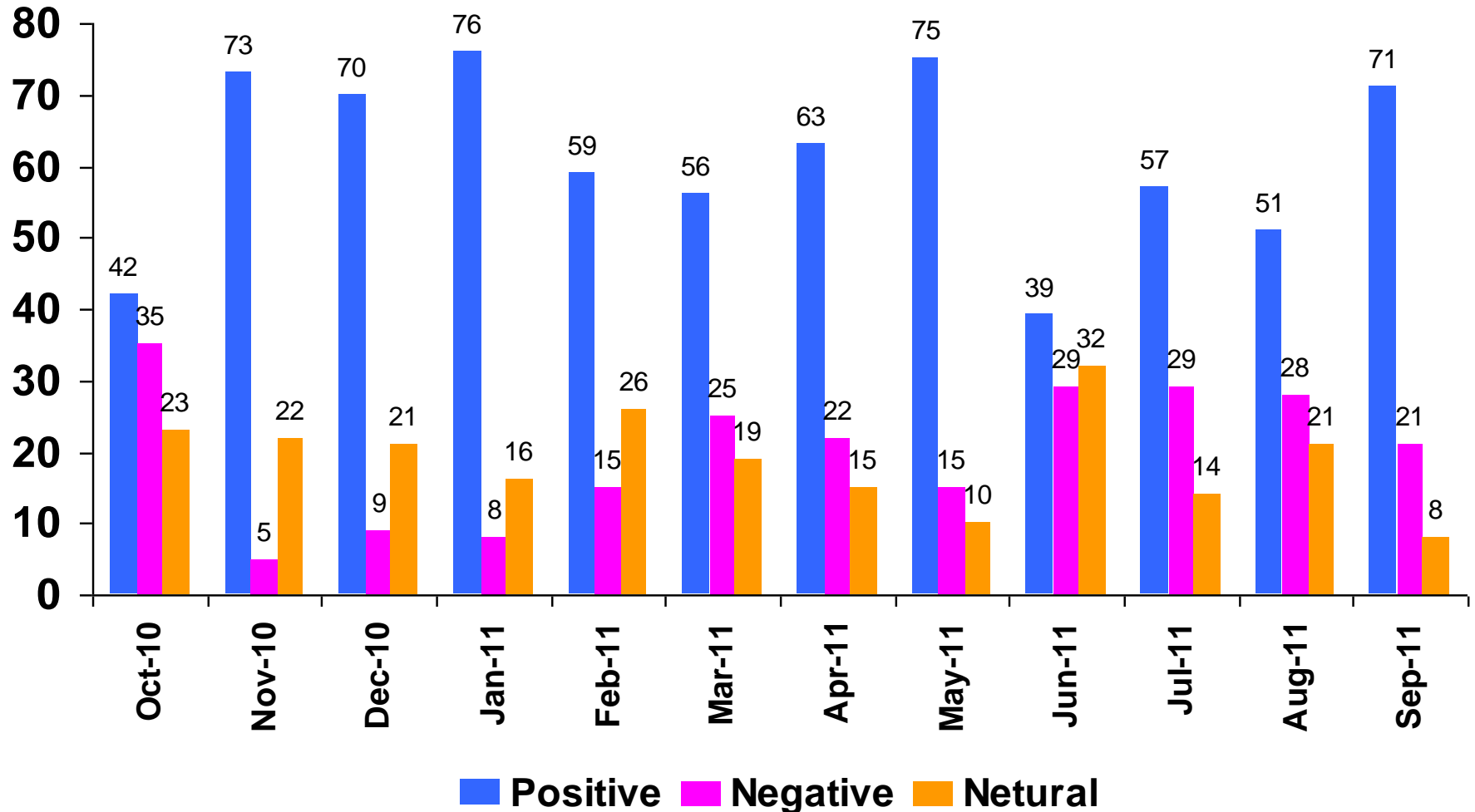


# Media Tonality Comparison Western UP districts January-June 2011 and 2012



# Media Tonicity Oct 2010 – Sep 2011



# Talking points for tonality slide

*Out of 12 months*

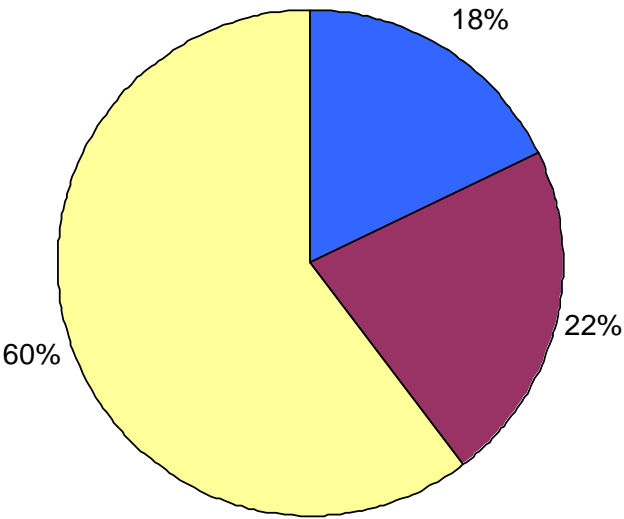
- *In 5 months positive news was 70% and more*
- *In 5 it was between 50-70%*
- *In 2 it was less than 42% (June 11 and Oct 10 – no round months)*
  
- *Moradabad and Meerut have consistently had the highest number of clippings*
- *Every time we do an intervention (media workshop/ media visit) we get around 10 clippings – all positive. This adds to total number of clippings and adds to the positive quantum substantively.*

# Comparison: Tonality of polio news stories, western UP districts, Jan – Sep 2009-2011

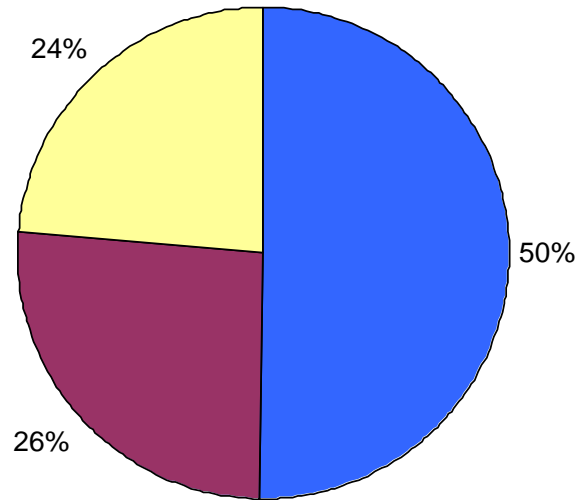
N=1377

N=418

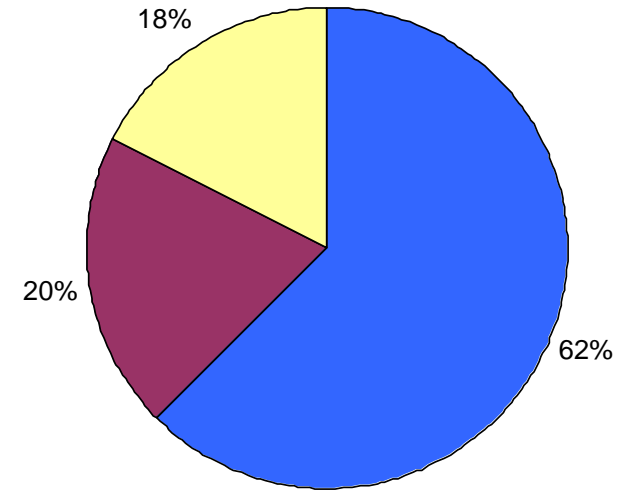
N=588



2009



2010



2011

Positive

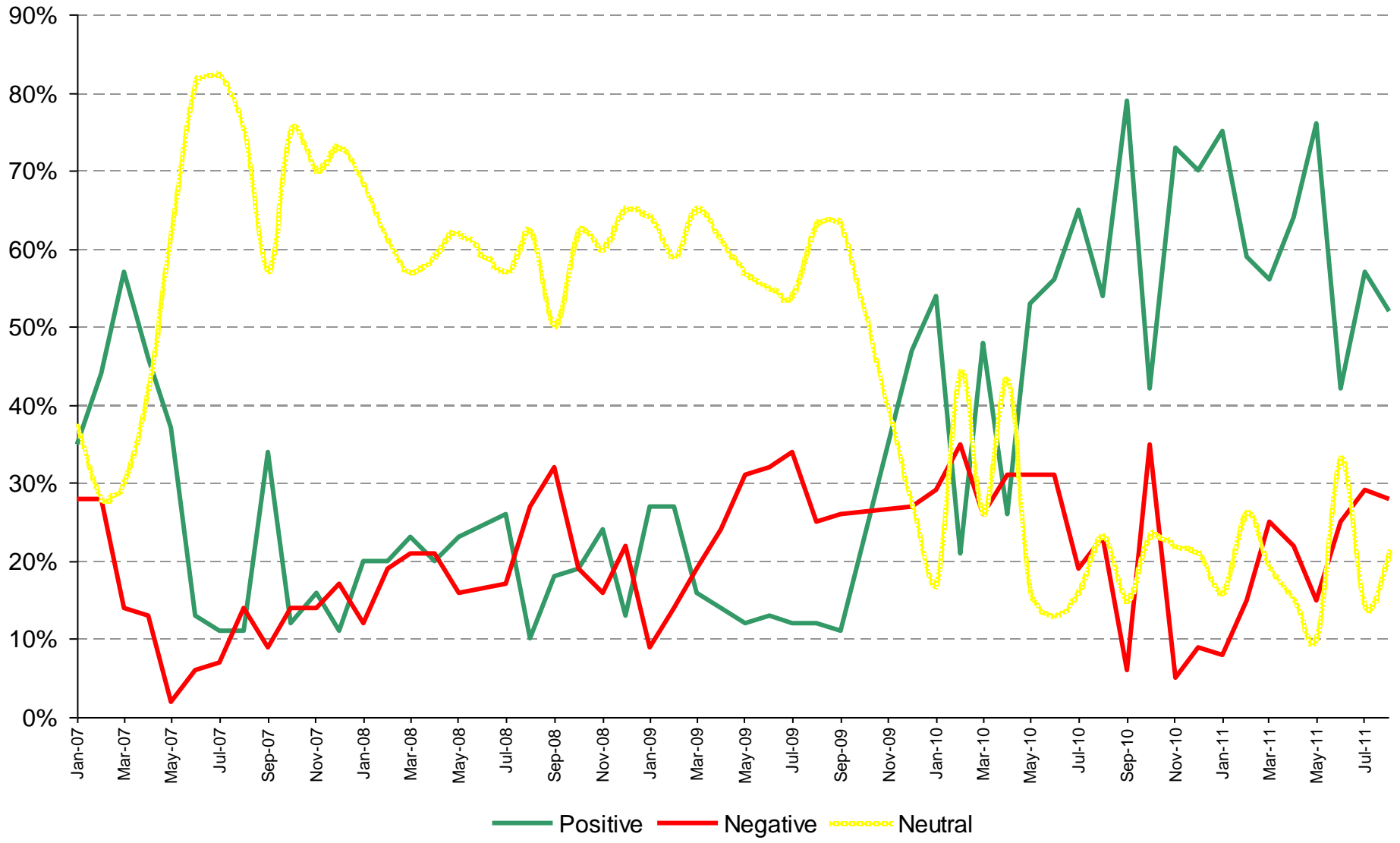
Negative

Neutral

# Talking points

- Positive tonality steadily increased – From 18% (2009) to 50% (2010) to 62% (2011)
- Number of clippings dipped in 2010 – From 1377 in 2009 to 418; increased by about 40% in 2011 -- 588

# Trend Tonality of polio news stories, Western UP districts, Jan 2007 – Aug 2011



***Positive news was at its lowest in:***

- Aug 2007 11%
- Dec 2007 11%
- Aug 2008 10%
- Sept 2009 11%

***Positive news peaked in***

- Sept 2010 79%
- Nov 2010 73%
- Jan 2011 75%
- May 2011 76%

***Negative news*** peaked in Feb 2010 (35%) and also Oct 2010 (35%).

- From July 2010 to June 2011 it has been around 20% with a peak in October 2010. However, it dipped to a minimum during September 2010 (6%) and November 2010 (5%).

***Neutral news*** has been steady from May 2007 to September 2009 at about 60%.

It has been more or less steady from Jan 2010 (17%) to Aug 2011 (21%). It peaked in Feb 2010 (44%) and April 2010 (43%).

One of the major reasons for the fall in neutral news is that the indicators were revised post a meeting in Delhi in April 2010 where external communication experts argued that there is no such thing as 'neutral' news. If the paper gives space to even a meeting/ rally, it is positive. Hence, post that all rallies etc have been marked as community support; all Govt meetings as Govt intervention, unless they have been newsbriefs.

Much of the neutral news over the last one and a half years has been newsbriefs -- very small news reports -- and there is a large number of those in the district media.