



CVMPP

AN ANALYSIS OF MEDIA COVERAGE BY LOCAL,  
PROVINCIAL AND NATIONAL MEDIA ON NORTHERN  
SASKATCHEWAN

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## ***An Analysis of Media Coverage by Local, Provincial and National Media on Northern Saskatchewan***

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### **Background:**

In December 2013, the Community Vitality Monitoring Partnership Process (CVMPP) decided to undertake an analysis of media coverage by local, provincial and national news media on Northern Saskatchewan. The initiative was a result of the CVMPP responding to comments from various leaders, organizations and community members (from across Northern Saskatchewan) who felt that various media sources may be biased in tone and type of stories that they report on.

CVMPP contracted CISION Canada Inc. to collect data over a three-month period in January through March, 2014. Data was then used to identify trends in tone and type of stories reported on.

It is important to note that this analysis compares two measures:

- Whether a story is positive (happy), neutral or negative by virtue of its content (value assigned by the CVMPP coordinator);
- How a story is treated by the news media in terms of tone or bias (value assigned by CISION).

### **Additional details:**

-Media sources included print (dailies, weeklies and internet) and broadcast (TV and radio).

-The scope extended from local to provincial to national coverage (581 stories were collected over a three-month period).

-Four main categories were used for categorizing media stories: First Nations, Northern Crime, Municipalities and Northern Saskatchewan (general media stories).

### **Key Findings:**

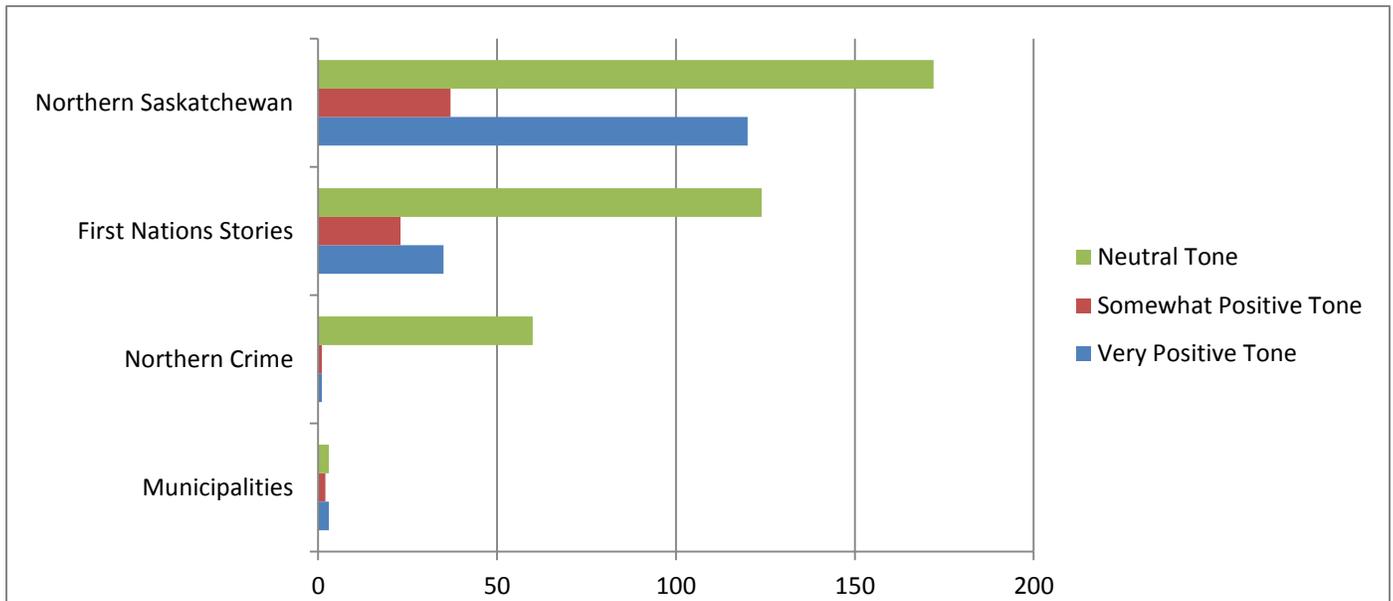
Once the data was reviewed, three main findings were established:

- In terms of tone, all the stories covered were reported in neutral, somewhat positive or very positive tone. No stories were somewhat negative or very negative in tone.
- In terms of content, 30% of the stories were positive, 13% were neutral and 57% were negative.
- According to a brief internet search and discussions with knowledgeable communications people, the Northern Saskatchewan breakdown of positive, neutral and negative stories is comparable to both the provincial and national coverage.

## **Trend in Tone as Covered by Local, Provincial and National Media on Northern Saskatchewan**

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**Tone Definition:** For the purpose of the data collection, Tone is defined as how a story (regardless if positive, negative or neutral) is reported on by the media source.

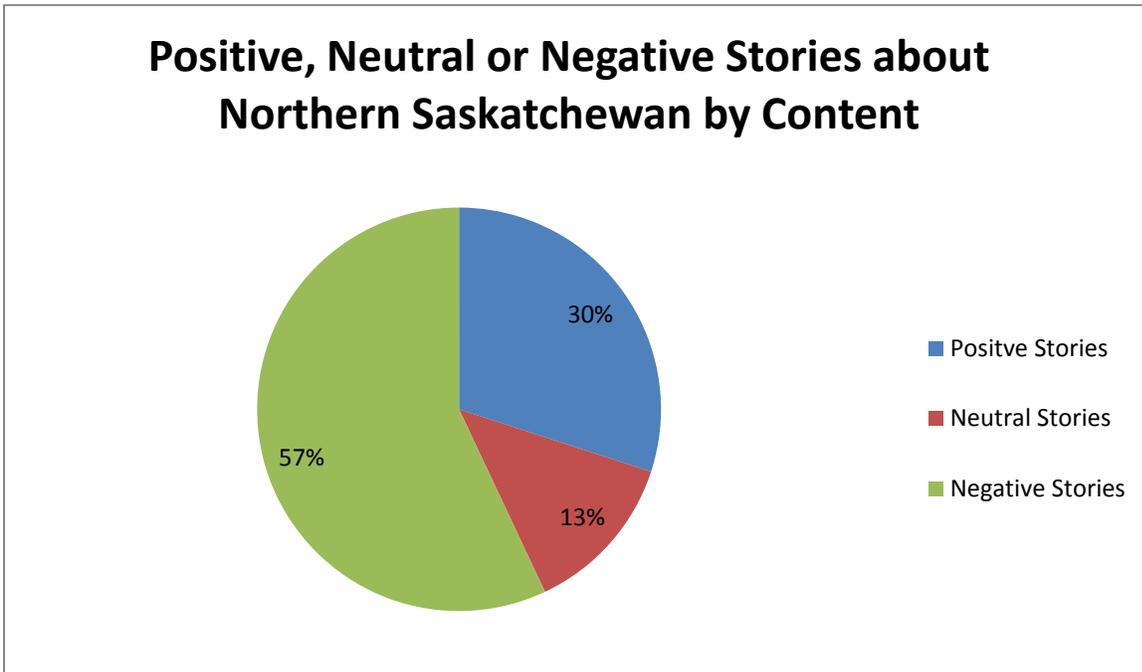


### **Number of Stories**

- No stories were found to be somewhat negative or very negative in tone, or were not assigned a tone.

Type of Story	# of Neutral	# of Somewhat Positive	# of Very Positive	Total # of Stories in each Category
<b>Northern Saskatchewan</b>	172	37	120	329
<b>First Nations</b>	124	23	35	182
<b>Northern Crime</b>	60	1	1	62
<b>Municipality</b>	3	2	3	8

***Trend in Content as Covered by Local, Provincial and National Media  
on Northern Saskatchewan***



Type of Story	Positive Stories	Neutral Stories	Negative Stories
First Nations	54	24	104
Northern Crime	19	8	35
Municipalities	2	1	5
Northern Saskatchewan	99	43	187
<b>Totals per Category</b>	174	76	331
<b>Total Number of Stories Covered</b>	-----581-----		

### **“Positive, Neutral and Negative Stories” Category Explanation**

In total, 581 stories were examined under the groupings of First Nations, Northern Crime, Municipalities or Northern Saskatchewan. Each story was then separated by analyzing the perception of the story topic and what it was about. For example, a crime story regarding the HUB Initiative was viewed as a “positive” story because of the work being done to curb crime and not “negative” simply because it was a crime related story. Any stories that were reported as a result of something tragic occurring were almost always regarded as negative. The label of “neutral” story was often reserved for political updates or opinion pieces (due to the perception of one who reads the story), although in terms of tone, an opinion piece would likely be assigned a positive or negative value because by its nature it has a bias.