

CONTENT ANALYSIS

BUFFALO CITY

September 2006 – March 2007

Requested by:

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Information gathered by Newsclip Media Monitoring



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ATTACHMENTS

Statistical Report – Broadcast and Print AVE

ADDENDUM A

AVE Methodology

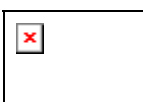
ADDENDUM B

Analysis Criteria

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Content Analysis Report

BUFFALO CITY

MANAGEMENT SUMMARY

The following report covers mention of Buffalo City from selected specified media only.

OVERVIEW

Buffalo City generated 229 print articles for the monitoring period.

82 articles (36%) were positive in nature and 18 articles (8%) were negative.

Positive coverage included:

The Coega Development Corporation has clinched a R21 billion deal with Canadian aluminium giant Alcan. Alcan entered into a 25-year long power supply agreement with Eskom.

Economic growth in the Eastern Cape is being reflected in the number of new initiatives that South African Port Operations (SAPO) is offering to customers at its terminals in East London and Port Elizabeth.

The ELIDZ unveiled the R100 million Foxtec-Ikhwezi motor component factory in September 2006. This has been hailed as an opportunity for dynamic growth in one of the poorest provinces. New technology, new skills and new jobs have been brought into Buffalo City as a result of the Foxtec-Ikhwezi investment.

Coega is set to continue to enhance the South African economy by driving investment and economic growth in the Eastern Cape.

The ECDC chalked up some significant achievements in the last financial year, notably R1,4 billion worth of investments in the province. This resulted in the creation and retention of 3,467 jobs.

Bhisho could be turned into an international airport for 2010.

The popular East London carnival has been put back onto the festive season calendar. It has been a highlight of the city for past 23 years.

A R5 billion major facelift for East London port could turn the fortunes of the Eastern Cape around.

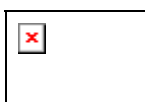
From Port St Johns to Port Alfred hoteliers have been hard at work since early December, with many reporting their best occupancy ever.

More than R500 million is being invested in the Buffalo City region's tourism industry, riding the wake of record hotel and flight bookings during the festive season.

One of Germany's largest daily Newspapers, Die Welt, published a report praising the Eastern Cape as a tourist destination with a 'wild beauty' which it said was 'far more relaxed' than the more developed Western Cape.

Work on the R120 million upgrade of the East London airport is under way.

Fair Trade in Tourism SA has launched a new sustainable tourism capacity-building programme with the first two-day workshop held in the Eastern Cape.



Negative coverage included:

Buffalo City is showing signs of declining formal private sector employment. It is dependant on too few economic sectors and is faced with an ageing and neglected infrastructure.

An unprecedented upsurge of building development along the Eastern and Southern Cape's prime coastline is threatening pristine natural ecosystems and placing a massive strain on already overburdened municipal infrastructures.

From 2001 to 2004 Buffalo City experienced the largest incidents in cases of public violence reported at police stations of all the country's nine major cities. Buffalo City Municipality is the most reliant on operating grants and subsidies with 17 % of its revenue coming from this.

The proposed R1 billion Bhisho bio-fuels project could seriously damage human health and the environment. Communities were not consulted at all. The dangerous Roundup herbicide and genetically modified crops are to be used for the project.

East London residents were upset by Tourism Buffalo City's decision to scrap the popular annual beachfront carnival due to lack of funds.

There is a feeling that Port Alfred has been destroyed as a 'cute little historical fishing village'. Tourists are faced with views of sheds, ugly buildings and electric fencing with warnings of high voltage.

An in-house policy document released in December slammed Buffalo City Municipality and local business for failing to prepare for the World Cup. Port Elizabeth failed to meet the January construction deadline on the multi-purpose stadium.

The state of the roads in the Eastern Cape is a cause for great concern. Traveling from Bizana to Mthatha to East London is especially dangerous because of potholes and stray animals crossing the roads.

The submitted one-page tourism report was more like a list of grievances. There is a proposal to cut funding to Buffalo City's beleaguered tourism marketing agency.

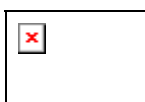
CONCLUSION

The general sentiment conveyed was balanced leaning towards positive however there were a number of serious negative issues that were raised during the period. The analysis period covers media mentions of Buffalo City from September 2006 to March 2007.

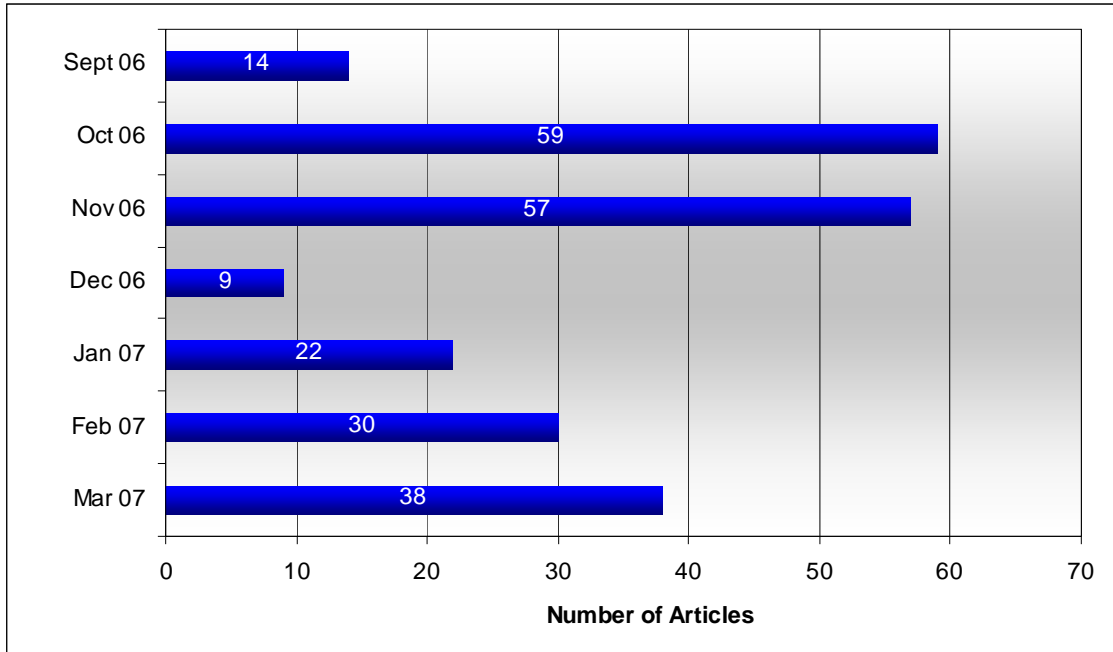
TOTAL COVERAGE

	#	AVE
Total	229	2,390,316
Sept 06	14	85,722
Oct 06	59	668,818
Nov 06	57	593,068
Dec 06	9	70,925
Jan 07	22	249,196
Feb 07	30	341,274
Mar 07	38	381,311

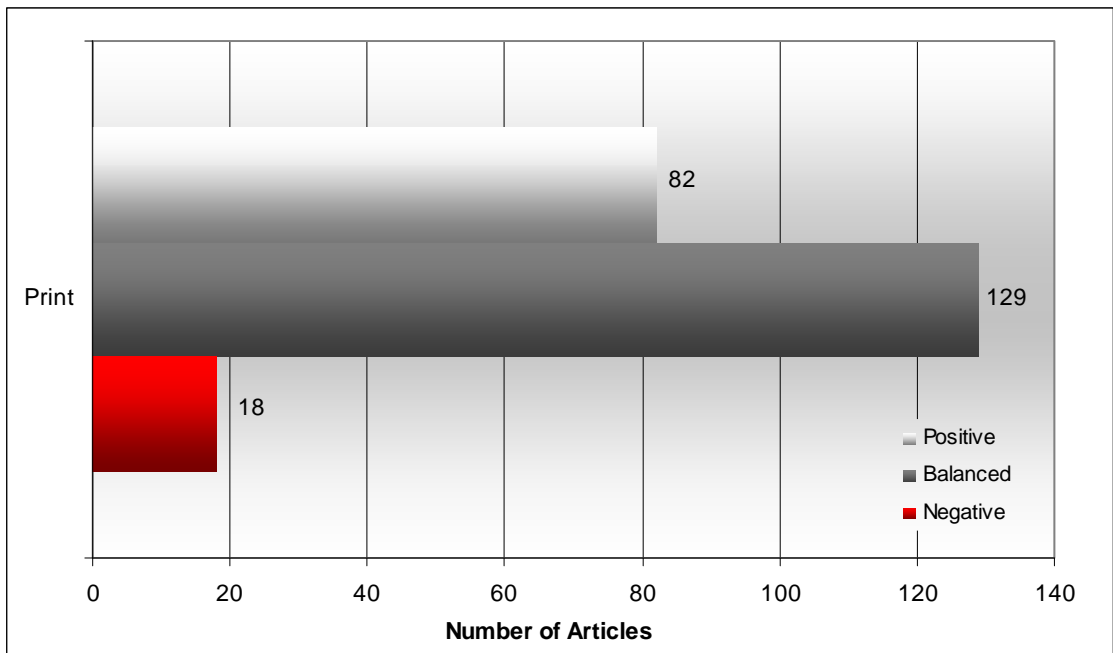
The table above shows the number of articles for each month and the AVE value.



MONTHLY COMPARISON



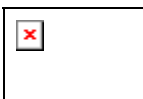
FAVOURABILITY



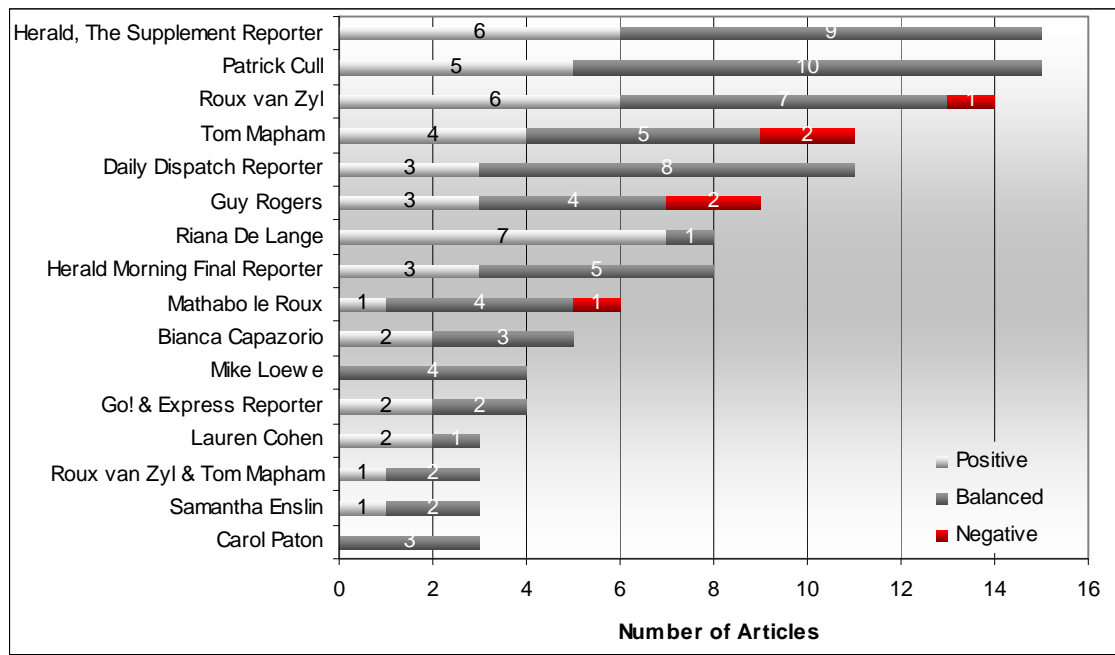
The above graph illustrates the perceptions displayed relating to Buffalo City.

	#	AVE
Print	229	2,390,316
Positive	82	902,306
Balanced	129	1,337,983
Negative	18	150,027

The above table reflects the number of articles and their AVE value in terms of perception.



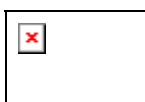
TOP JOURNALISTS



The above graph depicts the top journalists who wrote articles pertaining to Buffalo City and the favourability of those articles.

TOP JOURNALISTS

Byline	Pos	Bal	Neg	Total
Herald, The Supplement Reporter	6	9	-	15
HERALD, Supplement A	6	9	-	15
Patrick Cull	5	10	-	15
HERALD (Garden Route)	-	1	-	1
HERALD (Morning Final)	4	6	-	10
HERALD (Morning Final), Business	1	3	-	4
Roux van Zyl	6	7	1	14
DAILY DISPATCH	3	6	-	9
SATURDAY DISPATCH	2	1	-	3
DAILY DISPATCH, Business	1	-	1	2
Tom Mapham	4	5	2	11
DAILY DISPATCH	3	4	2	9
SATURDAY DISPATCH	1	1	-	2
Daily Dispatch Reporter	3	8	-	11
DAILY DISPATCH	3	8	-	11
Guy Rogers	3	4	2	9
CAPE TIMES	-	-	1	1
HERALD (Morning Final)	3	4	1	8
Riana De Lange	7	1	-	8
SAKE BEELD	1	1	-	2
SAKE VOLKSBLAD	1	-	-	1
BURGER (Oos Kaap)	1	-	-	1
BURGER (Kaaap), Saterdag	1	-	-	1
BURGER (Oos Kaap), Saterdag	1	-	-	1
SAKE BURGER (Kaaap)	1	-	-	1
SAKE BURGER (Oos Kaap)	1	-	-	1

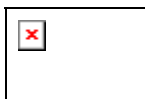


Byline	Pos	Bal	Neg	Total
Herald Morning Final Reporter	3	5	-	8
HERALD (Morning Final)	3	5	-	8
Mathabo le Roux	1	4	1	6
BUSINESS DAY (National)	-	1	1	2
BUSINESS DAY (Final)	1	-	-	1
BUSINESS DAY, SA Exporter	-	3	-	3
Bianca Capazorio	2	3	-	5
HERALD (Morning Final)	-	1	-	1
HERALD (Morning Final), Business	1	2	-	3
WEEKEND POST, Business	1	-	-	1
Mike Loewe	-	4	-	4
TALK OF THE TOWN	-	2	-	2
HERALD (Morning Final), Business	-	1	-	1
GRAHAMSTOWN THIS WEEK	-	1	-	1
Go! & Express Reporter	2	2	-	4
GO! & EXPRESS	2	2	-	4
Lauren Cohen	2	1	-	3
WEEKEND POST	2	1	-	3
Roux van Zyl & Tom Mapham	1	2	-	3
DAILY DISPATCH	1	2	-	3
Samantha Enslin	1	2	-	3
BUSINESS REPORT (National)	1	2	-	3
Carol Paton	-	3	-	3
DAILY DISPATCH, Daily Life	-	3	-	3

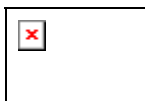
TOP PUBLICATIONS

The table below represents the number of times Buffalo City received mention in the various publications.

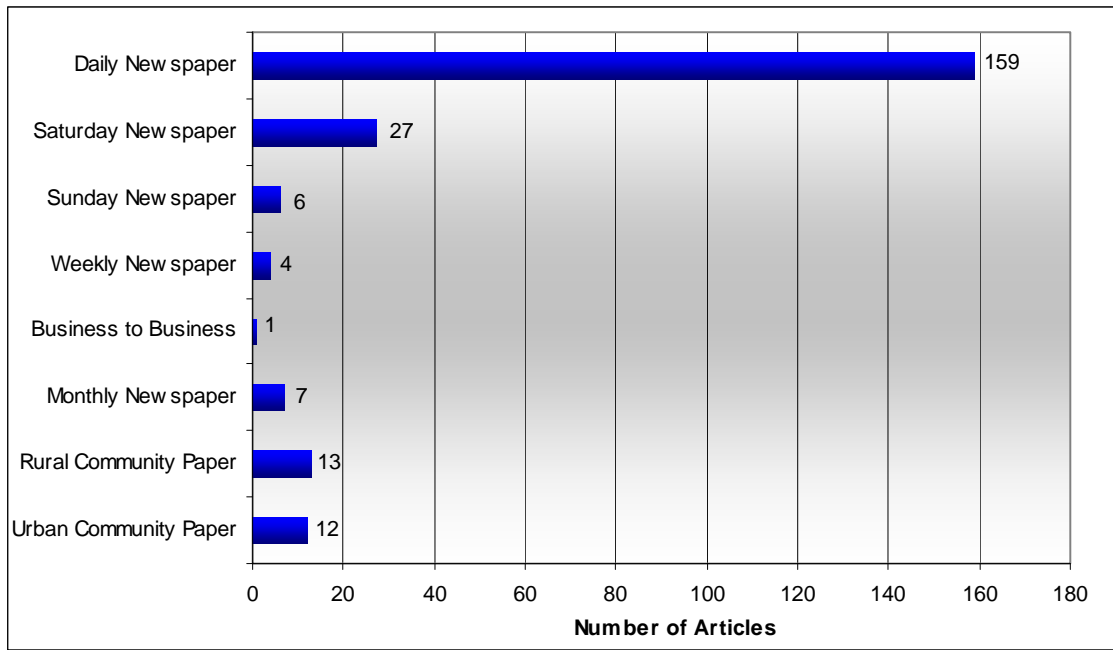
Publication	#	AVE
DAILY DISPATCH	58	490,424
HERALD (Morning Final)	31	268,481
HERALD, Supplement A	16	237,380
HERALD (Morning Final), Business	12	105,414
SATURDAY DISPATCH	11	89,739
TALK OF THE TOWN	7	7,634
GO! & EXPRESS	7	24,061
BUSINESS DAY, SA Exporter	6	56,360
WEEKEND POST	5	51,868
DAILY DISPATCH, Business	5	39,933
BUSINESS DAY (Final)	4	53,287
DAILY DISPATCH, Daily Life	3	80,849
BUSINESS REPORT (National)	3	92,629
BUSINESS DAY (National)	3	39,619
SAKE BEELD	3	88,608
SAKE BURGER (Oos Kaap)	2	38,214
BURGER (Oos Kaap)	2	8,769
SAKE BURGER (Kaap)	2	30,863
CITY PRESS, Business	2	98,975
BURGER (Oos Kaap), Saterdag	2	36,838
BUSINESS DAY, Survey A	2	15,202



Publication	#	AVE
BUSINESS DAY, Home Front	2	26,915
SATURDAY WEEKEND ARGUS, Property	2	13,230
CITIZEN	2	7,887
REPRESENTATIVE	2	5,905
HERALD, Supplement B	2	18,617
GAUTENG TIMES	2	856
SUNDAY SUN, Sun Business	1	6,882
SUNDAY TIMES	1	77,805
GROCOTT'S MAIL	1	1,447
SAKE VOLKSBLAD	1	4,109
SOWETAN (Late Final)	1	5,275
FREE STATE BUSINESS BULLETIN	1	269
WEEKEND POST, Property	1	14,419
SUNDAY SUN	1	24,336
BUGLE, THE	1	1,502
SOWETAN Late Final	1	6,957
REKORD (West)	1	3,073
KOKSTAD ADVERTISER	1	1,385
HERALD (Garden Route)	1	3,178
SOWETAN (Mpumalanga)	1	15,503
GRAHAMSTOWN THIS WEEK	1	3,215
BURGER (Kaaop), Saterdag	1	8,168
SUNDAY TIMES, Business Times	1	82,606
SAKE BURGER (Oos Kaaop), Saterdag	1	8,202
SATURDAY / SUNDAY WEEKEND ARGUS, Travel	1	4,020
CITIZEN, Moneyweb Business	1	8,402
DAILY SUN, Houses	1	2,566
BUSINESS HI-LITE	1	7,220
BUSINESS DAY, Golfer The	1	9,768
WEEKEND POST, Business	1	7,328
CAPE TIMES	1	8,753
REKORD (East), Faerie Glen	1	4,241
STAR, Classifieds	1	18,682
SATURDAY DISPATCH, Property	1	10,773
DAILY NEWS (Final)	1	4,612
SATURDAY DISPATCH, Sport	1	4,694
KING WILLIAM'S TOWN MERCURY	1	2,371

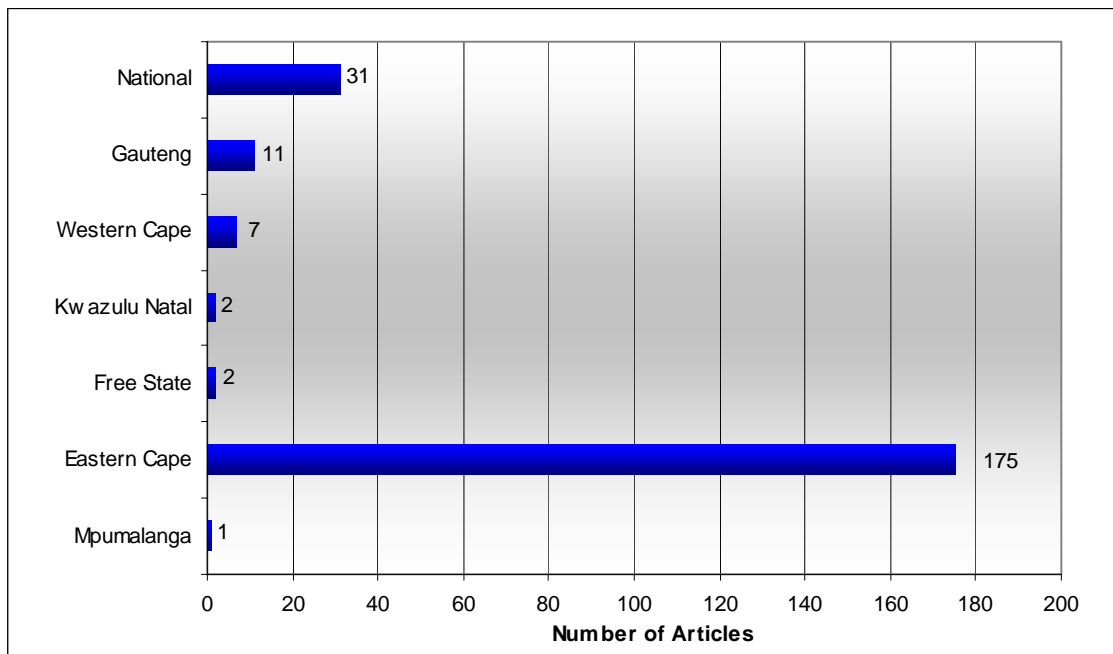


MEDIA TYPE



This graph shows the number of times Buffalo City was mentioned in each media category.

REGION



This graph illustrates the region that paid the most attention to Buffalo City.

