



HARTRAO in the Media

Q4 2016/2017



Chipa Maimela NRF|SAASTA

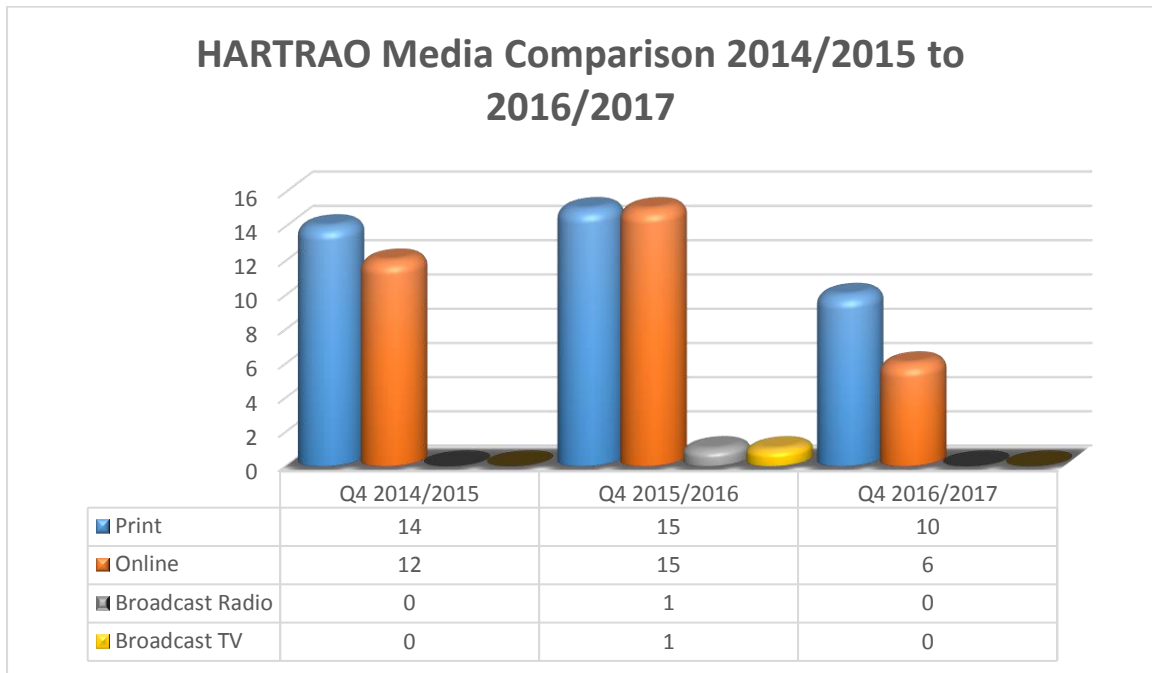
Table of Contents

1. Introduction	3
2. Hartrao wordcloud.....	3
2.1 Word cloud explained.....	3
2.2. Main themes.....	3
3. Hartrao Media Q 4 2016/17.....	4
3.1 Data.....	4
3.2 Data interpretation	4
4. Basic quantitative data fo Hartrao 2016/17	Error! Bookmark not defined.
4.1 Total clips and AVE for Hartrao.....	4
4.2 Top Media outlet for Q4	5
4.3 Province and Country wher HartRao was featured in the Media	5
4.4 Language used to communicate in Hartrao media 2016/2017	6
4.5 Medai drivers	6
4.6. Top journalist reporting on HartRao Media.....	6
5. Trends at HartRao media 2016/2017.....	7
5.1. Sentiment analysis.....	7
5.2. Types and quality of communication.....	7
5.3. Spokes people for HartRao identified from the data for the period 2016/2017.....	7
6 Social Media Q4 2016/2017	8

3. Media Q 4 2016/17

3.1 Data

Graph 1 summarises the data in the three main categories, broadcast print and online, for Q4 2014/15, 2015/16 and 2016/17.



3.2 Data interpretation and comment

- The data is arranged in financial years
- No media monitoring was in place in 2013
- 2014 Media monitoring was started.

4. Basic quantitative data for Q4 2016/17

4.1 Total clips and AVE

	Total
AVE	R524,123.68
Broadcast	0

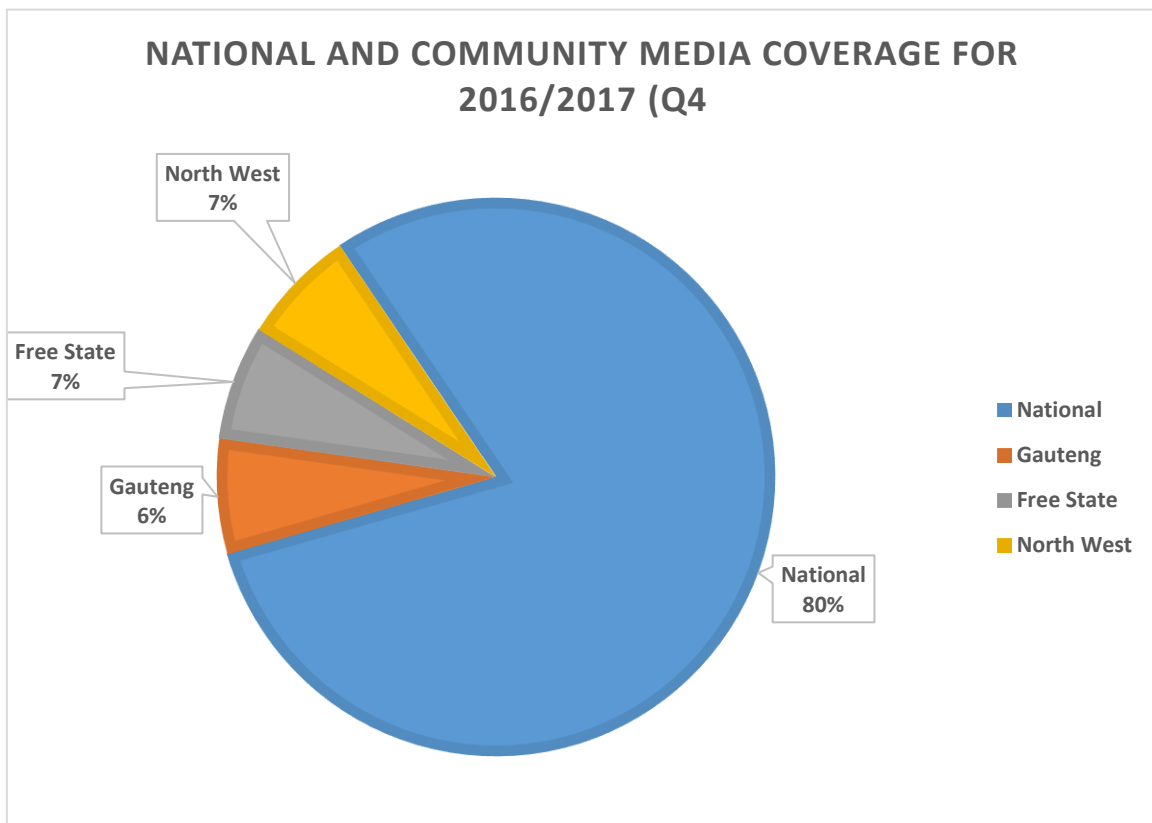
Print	10
Online	6

- AVE is linked to readership of a specific publication. The bigger the AVE the higher the potential reach.

4.2 Top Media outlets 2016/17

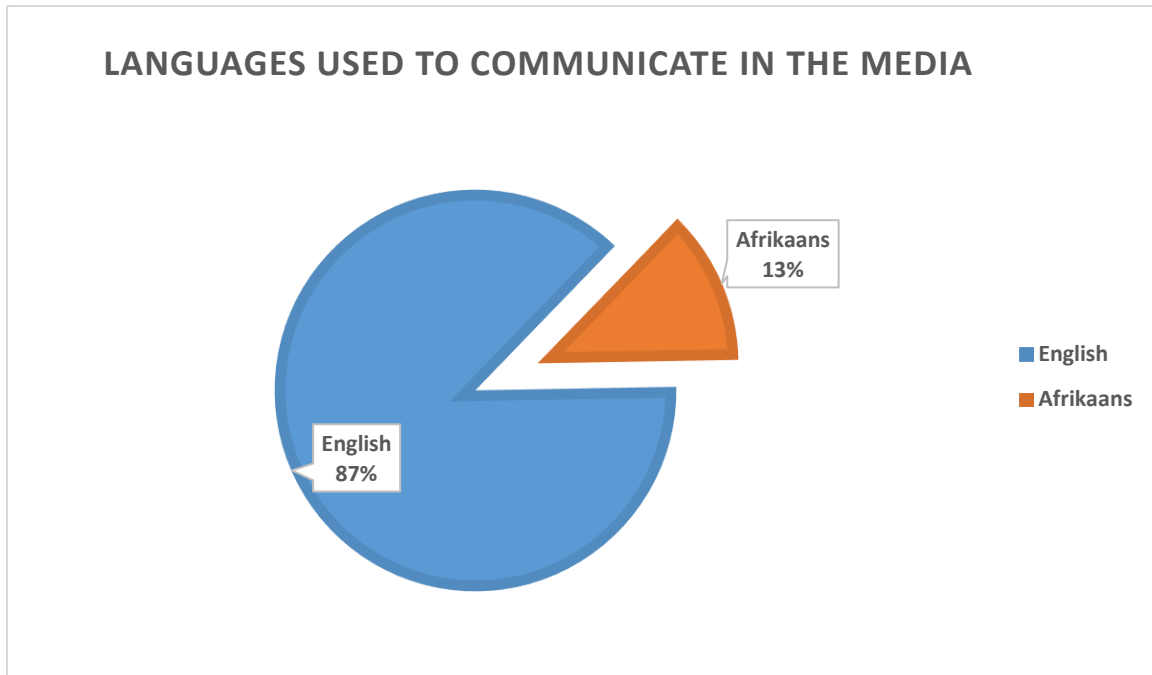
- Business Live
- Engineering News
- South African Journal of Science

4.3 Province and Country where HARTRao was featured in the Media



*SAASTA can see the African Media but can't access the articles.

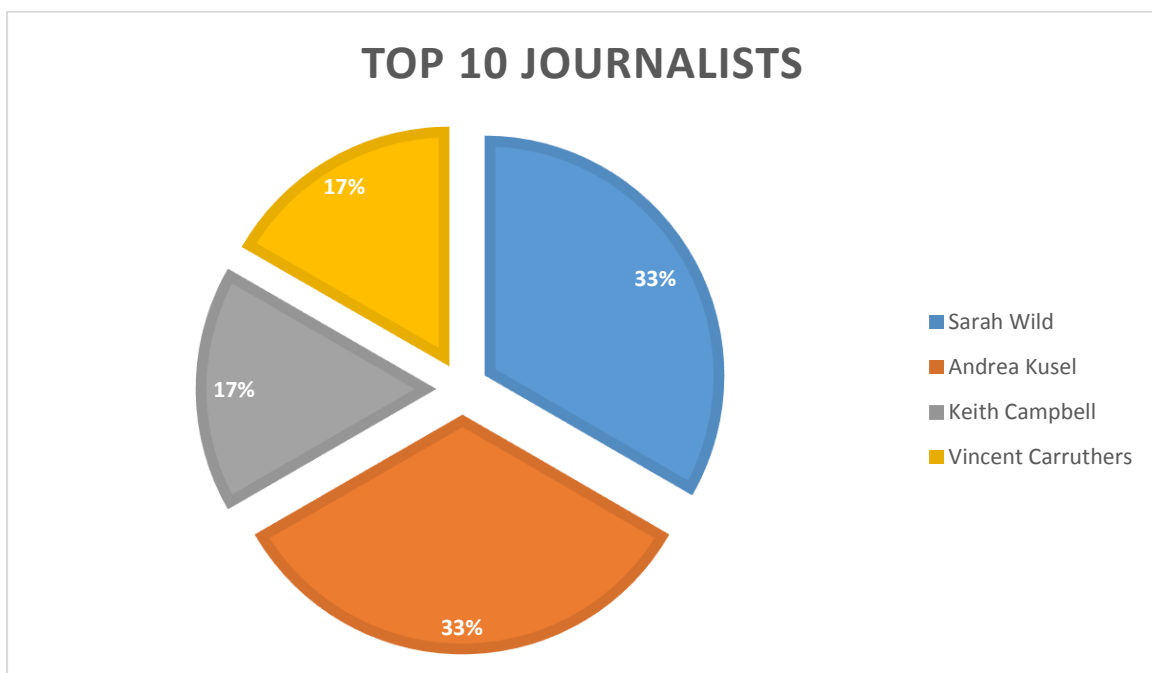
4.4. Languages used to communicate in the media 2016/17



4.5. Media Drivers

SA Cabinet highlights progress in radio astronomy in the country
SA's astronomy centres to become one constellation

4.6. Top Journalist reporting on HartRao



5. Trends at HARTRAO Media 2016/17

5.1 Sentiment analysis

Sentiment analysis was done on all Hartrao clippings.

Neutral sentiment can be linked to all Hartrao mentions.

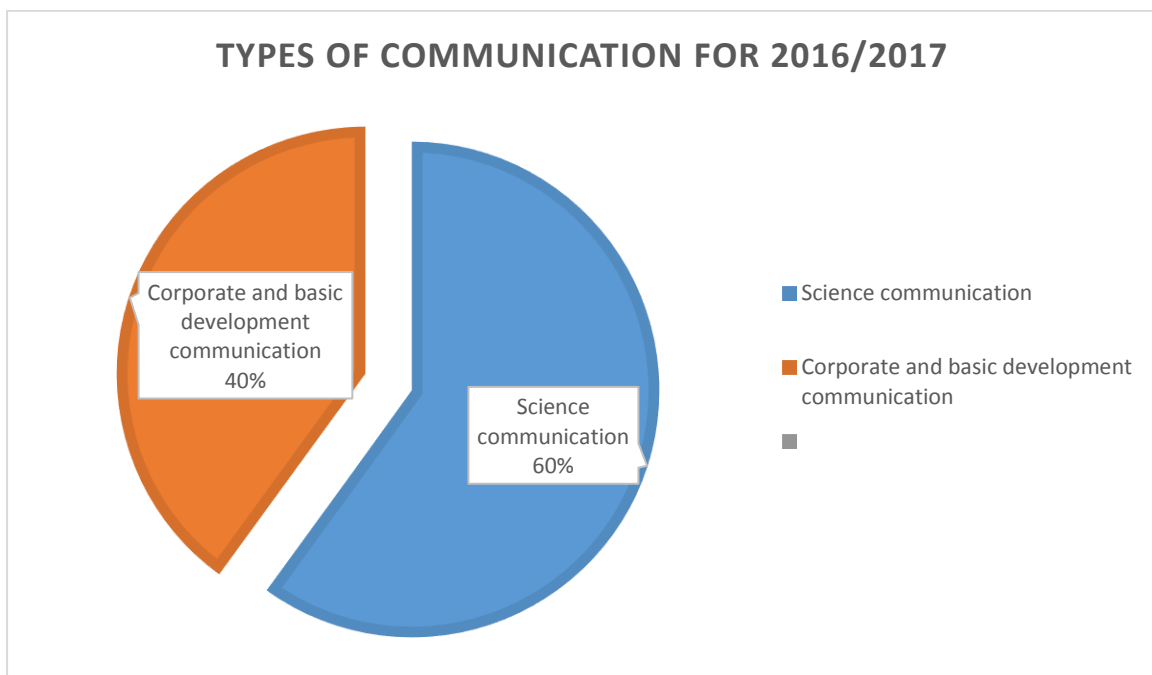
5.2 Types and quality of communication

For Hartrao two types of media was identified.

- **Science Communication:** Where the Science is profiled
- **Corporate and Basic Development communication:** Hartrao is profiled.

From the clippings, the numbers of clippings in each category in the sample were:

- **Science Communication:** 60% of the Sample
- **Corporate and Basic Development communication:** 40% of the sample



5.3 Spokes people for Hartrao identified from the Data Q4 2016/17

Person	Nr of mentions
NA	

6.1 Over view of Social media

Social Media Growth

	Bi-Annual Growth	Total Community
FACEBOOK		
Hartebeesthoek Radio Astronomy Observatory	54	639
TWITTER		
Hartrao	27	165