

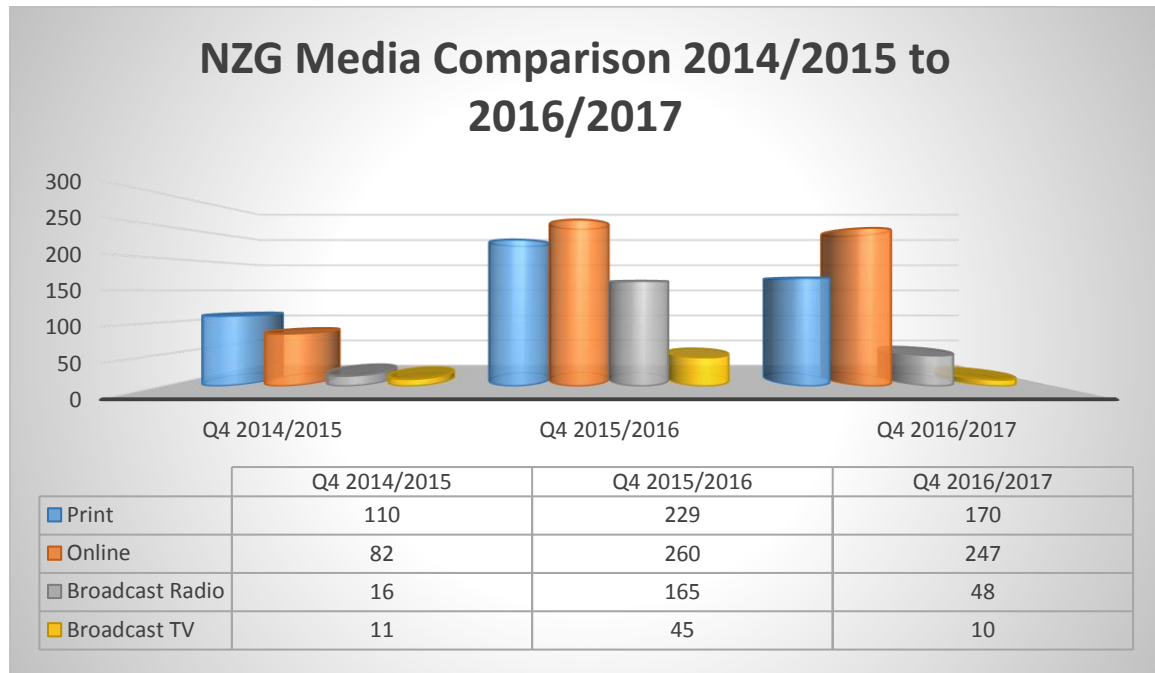
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3. NZG in the Media Q 4 2016/17

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

- 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	R15,810,055.13
Broadcast	58

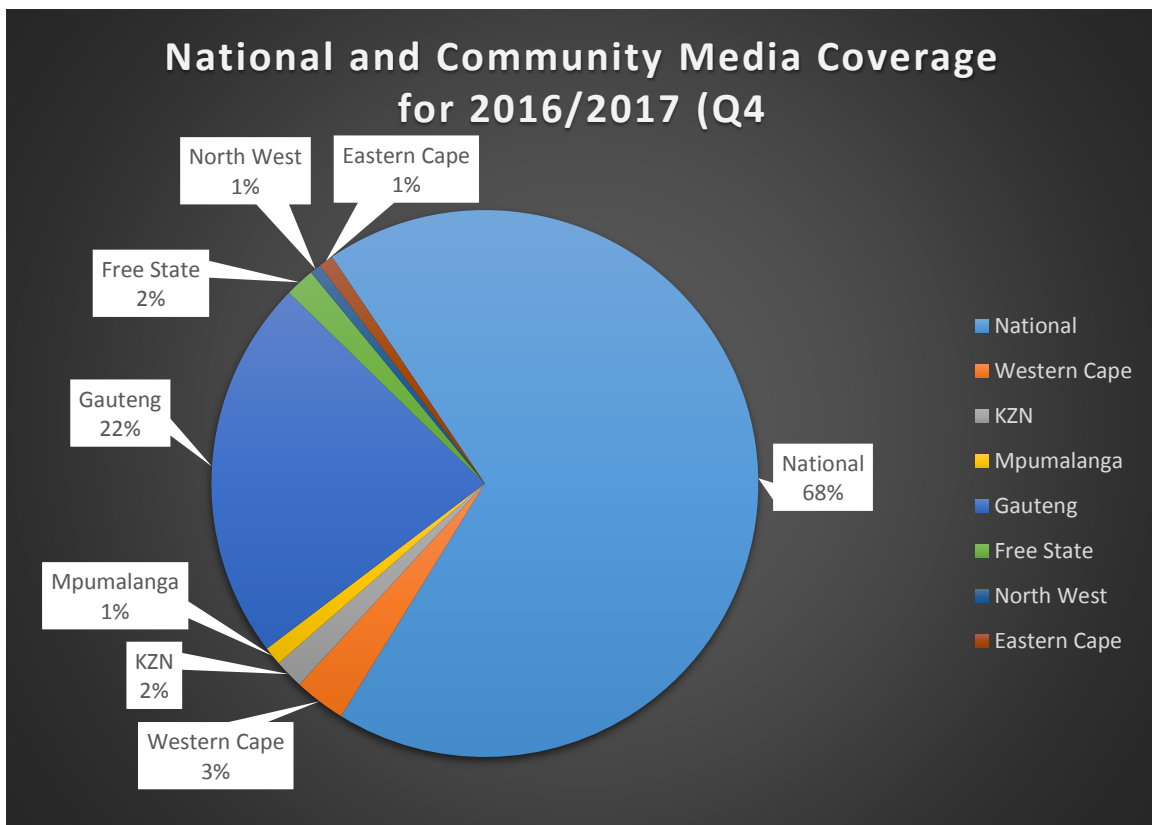
Print	170
Online	247

- 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

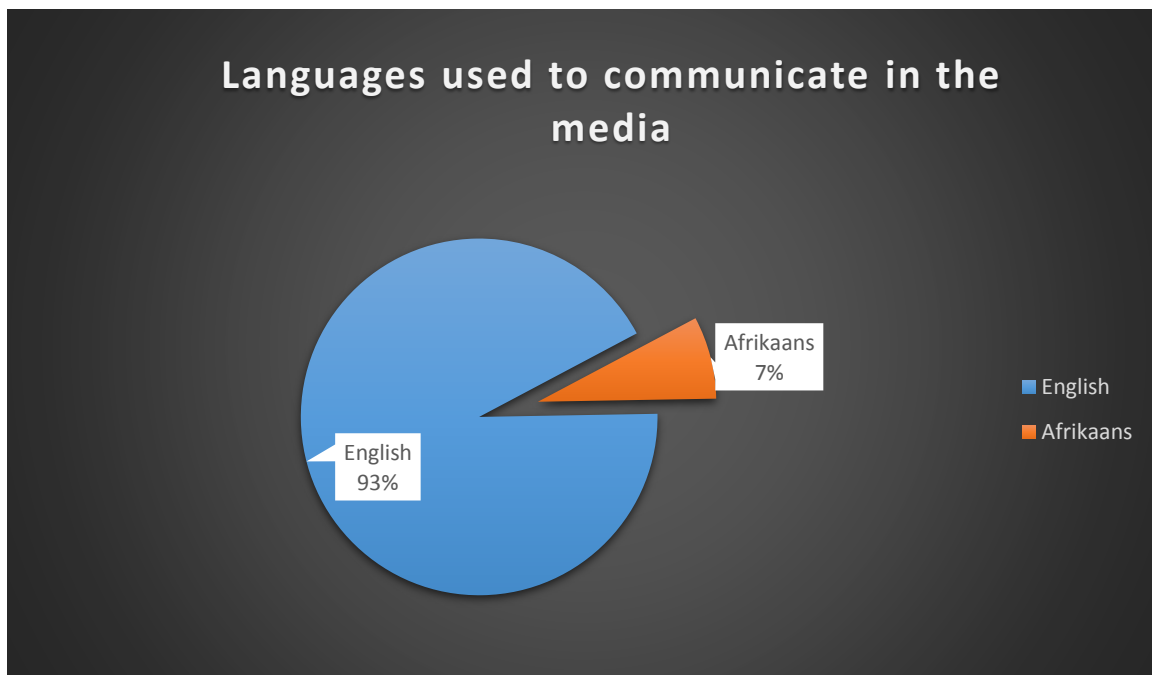
No Media outlets identified.

4.3 Province and Country where Labs was featured in the Media



*SAASTA can see the African Media but cannot access the articles.

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

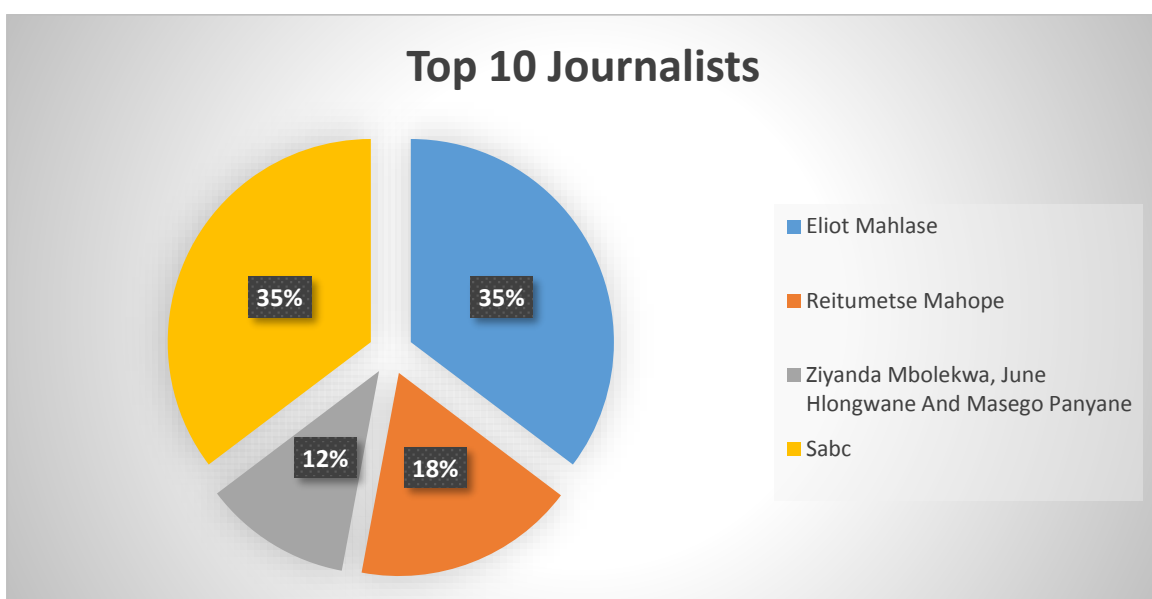


*Other languages not covered in the report is due to lower placement of media articles in those languages.

4.5. Media Drivers

Halloween Fun at NZG

4.6. Top 10 Journalists



5. Trends at NZG Media 2016/17

5.1 Sentiment analysis

Sentiment analysis was done on all NZG clippings.

Neutral sentiment can be linked to all NZG mentions.

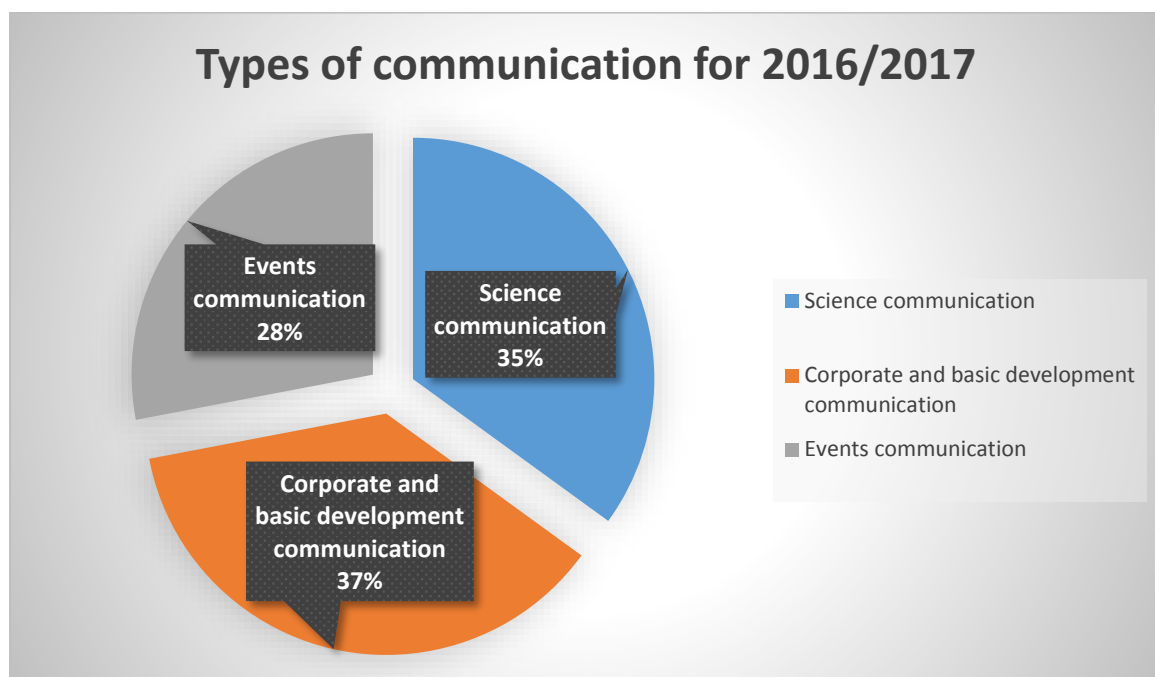
5.2 Types and quality of communication

For NZG two types of media was identified.

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

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

- **Science Communication:** 35% of the Sample
- **Corporate and Basic Development communication:** 38% of the sample
- **NZG events** 20% sample



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

Person	Nr of mentions
NA	

Over view of Social media

Social Media Growth

	Bi-Annual Growth	Total Community
FACEBOOK		
National Zoological Gardens of South Africa	19 594	33 645
TWITTER		
National Zoo of SA	58	1 032
YOUTUBE		
National Zoological Gardens of SA - 'Wild things'	6	36