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2.3 Main themes

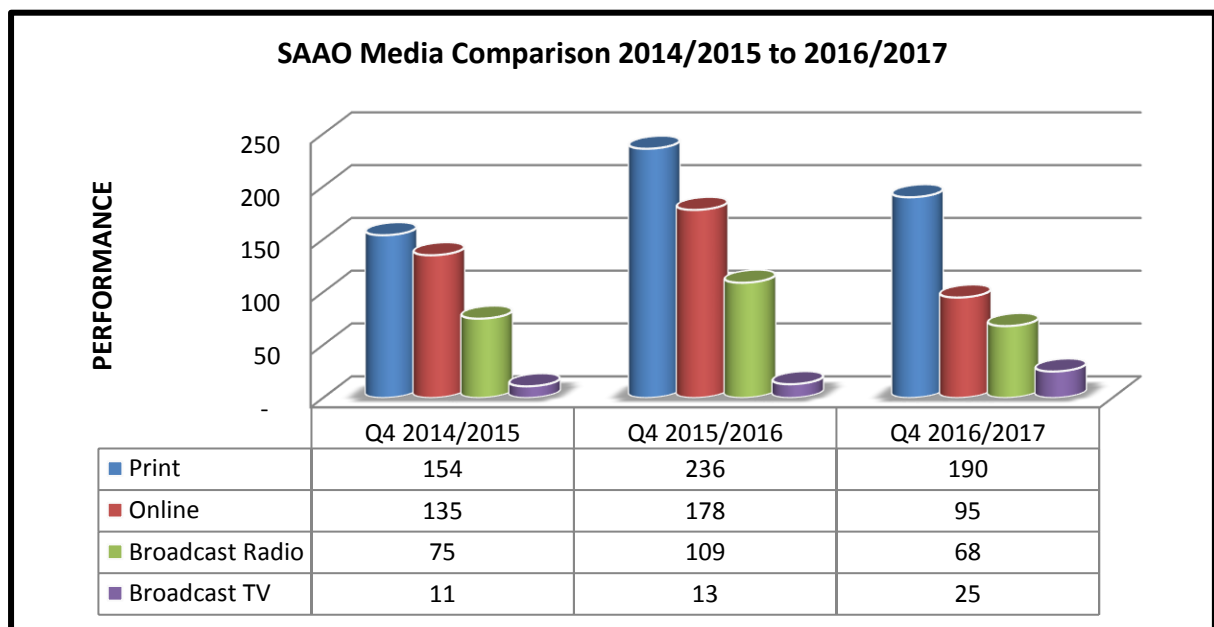
The top themes Identified:

- South African Research
- Science and Technology
- SALT
- Sutherland
- MeerKAT
- SKA
- Government
- Astronomy
- Observatory
- Innovation

3. Media Q 4 2016/17

3.1 Data

Graph 1 summarises the data in the three main categories, broadcast print and online, for Q 4 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

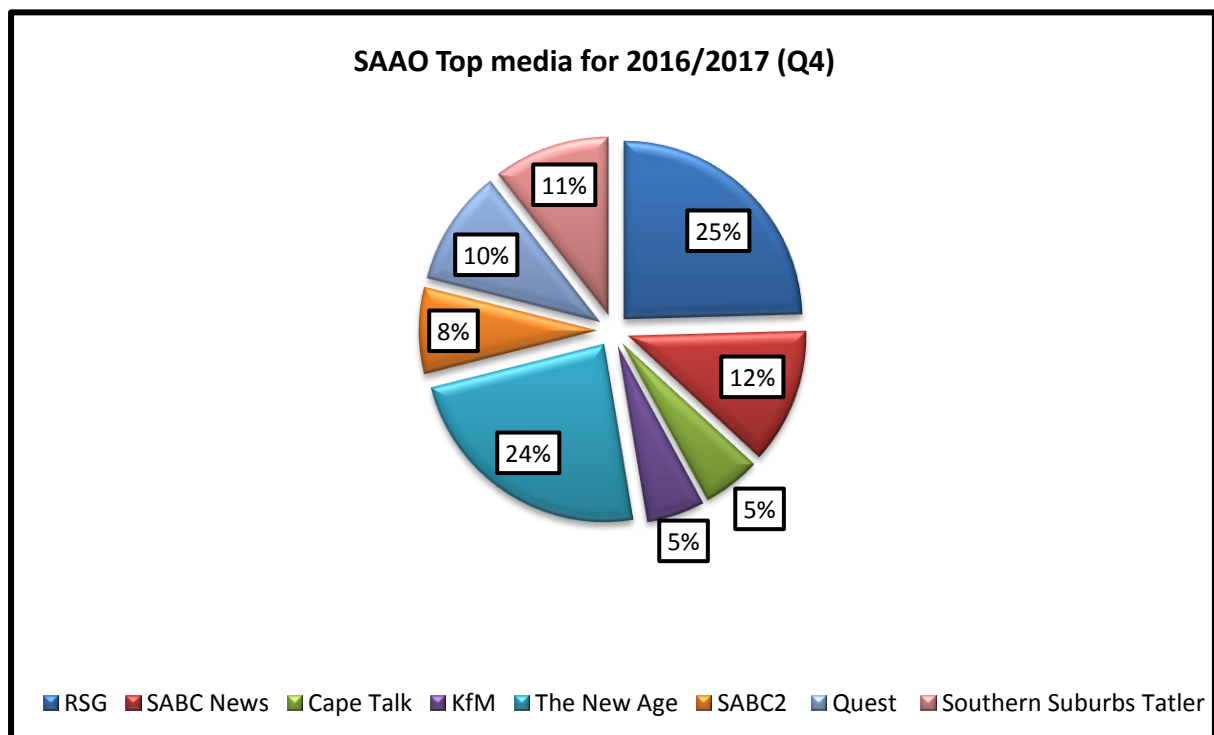
	Total
AVE	R15, 623,664.13
Broadcast	93
Print	190
Online	95

- AVE is linked to readership of a specific publication. The bigger the AVE the higher the potential reach.
- Broadcast can be divided in to:

Television:	25
Radio:	68

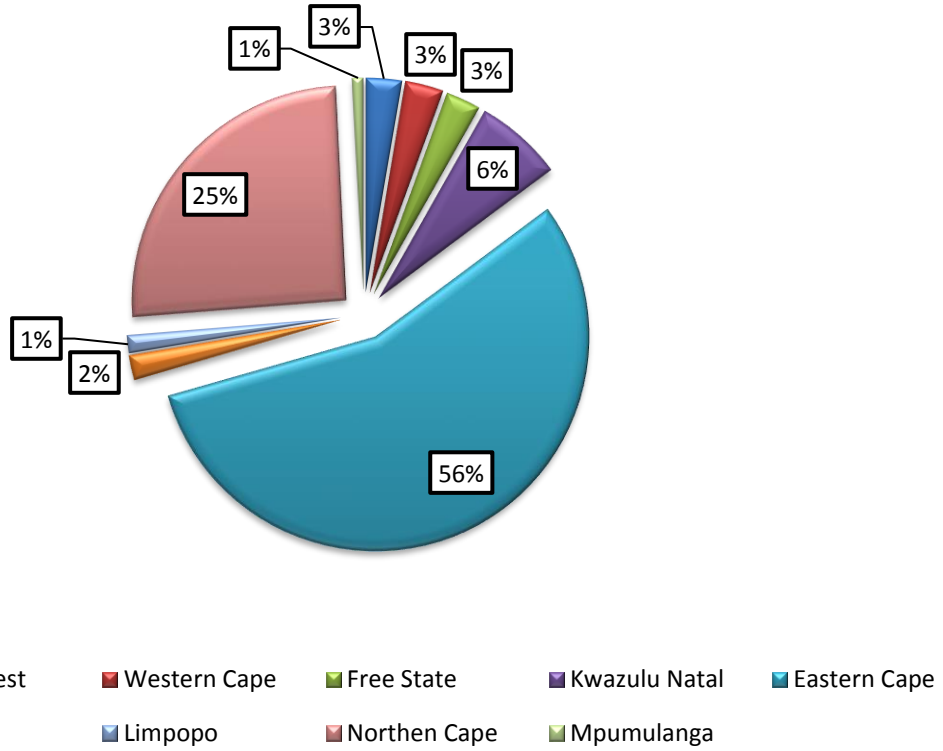
4.2 Top Media outlets 2016/17

All media placing more than 4 stories are listed. Thus this is not a reflection of all media only top mentions.



4.3 Province and Country where SAAO was featured in the Media

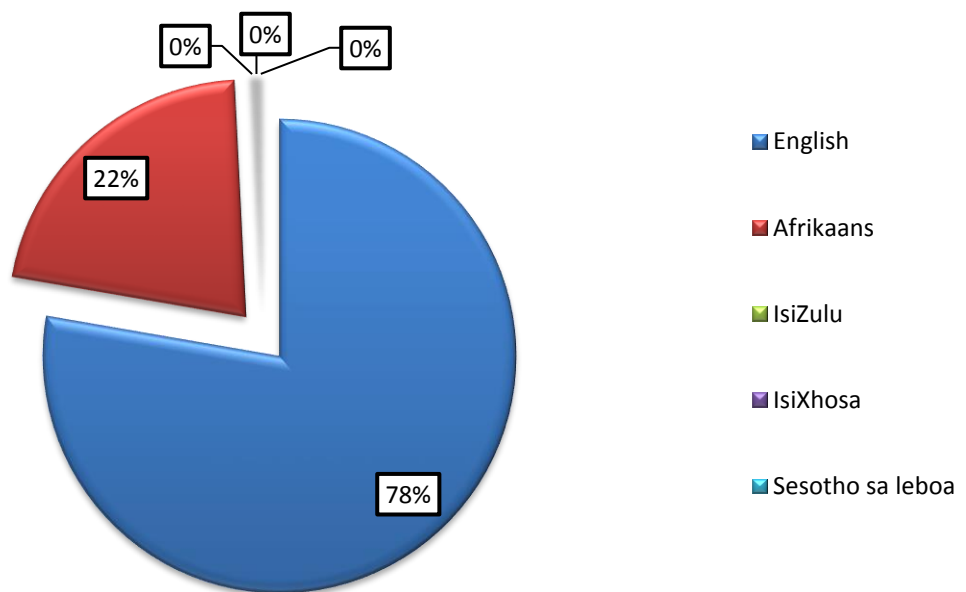
SAAO National and Community Media Coverage for 2016/2017 (Q4)



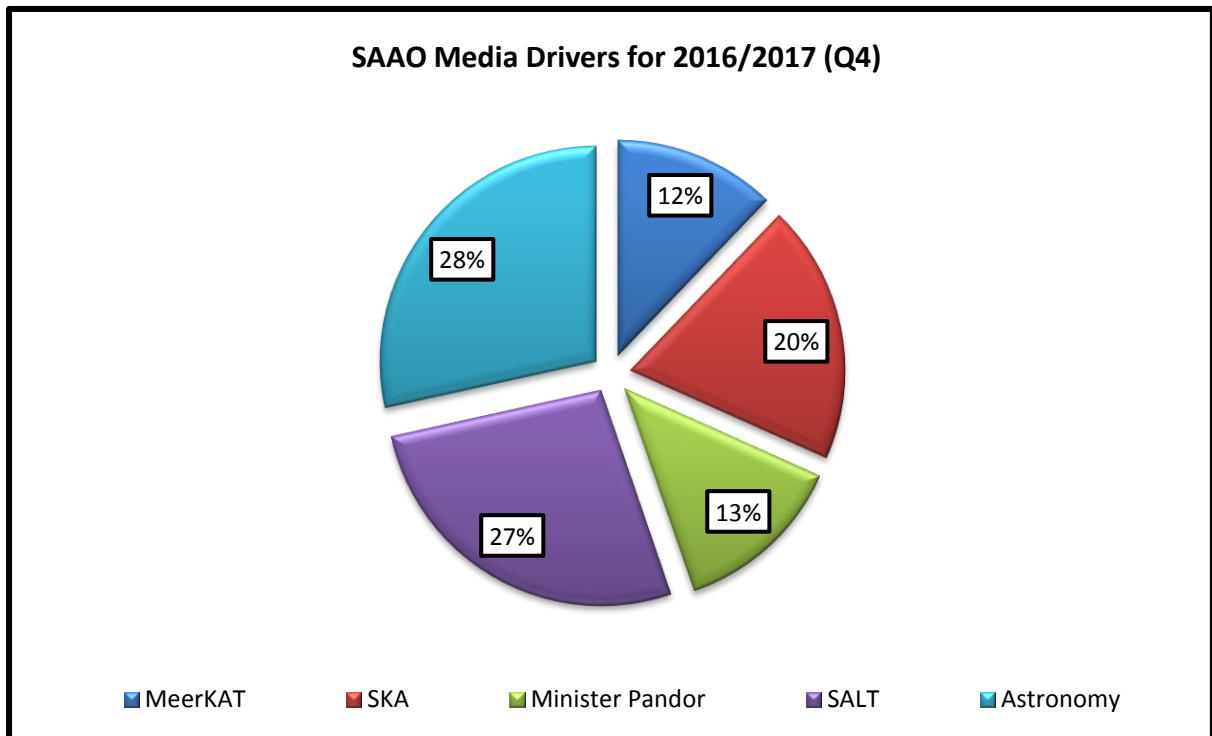
*SAASTA can see the African Media but can't access the articles.

4.4 Languages used to communicate in the media 2016/17

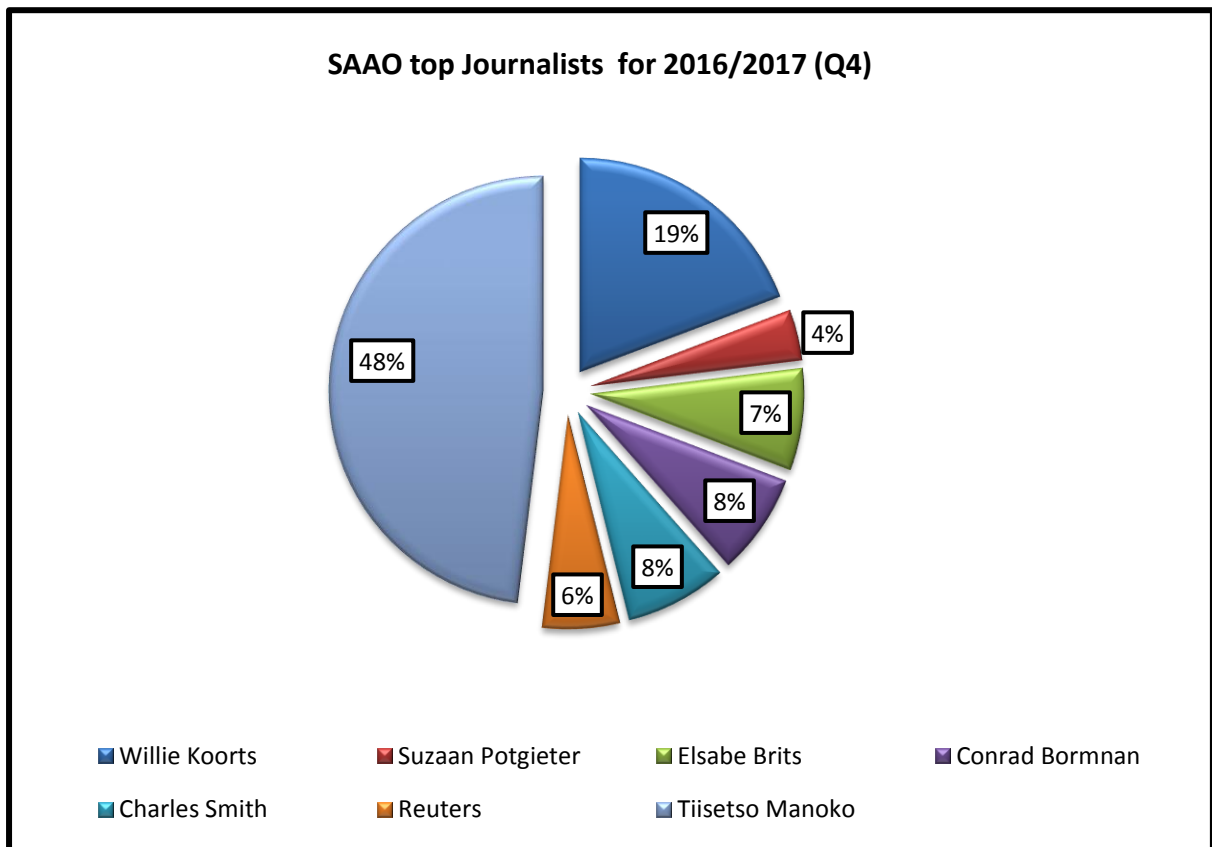
SAAO Language in the Media for 2016/2017 (Q4)



4.5 Media Drivers



4.6 Top Journalists



4.7 Spokes people for SAAO identified from the Data Q4 2016/17

Person	Nr of mentions
Minister Pandor	15
Ted Williams	9
Kevin Govender	7

5. Social media Q4 2016/17

5.1 Over view of Social media

Over the specified time period, there were 45 posts.

- 37 Facebook posts to an audience of 2992 People
- 8 tweets to 1374 people

SAAO managed an engagement rate of 90%.

Social Media Growth

	Bi-Annual Growth	Total Community
FACEBOOK		
South African Astronomical Observatory	286	3 571
Southern African Large Telescope	193	1 037
TWITTER		
SAAO	224	1 670
SALT	118	298
The SALT Report	50	771
YOUTUBE		
South African Astronomical Observatory	12	96