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## 2.3 Main themes

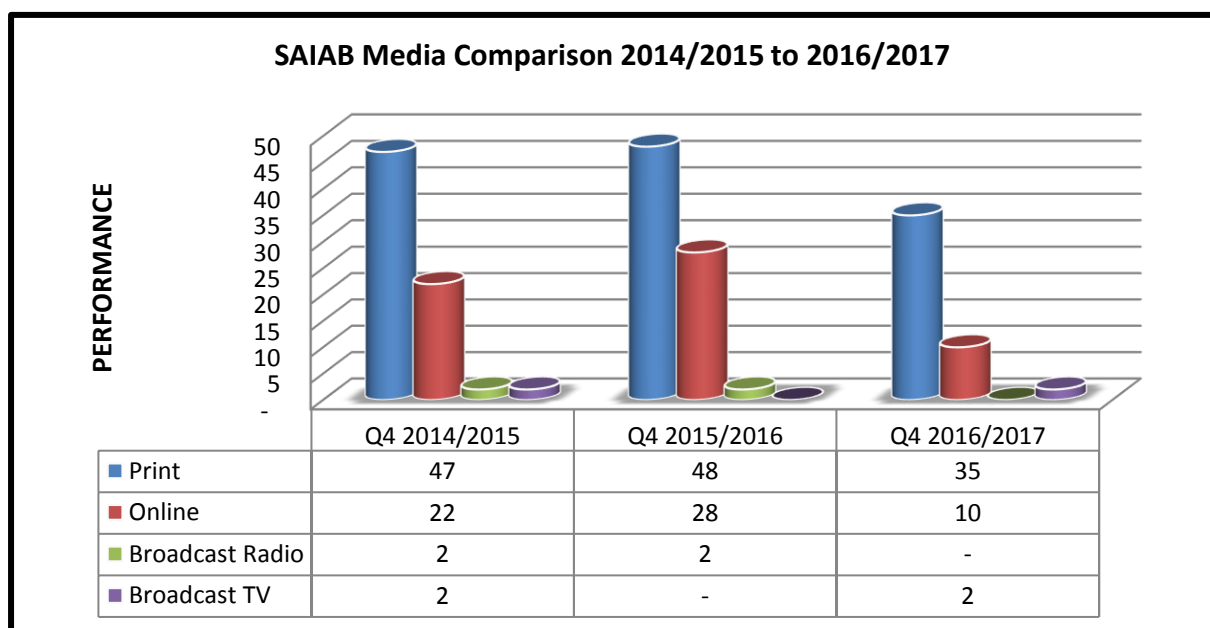
The top themes Identified:

- Wetlands
- Aquatic
- Biodiversity
- Science and Technology
- Government

## 3. Media Q 1 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.

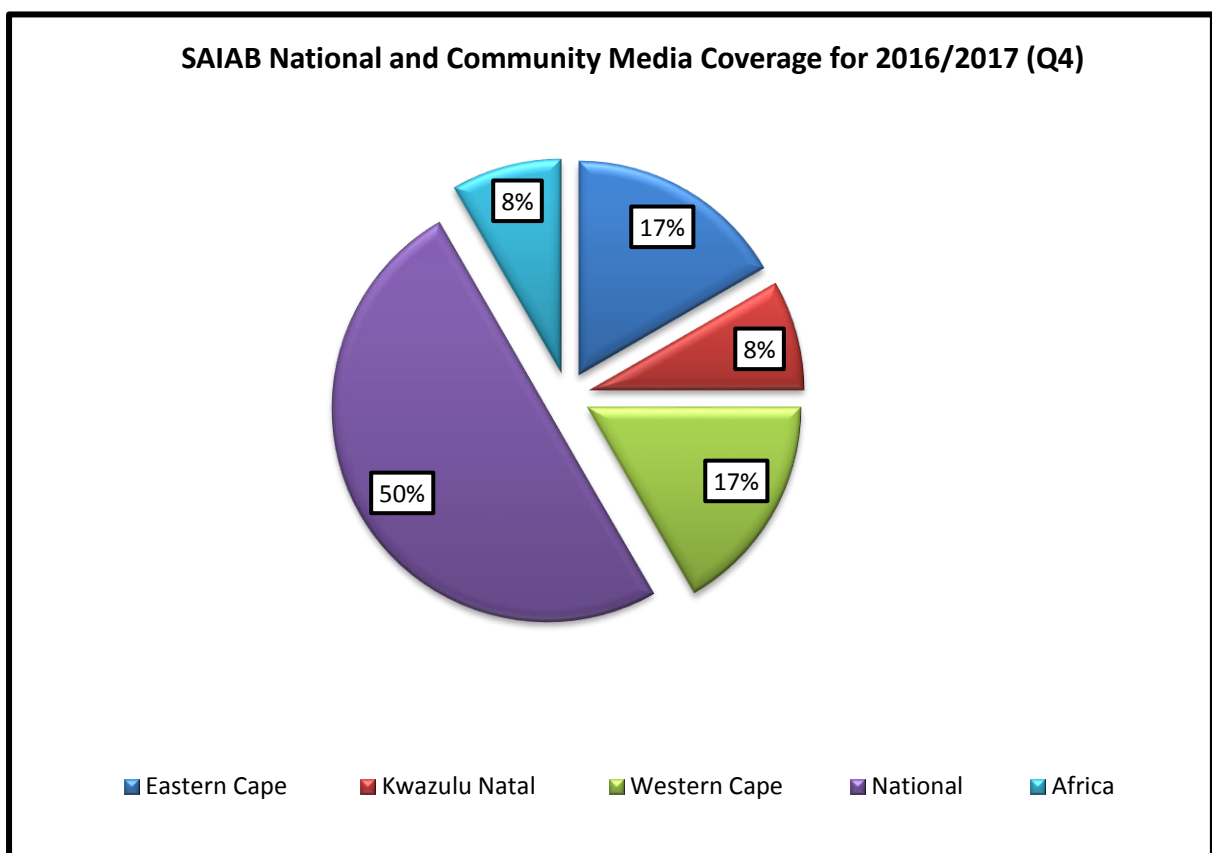
## 4. Basic quantitative data for Q4 2016/17

#### 4.1 Total clips and AVE

	Total
AVE	<b>R304 618.04</b>
Broadcast	<b>0</b>
Print	<b>9</b>
Online	<b>3</b>

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

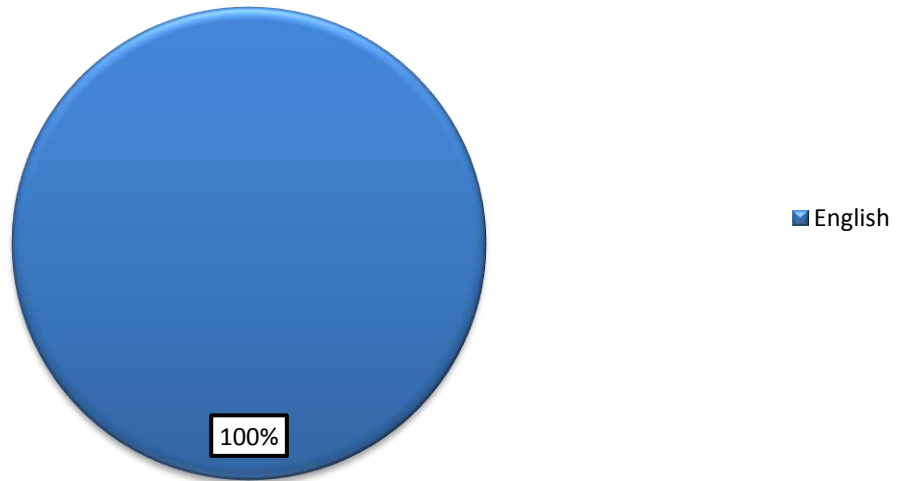
#### 4.2 Province and Country where SAIAB was featured in the Media



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

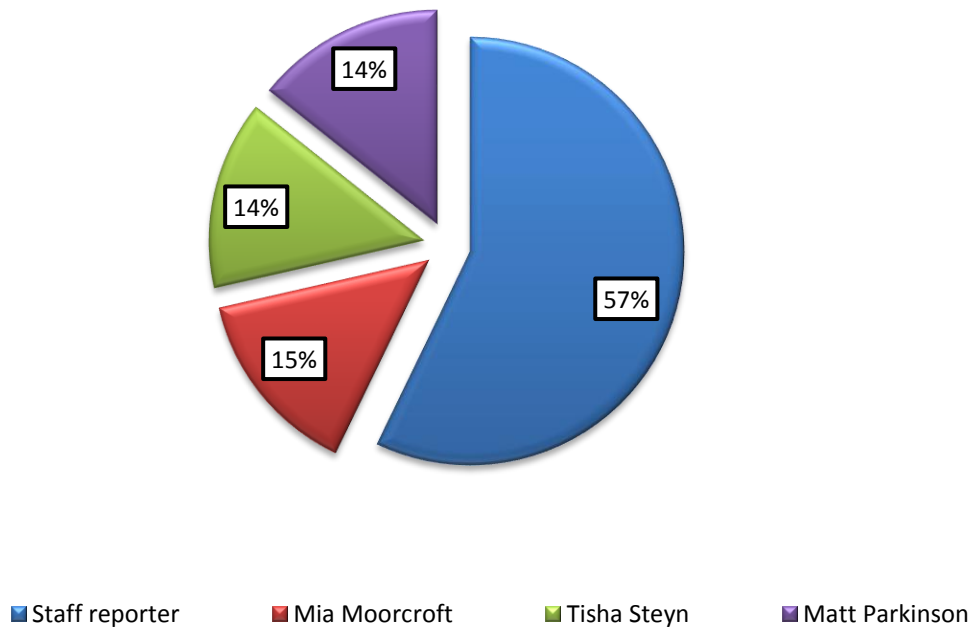
#### 4.3 Languages used to communicate in the media 2016/17

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



#### 4.4 Top 10 Journalists

SAIAB top journalists for 2016/2017 (Q4)



## 5. Trends in SAIAB Media 2016/14

### 5.1 Sentiment analysis

Sentiment analysis was done on a random sample of 86 clippings.

Neutral to Positive sentiment can be linked to most SAIAB mentions.

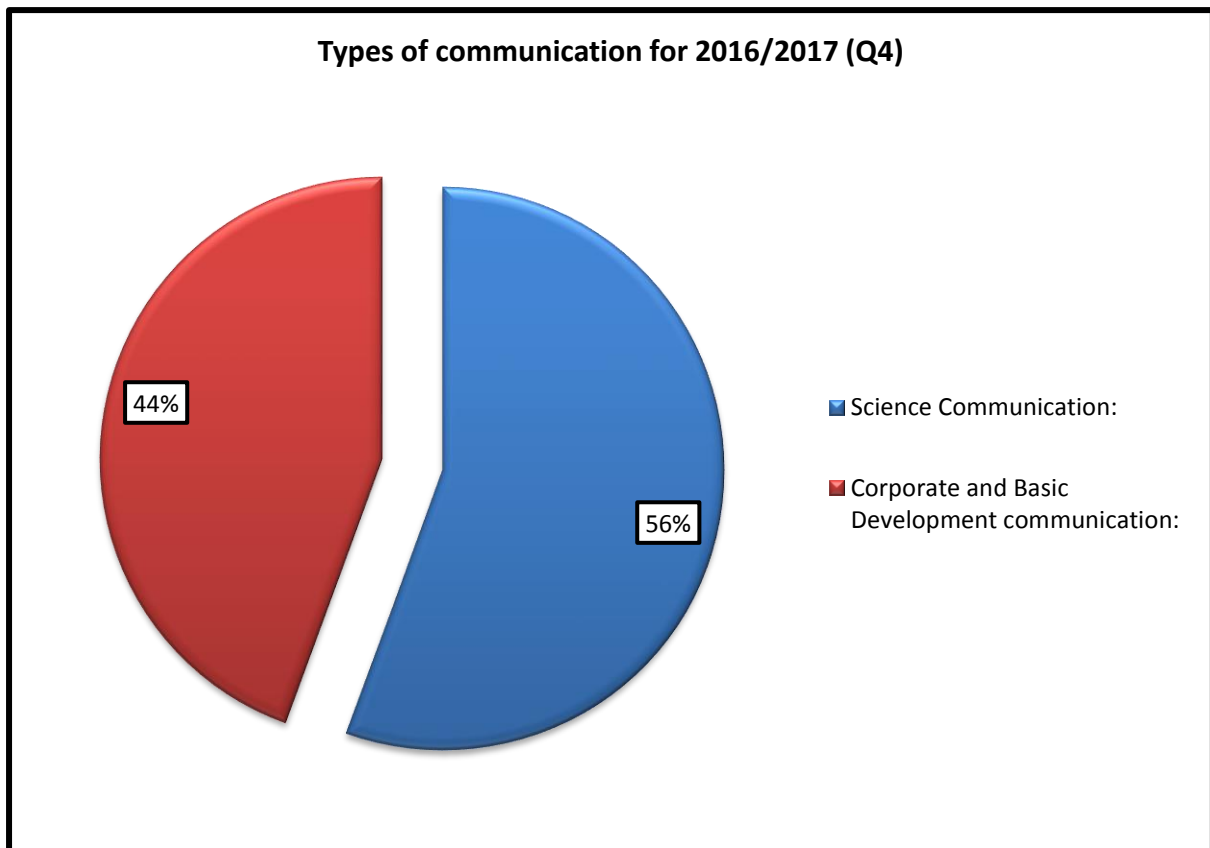
### 5.2 Types and quality of communication

From a previous study done 4 basic types of communication was identified. The quality of this information could also be divided in to different quality levels.

- **Political Communication:** Usually done by Politician mentioning SAIAB like with the budget vote.
- **Science Communication:** Where the Science is profiled
- **Corporate and Basic Development communication:** SAIAB business is profiled.
- **Related Communication:** The Conversation

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

- **Science Communication:** 56% of the Sample
- **Corporate and Basic Development communication:** 44% of the sample



6.1 Over view of Social media

## Social Media Growth

	Bi-Annual Growth	Total Community
<b>FACEBOOK</b>		
ATAP - Tracking fish movements	100	357
South African Institute for Aquatic Biodiversity, Grahamstown, South Africa	80	489
<b>TWITTER</b>		
ACEP	172	720