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- Data
- South African Research
- Knowledge Development
- Science
- People
- Government
- Universities and Studies
- Innovation

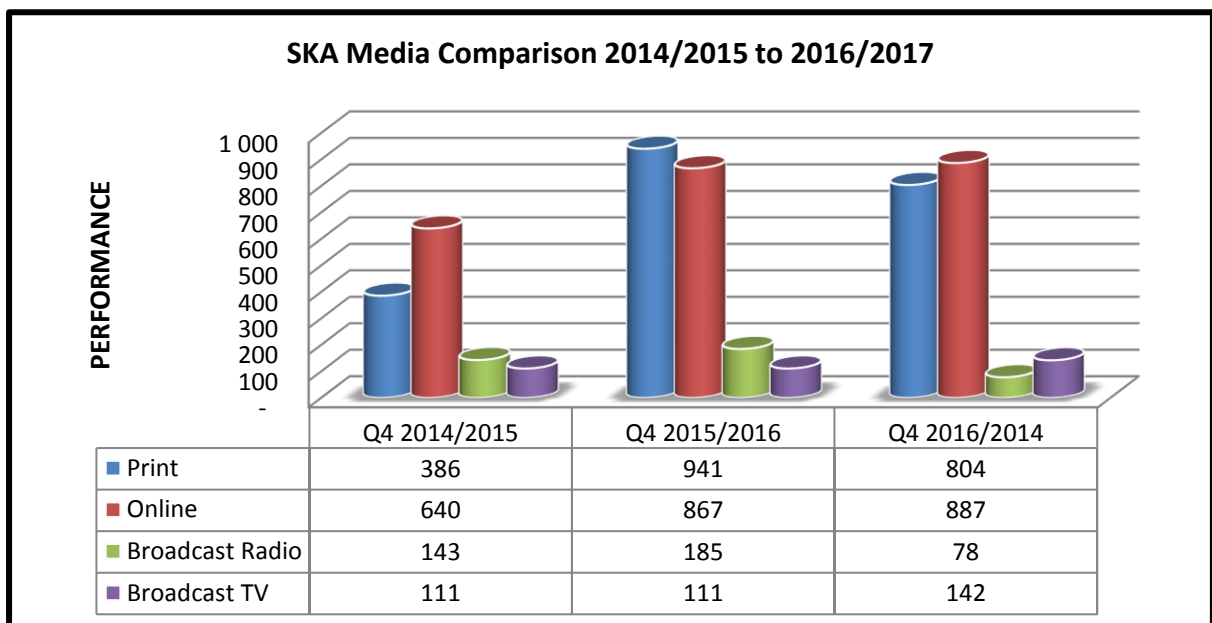
2.4 Insights gained

The themes identified in previous studies are still present, but as SKA matures as a project the Brand SKA is getting stronger and more recognisable. For that reason SKA is bigger. The second noticeable trend is that Data and the management of data is becoming a more reported theme.

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.
- 2014 to 2015 has seen significant growth in media
- 2016 is showing large improvements in all media.

4. Basic quantitative data for Q4 2016/17

4.1 Total clips and AVE

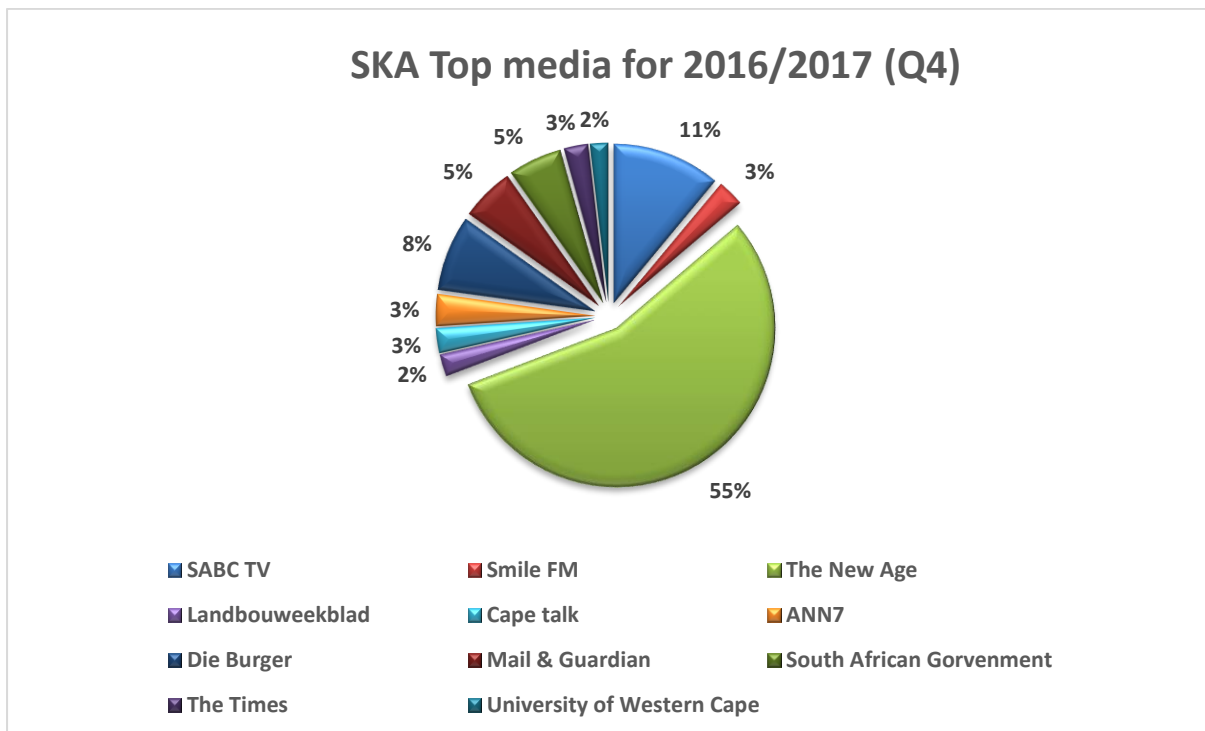
	Total
AVE	R92, 781,208.52
Broadcast	220
Print	804
Online	887

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

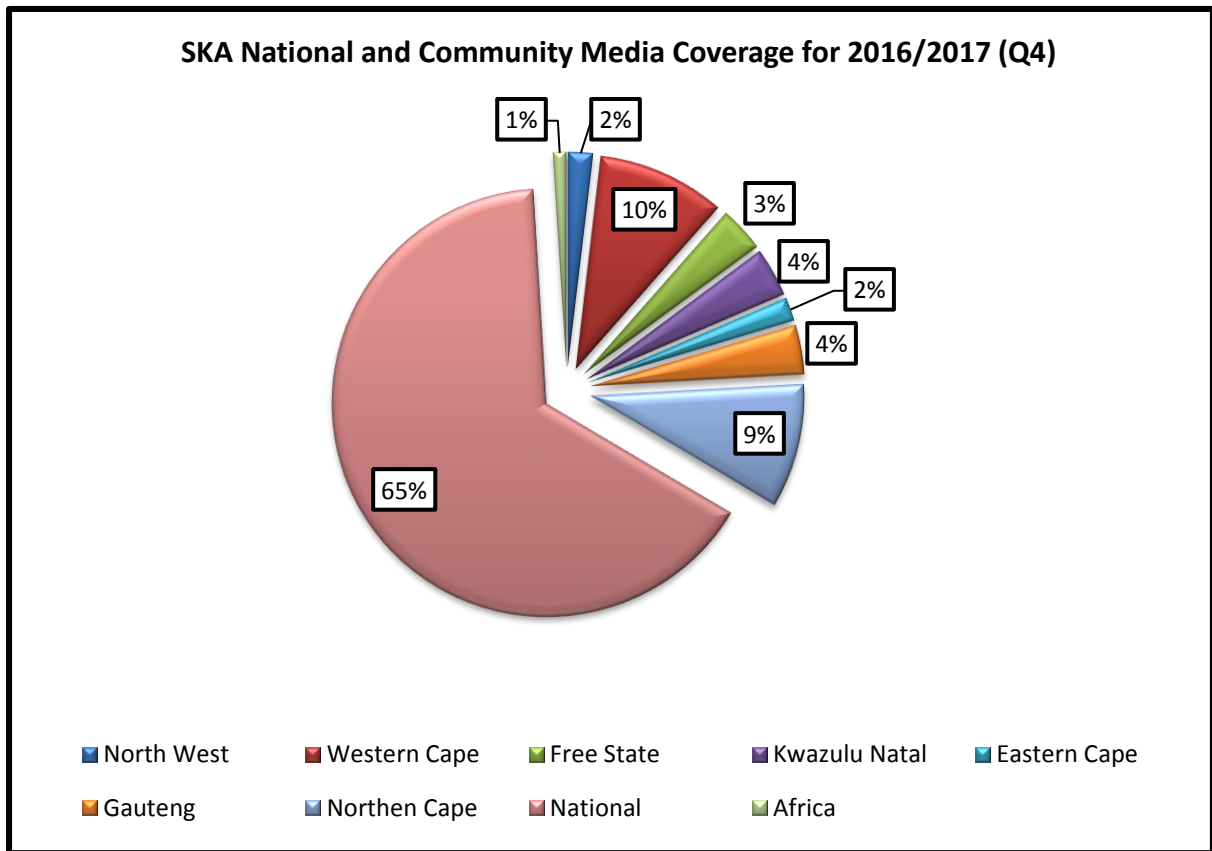
Television:	142
Radio:	78

4.2 Top Media outlets 2016/17

All media placing more than 5 stories are listed. Thus this is not a reflection of all media only top mentions.



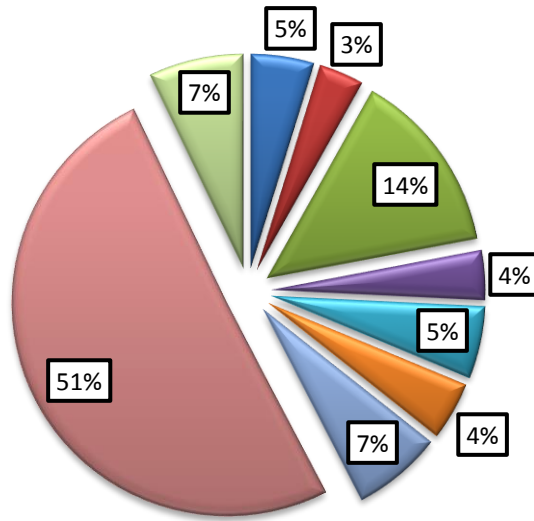
4.3 Province and Country where SKA was featured in the Media



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

4.4 Top 10 Journalists

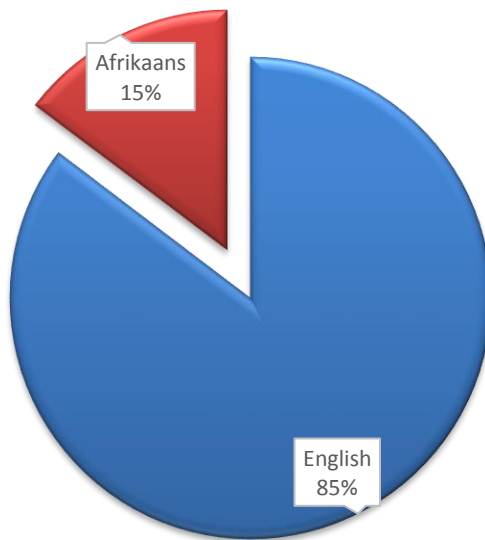
SKA top journalists for 2016/2017 (Q4)



- Admire Moyo
 - Keith Campbell
 - Staff Writer
- Anena Burger
 - Sarah Wild
 - Tisetso Manoko
- Elsabe Brits
 - Simnikiwe Mzekandaba
 - Tna Reporter

4.5 Languages used to communicate in the media 2016/17

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



- English
- Afrikaans

5. Trends in SKA Media 2016/14

5.1 Sentiment analysis

Sentiment analysis was done on a sample of 275 clippings.

Positive sentiment can strongly be linked back to media placements in relation to:

- Minister Pandor
- International collaboration
- Research
- Tourism
- Any Educational involvement of the SKA.
- Bursaries provided or endorsed by the SKA.
- Community involvement or development.
- Science communication related to SKA.

Negative sentiment can be identified where SKA is reported in relation to:

- Community expectations
- The Land accusation Proses and farming
- Telecommunication (Communities and Radio Silence) as experienced by communities
- No fly zone media

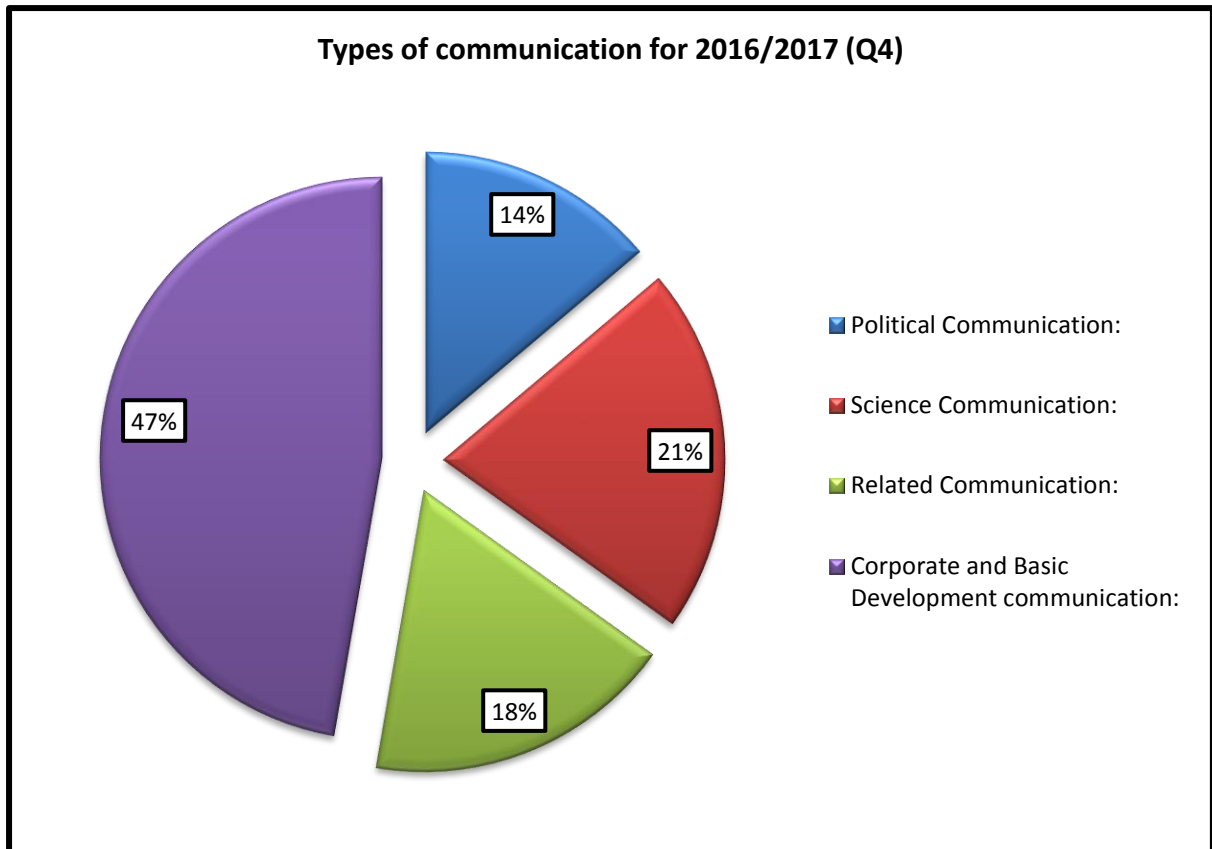
5.2 Types and quality of communication

From the previous sample that was used for the analysis 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 SKA as an achievement
- **Science Communication:** Where the Science behind SKA is profiled
- **Corporate and Basic Development communication:** SKA business is profiled.
- **Related Communication:** Other entities uses the SKA to communicate non related themes like the Departments of Education, Communications and Tourism.

From the sample of 275 clippings, the numbers of clippings in each category in the sample were:

- **Political Communication:** 14% of the sample
- **Science Communication:** 21% of the Sample
- **Related Communication:** 18% of the sample
- **Corporate and Basic Development communication:** 47% of the sample



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

Person	Nr of mentions
Minister Pandor	142
Bernie Fanaroff	4
Lorenzo Raynard	17
Justin Jonas	21
Rob Adam	4

5.4 Other data trends identified for Q4 2016/17

Theme	Nr of Mentions
Cape Big data facility	20
DST	49
SAAO	8
MeerKAT	179
Land Acquisition	25
Astronomy	28
Schools	29
Community	20

6.1 Over view of Social media

Social Media Growth

	Bi-Annual Growth	Total Community
FACEBOOK		
SKA South Africa	263	3 728
Square Kilometre Array (SKA) South Africa	35	487
TWITTER		
SKA Africa	338	5 728
SquareKilometreArray	985	9 272