

Sustainability Coverage Monitor

In order to track media coverage of corporate sustainability, Media Tenor and Trialogue have developed the **Sustainability Coverage Monitor (SCM)** which analyses the volume and tone of corporate sustainability reportage, the spread of media, as well as whether coverage was positive, negative or neutral. The data for the SCM was based on Media Tenor's comprehensive daily analysis of all relevant company-related articles appearing in key financial print media as well as TV and radio news broadcasts over a fourteen-month period – from January 2009 to February 2010. In print media, 'advertorials', advertisements, letters to the editor and other items that were clearly non-editorial content were excluded from the analysis. Media Tenor's analysis of these items was based on standard content examination procedures. In order to be relevant for the sustainability analysis, the articles had to make mention of specific companies. Sustainability-related articles of a general nature that did not specifically refer to one or more companies were, therefore, not included in the analysis. All sustainability-related articles were included in which one or more companies were described in at least five lines or for five seconds; as such, the analysis focused only on those sustainability-related articles that made specific reference to one or more companies at a statement level. Media Tenor used an inclusive list of unique codes to categorise each statement according to tone, topic, the company mentioned and source. For the purposes of the SCM, a selection of sustainability-related topics was made from Media Tenor's full list of codes. Similar topics, as relevant, were then coded within one of the following nine 'sustainability categories': sustainability management; sustainability advocacy; external stakeholder relations; compliance with legislation; human resources management; marketplace impact; BEE and transformation; community relations; and biophysical environment.

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