

"Why is there no *Nobel Prize* for the Media?"

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THE WALL STREET JOURNAL

BBC

TV



Radio



Newspapers



Weeklies

Tabloids



Yellow-Press

Business Media

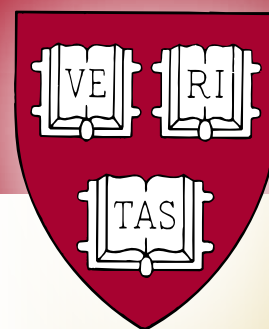


DER SPIEGEL

العربية

SABC

THE AUSTRALIAN
THE HEART OF THE NATION



Global Award for Media Excellence in Politics & Economy

As the journalist and Harvard scholar Walter Lippmann pointed out, without the media, people do not have the opportunity to form an opinion on government, business, the arts, science, and sports. We - the people - mostly see the world through the eyes of the media.

It is time to honor those that empower people around the world with information. Whether this involves clarifying complicated election issues and examining the actions and promises of those in power as well as the opposition, or helping citizens to understand the

many issues underlying the global financial meltdown, it is clear to everyone that quality information is needed around the world.

Thus the Shorenstein Center at the Kennedy School seeks to honor the best daily newspapers, Sunday papers, weekly magazines, business papers, TV news outlets and current affairs programs, and radio news outlets and current affairs programs based on the day-to-day quality of their news selection and background information.

The road to nomination

Selection

Most approaches to honoring media excellence on a global scale fail due to our lack of a common global language. Op-ed writers from the New York Times or Wall Street Journal only get mentioned so frequently because of the smaller readership of Il Sole 24 Ore, Le Monde, Asahi Shimbun or Al Alam. But does this really make Tom Friedman that most relevant writer just because of the influence of English on the international stage?

A truly global media award needs to overcome the language barrier. By defining a given set of the top 5 - 10 daily papers, business media, magazines, primetime TV news programs, TV news channels, radio shows, online media and social media per continent, with a maximum of 30 - 60 media per category, a potential universe of 240 - 480 media would define the universe for the award.

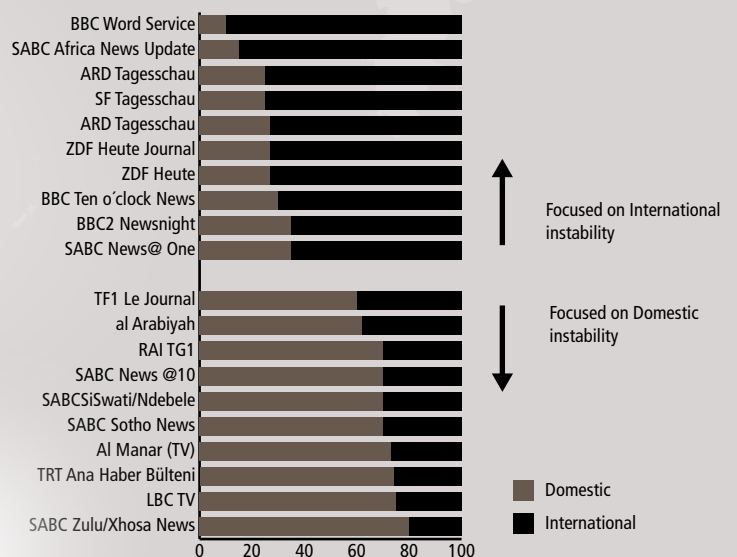
- **Selection 1:**
Media sales and viewership rates
- **Selection 2:**
The rate at which media are quoted or referenced by other media
- **Selection 3:**
The results of an application process
- **Selection 4:**
The results of a recommendation process

There are four modes through which award nomination can be determined:

- 1) Tabloids, dailies, weeklies, TV shows and more are chosen based on their success in their markets as regards readership or audience. This is done on a market-share basis in order to give media from small countries a chance to compete as equals against media from larger countries.
- 2) A combination of agenda setting research is used to look at which media around the world are quoted most frequently per language group (i.e., Arabic, Chinese, English, French, German, Russian, Spanish, etc.). Additionally which media get quoted the most frequently in the world's top 50 media outlets would also be examined.
- 3) All media would receive an invitation to submit their three best issues/episodes and the results of a qualified content analysis decides on the ten best per continent, resulting in a nominee pool.
- 4) A poll amongst national leaders such as ambassadors, Euro-Stoxx, FTSE 100, S&P 500, and the 600 university presidents which participate in the UN Academic Impact Initiative could define the nominees based on which media these figures rely on for professional reasons. One selects the 10 nominees per continent based on applications in each category: all media receive an invitation to send their best 3 copies and the results of qualified content analysis decides on the best 10 per continent.

Global Peace Index

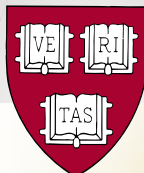
Ratio of Violence coverage focused on international or domestic instability: 2008/2009



Basis: 197,649 international coverage reports in 37 international TV News programs ...

Global Award

for Media Excellency in Politics & Economy

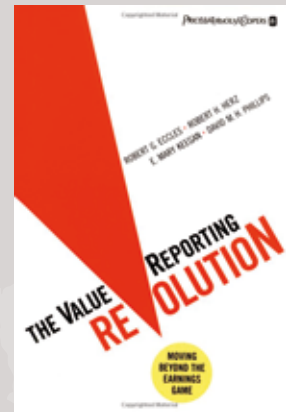
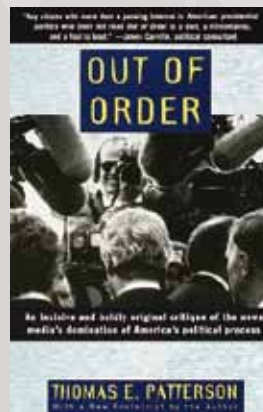


Ongoing quality content decides the winners

These awards are not based on the individual judgements of a prestigious jury, but rooted in the regular service provided by media around the world. Each of their reports in the political, business and science sections are analyzed according to a transparent catalogue of criteria based on Tom Patterson's *Out of Order* and Bob Eccles's *Value Reporting Revolution*.

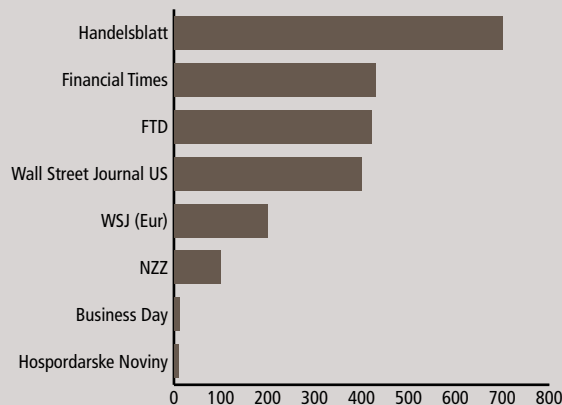
The analysis is done by trained experts working in their native languages to guarantee the same quality research on all continents. Each of these experts are evaluated by regular reliability tests. The test results as well as the codebook are transparent. The Media Tenor International coding experience since 1994 will guarantee best practise standards.

Qualitative content analysis of a minimum of six months (but with an ideal of 12) would then build the database from which in the winners in each category would be determined.



Global Business Media Award

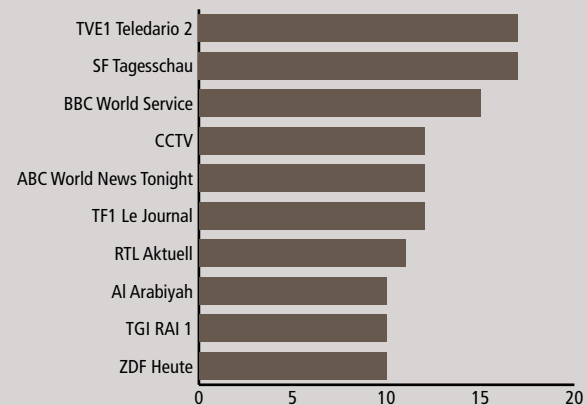
Opinion leadership: Number of quotations



Basis: Overall 135,908 reports (at least 5 lines) about selected top companies 2002–2006
29,409 Quotations in 39 Media 07/2005 – 06/2006

Global TV Award

Diversity of topics in reporting on companies



Basis: 256,570 reports in 29 international TV News programs, 01/07/2009 – 30/06/2010. Only top ten shown

■ Awards

The high level awards have a cost of \$6,000,000. These funds finance additional staff for a given time period and provide access to the complete data.

■ Sponsors

There will be 4 levels of sponsorship per category

- a)Platinum – sponsorship of \$15 million, includes lifetime invitation to ceremony
- b) Gold – sponsorship of \$5 million per topic includes lifetime invitation to ceremony
- c) Silver – sponsorship supports the award ceremony
- d) Bronze – sponsorship supports the following 3 day conference

■ Excellence deserves Excellence

The awards will be presented by former heads of state who have a clear understanding of why good media content empowers citizens, prestigious academics who know how important that people understand the relevance of their research, CEOs who understand the value of educated customers and Editors-in-Chief who can serve as role models to other media outlets.

■ Transparency & Dialogue

Following the Award Ceremony, Harvard Shorenstein Center is inviting all nominees (including Editors-in-Chief, political and business editors) and winners to Cambridge, where the results and findings will be discussed during a three day conference. The results of the debate, it's learnings and conclusions, will be published and distributed to all journalism schools.

■ Quality Control

The whole process, from nomination through analysis through cost management, will be truly transparent. No matter which procedure for the nomination process is ultimately chosen, everyone will be able to follow that process openly on the Web.

The qualitative content analysis that defines the best among the nominees in each category will be published in a book and open for debate during the three day conference that follows the award ceremony. Each dollar or sponsorship will be transparent as the foundation's accounting system is based on XBRL standards.



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