

# **Media Review Discussion Paper**

## **– UnionsWA and selected affiliated unions**

### Overview

This paper presents available data monitoring media coverage for UnionsWA and some affiliated unions. This has been prepared in cooperation with Campaign Capital, which supports media activities for a number of affiliates.

The sources used apply different measures over different periods, yet each point to fewer media mentions in the six months to June 2016 than in the six months to June 2015. There are a number of possible reasons for this. The paper concludes recommending support by affiliates for a workshop among union media personnel to explore these issues further, investigate agreed measures and plan for activities in the lead-up to the March 2017 WA state election.

### Background

A range of activities are currently underway to strengthen our capacity to campaign, including our communications effort. Activities for the Better Future federal election effort have recently been reviewed. The Save Our Services campaign has commissioned a consultant to conduct an audit and review of online activities and assist with strengthening outcomes. Separately, SOS has commissioned consultants to guide an overall campaign evaluation. SOS has also recently finalised questions for polling and focus group research that will assist in messaging for that campaign and to set benchmarks for post-campaign evaluation.

Since 2013, annual reviews of the Media Officer have included summary data on media mentions, with the latest, in 2015, including three-year trend data that identified some areas of declining media mentions, principally print media. Earlier in 2016 it was evident that news media coverage more generally for UnionsWA was declining further and it was agreed that a more detailed review would be undertaken.

For some years, UnionsWA, AMWU, SSTU and WAPOU have shared the cost of an iSentia media monitoring service. These affiliates agreed to have data for their activities included in this review to assist with establishing benchmarks.

These affiliates (AMWU, WAPOU and SSTU) and two others (HSU and ETU) each engage Campaign Capital to support their media activities. Campaign Capital has cooperated with the preparation of this paper. All supporting affiliates have agreed to data for their activities to be made available for this discussion.

This cooperation has made it possible to use two different monitoring services and provide a cross-check on findings. These services and key difference include:

**iSentia Media Monitoring service.** The cost of this is managed by UnionsWA with support from the AMWU, SSTU and WAPOU. It provides data on the number of mainstream (radio, TV and newspaper, but not online) media mentions as well as estimated audience sizes for each. That service has been in place since 2012. Data is presented from this service in this paper for three six monthly intervals, being January to June in each of the years 2014, 2015 and 2016.

**My Media Intelligence.** Is a service commissioned by Campaign Capital to provide transparency to its services for affiliates and has been monitoring output since July 2014. It provides mentions for both mainstream news media and online platforms but does not estimate audience reach. Quarterly data is presented from this service in this paper commencing September 2014.

### Observations

Attached with this paper are several charts that track over time the mentions in media and audience arising from media activities for UnionsWA and some affiliates.

This data indicates:

- The combined available data for UnionsWA and five affiliates, points to the raw number of online and/or mainstream news media mentions being lower in the six months to June 2016 than in the six months to June 2015. (Charts 1 & 2);
- Available data for mainstream news media for UnionsWA, WAPOU and the AMWU suggested declining audience reach over a somewhat longer period (Chart 3);
- Declining audience may, in part, be due to declining audiences for some mainstream media and Chart 4 tracks annual, weekday readership for *The West Australian* newspaper;
- A breakdown of audience reach for UnionsWA, AMWU and WAPOU for newspapers (Chart 5), radio (Chart 6) and TV (Chart 7), while confirming an overall decline suggested above, points to variability across media for each entity;
- Chart 8 present the raw number of mainstream news media mention for UnionsWA by issue areas while Chart 9 breaks down the key issue area for UnionsWA – pay and conditions – down further. This is a

reminder that issues and newsworthiness are key when reviewing strategies.

It is worth noting that the audience reach figures are calculated on traditional media (television, radio and print) only and do not take into consideration the reach of online news media. It is also worth noting that the reach figures for the SSTU are based on the iSentia service that has picked up mentions by the President only.

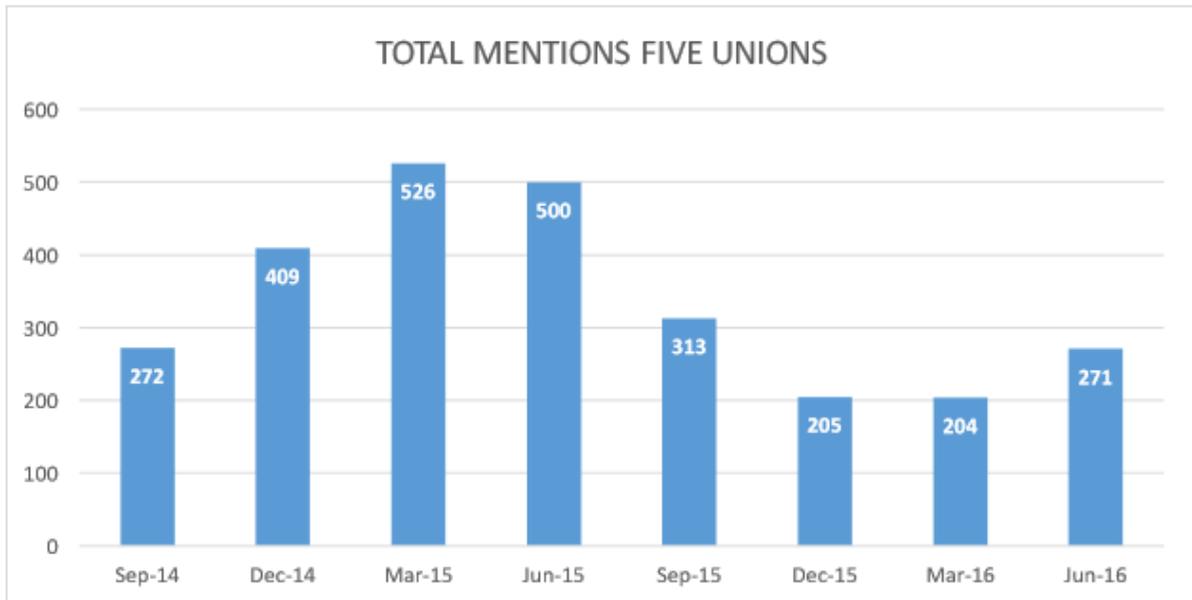
### Qualitative Considerations

While this paper presents data for discussion purposes, it is also worth considering a number of qualitative factors. These include, but are not limited to:

- Changes to the media landscape in WA, including the axing of local programs, staff cuts and ownership consolidations.
- Specific issues that were running for each organisation during the periods observed.
- Changes to EBA negotiating tactics that have occurred in the most recent round.
- The number of contentious issues requiring media management during the periods observed.

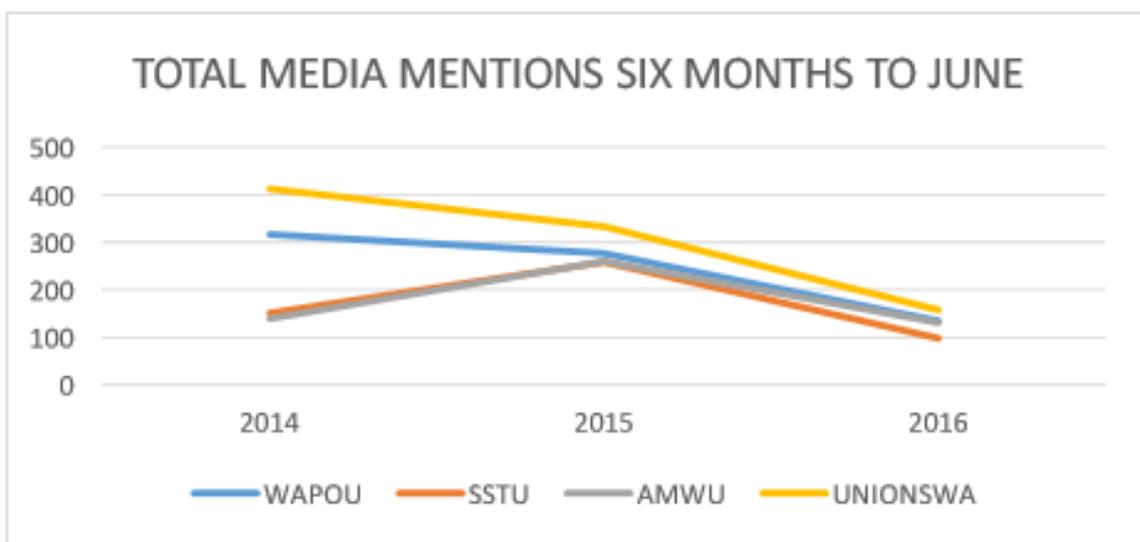
## Charts of media audience and mentions, UnionsWA and selected affiliates, 2014–16

Chart 1: Total Mentions (Online and Mainstream News Media) Five Unions, Quarterly, Sept 2014 – June 2016

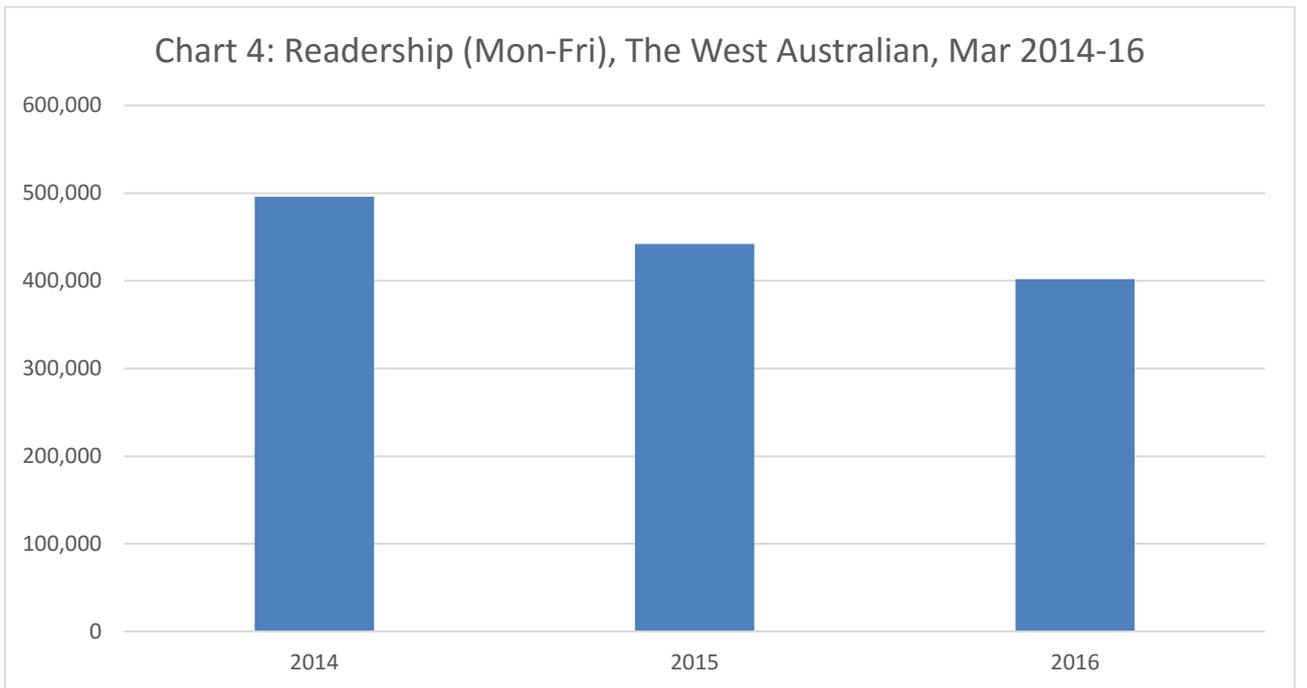
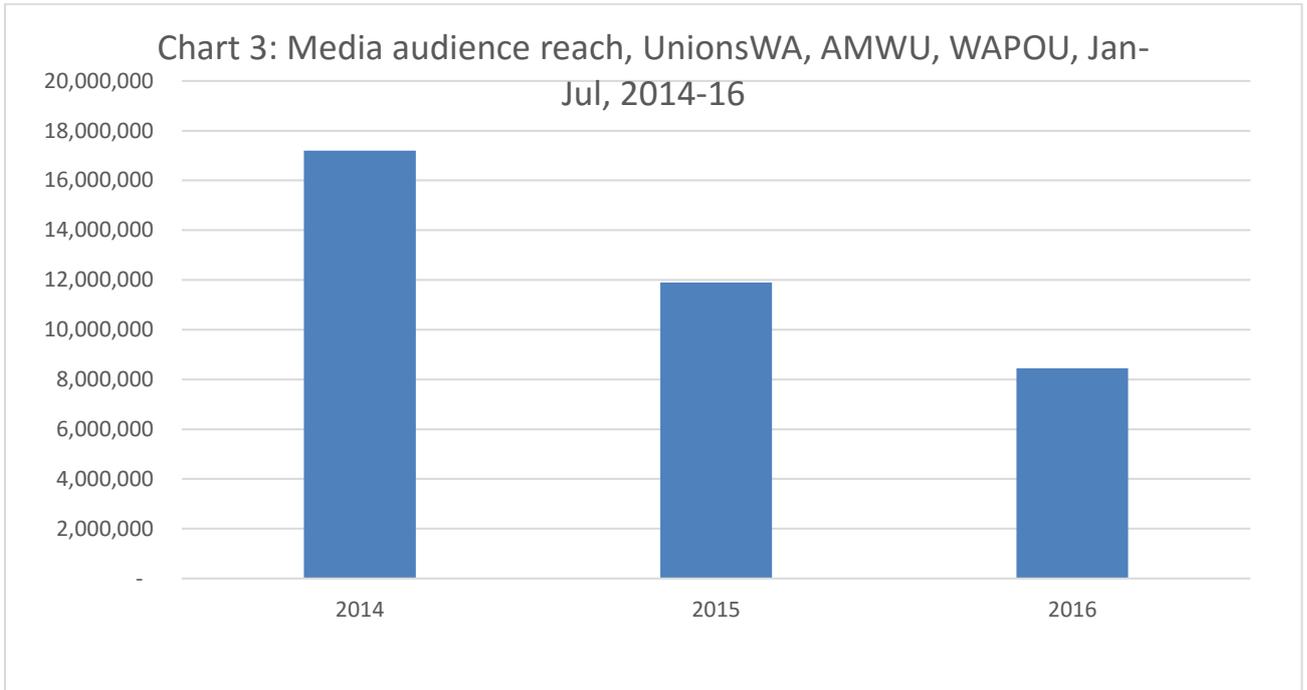


Five unions reported for hear for online and mainstream media mention are: AMWU, WAPOU, SSTU, HSU, ETU.  
Source: My Media Intelligence

Chart 2: Total Number Mainstream News Media Mentions, selected union entities, Jan – Jun, 2014 – 2016.



Selected union entities are: UnionsWA, AMWU, WAPOUC & SSTU. Source: iSentia, adjusted from a cross-reference with My Media Intelligence.



Source: Roy Morgan Research available here: <http://www.roymorgan.com/industries/media/readership/newspaper-readership>

Chart 5: Newspaper audience, UnionsWA, AMWU, WAPOU  
Jan - Jul, 2014-16

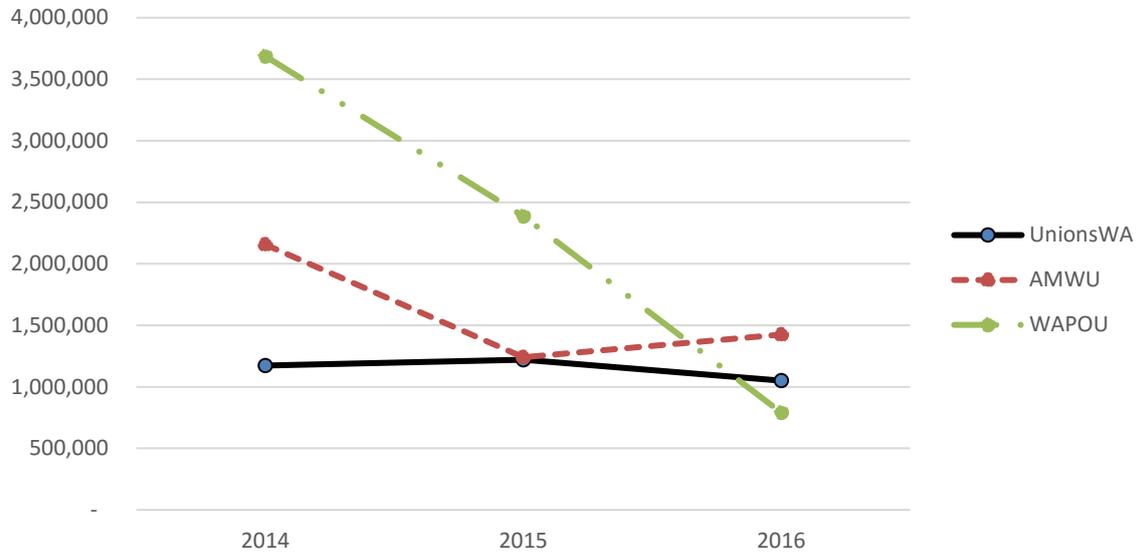


Chart 6: Radio audience, UnionsWA, AMWU, WAPOU Jan -  
Jul, 2014-16

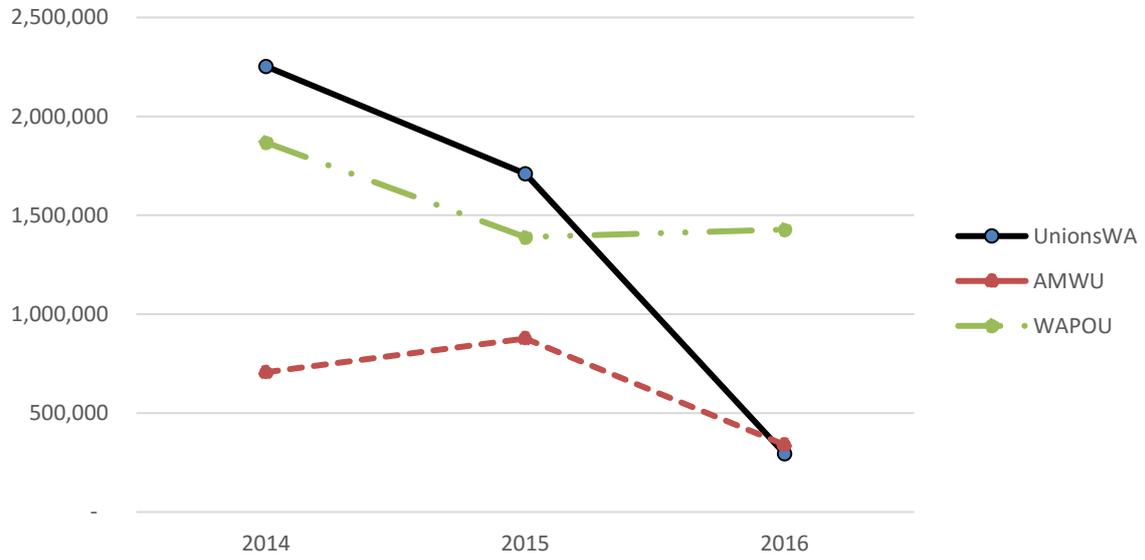
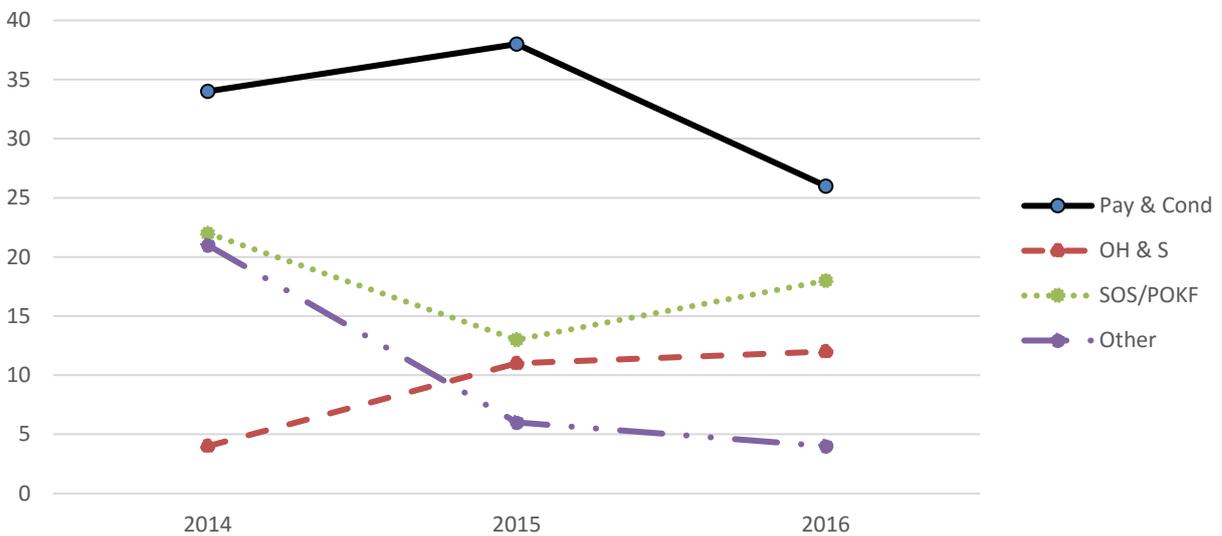


Chart 7: TV audience, UnionsWA, AMWU, WAPOU  
Jan - Jul, 2014-16



Chart 8: UnionsWA Number Mainstream News Media Mentions  
by issues,  
Jan-Jul, 2014-16

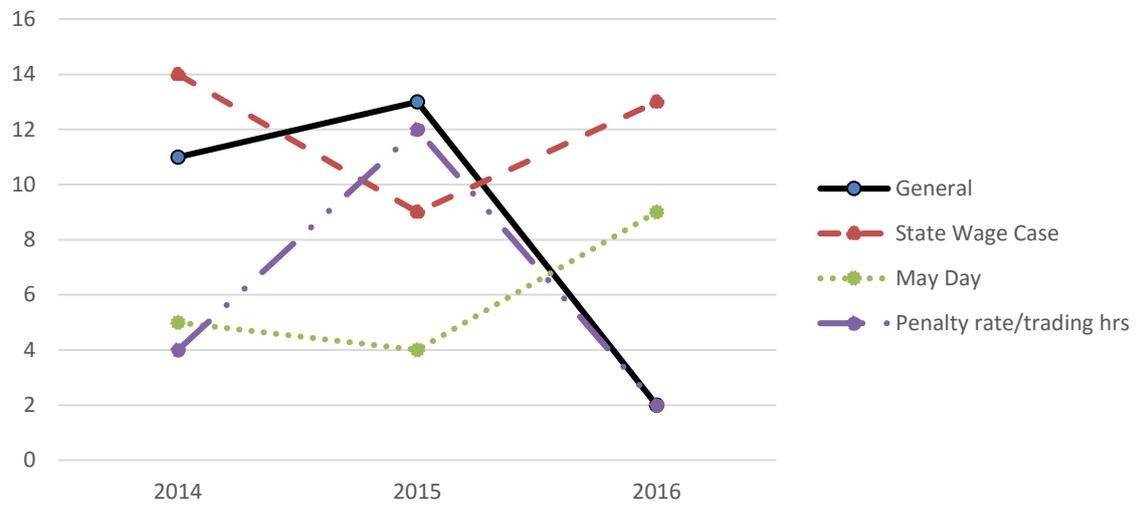


N = 208<sup>12</sup>

<sup>1</sup> Charts 6 and 7 use information from media mentions only, collated from the iSentia services and presented under issue categories via monthly Media Reports to the UnionsWA Executive.

<sup>2</sup> The "Other" category includes media comments associated with union governance, including the Trade Union Royal Commission, Vocational Education and Training, unemployment, the Protest Bill, elections/by-election.

Chart 9: UnionsWA Number Mainstream News Media Mentions, Pay & Conditions, sub-issues, all mentions Jan - Jul, 2014, 2015, 2016



N= 98