

Covid-19 dominates the media in South Africa

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No single story has ever dominated the global media landscape as much as the Covid-19 coronavirus pandemic and its impact on health, safety and global economies. Every single news channel is leading with Covid-19 reporting - South Africa being no exception.

Brand Intelligence® firm Ornico has now committed its resources to assist the communication industry and will be working closely with the Public Relations Institute of South Africa (PRISA) and other industry role players to help understand reportage around the pandemic. This will help professional communicators to improve critical messaging and to direct it to relevant audiences.

Ornico will release a weekly media coverage analysis of South African media and how it is reporting on the pandemic. This includes regional vs national media coverage, media with the most stories, most featured journalists and also the latest Department of Health statistics for the period.

This launch infographic is based on a sample of 6,931 media items collected from online, print and broadcast sources for the period 21–31 March 2020. The research shows that most coverage on a single day was recorded on Tuesday, 24 March 2020, which was the day after President Ramaphosa's announcement of the lockdown.

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#COVID19inSAMedia

COVID-19 CORONAVIRUS MEDIA COVERAGE ANALYSIS

21 - 31 March 2020
327 unique media sources

NATIONAL VS REGIONAL COVERAGE

National media featured the vast amount of COVID-19 coverage – this also includes news websites. It is no surprise that most featured regional media are ones from provinces featuring the highest confirmed cases of COVID-19 – Western Cape, Gauteng and Kwa-Zulu Natal.

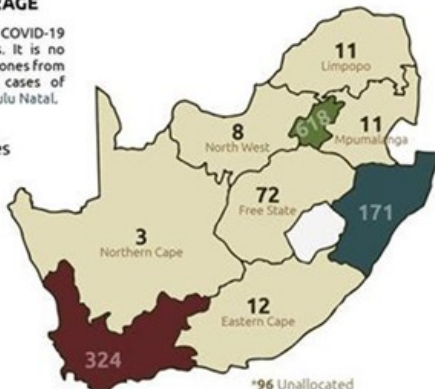
National
5 001 items
72% of coverage

Western Cape
700 items
10% of coverage

Gauteng
518 items
7% of coverage

Kwa-Zulu Natal
368 items
5% of coverage

Other Provinces
344 items
5% of coverage



LOCAL VS GLOBAL INFECTION

202 COUNTRIES/REGIONS

786 608
TOTAL CONFIRMED CASES

165 874
TOTAL RECOVERIES

21.09%
RECOVERY RATE

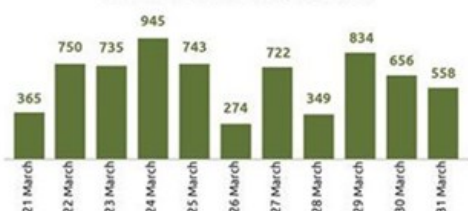
37 832
TOTAL DEATHS

4.81%
DEATH RATE

Local data via
health
Department of Health

Global data via
WHO
World Health Organization

DAILY VOLUME OF COVERAGE



MOST LISTED JOURNALISTS

Independent's Business Report journalists Edward West, Siphelele Dlodla and Dineo Faku are the most featured journalists with various articles regarding the economic impact of COVID-19 on the South African economy. These were syndicated through Independent's The Star, Pretoria News, The Mercury and Cape Times newspapers.

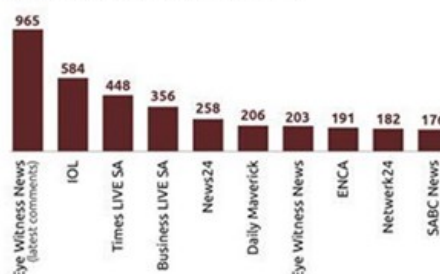
Edward West	33	Hendrick Cronje	20
Siphelele Dlodla	33	Riana De Lange	18
Dineo Faku	24	Desiree Rorke	16
Brenden Nel	21	Maya Fisher-French	14
Simnikiwe Xabanisa	20	Ntombizodwa Makhoba	14

PERCENTAGE OF COVERAGE PER MEDIUM



SOURCES - MOST MENTIONS

Though online channels are reporting more frequently, radio and television channels still provide the highest audience reach. Notable are ETV, SABC 1, SABC 2 as well as radio stations such as Ukhozi FM, Metro FM, Umhlobo Wenene and Lesedi FM.



SOURCES - TOP AUDIENCE REACH



METHODOLOGY: The following analysis is based on a sample of 6931 media items collected from online, print and broadcast sources for the period 21 - 31 March 2020. Please note that this is only a sample size and not representative of every single mention of COVID-19 in South African media.

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