

Media exposure analysis

This is a noteworthy addition to the standard elements of an ERA, adding an external perspective to the internal views derived from the qualitative and quantitative assessments. This entailed a comprehensive review and analysis of the NLC's

media coverage for the period 1 January 2019 to 31 January 2020 to establish the quantity and quality of media coverage – encompassing print, broadcast and online media, to assess whether these reports enhanced or undermined the NLC’s ethics reputation.

At an overall level, media stories that portrayed the NLC as ethical accounted for 52% of the total media share, while media coverage that portrayed the NLC as unethical accounted for 48% of the total media share.

In terms of the critical ethical trends/issues that emerged from the analysis, unethical coverage dominated in areas such as fraud, corruption and bribery; scandals; and investigations, while ethical coverage dominated in the area of sponsorships. Key findings included the fact that most coverage was dominated by one publication and driven by one journalist from the same online media outlet.