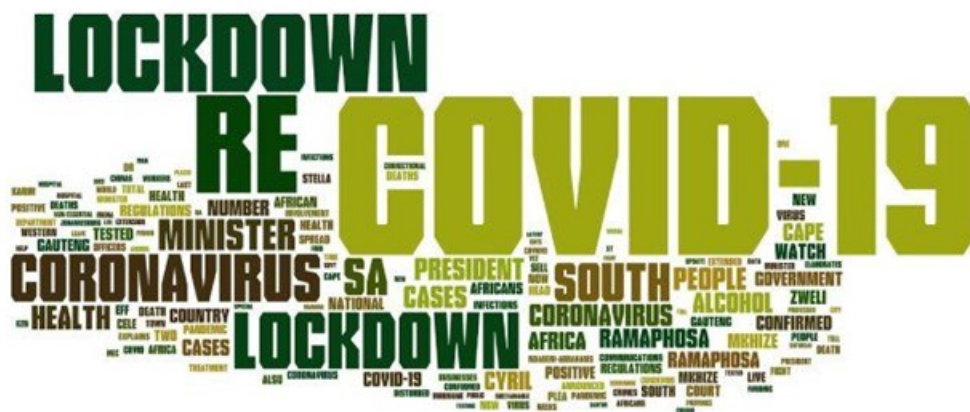


Covid-19 media research in light of lockdown extension

The ongoing media coverage research done by Ornico shows that the president's announcement of the lockdown extension did not affect the mentions much. This might have been because the news came on the evening before Easter Weekend and that might have affected the spread of news.



SOURCES - TOP AUDIENCE REACH

As South Africa entered its third week of lockdown to curb the spread of the Covid-19 coronavirus pandemic, media coverage research by Ornico shows marginal increase in mentions compared to the first two weeks. On the eve of the start to the Easter Weekend, President Cyril Ramaphosa announced on 9 April 2020 that the lockdown would be extended by an additional two weeks to 30 April 2020.



Covid-19 dominates the media in South Africa

Ornico 3 Apr 2020

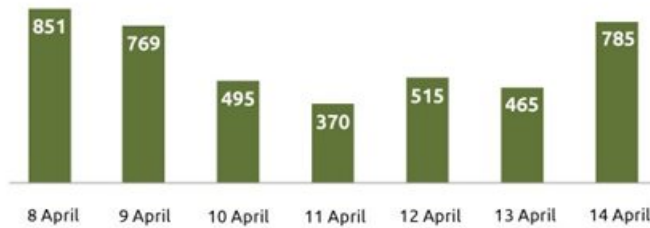


[The previous week saw](#) increased magazine coverage as the majority of monthly magazines hit the shelves. This was a change from [the week before](#) which was filled with uncertainty as South Africa was going into lockdown with most questions unanswered, most businesses closing and online media taking centre-stage.

Based on the sample of 4250 media items collected from online, print and broadcast sources for the period 8 to 14 April 2020, research shows little change in the tone of coverage. The latest week sees the president and the Minister of Health, Dr Zweli Mkhize rising to the top of mentions. The extended lockdown came with increased concerns about economic impact, an increase in the number of cases and whether South Africa will need to stay indoors for much longer.



DAILY VOLUME OF COVERAGE



PERCENTAGE OF COVERAGE PER MEDIUM



#COVID19inSAMedia

For a detailed view, please go to www.ornico.co.za and follow Ornico for weekly analysis



Gauteng remained the epicentre of the Covid-19 pandemic in South Africa and Twitter data collected over the period shows two cities in the province to generate most of the conversations. Johannesburg accounts for 16% of mentions and Pretoria (Tshwane) comes in at 7% which makes these two cities exceptions as the only ones to appear in the Top 3 from the same province.

Brand intelligence firm, Ornico has committed its resources to assist the communication industry and will be working closely with the Public Relations Institute of Southern 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.

COVID-19 CORONAVIRUS MEDIA COVERAGE ANALYSIS

8 - 14 April 2020
167 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 KwaZulu Natal. Reporting patterns remain similar as previous.

National
3 420 items
80% of coverage

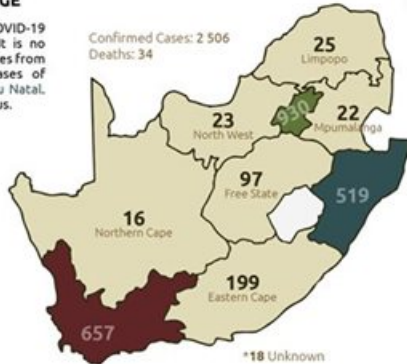
Western Cape
338 items
8% of coverage

Gauteng
238 items
6% of coverage

Kwa-Zulu Natal
85 items
2% of coverage

Eastern Cape
56 items
1% of coverage

Other
113 items
3% of coverage



LOCAL VS GLOBAL INFECTION

212 COUNTRIES/REGIONS

2 023 650
TOTAL CONFIRMED CASES

492 024
TOTAL RECOVERIES

24.37%
RECOVERY RATE

128 892
TOTAL DEATHS

6.37%
DEATH RATE

Local data via
health
DEPARTMENT OF HEALTH

Global data via
STATISTA

DAILY VOLUME OF COVERAGE



MOST LISTED JOURNALISTS

Independent's Business Report journalists Sipelele Dlodla and Edward West remain prominent with various articles regarding the economic impact of COVID-19 on South African. These were syndicated through Independent's The Star, Pretoria News, The Mercury and Cape Times newspapers. Media24's Elvira Wood also features with economic articles in Sake 24. The vast majority of coverage however features no by-lines.

Sipelele Dlodla	14	Lise Beyers	6
Elvira Wood	10	Llewellyn Prince	6
Edward West	10	Kgomotso Mokoena	5
Robin Duke Madladla	8	Christopher Moagi	5
Dineo Faku	8	Kailene Pillay	5

PERCENTAGE OF COVERAGE PER MEDIUM

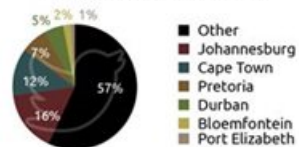


SOURCES - TOP AUDIENCE IMPRESSIONS

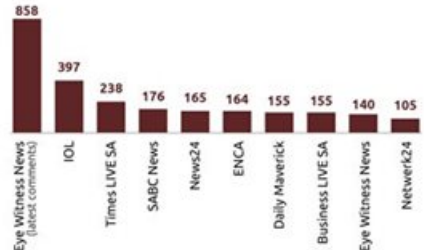


TWITTER CONVERSATIONS PER CITY

Tweet sample size of 518 tweets which had specific city location data indicated



SOURCES - MOST MENTIONS



METHODOLOGY: The following analysis is based on a sample of 4 250 media items collected from online, print and broadcast sources for the period 8 - 14 April 2020. Please note that is only a sample size and not representative of every single mention of COVID-19 in South African media.

Twitter: @ornicomedia Instagram: Ornico Facebook: Ornico Media Information YouTube: Ornico Media LinkedIn: ornico_media



[click to enlarge](#)

Follow Ornico on [Twitter](#) and the [company website](#) for weekly updates and ongoing research.

For more, visit: <https://www.bizcommunity.com>