An evaluation of the effectiveness of ‘good news’ media in promoting positive attitudes towards the Eastern Cape Province as an aid to development: The case of *Madiba Action* magazine.

By

SHARON THOMPSON

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Supervisor: Dr Murej Mak’Ochieng
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ABSTRACT

This study sought to investigate the effectiveness of a ‘good news’ magazine like Eastern Cape Madiba Action in promoting positive attitudes towards the Eastern Cape province as an aid to development. It investigated whether Madiba Action had any effects on its readership in terms of creating positive perceptions of the Eastern Cape as a first step towards attracting tourism and investment. This quantitative research gathered attitudinal data from readers and stakeholders via two survey questionnaires. Both stakeholders and readers expressed very positive perceptions of Madiba Action magazine as a credible source of positive information about the Eastern Cape. Readers stated that the media was the greatest influence on their perceptions of the Eastern Cape and reported that Madiba Action had positively influenced their perceptions of the province as a place to visit, live, work and invest in.

Whether Madiba Action as a ‘good news’ magazine went beyond positively influencing perceptions of the Eastern Cape and actually affected behaviour in terms of increased tourism and investment was beyond the scope of this study but it does provide further opportunities for measuring the role of ‘good news’ media in assisting economic development.
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CHAPTER 1 – RATIONALE FOR STUDY

1.0 Introduction

This study is concerned with the developmental role of ‘good news’ media in terms of promoting positive perceptions of a destination. Creating a positive image of a destination is an important first step in economic development as it helps to attract tourism and investment.

The Eastern Cape, the poorest of South Africa’s nine provinces, receives much negative news coverage in the mainstream national media, thus negatively affecting perceptions of it. Therefore the impact of positive news stories or ‘good news’ media on audience perceptions cannot be underestimated if it helps to promote a more balanced view of the province as a first step to attracting tourism and investment.

This study seeks to investigate the role of a ‘good news’ magazine like Eastern Cape Madiba Action in promoting positive attitudes towards the Eastern Cape as an aid to development. It investigates whether Madiba Action had any effects on its readership in terms of creating positive perceptions of the Eastern Cape.

1.1 Overview of the case study: Eastern Cape Madiba Action magazine

The Eastern Cape Madiba Action magazine (hereafter Madiba Action) is an example of a ‘good news’ publication. It aims to tell positive or good news stories and promote the image of the province in order to encourage investment and tourism. It is published by the SMME (small, medium to micro enterprise) Yithethe maAfrika Promotions and is largely funded by sponsors such as the Eastern Cape provincial government, various Eastern Cape district municipalities, the Eastern Cape Tourism Board and development-oriented parastatals like the Eastern Cape Development Corporation and the Industrial Development Corporation. Funding is also raised in the form of
advertising space sold to corporates and SMMEs. The magazine covers positive provincial news in five main content areas: economic development, the environment, tourism, investment opportunities, and lifestyle and leisure. 

Madiba Action positions itself as an economic development and tourism magazine (Eastern Cape Madiba Action, May 2006).

1.2 Tourism, investment and economic development

Development can be defined as “a purposeful change toward a kind of social and economic system that a country decides it wants” (Rogers 1976:8). The South African national government has recognised that for economic development to take place, it is vital to attract tourism and investment. Tourism has been identified as one of the key economic drivers of ASGISA (Accelerated and Shared Growth Initiative of South Africa), a government framework to speed up economic development, because it is labour-intensive and accessible to SMMEs, particularly in the build-up to hosting the FIFA Soccer World Cup in 2010 (Moutinho 1990; Prayag 2004; Rogerson 2004; South African Government Information, 6 February 2006a & 2006b).

In order to attract tourism and investment, however, having a good image is a prerequisite. Strategies for attracting investment and tourism are centrally concerned with promoting the image and changing the perception of a destination, therefore marketing and information management are two of the ASGISA priority issues (Department of Environmental Affairs and Tourism 2006b; Visser 2004a). Information management necessarily involves the media as a key role player.

1.3 The developmental role of the media

The role of the media in the ‘new’ South Africa has been the subject of much debate. During the apartheid era, the media was subject to strict government regulation. After the transition to democratic government, the new liberal constitution guaranteed greater freedoms, including freedom of the press (Constitution of the Republic of South Africa 1996, Bill of Rights 16(1)a). This
enabled the media to perform what many journalists believe to be their core function – the critical watchdog function of the ‘fourth estate’ – in a democratic state (Hadland 2005).

However, there has been criticism of the South African media by some government and corporate leaders who perceive the industry to be overly critical and negative in their reporting of events. In 1996, then Deputy President Thabo Mbeki urged the media to show restraint in their criticism as a show of patriotism for the newly democratic South Africa (Versfeld, Kruger & Smith 1996).

The logic behind such thinking is that negativity in the press hinders development and democracy in South Africa due to the negative perceptions it creates among citizens, potential tourists and international investors (Bowes & Pennington 2002). According to an article in the on-line South African Reconciliation Barometer newsletter, “In this country, perceptions and realities have the same potency, with negative sentiment having a particularly strong economic effect, as well as acting as an impediment to reconciliation – which, in turn, affects sentiment again” (Lombard 2004).

Many media researchers and government leaders believe the media has an extremely important role to play in promoting economic development through awareness of the power of reporting positively (Bowes, Lundy & Pennington 2004; Bowes & Pennington 2002; Duncan & Seleoane 1998; Games 2006; Hadland 2005; Haffajee 2004; Positively South African 2006). Wendy Luhabe, chairperson of South Africa’s International Marketing Council, speaking at the 2006 International Media Forum noted that “media has a voice and consciousness to translate and transform information into the process of empowering the masses” (Da Silva 2006).

Many journalists, in turn, argue that their democratic role is simply to report the facts objectively and that many of these facts tend to be negative, with a cumulative effect. According to Barnard Beukman, Die Burger political
journalist, the media “must expose and prevent. There can be no compromise about the role of the media in a democracy” (Versfeld, Kruger & Smith 1996).

As to which argument is correct is a moot point. However, one can assume that, as defined by the South African constitution and professional codes of ethics, the media has a duty to report objectively and cannot be expected to skew the angle for or against any individual or institution. Whether this happens in practice or whether the overall media coverage is fair and representative of reality cannot be proven definitively. What is generally accepted is that the picture of South Africa painted by the various media tends to be a negative one (Bowes & Pennington 2002; Bowes, Lundy & Pennington 2004; First National Bank 2004; Games 2006; Positively South African 2006).

The issue of achieving a balance between creating a social/political/economic climate conducive to investment and development, and telling the real story is a complicated one. Journalists should not have their professional integrity and freedom compromised by ‘sunshine journalism’, that is, putting a false positive spin on news stories and features (Versfeld, Kruger & Smith 1996). Yet, as the Wall Street Journal reports, bad news sells as it is generally more sensational and dramatic and, aside from the objectivity and critical reporting required of journalists, the profit motive may contribute to the prevalence of negative reporting (Milbank 1997).

Whatever the reason, this perceived negativity has created a distinct market opportunity for ‘good news’ media, that is, niche publications outside of the mainstream media explicitly devoted to telling positive, upbeat, good news stories. Still striving to objectively present the facts, these publications publish the positive developments which audiences might not have access to as they are not covered in the mainstream media (Bowes, Lundy & Pennington 2004; Bowes & Pennington 2002; Positively South African 2006; Proudly South African 2006).

These publications are mostly run by small communication enterprises. There is often a government or corporate funding partnership with these small media
institutions (Hadland & Thorne 2004). Their rationale is that they allow the public a more balanced view of the social, political and economic situation by injecting some good news into the generally negative media climate (Bowes, Lundy & Pennington 2004; Bowes & Pennington 2002; Lundy & Visser 2003).

Exposure to more positive news could improve people’s perceptions or image of a destination. Changing the audience’s viewpoint could ultimately indirectly affect their actions and possibly aid the bigger picture of economic development by promoting the destination as an attractive place to visit or invest in. In South Africa, the Eastern Cape province is particularly in need of an image boost and it is Eastern Cape Madiba Action’s focus area.

1.4 The role of the media in the development of the Eastern Cape

The Eastern Cape is the poorest of South Africa’s nine provinces and stands to benefit greatly from destination promotion and a tourism-oriented growth strategy due to its abundant, diverse and under-utilised natural resources. However, the Eastern Cape and its provincial government generally receive bad press regarding lack of development, lack of service delivery, high unemployment, corruption and so forth (South African Government Information, 18 May 2004).

Whilst there are many positive developments taking place, these are often not publicised or covered by the media, thus shaping negative and unbalanced public opinion among the people of the province, the rest of South Africa and the world – the so-called Afro-pessimism (Myles 2005; Visser 2004b). Tourists’ flow behaviour “depends on particular images and attitudes” they hold about a destination (Gilbert 1991:96). Therefore to change their behaviour, one must transform their existing image of the place (Papen 2005). Likewise, investors need to feel reassured about a destination and rely on balanced information to make investment decisions.

There is a definite communications need for informative ‘good news’ publications, which showcase positive developments in the Eastern Cape to
change perceptions as a first step towards encouraging national and international investment and tourism for economic development (Bennett & Strydom 2001; Eastern Cape Tourism Board 2003; Goodall & Bergsma 1990; Pattinson 1990).

This study sought to investigate the role of a ‘good news’ magazine like *Madiba Action* in promoting positive perceptions of the Eastern Cape as an aid to development. It investigated whether *Madiba Action* had any effects on its readership in terms of creating positive perceptions of the Eastern Cape.

Because *Madiba Action* is partially funded by government and its parastatal structures, it could be accused of ‘spin doctoring’ or creating a false positive image of the Eastern Cape. However, I would argue that the mainstream media generally neglects or depicts the province negatively. The provincial government and corporate leaders need a media tool through which to promote the positive developments in the province. Thus, the effect of counteracting this negative bias with a publication featuring only informative good news needed to be investigated.

1.5 Research design

This empirical research draws its primary data from a qualitative attitudinal survey of the *Madiba Action* readership and structured questionnaires to the communications representatives of key corporate, government and parastatal stakeholders. Secondary data includes a review of relevant literature in the destination promotion, media theory and discourse analysis fields. A detailed literature review follows in the next chapter.

The media’s representation of reality is of central theoretical concern, with specific reference to the media effects tradition and the extent to which the media has a role in shaping people’s perceptions (Bennett 1982; Curran 1996; Glasgow University Media Group 2001; Newbold 1995; Van Der Meer 2005). The role of media as a form of discourse, which shapes or reinforces a particular world view is also significant, therefore I will also outline relevant


1.6 Research aims and objectives

As stated above, this study aims to investigate Eastern Cape Madiba Action magazine as an example of a positive or ‘good news’ media product aimed at improving the image of the Eastern Cape province of South Africa and creating positive perceptions among its readers as a first step towards encouraging economic development, investment and tourism. However, whether Madiba Action is actually effective as a means to changing behaviour in terms of measuring increased tourism and investment, is outside the scope of this study.

The specific objectives of this study are to:

a) evaluate readers’ perceptions of Madiba Action;

b) assess readers’ perceptions of the Eastern Cape province of South Africa;

c) evaluate whether Madiba Action has had any effects on its readership in terms of reported interest in and positive attitude change toward the province;

d) evaluate whether variables such as age, gender, nationality and education affect reported attitudes to Madiba Action and the Eastern Cape;
e) describe attitudes of key Madiba Action stakeholders (in corporate, government and parastatal communications structures) towards the magazine and the province.

1.7 Conclusion

This chapter has outlined the rationale for undertaking this study about the developmental role of positive or ‘good news’ media, its aims and objectives and research design adopted to achieve these. The following chapter will discuss the theoretical framework through a review of relevant destination promotion literature and media theory with reference to the media effects and discourse analysis traditions. Thereafter, the ensuing chapters will outline in greater detail the research design and methodology used and present, compare and discuss both the reader and stakeholder surveys’ results. Taking together all of the above, I shall discuss these results and draw conclusions based on the theoretical framework and analysis of the data.
CHAPTER 2 – LITERATURE REVIEW

2.0 Introduction

As already stated in chapter one, my study aims to investigate the developmental role of ‘good news’ media in promoting positive perceptions of the poorly imaged Eastern Cape, as a first step towards encouraging economic development through investment and tourism. Development is defined as “a purposeful change toward a kind of social and economic system that a country decides it wants” (Rogers 1976:8).

This study focuses on Eastern Cape Madiba Action, an economic development and tourism magazine as an example of such a media product. It sets out to investigate readers’ and stakeholders’ perceptions of the magazine and the province, as well as the former’s effect on perceptions of the latter. In this chapter, I will review relevant literature concerned with:

1) tourism destination promotion and its role in economic development;
2) debates about the developmental role the media should play and
3) the effects that media discourse has on shaping audiences’ perceptions.

2.1 Background

As the poorest of South Africa’s nine provinces, the Eastern Cape receives much negative media coverage highlighting issues such as poverty and unemployment, crime, lack of service delivery and corruption, a problem acknowledged by the Eastern Cape Premier (South African Government Information, 18 May 2004).

The province possesses under-utilised natural resources on which a sound, sustainable tourism industry could be built. Tourism has been identified as having the highest potential for significant economic impact in the shortest possible time, not only through spending by tourists but also through job creation as an employment-intensive and easily accessible sector to small enterprises and entrepreneurs (Department of Environmental Affairs &
Tourism 2006a; Moutinho 1990; Prayag 2004; Rogerson 2004). It is one of two sectors emphasized in the ASGISA (Accelerated and Shared Growth Initiative of South Africa) framework for halving poverty and unemployment by 2014 (South African Government Information, 6 February 2006a & 2006b). Tourism is able to address current developmental issues, such as black economic empowerment and poverty alleviation. Encouraging the development of tourism-based SMMEs can help to bring the second, survival-oriented economy into the first, profit-driven economy.

However, the Eastern Cape is not well-known internationally, compared to South Africa’s major centres like Cape Town and Johannesburg, and is often viewed locally as a ‘poor, country cousin’ of the major metropolitan areas. Positive developments are often not communicated, helping to shape rather negative and unbalanced public perception regarding the Eastern Cape.

To help solve the socio-economic problems of the Eastern Cape and speed up economic development, the national and provincial government have acknowledged that: 1) the image of the province needs to be improved; 2) tourism is the economic sector that demonstrates the fastest and greatest growth potential; and 3) in order to grow this sector and attract potential investors and tourists, their perceptions of the province need to be improved (South African Government Information, 6 February 2006a & 2006b).

Tholi Ngwenya of South Africa’s International Marketing Council says, “We can be able to solve some of our socio-economic needs by creating an image supportive of investment and tourism promotion, thus creating jobs” (Sibuyi 2000:2). As part of a sustained campaign to boost the image of the Eastern Cape and promote economic development, more positive media coverage is needed to create more balanced perceptions among its inhabitants and visitors.
2.2 Tourism, investment and economic development

In order to draw investment and tourism into the Eastern Cape, it is vital that a positive, acceptable image be portrayed. The role of the regional tourism authority is to create an identifiable image for its destination, provide authentic information about and stimulate interest in it (Goodall 1990). The image of a destination is extremely important for attracting investment and tourism. The image affects attitudes, decisions and behaviour. Prayag (2004) suggests that whether the image of a destination is true or false is in fact irrelevant. What is relevant is the fact that the perceived image influences decision-making. Consumer behaviour depends largely on images and attitudes they hold. These may come from previous experiences, marketing communications or influence by other people (Gilbert 1991; Goodall 1990).

Destination or place promotion theory is predicated on the fact that potential tourists must usually have an idea of the brand identity or image of a destination before they make their purchase decision. The World Tourism Organisation points out that the tourism image of a destination is only one aspect of its total image. The *induced* image can be equated with all traditional deliberate promotional marketing and advertising by a tourism body, while the *organic* image is the sum of all the coverage in various media, such as magazines, which is perceived not to be deliberate (Gilbert 1991). People tend to be sceptical of paid advertising but more accepting of media reports, as they are perceived to be truer. With regard to the Eastern Cape, these reports tend to be negative, therefore, more damaging. Positive news stories need to be told in a credible forum in order to achieve a balanced view.

Since the international media seems to highlight the overwhelmingly negative news from Africa in general and South Africa in particular, it deters international tourists and investors (Marsland 2006). For many foreign tourists, the perception is one of risk. Because of this, unlike other destinations, tourists tend to do significantly more research before deciding to visit Africa (Lubbe 2003; Rogerson 2004; Visser 2004b). With reference to the Eastern Cape, it is still generally not well-known to foreigners and there tends to be a
dearth of comprehensive, attractive information on it. The contribution of positive news media products like Madiba Action to the organic image of the Eastern Cape should not be underestimated when considering strategies for destination promotion.

For those international tourists that the province does attract, they tend to be spread unevenly within its borders. A 2004 South African Tourism report shows that of the 105 268 foreign arrivals spending R853-million in the province, 82.4% visited Port Elizabeth, 26.8% visited East London and 5% visited Mthatha (Myles 2005). For the Eastern Cape to meet the economic development objectives set out by government and tourism authorities, tourism must be encouraged throughout the province. A publication such as Madiba Action that sets out to inform readers about the tourism and investment opportunities, with emphasis on all six districts of the province, could play an important role in drawing tourists and investors to and spreading tourism and investment around the province. As far as the domestic tourism sector goes, while South Africans may be aware of the Eastern Cape, they often tend to view the province in terms of the negative news coverage it receives or as the ‘poor, country cousin’ of the larger metropolitan areas. Thus, a positive news magazine like Madiba Action could be used effectively to create awareness of the province among an international audience and change existing perceptions among the domestic tourism sector.

Destination or place promotion strategies implemented by Eastern Cape tourism authorities to improve the image of the province and attract tourists will have benefits for all other economic sectors. Much literature has been devoted to the role of tourism in boosting economic growth in developing countries. It brings in foreign exchange, creates jobs, uplifts communities and re-images a destination (Department of Environmental Affairs & Tourism 2006a; Marais 2004; Moutinho 1990; Prayag 2004; Rogerson 2004; Visser 2004a). “According to the WTO Research Report, Tourism: 2020 Vision … (by the year 2020) a total of 42% of Southern Africa’s business will be derived from international tourism, 33% from intraregional personal tourism, and 10% from intraregional business” (Lubbe 2003:65).
The contribution and responsibility of tourism destination promotion theory extends beyond the obvious. According to Morgan and Pritchard, “Tourism marketing is concerned with more than tourism products and attractions. It is also about the representation of whole societies or particular communities within those societies” (1998:219). However, while promoting a positive image or changing negative perceptions of a destination is a central concern of tourism authorities, it should not be solely their responsibility. The Eastern Cape Tourism Board’s master plan for their tourism strategy acknowledges that the media plays a crucial role in promoting a positive image for a country or province. A proactive approach by tourism authorities, providing the media with news of positive developments, is necessary. “The best way of counteracting negative perceptions is to promote a positive profile and this requires co-operation between the media, the public and private sectors” (Eastern Cape Tourism Board 2003:57).

Destination promotion has become particularly important ahead of what is called our “single greatest tourism opportunity ever” – hosting the FIFA Soccer World Cup in 2010. It is predicted that there will be 400 000 visitors to South Africa and 40-billion television viewers in 204 countries. This presents a golden opportunity for place promotion, while the world watches. The Eastern Cape’s host city is Port Elizabeth, while there are possibilities for hosting teams in other provincial centres like Mthatha and East London. However, government has cautioned that 2010 be seen not as an end-goal but as a milestone on the path to sustainable tourism development (Mahlangu 2006).

Madiba Action was previously used as a tourism tool to promote the Eastern Cape to foreign ticket buyers to the 2003 Cricket World Cup matches held in the province (Daily Dispatch, 2 December 2002). It is has since been expanded to include economic development in its focus areas in an attempt to meet more of the stakeholders’ investment and development needs. It may yet prove to be a useful publication again ahead of the next big international event, the 2010 Soccer World Cup.
While tourism advertising and marketing communications can be convincing, it is often the media coverage that gives authentic information on various aspects of the destination that has credibility and greater effect. Thus the role of the media is extremely important to consider when promoting a destination’s image in order to attract investment and tourism for economic development. Of course, in terms of sustainable economic development, it is crucial that a quality tourism product accompany a “high image profile… (in order to secure a) future for the destination and its tourism industry” (Pattinson 1990:225).

2.3 The developmental role of the media

During the Apartheid era, the South African media was subject to strict government regulation. After 1994, in a newly democratic country, the media suddenly found itself with substantially more freedom of the press (Constitution of the Republic of South Africa 1996, Bill of Rights 16(1)a). This has led to fierce debates on the role of the media as an agent of transformation, assisting the new government to reach its developmental objectives, versus its role as public watchdog (Duncan & Seleoane 1998; Games 2006; Hadland 2005; Haffajee 2004; Lombard 2004; Versfeld, Kruger & Smith 1996; World Economic Forum 2004).

One perspective is that reporting a few pieces of ‘sunshine journalism’ is necessary for the press to play a role in transformation. Mail and Guardian editor-in-chief Ferial Haffajee concurs that the media’s role in building our constitutionality and national pride is a critical one at a time when “our nation is delicately poised” (2004:301).

However, Rapport editor Tim Du Plessis asserts that, “The point of departure should never be sunshine journalism, or transition journalism, as it is also known. The press must simply report the facts, as objectively and fairly as possible” (Versfeld, Kruger & Smith 1996).
City Press newspaper editor Mathatha Tsedu agrees that to truly reflect what is happening on the African continent, journalists must not indulge in sunshine journalism but critically report on both the good and the bad, not just one or the other (Games 2006). To strike a careful balance between assisting development objectives and maintaining the role of the fourth estate is often a difficult task. In the quest for professionalism and objectivity as part of the free press, journalists tend to see their watchdog role as non-negotiable (Games 2006; Versfeld, Kruger & Smith 1996).

The cumulative effect, however, seems to be a generally critical style of reporting (Bowes & Pennington 2002), which often results in negative content. It could be argued that, this negativity is driven by the market demand. In simple terms, good news simply does not sell. Negative events are often more dramatic and sensational than feel-good stories, therefore, bad news sells and a profit motive may drive negative reporting. The Wall Street Journal reports, “There is bad news for the nascent good-news industry. Hardly anybody is buying the happy stuff” (Milbank 1997).

However, an analysis of leading South African media from July 2001 to September 2004 shows “a clear trend towards more positive reporting” (Bowes, Lundy & Pennington 2004:305). On closer inspection, certain topics such as business, sport and the economy were reported positively but others such as crime, HIV/Aids and politics tended to be covered negatively. The authors argue that the balance is delicate and ask the question, “What most affects the psyche of the nation?” (Bowes, Lundy & Pennington 2004:305). They aver that more positive reporting is needed without avoiding the bad news, for a balanced perspective on the country’s future.

In the lead-up to hosting the 2010 Soccer World Cup it has been emphasized that the South African media need to “tell the whole story – not just the lowlights” or bad news from our continent, as emphasized by the international media (Marsland 2006). In an assessment of the state of the media after ten years of democracy, Peter Sullivan, group editor-in-chief of Independent Newspapers, argues that “it has become fashionable to talk up the country’s
achievements rather than seek ways of belittling them” (World Economic Forum 2004:169). The media has realized it has a developmental role to play but, in an effort to maintain its rigorous objectivity and press freedom, may be erring on the side of negativity rather than caution.

Games, in her article on the role of the media with regard to NEPAD (New Economic Plan for African Development), states that the success or failure of this pan-African initiative largely depends on the media’s portrayal of it. This affects people’s perceptions and, she argues, “perceptions can quickly become reality regardless of the facts” (Games 2006). Lombard (2004) agrees that, in South Africa, perceptions and realities are equally potent and that negative sentiment in particular has a stronger negative cycle effect. Negative sentiment affects investor confidence, which affects the economy, which in turn reinforces negative perceptions. While it is acknowledged that the media tends to be reactive in covering events, it is up to private and public sector partners to be proactive in alerting the media to the positive developments to create a realistic and holistic picture of South Africa (Games 2006).

With reference to the Eastern Cape in particular, the context of this study, Premier Balindlela noted in a provincial cabinet speech that, “the positive image of the government, and, indeed of the whole province, depends on us effectively communicating our achievements and our successes. We need to ponder upon interventions that will dispel negative perceptions of the Eastern Cape as a place of crime, corruption, laziness and inefficiency (South African Government Information, 18 May 2004).

It is such arguments that have created a niche market for ‘good news’ media in South Africa, despite apparent international trends to the contrary (Milbank 1997). Realising the developmental role of this media market, many corporate and government institutions have become involved in sponsoring such publications and multi-media products.

First National Bank, one of the corporate sponsors of a publication called South Africa – The Good News, says on its official website that extensive
media coverage and personal experiences have caused many South Africans to dwell on the negative aspects of the country to the exclusion of many positive developments which do exist. Their ‘good news’ media campaign aimed to highlight these positive issues without dismissing the reality of the negative events in South Africa (First National Bank 2004). The book’s editors agree that focusing on the negative and not providing enough coverage of the good news damages the interests of the citizens through discouraging tourists and investors. They argue that “reputation is a function of perception” and that “perhaps, an overly critical media” contributes to the damage. “Countries that fail to manage their reputation will find themselves at a competitive disadvantage when it comes to attracting tourists and, more critically, capital to finance growth or social change” (Bowes & Pennington 2002:iv).

In conducting this study, my rationale is best summed up by Lundy and Visser (2003:114):

> Being positive is not the same as going into denial. Rather, there are two basic ingredients to being positive. The first is to recognize that our pessimistic views are skewed by unbalanced media reporting. We have to remember that our mental state is determined by what we focus on. It’s not that the media is lying: it’s just that it is painting a picture of the world and South Africa that is highly selective. The media often appears to patch together a collage, using bits and pieces of real events, most of which happen to be dark, disturbing and thus dramatic. We need to start exposing ourselves to more of the positive news stories, just to get a more balanced perspective of what is really going on around us.

The *Positively South African* website gathers positive news content from a wide variety of publicly available sources – including the media, magazines and books. Once again, it acknowledges that the country does indeed face some serious socio-economic challenges but its purpose is to achieve a more balanced view of South Africa today, so that “the good news is factually understood as much as the bad news” (Positively South African 2006). It is a member of the more widely known *Proudly South African* campaign, which aims to encourage consumers to purchase local goods and services, create jobs and engender national pride (Proudly South African 2006).
As many media commentators seem to agree, journalists should not compromise integrity for the sake of aiding development and indulging in sunshine journalism. The media’s democratic role should be the maintenance of its watchdog role. But there is a definite need for positive news stories. Our perceptions and attitudes affect our reality. Aside from the mainstream press, there is a need for media products that focus specifically on the positive new stories of South Africa and not just dwell on the negatives. This is particularly true of South Africa’s poorest province, the Eastern Cape.

Debating and investigating the role of the media in South Africa is taken very seriously because it is believed to have great influence on its audiences. According to media researcher Jim McNamara, “The underlying premise of media analysis, of course, is that media coverage is likely to influence future public opinion or reflect existing public opinion” (Van Der Meer 2005:34).

Thus, we need to look at the underlying theoretical assumptions regarding media effects and the power of discourse to produce significant effects on its audiences.

2.4 The effects of media discourse

Discourse – both visual and written – shapes our perceived social reality which in turn affects the way we think and behave. The interrelationship between discourse and communications and tourism has been greatly under appreciated and studied (Jaworski & Pritchard 2005). Tourism is concerned with destination promotion and creating a positive image of the destination. Tourism communications can be effective in creating positive perceptions of a destination but are either supported by positive media coverage or counteracted by negative media coverage.

This study investigates the role of a ‘good news’ magazine like Madiba Action in promoting positive perceptions and a positive image of the Eastern Cape among its readers as a first step toward attracting investment and tourism for economic development.
When considering the role of ‘good news’ media in creating positive perceptions, it is important to remember that media texts are a form of discourse. In its simplest form, discourse is any organised body of text, either written or spoken language. More usefully, discourse is “language in action” (McLoughlin 2000:112) or, as Stillar puts it, “it does things for social agents in the real contexts of their living” (1998:5). In other words, media discourse has real effects on the people exposed to or participating in it. It can play a significant role in shaping audiences’ perceptions, which form the basis for their actions and reactions.

The field of mass media studies and, more specifically, the media effects tradition, has always been predicated on the assumption that the media have significant effects on audiences (McQuail cited in Newbold 1995:18). Early research in this tradition tended to be media centred, theorising a direct ‘magic bullet’ kind of effect by an all-powerful media on ideas, beliefs and attitudes (Curran, Gurevitch & Woollacott 1982). Later research became more audience-centred, recognising that the audience too was powerful and that there could be a number of intervening variables, such as the individual’s personal experience, in mediating media effects. Reality is probably nearer a synthesis of the media-centred and audience-centred approaches (Newbold 1995).

Research by the Glasgow University Media Group suggests that people actively construct their own interpretations of media messages from their own personal experience or alternative sources of knowledge, like popular wisdom and bits of media discourse. However, where they have no pre-existing knowledge of the subject, the power and influence of the media message increases (Glasgow University Media Group 2001; Sasson 1995).

In the context of generally negative media reporting on the Eastern Cape, those potential tourists or investors exposed to such media coverage could be powerfully deterred from visiting the province or investing if they have not had previous experience or done their own research. The combined picture painted by various news sources, such as radio, television and newspaper
reports, is a particularly bleak one of crime, poverty, corruption and incompetence in the province and among its leadership. Where personal experience and other sources of knowledge were also negative, this would serve to entrench the prevailing attitudes and perceptions. According to Curran, audience research studies all suggest one key point: that the “media are powerful agencies of reinforcement” (1996:149).

However, media effects are not necessarily negative, they can also be pro-social. For example, this study investigates whether a ‘good news’ publication such as *Madiba Action* could positively influence people’s perceptions of the Eastern Cape. If so, it could help to attract potential visitors and investors with informative good news about the Eastern Cape, which they may have no knowledge of. Or it may be the one source of good news, which by its contradictory nature, stands out among the overwhelmingly bad news and creates a point for discussion and investigation.

Discourse, particularly media discourse, influences the way we think, feel and act. The media’s influence on the social world is indirect and influences individual actions by impacting on consciousness. But, as Bennett notes, this impact “escapes our consciousness inasmuch as it constitutes the framework in which (it) is produced” (1982:298). The French philosopher Michel Foucault believed that discourses “systematically form the objects of which they speak” (cited in Mills 1997:17). This perspective is not confined to linguistic and media analyses but has wide social application. “The ‘discursive turn’ in the social sciences… is closely linked to the now common assumption… that discourse not only reflects but also shapes social reality, our identities and our relations with others…” (Jaworski and Pritchard 2005:5).

According to the Sapir-Whorf hypothesis, the power of language or discourse lies in its ability to affect our perceptions (McLoughlin 2000). How we perceive something determines how we think and feel about it and ultimately how we react to it. Constant exposure to one particular view is powerful in that it becomes the “naturalised” viewpoint. “Discourse, especially the sort that we encounter every day in an almost routine and hence unremarkable way, can
change our perceptions and attitudes regarding people, places and events and therefore becomes a potentially powerful site for the dominance of minds” (Teo 2000:9). Eastern Cape residents, exposed to bad news daily in the local press may become demoralised and those outside the province could be deterred from investing or visiting.

Journalists may argue that their intention is not to be negative but that it is their democratic role to be objective about public issues and to keep a critical eye on the government’s running of the country. Thus, it is generally when things go wrong, that these events are considered newsworthy and brought to the attention of their audiences. However, the media does not simply objectively represent reality and keep people politically and socially informed. As with any discourse, media reports are both “socially shaped” and “socially constitutive” of identities, relations and beliefs and knowledge systems (Fairclough 1995). Yes, the problems in our social context do exist and do justifiably shape the content of news in order to highlight and address these issues. But a solely negative news focus helps to constitute solely negative perceptions about and shape that same social context, the people and relations operating in it.

As a commodity in a competitive market, bad news and sensation sells (Milbank 1997). The media may attempt to report bad news as neutrally and professionally as possible but the sum total of negative features or stories can negatively affect or reinforce the perceptions and world view of its audience (Bennett 1982). The media does not tell people what to think but it is astoundingly successful in telling its audience what to think about (Cohen cited in McCombs & Shaw 1995). The media have a unique ability to create a public focus and outcry about “a particular issue, perceived to be symptomatic of a wider malaise in society, because they are reinforcing existing attitudes and providing a focus for current frustrations and discontents” (Curran 1996:150).

While the media’s democratic role means that they cannot resort to ‘sunshine journalism’ or false positive reporting, media institutions need to consider the
ideological and social effects of continuously negative reporting on audiences’ perceptions and world view and consider the benefits of more balanced coverage which includes more ‘good news’ stories.

Golding and Murdock (1991) stress that people depend heavily on the media to supply the images, symbols and vocabulary with which they interpret and react to their social environment. “Communication is neither universally causal of change nor forever irrelevant to it” (Whiting 1976:100). The media as a form of discourse can have significant effects on its audiences, specifically in terms of shaping people’s perceptions. Whilst the media does not hold the only power to affect people’s perceptions, it is one of the more prominent institutions that constitutes and shapes our complex society.

Communication can only cause change “if it changes people’s conception of the nature of matter and of themselves” (Whiting 1976:110). This is a powerful assumption when applied to the Eastern Cape. If people’s negative perceptions of the province are changed positively, that is, if their conception of the nature of the province is improved, real change can occur in their perceptions, actions and reactions to the province. For example, on the strength of a positive perception of the Eastern Cape they may decide to visit or investigate investment opportunities.

However, to facilitate such change through communication is a challenge. Rogers makes this important point. “Gradually it was realized that the role of mass communication in facilitating development was often indirect and only contributory, rather than direct and powerful. But this varied upon such circumstances as the media, the messages, the audience, and the nature of the intended effects” (1976:135).

Whilst the overwhelming majority of media messages regarding the Eastern Cape may be negative, a ‘good news’ publication such as Madiba Action could play an indirect, yet refreshingly unique, role in contributing to an alternative conception of the province and provide a medium for promoting
positive perceptions among its audiences as a first step to facilitating economic development.

2.5 Conclusion

“Changes in what the individual does are both a function of the nature of the brute world and the nature of his conception of that world. Communication can change the latter” (Whiting 1976:114). While real events in the physical world can directly impact on the way a potential visitor or investor reacts to the Eastern Cape, the power of positive or ‘good news’ media messages lies in their ability to impact indirectly by improving the way that person perceives the province as a potential investment or tourism destination, which in turn will influence the way he or she acts on that perception.

For economic development to take place, a destination must attract potential visitors and investors. To do so, it requires a positive image. Tourism communications play a very important role in promoting a destination but are not the sole contributor. Because their function is deliberately promotional, they are often not perceived as true or accurate. The media is seen as a more believable, credible source of information about a destination, with significant effects on audiences’ attitudes and perceptions.

When looking at the South African context and the Eastern Cape in particular, the media’s presentation of the province is not attractive – it is portrayed generally negatively as a place of crime, corruption and poverty. While journalists object strongly to sunshine journalism or false positive reporting, some leaders believe the media needs to play a more supportive developmental role. Without negating the real socio-economic problems facing the Eastern Cape or the freedom of the press, there is a definite need for more good news stories to create a more balanced view of the province, attract investment and tourism and boost the morale of the inhabitants. This is where ‘good news’ publications like Madiba Action, which positions itself as a comprehensive economic development and tourism magazine, could meet the need.
CHAPTER 3 – RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction

The first chapter introduced the background and rationale for this study, which will investigate the role of a ‘good news’ magazine like *Eastern Cape Madiba Action* in promoting positive attitudes towards the Eastern Cape as an aid to development. It will investigate whether *Madiba Action* has any effects on its readership in terms of creating positive perceptions of the Eastern Cape.

In the previous chapter, I outlined the theoretical framework for this study, which is predicated on the assumption that the media has significant effects on audiences by helping to shape their perceptions either positively or negatively (Bennett 1982; Bowes & Pennington 2002; Curran 1996; Fairclough 1995; Golding & Murdock 1991; Lundy & Visser 2003; McCombs & Shaw 1995; McLoughlin 2000; Newbold 1995; Teo 2000; Van Der Meer 2005).

In this chapter, I shall describe the empirical research design that I have chosen to follow in order to accomplish the specific research objectives. I shall explain the rationale behind my research methodology with regards to data collection and processing. Because my study is primarily concerned with audience perceptions of *Madiba Action* and the Eastern Cape province, and the effect of the former on the latter, the survey method is most appropriate. The questionnaire is the most convenient research tool for capturing this primary attitudinal data.

3.1 Motivation for research

Creating a positive image of a destination is an important first step in helping to attract the tourism and investment needed for economic development. Whilst advertising and promotional communications can be effective, the news media is a more powerful influence on audience perceptions because it is seen to be more objective and credible. The Eastern Cape, the poorest of
South Africa’s nine provinces, receives much negative coverage in the national media. This damages its image and could discourage the much-needed tourism and investment.

Because of the detrimental effects of negative media coverage on development, it is important to investigate the possible counteracting pro-social or positive effects of ‘good news’ media coverage, which aims to create a more balanced perspective. Thus, this study seeks to investigate the role of such a publication, Eastern Cape Madiba Action magazine in creating positive perceptions of the Eastern Cape.

3.2 Research questions

Some basic questions that stimulated my research interests in initiating this study were:
1. What are people’s perceptions of the Eastern Cape Province?
2. Do the media affect people’s perceptions negatively?
3. Can ‘good news’ media positively influence perceptions?
4. What are reader and stakeholder perceptions of the developmental role the ‘good news’ magazine Madiba Action could play in the Eastern Cape?

3.3 Research objectives

Specific objectives of this study are to:
  a) evaluate readers’ perceptions of Madiba Action;
  b) assess readers’ perceptions of the Eastern Cape province of South Africa;
  c) evaluate whether Madiba Action has had any effects on its readership in terms of reported interest in and positive attitude change toward the province;
  d) evaluate whether variables such as age, gender, nationality and education affect reported attitudes to Madiba Action and the Eastern Cape province;
e) describe attitudes of key *Madiba Action* stakeholders (in corporate, government and parastatal communications structures) towards the magazine and the province.

Because the data required to address sub-problems (a) to (c) and (e) above are mainly descriptive and attitudinal, the survey method – using questionnaires as research tool – is the most suitable for capturing the reported attitudes and perceptions of respondents (Bennett & Strydom 2001). Two separate questionnaires will be designed and distributed to readers and stakeholders – each with items that take into account their differing involvement in the magazine – in order to describe the common and distinguishing attitudes characteristic of these two groups. Aside from questions seeking attitudinal data, demographic questions will be included in the reader survey to provide the variables necessary to answer sub-problem (d).

### 3.4 Characteristics of research target

*Madiba Action* does not yet have an established or formal readership profile to accurately capture the characteristics of its readers. Demographic data included in the reader survey will be used by the publisher to draw up this profile at a later date. What is known about the readership is that it is diverse and changing. A limited number of copies are sold in retail stores to locals within the province, while tourists find complimentary copies at tourism information kiosks throughout the province. It is sold in bulk to corporate, government and parastatal stakeholders, who in turn distribute it to their own audiences and stakeholders, according to their own timing and needs. These ‘secondary’ stakeholders may be clients, potential or existing national and international investors or tourists. It is also distributed at international trade shows and to South African embassies abroad. These diverse methods of secondary distribution vary because the number and involvement of stakeholders changes with each issue, thus preventing a definitive readership profile.
The stakeholder survey will target eighteen key stakeholder organisations identified by the publisher. These include Eastern Cape provincial government, district municipalities, corporate and parastatal organisations. The stakeholders have vested economic interests in the Eastern Cape, therefore their participation in *Madiba Action* benefits them by allowing their organisations to be seen in a ‘good news’ media context of positive economic development and tourism in the province. These stakeholder respondents will be represented by their communications, media or marketing representatives.

### 3.5 Research methodology

#### 3.5.1 Research method

My method of research is mainly quantitative as the raw data from the reader and stakeholder surveys will be tabulated and quantified in numerical form in order to make generalised observations about their perceptions of the Eastern Cape and *Madiba Action*. Where free responses are called for, I will employ a qualitative approach to content analysis, looking for a richer description of data and exploring themes that may emerge. This latter approach is more applicable to the stakeholder survey as there are fewer respondents and more free responses, thus allowing a more in-depth, individual focus (Du Plooy 2002).

#### 3.5.2 Research procedure

“Survey research attempts to measure the practices and preferences of a specified public by tabulating responses to a standardised series of questions,” (Newsom, Turk & Kruckeberg 2004:77). Using the survey as research procedure is appropriate because my aim is to provide an overview of a sample of *Madiba Action* readers’ and stakeholders’ perceptions of the magazine and the Eastern Cape, as well as the magazine’s effects on perceptions of the province (Mouton 2001).
3.5.3 Research technique

The questionnaire is the most common instrument used for survey research (Bennett & Strydom 2001). Although it is guided by a theoretical framework, it does not set up hypotheses to test scientifically. Instead, it gathers information on common and distinguishing patterns in the sample group. Whilst a questionnaire has limited explanatory power, it is particularly useful for gathering the descriptive information required to meet my research objectives (Finn, Elliot-White & Walton 2000).

Primary data will be obtained from two questionnaires, both of which will be vetted by two independent communications consultants. The first is a reader survey aimed at readers of the magazine. The second is a stakeholder survey aimed at the magazine’s key stakeholders – Eastern Cape provincial, municipal and local government, parastatal and corporate institutions. These will be answered by their media, marketing and communications managers.

Questionnaire items will be included to obtain the attitudinal data required to address each of the specific research objectives. The demographic data obtained from the study will be used by the publishers to help compile a detailed readership profile at a later stage, after the study is complete. To provide incentives to encourage a higher response rate, reader survey respondents will be entered into a lucky draw competition (Finn, Elliot-White & Walton 2000; Newsom, Turk & Kruckeberg 2004).

Secondary data is obtained from a review of relevant literature on the developmental role of the media, tourism theory on destination promotion, as well as media effects theory and discourse analysis perspectives on how media discourse influences audience perceptions (See Chapter 2 for a detailed literature review).
3.6 Data collection methods

Both survey questionnaires will be self-administered, therefore the instructions will be presented as professionally and clearly as possible at the start of each questionnaire.

3.6.1 Reader Survey

The reader survey will be placed as a loose insert into all 99 000 copies of the May 2006 issue of *Madiba Action* (Issue 8). *Madiba Action* has a print run of 100 000 copies but 1 000 copies are printed for early release, prior to the survey, at the national Tourism Indaba. Inserting the survey into all general release copies of the magazine gives all readers an equal chance of responding to the questionnaire.

Of the 99 000 magazines, 45 010 complimentary copies will be distributed by Brochure Management Eastern Cape to various information kiosks and stores throughout the province. 20 000 copies will be distributed for sale in high-traffic stores throughout the Eastern Cape and Garden Route by Johnnic Coastal Distribution. 2 287 magazines will be sent via the Department of Foreign Affairs diplomatic mailbag to South African embassies around the world. The remainder of the magazines are apportioned to *Madiba Action* sponsors and stakeholders for distribution to their target audiences. Exact figures for magazines not distributed and those returned by distributors are not available but will run into several thousand.

Respondents will be instructed to return the printed survey via fax or post or complete the survey on-line on the *Madiba Action* website. These three options create easier, more cost-effective response methods and the on-line version may encourage international readers to respond. However, given the fact that corporate and government sponsors are given the magazine in bulk to distribute according to their own audiences and time frames, the return of the survey by the three-month return deadline of 31 July 2006 may be impeded.
3.6.2 Stakeholder survey

Structured stakeholder surveys will be distributed to communications representatives of eighteen key stakeholder organizations either via e-mail or handed to them at Madiba Action presentations. Respondents can return them via fax or e-mail. The stakeholder surveys will be distributed and questionnaires collected during the same three month period as the reader survey from May to July 2006. Electronic reminders will be e-mailed to the respondents, with the stakeholder survey attached again for their convenience. The immediacy of this medium may help to increase response rates.

3.7 Data processing

Both the reader and stakeholder surveys are structured self-administered questionnaires containing a mix of open and closed-ended questions. Closed-ended items do not only mean dichotomous ‘yes/no’ or multiple choice type answers but also include scales, for example “How would you rate the Eastern Cape on the following dimensions, where 1 is ‘poor’ and 5 is ‘ideal’?” which prevents polarised answers and enables degrees of expression. The closed-ended questions are easier to analyse as the raw data can be tabulated and quantified but the open-ended questions, which involve qualitative analysis of responses and organisation of emerging themes, allow for free response and richer data (Finn, Elliot-White & Walton 2000; Lubbe 2003; Newsom, Turk & Kruckeberg 2004).

For both the reader and stakeholder surveys, closed-ended questions will be tabulated in a simple computer spreadsheet programme in order to quantify and note trends in this data. Where necessary, these trends will be depicted using bar graphs and pie charts and in table form. The content of open-ended answers will be analysed qualitatively to see if particular themes emerge.

The attitudes and themes emerging from both the reader and stakeholder surveys will be compared and contrasted to highlight areas of commonality
and difference. This will be done in order to provide a balanced interpretation of the general perception of the role and effects of Madiba Action on attitudes to the Eastern Cape province from the perspectives of the magazine’s readers and stakeholders. This phenomenological approach interprets human action/attitudes from the participants own reported perspectives (Finn, Elliot-White & Walton 2000).

3.8 Reliability and validity

A review of existing literature will address structural validity issues in setting up the survey questionnaires, which will also be vetted by two media and communications professionals (Du Plooy 2002; Mouton 2001). By keeping the research objectives in mind and grounding the questionnaires in the theoretical framework, I will attempt to maintain construct validity for each item. Finn, Elliot-White and Walton’s (2000) book on conducting research in the tourism field is particularly instructive, especially on practical issues of how to create questionnaire items that accurately capture the data needed to answer the research objectives, how to structure the questionnaire itself and ethical matters of confidentiality. To prevent subject fatigue, the questionnaires will be kept as brief as possible, with mainly closed-ended questions for ease of answering but with some open-ended questions to reveal richer data. Even if the response rate for the reader survey is low, results should be reliable as all readers have an equal chance of responding, as surveys will be inserted into all distributed copies.

3.9 Shortcomings and sources of error

It could be argued that a shortcoming of this study is the fact that it targets only people with an interest in Madiba Action, either as a reader or stakeholder. However, because the greater part of the study is concerned with attitudes to the publication, it necessarily must target individuals that have knowledge of Madiba Action. Low response rates to the questionnaire could also place limitations on the research results. Because stakeholder organisations purchase the magazine in bulk and distribute it according to
their own time frames, a large number of magazines may not have been distributed by the deadline for return of the reader survey. However, as I am not hoping to make universal claims, all views expressed by respondents are of value, even if the sample is not significant.

3.10 Ethical considerations

I am an employee of the publishers of Madiba Action which could create ethical problems of bias. However, in my role as researcher, I am ethically bound to remain objective, representing my findings fully and not distorting them in favour of the magazine.

I acknowledge all respondents’ right to privacy and refusal to answer the surveys. The readers’ right to anonymity and confidentiality in the reader survey will be acknowledged in the reader survey instructions. The purpose of the study is also explicated. This constitutes the necessary informed consent (Du Plooy 2002; Finn, Elliot-White & Walton 2000).

3.11 Conclusion

This chapter has briefly outlined the rationale behind my research design and methodology. As my study aims to create an overview of reader and stakeholder perceptions of Madiba Action and its effect on their perceptions of the province, a quantitative approach will be followed, using the survey procedure. This entails the use of two separate questionnaires for a reader and stakeholder survey. In the next chapter, the survey results will be presented, discussed and compared in order to create an overview of reader and stakeholder perceptions of the Eastern Cape, Madiba Action magazine, as well as the magazine’s effect on perceptions of the province.
CHAPTER 4 – SURVEY RESULTS

4.0 Introduction

In this chapter I will summarise the results of the reader and stakeholder surveys and compare and discuss the findings of each. Both perspectives are valuable in contributing to a more holistic understanding of perceptions of Madiba Action magazine, the Eastern Cape and the magazine’s effect on perceptions of the province. The readers’ role is as audience or message recipient, whereas the stakeholders play a role in determining the ‘good news’ content of Madiba Action. Positively influencing readers’ perceptions of the province has indirect benefits for the stakeholder organizations, in terms of investment and tourism, because they have economic interests in the Eastern Cape.

The response to the reader survey was extremely low, with only sixty-five respondents. This could be attributed to the possibility that copies allocated to stakeholders were not distributed to their audiences by the survey return deadline. However, because the purpose of this study is not to make universal claims, every reader’s response has individual value even though the response rate is negligible. The response rate for the stakeholder survey was significantly better with nine of the eighteen distributed survey questionnaires (50%) returned.

A quantitative analytical approach to the reader survey responses was used due to the high number of closed-ended questions – the answers to which are categorized and quantified. The greater number of open-ended questions in the stakeholder survey, requiring free responses, entailed the use of a more qualitative approach to content analysis. Section 4.1 pertains to the reader survey results (refer to Appendix A) and section 4.2 presents the stakeholder survey results (refer to Appendix B).
4.1 Reader survey results

4.1.1 Readers’ perceptions of *Madiba Action* magazine

The questions in this section were intended to capture the readers’ perceptions of various aspects of *Madiba Action* magazine, such as content and credibility.

**Question 12 (a)**

**Graph 1:** Interest value of *Madiba Action* content

The majority of readers (75.4%) were positive about the interest value of *Madiba Action*’s content, with almost half giving it the highest rating of ‘very interesting’. It should be noted that this could be attributed to the fact that the majority of survey respondents are from the Eastern Cape (69.2%), thus naturally increasing the relevance of and interest in the subject matter.
Question 12 (b)

Graph 2: Usefulness of *Madiba Action* content

From the above results we can see that the majority of readers tended to be positive as regards the usefulness of *Madiba Action’s* content. Once again, this is possibly due to the fact that the majority of survey respondents are from the Eastern Cape (69.2%), thus naturally increasing the relevance of and interest in the subject matter. Graphs 1 and 2 above demonstrate that readers generally have very positive perceptions of the content of the publication *Madiba Action*.

Question 13

This question attempted to discover which types of feature stories readers found most interesting in *Madiba Action*.

Thirty-seven respondents misunderstood the instruction to rank the five different feature types in order of how interesting they found each. Instead, they rated each of the given options on a scale of 1 – 5 (as per question 12).
Six readers gave no response. Just twenty-two respondents ranked their responses as instructed, therefore, it is not possible to draw reliable conclusions from this data because it represents only 33.9% of all survey respondents.

However, of those twenty-two who responded as instructed, seven respondents each found features about the environment and lifestyle and leisure most interesting, followed by tourism with six votes and economic development with five votes. Investment opportunities were voted least interesting by eleven respondents, far outstripping the nearest option, lifestyle and leisure, with only three votes. This is possibly because the average reader may view investment opportunities as the preserve of wealthy investors and businesspeople, whereas environmental and lifestyle and leisure features may be perceived as more accessible to all.

**Question 14**

This open-ended question allowed for free responses from respondents about the kinds of features they would like to read more of.

When the content of these responses was analysed, discernible trends in the types of features that the readers requested emerged. Interestingly, fourteen readers requested stories about socio-economic development, upliftment of communities and investment opportunities. This was more than requests for the more common consumer magazine features, like the twelve for coverage of tourism activities and seven for lifestyle and leisure. Five readers requested success stories about local people, often expressed in relationship to socio-economic development, such as the rise of successful entrepreneurs. Health and social issues such as HIV/AIDS and crime ranked lower than expected with just three requests, considering the attention given to these in the daily media. Perhaps it is because of this extensive coverage that a desire to read more about other aspects of the Eastern Cape province was expressed. Three readers requested more articles on heritage and history, while just two asked for more sport stories. Two readers said they were happy with the
range of features, while there were four individual requests for more stories on Nelson Mandela Bay, shopping, research being done by tertiary institutions and crossword puzzles. Thirteen readers did not respond to this open-ended question.

Interestingly, in contrast to question thirteen’s results above, features about socio-economic development and investment opportunities were more requested than tourism or lifestyle and leisure stories. The contradiction is perhaps explained by the fact that question thirteen did not reliably capture trends in the data because most respondents did not follow the instructions correctly and gave invalid responses which could not be analysed.

The fact that socio-economic development and tourism were the most requested features demonstrates that Madiba Action’s market positioning as an economic development and tourism magazine is meeting a need and, with readers expressing a desire for more such features, the publication could develop further in these areas.
Question 23

Graph 3: Readers’ perceptions of *Madiba Action* as a credible information source

With just a single negative response, readers overwhelmingly expressed their belief that *Madiba Action* is a credible source of information about the province. This is significant in that it shows that readers do not regard the magazine as propaganda and are thus more likely to accept its content as true and believable. Furthermore, acceptance as a credible information source means it has the potential to impact more deeply upon readers’ perceptions of the Eastern Cape.
4.1.2 Readers’ perceptions of the Eastern Cape province of South Africa

The questions in this sub-section were designed to highlight readers’ perceptions of various aspects of the Eastern Cape province.

Question 15

Table 1: Readers’ perceptions of various aspects of the Eastern Cape

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Negative</th>
<th>Neutral / unsure</th>
<th>Positive</th>
<th>Ignorant</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment and tourism</td>
<td>3 4.6%</td>
<td>5 7.7%</td>
<td>56 86.2%</td>
<td>0 0</td>
<td>64 98.5%</td>
</tr>
<tr>
<td>Governance of the province</td>
<td>13 20%</td>
<td>28 43.1%</td>
<td>21 32.3%</td>
<td>3 4.6%</td>
<td>65 100%</td>
</tr>
<tr>
<td>Investment opportunities</td>
<td>3 4.6%</td>
<td>25 38.5%</td>
<td>33 50.8%</td>
<td>3 4.6%</td>
<td>64 98.5%</td>
</tr>
<tr>
<td>Safety and security</td>
<td>15 23.1%</td>
<td>24 36.9%</td>
<td>24 36.9%</td>
<td>1 1.5%</td>
<td>64 98.5%</td>
</tr>
</tbody>
</table>

The majority of readers (86.2%) were positive about the natural environment and tourism resources in the Eastern Cape, while approximately half (50.8%) were positive about investment opportunities. Readers were generally not positive about the governance of the province or safety and security but tended to be more uncertain than negative about these issues. Their perceptions of the provincial governance and safety and security were perhaps negatively affected by the generally negative coverage in mainstream media of related issues in the province such as crime, corruption and lack of service delivery.
This table of results shows that approximately half of readers (thirty-three or 50.8%) rated the media more influential than any other factor on their perceptions. Friends and family followed with a top rating from twenty-three respondents, while only eleven readers rated their business connections as most influential on their perceptions.

Interestingly, of the fourteen respondents who voted ‘other’ factors most influential, six of these reported their own direct experience of the province as having the most impact on their perceptions.

Combining the ratings 1 and 2, which indicate significant influence, the media was rated the strongest influence overall (64.6%), followed closely by friends and family (63.1%), with the influence of business connections a distant third (38.4%).
Question 19

Table 3: Readers’ perceptions of the Eastern Cape as a place to visit/live/work/invest in

<table>
<thead>
<tr>
<th>EC dimension</th>
<th>1 Poor</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 Ideal</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>To visit</td>
<td>1.5%</td>
<td>3,1%</td>
<td>12,3%</td>
<td>21,5%</td>
<td>60%</td>
<td>98,5%</td>
</tr>
<tr>
<td>To live</td>
<td>3,1%</td>
<td>9,2%</td>
<td>16,9%</td>
<td>20%</td>
<td>47,7%</td>
<td>96,9%</td>
</tr>
<tr>
<td>To work</td>
<td>6,2%</td>
<td>15,4%</td>
<td>23,1%</td>
<td>23,1%</td>
<td>32,3%</td>
<td>100%</td>
</tr>
<tr>
<td>To invest</td>
<td>4,6%</td>
<td>7,7%</td>
<td>26,2%</td>
<td>26,2%</td>
<td>33,8%</td>
<td>98,5%</td>
</tr>
</tbody>
</table>

Readers were overall quite positive about the Eastern Cape, more so with regard to short term visits (81.5%) and less so on longer term issues such as living there (67.7%), working there (55.4%) and investment (60%). The majority of those who were not positive tended to give the province a mid-point neutral rating of 3, rather than being expressly negative. Total positive scores were calculated by adding the positive ratings 4 and 5.
4.1.3 *Madiba Action*’s effects on its readership in terms of reported interest in and positive attitude change toward the province.

The following questions were intended to capture the influence of *Madiba Action* on readers’ interest in the Eastern Cape and positive attitude change toward the province, as reported by the readers themselves.

**Question 17**

**Graph 4**: The influence of *Madiba Action* on readers’ perception of the Eastern Cape

A significant majority of fifty-one respondents (78%) reported that *Madiba Action* had influenced their perception of the Eastern Cape. This demonstrates that a ‘good news’ publication, like *Madiba Action*, can have a positive influence on readers’ perceptions. It also shows that readers believe in the power of ‘good news’ publications to influence perceptions.
Question 18

This question sought to establish how *Madiba Action* had influenced readers’ perceptions of the Eastern Cape.

In analysing the readers’ responses, detailing how *Madiba Action* had influenced their opinion of the Eastern Cape, the following themes emerged. It should be noted, however, that there are some overlap between areas of classification, which was a subjective decision by the researcher.

Twenty respondents (30.8%) indicated that the magazine’s appealing design and interesting and informative content was an influence. The fact that the magazine’s purpose is to promote pride, positive attitudes and optimism about the Eastern Cape affected thirteen respondents (20%), indicating that the magazine is starting to achieve its stated objective. Eight respondents (12.3%) appreciated that the content focuses on all areas of the Eastern Cape province, not just the main towns and cities. Seven respondents (10.8%) reported that the news of economic development and investment opportunities had influenced their opinion of the province. Only two respondents said that the awareness of local events and activities happening in their area created by *Madiba Action* had influenced their opinion of the Eastern Cape. Twelve respondents (18.5%) did not feel that *Madiba Action* had influenced their opinion of the Eastern Cape (question 17) while three did not respond to the question.

With the highest number of respondents reporting that the design and content of *Madiba Action* had most influenced their perceptions of the Eastern Cape, it suggests that positive perceptions of the ‘good news’ media product itself, that is *Madiba Action*, are important in influencing perceptions of the subject matter, in this case the Eastern Cape. These results also indicate that the readers understand the purpose of ‘good news’ media, in terms of promoting positive perceptions and attitudes and, furthermore, that *Madiba Action* as an example of such a media product is effective in promoting positive perceptions of the Eastern Cape.
Question 20

Table 4: The influence of Madiba Action on readers’ perceptions of the Eastern Cape as a place to visit/live/work/invest in

<table>
<thead>
<tr>
<th>More likely:</th>
<th>a) to visit</th>
<th>b) to live</th>
<th>c) to work</th>
<th>d) to invest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>62</td>
<td>53</td>
<td>49</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>95.4%</td>
<td>81.5%</td>
<td>75.4%</td>
<td>81.5%</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>10</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>15.4%</td>
<td>16.9%</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

Number of respondents: (a) = 62; (b) = 63; (c) = 60; (d) = 61

While 95.4% of readers state that they would be more likely to visit or holiday in the province after reading Madiba Action, fewer report that it would encourage them to make more permanent commitments to the province, such as to live (81.5%), work (75.4%) or invest (81.5%). However, the figures are still very positive, reinforcing readers’ assertions about the media as a powerful source of influence (see question 16).

These results demonstrate that Madiba Action has had significant impact on readers’ perceptions of the Eastern Cape, although this impact is perhaps tempered by existing negative perceptions or uncertainty which make readers slightly less positive on the longer term aspects of living, working or investing in the province, as opposed to merely visiting it.
Question 21

Graph 5: Readers’ perceptions of the ability of *Madiba Action*’s good news content to affect positive attitude change about the Eastern Cape

Do you think that by showcasing positive developments in the Eastern Cape, *Madiba Action* can positively influence attitudes to the province?

Once again, the power of the media is highlighted in the respondents’ overwhelming majority assertion (95%) that, by showcasing positive provincial developments, *Madiba Action* can have a positive influence on changing perceptions of the Eastern Cape. Because the mainstream media has been very influential in helping to shape very negative perceptions of the Eastern Cape, it is interesting to note that readers also believe the converse to be true, that is, that ‘good news’ media can positively influence perceptions of the province.
Question 22

Graph 6: Readers' belief in the ability of Madiba Action to stimulate economic development, investment and tourism in the Eastern Cape

These 97% affirmative results are significant in that they demonstrate readers' belief that ‘good news’ publications like Madiba Action can go beyond simply changing attitudes or perceptions and result in action, that is, stimulating economic development, investment and tourism in the Eastern Cape. A corresponding increase in investment and tourism has the potential to, in turn, positively influence perceptions of the province and create a cycle of positive effects. However, measuring whether Madiba Action actually had a tangible effect on increasing investment and tourism in the province was beyond the scope of this study.
4.1.4 Variables affecting perceptions of *Madiba Action* and the Eastern Cape

Demographic questions were included in the survey to represent the variables gender, age, nationality and education, which, it was thought, may influence readers’ perceptions. Each variable was cross-referenced with the various question sets designed to determine readers’ perceptions of *Madiba Action* magazine (questions 12, 23), the Eastern Cape (questions 15, 19) and the magazine’s influence on perceptions of the province (questions 17, 20, 21, 22).

Only those results significantly affected by the variables will be shown. With only three foreign respondents, the need for and significance of the variable ‘nationality’ was obviated. After analysis of the data, the variable gender did not appear particularly significant, with no clear gender-based trends of influence, therefore, it was excluded.

4.1.4 a) The influence of age on readers’ perceptions of *Madiba Action*, the Eastern Cape, as well as the magazine’s effect on perceptions of the province

Four respondents were younger than 21, nineteen were aged 21 to 30, twenty-three were aged 31 to 45 and eighteen were 46 years and older. Because the youngest group was so small, it was merged with the next group to create one group of readers 30 years and younger. One respondent did not indicate their age. Whilst converting the scores to percentages may seem unnecessary for smaller sized groups and may appear to over inflate the contribution of fewer responses, it was deemed necessary for basic comparative purposes across age groups.
Table 5: Age-based differences in reported interest value of *Madiba Action* content

<table>
<thead>
<tr>
<th>Age</th>
<th>1 (very interesting)</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 (not interesting at all)</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤30</td>
<td>15</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>31 - 45</td>
<td>8</td>
<td>34,8%</td>
<td>6</td>
<td>26,1%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>46 +</td>
<td>8</td>
<td>44,4%</td>
<td>5</td>
<td>27,8%</td>
<td>1</td>
<td>5,6%</td>
</tr>
</tbody>
</table>

The majority of the youngest age group found *Madiba Action* very interesting, almost twice as many as the two older groups.

Table 6: Age-based differences in reported influence of *Madiba Action* on readers’ perceptions of the Eastern Cape

<table>
<thead>
<tr>
<th>MA influence</th>
<th>≤30</th>
<th>31 – 45</th>
<th>46 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>7</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>No</td>
<td>15</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

Number of respondents: <21-30 = 22; 31-45 = 23; 46+ = 18

The youngest age group (≤30) found *Madiba Action* significantly more interesting than the older groups. Yet, it was also the group to report that *Madiba Action* had the least influence on their perceptions of the Eastern Cape (see table 6).

This is interesting because it suggests that, contrary to their report, *Madiba Action* in fact influenced their opinion far more than the other two groups, since there were no significant age-based differences in readers’ reported perceptions of the Eastern Cape or their positive perceptions of *Madiba Action*’s ability to influence perceptions of the province. Readers younger than thirty seem unaware of the effect of the magazine on their perceptions. Perhaps because they were interested in the content, it had an unconscious effect on them.
Table 7: Age-based differences in perceptions of various aspects of the Eastern Cape

<table>
<thead>
<tr>
<th>Perception:</th>
<th>Negative</th>
<th>Neutral/ Unsure</th>
<th>Positive</th>
<th>Ignorant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) Environment &amp; tourism</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤30</td>
<td>1</td>
<td>3</td>
<td>19</td>
<td>0</td>
</tr>
<tr>
<td>31 - 45</td>
<td>0</td>
<td>1</td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>46 +</td>
<td>2</td>
<td>1</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td><strong>b) Governance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤30</td>
<td>4</td>
<td>10</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>31 - 45</td>
<td>2</td>
<td>14</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>46 +</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td><strong>c) Investment opportunities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤30</td>
<td>1</td>
<td>8</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>31 - 45</td>
<td>1</td>
<td>9</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>46 +</td>
<td>1</td>
<td>8</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td><strong>d) Safety &amp; security</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤30</td>
<td>4</td>
<td>8</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>31 - 45</td>
<td>5</td>
<td>9</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>46 +</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>

Number of respondents: ≤30 = 23; ≤30= 23; 46+ = 18

The 46+ age group was more negative on all four aspects than the other two younger groups. This group was also significantly less positive about investment opportunities and safety and security. This is possibly due to the perception that older members of society are more financially and physically vulnerable than the younger ones. Also, the older group is the group possibly most cognisant of and affected by or resistant to the vast socio-political changes in South Africa, as they have lived under both the Apartheid and new democratic governments during their adult life. Thus, age as a variable appears to have an increasingly negative effect on perceptions of the Eastern Cape province with a corresponding increase in age.
4.1.4 b) The influence of education on readers’ perceptions of *Madiba Action*, the Eastern Cape, as well as the magazine’s effect on perceptions of the province

Eighteen respondents had completed their secondary education, twenty-nine had tertiary qualifications and eighteen held postgraduate qualifications.

**Question 15**

<table>
<thead>
<tr>
<th>Perception: a) Environment &amp; tourism</th>
<th>Negative</th>
<th>Neutral/ Unsure</th>
<th>Positive</th>
<th>Ignorant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary</td>
<td>2</td>
<td>1</td>
<td>14</td>
<td>0</td>
</tr>
<tr>
<td>Tertiary</td>
<td>0</td>
<td>2</td>
<td>27</td>
<td>0</td>
</tr>
<tr>
<td>Postgrad</td>
<td>1</td>
<td>2</td>
<td>15</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perception: b) Governance</th>
<th>Negative</th>
<th>Neutral/ Unsure</th>
<th>Positive</th>
<th>Ignorant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary</td>
<td>1</td>
<td>10</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Tertiary</td>
<td>5</td>
<td>16</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Postgrad</td>
<td>7</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perception: c) Investment opportunities</th>
<th>Negative</th>
<th>Neutral/ Unsure</th>
<th>Positive</th>
<th>Ignorant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary</td>
<td>0</td>
<td>7</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Tertiary</td>
<td>1</td>
<td>11</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td>Postgrad</td>
<td>2</td>
<td>7</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perception: d) Safety &amp; security</th>
<th>Negative</th>
<th>Neutral/ Unsure</th>
<th>Positive</th>
<th>Ignorant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary</td>
<td>4</td>
<td>2</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Tertiary</td>
<td>6</td>
<td>14</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Postgrad</td>
<td>5</td>
<td>8</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Number of respondents: (a), (c) and (d) S = 17, T = 29, P = 18; (b) S = 18, T = 29, P = 18

The postgraduate group was more negative about the governance of the province and least positive about investment opportunities and safety and security (the tertiary group was equally negative about security). The postgraduate group’s higher levels of dissatisfaction could possibly be due to frustration at a perceived lack of opportunities and development in the province for those with higher qualifications.
Table 9: Education-based differences in Madiba Action’s influence on perceptions of the Eastern Cape

<table>
<thead>
<tr>
<th>MA influence:</th>
<th>Secondary</th>
<th>Tertiary</th>
<th>Postgraduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>15 83,3%</td>
<td>25 86,2%</td>
<td>12 66,7%</td>
</tr>
<tr>
<td>No</td>
<td>2 11,1%</td>
<td>4 13,8%</td>
<td>6 33,3%</td>
</tr>
</tbody>
</table>

Number of respondents: S = 17; T = 29; P = 18

The postgraduate group reported a lesser influence by Madiba Action on their opinion of the Eastern Cape. However, aside from this reported lesser influence, there were no marked differences between the differently educated groups with regard to Madiba Action’s influence on readers’ generally positive opinions of the Eastern Cape as a place to visit, live, work or invest in. Education also did not influence readers’ majority belief that Madiba Action could positively influence attitudes to the Eastern Cape or stimulate economic development, investment and tourism.
4.1.5 Summary of reader survey results

4.1.5 a) Readers’ perceptions of Madiba Action

The readers’ survey results presented above show that readers’ perceptions of Madiba Action are generally positive. The majority of readers find the magazine content very interesting and useful. Their requests show a desire for more features on socio-economic development and investment, followed closely by tourism activities, indicating that Madiba Action’s positioning as an economic development and tourism magazine appears to be meeting a market demand. All respondents, except one, stated a belief that Madiba Action is a credible source of information about the Eastern Cape. Therefore, they would be more likely to accept its content as true, creating the potential for greater positive effects on their perceptions.

4.1.5 b) Readers’ perceptions of the Eastern Cape

Readers’ perceptions of different aspects of the Eastern Cape vary greatly. Most are positive about the natural environment and tourism; while readers are divided on their perceptions of investment opportunities. Only approximately one third of readers have a positive perception of safety and security or the province’s governance. Readers seem to be largely uncertain, rather than expressly negative, about these last two areas, which are also the aspects that receive a lot of negative coverage in the media.

Yet, the majority of readers are still positive about the Eastern Cape as a place to visit, live, work or invest in. Perhaps it is this conflict of negative media coverage with readers’ own experiences of the province that creates the uncertainty on these issues. This correlation is borne out by the fact that readers rated the media as the most influential on their perceptions, followed closely by friends and family.
4.1.5 c) *Madiba Action*’s effects on readers’ perceptions of the Eastern Cape

Whilst the media can be a source of negative effects on audiences’ perceptions, this survey also showed that a media product can have positive, pro-social effects. Three quarters of readers reported that *Madiba Action* had positively influenced their opinion of the Eastern Cape through its interesting and informative content and purpose of promoting optimism and positive perceptions. The majority were positive that they would be more likely to consider the Eastern Cape as a place to visit, live, work and invest in after reading the magazine. They expressed the belief that *Madiba Action* can positively influence attitudes to the province and, furthermore, stimulate investment and tourism.

4.1.5 d) Variables affecting perceptions of *Madiba Action* and the Eastern Cape

In terms of the variables age and education, older readers (46 years and above) and those with postgraduate qualifications were more negative about the various aspects of the Eastern Cape. While readers younger than thirty and those with postgraduate qualifications reported that *Madiba Action* had least influenced their perceptions, there were no significant differences based on age or education to back up their assertions, suggesting that the magazine had indeed had significant positive effects. Therefore, despite the reports to the contrary, it appears that *Madiba Action* did exert a similarly positive influence on readers’ opinions of the Eastern Cape.
4.2 Stakeholder survey results

A stakeholder survey was submitted to eighteen marketing and communications representatives of *Madiba Action*’s key corporate, government and parastatal stakeholder organisations. Of these, nine respondents returned completed questionnaires, creating a 50% response rate.

These respondents are important because they were not answering in their individual capacity but rather acting on behalf of the stakeholder organisations which they represent. Their responses express the concerns and interests of these organisations.

**Table 10:** Respondents in stakeholder survey

<table>
<thead>
<tr>
<th>Name of respondent</th>
<th>Stakeholder organisation</th>
<th>Position held</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roland Williams</td>
<td>Nelson Mandela Bay Municipality (NMBM)</td>
<td>Communications Manager</td>
</tr>
<tr>
<td>Vuyelwa Qinga-Vika</td>
<td>Coega Development Corporation (CDC)</td>
<td>Head of Marketing &amp; Communication</td>
</tr>
<tr>
<td>Prof. Gavin Stewart</td>
<td>Daily Dispatch</td>
<td>Editorial Consultant</td>
</tr>
<tr>
<td>Dr Sipho Lombo</td>
<td>Office of the Premier (OTP: EC Govt)</td>
<td>Senior Manager: Communication &amp; Research</td>
</tr>
<tr>
<td>Tersia Malepane</td>
<td>Department of Foreign Affairs</td>
<td>Assistant Director: Publications</td>
</tr>
<tr>
<td>Daphney Manganye</td>
<td>Office of the Premier (OTP: EC Govt)</td>
<td>Senior Manager: Communications</td>
</tr>
<tr>
<td>Gail Pullen</td>
<td>Amathole District Municipality</td>
<td>Communications &amp; Media Relations Manager</td>
</tr>
<tr>
<td>Caleb Smith</td>
<td>Eastern Cape Socio-Economic Consultative Council (ECSECC)</td>
<td>GIS/Publications/IT</td>
</tr>
<tr>
<td>Susan Wilson</td>
<td>Eastern Cape Tourism Board (ECTB)</td>
<td>Acting Manager - Information Services</td>
</tr>
</tbody>
</table>

Number of respondents: 9
4.2.1 Stakeholders’ involvement in and perceptions of Madiba Action

Question 1

This question sought to discover how the stakeholder first became aware of Madiba Action magazine.

Three stakeholders’ first exposure to the magazine was via a Madiba Action presentation. Two found a copy at a trade show or information kiosk and one received a magazine from an advertising representative. Two were directly approached by the publisher and one stakeholder heard about the publication from colleagues. This indicates that stakeholder involvement is mainly initiated through a direct approach by the publisher of corporate, government and parastatal stakeholders who fit Madiba Action’s economic development and tourism profile.

Question 2

Table 11: Stakeholders’ involvement in Madiba Action

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Advertiser</th>
<th>Sponsor</th>
<th>Source of info</th>
<th>Other Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>NMBM</td>
<td>1</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>CDC</td>
<td>1</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Daily Dispatch</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTP: EC Govt – Research</td>
<td></td>
<td>1</td>
<td>1</td>
<td>Distributor to foreign missions</td>
</tr>
<tr>
<td>Dept of Foreign Affairs (Publications)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTP: EC Govt – Communications</td>
<td>1</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Amathole DM</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ECSECC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECTB</td>
<td>1</td>
<td></td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Number of respondents: 9
Whereas traditional magazines usually only rely on outside participation via advertising placement, *Madiba Action*’s stakeholders have a greater direct involvement in the publication, in differing combinations, as advertiser/sponsor/information source, allowing it to become a tool promoting their organisation as located within the Eastern Cape.

**Question 3**

**Table 12:** Number of *Madiba Action* issues stakeholders have participated in

<table>
<thead>
<tr>
<th>No. of issues</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stakeholder</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NMBM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Daily Dispatch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTP: EC Govt – Research</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Dept of Foreign Affairs (Publications)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>OTP: EC Govt – Communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Amathole DM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>ECSECC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ECTB</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

Number of respondents: 8

The fact that *Madiba Action* is only published twice a year and that the provincial government and provincial tourism authority have been involved in all eight issues suggests that *Madiba Action* as a ‘good news’ magazine has been a continuously useful tool in meeting provincial development objectives of promoting the image of the Eastern Cape in order to attract investment and tourism.
**Question 4 and 5**

These questions were intended to ascertain whether the stakeholder organisation had benefited from their involvement in *Madiba Action* and, if so, the details of how they had benefited.

**Table 13:** Direct/indirect benefits of stakeholders’ involvement in *Madiba Action*

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Benefit</th>
<th>Yes</th>
<th>No</th>
<th>Not Sure</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>NMBM</td>
<td></td>
<td>1</td>
<td></td>
<td>None given.</td>
<td></td>
</tr>
<tr>
<td>CDC</td>
<td></td>
<td>1</td>
<td></td>
<td>None given.</td>
<td></td>
</tr>
<tr>
<td>OTP: EC Govt – Research</td>
<td></td>
<td>1</td>
<td></td>
<td>None given.</td>
<td></td>
</tr>
<tr>
<td>Dept of Foreign Affairs (Publications)</td>
<td></td>
<td>1</td>
<td></td>
<td>It exposes Eastern Cape Province to foreign countries where we have embassies (for tourism).</td>
<td></td>
</tr>
<tr>
<td>OTP: EC Govt – Communications</td>
<td></td>
<td>1</td>
<td></td>
<td>We have been able to profile the Premier and the programmes that the provincial government is involved in.</td>
<td></td>
</tr>
<tr>
<td>Amathole DM</td>
<td></td>
<td>1</td>
<td></td>
<td>Indirectly - by providing tourists &amp; visitors to our district with information on our area. Promoting tourism.</td>
<td></td>
</tr>
<tr>
<td>ECSECC</td>
<td></td>
<td>1</td>
<td></td>
<td>The map ECSECC provides creates awareness of our organisation. ECSECC distributes magazines through our resource centre.</td>
<td></td>
</tr>
<tr>
<td>ECTB</td>
<td></td>
<td>1</td>
<td></td>
<td>Fantastic tourism marketing tool used to highlight tourism potential from an investment, business and leisure perspective.</td>
<td></td>
</tr>
</tbody>
</table>

Number of respondents: 8

Five stakeholders stated that their organisation had benefited from their involvement in *Madiba Action*. Their reasons generally reflect the perception that the magazine is a useful tool for promoting tourism and investment in the province, which has economic spin-offs for their organisation and at the same time provides a platform on which to showcase their organisation.

**Question 6**

This question asked stakeholders whether they believed there was a need for positive media products which showcase the Eastern Cape. All nine respondents unanimously stated that there is a need for positive media products showcasing the Eastern Cape.
**Table 14:** Types of features stakeholders found most interesting

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Feature Rating</th>
<th>1 Most interesting</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 Least interesting</th>
</tr>
</thead>
<tbody>
<tr>
<td>NMBM</td>
<td>Tourism</td>
<td>Lifestyle and leisure</td>
<td>Economic development</td>
<td>Investment opportunities</td>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td>CDC</td>
<td>Economic development</td>
<td>Investment opportunities</td>
<td>Lifestyle and leisure</td>
<td>Tourism</td>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td>Daily Dispatch</td>
<td>Tourism</td>
<td>Lifestyle and leisure</td>
<td>Environment</td>
<td>Investment opportunities</td>
<td>Economic development</td>
<td></td>
</tr>
<tr>
<td>OTP: EC Govt – Research</td>
<td>Economic development</td>
<td>Investment opportunities</td>
<td>Tourism</td>
<td>Lifestyle and leisure</td>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td>Dept of Foreign Affairs (Publications)</td>
<td>Economic development</td>
<td>Tourism</td>
<td>Investment opportunities</td>
<td>Economic development</td>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td>OTP: EC Govt – Communications</td>
<td>Economic development</td>
<td>Tourism</td>
<td>Investment opportunities</td>
<td>Lifestyle and leisure</td>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td>Amathole DM</td>
<td>Tourism</td>
<td>Lifestyle and leisure</td>
<td>Investment opportunities</td>
<td>Economic development</td>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td>ECSECC</td>
<td>Economic development</td>
<td>Tourism</td>
<td>Economic development</td>
<td>Investment opportunities</td>
<td>Environment, economic development</td>
<td></td>
</tr>
<tr>
<td>ECTB</td>
<td></td>
<td>Investment opportunities</td>
<td>Environment, economic development</td>
<td>Tourism, lifestyle &amp; leisure</td>
<td>Environment</td>
<td></td>
</tr>
</tbody>
</table>

Number of respondents: 9

Tourism and economic development features were voted ‘most interesting’ by the majority, followed by lifestyle and leisure and investment opportunities as ‘interesting’. This suggests that the stakeholders’ interests are aligned with *Madiba Action*’s positioning as an economic development and tourism magazine.
Table 15: Types of features stakeholders would like to see more of

<table>
<thead>
<tr>
<th>Stakeholder Function</th>
<th>The kind of stories they would like to see more of</th>
</tr>
</thead>
<tbody>
<tr>
<td>NMBM \nLocal municipal government of Nelson Mandela Bay.</td>
<td>sport, community stories</td>
</tr>
<tr>
<td>CDC \nResponsible for promoting the development of and investment in the Coega industrial development zone.</td>
<td>investment leads, investment opportunities and lifestyle stories</td>
</tr>
<tr>
<td>Dept of Foreign Affairs (Publications) \nDistribution of informational and promotional materials about South Africa to foreign missions abroad.</td>
<td>Trade and industry.</td>
</tr>
<tr>
<td>OTP: EC Govt – Communications Office of the Premier of the Eastern Cape Government.</td>
<td>Programmes that the provincial govt is involved in. Economic development initiatives, poverty alleviation.</td>
</tr>
<tr>
<td>ECSECC \nConsultative council responsible for monitoring and implementation of the socio-economic objectives of the Eastern Cape provincial government.</td>
<td>Positive developmental snapshots of people of all races/gender etc. succeeding in the Eastern Cape. Developmental challenges and solutions.</td>
</tr>
<tr>
<td>ECTB \nProvincial tourism authority.</td>
<td>Am happy with the balance but would like to see a section dedicated to the Young and Upcoming Tourism Segment - this publication should be distributed to Tertiary Institutions.</td>
</tr>
</tbody>
</table>

Number of respondents: 7

As can be expected, the stakeholders’ feature story requests were generally associated with the purpose of their government/corporate/parastatal organisation because they are responding on behalf of their organisation.

Question 9

Table 16: Stakeholders’ rating of Madiba Action’s design and layout

<table>
<thead>
<tr>
<th>Rating: Design</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Easy to read</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>b) World class</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>c) Handy travel size</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Number of respondents: 9
Stakeholders’ perceptions of the magazine design were overwhelmingly positive, with no negative ratings. An attractive, high quality design is important for a publication to attract readers and stakeholders. From the stakeholders’ responses, it appears that Madiba Action is perceived to be a high quality showcase for the advertisers and stakeholders involved in it.

**Question 10**

**Table 17:** Stakeholders’ rating of Madiba Action’s content

<table>
<thead>
<tr>
<th>Rating: Content</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Very interesting</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>b) Useful information</td>
<td>5</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>c) Positive EC facts</td>
<td>7</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Stakeholders did not rate any aspect of Madiba Action’s content negatively. The majority gave each aspect the maximum positive rating. Overall, stakeholders’ perceptions of Madiba Action are that it is well-designed with interesting and informative content. It is perceived to be a factual, positive publication. This is important because their involvement and positive responses indicate that stakeholders value Madiba Action as a useful, valuable tool for promoting their organisational interests and situating them in the context of the Eastern Cape.

**Question 17**

This question sought to gauge stakeholders’ understanding of the pejorative term ‘sunshine journalism’. Seven respondents understood the term ‘sunshine journalism’ to mean ‘journalism that presents its subject positively yet factually-based’. Interestingly, only two respondents – the newspaper editorial consultant and tourism representative – understood the term in the context in which it is used by media professionals, meaning ‘journalism that presents its subjects in a falsely positive light’. Their responses showed that stakeholders
could not distinguish between the definitions of ‘sunshine journalism’ and ‘good news media’.

**Question 18**

Only one respondent said that ‘good news media’ referred to ‘media that sets out to distort the truth about a place/issue etc. by presenting a falsely positive picture’, which is in fact the common definition of ‘sunshine journalism’, as understood pejoratively by media professionals.

Five respondents said that ‘good news media’ referred to ‘media that sets out to create a balanced view of a generally negatively reported place/issue etc. by presenting only the positive facts’.

Three respondents gave their own definitions of ‘good news media’:

1. To sincerely reflect all the facts surrounding an issue, with a deliberate bias to being positive about our people and country.
2. News that leaves one feeling warm and smiling.
3. Media that look on the bright side, even if there is a dark one.

The definition chosen by the five respondents above, plus these individual definitions, suggests that the majority of stakeholder respondents have a fair understanding of the purpose of ‘good news media’ — a deliberate focus on positive, factual news in order to create positive perceptions. Two of the three respondents’ own definitions also implicitly acknowledge that while there may be a negative side to an issue, the role of ‘good news media’ is to focus on the positive facts.

**Question 19**

This question sought to discover whether stakeholders believed *Madiba Action* to be a credible source of factual information about the Eastern Cape. Stakeholder respondents were unanimous in their stated belief that *Madiba Action* is a credible source of factual information about the Eastern Cape. This
is important to stakeholders because it benefits their organisations to be involved in a credible publication that conveys factual information. Perceived credibility is important for influencing readers' perceptions because factual publications carry more weight than straightforward advertising or marketing materials, which are perceived to be deliberately promotional.

**Question 20 and 21**

**Table 18: Stakeholders’ reasons for continued participation in future issues of *Madiba Action* or not**

<table>
<thead>
<tr>
<th>Future Involvement</th>
<th>Stakeholder</th>
<th>Yes</th>
<th>No</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NMBM</td>
<td>1</td>
<td>None given.</td>
<td>None given.</td>
</tr>
<tr>
<td></td>
<td>CDC</td>
<td>1</td>
<td>To reinforce the identity of the project and locate it within the context of the province first.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Daily Dispatch</td>
<td>1</td>
<td>We expect a positive response to our advertising.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OTP: EC Govt – Research</td>
<td>1</td>
<td>As a source of information.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dept of Foreign Affairs (Publications)</td>
<td>1</td>
<td>It is a very informative magazine</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OTP: EC Govt – Communications</td>
<td>1</td>
<td>None given.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Amathole DM</td>
<td>1</td>
<td>Same positive goals in promoting the Eastern Cape and good working relations/common understanding.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ECSECC</td>
<td>1</td>
<td>It is a useful and positive magazine.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ECTB</td>
<td>1</td>
<td>It is a provincial publication that supports that the EC is a great place to work, live and invest. It is world class and is widely distributed. Articles are well written and the photography is top quality.</td>
<td></td>
</tr>
</tbody>
</table>

Number of respondents: 9

Stakeholders unanimously agreed that they would be willing to continue their participation in future issues of *Madiba Action*. Reasons were mainly because it is perceived as useful and informative and positively promotes the Eastern Cape province in which their organisation is located.
Table 19: Stakeholders’ additional comments regarding the survey

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Additional comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>NMBM</td>
<td>Feel free to use our office at any time for any information, pics, suggestions, inputs etc. You have our support.</td>
</tr>
<tr>
<td>CDC</td>
<td><em>Madiba Action</em> would be a good product to land in any potential investor’s hands, maybe as part of a direct marketing programme.</td>
</tr>
<tr>
<td>Daily Dispatch</td>
<td>Regard <em>Madiba Action</em> as a good product for its purpose, generally well designed and put together and very well distributed, but the <em>Madiba Action</em> part of the old title-piece seems to me fresher and more modern than the new one.</td>
</tr>
<tr>
<td>Dept of Foreign Affairs (Publications)</td>
<td>It is a good effort because it will help assess how the magazine performs and where, how and when to distribute it (market base).</td>
</tr>
<tr>
<td>OTP: EC Govt – Communications</td>
<td>Good piece of reading material that provides a balanced view of facts about the province. Good work.</td>
</tr>
<tr>
<td>Amathole DM</td>
<td>The size of the publication is handy but it doesn’t fit the conventional size brochure display units.</td>
</tr>
<tr>
<td>ECSECC</td>
<td>Well done on your content. The design is typical, maybe this could be enhanced to create added appeal.</td>
</tr>
<tr>
<td>ECTB</td>
<td>Well done!</td>
</tr>
</tbody>
</table>

Number of respondents: 8

Stakeholders’ additional comments were generally not about the survey but rather reiterate support for the magazine, its purpose and content, with a few suggestions for improved design.
4.2.2 Stakeholders’ perceptions of the Eastern Cape province

Question 14

Table 20: Stakeholders’ perceptions of the Eastern Cape as a place to visit/live/work/invest in

<table>
<thead>
<tr>
<th>EC dimension</th>
<th>1 Poor</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 Ideal</th>
</tr>
</thead>
<tbody>
<tr>
<td>To visit</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>To live</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>To work</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>To invest</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

Number of respondents: 9

Stakeholders were generally positive about the Eastern Cape as a place to visit, live, work or invest in, although the majority did not rate it as a ‘5’ or ‘ideal’ – the majority gave it a positive rating of ‘4’. This is probably because their understanding of the many positive resources in the province but also the practical problems involved, gleaned from their work in promoting economic development and tourism, tempers their responses.

Question 15

Table 21: Sources of influence on stakeholders’ perceptions of the Eastern Cape

<table>
<thead>
<tr>
<th>Source of influence</th>
<th>1 Most influential</th>
<th>2</th>
<th>3</th>
<th>4 Least influential</th>
<th>No rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Friends &amp; family</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

Number of respondents: 9
Stakeholder respondents voted friends and family as having the most influence, followed by their business connections. The media was ranked low as an influence. Stakeholders specified ‘other’ influences as being important, although some omitted to rank them so the correct order of influence cannot reliably be established. On analysis, these influences were all linked to stakeholders’ personal experiences, such as patriotism to the province and choosing to live in the Eastern Cape, own research and in the course of their business dealings. Interestingly, one respondent’s work in local government positively influenced their perceptions of the province, whereas another’s dealings with the provincial government had negatively influenced his opinions.

**Question 16**

Six respondents, the majority, agreed that the media portrays the Eastern Cape negatively. Interestingly, just one, the communications manager for the Office of the Premier, said it portrayed the province positively, while the head of research in the same government office was one of the six who assessed coverage negatively. The newspaper editorial consultant believed that the media’s approach is balanced or neutral, perhaps influenced by his industry’s emphasis on objective journalism. The ECTB respondent said that there was positive and negative coverage. She specified that the hard news was negative, whereas her professional exposure to travel magazines showed a tendency to publish the ‘feel good stuff’.
4.2.3 Stakeholders’ perceptions of *Madiba Action*’s influence on readers’ perceptions of the Eastern Cape

**Question 11**

Table 22: Stakeholders’ perceptions of *Madiba Action*’s influence on readers’ attitudes to the Eastern Cape

<table>
<thead>
<tr>
<th>Perception</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) After reading the tourism-related features, readers would be more likely to feel positive about the Eastern Cape as a place they want to visit.</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>b) After reading the lifestyle and leisure-related features, readers would be more likely to feel positive about the Eastern Cape as a place where they would want to live.</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>c) After reading the features on famous ‘homegrown’ achievers and economic development in the province, readers would be more likely to feel positive about the Eastern Cape as a place to work and do business.</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>d) After reading about investment opportunities in various districts of the province, readers would be more likely to feel positive about the Eastern Cape as a place to invest in.</td>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>

Number of respondents: 9

Stakeholders were near unanimous in their statements that reading *Madiba Action* would positively influence readers’ perceptions in considering the Eastern Cape as a place to visit, live, work and invest in. These stated beliefs in the positive effects of this ‘good news’ media product suggest the reasons for their involvement in *Madiba Action*. 
Table 23: Stakeholders’ perceptions of the ability of ‘good news’ media to stimulate economic development, investment and tourism in the Eastern Cape

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Yes</th>
<th>No</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>NMBM</td>
<td>1</td>
<td></td>
<td>It is also important not to completely ignore the unfortunate negative aspects of our society; otherwise the stories may lack credibility.</td>
</tr>
<tr>
<td>CDC</td>
<td>1</td>
<td></td>
<td>If positioned correctly and actually reach the target audience, it gives the potential investor a full picture of the investment location.</td>
</tr>
<tr>
<td>Daily Dispatch</td>
<td>1</td>
<td></td>
<td>Most investors - incl. service investors like travel agents and tour operators - accept that newspapers generally have to carry hard news and are amenable to ‘good news’ coverage of the Madiba Action type, so long as it is not deliberately misleading on issues around client safety.</td>
</tr>
<tr>
<td>OTP: EC Govt – Research</td>
<td>1</td>
<td></td>
<td>People want to hear that it is possible to rise from small or nothing to big ventures/possibilities.</td>
</tr>
<tr>
<td>Dept of Foreign Affairs (Publications)</td>
<td>1</td>
<td></td>
<td>None given.</td>
</tr>
<tr>
<td>OTP: EC Govt – Communications</td>
<td>1</td>
<td></td>
<td>The EC province has been portrayed negatively by the media (national). It is important to have a tool that will help boost the image of the province.</td>
</tr>
<tr>
<td>Amathole DM</td>
<td>1</td>
<td></td>
<td>It promotes a certain lifestyle which is attractive to visitors and features places of interest that visitors would want to explore. It also features investment opportunities.</td>
</tr>
<tr>
<td>ECSECC</td>
<td>1</td>
<td></td>
<td>None given.</td>
</tr>
<tr>
<td>ECTB</td>
<td>1</td>
<td>1</td>
<td>We need to highlight some of the real issues = i.e. land rights on the Wild Coast - some fantastic proposals to invest and create jobs have soured due to the land claims issues</td>
</tr>
</tbody>
</table>

Number of respondents: 9

The majority of stakeholders were positive about the ability of ‘good news’ media to stimulate economic development, investment and tourism through promoting the positive aspects of the Eastern Cape. However, three of the nine respondents cautioned that it is important not to ignore the negative issues completely, in order to avoid threats to the publication’s credibility, as well as threats to visitors’ safety and investment opportunities.
4.2.4 Summary of stakeholder survey results

4.2.4 a) Stakeholders’ perceptions of *Madiba Action*

Stakeholders’ involvement, usually initiated by *Madiba Action* publishers, tended to be long term and beyond the simple advertising placement of traditional magazines. They were unanimous that positive media products are needed to showcase the Eastern Cape and the majority said their organisation benefited from their association with *Madiba Action*. This is probably because their organisational goals are aligned with the magazine’s positioning as an economic development and tourism publication, as their requests for more stories on these areas indicated. The majority of stakeholders expressed positive perceptions of *Madiba Action*’s design and that it contained interesting, informative, factual content. They were unanimous that it was a credible source of information about the province. Whilst most did not know what the pejorative ‘sunshine journalism’ meant, the majority had a clear understanding of the role of ‘good news media’ – a deliberately positive, factual focus. Stakeholders were unanimous in their expression of a desire to continue their involvement in *Madiba Action*.

4.2.4 b) Stakeholders’ perceptions of the Eastern Cape

The majority of stakeholders were positive about the province as a place to visit, live, work or invest in but voted it less than ‘ideal’. Friends and family were the greatest influence on their perceptions, followed by their business connections and own experiences. The media did not rate highly as a source of influence and most agreed that the media coverage of the Eastern Cape is negative.

4.2.4 c) *Madiba Action*’s effects on perceptions of the Eastern Cape

The overwhelming majority of stakeholders believed that the magazine as a ‘good news’ media product could positively influence readers’ perceptions of the province and, furthermore, stimulate economic development, investment
and tourism. However, a number of stakeholders issued a caveat that the negative aspects should not be ignored where it threatens the credibility of the publication or the physical safety of tourists, or investment prospects.

4.3 Conclusion

Stakeholders and readers alike have very positive perceptions of *Madiba Action* in terms of content and credibility and both groups wanted to read more economic development and tourism related features, suggesting that the magazine, positioned as an economic development and tourism publication, is meeting a need in its readership and stakeholder target market and can further develop its content appropriately.

The majority of readers and stakeholders are generally positive about the Eastern Cape as a place to visit, live, work and invest in but readers expressed uncertainty about safety and security and the governance of the province, which receive a lot of negative mainstream media coverage. This is explained by readers’ reports of the media as a major influence on their perceptions of the province, whereas stakeholders rated media influence on themselves as negligible, far lower than the influence of their daily business connections. Both groups voted family and friends and their own experiences as highly influential on their perceptions of the Eastern Cape.

Stakeholders acknowledged that media coverage of the Eastern Cape is generally negative. Their participation in *Madiba Action* is an implicit acknowledgement of the power of the media to affect perceptions not just negatively but also positively. The overwhelming majority of stakeholders believed that *Madiba Action* as an example of a ‘good news’ media product could positively influence their readers’ perceptions of the province and stimulate economic development. These beliefs were echoed by the readers themselves and borne out by readers’ majority assertion that *Madiba Action* had positively influenced their perceptions of the Eastern Cape and that, after reading the magazine, they would be more likely to consider the Eastern Cape as a place to visit, live, work and invest in.
CHAPTER 5 – CONCLUSIONS

5.0 Introduction

This study sought to investigate the role of a ‘good news’ magazine like Eastern Cape Madiba Action in promoting positive attitudes towards the Eastern Cape as an aid to development. It investigated whether Madiba Action had any effects on its readership in terms of creating positive perceptions of the Eastern Cape.

This study was conducted using two questionnaires to capture attitudinal data regarding perceptions of Madiba Action and the Eastern Cape province, in a reader survey and stakeholder survey. The views of both readers and stakeholders were considered important in contributing to a holistic understanding of the role of ‘good news’ media in promoting positive perceptions. The readers are important because it is their perceptions that Madiba Action aims to positively influence. The government, parastatal and corporate stakeholders stand to benefit from the promotion of economic development in the province, therefore their involvement signals a belief in the ability of ‘good news’ media to positively influence their audience’s perceptions.

5.1 Media effects on audience perceptions

The South African government has recognised that in order for economic development to take place, the country needs to attract tourism and investment. However, in order to do so, a good image is a prerequisite (Bowes & Pennington 2002; Sibuyi 2000; South African Government Information, 6 February 2006a & 2006b). The perceived image of a destination, whether an accurate reflection of reality or not, affects audiences’ attitudes, decisions and behaviours (Gilbert 1991; Goodall 1990; Prayag 2004).
This is particularly problematic at provincial level for the Eastern Cape. It is the poorest of South Africa’s nine provinces and receives much negative coverage in the mainstream media with regards to crime, corruption, lack of service delivery and a number of other problems (South African Government Information, 18 May 2004).

*Madiba Action* readers were found to be generally very positive about the Eastern Cape as a place to visit, live, work and invest in but were specifically uncertain and negative about their safety and security and the governance of the province. These areas of negativity and uncertainty are those same areas that receive extensive media coverage in terms of crime, corruption, incompetence and lack of service delivery in the provincial government. Because of this suggested correlation between negative coverage and negative perceptions, there is scope for ‘good news’ media products like *Madiba Action* to highlight more positive developments in these key areas in order to positively influence perceptions and ultimately a more balanced view of the province.

Whilst destination promotion through advertising and marketing by the tourism authority is important and effective, the kind of media coverage that the destination receives can either support or counteract this work (Department of Environmental Affairs and Tourism 2006b; Visser 2004a). Aware of the power of the media to shape negative sentiment, government leaders have clashed with the media regarding its developmental role. Leaders like President Mbeki tend to believe that the media should be more positive in its reporting in order to support development in South Africa’s young democracy. On the contrary, many media professionals argue that the role of the press in a democracy is not to indulge in ‘sunshine journalism’ but to be objective and to exercise the right to criticise as the ‘government watchdog’ (Hadland 2005; Versfeld, Kruger & Smith 1996).

Positive news media has more perceived credibility and influence than deliberately promotional marketing or advertising material about a destination (Gilbert 1991). The stakeholders and readers reported very positive
perceptions of *Madiba Action* magazine in terms of design and content, as well as its credibility as a source of information about the province. This is important because interest in the content and belief that it is true or credible will make readers more likely to accept it and be influenced by it.

People rely heavily on the media for images and information about their world – it reflects and shapes their social reality (Golding & Murdock 1991; Jaworski & Pritchard 2005). Media discourse is potentially very powerful because a continuously negative focus on the Eastern Cape can become accepted as the norm or “reality”, reinforcing existing negative attitudes and affecting people’s perceptions of the province negatively, which in turn affects the way they think, feel and act – possibly discouraging potential tourism and investment (Curran 1996; McLoughlin 2000; Jaworski & Pritchard 2005; Teo 2000).

The premise behind ‘good news’ media is that receiving factually positive information can improve audience perceptions, which in turn may indirectly influence their actions. In the context of the Eastern Cape, a ‘good news’ magazine such as *Madiba Action* could positively influence perceptions of the province and possibly aid the bigger picture of economic development by promoting the Eastern Cape as an attractive place to visit, live, work or invest in. This premise was found to be true in that the majority of readers asserted that *Madiba Action* had positively influenced their perceptions of the Eastern Cape and that, after reading the magazine, they would be more likely to consider the Eastern Cape as a place to visit, live, work and invest in.

The ‘good news’ media coverage is not intended to negate the very real socio-economic challenges in the province (First National Bank 2004; Lundy & Visser 2003). Its purpose is to create a perceptual balance, so that “the good news is factually understood as much as the bad news” (Positively South African 2006). While real socio-economic problems cannot simply be undone by ‘good news’ media reports and, conversely, ‘good news’ media reports can be superseded by seriously negative events, the indirect effects of ‘good news’ media cannot be underestimated. An understanding of both the positive
and negative aspects can help to create a more balanced conception of the destination, putting individual events in context and affect a potential tourist or investor’s reaction to it. “Changes in what the individual does are both a function of the nature of the brute world and the nature of his conception of that world. Communication can change the latter” (Whiting 1976:114).

Interesting to note is the discrepancy between readers, who voted the media most influential on their perceptions of the Eastern Cape, and the stakeholders, who voted it less influential than friends and family, their own experience and business connections. This could perhaps be explained by readers’ own reports of acceptance of the media as a credible and powerful source of information and influence on their perceptions. The respondents for the stakeholder organisations in this survey were mostly the marketing and communications representatives and, thus, they are used to liaising with the media. The majority of stakeholder respondents reported that they believed media coverage of the Eastern Cape to be mainly negative. Their organisations may, at some time, have been the subject of such negative coverage; therefore, they may be more sceptical of the media’s intentions and objectivity, yet keenly aware of its power to negatively influence audience perceptions. In South Africa, “perceptions and realities have the same potency, with negative sentiment having a particularly strong economic effect” (Lombard 2004:1).

However, the stakeholders’ continued participation in Madiba Action is also an implicit acknowledgement of the power of the media to affect perceptions, not just negatively but also positively. The overwhelming majority of stakeholders believed that Madiba Action as an example of a ‘good news’ media product could positively influence readers’ perceptions of the province and stimulate economic development. These beliefs were also echoed by the majority of readers themselves.
5.2 Significance of results

The affirmation from readers and stakeholders that *Madiba Action* has been positively received and has positively influenced perceptions of the Eastern Cape creates a strong case for the pro-social effectiveness of ‘good news’ media products as an aid to development.

The fact that both the stakeholders and readers asked most for more economic development and tourism related features suggests that *Madiba Action* has identified a viable niche market – it positions itself as an economic development and tourism magazine – and is meeting a need for ‘good news’ in these areas.

The prevailing negative sentiment in the mainstream media has created a distinct market opportunity for ‘good news’ media like *Madiba Action*, with a focus on positive, factual stories that mainstream media audiences do not have access to. These niche media publications allow the mainstream media the freedom to continue reporting as they see fit but also promote a more balanced view by injecting some positive information into a generally negative news climate (Bowes, Lundy & Pennington 2004; Bowes & Pennington 2002; First National Bank 2004; Lundy & Visser 2003).

There is a definite niche market for ‘good news’ media with the possibility of expanding into a variety of different media products, such as websites, books, magazines, multi-media products and newspapers. A publication such as *Madiba Action* could be expanded to focus on other provinces and such ‘good news’ media would be particularly useful at a national level as tools in strategies to attract international investment and tourism. At the very least, a ‘good news’ media industry would contribute to economic development simply because they promote entrepreneurship and job creation as they are usually produced by SMMEs, with funding from larger stakeholders (Hadland & Thorne 2004).
5.3 Opportunities for further research

Whilst this study shows that ‘good news’ media products do help to promote positive perceptions, it was beyond its scope to measure actual behavioural change among audiences. There is a distinct research opportunity for further investigations into whether ‘good news’ media products go beyond influencing perceptions. Further studies in this area could seek to measure or quantify economically to what extent ‘good news’ media are actually successful in contributing to economic development by stimulating investment and tourism among audiences.
LIST OF REFERENCES


APPENDICES

Appendix A:
Eastern Cape Madiba Action reader survey questionnaire

Appendix B:
Eastern Cape Madiba Action stakeholder survey questionnaire
Talk to us and win!

Answer before 31 July 2006 and your name will go into our competition draw. Please tick the prize you would most like to win:

- Weekend for 2 at Tiffindell Ski Resort incl. accommodation, skiing and meals (excl. travel costs)
- Hamper of Eastern Cape products incl. CD, books, a mohair blanket and craft items.

Please fill in your name and contact details below and complete the questionnaire to be eligible for this draw. You can also complete the questionnaire anonymously.

Please take a few minutes to answer as your response is vital for our research on the role of Madiba Action in promoting positive development in the Eastern Cape. Your answers will be treated confidentially and will only be published as part of the general findings. Please fax your completed questionnaire to: +27(0) 41 581-8997 or post it to Madiba Action Survey, PO Box 5916, Walmer, Port Elizabeth, South Africa, 6065 or go to www.madibaaction.co.za for an on-line version. For any queries or further info email: info@yithethe.co.za

Name:
______________________________
Postal or e-mail address: ________________________________

Please tick one correct box or fill in your own answers where applicable.

1. Gender: ☐ Male ☐ Female
2. How old are you? ☐ Younger than 21 ☐ 21 – 30 ☐ 31 – 45 ☐ 46 and over
3. Country of residence: ☐ South Africa ☐ Other __________________________ (Please specify)
4. If you answered ‘South Africa’ to question 3, in which province do you live?
   - Eastern Cape ☐ Western Cape ☐ Northern Cape ☐ Mpumalanga ☐ Gauteng
   - KwaZulu-Natal ☐ Free State ☐ North-West ☐ Limpopo
5. If you answered ‘Other’ to question 3, have you ever been to South Africa? ☐ Yes ☐ No
6. If you answered ‘Yes’ to question 5, were you in South Africa:
   - on business ☐ for tourism and travel ☐ visiting family and friends
   - for other reasons (Please specify) ________________________________
7. If you answered ‘Yes’ to question 5, did you visit the Eastern Cape? ☐ Yes ☐ No
8. What is your highest level of education?
   - primary ☐ secondary ☐ tertiary ☐ postgraduate
9. Are you: ☐ employed ☐ unemployed ☐ student ☐ retired
10. If you are employed, please describe your job. ________________________________

please turn over >>
11. How did you acquire this copy of Madiba Action magazine?
☐ bought ☐ borrowed ☐ trade show ☐ mailing list ☐ info kiosk
☐ other (please specify) ________________________________

12. How would you rate the content of Madiba Action on the following scales:

| 1 | 2 | 3 | 4 | 5 | Not interesting at all
a) Very interesting ☐ ☐ ☐ ☐ ☐
b) Useful information ☐ ☐ ☐ ☐ ☐

13. Please rank the following types of features from 1 – 5, in order of interest to you, where 1 is most interesting and 5 is least interesting: environment _____ tourism _____ economic development _____
investment opportunities _____ lifestyle and leisure _____

14. What kind of information or stories would you like to see more of?
______________________________________________________________________________________________
______________________________________________________________________________________________

15. What is your current perception of the Eastern Cape? Please rate the following aspects on a scale of 1 – 4:
(1 = negative 2 = neutral/unsure 3 = positive 4 = ignorant)

| 1 | 2 | 3 | 4 |
---|---|---|---|
a) Natural environment & tourism ☐ ☐ ☐ ☐
b) The governance of the province ☐ ☐ ☐ ☐
c) Investment opportunities ☐ ☐ ☐ ☐
d) Safety and security ☐ ☐ ☐ ☐

16. Who or what has influenced your perceptions of the Eastern Cape? Please rate the following influences from 1 to 4 where 1 is most influential and 4 is least influential:
the media _____ friends and family _____ business connections _____
other (please specify) ___________________________________________

17. Has Madiba Action influenced your opinion of the Eastern Cape? ☐ Yes ☐ No

18. If ‘Yes’, how? Please give details: ____________________________________________
______________________________________________________________________________________________

19. How would you rate the Eastern Cape on the following dimensions, where 1 is ‘poor’ and 5 is ‘ideal’?

| 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|

a) As a place to visit ☐ ☐ ☐ ☐ ☐
b) As a place to live ☐ ☐ ☐ ☐ ☐
c) As a place to work ☐ ☐ ☐ ☐ ☐
d) As a place to invest in ☐ ☐ ☐ ☐ ☐

20. After reading Madiba Action magazine, would you be more likely to consider the Eastern Cape as a place to:

a) Visit/holiday: ☐ Yes ☐ No b) Live: ☐ Yes ☐ No c) Work: ☐ Yes ☐ No d) Invest in: ☐ Yes ☐ No

21. Do you think that by showcasing positive developments in the Eastern Cape, Madiba Action can positively influence attitudes to the province? ☐ Yes ☐ No

22. Do you believe that ‘good news’ publications like Madiba Action can stimulate economic development, investment and tourism in the Eastern Cape? ☐ Yes ☐ No

23. Do you believe Madiba Action is a credible source of information about the Eastern Cape? ☐ Yes ☐ No

THANK YOU FOR PARTICIPATING IN OUR RESEARCH ON MADIBA ACTION’S ROLE IN PROMOTING POSITIVE DEVELOPMENTS IN THE EASTERN CAPE.
STAKEHOLDER SURVEY

Please take a few minutes to complete this survey. Madiba Action values the input of its major stakeholders. This research will contribute to the growth and development of the Eastern Cape Madiba Action project. It also forms part of a masters’ degree thesis concerned with the role of ‘good news’ publications in promoting positive attitudes towards the Eastern Cape as an aid to development. Your responses will be treated confidentially and will only be published as part of the general findings.

Please fax your completed questionnaire to: 041-581 8997

Name: ………………………………………………………………………………………………………………………………..
Business / Organization / Govt Dept ………………………………………………………………………………………………
Position Held: ……………………………………………………………………………………………………………………….
☑ Please tick one correct box or fill in your own answers where applicable.

1. How did you first hear about Madiba Action magazine?
☐ from an advertising rep  ☐ Madiba Action presentation  ☐ found a copy at a trade show or info kiosk  ☐ other (please specify) …………………………………………………………………………………………………

2. What is your involvement in Madiba Action?
☐ advertiser  ☐ sponsor  ☐ source of information  ☐ other (please specify) …………………

3. How many issues of Madiba Action – including the current winter issue 8 – have you participated in?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐

4. Has your organization benefited directly / indirectly from your involvement in Madiba Action?
☐ Yes  ☐ No

5. If ‘yes’, how? Please give details.
………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………
6. Do you believe there is a need for positive media products showcasing the Eastern Cape?
   [ ] Yes       [ ] No

7. Please rank the following types of features from 1 – 5, in order of interest to you, where 1 is most interesting and 5 is least interesting:
   a) environment ___
   b) tourism ___
   c) economic development ___
   d) investment opportunities ___
   e) lifestyle and leisure ___

8. What kind of information or stories would you like to see more of?
   …………………………………………………………………………………………………………..
   ……………………………………………………………………………………………………………
   ……………………………………………………………………………………………………………

9. How would you rate the design and layout of this publication?
   1 2 3 4 5
   a) Easy to read [ ] [ ] [ ] [ ] [ ] Confusing
   b) World class [ ] [ ] [ ] [ ] [ ] Sub-standard
   c) Handy travel size [ ] [ ] [ ] [ ] [ ] Too small

10. How would you rate the content of Madiba Action on the following scales:
    1 2 3 4 5
    a) Very interesting [ ] [ ] [ ] [ ] [ ] Not interesting at all
    b) Useful information [ ] [ ] [ ] [ ] [ ] Irrelevant info
    c) Positive EC facts [ ] [ ] [ ] [ ] [ ] Biased EC propaganda

11. With reference to Madiba Action magazine, please state whether you agree or disagree with the following statements:
    a) After reading the tourism-related features, readers would be more likely to feel positive about the Eastern Cape as a place they want to visit. [ ] AGREE [ ] DISAGREE
    b) After reading the lifestyle and leisure-related features, readers would be more likely to feel positive about the Eastern Cape as a place where they would want to live. [ ] AGREE [ ] DISAGREE
c) After reading the features on famous ‘homegrown’ achievers and economic development in the province, readers would be more likely to feel positive about the Eastern Cape as a place to work and do business. □ AGREE □ DISAGREE

d) After reading about investment opportunities in various districts of the province, readers would be more likely to feel positive about the Eastern Cape as a place to invest in. □ AGREE □ DISAGREE

12. Do you believe publications like Madiba Action which focus only on positive or ‘good news’ stories can stimulate economic development, investment and tourism in the Eastern Cape?
□ Yes □ No

13. Why or why not?
................................................................................................................................................................................
................................................................................................................................................................................
................................................................................................................................................................................

14. How would you rate the Eastern Cape on the following dimensions, where 1 is ‘poor’ and 5 is ‘ideal’?

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
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<th>4</th>
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<tbody>
<tr>
<td>a) As a place to visit:</td>
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<td>b) As a place to live:</td>
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<tr>
<td>c) As a place to work:</td>
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<tr>
<td>d) As a place to invest in:</td>
<td></td>
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</table>

15. Who or what has influenced your perceptions of the Eastern Cape? Please rate the following influences from 1 to 4 where 1 is most influential and 4 is least influential:
   a) the media ___
   b) friends and family ___
   c) business connections ___
   d) other (please specify) ___ .................................................................

16. How do you think the media generally portrays the Eastern Cape?
□ Positively □ Negatively □ Neutral / Balanced

17. What do you understand by the term ‘sunshine journalism’?
□ a) Journalism that presents its subject in a falsely positive light.
□ b) Journalism that presents its subject positively, yet factually-based.
□ c) Unsure
18. What do you understand by the term ‘good news media’?
- □ a) Media that sets out to distort the truth about a place/issue etc. by presenting a falsely positive picture.
- □ b) Media that sets out to create a balanced view of a generally negatively reported place/issue etc. by presenting only the positive facts
- □ c) Unsure
- □ d) Own definition

19. Do you believe Madiba Action is a credible source of factual information about the Eastern Cape?
- □ Yes
- □ No

20. Would you participate in Madiba Action again?
- □ Yes
- □ No

21. Why or why not?

22. Feel free to provide further comments or suggestions regarding this survey.

Thank you for participating in our research on the role of good news publications like Madiba Action in promoting positive development in the Eastern Cape!