

Vienna Media Evaluation

Coverage analysis

The EAPC 2009 Congress in Vienna was covered by a total of 223 reports in newspapers, magazines, journals and press agencies, as well as radio and TV broadcasts. According to our experience, the reports that can be tracked by media monitoring do not reflect the full media coverage realized - due to the vast amount of media outlets in Europe, usually not all sources can be identified.

The coverage can be structured in four major parts:

- Pre-announcements and reports on general aspects
- Reports on the press conferences
- Reports on scientific topics of the Congress covered by our press releases
- Reports on other topics of the Congress

The coverage was positive and informative. The vast majority of reports cover topics triggered actively by press conferences and press releases, only few reports cover other topics of the Congress. This again proves the importance of an active approach to media relations - journalists usually do not have the time to do their own research for interesting Congress topics.

27 reports related to pre-announcement of the Congress and general aspects.

Coverage of the press conferences and press releases:

32 reports on the Austrian situation with respect to palliative care

27 reports on the President's statement on euthanasia

25 reports on pain therapy and palliative care as human rights

21 reports on the participation of the Queen of Sweden in the Congress

20 reports on the statements with respect to new therapies

12 reports on the Honorary Director's statement on euthanasia

12 reports on disparities in Europe with respect to palliative care

9 reports on the topic of myths and misunderstandings with respect to palliative care

7 reports on the press release related to costs

5 reports on the press release related to illnesses considered a "death sentence"

4 reports on the Young Investigators Award

3 reports on the overview of scientific highlights

3 reports on the press release related to non-cancer patients

1 report on research

1 report on the press release related to reanimation

A total of 14 reports covered other topics of the Congress, inter alia industry-related data presentations.

Coverage links:

<http://kurier.at/freizeitundgesundheit/gesundheit/316970.php>

<http://www.wienerzeitung.at/DesktopDefault.aspx?TabId=4109&alias=wzo&cob=412765>

<http://stephanscom.at/news/0/articles/2009/05/07/a16609/>

<http://tv.orf.at/club2/topstory/138460/story>

<http://wien.orf.at/stories/360194/>

<http://www.pr-inside.com/de/hospiz-experten-warnen-vor-dammbruch-bei-r1236213.htm>

<http://www.kathweb.at/content/site/nachrichten/database/25846.html>

http://www.ots.at/presseaussendung.php?schluessel=OTS_20090507_OTS0179&ch=panorama

<http://derstandard.at/?url=/?id=1241622140429>

http://www.ots.at/presseaussendung.php?schluessel=OTS_20090507_OTSo216&ch=politik

<http://www.pr-inside.com/de/st-246-ger-ausbau-und-weiterentwicklung-der-r1236353.htm>

<http://www.pr-inside.com/de/seniorenbund-unterst-252-tzt-hospiz-experten-f-252-r1236351.htm>

http://www.ots.at/presseaussendung.php?schluessel=OTS_20090507_OTSo208&ch=politik

<http://derstandard.at/?url=/?id=1241622140429>

http://www.bmg.gv.at/cms/site/news_detail.html?channel=CH0525&doc=CMS1241699360607

<http://www.pr-inside.com/de/internationale-pressekonzferenz-r1235798.htm>

<https://mail.google.com/a/bkkommunikation.com/#inbox/1211b068a3bc636a>

<http://www.wienweb.at/content.aspx?menu=1&cid=163433>

http://www.ots.at/presseaussendung.php?schluessel=OTS_20090507_OTSo262&ch=politik

<http://oe1.orf.at/programm/2009050414501.html>

http://www.ots.at/presseaussendung.php?schluessel=OTS_20090507_OTSo061&woher=

http://www.ots.at/presseaussendung.php?schluessel=OTS_20090504_OTSo006

<http://www.aftonbladet.se/kropphalsa/article5085604.ab>

http://www.oe24.at/leute/Koenigin_Silvia_auf_heimlichem_Kurzbesuch_0461627.ece

http://www.svd.se/nyheter/inrikes/artikel_2848973.svd

<http://www.wienweb.at/content.aspx?menu=1&cid=163433>