

Scottish Qualifications Authority

Coverage of Launch of 2004 Diet of Exams

**Compiled by
The Press Data Bureau**

**Tel: 0131 656 7200
www.press-data.com**

SQA – Exams 2004 Coverage

1.0 Introduction

This evaluation report has been compiled on behalf of the Scottish Qualifications Authority by The Press Data Bureau. It details all coverage of the launch of the 2004 exam season (and/or references to the events of four years ago) from the daily press and broadcast media.

Broadcast coverage all comes from the 4th of May, press coverage from the week 2nd-8th May.

Due to the longer production lead times for the regional, weekly press it has not been possible to include a comprehensive study of regional coverage. A selection of those regional cuttings identified so far (along with other media) is included in Appendix I.

2.0 Definition of Terms

2.1 Item

Each individual article taken from the press is defined as one item. If a periodical carries an editorial or comment piece alongside a story within the main body of the publication, this would be entered as two items.

For broadcast coverage, each individual news story is taken as one item. If it is repeated later in the day each item is counted individually.

2.2 Opportunities To See (OTS)

This measure relates to the number of opportunities that the target audience has to be exposed to a given item or message.

For press this is the same as the readership figure, which is obtained from bodies such as NRS (the National Readership Survey), the Joint Industry Committee for Regional Press Research (JICREG) or publication sales literature. Where readership figures are not available this is derived from an industry-standard multiple of the publication's circulation.

For broadcast items this is equivalent to the average audience for that programme and/or station. For radio items this is likely to be the most recent Radio Joint Audience Research Limited (RAJAR) figure for weekly reach and in the instance of television items, a figure from the British Audience Research Bureau (BARB) for the individual programme has been quoted (when available). When it has not been possible to quote such a figure directly, an estimate has been included.

Note that this measure relates to the number of opportunities to see (or hear) the coverage and not the number of distinct individuals viewing the coverage. It is possible however to derive the average number of times the message is viewed by dividing the total OTS by the total population of the target audience.

2.3 Advertising Value Equivalent (AVE)

This is the cost of purchasing advertising time or space equivalent to that devoted to the coverage. For newspapers, the figure is generally reached via a display advertising single column centimetre (scc) rate for the run of paper. In the case of magazines, the figure is a percentage of the quoted advertising rate for a full page. For broadcast coverage the figure is a multiple of the advertising rate for a 30 second ad.

3.0 Findings

3.1 Total Coverage

In total there were 34 items from daily press, radio and television. Table 1 (below) shows the breakdown of the items by media type, along with the opportunities to see the coverage and the advertising value equivalent of such.

Table 1: Total Coverage (Daily Press and Broadcast Media)

Media Type	No of Items	OTS	Total Area (scc)	Total Run Time	AVE
Press	14	4,773,125	530		£11,330.43
TV	1	80,000		1 min 5 sec	£1,274.00
Radio	19	5,383,000		14 min 50 sec	£2,707.62
Total	34	10,236,125	530	15min 55 sec	£15,312.05

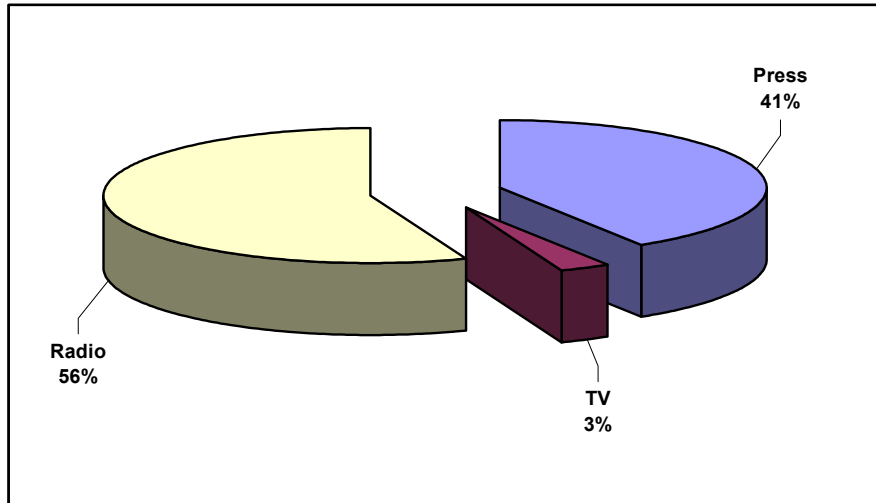
In addition to the coverage in Table 1 above, the launch of the exam season was covered on at least two separate newspaper websites – the Scotsman online and Evening Times online – and the BBC’s CEEFAX service. More details of this coverage is given in Appendix I.

Due to the longer production lead times of the regional press it has not been possible to provide a comprehensive breakdown of Scottish weekly press coverage. Throughout the month of April and the beginning of May most papers carried coverage of the exam launch in their local school reports. The coverage generated directly by the SQA’s press activity, identified so far, is also included in Appendix III.

In addition, the press release also generated coverage in the TES Scotland. Again, details of this are given in Appendix III.

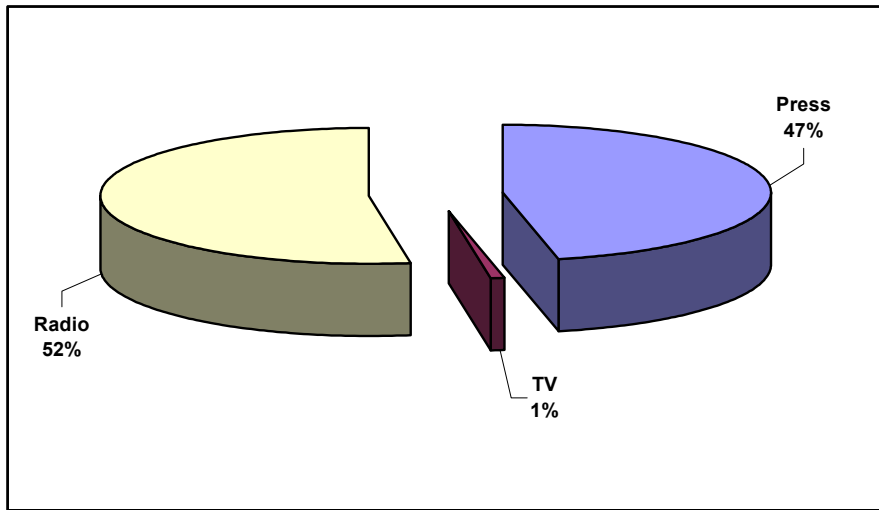
Figures 1 to 3 (below and overleaf) show the breakdown of coverage by media type according to number of items, OTS the coverage and AVE generated, respectively.

Fig. 1: Coverage by Media Type (No of Items)



As can be seen from fig. 1 the majority of items appeared on the radio (56% of the total), with only 1 item (3%) on television and 41% of the total in the daily press.

Fig. 2: Coverage by Media Type (OTS)



Once again, as can be seen from Fig. 2, the majority of OTS were generated by radio coverage (52%). This is slightly lower than the proportion of items, reflecting the lower reach of radio as opposed to press. The proportion of OTS from television coverage is also lower than for number of items, reflecting the lower audience of the mid-morning slot on which it appeared.

Fig. 3: Coverage by Media Type (AVE)

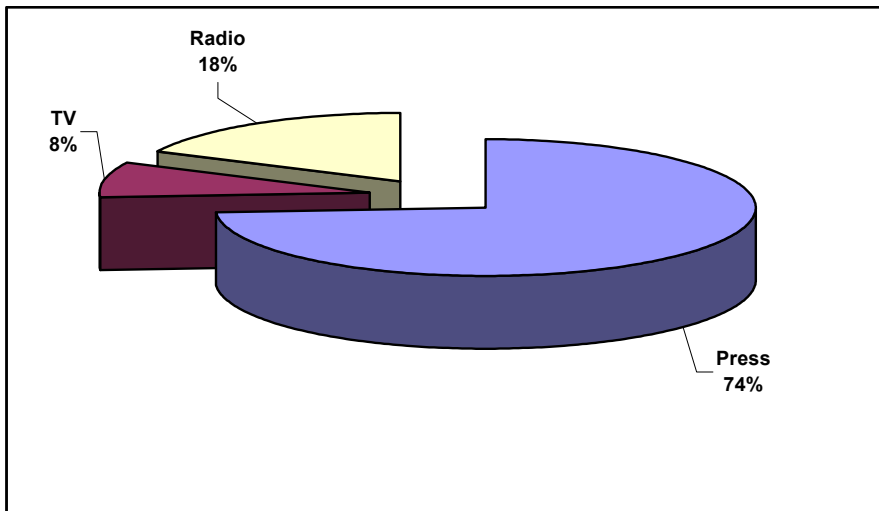


Fig. 3 shows clearly that the majority of AVE was generated by press coverage. This is merely a reflection of the advertising rates of the various media, which do not necessarily reflect the reach of the various formats.

3.2 Press Coverage

Table 2 (below) shows a summary of the press coverage identified in the week 2nd – 8th May 2004. It details each item, along with the readership of the paper (which equates to the OTS), article size (in single column centimetres) and AVE.

Table 2: Press Coverage

Date	Publication	Page No	Byline	Readership (OTS)	Article size (scc)	AVE
02/05/2004	Scotland On Sunday	6		287,000	28	£642.95
03/05/2004	Daily Record	10		1,441,000	7	£303.43
03/05/2004	Herald	1	Lucy Adams	283,973	25	£674.55
04/05/2004	Dundee Courier	S1		226,922	71	£1,213.05
04/05/2004	Dundee Courier	S1		226,922	55	£946.00
04/05/2004	Press & Journal	4		241,539	7	£154.89
04/05/2004	Evening Times	5		298,270	27	£723.38
04/05/2004	Press & Journal	10	Caroline Page	241,539	101	£2,371.36
04/05/2004	Herald	8		283,973	18	£487.84
05/05/2004	Dundee Courier	11		226,922	34	£592.95
05/05/2004	Scotsman	3	Kevin Schofield	199,000	50	£1,009.09
07/05/2004	Scottish Daily Mail	12	Editorial	318,795	23	£463.16
07/05/2004	Evening Times	21	Brian Currie	298,270	14	£379.59
08/05/2004	Scotsman	13	Kevin Schofield	199,000	68	£1,368.18
TOTAL				4,773,125	530	£11,330.43

The item from the Scotland on Sunday (2/5/04) was a listing of “Scotland’s Most Powerful” individuals. Both Sir John Ward (former head of the SQA) and Iain Macmillan (an SQA board member) are listed. Within Sir John Ward’s entry it refers to him being brought in to head the SQA “after the exams fiasco of 2000.”

The Herald piece (3/5/04) was an article on the failure of the Crown Office’s new computer system. Amongst the other examples of computer problems given in the item are the SQA’s problems in 2000.

The two items from the Dundee Courier of 4th May make reference to the exams starting within a Further Education supplement, but were not generated by the SQA press activity.

The Daily Mail item from the 7th is an editorial criticising devolution in which it talks of incompetence “epitomised by the Scottish Qualifications Authority’s mishandling of exam results”.

All other items were generated from the SQA press activity.

3.3 Broadcast Coverage

Table 3 (below) shows a summary of the broadcast coverage identified. As well as the channel and programme name it shows the time the item started, length of the piece (in seconds), audience (which equates to OTS) and advertising vale equivalent.

Table 3: Broadcast Coverage

Date	Channel	Programme	Start Time	Item length (sec)	Audience (OTS)	AVE
04/05/2004	Central FM	News	07:00:00	40	37,000	£11.25
04/05/2004	Clyde 1 FM	News	08:00:00	35	681,000	£181.15
04/05/2004	ForthOne	News	08:00:00	35	308,000	£81.93
04/05/2004	Kingdom FM	News	08:00:00	35	106,000	£28.20
04/05/2004	Moray Firth Radio	News	08:00:00	35	134,000	£35.64
04/05/2004	Northsound One	News	08:00:00	35	123,000	£32.72
04/05/2004	Radio Borders	News	08:00:00	35	57,000	£15.16
04/05/2004	River FM	News	08:00:00	35	70,000	£18.62
04/05/2004	Scottish Television	Scotland Today	10:55:00	65	80,000	£1,274.00
04/05/2004	ForthOne	News	12:00:00	40	308,000	£93.63
04/05/2004	Radio Borders	News	12:00:00	40	57,000	£17.33
04/05/2004	River FM	News	12:00:00	40	70,000	£21.28
04/05/2004	Clyde 1 FM	News	13:00:00	70	681,000	£362.29
04/05/2004	ForthOne	News	13:00:00	35	308,000	£81.93
04/05/2004	Real Radio (Scotland)	Real News	13:00:00	25	599,000	£113.81
04/05/2004	BBC Radio Scotland	Newsdrive	16:14:00	195	893,000	£1,323.43
04/05/2004	Clyde 1 FM	News	17:00:00	40	681,000	£207.02
04/05/2004	Radio Borders	News	17:00:00	40	57,000	£17.33
04/05/2004	River FM	News	17:00:00	40	70,000	£21.28
04/05/2004	Tay-FM	News	17:00:00	40	143,000	£43.47
TOTAL				955	5,463,000	£3,981.46

All broadcast coverage was generated by SQA press activity.

3.4 Spokespersons

Two separate SQA spokespersons appeared in the media coverage – Anton Colella, the Chief Executive of the SQA, and Mike Haggerty, Head of Communications. Table 4 (below) shows the number of press and broadcast items in which each of them was quoted, along with the total opportunities to see for such.

Table 3: SQA Spokespersons Appearing in Media Coverage

Spokesperson	Press		Broadcast		TOTAL	
	No of Items	OTS	No of Items	OTS	No of Items	OTS
Anton Colella	5	1,165,051	9	3,512,000	14	4,677,051
Mike Haggerty	1	1,441,000	8	1,516,000	9	2,957,000

3.5 Messages Identified

Table 5 (overleaf) details the various messages identified within the coverage. This has been broken down into statistics and other facts (the number of candidates, when results are due etc.), positive messages and negative messages.

The various messages in the table are shown alongside their number of appearances and the opportunities to see such, both in the daily press and broadcast media.

Note the number of items that referred to the exams starting this week does not equal the total number of items (at least in the press). This is because there were three items in the week of the exam launch (Scotland on Sunday 2nd May, Herald 3rd May and an editorial in the Daily Mail 7th May) which made reference to the difficulties experienced in 2000 but did not mention that this year's exams were currently taking place.

It is also interesting to note that in some coverage the number of candidates was variously described as “more than” or “about” 140,000, while in others the figure quoted was 130,000.

Table 5: Messages Identified

	Press		Broadcast		TOTAL	
	No of Items	OTS	No of Items	OTS	No of Items	OTS

Statistics

Exams started this week	11	3,883,357	20	5,463,000	31	9,346,357
More than 140,000 candidates	6	2,606,051	7	2,248,000	13	4,854,051
More than 130,000 candidates	2	525,192	7	1,479,000	9	2,004,192
Sitting exams in 500 centres	1	241,539			1	241,539
Results due on 10th August	5	1,164,731	2	1,280,000	7	2,444,731
Gaelic now one of first exams	5	1,292,243	5	1,712,000	10	3,004,243

Positive Messages

SQA has never been more prepared than this year	2	525,512	5	1,599,000	7	2,124,512
All exam markers required already in place	4	923,512	2	176,000	6	1,099,512
Main watchword is consistency and maintaining the standard	0		5	1,303,000	5	1,303,000
Large increase in number of Gaelic students	2	525,512	2	1,574,000	4	2,099,512
Systems in place to prevent repeat of fiasco of four years ago	0		2	365,000	2	365,000
All 14,000 extra staff needed in place	2	525,512			2	525,512
SQA will "work every minute of every day" to ensure success	2	398,000			2	398,000
Possibility of introducing online assessment in the future	0		2	930,000	2	930,000
SQA have set up telephone help line	1	298,270			1	298,270
All candidates sent information booklets	1	226,922			1	226,922
Every year performance on key targets improved	1	199,000			1	199,000
SQA to meet COSLA over charges increase	1	199,000			1	199,000
SQA set up secure website	1	199,000			1	199,000
SQA taken steps to prevent theft of papers	1	199,000			1	199,000
SQA in process of continual improvement	1	199,000			1	199,000
SQA committed to providing best value	0		1	893,000	1	893,000

Negative Messages

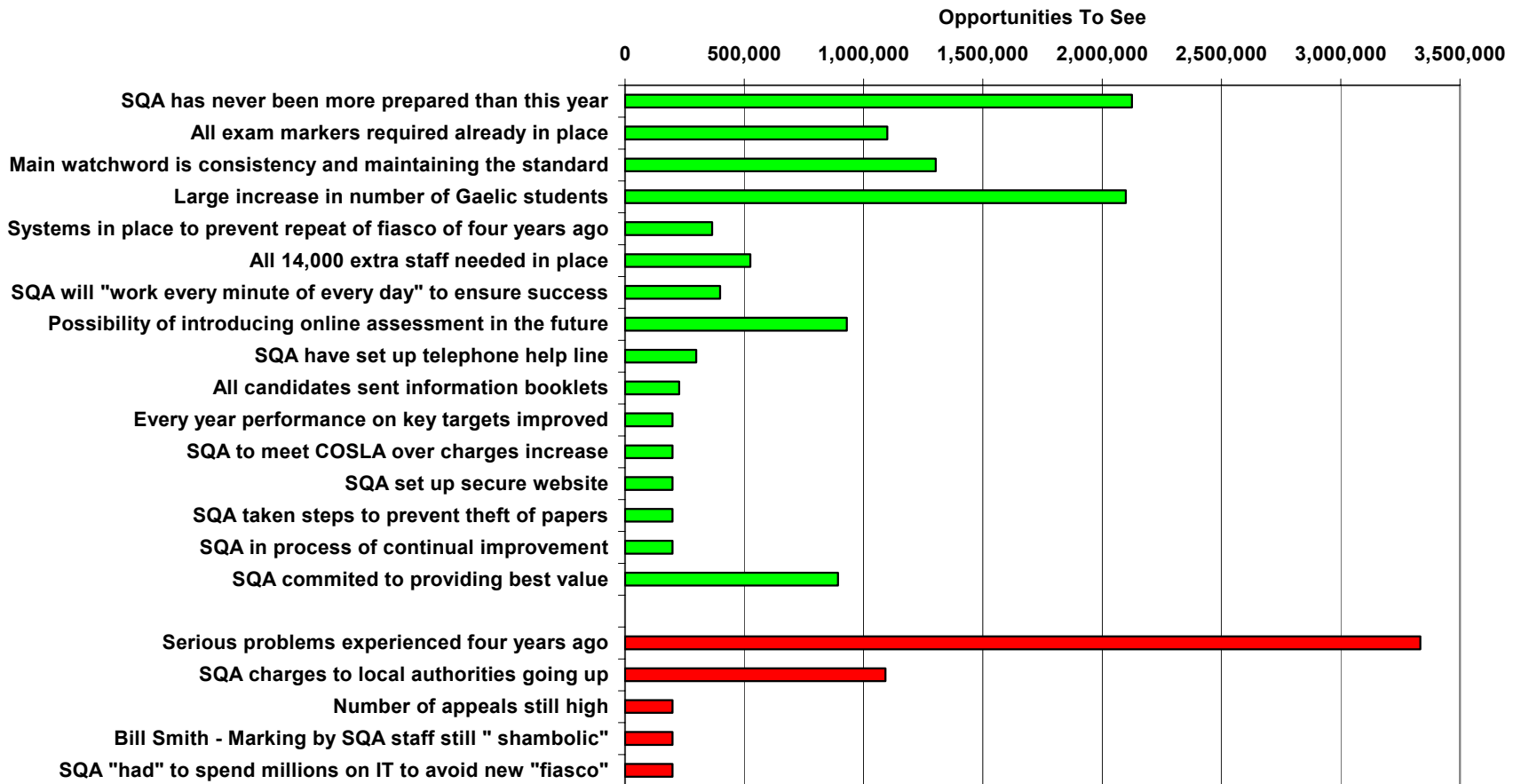
Serious problems experienced four years ago	5	1,287,768	7	2,046,000	12	3,333,768
SQA charges to local authorities going up	1	199,000	1	893,000	2	1,092,000
Number of appeals still high	1	199,000			1	199,000
Bill Smith - Marking by SQA staff still "shambolic"	1	199,000			1	199,000
SQA "had" to spend millions on IT to avoid new "fiasco"	1	199,000			1	199,000

Figures 4 and 5 (on the following two pages) show a breakdown of positive and negative messages by number of items and OTS, respectively.

Fig. 4: Incidence of Messages Identified



Fig. 5: Opportunities To See Messages



The most commonly appearing message within the coverage was references to the problems of four years ago. The figures over the next two pages show a breakdown of how this was referred to in the various items and the responses and rebuttals put forward by the SQA spokespersons.

Fig. 6 (overleaf) shows the breakdown according to the number of items which contained the particular message, while Fig. 7 on the following page show the OTS that each message received.

(Note – where quote marks are used this does signify a direct quote from the cutting and/or transcript).

It is worth noting that three of the items (Scotland on Sunday, Herald and Daily Mail) were not items about the launch of the exams. All three were on different subjects but made reference to the events of 2000 and appeared in the week the exams started.

(The Daily Mail editorial piece in fact did not even state that it was talking about events four years ago merely talking of *“the Scottish Qualifications Authority’s mishandling of exam results”*.)

Fig. 6: References/Responses to 2000 Results (No of Items)



Fig. 7: References/Responses to 2000 Results (OTS)



3.6 Number of Messages, by Publication

Table 6 (below) shows a breakdown of the number of positive and negative messages appearing in the various daily papers that carried coverage. The table shows the number of items carried by each paper in the week along with its readership (OTS) and the incidence of positive (+ve) and negative (-ve) messages identified in each.

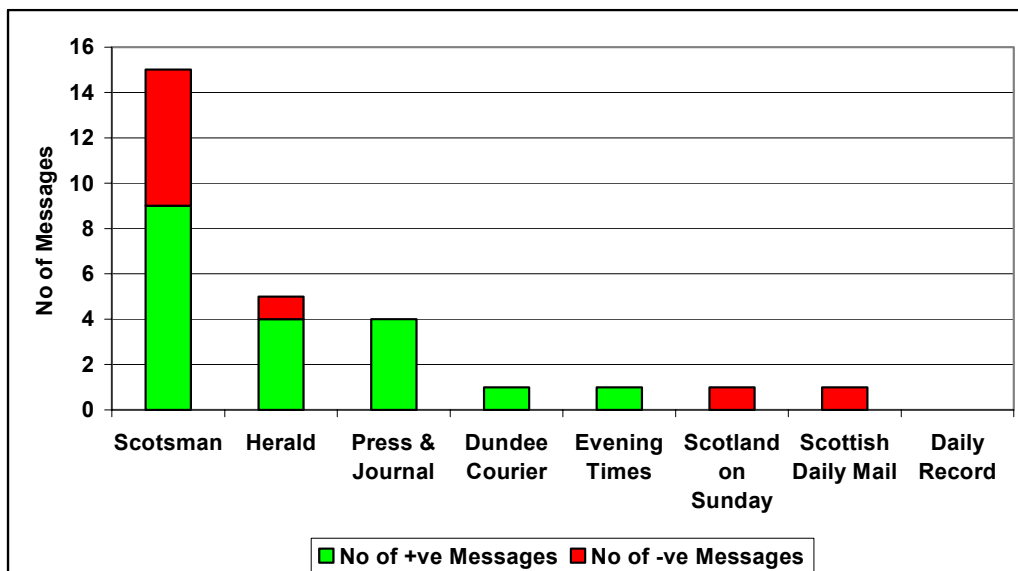
Table 6: Incidence of Positive/Negative Messages, by Publication

Newspaper Title	Reader-ship (OTS)	No of Items	No of +ve Messages	No of -ve Messages
Scotsman	199,000	2	9	6
Herald	283,973	2	4	1
Press & Journal	241,539	2	4	0
Dundee Courier	226,922	3	1	0
Evening Times	298,270	2	1	0
Scotland on Sunday	287,000	1	0	1
Scottish Daily Mail	318,795	1	0	1
Daily Record	1,441,000	1	0	0

The Scotsman carried the highest number of positive and negative messages in two in-depth items (on the 5th and 8th). Scotland on Sunday and the Scottish Daily Mail both carried one negative and no positive messages in items (on other subjects) which made reference to the “fiasco” of four years ago.

Fig. 8 (below) shows the breakdown of positive and negative messages by paper.

Fig. 8: Incidence of Positive/Negative Messages, by Publication



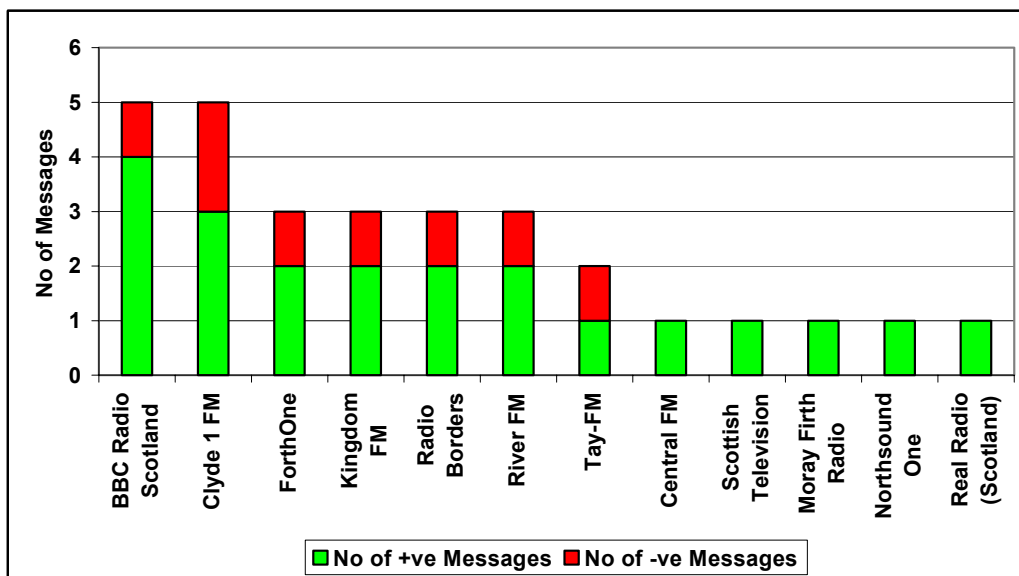
3.7 Number of Messages, by Channel

Table 7 and Fig. 9 (both below) show a similar breakdown of the incidence of positive and negative messages identified in the coverage on the various radio and television channels.

Table 7: Incidence of Positive/Negative Messages, by Channel

Channel	Audience (OTS)	No of Items	No of +ve Messages	No of -ve Messages
BBC Radio Scotland	893,000	1	4	1
Clyde 1 FM	681,000	3	3	2
ForthOne	308,000	3	2	1
Kingdom FM	106,000	1	2	1
Radio Borders	57,000	3	2	1
River FM	70,000	3	2	1
Tay-FM	143,000	1	1	1
Central FM	37,000	1	1	
Scottish Television	80,000	1	1	
Moray Firth Radio	134,000	1	1	
Northsound One	123,000	1	1	
Real Radio (Scotland)	57,000	1	1	

Fig. 9: Incidence of Positive/Negative Messages, by Channel



Appendix I: Other Media Activity

The launch of the exam season generated coverage in regional press, trade press and new media formats.

The BBC's CEEFAX service carried a one-page item regarding the exam launch on the 4th May 2004. Within the item it noted that the SQA was piloting the idea of online assessment.

Both the Evening Times online and Scotsman.com carried coverage on their respective websites. In both cases the article appearing on the website was identical to that produced in the paper itself. The URLs for the items are:

<http://www.eveningtimes.co.uk/hi/news/5026172.html>

<http://news.scotsman.com/scotland.cfm?id=509782004>

The Evening Times reports 154,000 unique visitors per month, the Scotsman 1,912,792 (with 96,036 registered users). Details of how many visitors viewed the respective pages are not available.

The TES Scotland (7/5/04) ran an article headlined "Appeal for teachers to take Gaelic". This mentions Gaelic kicking of this year's exams and contains a quote from Anton Colella (amongst others). It deals primarily with the growth in Gaelic study rather than the exams per se.

So far two items have been identified within the regional press, one from the Stornoway Gazette of the 6th May ("Presentation for Matt Maciver") and one from the Ayrshire Post ("Sitting Targets").

Appendix II: Press Release

This can be viewed online at:

<http://www.sqa.org.uk/>

Appendix III: Press Cuttings

Appendix IV: Broadcast Transcripts