

MEETING DOCUMENT

Wadden Sea Board (WSB 30)

21 November 2019
Wilhelmshaven, Germany



Agenda Item: 5.10/3

Subject: Press review 2019

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Date: 29 October 19

Submitted by: CWSS

The press review 2019 gives an overview of the TWSC-related press releases as well as coverage for the period 1 January – 28 October 2019. Extraordinary topics of 2019 were the anniversary and the bike tour, which account for 80 % of all coverage. Compared to the same period of the previous year, a strong increase (+23%) can be observed. However, last year's vast media interest for seals (115 entries) has not yet been observed this year, as the surveys for harbour seals have not been published to this date.

Proposal: The meeting is invited to note the document.

Press review 2019

1 January – 28 October 2019

of press releases

14 press releases (2018: 13) by CWSS on ITB, Anniversary, MoU signing, seal reports, and CWSS events. Several additional press releases by partners concerning local stages of the anniversary bike tour and local anniversary events.

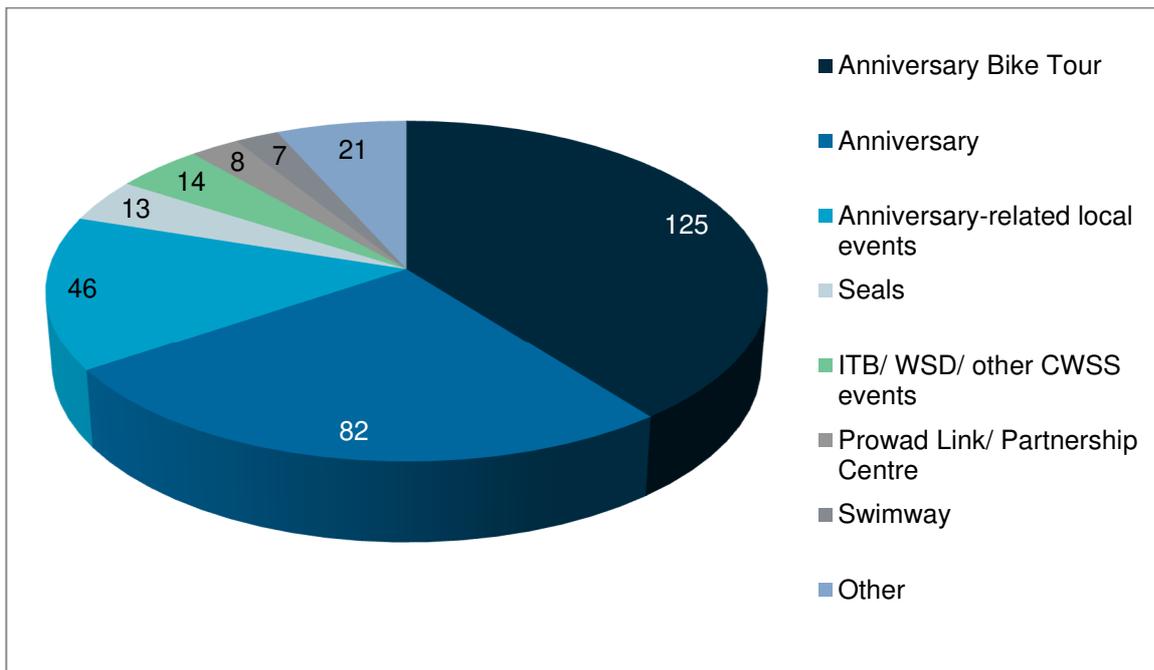
of overall articles related to CWSS work

316 mentions in printed, broadcasting and online media (256 in 2018 | +23%)¹

49 NL, 5 DK, 248 DE, 12 other (2018: 56 NL, 8 DK, 176 DE, 16 other)

Strong regional focus in Lower Saxony/Wilhelmshaven (99 entries)

Distribution of entries by topic



¹ Last year's vast media interest for seals (+102 entries compared to 2019) has not yet been observed this year, as the surveys for harbour seals have not been published to this date. A further topic of high interest in 2018, which did not occur in 2019, was the Leeuwarden Conference. These factors need to be considered, when looking at the annual increase.