

international news makes up only a small portion of the one-hour broadcast. Half of the items selected for analysis focused on the negotiation process rather than the issues behind them. However, human rights issues were a topic of some concern, as the violence taking place, at the time in East Timor and the poor human rights record of China were discussed in 3 of the 10 APEC-related news segments.

Once again, the range of sources accessed was very limited. Government sources made up 10 of the 17 total sources used and appeared first in 9 of the 10 segments. The only other source types used were representatives of other international organizations (6) and APEC committee members (1).

## ii. Findings

### 1. Thai Rath

#### Amount

Of some 925 total articles published by The Thai Rath during the monitoring period, there were only 6 articles referring to APEC and international trade issues. In total, 0.6% of all Thai Rath coverage during this time was APEC-related.

#### Genre

Of the 6 APEC-related items 4 were 'News,' 1 was 'Opinion' and 1 was coded as 'Other.'

#### Origin

4 of the 6 APEC items were coded as 'Unknown' while 2 were written by Thai Rath 'Staff' members during the monitoring period.

#### Focus

The Thai Rath published 4 'Issue-oriented' articles, 1 'Event-oriented' article and 1 'Mixed' item.

#### Topic

Table G.1 below details both the main topics mentioned in the 6 APEC-related articles and those topics merely mentioned. Due to the limited coverage, very few APEC-related issues were discussed during the monitoring period.

## Concluding Remarks

Based on the findings from this 17-day period of analysis, in no way could the APEC coverage produced by these three media be seen as thorough or wide-ranging. In the case of the Thai Rath, the coverage was almost non-existent. Radio Thailand too provided limited coverage and relied exclusively on official viewpoints. And while the Bangkok Post did provide a relatively large volume of content dedicated to APEC, it provided a very narrow interpretation of the Summit, neglecting many important areas such as culture and the environment, areas that are directly affected by the liberalization of markets, the Cooperation's primary goal.