

ii. Findings

1. El Universal – Print

Amount

The 15-day monitoring period of El Universal yielded 1488 total articles, 11 of which were APEC-related – 0.7%. The researcher in Mexico also tracked the total number of news items that referred to international trade. This count, APEC-items included, yielded 30 articles, representing 2.0% of all news published during this time.

Genre

El Universal used a variety of genres in its limited coverage of APEC. Of the 11 items, 5 were coded as news, 2 as features, 2 as editorials, 1 as an opinion piece and another which did not fit into the coding categories (other).

Origin

Roughly half of the news items originated in the newsroom (6) while the others came from wire services (3) or other media (2).

Focus

Most (7) of the items had a mixed focus, split between issues and events. Two of the remaining 4 were issue and 2 were event-focused.

Topic

With the exception of one article focused on economic issues, and another on business issues, all of El Universal's coverage was dedicated to the official events occurring during the APEC meetings (9).

Table E.1 – Topic (El Universal)

	Main	%	Ment'd	%	Total	%
Official Summit	9		1		10	
Business Issues	1		1		2	
Economic Issues	1		4		5	
Politics of Trade	0		3		3	
People's Summit	0		1		1	
Human Rights Issues	0		1		1	
Other	0		1		1	
Total						

Sources

Only 12 sources were used to provide information for these 11 articles. 5 of these were local or foreign government representatives. Official APEC statements made up 3 of the eleven sources while business sources were present twice. Two sources could not be coded according to the provided categories (other).

2. Radio – 1260AM – “Panorama” Morning Show