

Analysis of Chilean TV's news bulletins: News content-setting as a factor of quality and editorial profile¹

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ABSTRACT

In order to survive in a changing environment, news organizations require identifying elements in their editorial output and social role. These identity factors not only distinguish them in terms of quality; they also form part of their brand value and play a key role when a person chooses to view or listen to one newscast over another. This study proposes a theoretical framework based on the value-added journalism methodology which will be used to assess the agenda news-setting of reference and popular TV channels. Empirical results obtained from studying four Chilean main TV station show that their newscasts hardly differ from one another; there appears to be no consistency with their corporate image and, consequently, these hardly contribute to their brand value.

Keywords: *news agenda, VAP, newscasts' quality.*

1. INTRODUCTION

The large number of direct sources of information that characterize information nowadays has meant to the media the need to seek elements of differentiation that validate their editorial performance in light of the social function of reporting. These characteristics have become key goals of the action of the media, especially for those considered as a reference, and in distinctive aspects of the journalistic function. They also come to be part of the brand value and an determinant angle of the audience decision of with which media they prefer to inform themselves. The brand value of certain media makes that, even changing the medium (from paper to Internet, for example) a high level of credibility is maintained. They are often quoted by others as reliable sources of information.

Under these considerations, the VAP-UC research team (Spanish acronym for Journalistic Added Value) decided on a second level of action, not only referred to the quality of the published product, but understood as a contribution to the generation of specific value of a media, which results in adding value to a particular publisher mark. To do this it was necessary to work a new angle: the systematic development of an operational concept of editorial performance and its measurement form. It is a complementary perspective that tends to expand the scope of the original VAP (2010) through a new selection and grouping of some of its variables; it has been called the Second Level of VAP. The joint look allows establishing certain aspects of publishing

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management, aimed at fulfilling the social role of the media and the tacit pact with their audiences. To this perspective new features are added, most notably the characterization and elaboration of patterns for the news content-settings, and the quantification of the values and editorial purposes defined by the media itself.

The first applications of this approach were made, on a trial basis, in 2008 and, in a formal application, in 2009, to the main news of the main Chilean television channels, whose results are reported in this article.

To address this new perspective a grouping of certain variables and categories established by the VAP method was used, applied in the Faculty of Communications at the Pontificia Universidad Católica de Chile for 20 years now. The traditional method VAP understands as journalistic added value what the professional work adds to the information and that the audience cannot get in direct contact with the information universe. It is a method for determining the ability of the media to select and prioritize events and actors as well as to develop a message understandable, attractive and contextualized (Pellegrini et. Al., 2010).

This first level of the method has traditionally distinguished two areas: the vision of the information universe and the forms of processing that the journalist uses to account for it. These elements are measured by a coding sheet that analyzes more than 50 variables. VAP coding sheet is supported by objective parameters, achieved through theoretical analysis of the journalistic components commonly validated in different countries and cultures, and testing of the real meaning of them, through focus groups.

In subsequent analysis additional concepts have emerged, especially significant for the understanding of quality, related not only to direct news coverage of a news event, but with the media's editorial performance. Among them it is worth to mention the 'notarial function' that media have, which refers to the ability they have to certify that the information provided corresponds to an actual event, and the 'meaning assignment', which refers to the elements the journalist brings to the ordering and understanding of the news and the social environment in which they develop.

For purposes of this article, those aspects that have been most significant to characterize both aspects were selected. In the case of the notarial function, the use of relevant sources and the selection of the facts through the evaluation of its weight information were chosen. It was considered that the weight information is based substantially on a relevant factor, consisting of a number of features: status and number of those involved, magnitude and duration of the consequences, and regular information.

In the assignment of meaning, which is also a multivariate element, it is been seen as fundamental to characterize the news content-setting and the focus (see diagram analysis in Figure 1).

The measurement of sources, significance and approaches is independent of specific aspects of the media and is extracted from the constant VAP measurement areas. The characterization of the news content-setting is the main contribution to the operationalization of the concept of editorial performance, emerged in VAP's Second Level. Additional variables in each of the issues (alignment, type of news, entropy and verifiable data) have a reinforcement

significant, i.e., are illuminating of the news value they accompany, but not necessarily enhance the profile.

The initial step to achieve a characterization of the news content-setting was to extrapolate different profiles extracted in multiple previous measurements and turn them into two basic theoretical profiles: one of a more lighter or popular media and one of a reference media, also known as social significance media. The first type of media would propitiate a more personal news content-setting, appealing primarily to arouse the emotions (sports, courts and police, among them), while the second media would emphasize issues related to social environment (national and international politics and economics, for example). From the perspective of VAP, the media type does not affect the quality; what is required is consistency between the brand's image and profile with the professional decisions that support them.

In this perspective, and in the event that a specific media additionally requires to establish or to modify its editorial profile or need accurate information for making some decisions (or to establish a brand profile), it is necessary to add to the general measure another one, for aspects of work done within the media itself: the definition of certain editorial principles, both in the general approach given to their news as in the development of those, for being discussed later and disseminate widely within the media.

It is postulated that the media, to increase its brand value, would require working on two types of areas: those of most value-based origin and those of professional type who would help out those values through specific journalistic practices. On that basis a medial personality is generated, which leads to add quality and performance differentiation.

Once these editorial principles are known, they can be turned into measurable indicators that will control the progress of a media towards the achievement of its objectives.

This, therefore, can only be done on a work done in conjunction with the media itself and its results are more time-based, which is not the purpose of this study. However, for purposes of this article, and as an example, some generic principles were established, such as invasion of privacy, indicators of sensationalism or the presence of violence and sexual content, which are the values established by law to be safeguarded by the National Television Council (CNTV, by its Spanish acronym).

2. THEORETICAL FRAMEWORK

An analysis like the one proposed in this paper is especially relevant if one takes into account the global trend, widely described and discussed by various authors since the 80's, to the simplification of content in media coverage. The media have been abandoning their efforts to report on issues of relevance to society as a whole and giving more attention to light-weighted issues, as fun and of impact. Watson and Hill (2003) named this exacerbation of entertainment value as "infotainment"; Gripsrud (2000) speaks of "tabloidization" to refer to the appropriation by the reference media, of styles more typical of the popular media.

Along with the wide coverage of social issues with little relevance, such as sports and crime, there is a tendency to simplify the delivery relevant information topics, focusing the notes in the exacerbation of emotions, personal stories and polarization between good and evil. In this regard, authors such as Uribe and Gunter (2007) argue that the dramatization of the news

coverage undermines the role of the press to enlighten democratic societies. García Avilés (2007) states that when leaving aside relevant social issues, there is a failure to the commitment of generate debate on issues affecting citizens and, moreover, it makes it impossible to build a public space that welcomes the expression of different social sectors. Thus, it affects the public agenda and the health of the democratic system. These changes occurring in the media have a direct impact on changing habits, according to McQuail (1998).

These new patterns of media are due largely to get more ratings and readership levels, because in fact police and sports themes attract audience. However, paradoxically, despite the fact that the audience currently consumes more media information, they complain to know less about the circumstances under which they live and that they do not see their major problems reflected in the standard news, and have the perception that the authorities do not deal with them either. Bruce Owen (1999) argues that it should not be the opinion of the audience the only argument taken into consideration when designing an information product, as usually there is the paradox that the media rated as lower quality end up being the more consumed. Meanwhile, authors like Leggat (1996) suggest the need for the media to have the ability to analyze to what extent the media is interpreting the interests of a community and how much credibility they accomplish. In this area, John Levine (2004) proposes some questions that would measure how the media are approaching the audience interests: this information, it is useful to me? Does it make me smarter? Does it give me conversation issues? Is it worried about my interests?

The information professionals are concerned about the matter themselves, as demonstrated by a study by the Pew Reserch Center (1999) among journalists and editors of U.S. newspapers. 69% considered valid the criticism that the line between information and opinion has become blurred.

The urgency to establish parameters for analyzing professional standards of journalism has been raised by several authors (Schonbach, 1991; Hagen, 1995; McQuail, 1998). The academic literature faces two problems when trying to assess the quality with which the media play their role in society: to find a widely accepted basis for deriving values, norms and standards (Weinschenberg, 1992), and find an appropriate way to quantify the compliance of the defined parameters (Held and Russ-Mohl, 2000). The biggest problem is that for many, the quality is indefinable, because "it is tentatively determined by people who brings its own interpretations and values," said Leggatt ruled in his study "Identifying the indefinable" (1996).

3. METHODOLOGY

This article gives an account of the results extracted from a sample of two 'built weeks', obtained in 2009. Specifically, we collected 14 newscasts of the two central news of the channels that call themselves 'with a mission', which exceeds its economic development as commercial channels and therefore could be considered reference medias: Canal 13 (Teletrece), belonging at that time to the Pontificia Universidad Católica de Chile, and TVN (24 Horas), under the State. Also, we collected the same amount of newscasts of Mega (Meganoticias), the first private channel established in the country, and Chilevision (Chilevisión Noticias), the private channel most successful in rating. The latter, by virtue of their condition mostly as commercial channels, might be considered a more popular.

The built week avoids distortions of the sample caused by information cycles of the different days of the week and the concentration of a single subject that has set the news content-setting for a specific week.

The total sample consists of 56 releases, 14 of each newscast, which correspond to a different day of the week of 14 successive weeks, obtained from Wednesday, March 18 to Sunday, June 14, 2009. All the news appeared in the specified editions were code-sheeted, giving a total of 1,134 notes: 350 of Canal 13; 268 of TVN; 286 of Chilevisión; and 230 of Mega, resulting in an average of 20.25 notes code-sheeted of each newscast.

The material collected was analyzed through a special VAP code sheet, composed of 5 variables or group of key variables identified in Figure 1, which previously were analyzed individually, and then the profile of news setting-content was constructed for each one of them.

3.1 ANALYZED VARIABLES

The first set of variables corresponds to the notarial function which, as explained, refers to the ability of the media of certifying, through appropriate professional practices, that an event actually happened and what is said about it is true. It is, in short, the selection of existent facts and sources, both significant and reliable. This function is the support of the credibility that comes with the verification by the audience, in time, of the seriousness of the information received through a particular media. Basic issues selected for this purpose of the second level of VAP are:

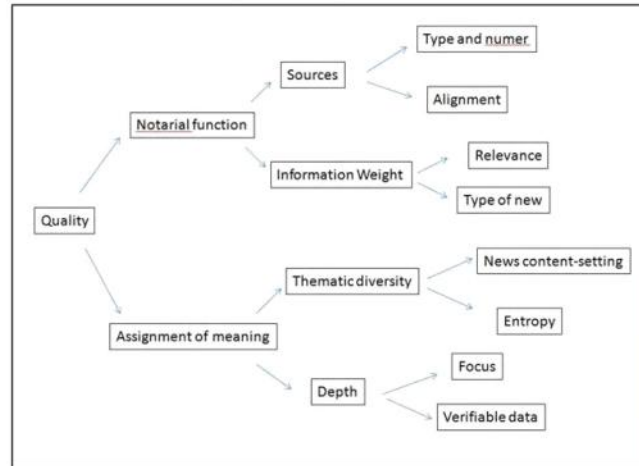
- the ability to access the events through relevant sources. This characteristic is the one that favors the categorization of one type of source and the analysis of its use and density, and
- the ability of selection through the evaluation of the information weight of the facts reported. In turn, the information weight is, for measurement purposes, separated in a number of variables: status and number of those involved, magnitude and duration of the consequences and regularity of the information.

The second group of variables measures the ability of the media to "assign meaning" to the information universe. This is usually done through a hierarchy (order in which they deliver the information), the relationship between contents (proportion and significance of the assigned space for each) and the focus given to the issues. Its most revealing measurement, however, has proved to be the division of the news content-setting in certain subject areas. These were characterized in three types: of major significance for society as a whole; half or mixed significance (i.e., corresponding to certain social aspects interesting to different groups within the society) and of significance for smaller groups or more personal significance.

With these considerations, we developed two news content-setting profiles: one corresponding to a media dedicated to the informational aspects of significance to society as a whole (which is the profile of a reference media) and another dedicated to the informational aspects of significance for smaller groups (which is the profile of a more popular one).

Within this same function, we included variables called of 'editorial line', which are determined by the media itself to build their editorial profile, and that in this case, and for the sole purpose of exemplifying the method, were established around hypothetical aspects of a very general nature, such as: presence of sensationalism, violence and sexual content which, as stated above, correspond to the legal aspects guarded by the National Television Council.

Figure 1: Analysis scheme



Editorial profile = type and number of sources + Relevance + News content-setting + Focus/ coherent with the media image and its editorial line.

4. RESULTS

4.1 NOTARIAL FUNCTION

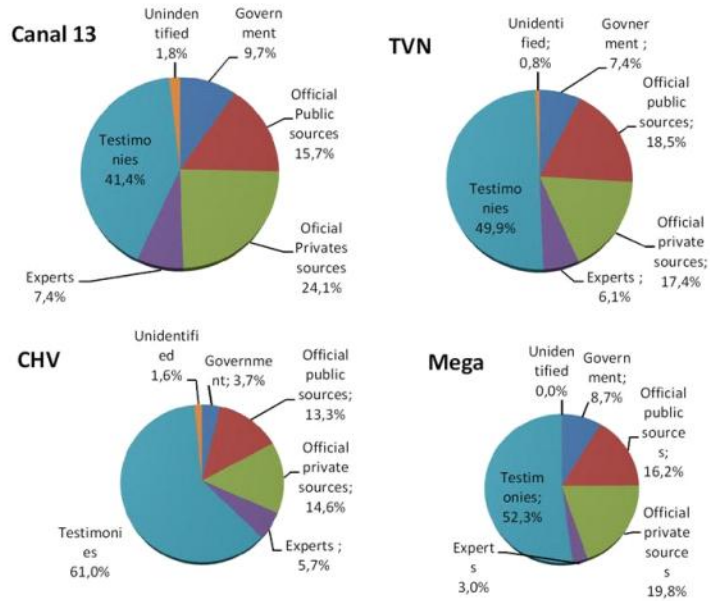
4.1.1 The work with the sources

The VAP esteems, as a substantial part of the notarial function, the ability of the media of reaching the major actors of the news. It lists possible sources in 6 types: government sources, official public sources, official private sources, experts, witnesses and unidentified sources.

From a theoretical perspective, the greatest variety of sources is positive for the performance of the function of informing and their ratio should be located around 15 or 20% for each type, with the exception of unidentified ones, which should be minimal or very rare. The deviation from this figure should be used for purposes of enhancing the media desired profile.

It is expected that a reference media uses the most relevant and expert sources, and that it gives different perspectives, i.e., utilize a larger number of sources. It also should aim more to use official sources than testimonial or of informal nature. A popular media is expected to be mainly oriented to testimonials sources and social voices, that to official actors. Finally, it is considered that a note with one source, with exceptions, does not correspond to a reporting process, it simply provides a forum within the media for the person who issued the information (Figure 2).

Figure 2: Source type by channel (2009)



Source: Own elaboration.

According to the Figures, the government sources are used moderately by the four channels, the lowest figures being those of Chilevisión (3.7%) and the higher, of Canal 13, with 9.7%. Particularly striking is the average number of TVN, considering that it is a State channel, which supports the theory that it has managed to separate its informational function of its ownership structure.

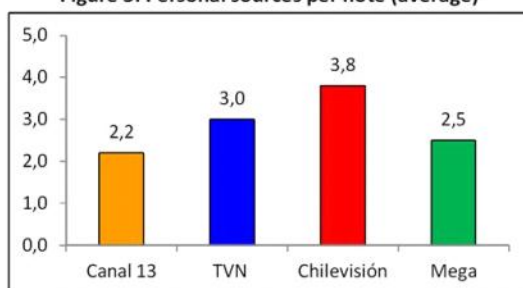
Overall, the four television channels have a high use of testimonial sources, which generally have low informational value; this use ranges from 41.4% in the case of Teletrece to 61% in the case of Chilevisión Noticias. Such sources are consistent with the emotional nature of the television, but it hurts the image of those channels that aim to have a reference profile. In any case, the fact that those sources constitute on average half of the main sources of Chilean television news is a very high figure and that weakens their social information function.

A significant aspect of profile differentiation is the use of expert sources, which typically have political independence, are not usually official spokesmen and they characterize well the reference media. In fact, the two channels considered as such use them in greater proportion than the other two, but the difference is not significant enough to make a difference.

The treatment of the sources, viewed from the perspective of brand value, contributes to enhance the more popular media, which reinforce themselves in the high use of testimonial sources. The “reference” media, by prioritizing the same type of sources, weakens its editorial profile and do not make the sources in a factor that increases its brand value.

The average number of sources per note (Figure 3) should tend to be higher in the reference channels, as it reflects increased reporting and preparation of the note. It is not that the case posed the channels studied, where this average is a factor of differentiation within the analyzed reference channels (TVN averages 3, while Canal 13 only reaches 2.2) and also within the channels considered popular (Chilevisión reaches an average of 3.8, while Mega only has 2.5). The figures coincide fairly closely with the audience ranking of the channels at that time. However, this issue must be related with the type of source used, because if the increase is given on the basis of testimonial sources, there would not be incidence of the information quality in the numerical growth. However, in the case of Chilevisión the largest number of sources, either they contribute or not to the quality of information, strengthen its brand value because it reinforces their popular profile, due to that more than 60% of their sources are testimonial.

Figure 3: Personal sources per note (average)



Source: Own elaboration

Table 1: Relationship between relevance and coverage

Relevance	Coverage	Scenario
+	-	It aims to cover the essentials of the area
-	+	It allows multiple aspects, whether significant or not
+	+	Relevance is given by a good professional management
-	-	The issue tends to disappear or drop significantly

Source: Own elaboration

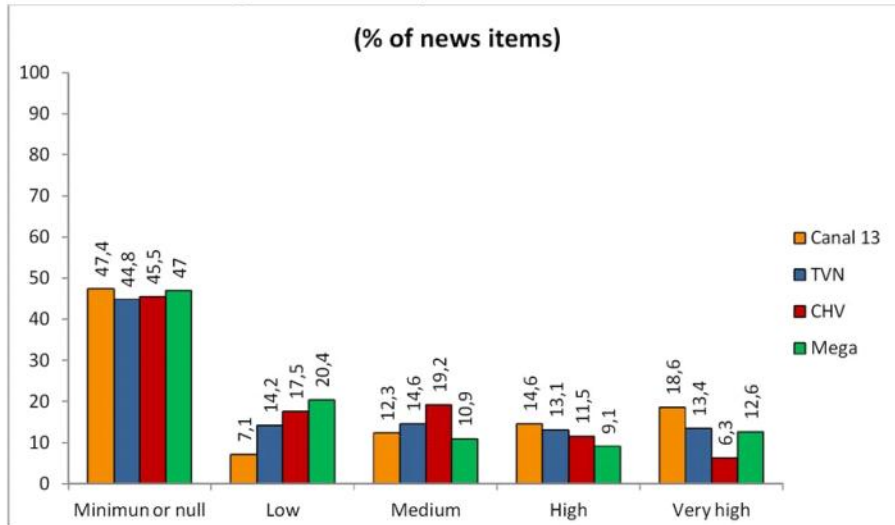
4.1.2 The information weight

Along with the sources, was selected as an important variable for the media profile their information weight management, which consists of a relevant index. This weighs the status and the number of those involved (Figures 4 and 5) with the magnitude and duration of the consequences (Figures 6 and 7) and the regular occurrence of the event reported (Figure 8). From a theoretical perspective, it is assumed that a reference media selects the news with more information weight. The popular media, in its turn, assess those facts that are more responsive to emotional issues or topics that generate curiosity, and whose weight would tend to be less informative.

Overall, when the amount of coverage of any topic or subject area increases, these tend to lose relevance: when including a greater variety of facts, usually less significant areas are treated. However, the solution to a low relevance in a given area should not be taken by the decrease in its

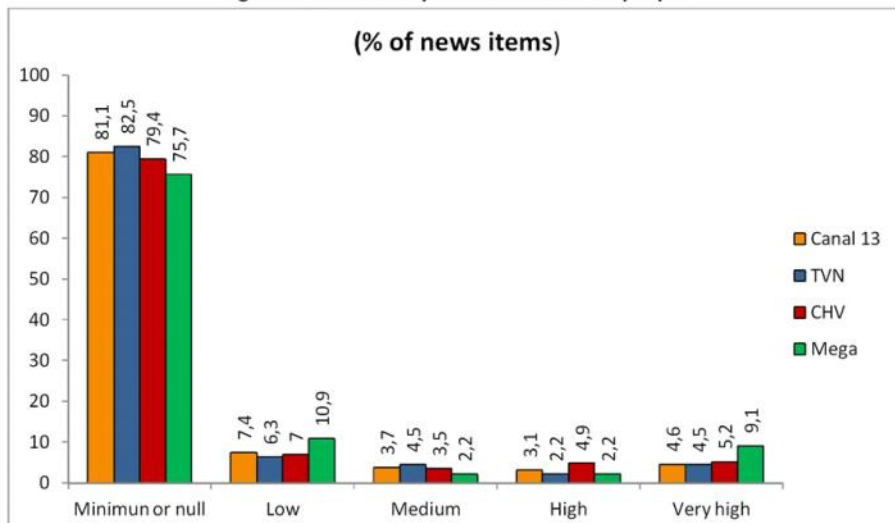
coverage. The challenge is focused on a more original and diligent reporting, which allows the discovery of important factors on facts that may seem routine. The alternatives between relevance and extent of coverage are four, as shown in Table 1.

Figure 4: Relevance by status of those involved



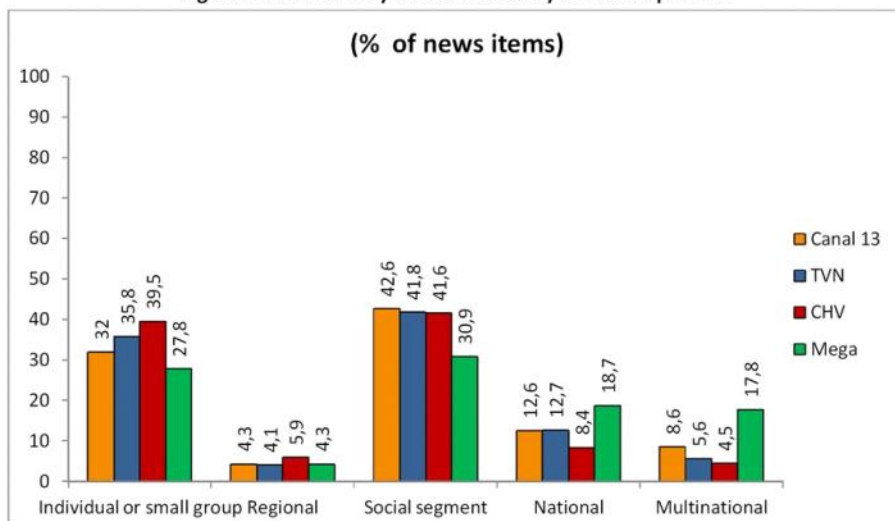
Source: Own elaboration.

Figure 5: Relevance by number of involved people



Source: Own elaboration.

Figure 6: Relevance by those affected by the consequences



Source: Own elaboration.

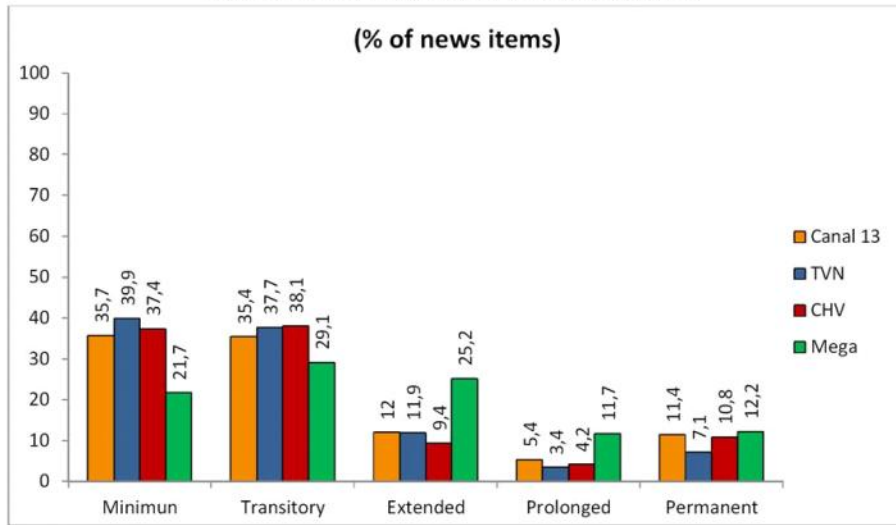
The results indicate that the four channels have about 50% of its notes referred to people with a minimum status, null or low social level, which usually is associated with poor social significance of the related facts, especially if those involved (as it actually happens according to the Figure below) are small in number.

The consequences of the facts related by the four channels mainly affect the metropolitan area, but small groups or individuals and, in particular social segments. There are rarely notes of national or multinational implications. The latter is related to the low coverage of international news.

One of the most significant aspects of the news content-setting of Chilean news is the little consequence in time of the news transmitted. Between 50 and nearly 80% of them have minimum consequences or transitory ones.

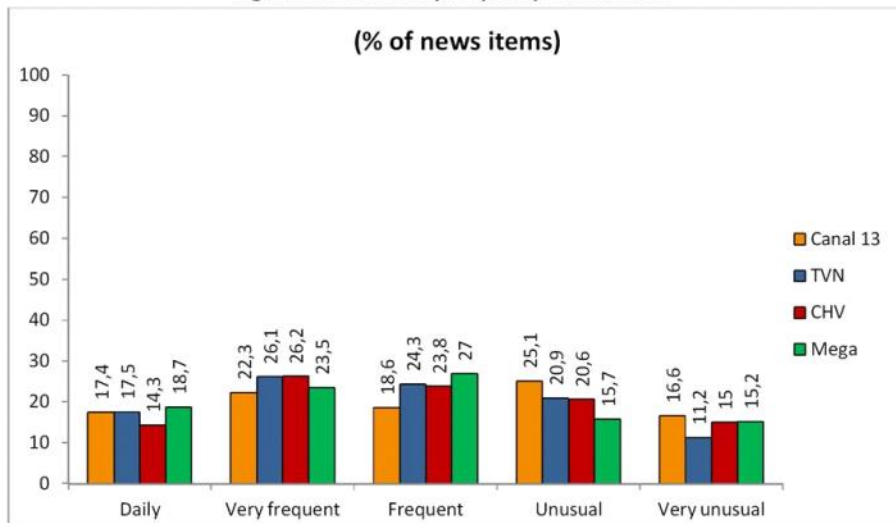
The frequency of occurrence of the facts leans strongly toward the pole of the common, very common or everyday events, which means that the news factor that breaks the routine is little considered in television. A profile of this nature can produce in the audience a sense of repetition or monotony of the news.

Figure 7: Relevance by duration of the consequences



Source: Own elaboration.

Figure 8: Relevance by frequency of occurrence



Source: Own elaboration.

The various subcomponents of the relevance factor not only show that the profile of the channels is almost identical, but also that the notes refer to small groups, on issues that are very common or common, with minimal or transitory effects, which affect only small social sectors or

groups and that generally refer to people of low status (according to their positions). This profile, which would primarily be consistent with more popular media, has as main result that newscasts drive away from the theoretical concept of what is news, to become more as magazine programs. A profile of this nature does not add brand value to channels considered "of reference".

4.2 MEANING ASSIGNMENT

4.2.1 Focus

The first element contributing to the assignment of meaning is the focus, understood as the narrative framework used to build the note and that contributes to an important characterization of the personality of the media. The VAP has distinguished some main approaches:

- Assignment of responsibilities: news story is presented so that the responsibility for causing or solving a problem is the main factor. This responsibility can rest upon the government, an individual or a group.
- Conflict: two or more parts of a problem are presented as groups or individuals opposing positions.
- Cost / benefit: it may be economic or social. In the first, the costs or benefits of the news event are evaluated in financial terms and that perspective is dominant. In the second, the perspective that dominates in the note is considerations about qualitative gains and losses generated by the fact on those involved or affected by it.
- Human factor: refers to the closeness the audience can feel with those reported by the news, through the presence of humans in the events that motivate the note.
- Social demands: the perspective that dominates the note is the presentation of disempowered social groups that demand recognition or replacement of a right.

In general theoretical terms, and without becoming a rule, the approaches belonging to a reference media would be the cost-benefit and allocation of responsibilities, while a more popular media approaches should aim at human factors and social demands (Figure 9). The focus of conflict is equally characteristic of both and only contributes to the profile by way of its specific treatment (style, etc.).

In the measurement it is stated that, of all measured approaches, the most frequently used by the channels is the human factor (element linked to generate proximity to the audience, regardless of their news value and therefore more popular). Taking that into account, it is consistent with the more popular profile of CHV the fact that they have the higher figures.

TVN is the channel which uses the most the cost/benefit approach (especially economic), surpassing by more than six percentage points the other channels, an aspect that contributes to its reference profile. This media is, on the other hand, the one that least uses notes with a conflict framework, which is consistent with a channel of State affiliation. The channel that uses with more strength this aspect is Mega, emphasizing aspects of conflict and human factor, which is consistent with a popular profile.

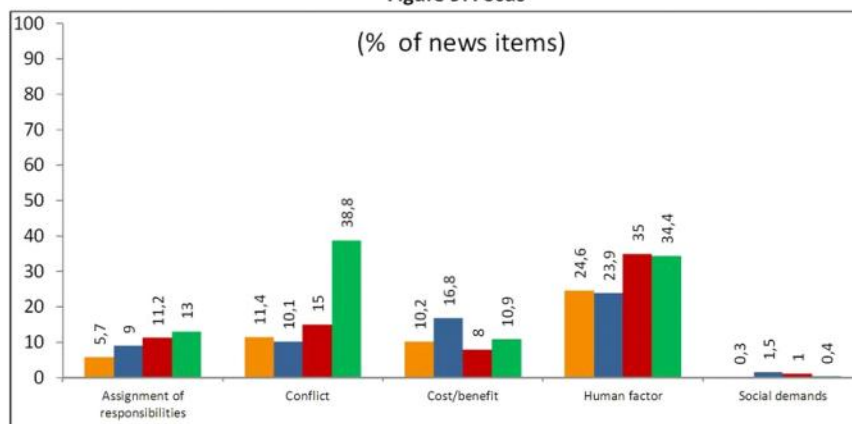
The rest of the notes correspond to a simple story with no focus whatsoever. The high number of notes with unclassified approaches shows that the channels are not using this factor in

their potential differentiation profile (and therefore its brand value), although it contributes to a greater perception of neutrality on the part of the viewer.

4.2.2 The news content-setting characterization

The essential element for the assignment of meaning is the development of the news content-setting, because it provides an order and evaluation of the social environment. The optimal distribution of news content-setting depends on the decision of the media and the profile it wants to cultivate. The theoretical literature, however, for many years establishes two important aspects of quality information: covering a variety of sectors and favoring social issues that give the audience the information they need to act and make decisions freely. Therefore, if media seeks to be defined as a reference one and aims to be seen by opinion leaders, it is expected that it favors those issues related to aspects of social life that are required to have an opinion and freedom within it. In the case of popular media, however, it is expected that the issues swing strongly toward the other pole, i.e. those subjects that favor a greater focus on entertainment or that give satisfaction to social curiosities as opposed to social interests.

Figure 9: Focus



Source: Own elaboration.

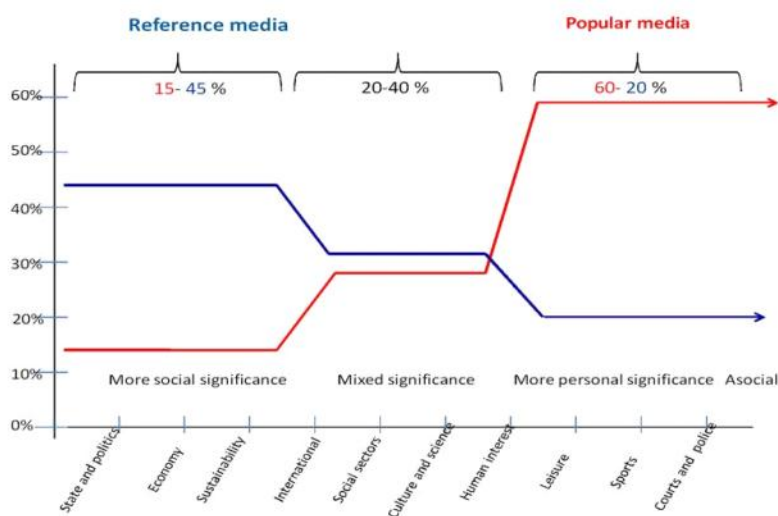
As mentioned, to establish the theoretical profiles the news content-setting were ranked according to their significance for social life. Consequently, at the top of this list are the topics that cover the society as a whole, called social issues; after those are some aspects of the society which have significance for heterogeneous groups; then, those of interest to smaller groups; and it ends at the most asocial area, characterized by Courts and Police² issues. To analyze the news content-

² For an analysis of the news content-setting, the focus is the issue being treated and not the sources. For example, a statement from members of the Judicial Branch regarding the procedures in the courts fall under the category of the Judicial Branch, but if the sentence is about a robbery or murder it would be in the category of Courts and Police.

setting the following broad areas were established (Pellegrini et. al., 2010):

- State and Politics: represents the information about al-established power.
- Economy: represents the economic development aspects and the knowledge of the entities that related to it.
- Sustainability: energy, environment, natural disasters, transportation.
- International: represents the level of relations with other States.
- Social Sectors: presents information on social development stage.
- Culture, Science and Technology: represents the diffusion of knowledge.
- Social trends: represents the identification with others and emotionality.
- Consumption and Leisure: represents the space for entertaining.
- Sports: represents the entertainment associated with identifying specific competitive groups.
- Courts and Police: represents the breaking of social life.

Figure 10: Theoretical news content-setting profile



Source: Own elaboration.

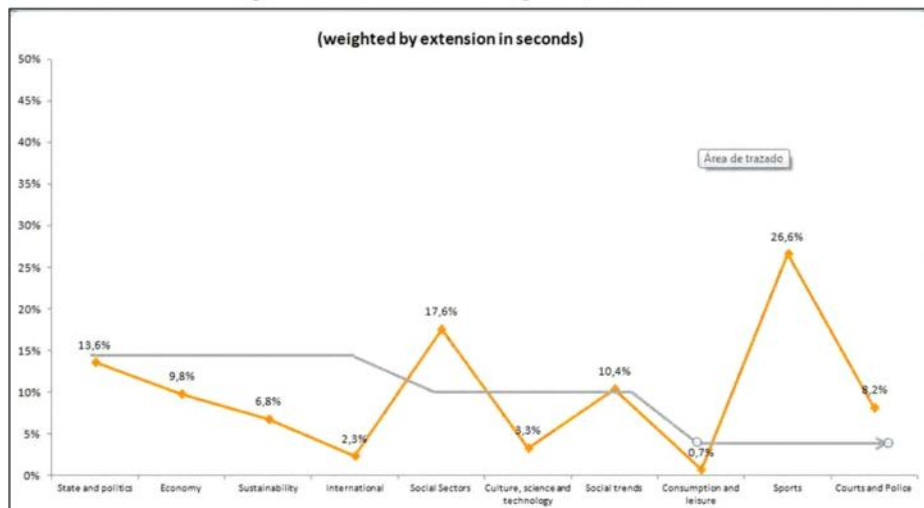
From this classification, we propose a theoretical distribution model of the issues of a news content-setting for a reference media and another for a popular one (Figure 10), where the first favors the interests of society as a whole, while the second favors those of smaller groups. As stated above, the quality is not given by either model, but by the adaptation of one or the other profile. It is also worth remembering that it is the media that defines itself as "popular" or "reference" according to the editorial decisions they take, depending on which way they want to exercise their informational function (themes, style, type of audience it addresses, type of fonts used, etc.).

Theoretical profiles of news content-setting are marked on the charts for the type of line. As a reference media (dotted gray line) uses up to 45% of its space or time in the areas of State

and Politics, Economics, Sustainability and International, it does not give more than 20% of it to Human Interest Stories, Leisure, Sports and Courts and Police. A popular media (black dotted line), however, has the opposite profile and sometimes it can even have 60% of its time/space devoted to the topics on the right side of the Figure. Rarely it gives more than 15% to the left sector of the chart and usually does it with a more popular approach.

To this theoretical formulation overlaps the own channels profile to see how they move towards or away from it, as well as see their similarities and differences (Figures 11 to 14).

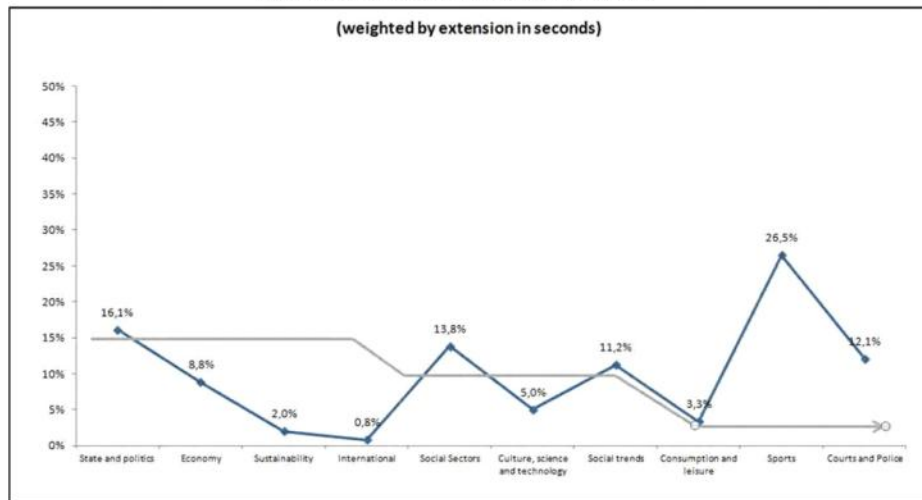
Figure 11: News content-setting 2009 /Canal 13



Note: the grey line corresponds to the theoretical profile of a reference media and the yellow one, to Canal 13 news content-setting.

Source: Own elaboration.

Figure 12: News content-setting 2009 /TVN

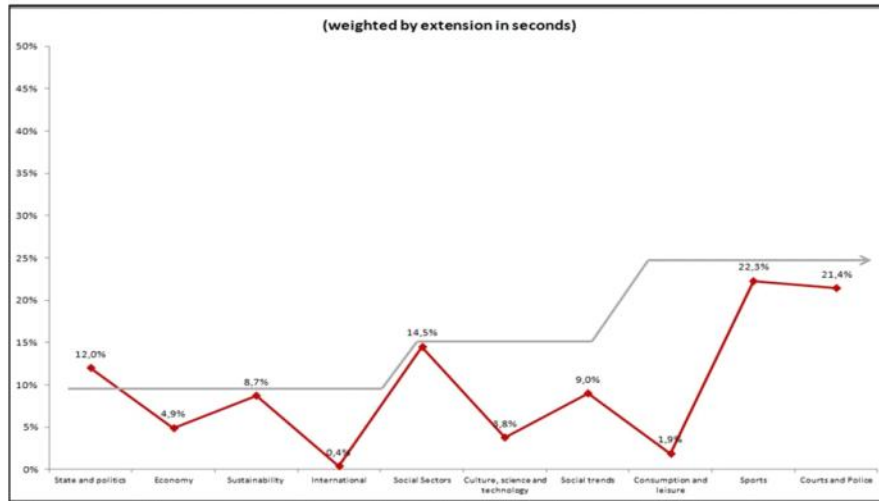


Note: the grey line corresponds to the theoretical profile of a reference media and the blue one, to TVN's news content-setting.

Source: Own elaboration.

From the news content-setting it is shown that the Chilean newscasts have very similar profiles (Figure 15), that they have not defined themselves between being a popular and a reference media. In all there is a high presence of Government issues and a high presence of sports topics, mainly characterized in football. While the first subject corresponds to a reference media, the latter make them look as a popular media.

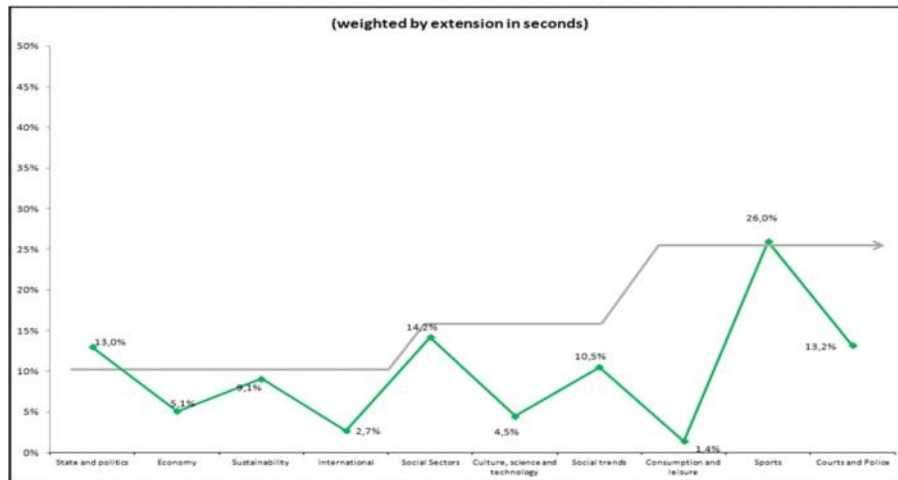
Figure 13: News content-setting 2009 /CHV



Note: the grey line corresponds to the theoretical profile of a popular media and the red one, to CHV's news content-setting.

Source: Own elaboration.

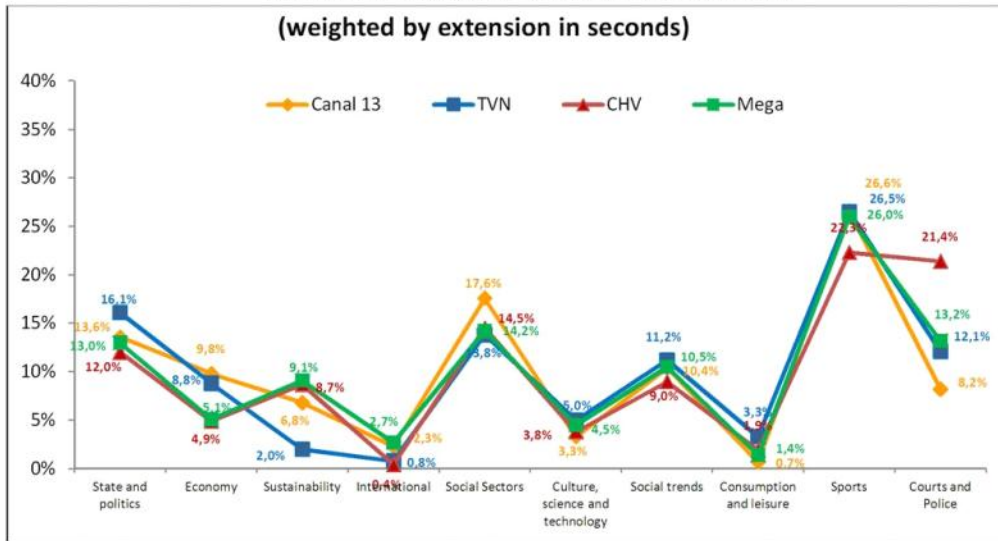
Figure 14: News content-setting 2009 /MEGA



Note: the grey line corresponds to the theoretical profile of a popular media and the green one, to Mega's news content-setting.

Source: Own elaboration.

Figure 15: News content-setting 2009 /Compared results
(weighted by extension in seconds)



Source: Own elaboration.

This inconsistency in the profile would suggest that media are not taking advantage of the development of a profile with consistent editorial performance as a way to enhance their brand value. This finding is consistent with two recently published studies of reputation, which validate this statement with their results. The first is a survey of the Latin American Faculty of Social Sciences (FLACSO) and IPSOS, conducted in 18 Latin American countries³. The study states that society has an "excessive reliance" in the media, which ranked first in reputation, as a general result of the continent. However, in the breakdown by country, Chile's trust in their newscasts falls to No. 14 of 18, with 20.4% of reputation. A fact that is endorsed by the Corporate Reputation study conducted this year by Collect GFK⁴ which included, for the first time in 9 years, the television channels. In the list of the best evaluated industries, they are ranked at number 15 out of 23 industries with more than 500 points that mark the boundary to be considered an industry with good reputation. They got 639 points from a maximum of 1,000, although the industry best evaluated (nonprofit organizations) gained 783 points. The scope for growth in the brand image is large, considering that in the list of companies with better reputations, TVN is ranked 34, Canal 13 in the 45 and Mega in the 48, while CHV is not among top 50 mentions.

³ Flacso- Ipsos. Public Opinion Survey 2009-2010. Governance and Democratic Coexistence in Latin America. The survey was conducted in November and December 2009 in 28 cities of 18 countries. It was published in August 2010.

⁴ The study was conducted in conjunction with Hill and Knowlton Captiva and the newspaper La Tercera that published its findings on page 12 of its Business section on Sunday August 22, 2010.

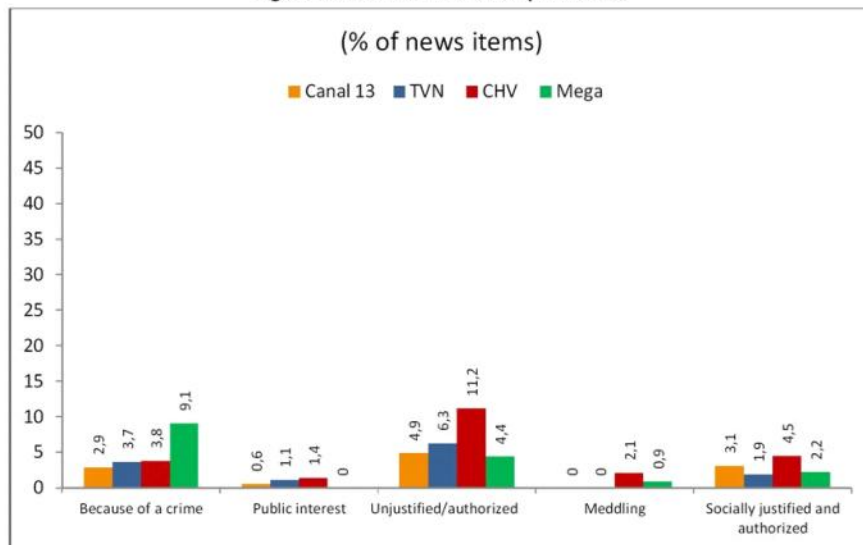
4.3 EDITORIAL LINE

Within the assignment of meaning are considered the variables named editorial line, which are determined by the same media to build their profile. Even when the desirability of referring them to general and informational values is stated, the selection is entirely a media decision. The final formulation of this aspect is only applicable in all its wealth if there is a work done with each specific media, because to know and measure the variables of the editorial line of each channel can constitute the main discriminator element of their profile. However, it is not possible, and to illustrate the weight they could have we took, as examples, some aspects quite traversals in the action of the television media: the exposure of private life, presence of sensationalism, violence and sexual content, because they are those guarded by the Chilean National Television Council.

4.3.1 Private life exposure

For information about privacy, the VAP method includes in this concept all the information, images and audio related with events (births, funerals, illnesses, birthdays, adultery, sexual preferences, etc.) and/or spaces (houses, hospitals rooms, etc.) of private life as well as the sayings on these areas. Measurement (Figure 16) distinguishes the following coverage options:

Figure 16: Information about private life



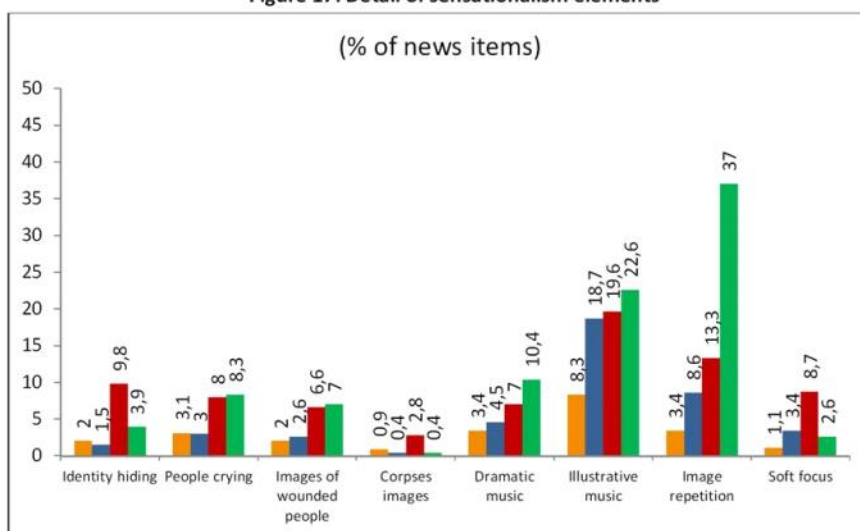
Source: Own elaboration.

- Because of a crime: reporting on the subject of an offense relating to a private sphere.
- Considered of public interest: reports on the private life of a person of public importance, when such information is related to their public action.

- With social justification and authorization: including those notes in which it is explicit that information on private life is necessary to plot a general problem in society. It is more related to testimonies.
- Unjustified, but authorized: any information that has been authorized by the involved and does not fall into any of the above alternatives.
- Meddling in private life: reporting on someone's private life without justification and without the permission of those involved.

In the measurement, all channels have a relatively low percentage of private life information in general (about 80% of the notes do not have this type of information). It does not constitute, therefore, a differentiating factor. However, the use of intrusion into private life without justification but authorized or because of a crime, which is used in about 15% of the notes in the popular channels and about 10% in the reference channels, are high figures considering that they constitute the main newscast of each media.

Figure 17: Detail of sensationalism elements



Source: Own elaboration.

4.3.2 Absence-Presence of Sensationalism

The VAP method understands sensationalism as an exaggeration of the news information value. This does not mean that there is a total lack of truth of the facts, but that there is a distortion of it, usually with the aim of attracting curiosity, rather than to respond to for information.

To measure the sensationalism of the notes we calculated an index ranging from 0 to 12, where 0 means the complete absence of these elements; 1 means that, on average, the news

shows a sensational item per minute; and so on. This index was constructed using variables that establish the presence of audiovisual resources related to the generation of sensations in the audience (music, slow motion, voice distortion, wounds and blood, among others).

In general, the level of sensationalism of the main newscasts of the country is low compared with other Latin American countries measured by the same method. In this context, Canal 13 has the lowest rate of sensationalism of the three media tested: 0.44 elements of sensationalism per minute. The number of TVN (0.74) is similar, while CHV (1.16) tops them both in the index. It becomes a small indicator of differentiation that is consistent with the characterizations of the channels (low in Canal 13 and TVN considering themselves as reference media and higher in the most popular type).

A more detailed analysis explains the differences (particularly stands out in Canal 13 the low use of dramatic music, soft focus, images of people crying and especially the wounded). The numbers reach differentiating margins, consistent with established profiles for the channels (Figure 17).

4.3.3 Absence-Presence of Aggression and Violence

To measure the presence of violence on the screen, the VAP considers factors such as information on murders, information and images of violence and images of damage to public or private property. The violence index, which is usually also associated with the category of courts and police, is a differentiating factor between the channels: Chilevisión almost double the number of TVN and Canal 13, the latter being the one with lower rates of violence. The figures indicate that the channel with greater use of violence is Mega, followed by Chilevisión, which is consistent with their news content-setting profile. The lowest numbers of Canal 13 and TVN are also consistent with the expected profile.

4.3.4 Absence-Presence of sexual content

The VAP understands as information of sexual content the appearance of nudity for reasons other than art and medicine, and information on topics such as prostitution, abortion, sexual orientation, sexual abuse and pornography.

The figures in the appearance of sexual content (Figure 19) are low for the analyzed channels (1 for Canal 13, 4.1 for TVN, 5.7 for Chilevisión and 3.3 for Mega). Although the numbers are not differentiating, the highest match again with Chilevisión, which adds consistency with its popular profile, especially when added to their highest levels of violence and sensationalism and, moreover, are also consistent with the profile of Canal 13.

5. CONCLUSIONS

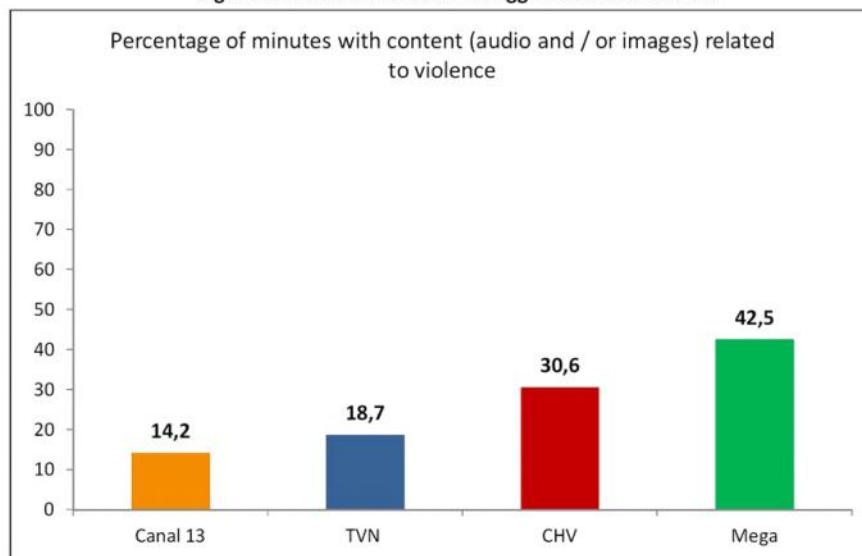
The news content-setting profiles proposed by the Chilean television news prevent to differentiate between reference media and others who choose a more popular profile. Although two of these channels at the time of their measurement were defined as 'mission channel' or 'with

purpose⁵ (which could be homologated in broad terms to a reference media), the data indicate that these differences are hardly noticeable in measurement. CHV, which in the rest of its programming opts for a more popular profile, has acquired in the informational level a profile more like the other channels⁶. Inclusion in all of them of a high number of notes in sport and courts and police contributes to remove them from the news content-setting profile of media of social significance.

Chilean TV channels continue to overestimate the amount of sports coverage (especially soccer), which covers almost one quarter of all their news content-setting, which could indicate that they all tend towards a popular profile.

In general terms the small number of sources used and the excess of testimonial sources present in all channels draws attention. It does not strength the notarial function that the information provided by sources is only occasionally opposed to others (low use of number of sources). This results in the provision of fewer perspectives on the facts, which decreases the chances of the audience to receive comprehensive information that allows them to weigh their decisions freely about life in society. On the other hand, testimonial sources are those more typical of a popular media and therefore should have less presence in the reference media.

Figure 18: Absence-Presence of Aggression and Violence

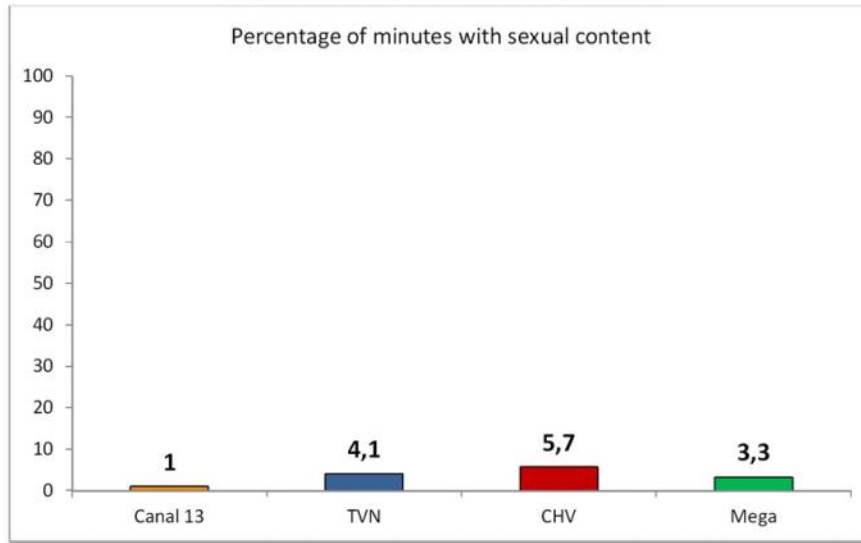


Source: Own elaboration.

⁵ Televisión Nacional de Chile (TVN), because it is a State channel. Canal 13 because at the time it belonged to the Catholic Church through the Pontificia Universidad Católica de Chile.

⁶ In relation to previous measurements made by the same team.

Figure 19: Absence-Presence of sexual content



Source: Own elaboration.

Regarding the information weight, it is a challenge to increase the relevance of their contents, especially in regard to the duration of the consequences of the facts they present. The channels are too immediate in their notes and refer to very specific facts, or are not able to project the consequences in the medium and long term.

Looked at from the perspective proposed in this study, the Chilean television newscasts have not used their definition of news content-setting as a way to strengthen their editorial profile. By contrast, consistency is not seen between their image and brand value, and the professional decisions that support them.

Channels, rather than establishing a news content-setting design matching with some of the theoretical alternatives, have all a news content-setting with a "W" tendency, which increases at the extremes (of Government information and sports, especially) and in the intermediate coverage of social sectors (health, housing, education). From that perspective, they offer little differentiation and therefore contribute little to their brand value.

In the selection of themes, international coverage has minimal levels, both in regard to international politics as to the issues occurred abroad, without Chileans involved. This is surprising if we considered the attractiveness of international contingency issues that occurred during the measurement period (Human Influenza, early Obama administration, the Air France accident, etc.). Moreover, it is worrying in a country that depends on globalization to maintain their rates of economic development. From that perspective, we would expect that the reference media tried to differentiate through the coverage of this sector. Something similar happens in economic issues.

Probably because the editorial values considered in this measurement are those guarded by the Chilean National Television Council, they do not represent enough a distinctive element of

their editorial performance, with the exception of the index of sensationalism and violence. Precisely because of this, future actions of each channel, instead of emphasizing those aspects that are not conducive to their differences and therefore does not establish different propositions to the audience, require to focus on those points which will strengthen their profiles.

In summary, from the analysis it can be concluded that neither the notarial function (i.e. the use of sources and relevance) nor the assignment of meaning (news content-setting and focus) are elements used by the news television channel as differentiators of their editorial profiles. They have more common elements than it would be desirable to mean a contribution to their brand value. Less appropriate use of these elements occurs in the channels that are defined as "reference", because the profile adopted by all of them tends strongly to a popular news model.

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