

Federal president Gauck convinces influential media on the value of seniors

The media echo of „Dialogue with Time“ from Sep 14 till Apr 15

Analysis of the reporting in print, tv and radio media

Procedure

Analysis of media content:

Structured analysis of media content based on predefined examination criteria by trained personell.

Media coverage concerning the „Dialogue with Time“ - exhibition concept is based on the following protagonists:

- Exhibition
- Senior Guides
- Federal President Gauck
- Visitors of the exhibition
- Organisers und sponsors

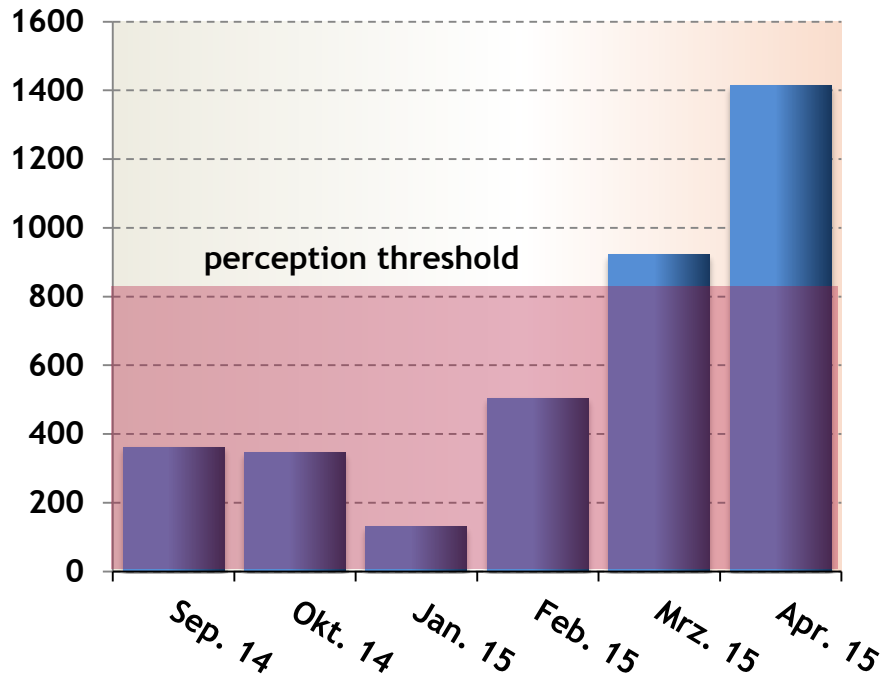
Time frame: 2014/2015

Basis: Clippings have been delivered by „Dialogue with Time, no guarantee of completeness given

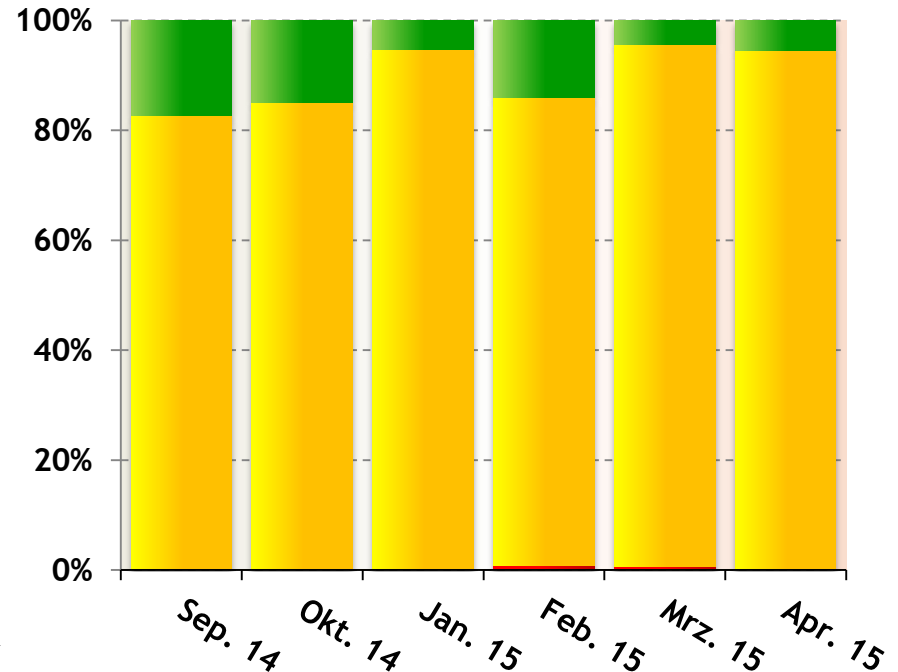
Summary

- The opening of „Dialogue with Time“ in the Museum for Communication in Berlin has caused a lively media echo.
- Important engine of the coverage was federal president Gauck with his postulations on the permeability of limitations and a stronger and meaningful integration of the elderly.
- In contradiction to the usual media coverage of seniors, the reactions to the senior guides and the exhibition were positive and balanced.

Concrete examples give room for a change in perception



Number of Statements



negativ

neutral

positiv

In connection with both the exhibitions in Frankfurt and Berlin positive images of aging have been transported. Thanks to the support of the federal president, the exhibition in Berlin was able to reach the perception threshold.

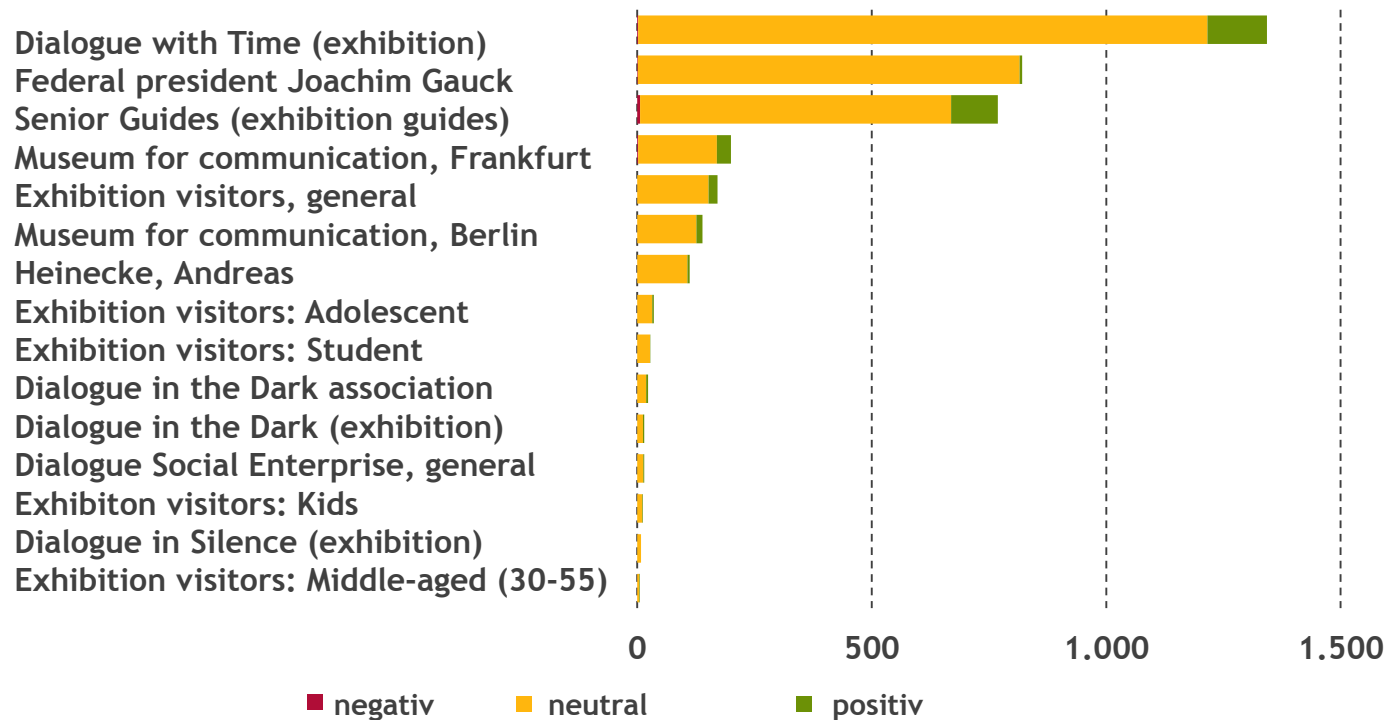
One month in Berlin brought already two third of the coverage amount of Frankfurt



Percentage of all statements about „Dialogue with Time“

▶ The exhibition in Frankfurt found its coverage mostly in regional newspapers. The speech by federal president Gauck caused a nationwide coverage already in the first month after the opening in Berlin and multiplied its reach.

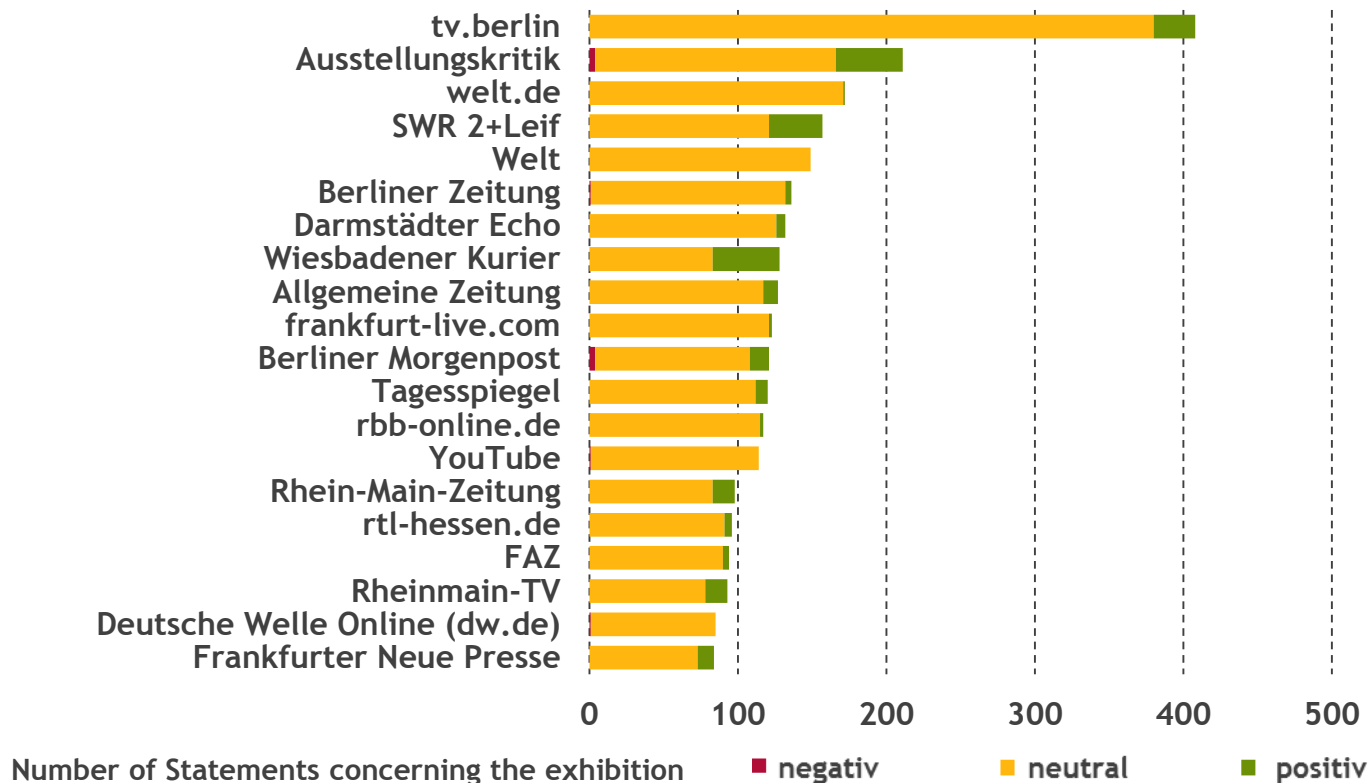
Gauck provokes much interest - Seniors as appealing figures



Number of statements per protagonist

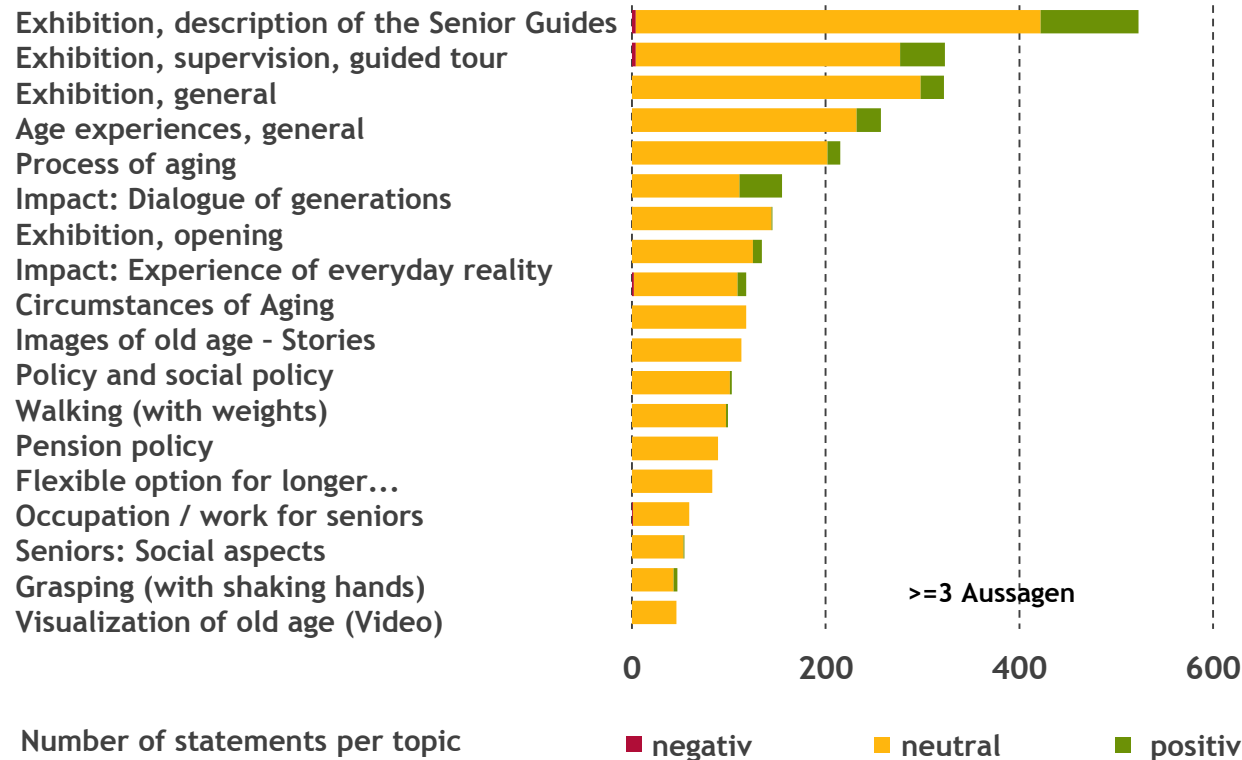
The aim of the exhibition is to overcome social exclusion. While seniors usually remain below the perception threshold, the messages of federal president Gauck have been widely received. Senior guides receive a positive response in close-up.

Broad media echo - unanimous feedback



Small, specialized exhibition concepts usually do not stand any or only small chances to be covered in transregional media. Dialogue with Time has managed to be found in numerous lokal and transregional mediums and to attract visitors for a direct experience.

Empathy was raised, meaningful tasks were demanded

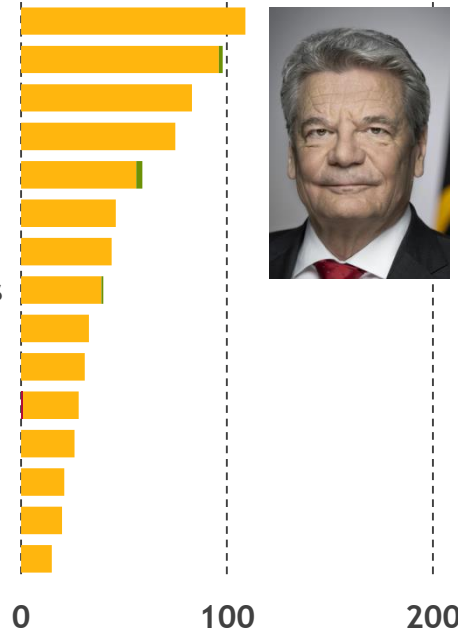


The concept of the exhibition, including the Senior Guide, is an invitation to deal with lifetime. This aspect, together with the demand for a meaningful integration of the seniors into society have been captured..

„A late appointed is advertising for more chances in old age“

Nürnberger Nachrichten

policy and social policy
pension policy
occupation seniors
Flexible working lifetime
process of aging
social policy
exhibition, opening
Abolishment of age barriers
social engagement seniors
life conditions of aging
seniors: social aspects
age experiences, general
needcare
seniors health / illness
description of old age



welt.de
Welt
Berliner Zeitung
Hamburger Abendblatt
Lokalkompass.de
ksta.de
Süddeutsche
Darmstädter Echo
FR
Nürnberger Nachrichten
Mitteldeutsche Zeitung
Rheinische Post
Kölnische Rundschau
Stuttgarter Nachrichten
Aachener Nachrichten
Märkische Allgemeine
Bergische Morgenpost
Westfalen-Blatt
Tagesspiegel



AUSSTELLUNG „DIALOG MIT DER ZEIT“
Neue Ideen für eine alternde Gesellschaft

ERSTELLT 31.03.2015



Die Berliner Ausstellung „Dialog mit der Zeit“ setzt sich mit dem demografischen Wandel auseinander. Zur Eröffnung erschien auch der Bundespräsident und wir brauchen eine Politik der flexiblen Rentenaltersgrenzen und neue Absprachen der Tarifpartner. Von Arno Widmann

<http://www.ksta.de/politik/ausstellung-dialog-mit-der-zeit--neue-ideen-fuer-eine-alternde-gesellschaft,15187246,30268984.html>

Numbers of statements concerning Joachim Gauck

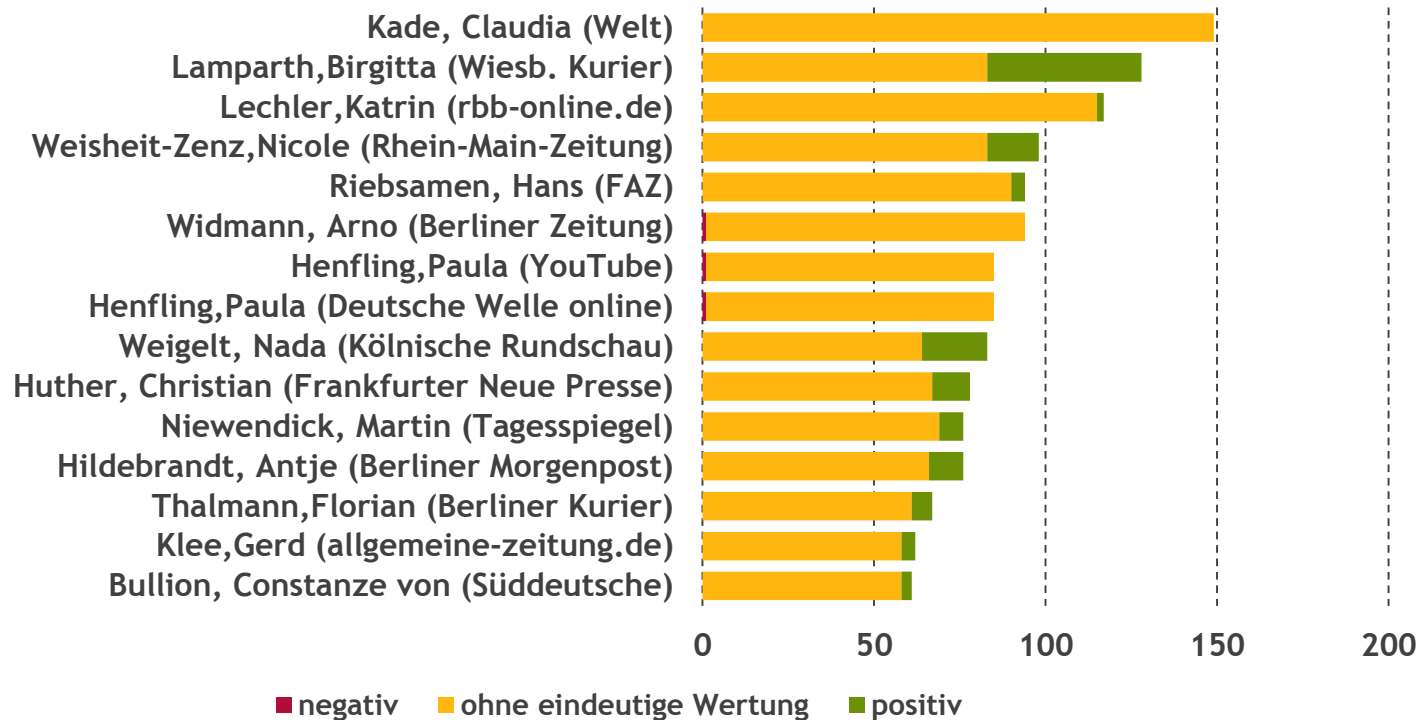
■ negativ

■ neutral

■ positiv

The media has taken the speech by Joachim Gauck as an appeal to see old age as a chance and given additional lifetime, but as well as a reminder to enable seniors to participate flexibly in the working force and to access meaningful tasks.

Regional newspapers are especially positive



Number of statements

As usual when it comes to social topics, the image in the regional newspapers about „Dialogue with Time“ is specifically positive, especially when it comes to the coverage of the Senior Guides.

