



Study OPBPL 2015

Notoriety Barometer of Trade Union Leaders and National Business Federation Leaders in 2014

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1 - PREFACE

This study was developed to provide a descriptive and up-to-date overview of the levels of notoriety of the main Trade Union and National Business Federation in the different Social Communications Media in 2014.

This analysis is confined specifically to the use of the main Portuguese TV channels and online e-newspapers.

The chosen variables will be properly illustrated and synthetized throughout the study, which will finish by cross-referencing the gathered information in order to obtain an improved observation of reality with regard to the notoriety of the different leaders.

2 – NOTORIETY BAROMETER

The Portuguese Observatory of Good Labor Practices – “OPBPL”, is an independent body that focuses on analyzing Laborer Relations in Portugal, within the Lusophone Domain and in the Democratic Societies, in which the Trade Union Associations and the National Business Federation are constituted as pillars of the political system.

With the mission of periodically and systematically promote within the society the diversified elements of the Trade Union and Business Federation`s activities, in its broadest sense, the OPBPL publishes both national and international studies, news and critical bibliographic reviews, as well as many “products” such as the “Notoriety Barometer” of the main trade Union and Business Federation Leaders.

Learn more at: <http://opbpl.cies.iscte-iul.pt/?lang=en>

3 - METHODOLOGY

The team that manages the Portuguese Observatory of Good Labor Practices developed this study centered around the main Union leaders - Carlos Silva, Arménio Carlos e Afonso Diz – of the following Trade Unions – UGT-CGTP-IN, USI -, and the Business Federation Leaders - António Saraiva, Paulo Nunes de Almeida, José Eduardo Carvalho, Francisco Calheiros e José Silva Peneda of the following Business Federation – CIP, AEP, AIP, CTP, CES respectively.

The methodology used was strictly a selection of published and broadcasted news via internet.

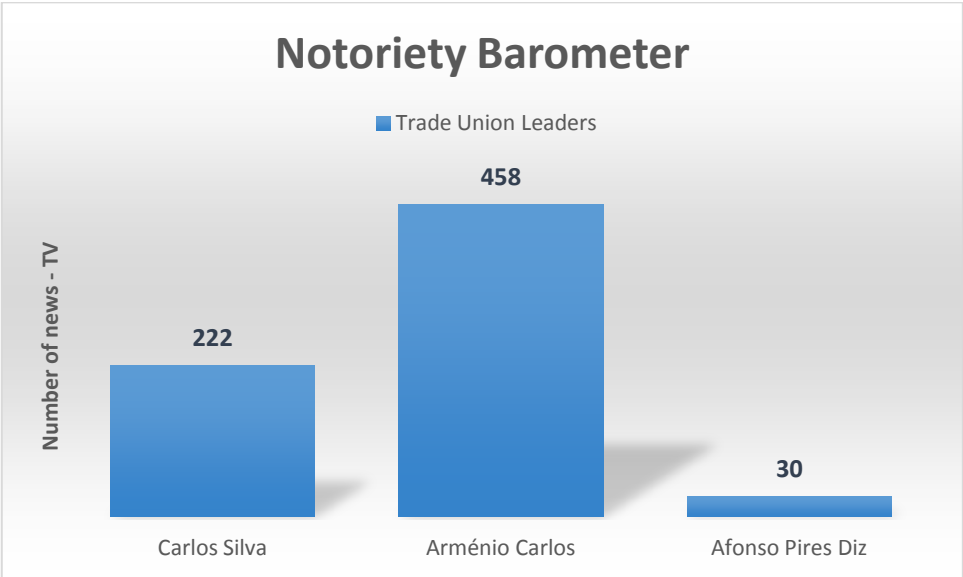
To achieve this the major news channels were analyzed – SIC/SIC Notícias, TVI/TVI24; RTP/RTP INFO – as well as the following e-newspapers - *Correio da Manhã*, *Jornal de Negócios*, *Jornal de Noticias*, *Diário de Noticias*, *Diário Económico*, where all the news published from January 2014 to December 2014 that concerned any of the above personalities leaders, were identified and meticulously counted, specifically the ones that mentioned each personality by name.

4 - FINDINGS

Concerning the Trade Union Leaders we will start the analysis with Bar chart “A” that serves the purpose of identifying the number of news broadcasted by the aforementioned TV channels that pertain to the three chosen Trade Union leaders.

As it is self-evident there is an obvious dominance of the Leader Arménio Carlos from “Confederação Geral dos Trabalhadores Portugueses – Intersindical Nacional” (CGTP) scoring a total of 458 news throughout 2014, followed by the leader Carlos Silva leader of the “União Geral de Trabalhadores” (UGT) with 222 news and thirdly the leader Afonso Pires Diz from “União dos Sindicatos Independentes” (USI) with 30 broadcasted news.

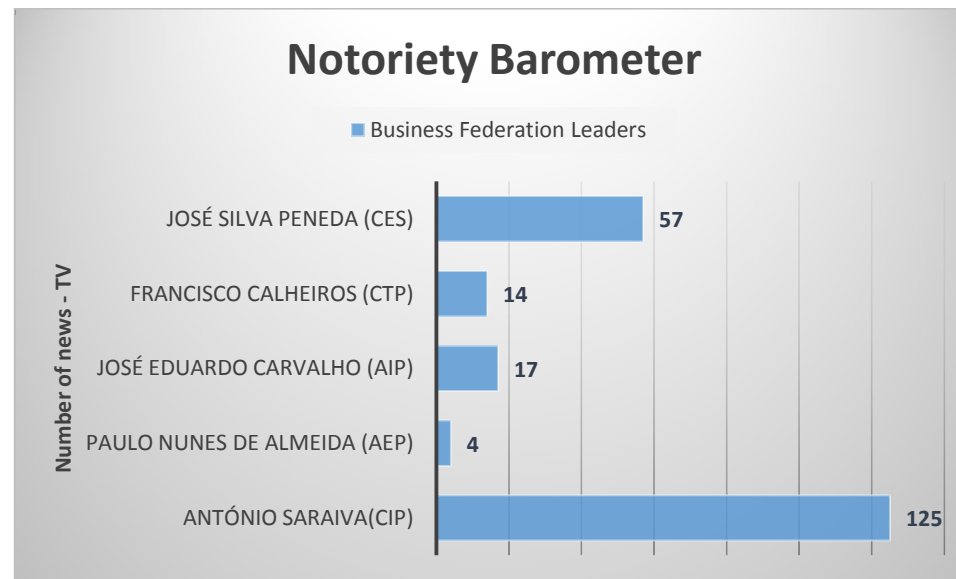
Bar Chart A: Notoriety Barometer of the main Trade Union leaders – main television channels - SIC/SIC Notícias, TVI/TVI24, RTP/RTP INFO (01/01/2014 – 31/12/2014)



Afterwards the same analysis was conducted in regard to the three National Business Federation leaders in order to ascertain their media projection on the chosen TV channels, which concluded that the three leaders did not change position in the ranking. The Bar chart “B” bellow also identifies Arménio Carlos as the leader with the highest amount of

news that mention him by name adding up to a total of 311 broadcasts, followed by the leader Carlos Silva with 197 news and the leader Afonso Pires Diz with 91 online broadcasting news.

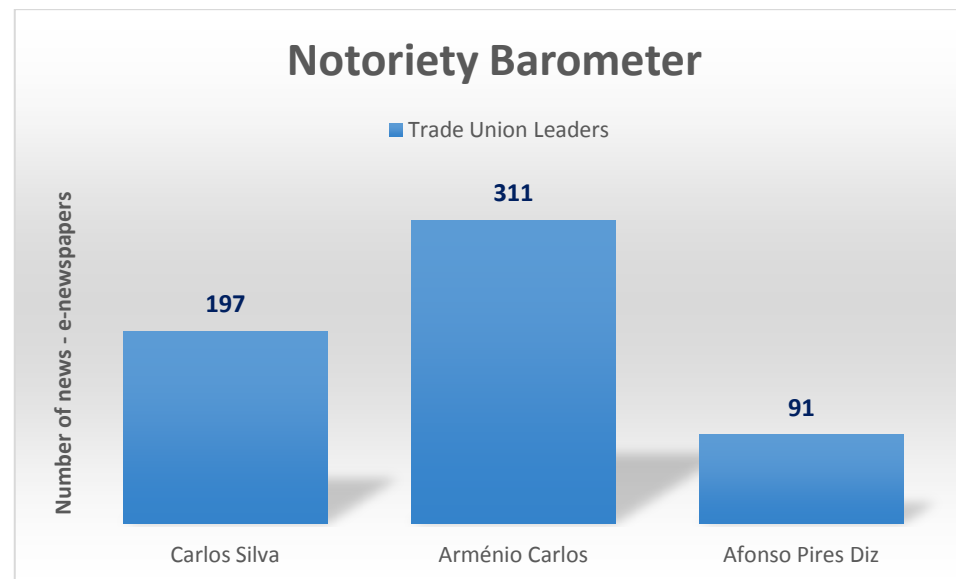
Bar Chart B: Notoriety Barometer of the main Business Federation leaders – main television channels - SIC/SIC Notícias, TVI/TVI24, RTP/RTP INFO (01/01/2014 – 31/12/2014)



The third bar chart pairs the Business Federation Leaders with the recorded number of broadcasted news and concludes that Antonio Saraiva from the “Confederação da Indústria Portuguesa (CIP)” is the leading personality amongst the other Business leaders with 128 broadcasts, followed by José Silva Peneda from the “Conselho Económico e Social (CES)” with

57. Lastly the chart identifies José Eduardo Carvalho from the “Associação Industrial Portuguesa - Câmara de Comércio e Indústria (AIP-CCI)”, Francisco Calheiros from the “Confederação do Turismo Português (CTP)” and Paulo Nunes De Almeida from the “Associação Empresarial de Portugal – Câmara de Comércio e Indústria (AEP-CCI)” scoring 17,14 and 4 respectively in the media/tv notoriety ranking.

Bar Chart C: Notoriety Barometer of the main Trade Union leaders in e-newspapers -Correio da Manhã, Jornal de Negócios, Jornal de Noticias, Diário de Noticias, Diário Económico (01/01/2014 – 31/12/2014)

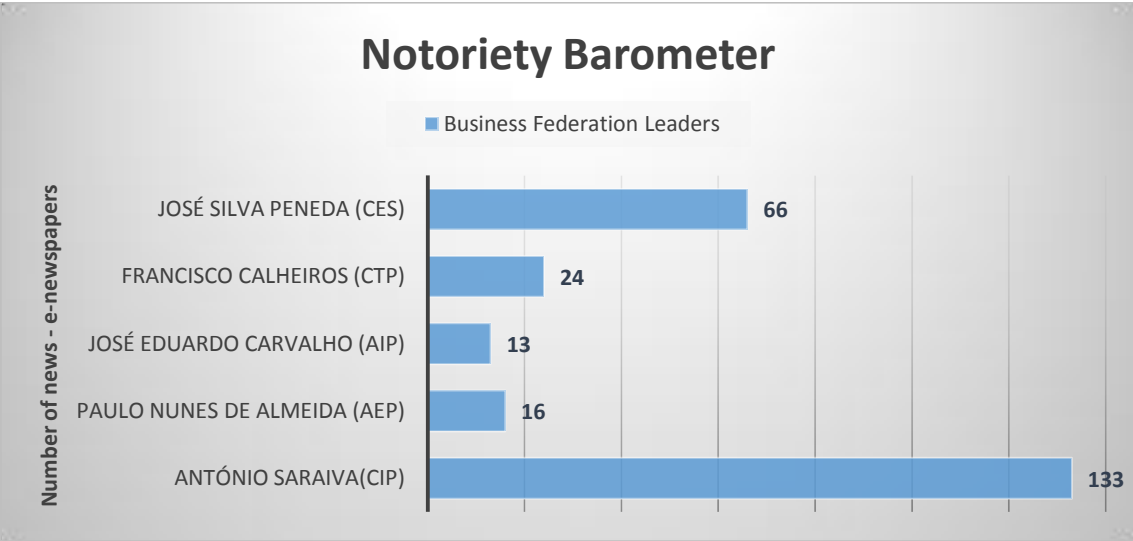


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Naturally the same method was applied to the aforementioned Business Federation leaders in the chosen e-newspapers. Bar chart D identifies once more António Saraiva as having 133 published news online referencing him by name, followed by José Silva Peneda with 66 recorded publications and lastly with a narrow margin amongst themselves the chart identifies the leader Francisco Calheiros with 24 news, Paulo Nunes de Almeida with 16 and José Eduardo Carvalho with 13.

Bar Chart D:Notoriety Barometer of the main Business Federation leaders in e-newspapers -Correio da Manhã, Jornal de Negócios, Jornal de Noticias, Diário de Noticias, Diário Económico (01/01/2014 – 31/12/2014)



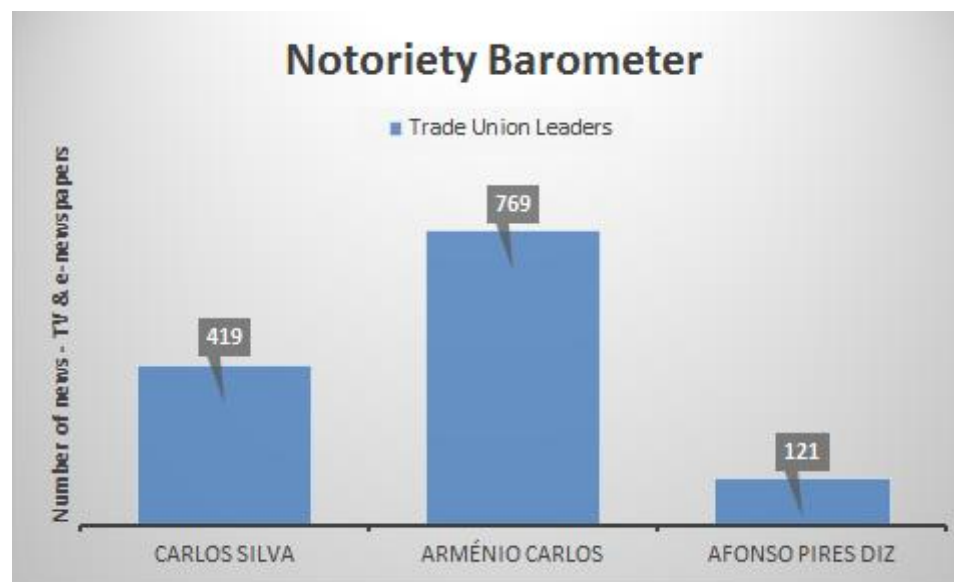
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Promptly as illustrated by Bar Chart E we proceeded to utilize the variables under analysis (e-newspapers and TV) with the chosen Trade Union and Business Federation Leaders.

As far as the Trade Union Leaders are concerned the first place in the ranking belongs to Arménio Carlos with 769 references in both e-newspapers and television channels, followed by Carlos Silva with 419 and Afonso Pires Diz with 121.

Bar Chart E: Notoriety Barometer of the main Trade Union leaders in both main e-newspapers and television channels (01/01/2014 – 31/12/2014)

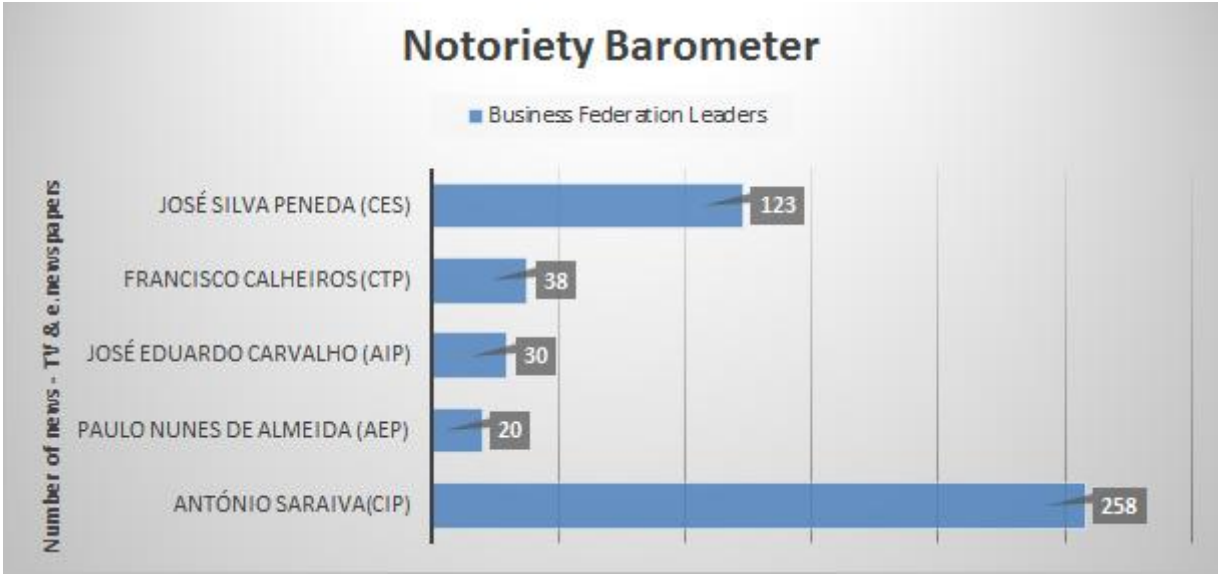


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Similarly to what was performed above for Bar Chart E, the following bar chart will utilize the same variables and pair them with the chosen Business Federation Leaders. In this case the one that stands out the most is António Saraiva with a total of 258 references in both the chosen e-newspapers and television channels followed by the leader Jose Silva Peneda with 123 references and finally Francisco Calheiros, José Eduardo Carvalho e Paulo Nunes de Almeida with 38, 30 and 20 references respectively.

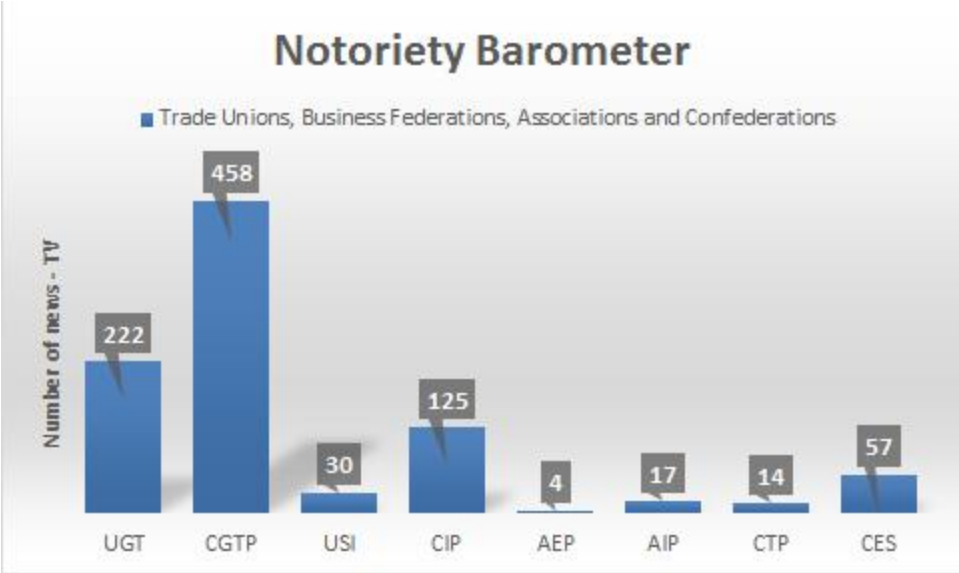
Bar Chart F: Notoriety Barometer of the main Business Federation leaders in both main e-newspapers and television channels (01/01/2014 – 31/12/2014)



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Bar Charts G and H aim to illustrate the number of published and broadcasted news on the chosen e-newspapers and TV channels concerning the main Trade Unions, Business Federations Associations and Confederations which have been the focus of this study.

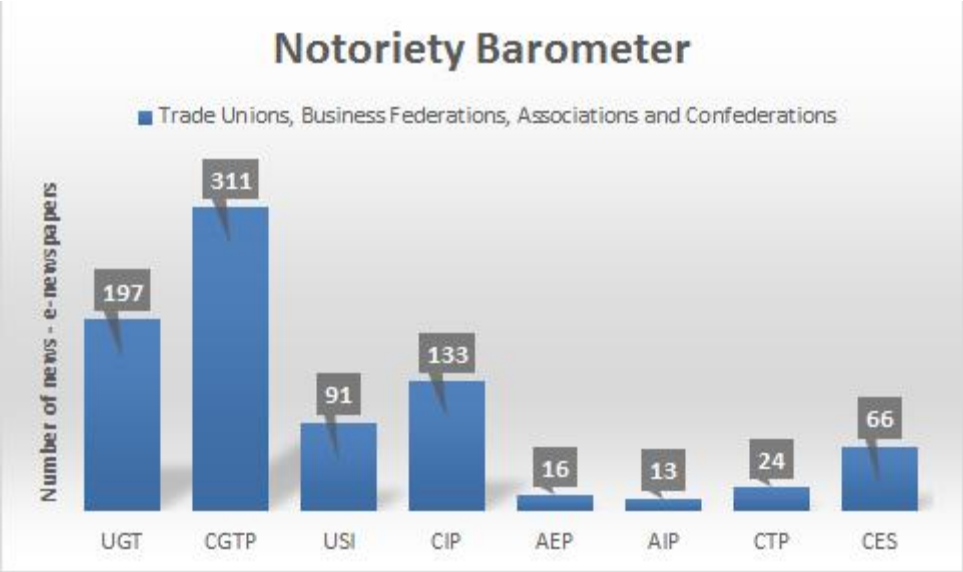
Bar Chart G: Notoriety Barometer of the main Trade Unions, Business Federations Associations and Confederations in the main television channels (01/01/2014 – 31/12/2014).



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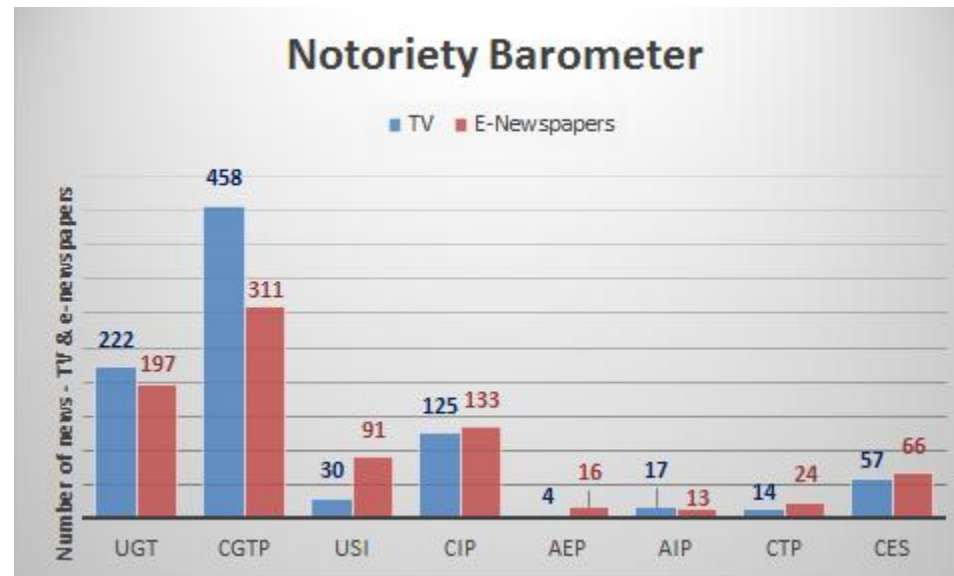
Bar Chart H: Notoriety Barometer of the main Trade Unions, Business Federations, Associations and Confederations in the main e-newspapers (01/01/2014 – 31/12/2014).



Taking into consideration the chart that illustrates the broadcasted news on TV and the chart pertaining to e-newspaper publications it is safe to conclude that the three leading places on the ranking belong to CGTP, UGT and CIP with a record number in TV news of 458, 222 and 125 as well as 311, 197, and 133 referencing news from online newspapers.

The last bar chart graph merely serves the purpose of illustrating more clearly the conclusions drawn from the preceding graphs, therefore bar chart I will utilize and compare the same variables, the online newspapers and TV news references from the main Trade Unions and National Business Federations in 2014.

Bar Chart I: Notoriety Barometer of the main Trade Unions and Business Federations, in the main e-newspapers and TV channels (01/01/2014 – 31/12/2014).



The obvious conclusion from a mere observation is that the observations that scored highest on the media-notoriety ranking are the CGTP, UGT and thirdly CIP

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4 - HIGHLIGHTS

The Trade Union Leader with the highest registered media notoriety in 2014 was Arménio Carlos from CGTP with a sum of 769 news collected from online newspapers and TV channels.

The Business Federation Leader with the highest registered notoriety in the media in 2014 was António Saraiva from CIP with a sum of 258 news collected from online newspapers and TV channels.

Among the news concerning the Trade Unions, Associations and Business Federations this study collected the following figures:

1. CGTP – 458 Television news broadcasted and 311 e-news published
2. UGT - 222 Television news broadcasted and 197 e-news published
3. CIP - 125 Television news broadcasted and 133 e-news published



Environmental Policy

The Studies published by the Portuguese Observatory for Good Labour Practices (OPBPL) are CO2 free; all the OPBPL labour practices respect the environment and look towards sustainability



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