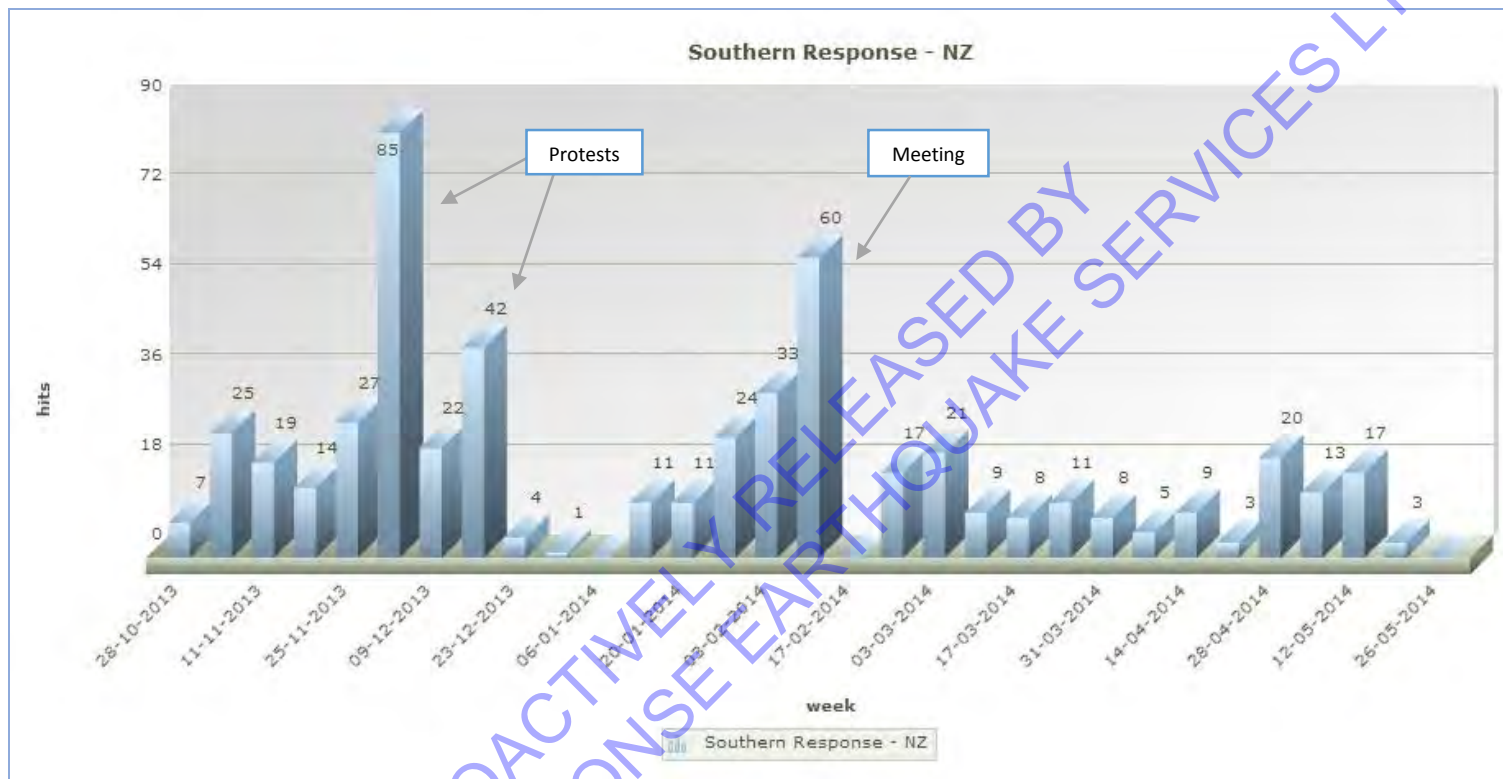


## SOUTHERN RESPONSE

News Media Monitoring from 1 November 2013 - present



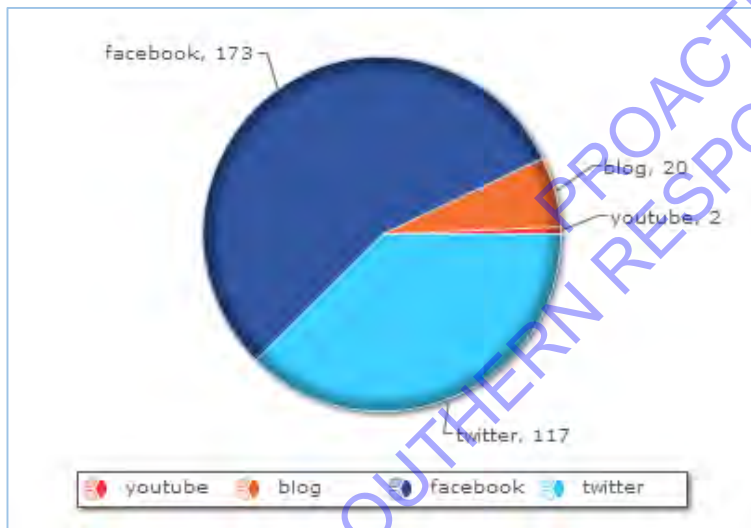
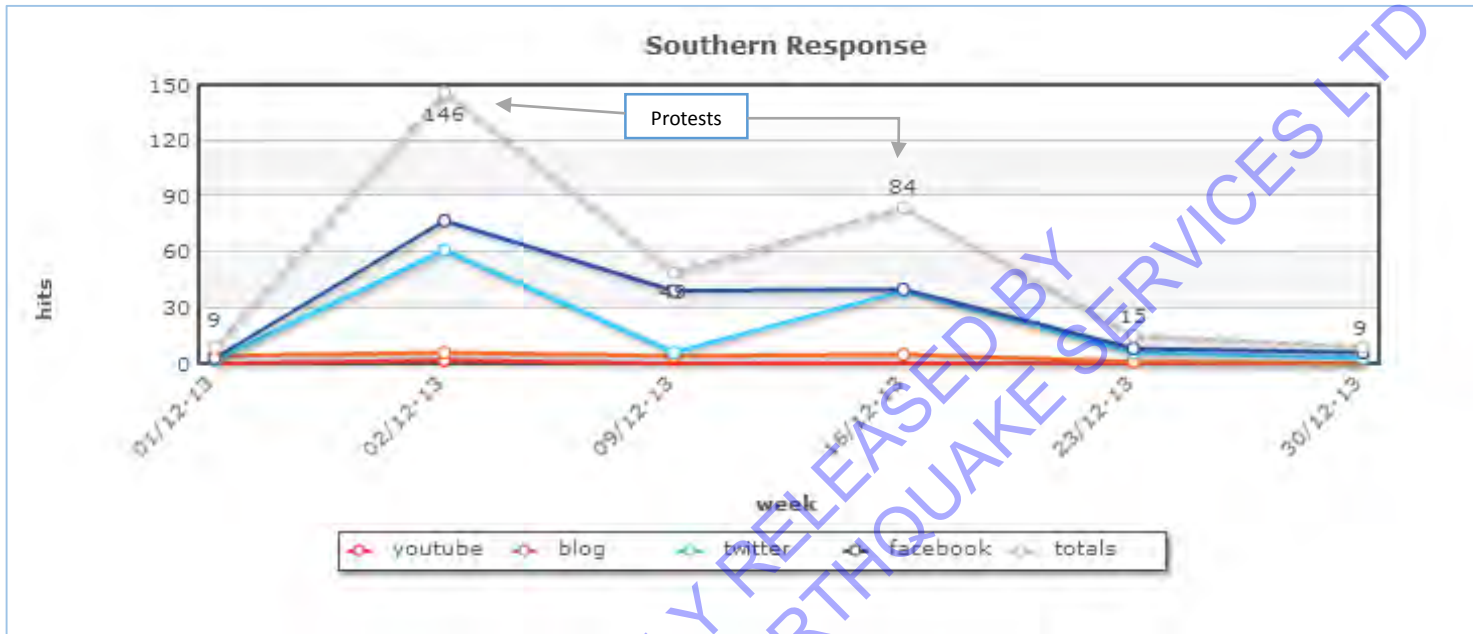
### Key:

- 'hits' refers to number of media reports / week featuring Southern Response key words  
(NB: the same report may be released by a number of publications and each is considered a hit)
- 'week' refers to week beginning as stated

### Interpretation:

- Peaks directly relate to protests on 2 & 16 December 2013 and to the Claimants meeting on 11 Feb 2014.

Social Media Monitoring December 2013



Interestingly the social media capture for the month of December 2013 during which the two protests took place correlates with the news media monitoring for the same period. Peaks of social media chatter at 2 & 16 December can again be observed - above.

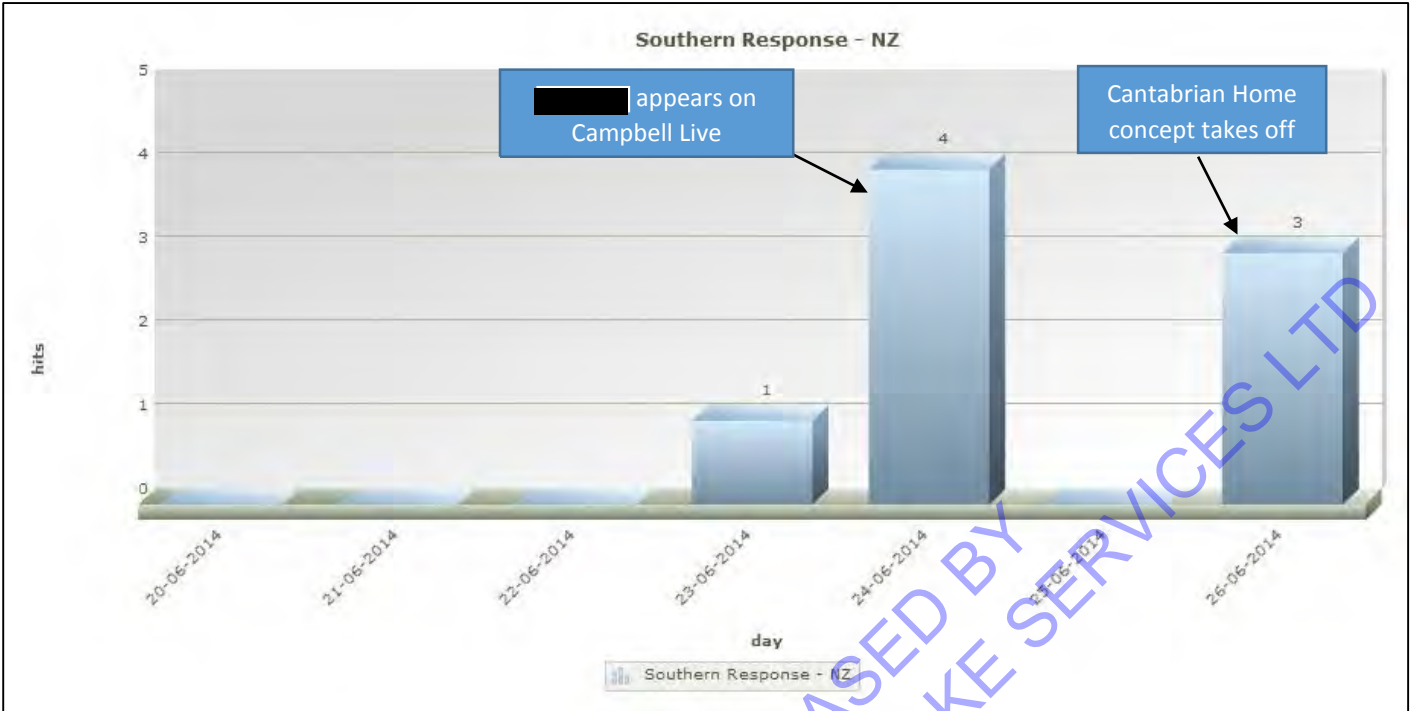
Facebook remains the social medium of choice, however, Twitter is often utilised to 'get the message' out there quickly to a large audience (viral) – left.

It should be noted that social media volume statistics can sometimes be misleading due to 'retweets' and overseas reposts, therefore ongoing analysis of data is necessary to ensure relevance.

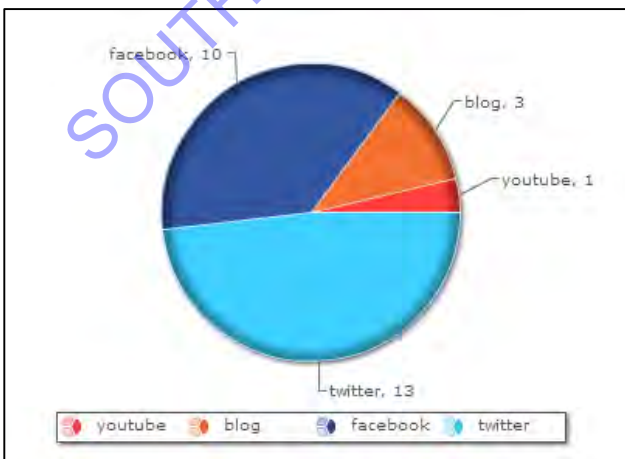
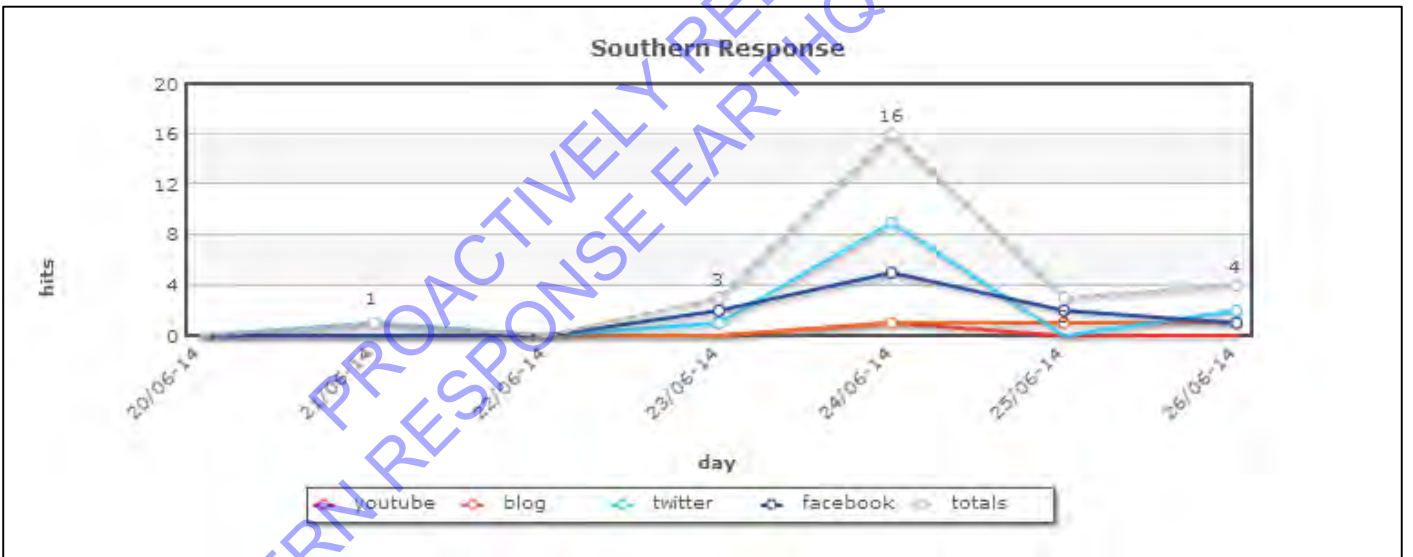
# Southern Response weekly reporting stats

Friday 20 – Thursday 26 June 2014

## News Media:



## Social Media:

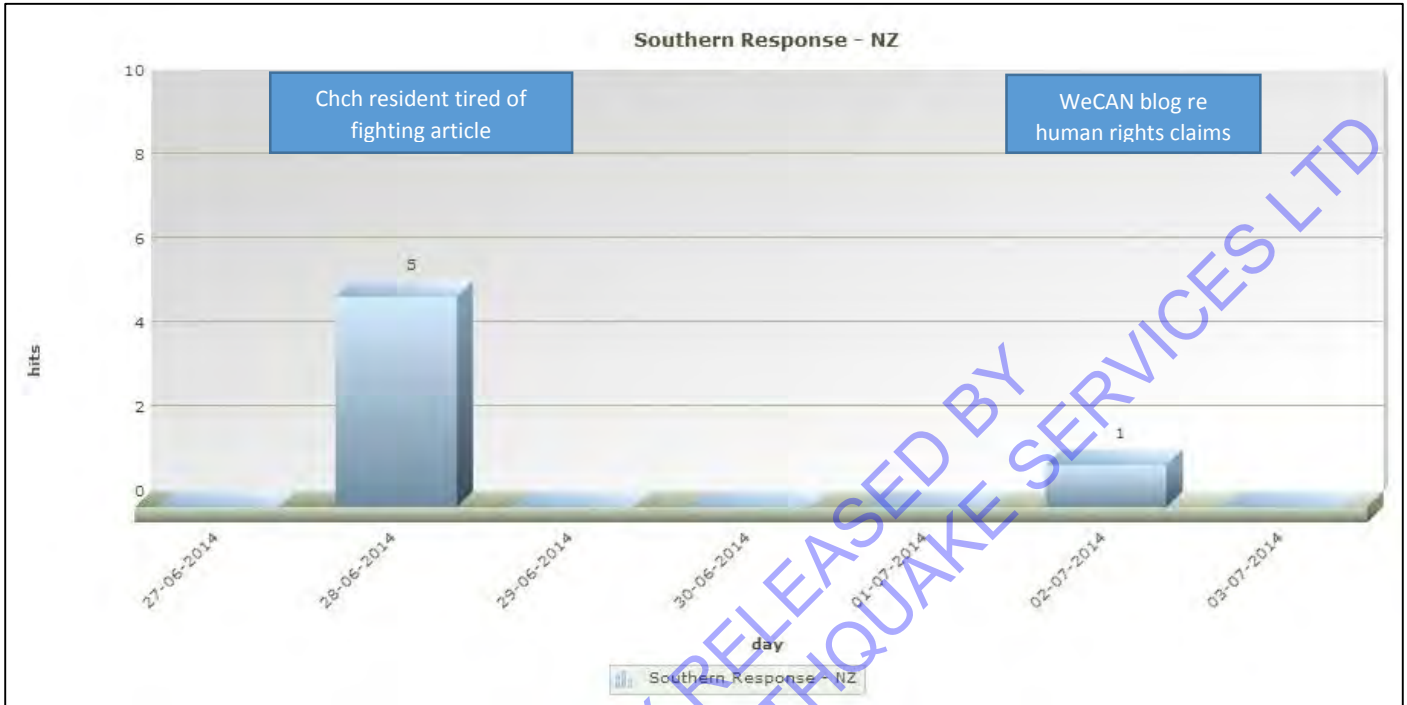


- Generally a quiet week for Southern Response
- No references to protest or planned actions
- Tuesdays *Campbell Live* featured interview with [redacted] was posted on Facebook and Twitter by supporters, hence the peak.
- Other numbers relate to passing mentions of either Southern Response or Arrow International.

# Southern Response weekly reporting

Friday 27 June – Thursday 3 July 2014

## News Media



- <http://www.stuff.co.nz/national/10210721/Quake-victim-tired-of-fighting>
- <http://www.rebuildchristchurch.co.nz/blog/2014/7/university-of-canterbury-law-clinic-to-support-wecan-human-rights-claims>

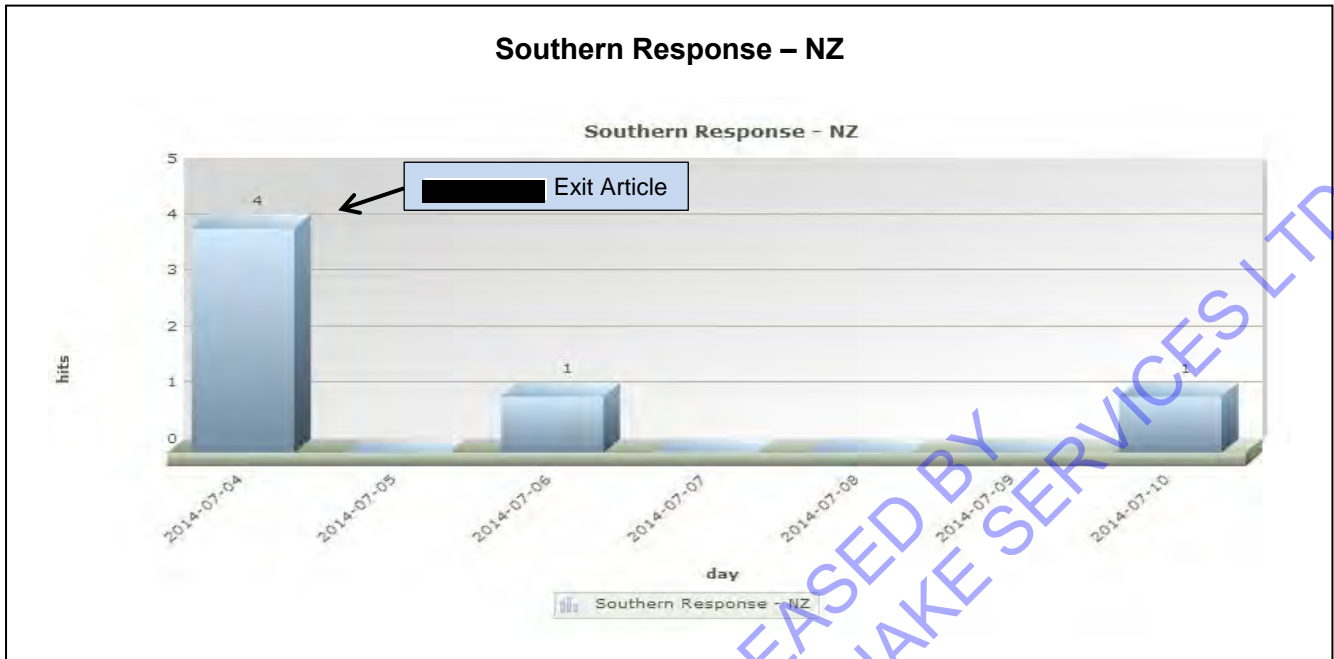
## Social Media

Social media postings (Political Football & Geotech Reports) were collected directly from source this week. Social media monitoring results are skewed this week due to a large number of hits from a false positive - the chart has therefore not been supplied.

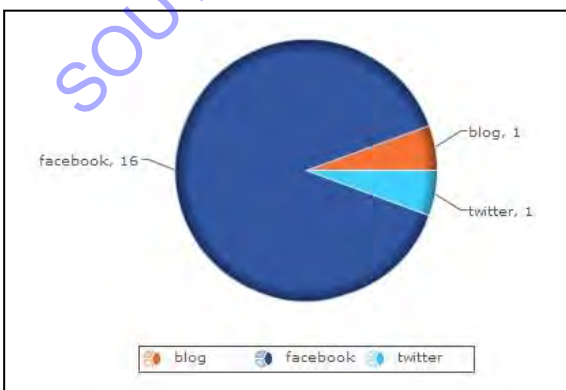
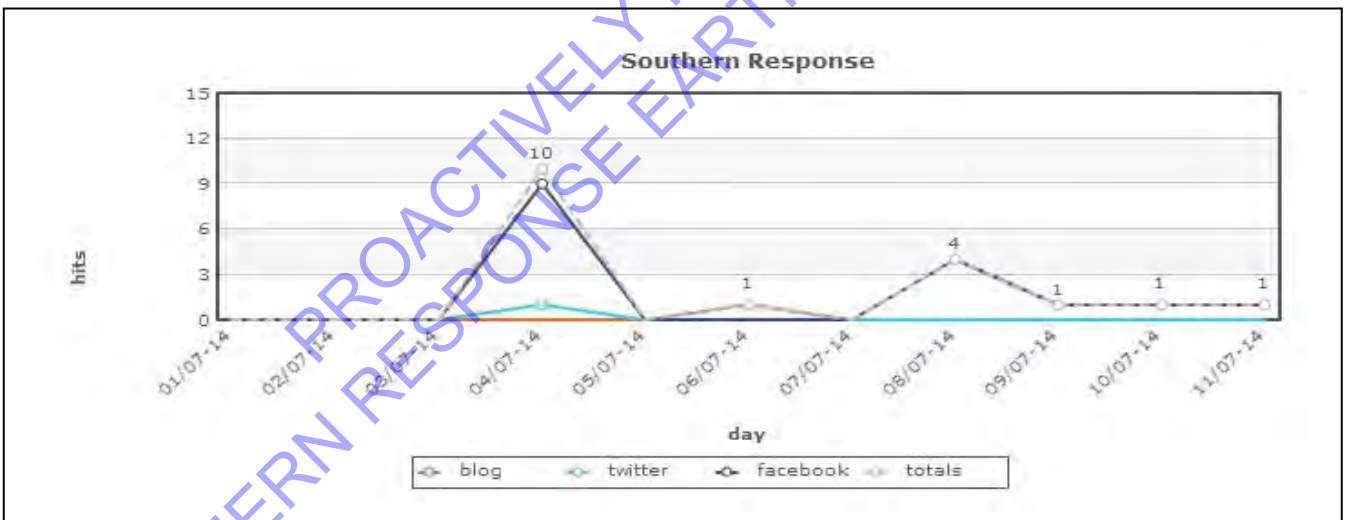


# Southern Response Weekly Reporting Friday 04 July – Thursday 10 July 2014

## News Media:



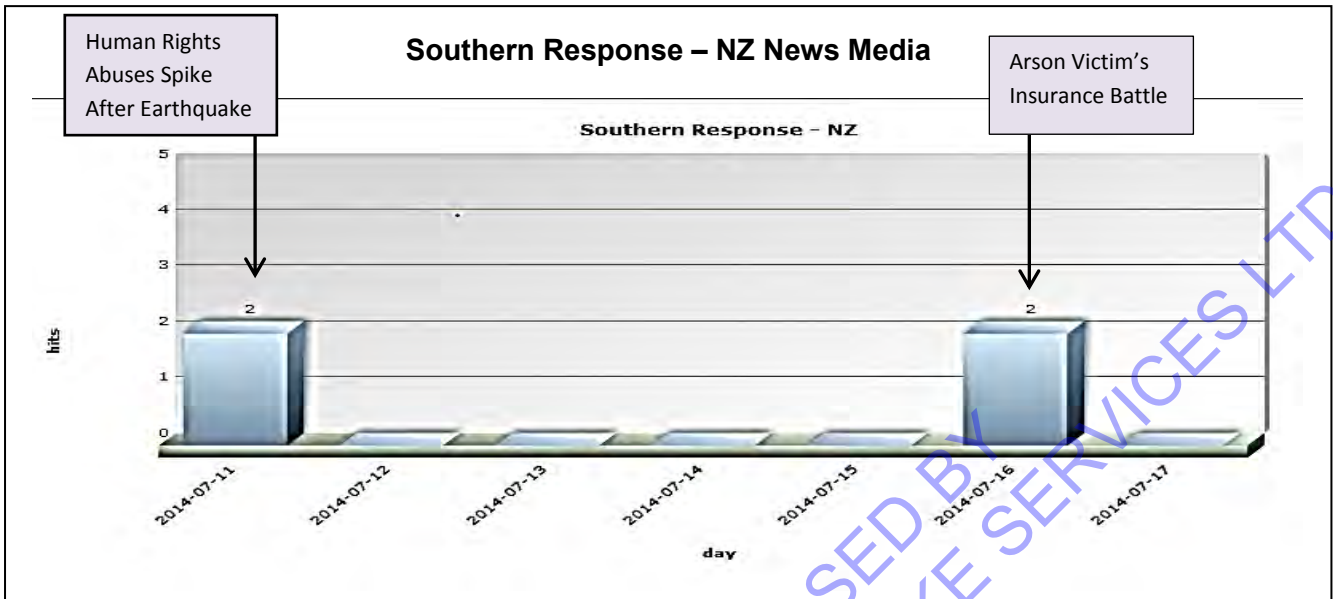
## Social Media:



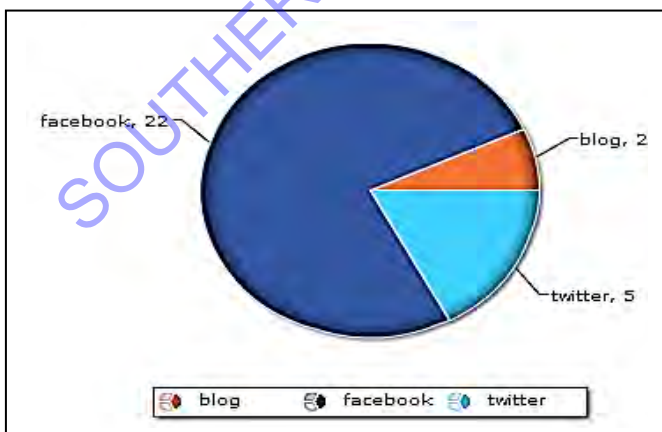
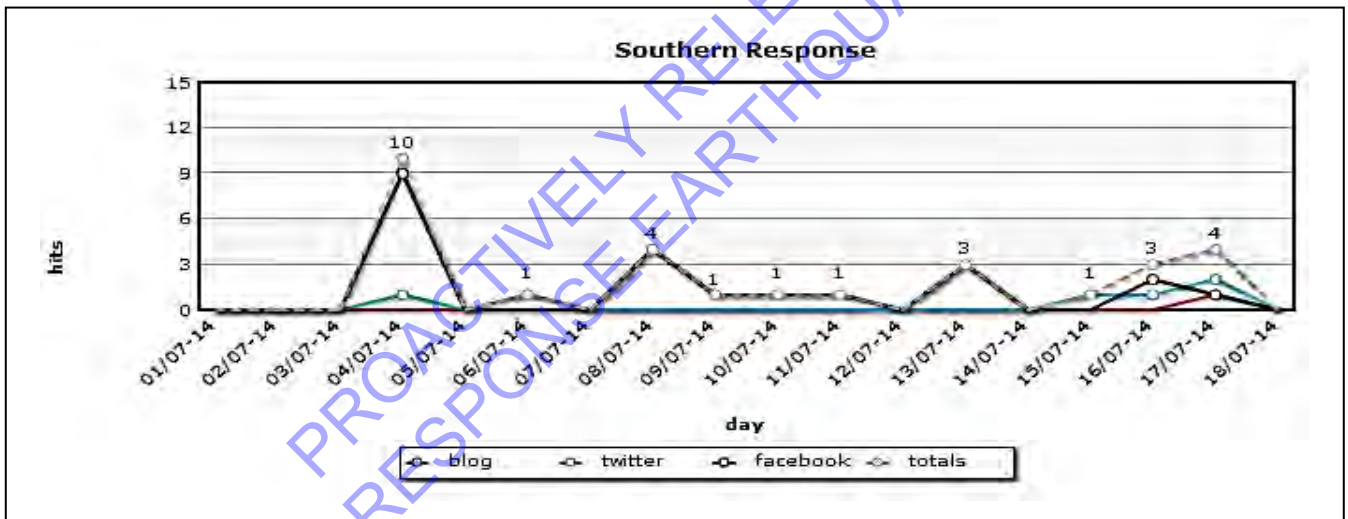
Generally another quiet week for Southern Response

- No references to protest or Direct Actions.
- [REDACTED] article in 'The Press' about his time at Southern Response as Comms Manager was posted and commented on in Facebook and Twitter, hence the peak.

## Southern Response Weekly Reporting Friday 11 July – Thursday 17 July 2014



### Social Media:

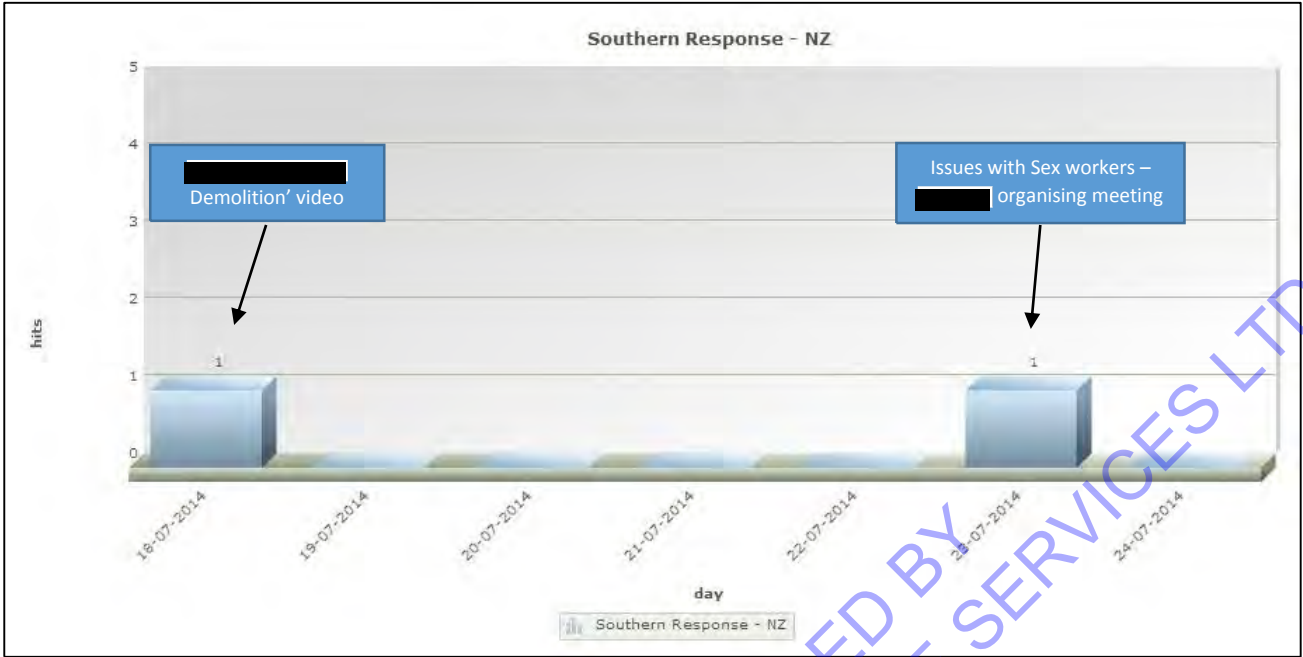


- Overall a quiet week for adverse commentary in terms of Southern Response.
- No references to protest or Direct Actions.
- Commentary related to side issues – these being an arson victim's insurance woes & a story claimants are increasingly resorting to laying complaints with MoBIE claiming a breach of OECD guidelines requiring companies to respect human rights (62 have been received).

# Southern Response Weekly Reporting

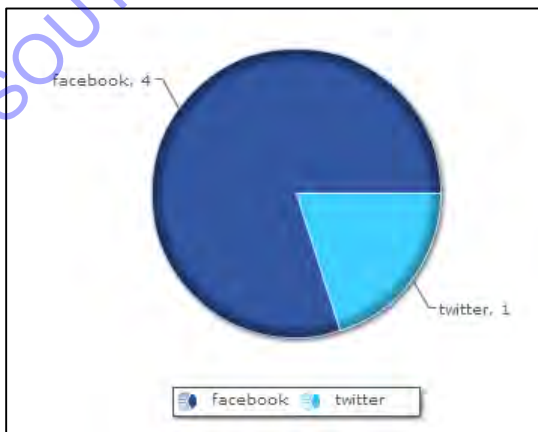
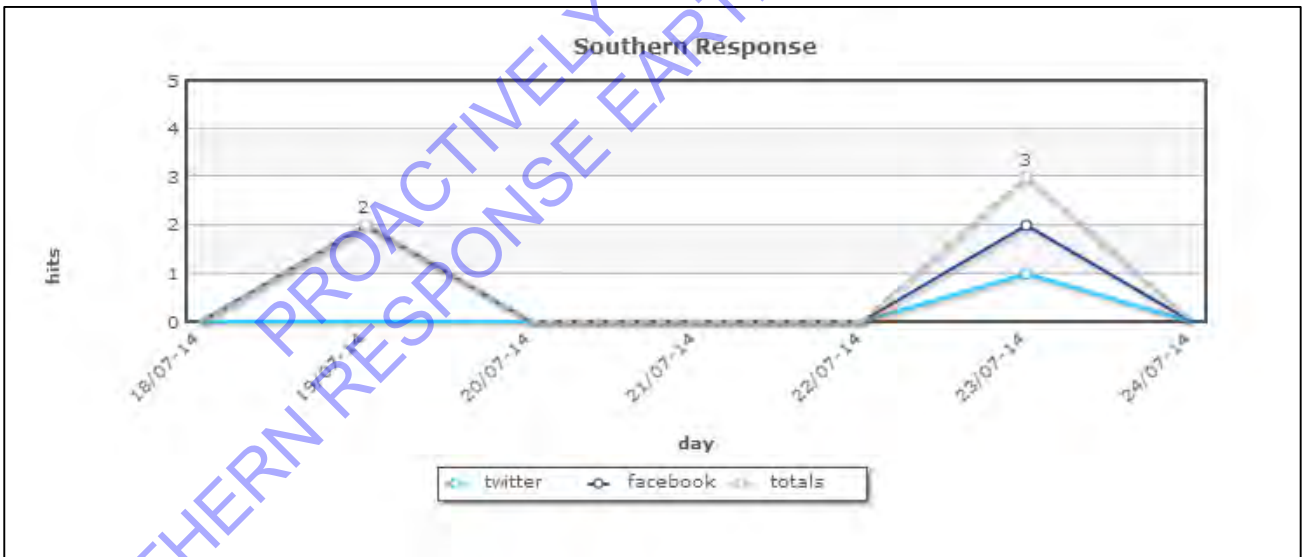
Friday 18 – Thursday 24 July 2014

## News Media:



- <http://www.rebuildchristchurch.co.nz/blog/2014/7/southern-response-clifton-hill-cluster-demolition>
- <http://www.stuff.co.nz/the-press/news/10301695/Sex-workers-return-to-residential-street>

## Social Media:

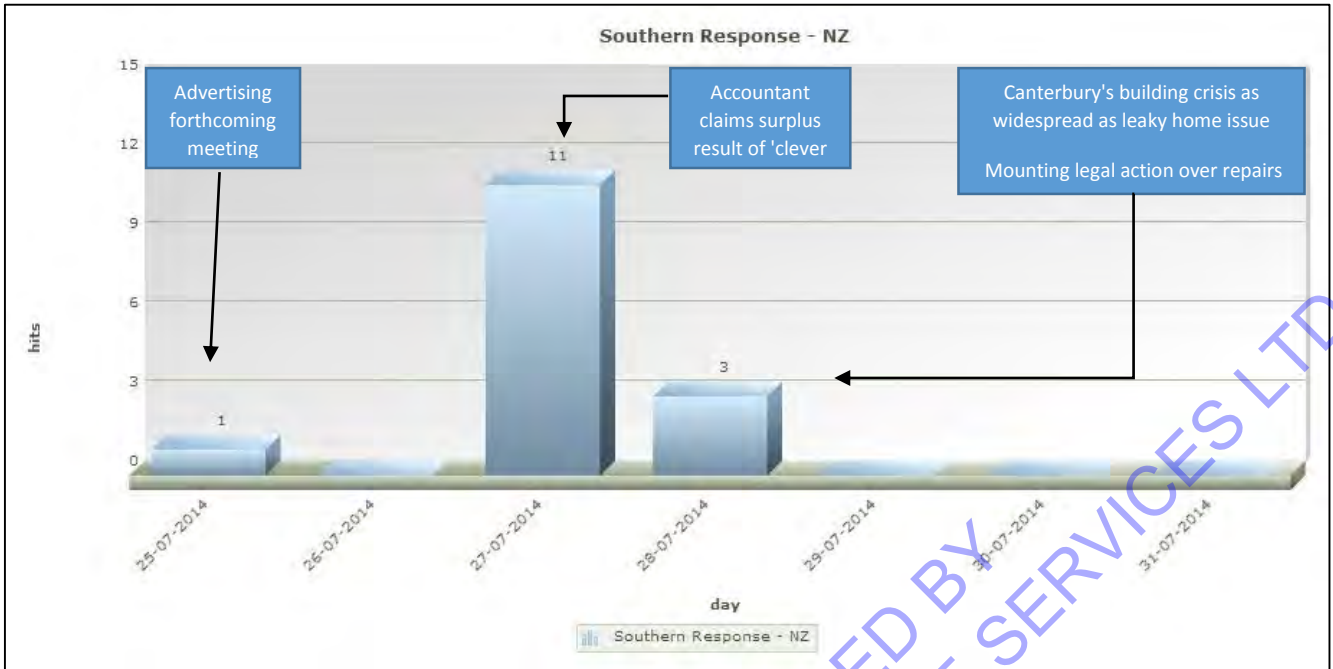


- A very quiet week for Southern Response risk monitoring
- Social media peaks relate to reposts of demolition video and innocuous passing mentions of SR
- No references to direct action or protest

# Southern Response Weekly Reporting

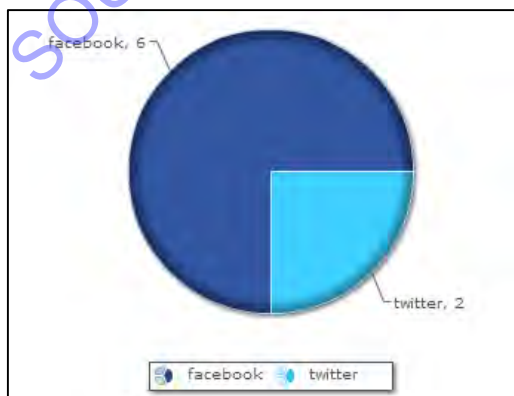
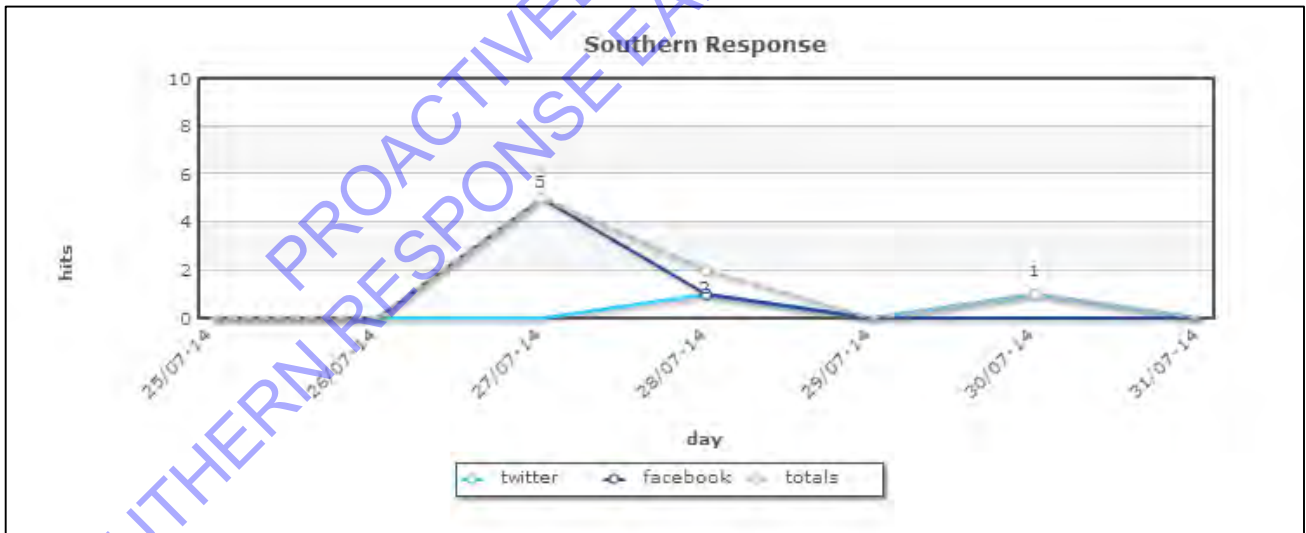
Friday 25 – Thursday 31 July 2014

## News Media:



- <http://www.rebuildchristchurch.co.nz/blog/2014/7/press-business-rebuild-news-accountant-claims-surplus-result-of-clever-accounting>
- <http://www.rebuildchristchurch.co.nz/blog/2014/7/nz-herald-business-rebuild-christchurch-canterburys-building-crisis-as-widespread-as-leaky-home-issue>
- [www.radionz.co.nz/news/regional/250770/mounting-legal-action-over-repairs](http://www.radionz.co.nz/news/regional/250770/mounting-legal-action-over-repairs)

## Social Media:

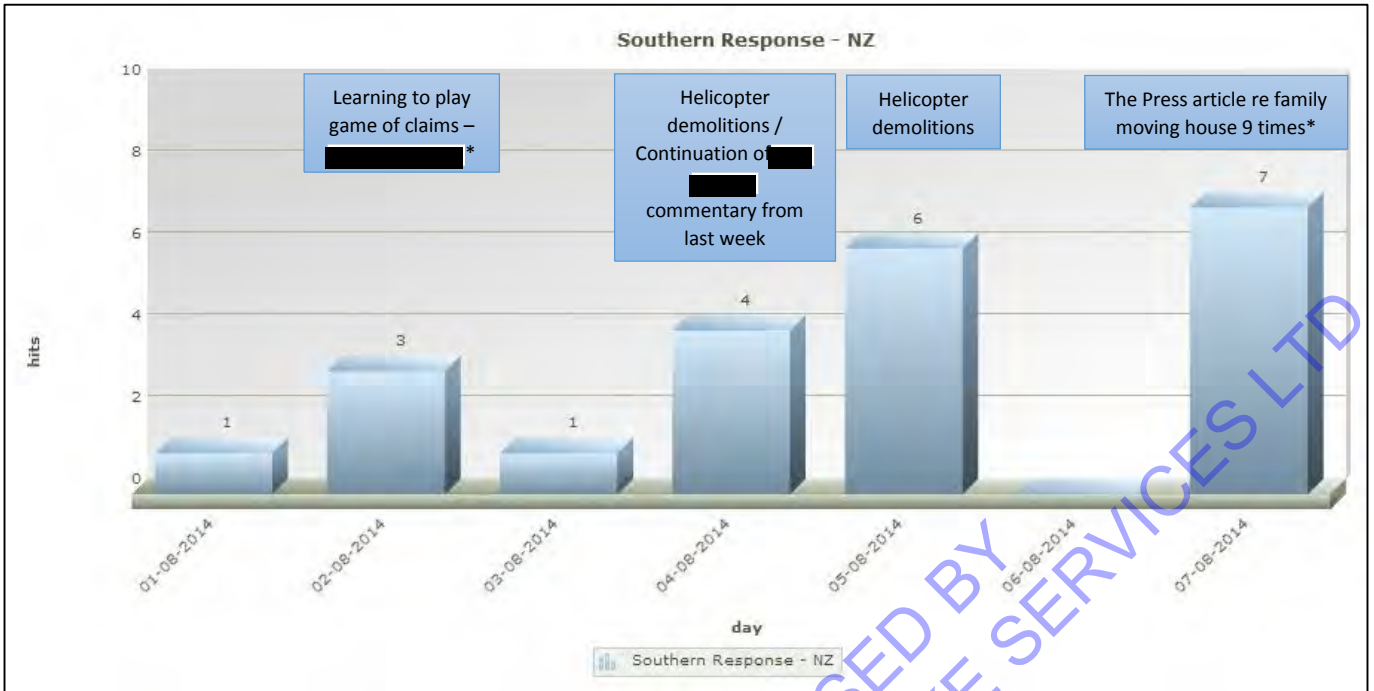


- The majority of noise this week has been around [redacted] claims of clever accounting, as per blog 27 July
- Social media peaks relate to posting of Southern Response feedback to questions raised in Travis Country residents meeting
- No references to direct action or protest, just a blog advertising this weekend's meeting

# Southern Response Weekly Reporting

Friday 1 – Thursday 7 August 2014

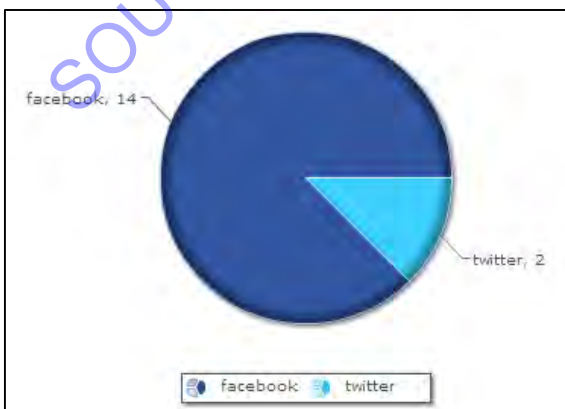
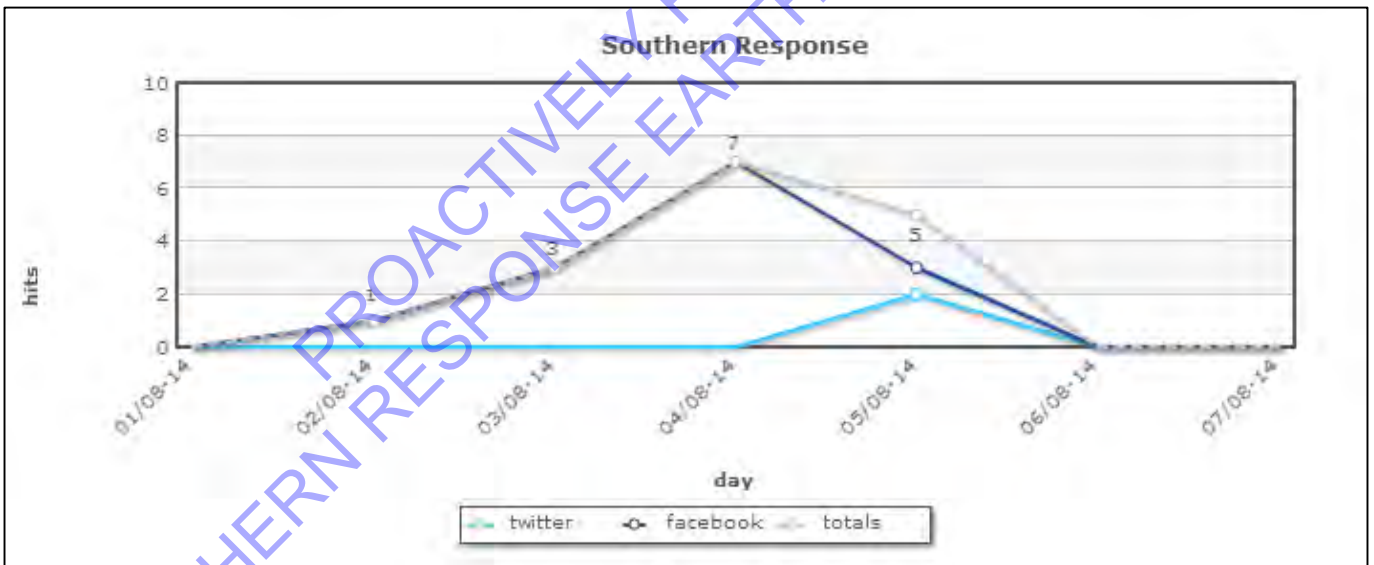
## News Media:



\* <http://www.stuff.co.nz/sport/commonwealth-games/10337742/Learning-to-play-game-of-claims>

\* <http://www.stuff.co.nz/the-press/news/christchurch-earthquake-2011/10357917/Family-forced-to-move-nine-times>

## Social Media:



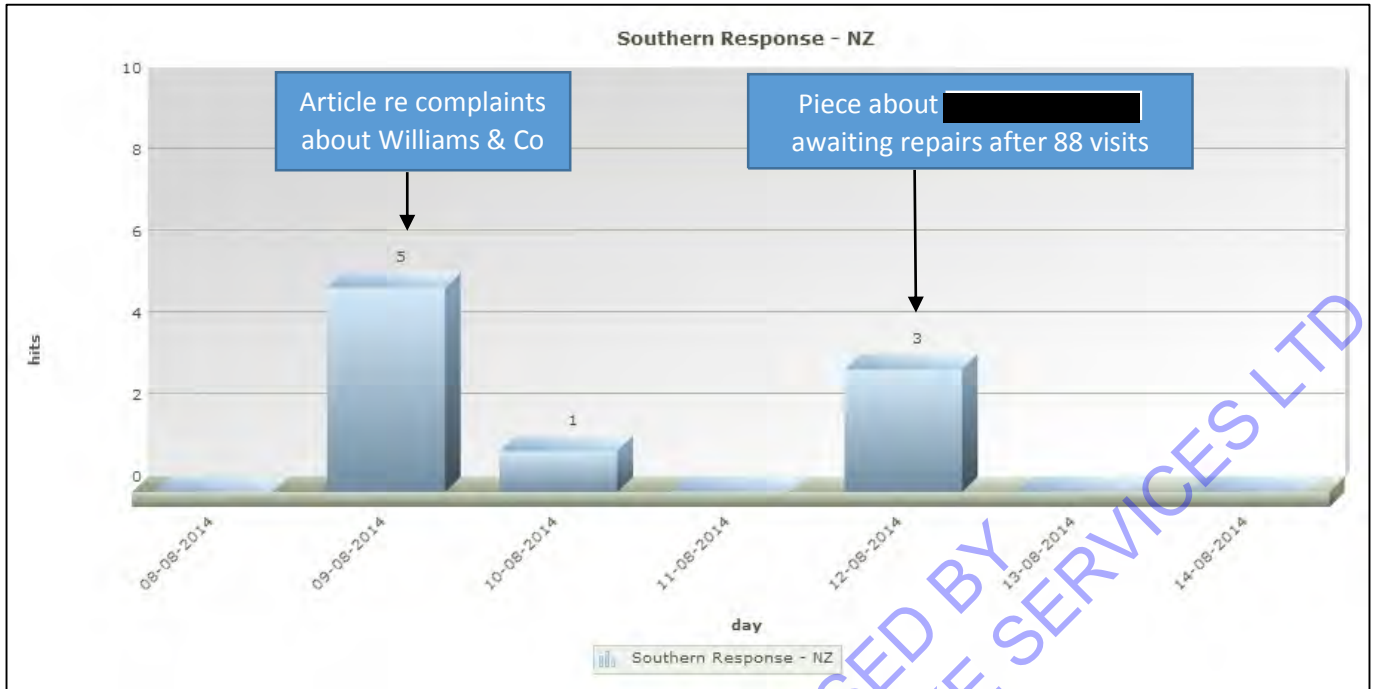
- A much busier week of monitoring re Southern Response
- Interestingly, the Claimants 4 Claimants meeting (2 August) doesn't feature in public media
- Relevant social media capture matches the posts blogged on our covert site
- The social media peak midweek largely relates to reposts of [redacted] emotional outpouring on Facebook
- There has been a continuation of [redacted] clever accounting story from last week
- Also some noise re Southern Response letters to claimants about [redacted], Earthquake Services – see blog 3 August
- No references to direct action or protest



# Southern Response Weekly Reporting

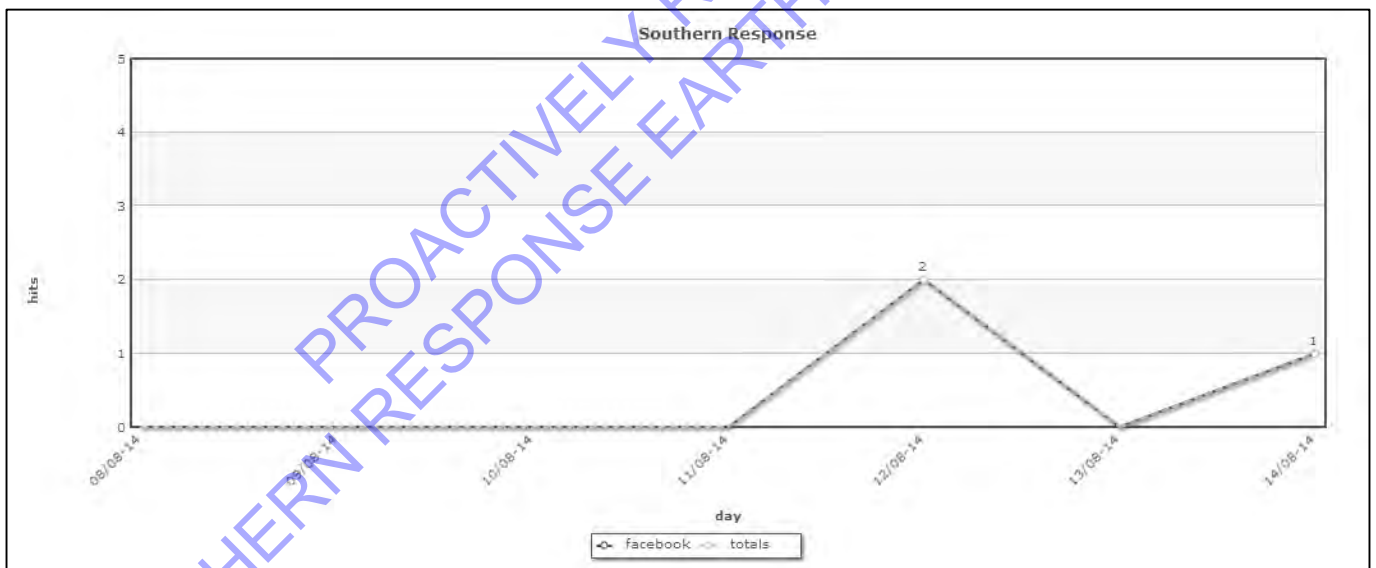
Friday 8 – Thursday 14 August 2014

## News Media:



- <http://www.stuff.co.nz/the-press/10365779/Builders-face-a-litany-of-complaints>
- <http://www.stuff.co.nz/the-press/news/christchurch-earthquake-2011/10372438/88-house-checks-and-still-waiting>

## Social Media:



facebook

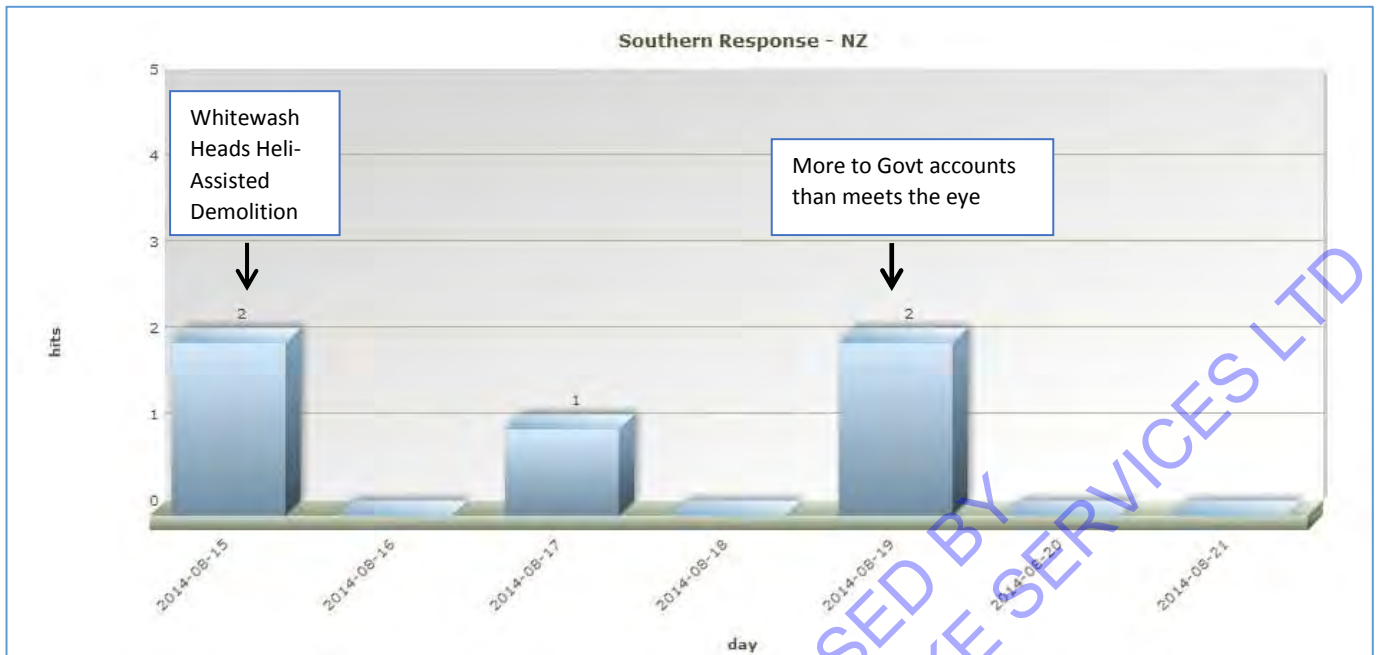
- Media reporting this week was centred around two articles – links above
- Very little Social Media noise this week – peak on 12th is indicative of reposts of the news media stories
- There was also a post questioning the definition of “as new” (as per blog)
- No references to direct action or protest



# Southern Response Weekly Reporting

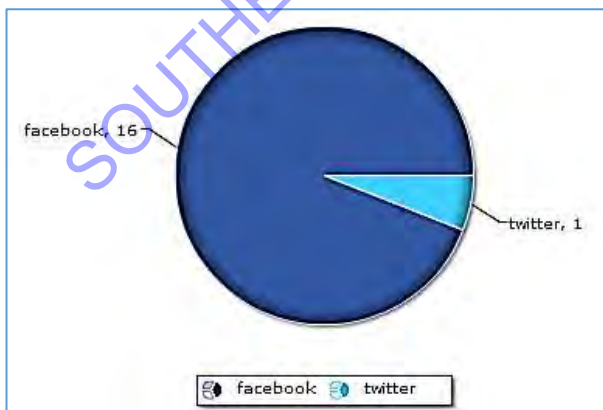
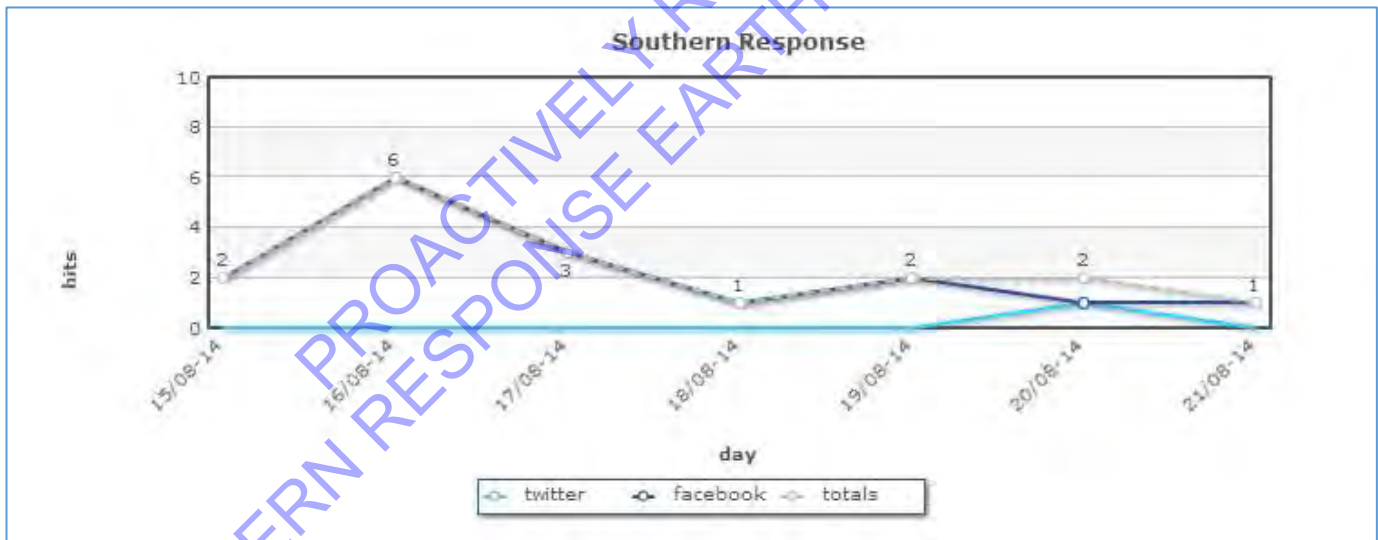
Friday 15 – Thursday 21 August 2014

## News Media:



- <http://www.3news.co.nz/More-to-Govt-accounts-than-meets-the-eye/tabid/817/articleID/357540/Default.aspx>

## Social Media:

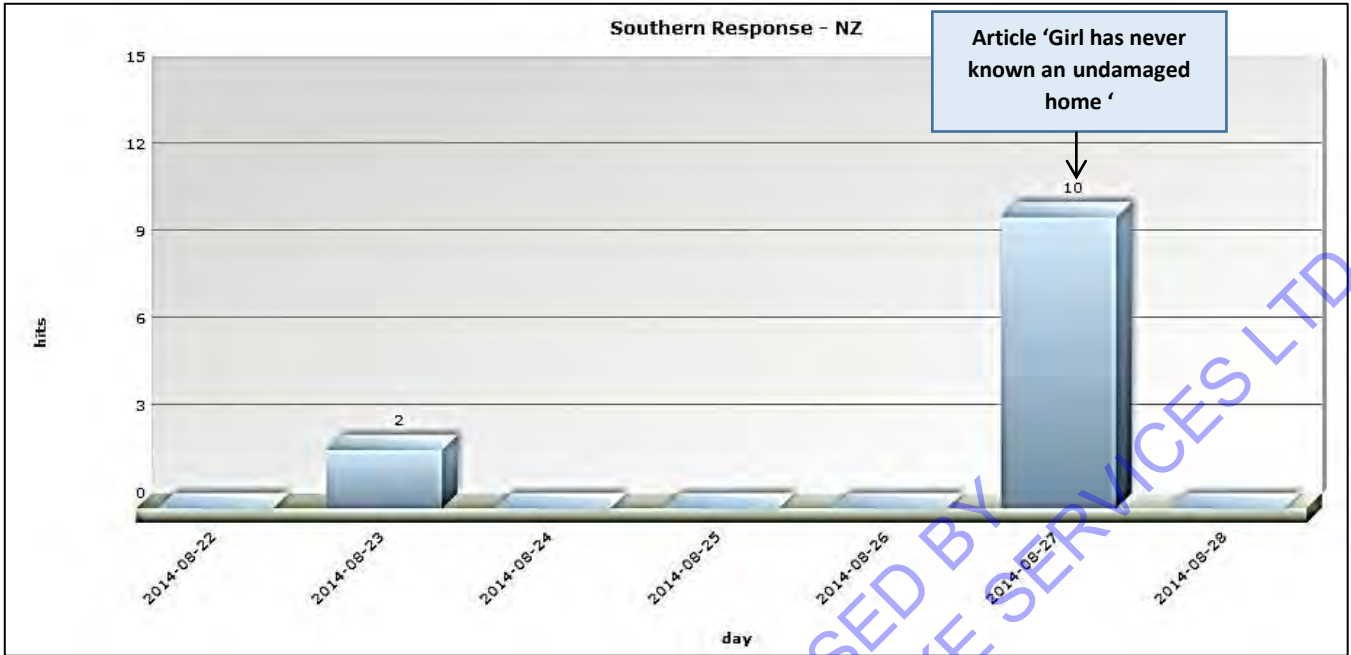


- Media reporting this week was centred around a mixture of positive & negative articles (link to the negative above concerning Campbell Live item alleging a breach of a breach of statutory reporting requirements by the EQC in earthquake claims).
- Again little Social Media activity this week – peak on 16th is indicative of a false positive relating to the Southern Response Police district of Western Australia.
- One reference to encouraging claimants to protest at the Prime Minister's visit to Chch on 21 August.

# Southern Response Weekly Reporting

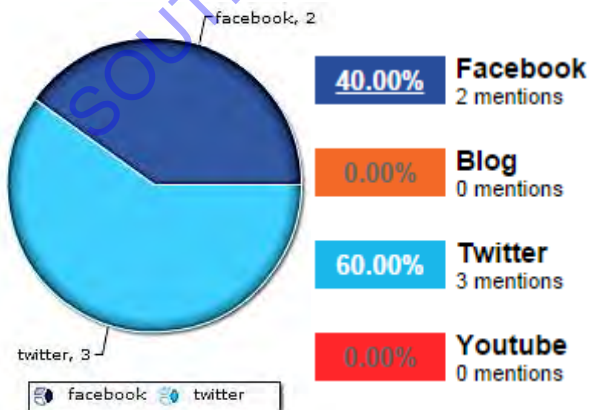
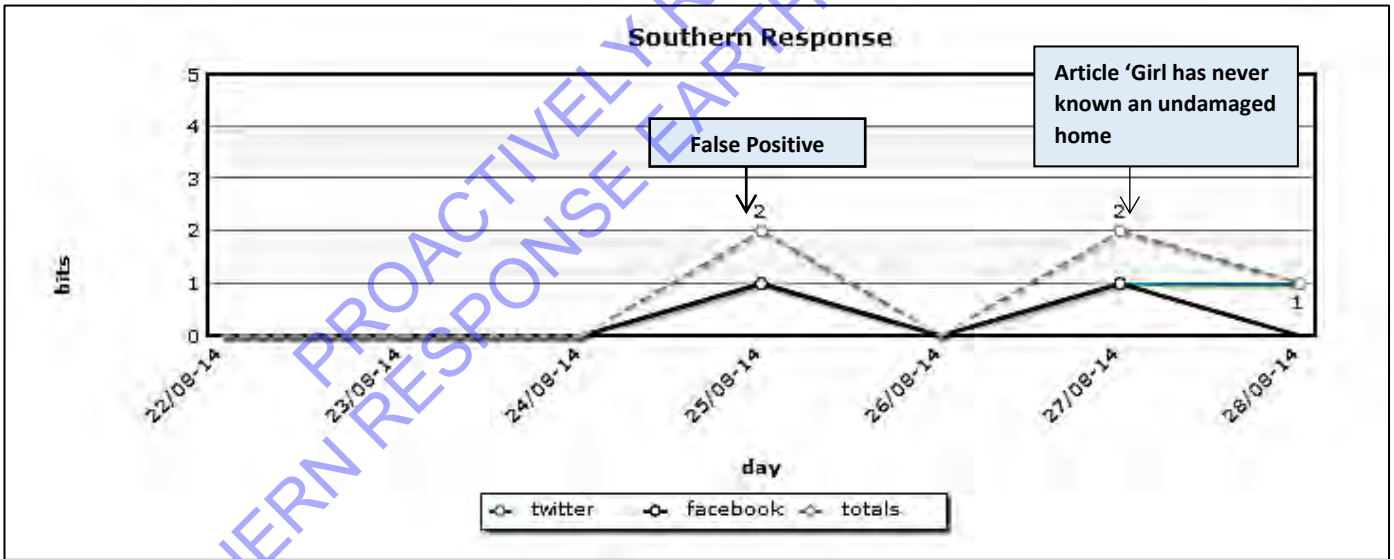
## Friday 22 – Thursday 28 August 2014

### News Media:



- <http://www.stuff.co.nz/national/10426982/Girl-has-never-known-an-undamaged-home>

### Social Media:

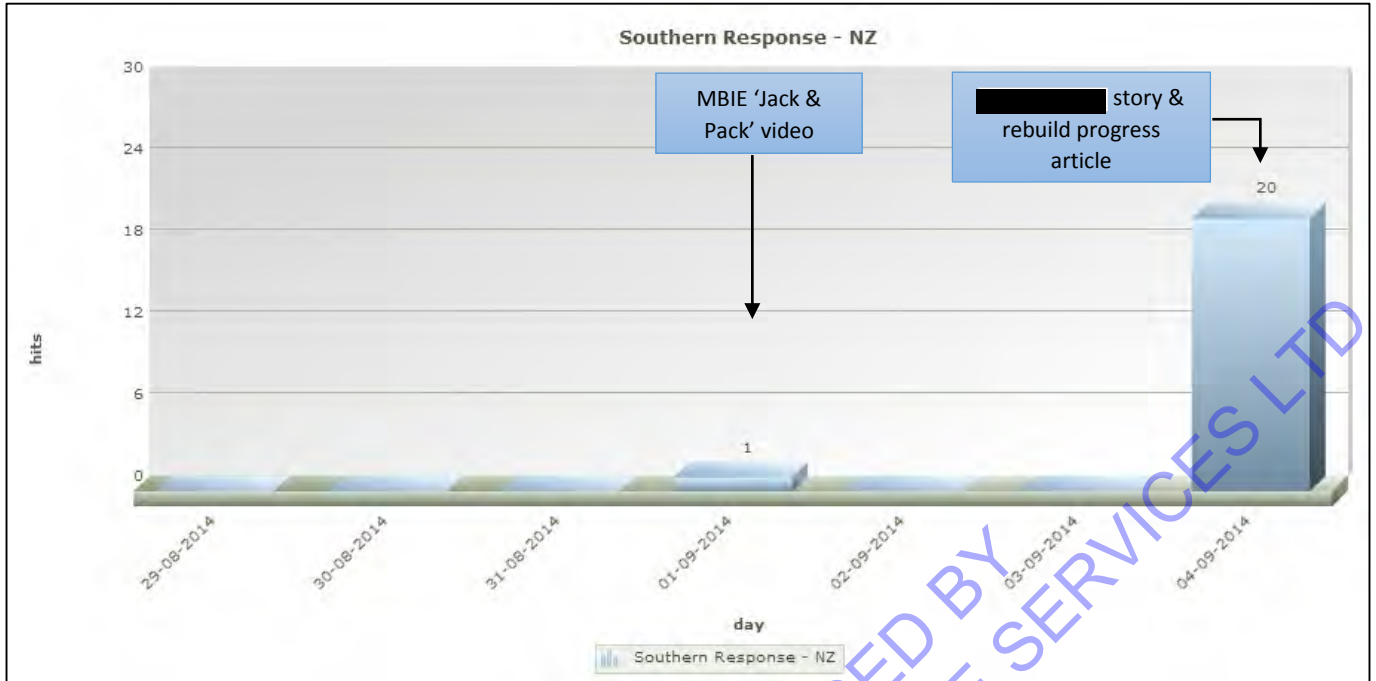


- Media reporting this week was low and centred around the human-interest article of a child growing up in an earthquake damaged home (see link above).
- Very little Social Media noise again.

# Southern Response Weekly Reporting

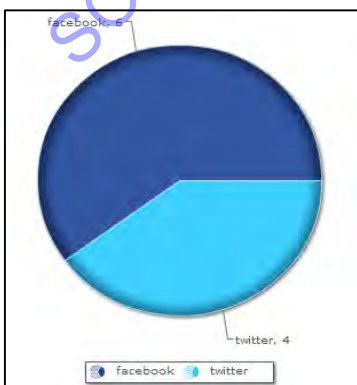
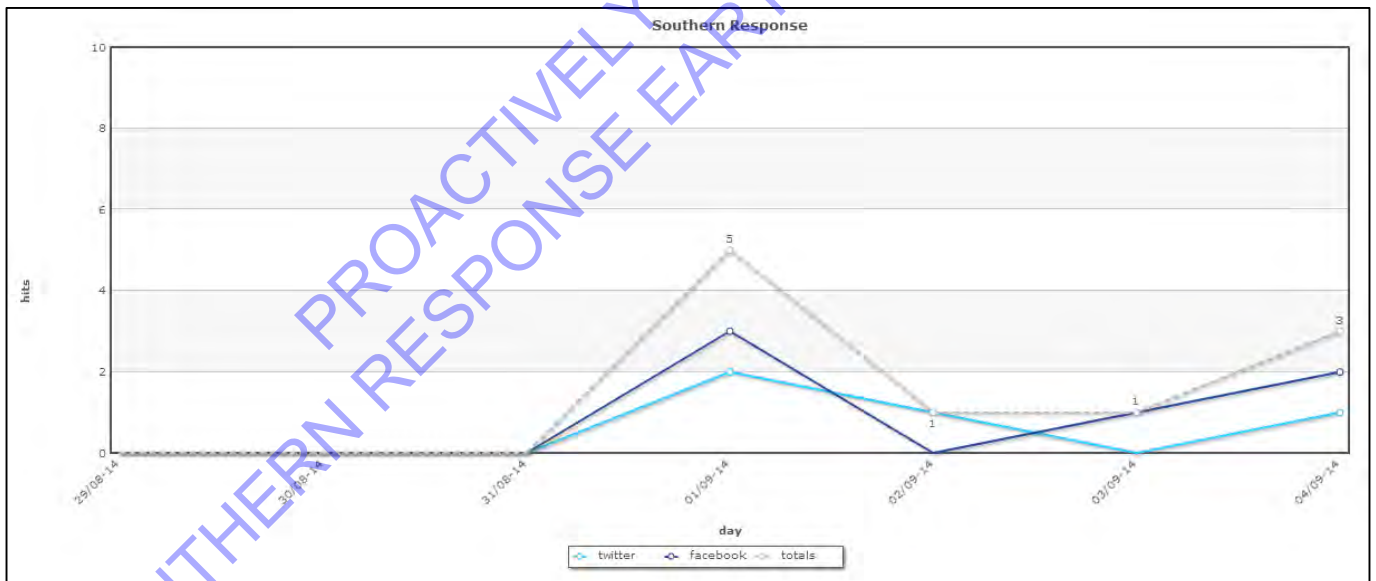
## Friday 29 August – Thursday 4 September 2014

### News Media:



- <http://www.rebuildchristchurch.co.nz/blog/2014/9/southern-response-jack-and-pack-information>
- <http://i.stuff.co.nz/national/10457263/EQC-battle-felt-like-the-twilight-zone>
- <http://i.stuff.co.nz/dominion-post/business/10457378/Disaster-repairs-just-10pc-complete>

### Social Media:

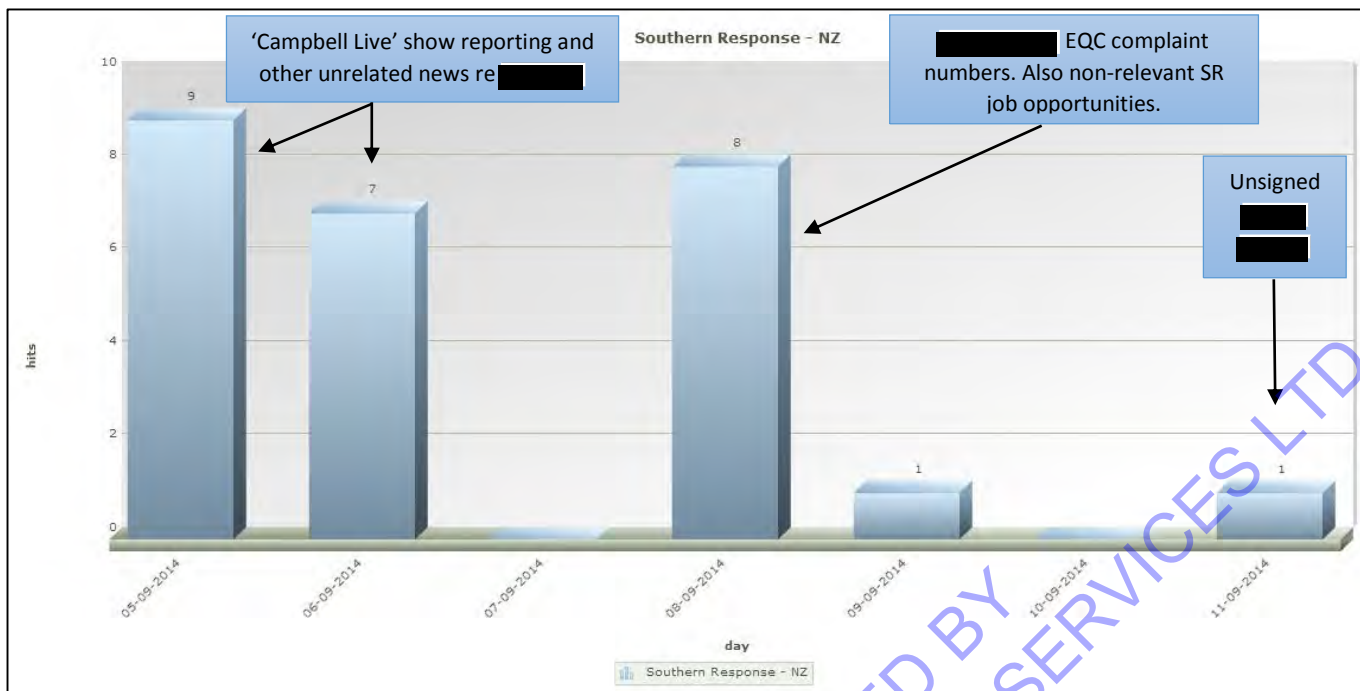


- A fairly quiet week in relation to Southern Response monitoring
- Relevant social media capture matches the posts blogged on our covert site
- The social media peaks relate to the preparation for Campbell Live and posts of the programme itself last night
- Facebook and Twitter have been more evenly matched for activity this week
- No references to direct action or protest

# Southern Response Weekly Reporting

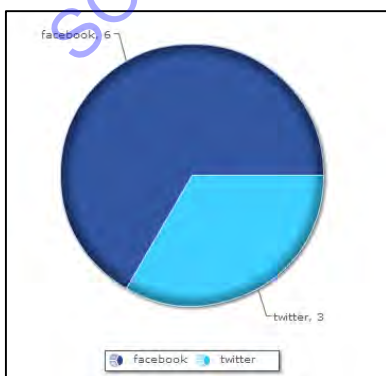
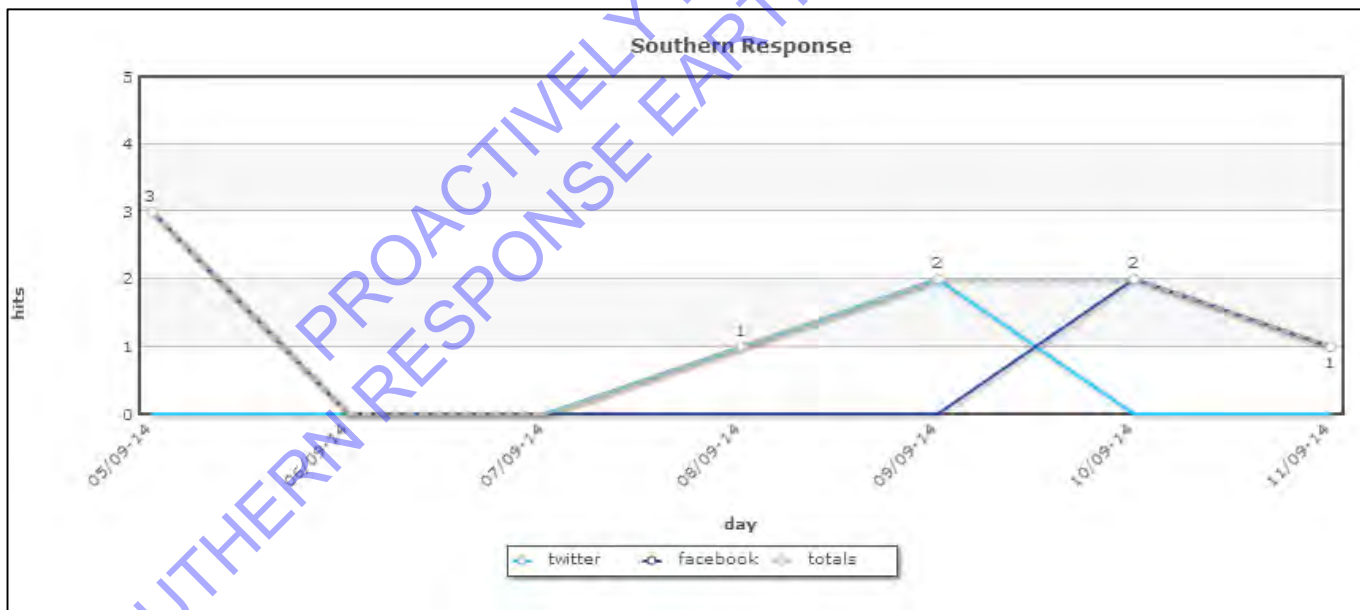
Friday 5 – Thursday 11 September 2014

## News Media:



- <http://i.stuff.co.nz/stuff-nation/10462501/Four-years-on-and-many-still-rattled>
- <http://i.stuff.co.nz/national/10466641/Repairs-can-begin-after-four-year-wait>
- <http://i.stuff.co.nz/national/10470247/EQC-complaint-numbers-a-disgrace-Cosgrove>
- <http://www.radionz.co.nz/news/regional/254320/reports-could-block-ipenz-complaints>

## Social Media:

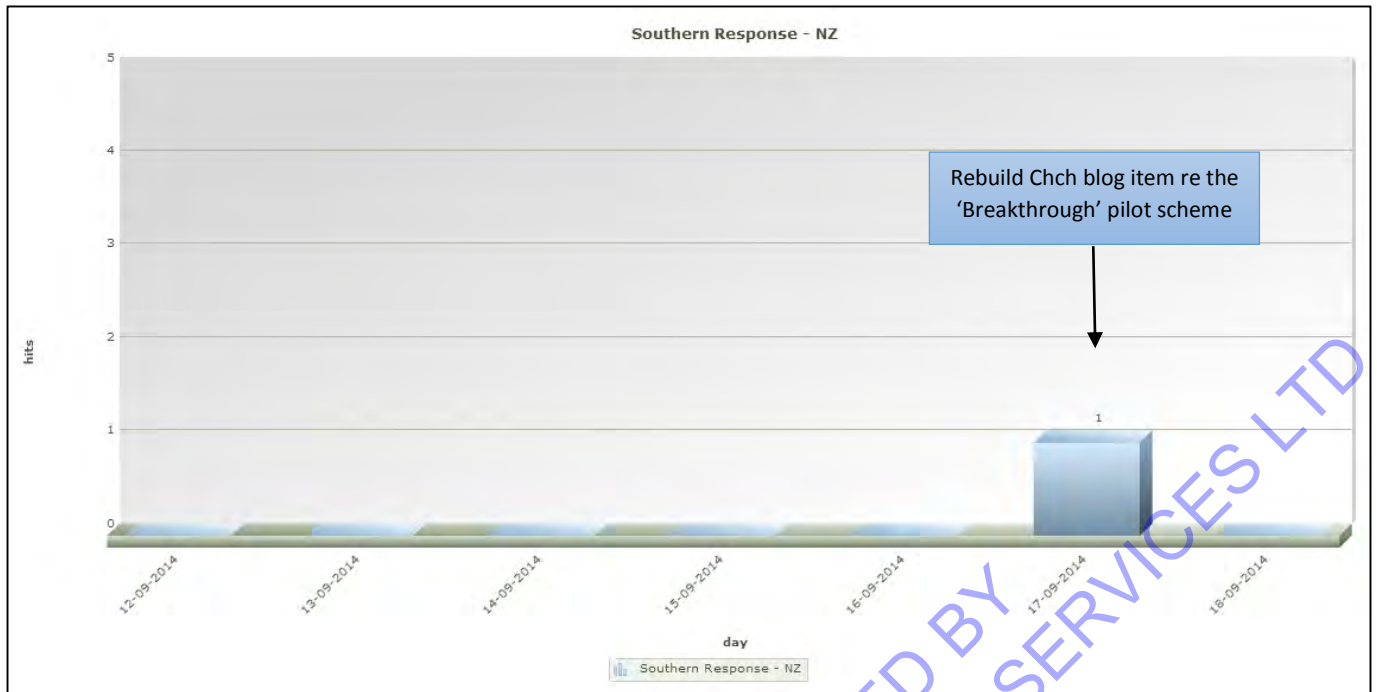


- Majority of news media early in the week was surrounding mainstream reporting of the Campbell Live programme featured on TV3 4 Sept 2014.
- Other items of interest as links above.
- Relevant social media capture includes posts re Campbell Live programme and general mentions of Southern Response. Also a post by [redacted] (as per blog) re unsigned [redacted].
- No references to direct action or protest

# Southern Response Weekly Reporting

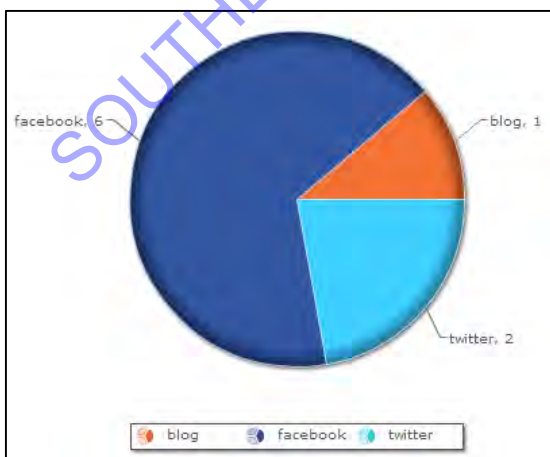
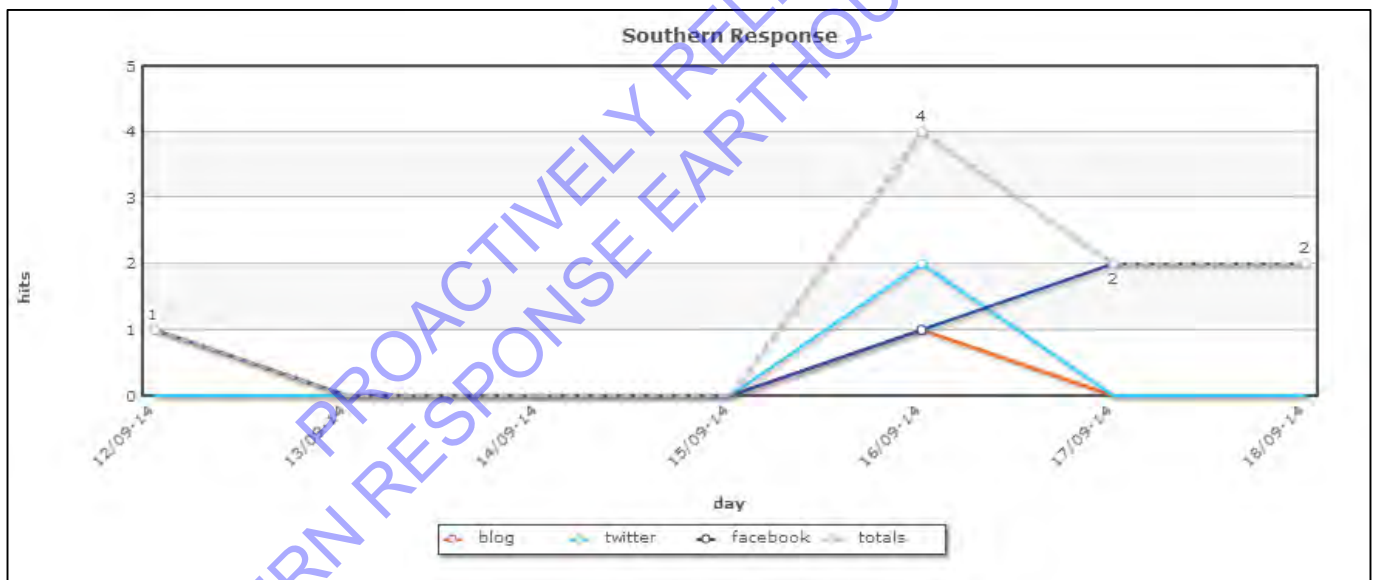
## Friday 12 – Thursday 18 September 2014

### News Media:



- <http://www.rebuildchristchurch.co.nz/blog/2014/9/st-albans-community-concern-breakthrough>

### Social Media:



- A very quiet week of monitoring re Southern Response
- The only mainstream item is a blog relating to a pilot scheme by SR & CanCern.
- Social media capture includes information provided by Southern Response re their available services which has been posted on Facebook and Twitter.
- The Canterbury Plains blog also featured an item by Ian Simpson, EQC posted on the Southern No Response website on Monday.
- No references to direct action or protest



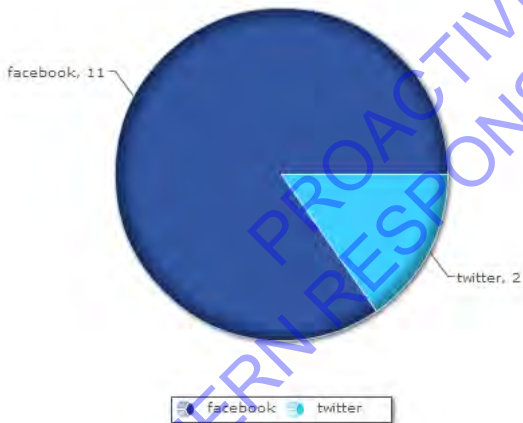
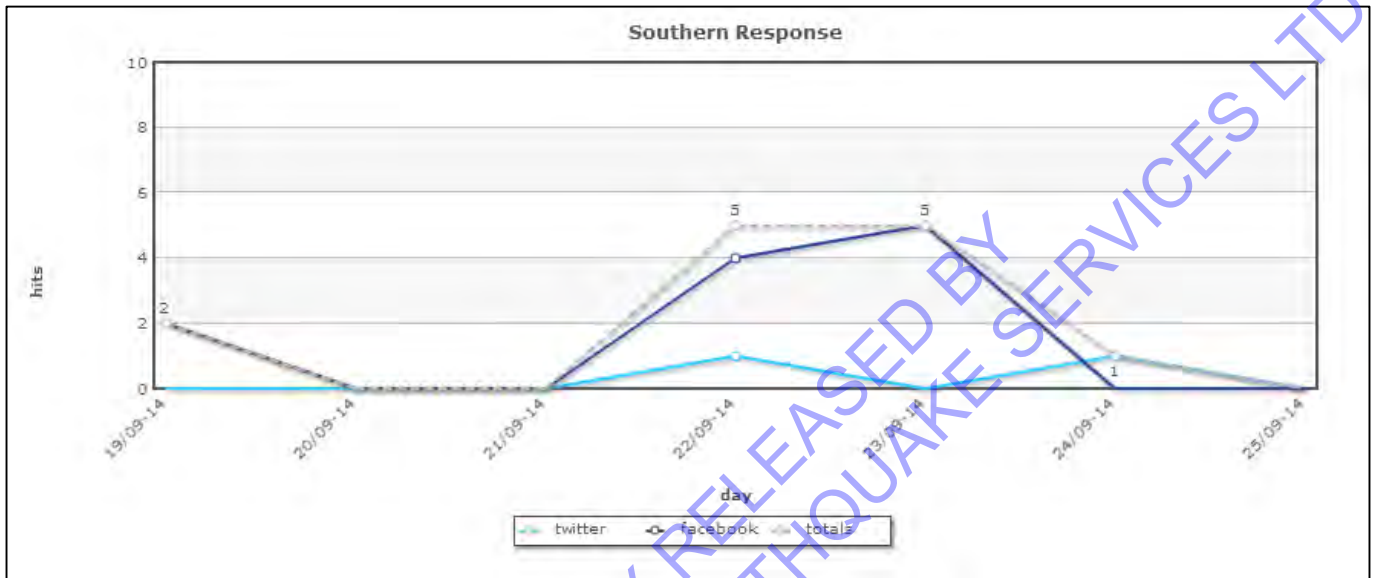
# Southern Response Weekly Reporting

Friday 19 – Thursday 25 September 2014

## News Media:

No graph as no mainstream data to display

## Social Media:



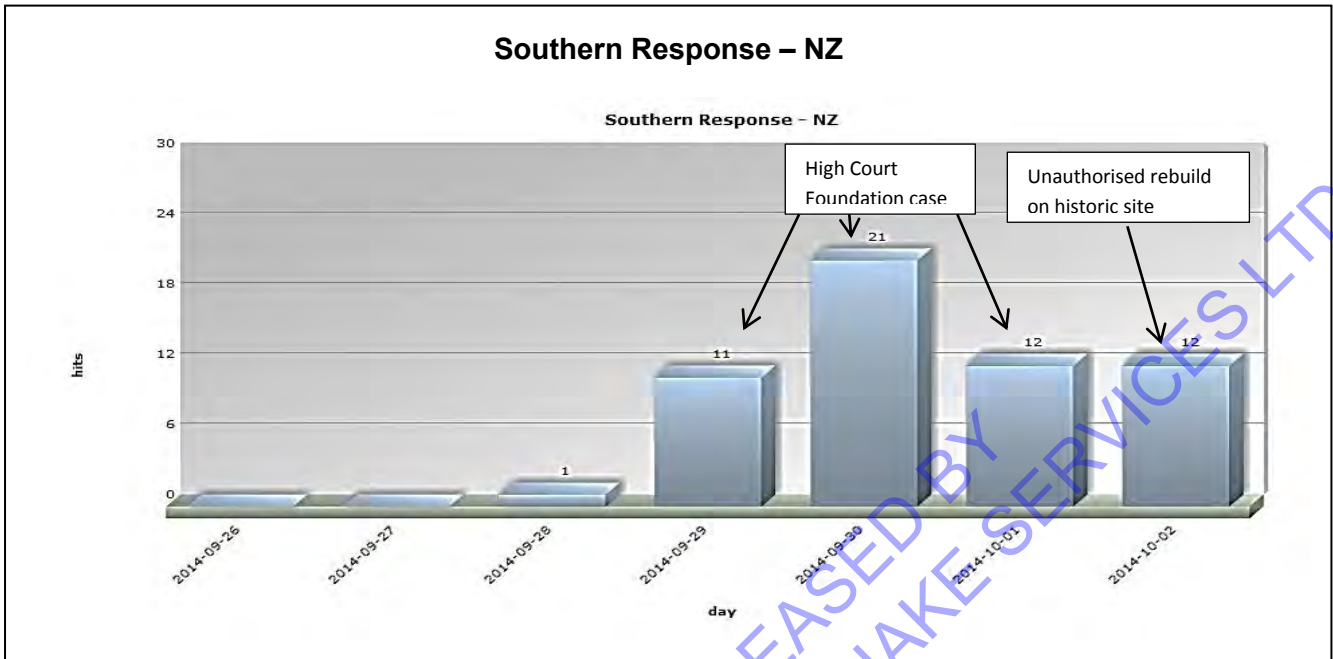
- A very quiet week of monitoring re Southern Response
- No mainstream news items of interest
- The Canterbury Plains blog featured an item posted by Earthquake Services Ltd in relation to claims of pre-existing damage in which EQC engineers were identified by name
- Social media capture (above) consists of reposts of this message and CanCern posts re the 'Breakthrough' service launched last week
- No references to direct action or protest



# Southern Response Weekly Reporting

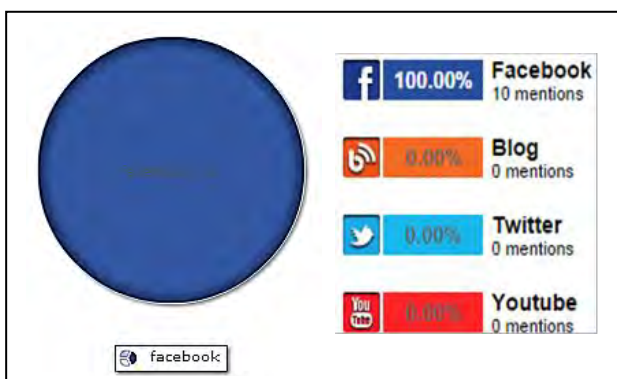
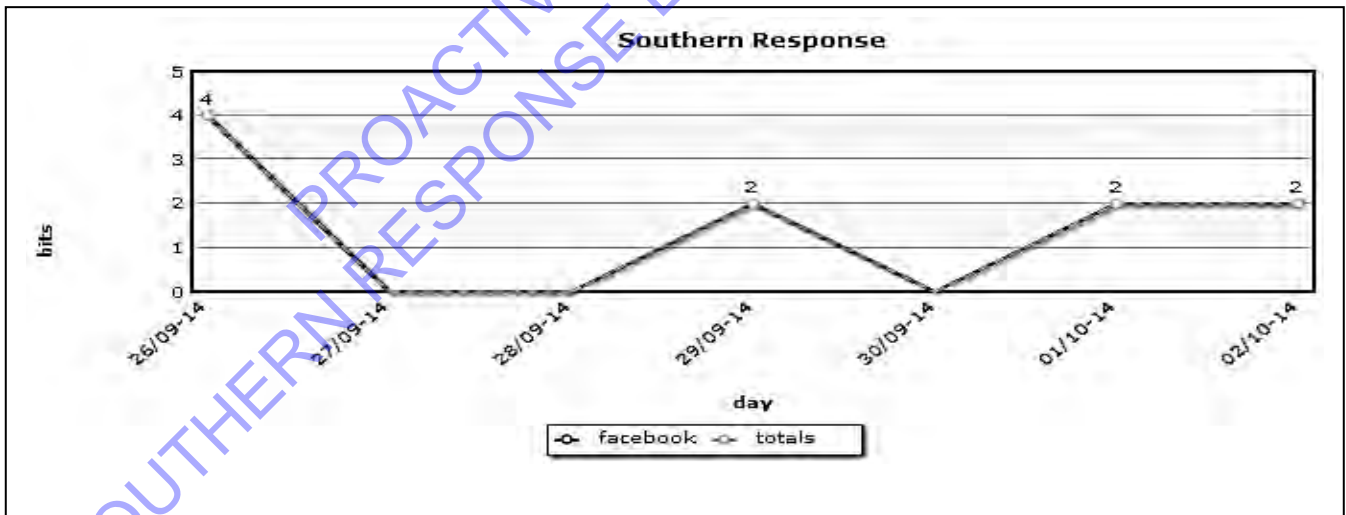
## Friday 26 September – Thursday 02 October 2014

### News Media:



- [www.stuff.co.nz/the-press/news/christchurch-earthquake-2011/10557626/Foundation-damage-not-quake-owners-told](http://www.stuff.co.nz/the-press/news/christchurch-earthquake-2011/10557626/Foundation-damage-not-quake-owners-told)
- [www.stuff.co.nz/the-press/10558814/Lawyer-Insurers-trying-to-weasel-out](http://www.stuff.co.nz/the-press/10558814/Lawyer-Insurers-trying-to-weasel-out)
- [www.stuff.co.nz/the-press/10566987/House-clearly-dropped-after-quakes](http://www.stuff.co.nz/the-press/10566987/House-clearly-dropped-after-quakes)
- [www.stuff.co.nz/business/10572447/Unauthorised-rebuild-on-historic-Christchurch-site](http://www.stuff.co.nz/business/10572447/Unauthorised-rebuild-on-historic-Christchurch-site)

### Social Media:

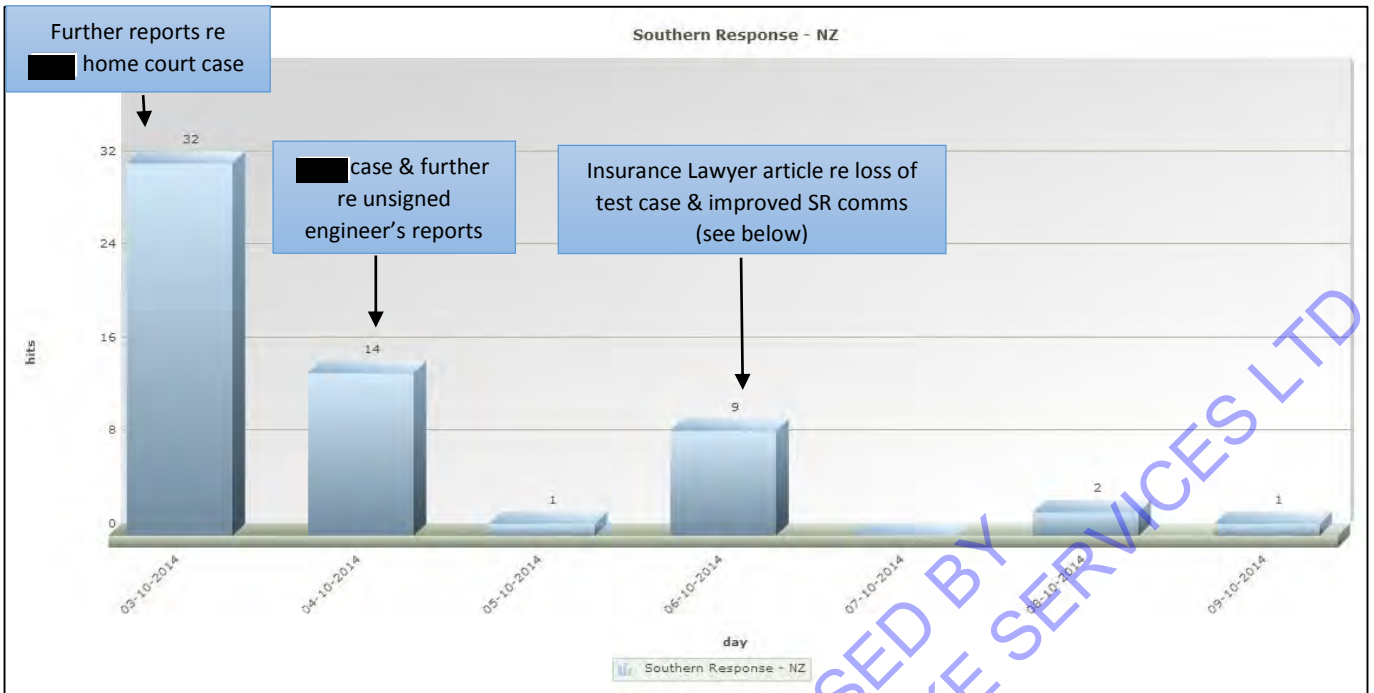


- No references to protest or Direct Actions.
- Both news media and social media focussed primarily on covering or commenting on the High Court action brought by [REDACTED] over the issue of foundation damage.
- There was coverage to a lesser degree relating to the rebuild on an historic Maori site.
- Low key coverage of Court of Appeal fees decision.

# Southern Response Weekly Reporting

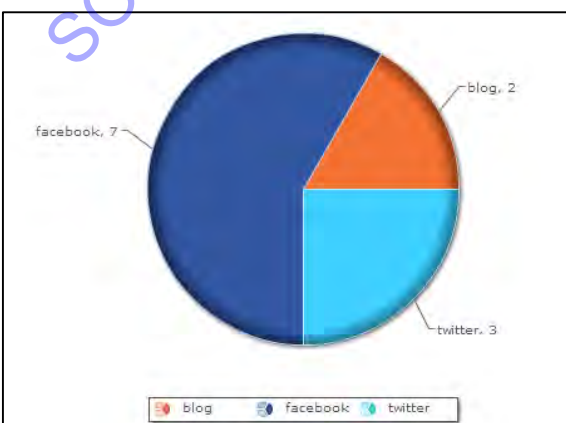
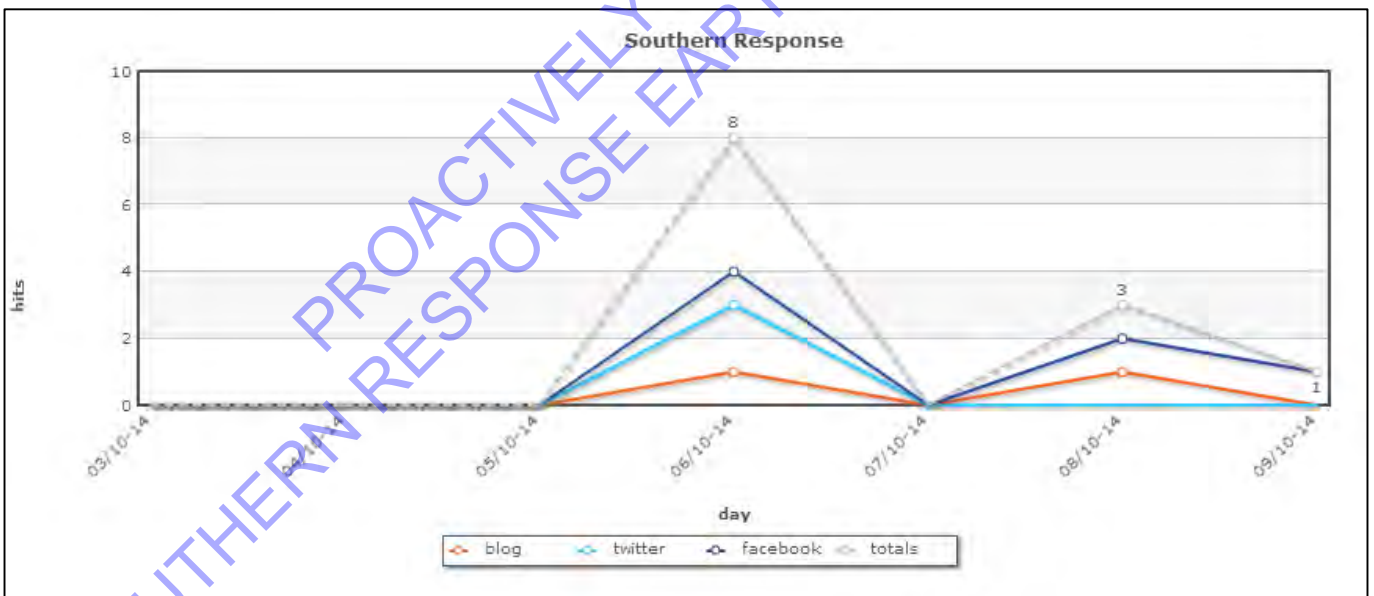
Friday 3 – Thursday 9 October 2014

## News Media:



- [http://www.interest.co.nz/personal-finance/72306/a-\[redacted\]-wonders-if-when-insurance-company-loses-test-case-it-has-respon?page=1](http://www.interest.co.nz/personal-finance/72306/a-[redacted]-wonders-if-when-insurance-company-loses-test-case-it-has-respon?page=1)
- <http://www.rebuildchristchurch.co.nz/blog/2014/10/the-press-news-claims-southern-response-has-lifted-its-game>

## Social Media:

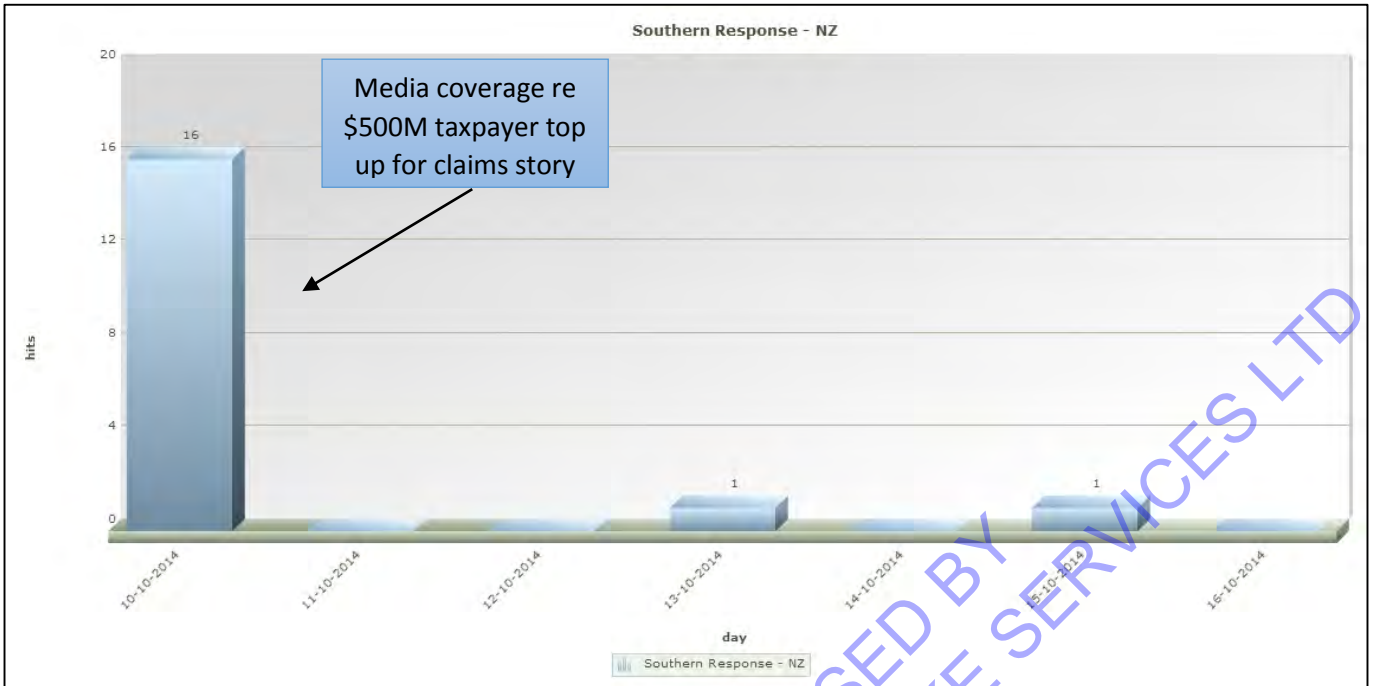


- The Canterbury Plains blog provided notification of an event on 8 November – EQC focused forum
- News media coverage was largely around continued reporting of [redacted] Court case and continuation of previously reported issues
- Social media capture consists of reposts of both the links provided above in addition to reposts of reporting on the [redacted] 'win'
- No references to direct action or protest

# Southern Response Weekly Reporting

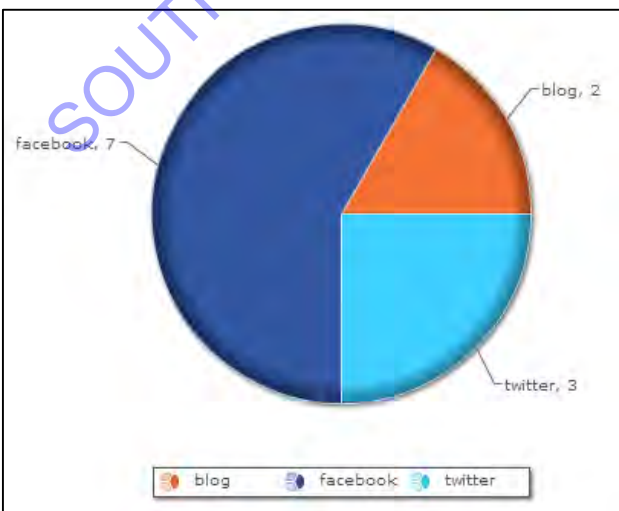
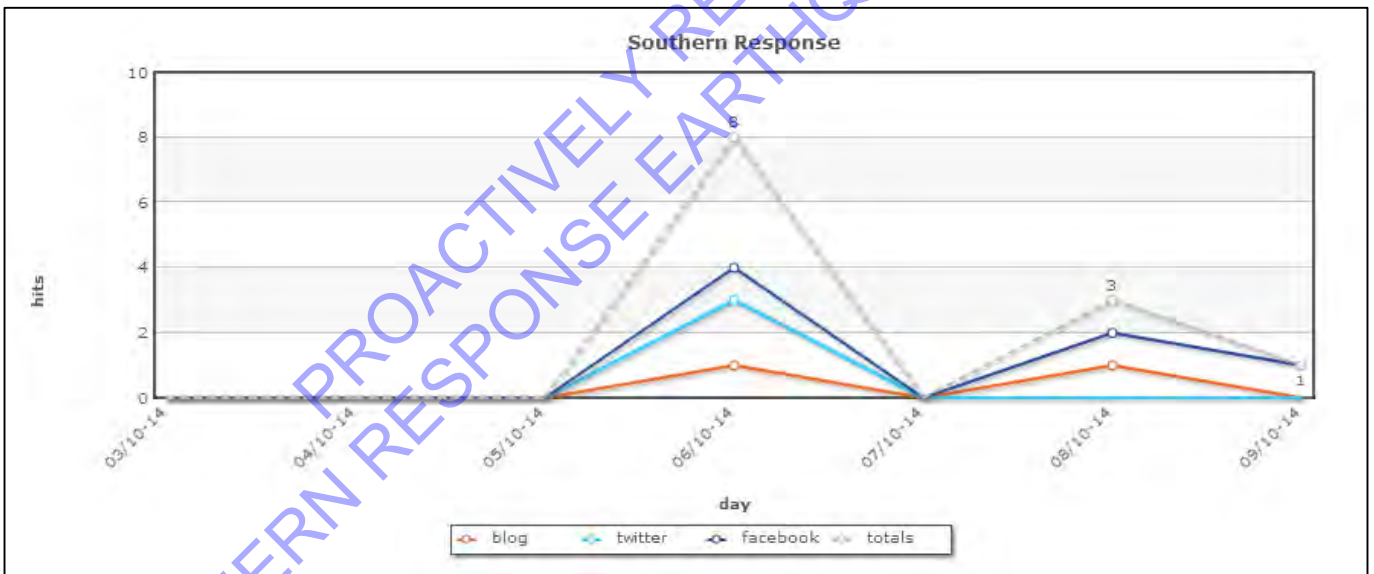
Friday 10 – Thursday 16 October 2014

## News Media:



- <http://www.stuff.co.nz/dominion-post/business/10599833/500m-top-up-to-cover-claims>

## Social Media:

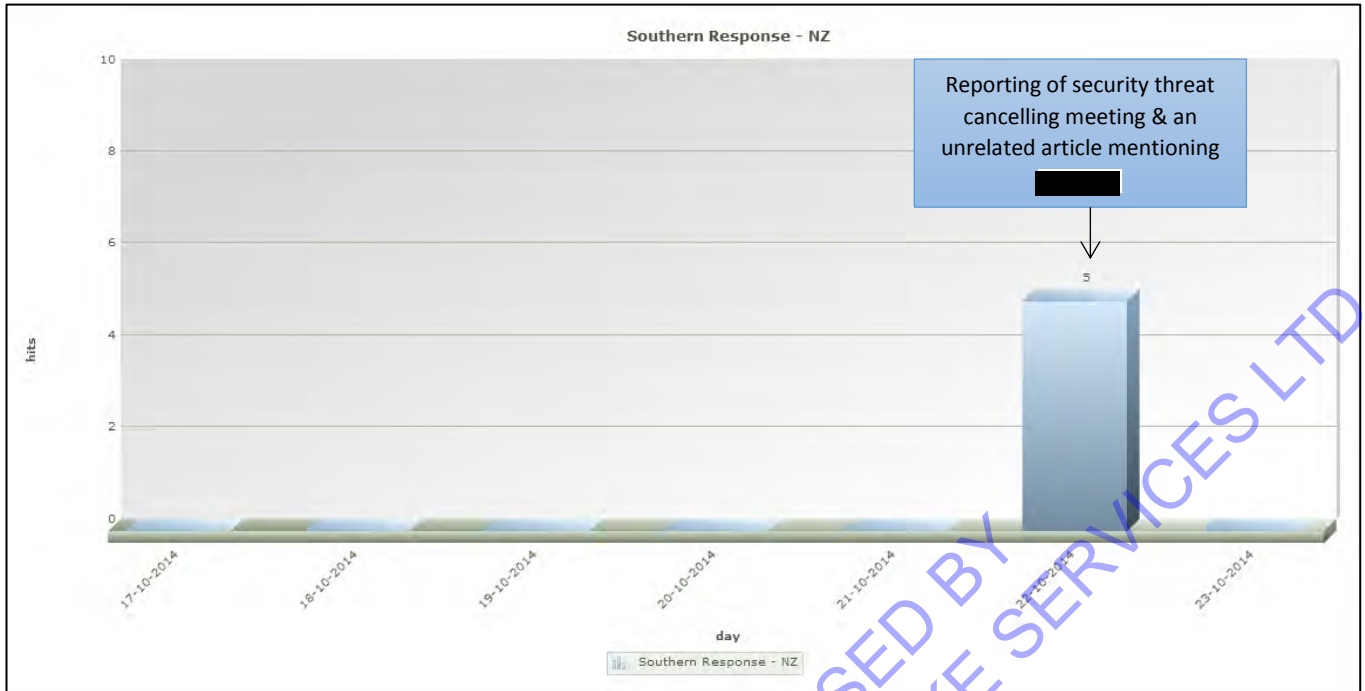


- Main news story of the week was in relation to the \$500M top up required to settle SR claims, as per blog.
- Social media capture consists of reposts of articles from 6 October in which [REDACTED] says that SR has lifted its game and the [REDACTED] (Insurance Lawyer) reports on *Avonside Holdings v Southern Response* case (Links below)
  - <http://tinyurl.com/qjt6czc>
  - <http://tinyurl.com/mdh4ldx>
- Canterbury Plains blog post on 13 October indicated plans for a SR claimants only meeting on 22 October in Wainoni
- No references to direct action or protest

# Southern Response Weekly Reporting

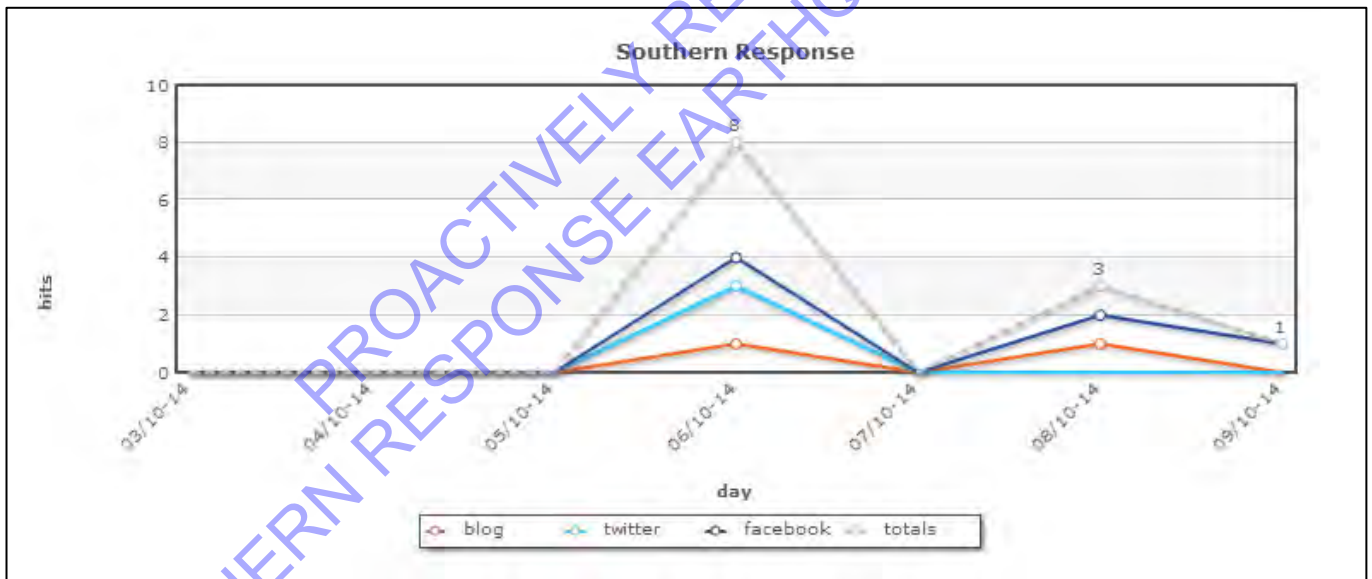
Friday 17 – Thursday 23 October 2014

## News Media:



- <http://www.newstalkzb.co.nz/auckland/news/regch/908865094-security-threat-cancels-insurer-s-meeting-with-customers>

## Social Media:



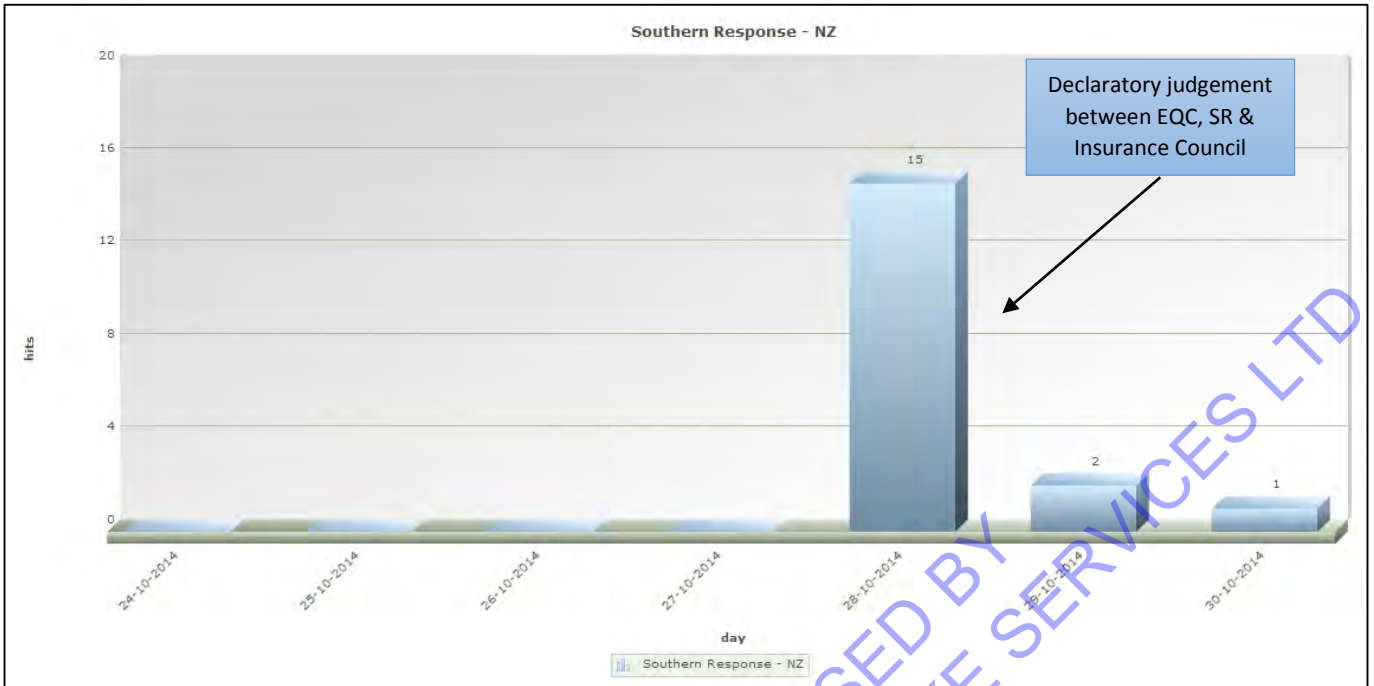
- Main news story of the week was in relation to the cancellation of the SR claimants meeting on Wednesday due to a security threat.
- Social media capture consists of reposts of previously reported stories
- No references to direct action or protest



# Southern Response Weekly Reporting

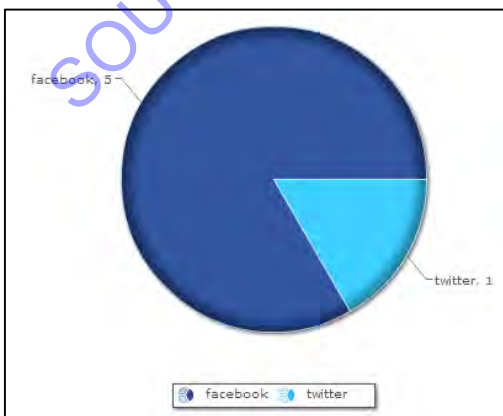
Friday 24 – Thursday 30 October 2014

## News Media:



- <http://www.stuff.co.nz/national/10669707/13-000-EQC-payments-in-the-balance>
- <http://www.3news.co.nz/nznews/earthquake-commission-hearing-to-clarify-pay-out-obligations-2014102818>

## Social Media:

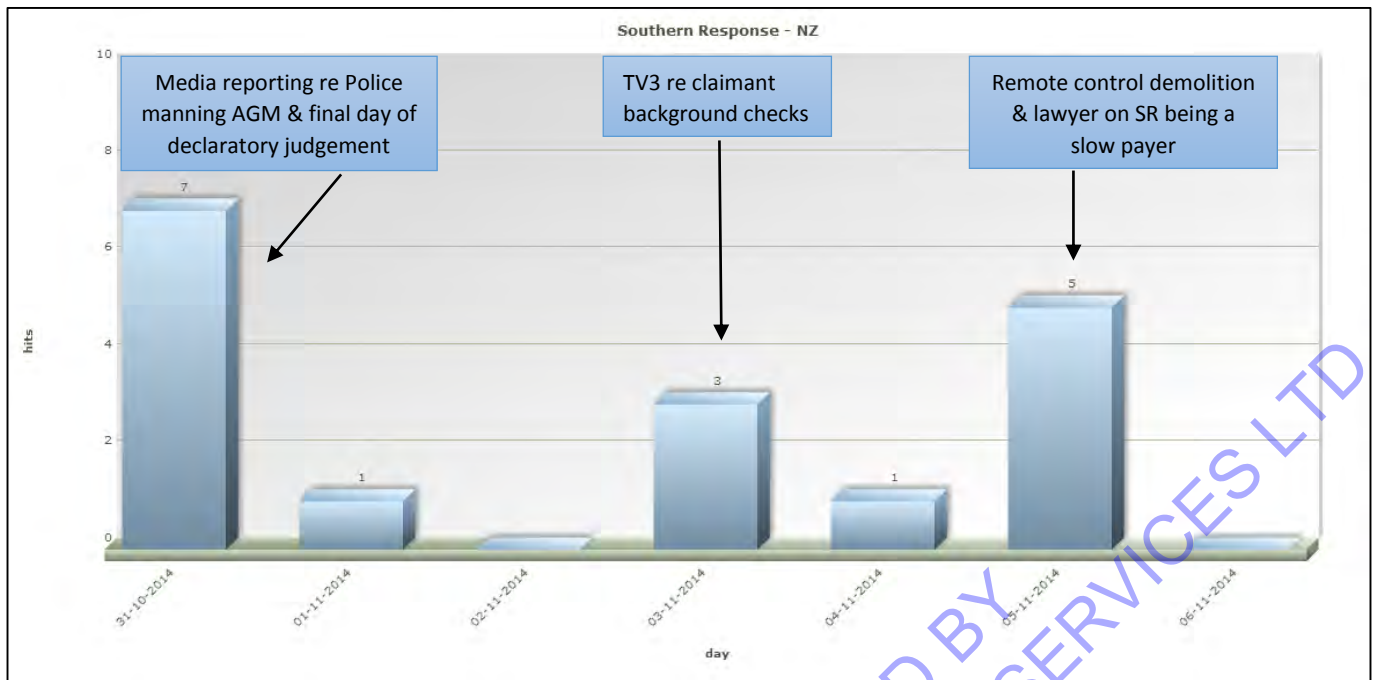


- Main news story of the week was in relation to the declaratory judgement hearing at Christchurch High Court (see links above).
- Social media commentary was around encouraging claimants to RSVP their attendance to the SR AGM before the deadline
- No references to direct action or protest, other than above

# Southern Response Weekly Reporting

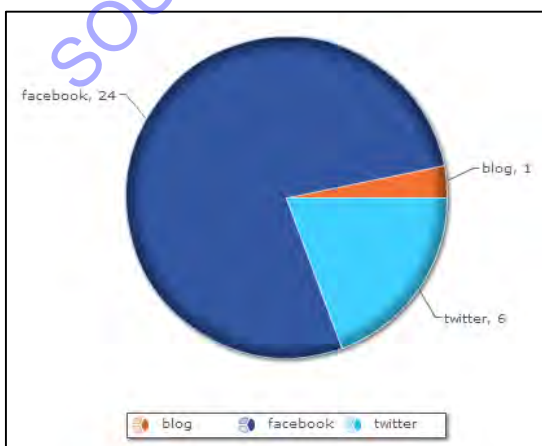
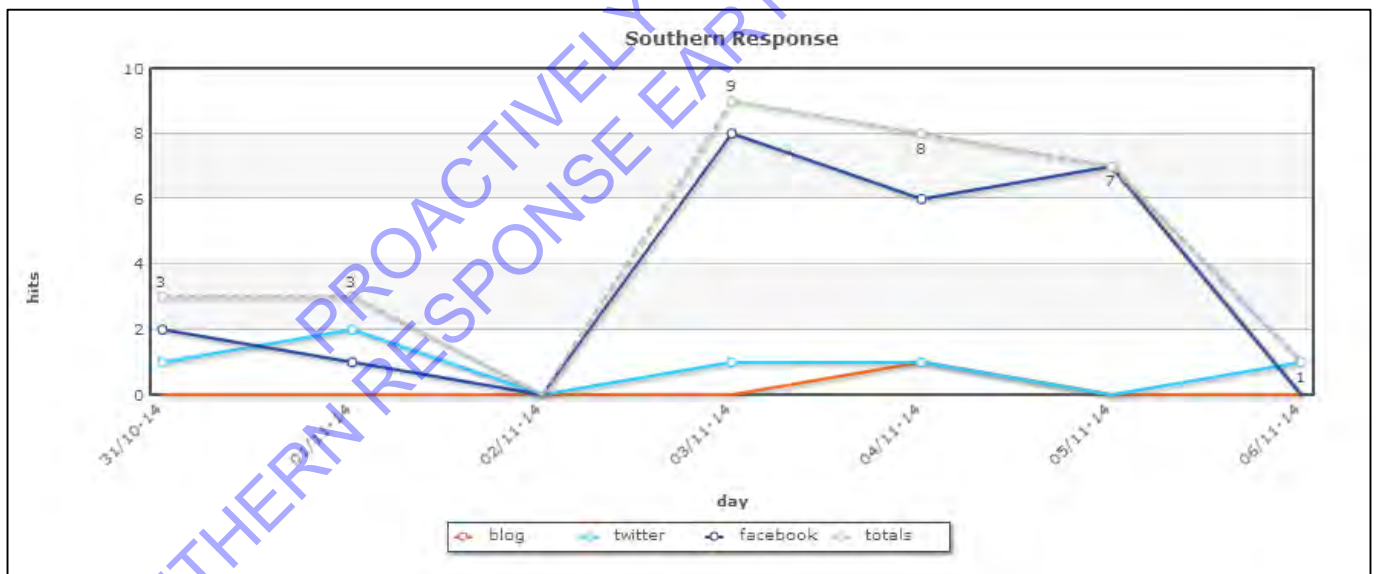
Friday 31 October – Thursday 6 November 2014

## News Media:



- <http://www.stuff.co.nz/national/10685566/Police-man-insurance-meeting-after-threat-made>
- <http://www.stuff.co.nz/the-press/business/the-rebuild/10682733/Compensation-no-fix-for-flooding-woes>
- <http://www.scoop.co.nz/multimedia/tv/business/98830.html>
- <http://www.stuff.co.nz/national/10701714/Remote-control-handles-demolition>
- <http://www.lawfuel.co.nz/news/1630/southern-response-post-avonside-holdings-slow-payer>

## Social Media:



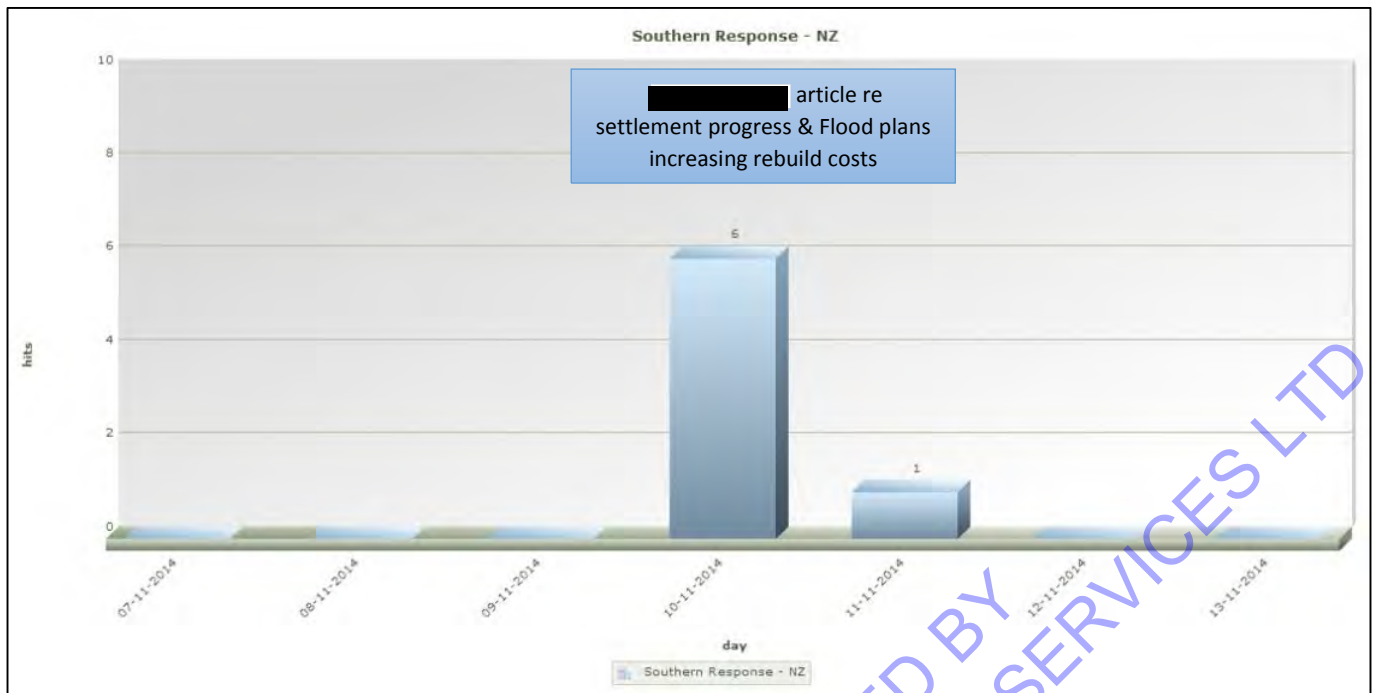
- Main news stories of the week were in relation to the Police manning the SR AGM and Campbell Live reporting of a claimants Privacy request to SR.
- Social media commentary was around encouraging claimants to make OIA requests to SR and reposts of the remote control demolitions
- No references to direct action or protest



# Southern Response Weekly Reporting

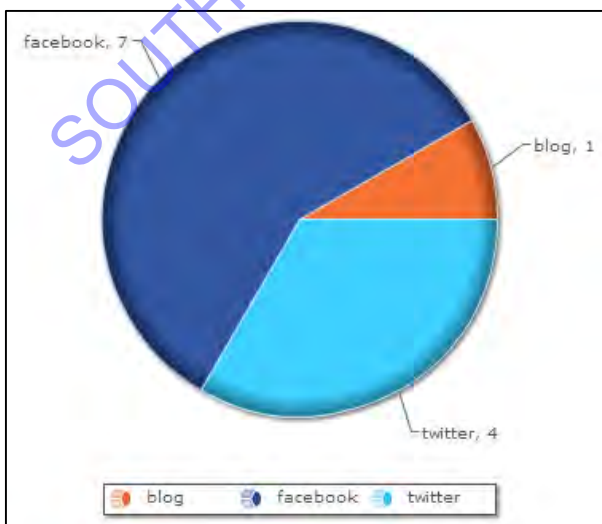
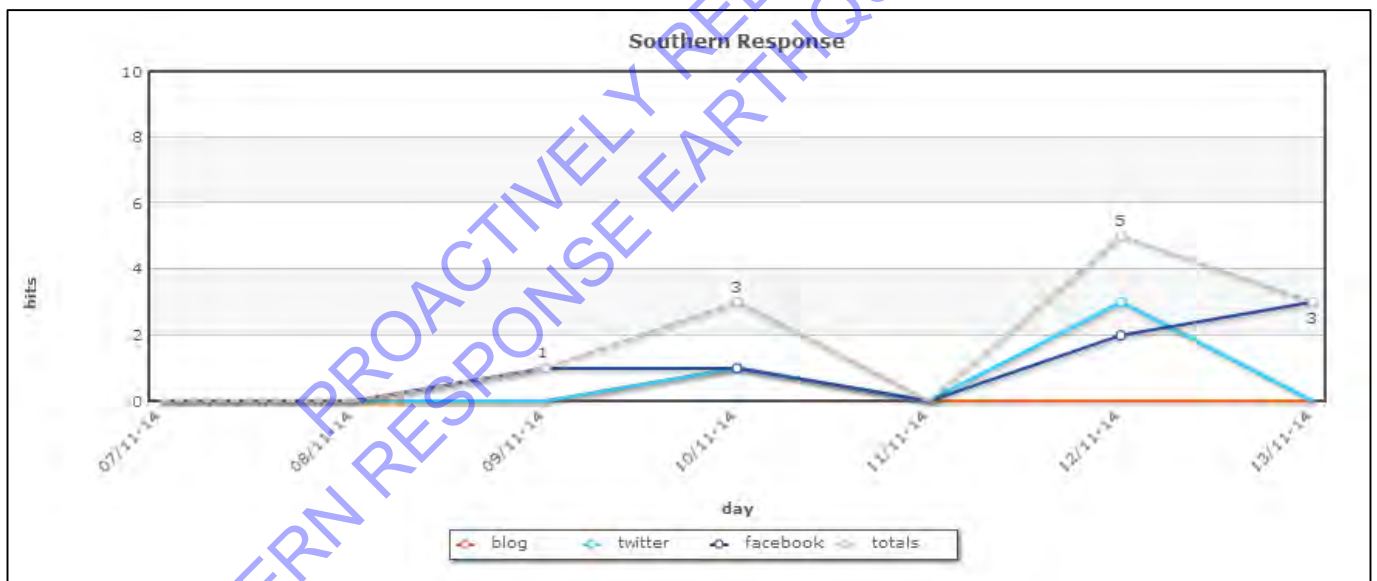
Friday 7 - Thursday 13 November 2014

## News Media:



- [http://www.interest.co.nz/property/72830/\[redacted\]watching-slow-settlement-progress-southern-response-and-growth-its-liabil?page=1](http://www.interest.co.nz/property/72830/[redacted]watching-slow-settlement-progress-southern-response-and-growth-its-liabil?page=1)
- <http://www.stuff.co.nz/the-press/news/10723747/Plan-will-increase-cost-of-rebuild>

## Social Media:

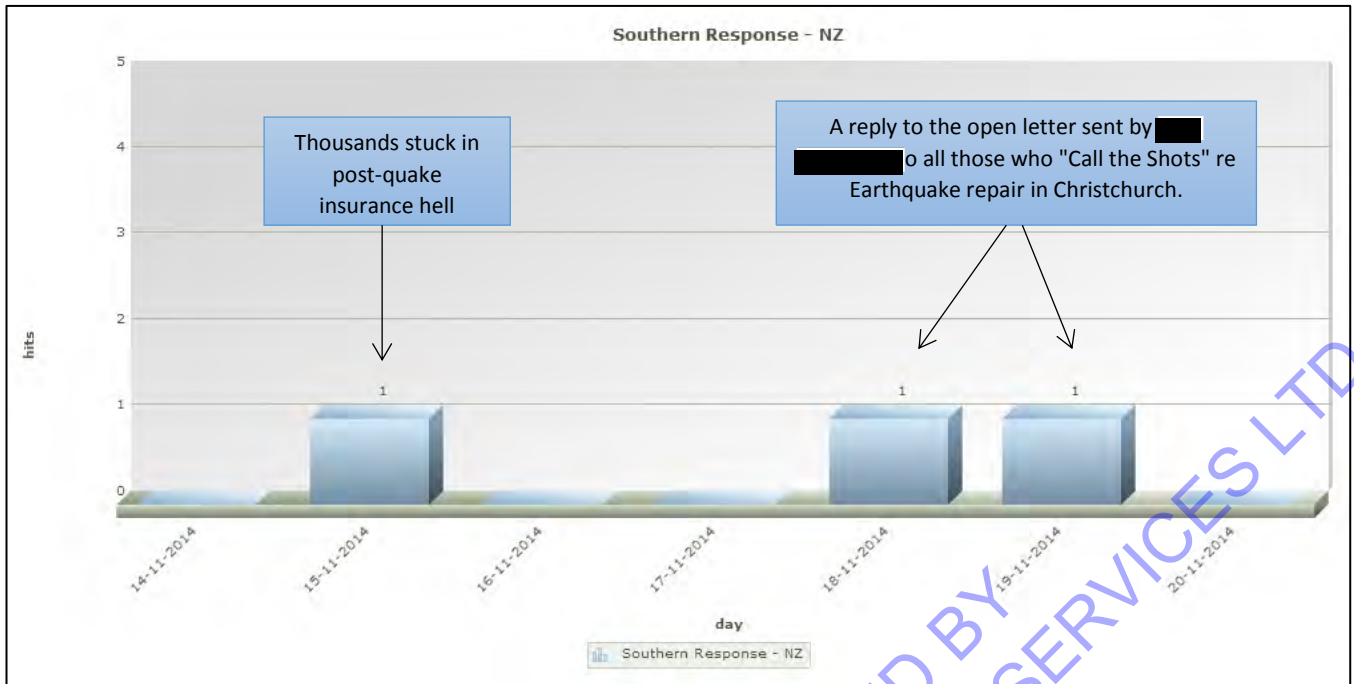


- Main news stories of the week were [redacted] article on slow settlement progress, and reporting in respect of new flood plans and their effect on rebuild costs.
- Social media commentary mentions SR in respect of a media story about an elderly Tower claimant. There were also posts re [redacted] encouraging Privacy requests following the recent Campbell Live feature.
- No references to direct action or protest

# Southern Response Weekly Reporting

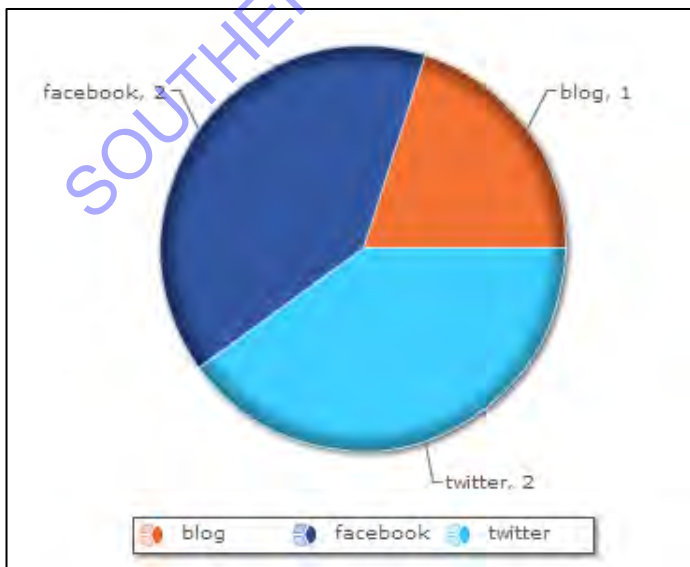
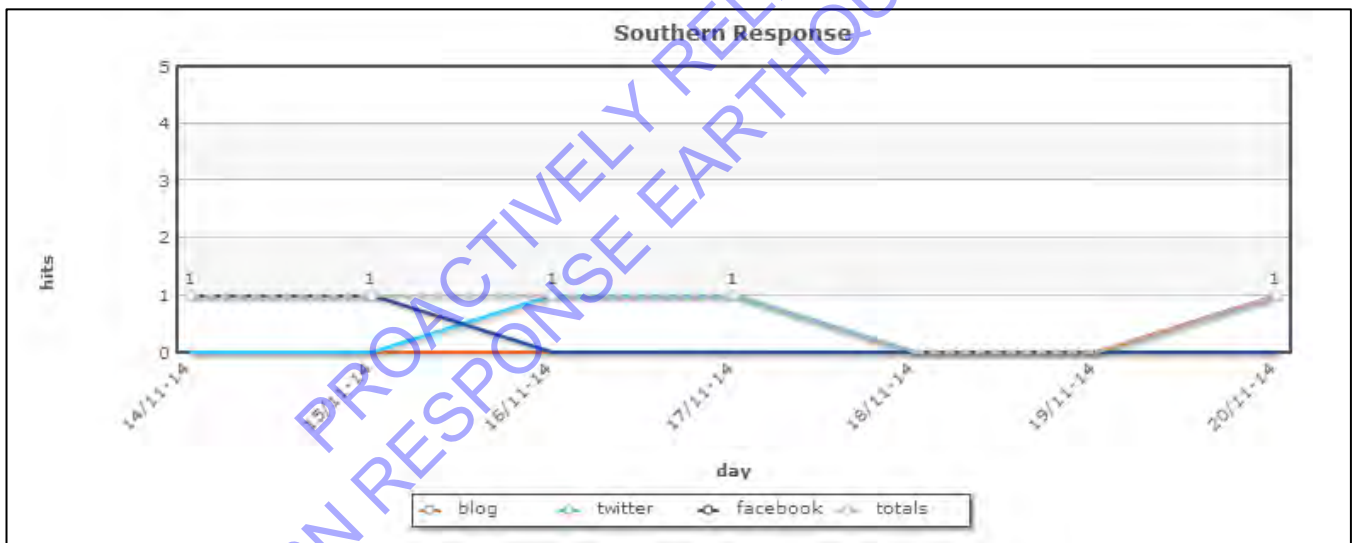
Friday 14 – Thursday 20 November 2014

## News Media:



- <http://www.stuff.co.nz/the-press/news/christchurch-earthquake-2011/10755455/Thousands-stuck-in-post-quake-insurance-hell>
- <http://www.scoop.co.nz/stories/PO1411/S00187/reply-to-open-letter-on-earthquake-repair-in-christchurch.htm>

## Social Media:

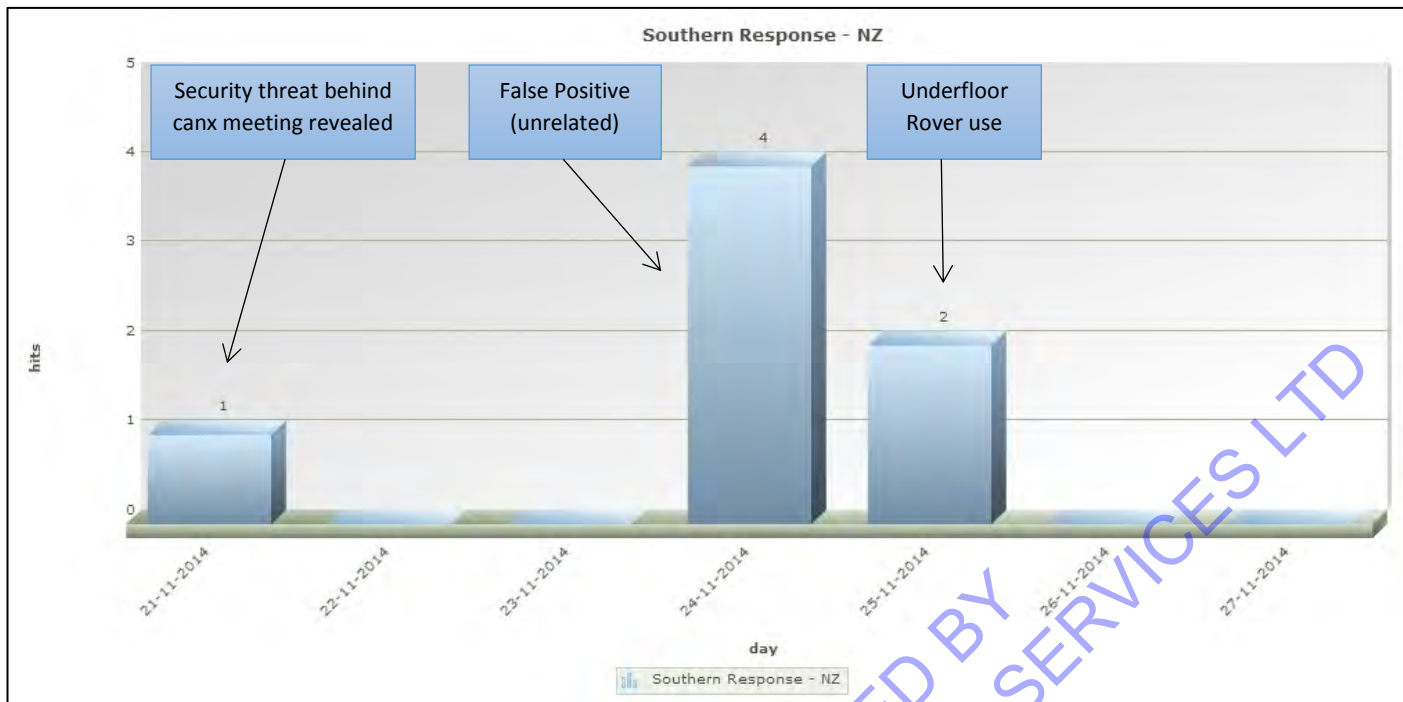


- A quiet week of news this week – links to relevant stories above
- Social media commentary consists of reposts of last week's stories
- Twitter monitoring has picked up some false positives of no relevance
- No references to direct action or protest

# Southern Response Weekly Reporting

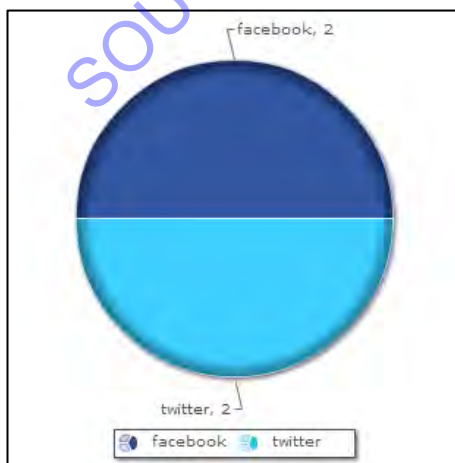
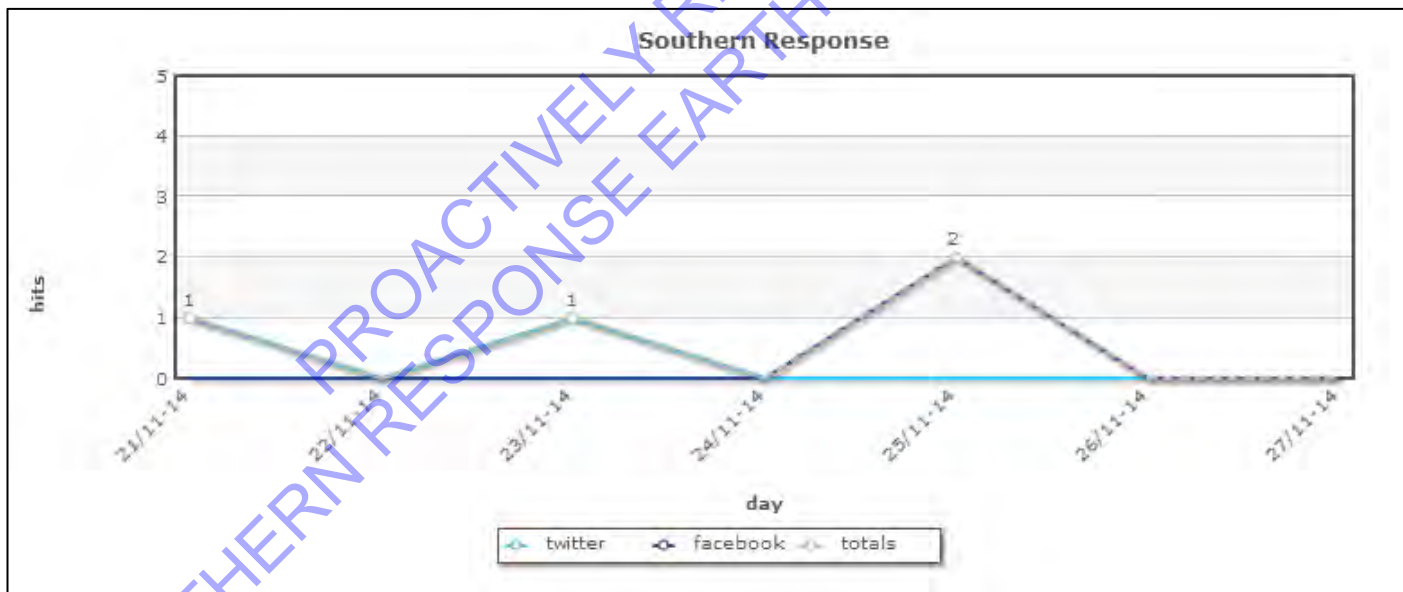
Friday 21 – Thursday 27 November 2014

## News Media:



- <https://nz.news.yahoo.com/a/-/top-stories/25573660/security-threat-behind-cancelled-meeting-revealed/>
- <http://www.rebuildchristchurch.co.nz/blog/2014/11/southern-response-rover-in-our-repair-programme>
- <http://www.rebuildchristchurch.co.nz/videos/covered/linked/Episode-4>

## Social Media:

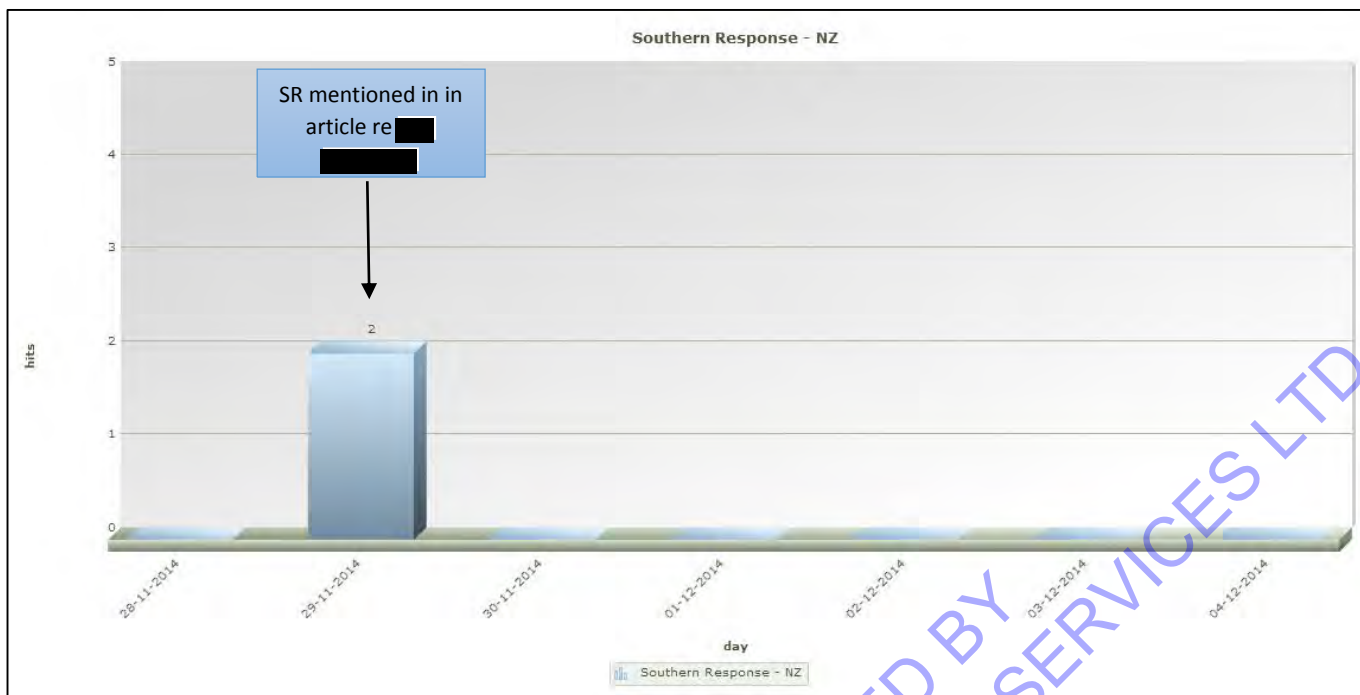


- Another quiet week of news – links to relevant stories above
- The main peak results from an unrelated false positive on keywords – please disregard
- Social media commentary consists of posts around an episode of the ‘Covered’ programme on Channel 83 (link also above)
- Twitter monitoring has picked up some false positives of no relevance
- No references to direct action or protest

# Southern Response Weekly Reporting

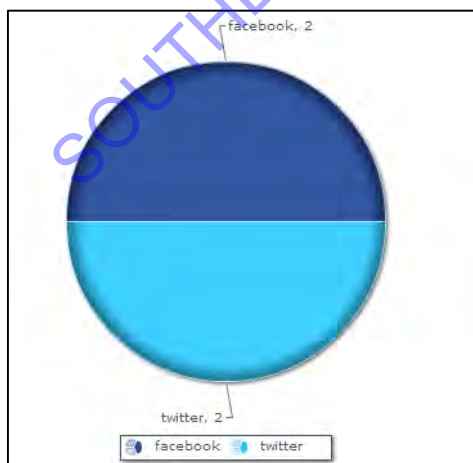
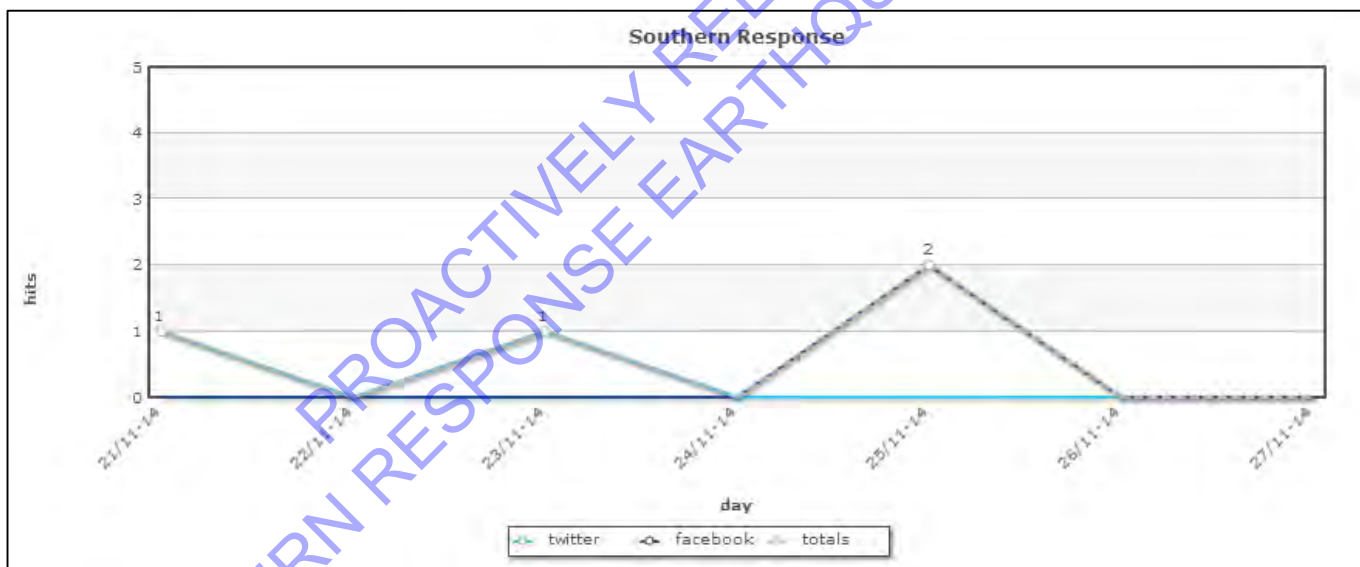
Friday 28 November– Thursday 4 December 2014

## News Media:



- <http://www.stuff.co.nz/the-press/business/63665292/Former-bankrupt-companies-put-in-liquidation>

## Social Media:

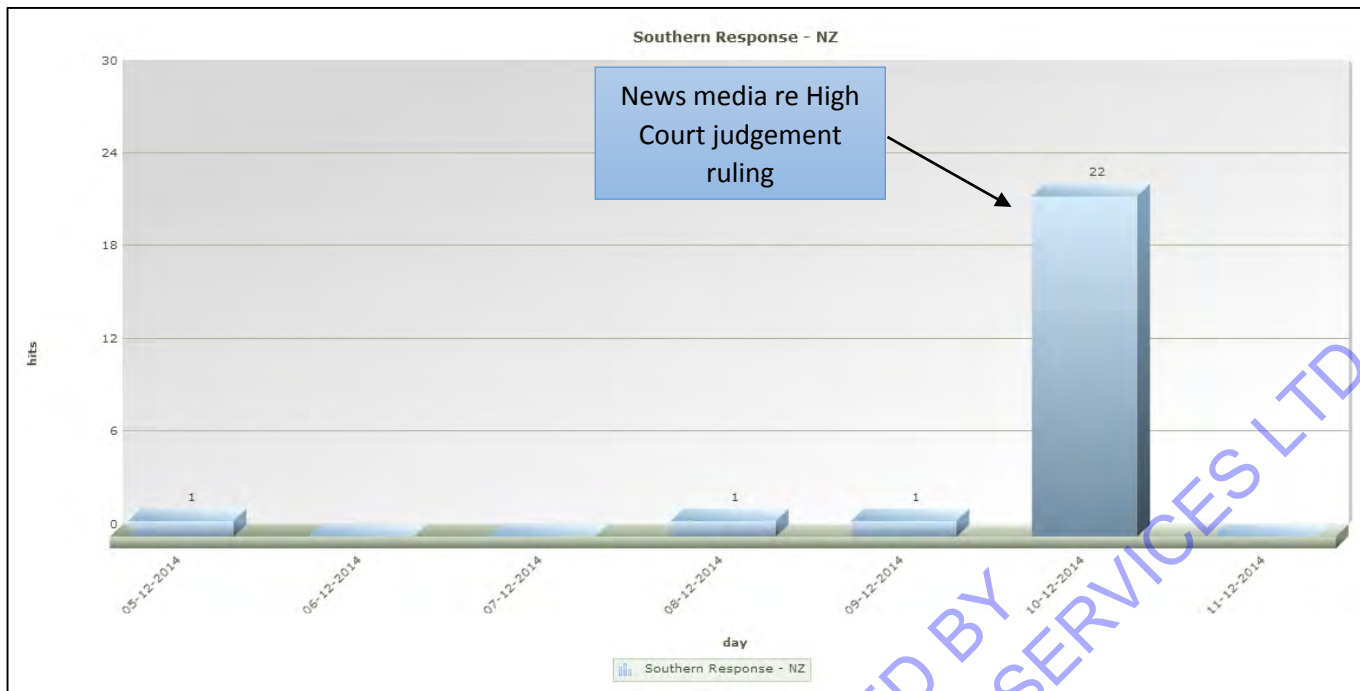


- Another quiet week of news – SR only managed a cursory mention in above link
- Social media commentary consists of further posts around the ‘Covered’ programme reported last week
- Other Facebook comments as per blog
- Twitter monitoring continues to pick up unrelated false results – this is being addressed
- No references to direct action or protest

# Southern Response Weekly Reporting

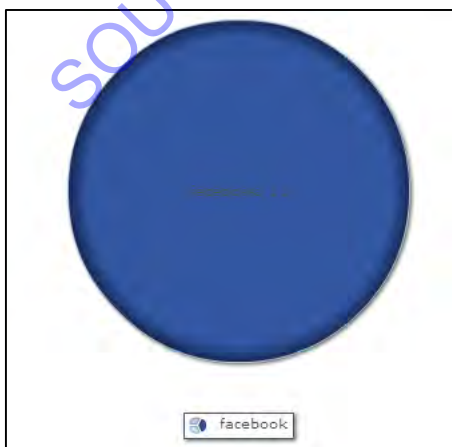
Friday 5 – Thursday 11 December 2014

## News Media:



- <http://livenews.co.nz/2014/12/10/eqc-welcomes-declaratory-judgment-ruling/>
- <http://www.radionz.co.nz/news/regional/261401/judge-issues-christchurch-flood-ruling>
- <http://www.3news.co.nz/nznews/flooded-cantabrians-to-receive-eqc-land-pay-out-2014121011#axzz3>
- [www.stuff.co.nz/the-press/news/64005764/EQC-to-pay-for-loss-of-land-value](http://www.stuff.co.nz/the-press/news/64005764/EQC-to-pay-for-loss-of-land-value)

## Social Media:



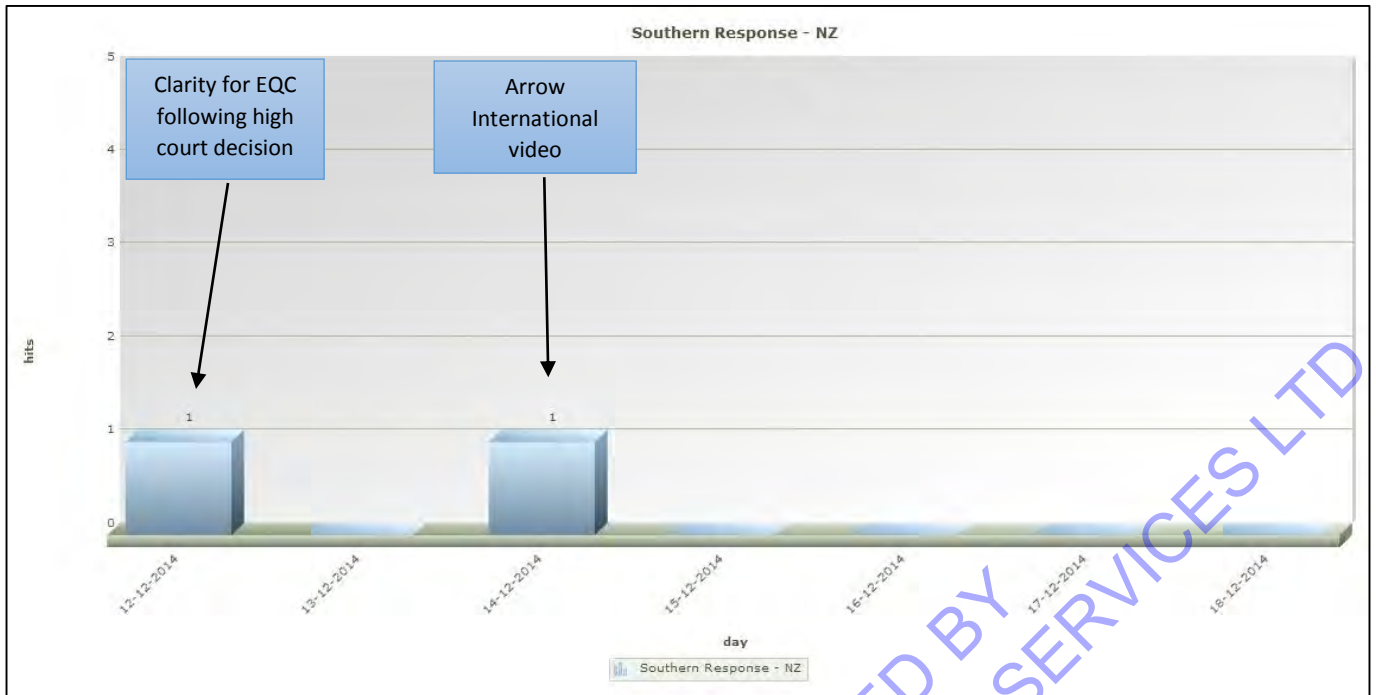
- News media this week has been concentrated on the EQC High Court decision - some of the links provided above
- Social media commentary consists of further re-posts of the 'Covered' programme on Facebook as well as posts of SR / CanCERN produced videos
- No references to direct action or protest



# Southern Response Weekly Reporting

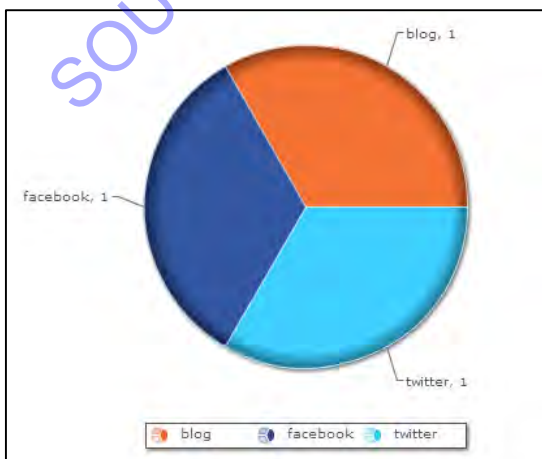
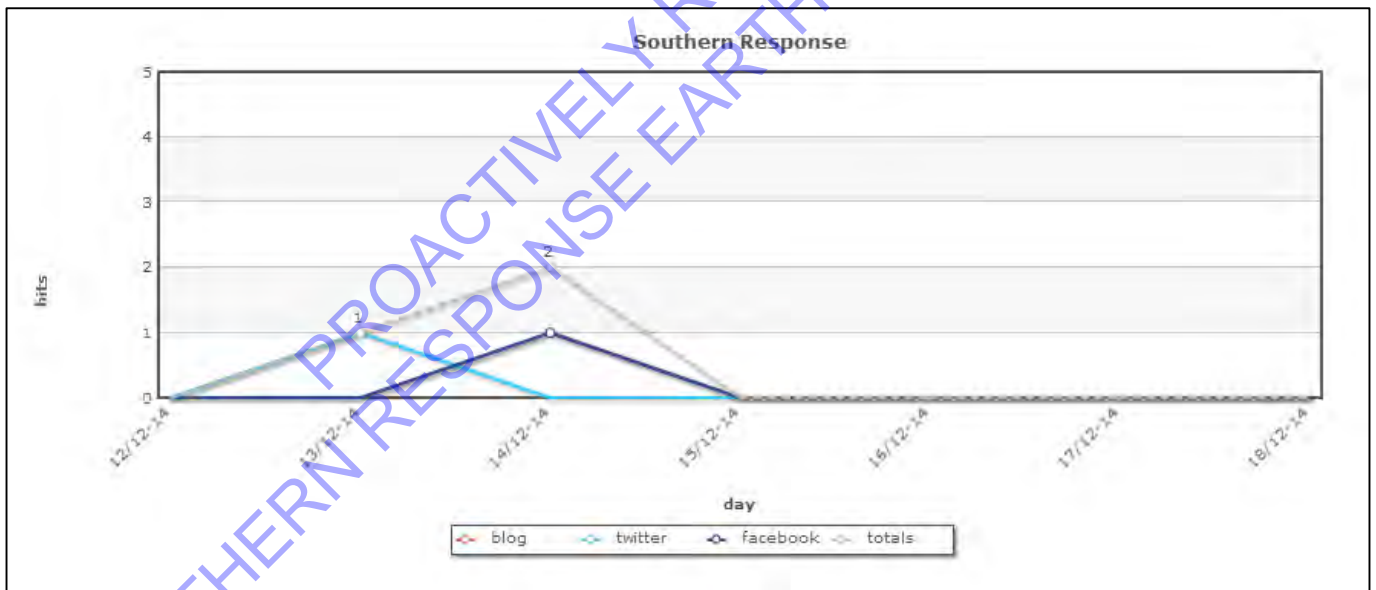
Friday 12 – Thursday 18 December 2014

## News Media:



- <http://www.insurancebusinessonline.co.nz/news/clarity-for-egc-194885.aspx>
- <http://www.rebuildchristchurch.co.nz/blog/2014/12/be-a-history-maker-with-arrow-international>

## Social Media:



- A quiet week of news media – links above
- Social media commentary consists of reposts of news media
- No references to direct action or protest