Media Coverage of the Kroc Institute’s Report on the Status of Peace Accord Implementation on the One-Year Anniversary of the Signing of the Final Agreement

December 6, 2017

The Kroc Institute’s Barometer project received widespread media coverage in Colombia and internationally for the presentation of its first official report on the status of implementation of the Colombia peace accord. The report was released at a press breakfast in Bogota on November 16, just ahead of the one-year anniversary of the signing of the accord and the beginning of the implementation process.

Summary of coverage

Between November 16th and December 4th, the Kroc Institute was mentioned 106 times in Colombian and international media, for an average of more than 5 press hits a day over the past three weeks. Some stories quoted the Kroc report and used its figures but did not mention the Institute by name, while others mentioned Kroc directly.

Prominent coverage and in-depth analyses appeared in major Colombian media, including El Tiempo, El Espectador, Semana, Noticias Uno and Verdad Abierta, as detailed below. The estimated readership and viewership of mentions of the Kroc Institute in these media outlets of Colombia is 12 million people.

Many of the press hits came from references to the Kroc Institute by President Juan Manuel Santos during his speech on the anniversary of the peace accord signing. The President mentioned Kroc three times and directly used a phrase from the executive summary of the Institute’s report, saying that while some assessments of the implementation process tend to show the glass half-empty, a comparative analysis shows “as the Kroc Institute says, a glass half-full.” Santos used the same phrase in his Twitter messages that day. That phrase was also picked up and used by FARC leader Rodrigo Londoño after a meeting with the President. This suggests not only presence in the media but influence with the main political actors. References about the glass half-full were all over the media during those days.

Examples of prominent coverage

Below are descriptions of the main Spanish-language press hits in Colombia:

El Tiempo: The most important and widely read Colombian newspaper. The editor mentioned the Kroc Institute and some of the most important data of the report for an in-depth article in a five-page special about the first anniversary of the peace accords. The article was published in the print version on Sunday
November 19th and can be read in its online version here: [http://www.eltiempo.com/politica/proceso-de-paz/efectos-en-colombia-tras-un-ano-de-la-firma-del-acuerdo-de-paz-con-las-farc-152740](http://www.eltiempo.com/politica/proceso-de-paz/efectos-en-colombia-tras-un-ano-de-la-firma-del-acuerdo-de-paz-con-las-farc-152740)

- Estimated readership: 2.3 million readers for Sunday print edition and 250,000 online readers per day.
- Almost 10 million followers in Facebook and Twitter.

*El Espectador*: The second most important news magazine in Colombia, especially for opinion articles and news analysis. It provided a detailed analysis of the report and presented infographics with some of its data: [https://www.elespectador.com/noticias/paz/una-implementacion-que-avanza-media-marcha-articulo-723543](https://www.elespectador.com/noticias/paz/una-implementacion-que-avanza-media-marcha-articulo-723543)

- Estimated readership: One million online readers (it has only one print version per week).
- Almost eight million followers in Facebook and Twitter.

*Revista Semana*: The most important news magazine in Colombia, with strong influence among decision makers and political leaders. It was the first news outlet to publish an in-depth analysis of the Kroc report: [http://www.semana.com/nacion/articulo/acuerdo-de-paz-informe-instituto-kroc-de-la-universidad-de-notre-dame/547368](http://www.semana.com/nacion/articulo/acuerdo-de-paz-informe-instituto-kroc-de-la-universidad-de-notre-dame/547368)

- Estimated readership: 500,000 readers online and one and a half million in the print version.
- Almost seven million followers in Facebook and Twitter.

Semana’s influential opinion columnist María Jimena Duzán wrote an article mentioning the Kroc Institute report and urging the government to pay attention to its recommendations: [http://www.semana.com/opinion/articulo/resultado-del-proceso-de-paz-en-un-ano-de-implementacion/548544](http://www.semana.com/opinion/articulo/resultado-del-proceso-de-paz-en-un-ano-de-implementacion/548544)

- Estimated readership: One million readers online per week.
- Followers of Duzán on Twitter: 722,000

Duzán also directs the most important television discussion show in Colombia, *Semana en Vivo*, which interviewed Barometer program director Borja Paladini about the Kroc Institute report. The program can be seen here: [http://www.semana.com/nacion/multimedia/a-un-ano-de-la-implementacion-de-los-acuerdos-de-paz-el-vaso-esta-medio-lleno-o-medio-vacio/548770](http://www.semana.com/nacion/multimedia/a-un-ano-de-la-implementacion-de-los-acuerdos-de-paz-el-vaso-esta-medio-lleno-o-medio-vacio/548770)

- Estimated viewership: three million people per day.
- Followers of *Semana en Vivo* in Twitter: 623,000
Verdad Abierta: An initiative of Revista Semana and Fundación Ideas para la Paz (Ideas for Peace Foundation) that specializes in coverage of the conflict and the peace process. The publication included analysis and data from the Kroc Institute in two special journalistic works about the implementation process:
- Estimated readership: 250,000 readers online per week.
- Almost 100,000 followers in Facebook and Twitter.

Noticias Uno: Considered the best television newscast in the country, the station broadcast an interview with Borja Paladini that can be viewed here: https://canal1.com.co/noticias/instituto-kroc-califico-estado-actual-una-preocupacion-grande/
- Estimated viewership: two million people every weekend.
- Almost two million followers in Facebook and Twitter.

Other relevant media hits:
- Deutsche Welle in Spanish: Interview with Borja Paladini: http://www.dw.com/es/acuerdo-de-paz-en-colombia-completadas-solo-17-de-las-medidas/av-41416521
- City TV (local channel): Senior Barometer program analyst Carolina Naranjo Escobar participates in a television debate with two million estimated viewers: https://www.youtube.com/watch?v=EkVBpW6vMgc
- Noti5 (local channel): Carolina Naranjo Escobar is interviewed in a local newscast from Cali: https://www.youtube.com/watch?v=7j4aXPgf3gQ
This review of press coverage was prepared by media consultant Nubia Rojas, who managed communications strategy for the release of the Kroc Institute report in Bogota. A full listing of media links is in the annex.

The English-language version of the Executive Summary of the Kroc Institute’s November 2017 report on the status of implementation of the Colombia accord is attached as Appendix B, and is available here: https://kroc.nd.edu/assets/258961/171127_english_version_of_kroc_institute_report_executive_summary.pdf
Annex: List of Media Coverage

El Tiempo

1. The editor-in-chief wrote a long article published in the Sunday, November 19 (most read) print version, as part of a special reprint on the first year of the signing of the peace agreement. In it he mentions the Kroc Institute and includes a graph based on data from his report. The note can be seen in web version here:


2. The Kroc Institute is also mentioned in the newspaper editorial on that same date: http://www.eltiempo.com/opinion/editorial/un-avance-muy-esperado-del-acuerdo-de-paz-con-las-farc-152802.

List of Mentions:

3. November 23: "A peace that came to stay." Analysis column of President Juan Manuel Santos, special for the Group of Diaries of America (GDA),
http://www.eltiempo.com/politica/proceso-de-paz/santos-conmemora-un-ano-de-la-firma-del-acuerdo-de-paz-con-farc-154668.

4. November 24: "Government and FARC reviewed the progress of implementation." El Tiempo, with statements by President Santos

5. November 25: "Santos ratifies the government's commitment to the peace agreement." El Tiempo, with statements by President Santos,

El Espectador


List of Mentions:


10. November 24: "How are the reincorporation of the members of the FARC and the ETCR?" https://www.elespectador.com/noticias/paz/como-van-la-reincorporacion-de-los-miembros-de-farc-y-los-etcr-articulo-724818.


Colombia 2020


List of Mentions

13. November 19: "Reincorporation and Reconciliation, themes of the Colombia 2020 national meeting". Colombia2020, from El Espectador, announces the

Semana


List of Mentions:


Verdad Abierta


Radio Nacional de Colombia

21. November 21: Interview with Borja Paladini Adell in La Señal de la Mañana, news and opinion space most listened to on the radio station.

List of Mentions


Señal Colombia

24. Interview of the MIMBRE program on the implementation of the peace agreement, with Borja Paladini Adell.

Canal Uno

List of Mentions


France 24


List of Mentions


Deutsche Welle


Anadolu Agency


Other Impacts


37. November 17: "Only 17% of the peace process agreements have been completed one year after the signing." Blu Radio, https://www.bluradio.com/nacion/solo-el-17-de-los-acuerdos-del-proceso-de-paz-se-han-cumplido-un-ano-de-la-firma-160336.


39. November 17: “Colombia has implemented less than half of peace accord.” Colombia Reports. https://colombiareports.com[colombia-implemented-less-half-peace-accord/].


44. November 21: "Expert in dialogues talks about the implementation of the Peace Agreement". Interview of the Noti5 regional news (prime time), of the Telepacífico channel, to Carolina Naranjo, specialist of the Kroc Institute, https://www.youtube.com/watch?v=7j4aXPgf3gQ.

46. November 21: "It is unfair with the efforts of the government the pronouncement of the UN: High Commissioner for Peace." Mention by Rodrigo Rivera, http://es.presidencia.gov.co/noticia/171121-Es-injusto-con-los-esfuerzos-del-Gobierno-el-pronunciamiento-de-la-ONU-Alto-Comisionado-para-la-Paz.


61. November 24: "One year after peace in Colombia, only 17% of the agreements have been fulfilled." Newspaper Concepcion (Chile), https://www.diarioconcepcion.cl/mundo/2017/11/24/a-un-ano-de-la-paz-en-colombia-solo-se-ha-cumplido-el-17-de-los-acuerdos.html.


63. November 24: "We have made mistakes, but we will continue to comply with the agreements." Regional newspaper La Nación, with statements by President Juan Manuel Santos at Teatro Colón,

65. November 24: "Santos threatens to attack 'with all our might' the dissident groups of the FARC." [Diario de Cuba](http://www.diariodecuba.com/internacional/1511517798_35527.html) with statements by President Juan Manuel Santos at Teatro Colón.


70. November 24: "Santos after meeting with Timochenko: we agreed that the glass is half full." The FM Radio with tweet of President Santos, https://www.lafm.com.co/nacional/santos-tras-reunion-con-timochenko-estuvimos-de-acuerdo-en-que-el-vaso-esta-medio-lleno/.


85. November 25: "Colombia, despite the peace, faces a confusing scenario." The Universal (Venezuela),
86. November 25: “Colombia’s President admits problems with peace agreement with the FARC.” RT Deutsch [https://deutsch.rt.com/newsticker/61193-kolumbiens-praesident-raeumt-probleme-bei-friedensvertrag-mit-farc-ein/].

87. November 26: "President Santos' request to Colombians a year after signing the peace." Interview of Colprensa published in the regional newspaper El País (Cali) with President Juan Manuel Santos, [http://www.elpais.com.co/proceso-de-paz/la-peticion-del-presidente-santos-a-los-colombianos-un-ano-despues-de-firmar-la-paz.html].


93. November 29: "Implementation of the Final Peace Agreement leaves a bittersweet balance." Article by Alejo Vargas, director of the Center for Thinking and Following the Peace Dialogues of the National University of Colombia,

95. November 30: "We know how to work and take the lead: a year after the signing of the peace agreement with the FARC, is the glass half empty or half full? BBC World, http://www.bbc.com/mundo/noticias-america-latina-42172986.


101. "What was and was not a year of 'Fast Track'." The Herald (Barranquilla),

102. December 4: Opinion Borja Paladini: One year after the signing of the peace agreement with the FARC. UdeA Noticias TV,


104. December 4: Interview of Borja Paladini Adell with RCN La Radio

105. December 4: Interview of Borja Paladini Adell with Blu Radio

106. December 5: Entrevista de Borja Paladini Adell with La Cariñosa