



**Media Coverage and Impact: Public presentation of Report Two of the Barometer Initiative of the Kroc Institute report on Colombian Peace Accord Implementation**

**September 19, 2018**

The Kroc Institute's second report on the status of implementation was featured in more than 45 identified media stories in Colombian and international media since its launch on August 9, 2018. Select articles and coverage are highlighted below. You can request the full list of media mentions by e-mailing [Hannah Heinzekehr](mailto:Hannah.Heinzekehr@kroc.nd.edu).

**Highest day:** August 9 (launch day) with 19 impressions

**Types of media outlets providing coverage:** News agencies, political magazines, academic media, regional, national and international newspapers, online media, radio broadcasters, television news, and debate programs

**Influential Media Coverage in Colombia**

1. ***El Tiempo***: This publication produced seven pieces, including a TV program on City TV, *El Tiempo*'s television affiliate. *El Tiempo* is the most important and widely read Colombian newspaper, with an estimated readership of 2.3 million people for its Sunday print edition and 250,000 online readers per day. Its editor is an important journalist specializing in covering the armed conflict and analyzing the peace process in Colombia. *El Tiempo* also devoted its [Sunday, August 11 editorial](#) (Sunday is the most read day for both print and online media) to analyzing the Kroc Report.

- August 9: ['La implementación de la paz con las Farc entra a su fase más difícil'](#)
- August 22: [Bancada de paz radica iniciativa para trato penal distinto a cocaleros](#)

2. ***El Colombiano***: Published three pieces. This is the third most important and widely read Colombian newspaper, based in Medellín. *El Colombiano* has a specialized section on peace and human rights. It published two articles with mentions to the Kroc Institute report and an interview with Borja Paladini Adell in Medellín.

- August 9: [Implementación del Acuerdo de Paz va en un 61%: Estudio](#)
- August 29: ["La paz requiere el compromiso de este y los próximos gobiernos"](#)

3- ***Mimbres***: Produced three pieces. This is a multimedia program (TV, Radio, online) designed to make visible the implementation of the peace agreements. It has always been interested in Kroc's work in Colombia and produced [relevant interviews](#) with Carolina Naranjo and Borja Paladini Adell.



---

Surprisingly, the second most relevant newspaper in Colombia, *El Espectador*, only published [one short article](#) reprinted from the Anadolu Agency.

**Television hits:** The report received coverage on *Noticias RCN*, *Cosmovisión* (Medellín), and *City TV*. Other TV media only made brief mentions of the report in their online pages.

**Radio:** The second Kroc Institute report was mentioned on *Blu Radio* (online article) and *Caracol Radio* (online article and interview with Borja Paladini Adell in Quibdó).

### Most relevant coverage in international media

International media and news agencies such as the *Associated Press*, *Deutsche Welle* (DW), *France 24*, and *France Press*, and *PRI*, among others, were contacted by our media consultant and by the Media Relations Office at the University of Notre Dame and the Kroc Institute. *France 24*, *The Washington Post*, *Agencia EFE* and the *Financial Times* were present in the press meeting, but only *Agencia EFE* produced an article that was replicated by some media.

Media from Panamá, Costa Rica, and México, and small English speaking media based in Medellín (*Colombia Reports*) and Bogotá (*The Bogotá Post*) mentioned the Kroc report.

In September, the Catholic publication *Crux* [published an article](#) referencing Kroc's work and its connection to the Catholic church in Colombia.

### Social media

Fourteen memes for Facebook and Twitter were designed and posted on Kroc's and Notre Dame's social media with the hashtags #InformeKroc #laimplementacionavanza #Colombia #ConstrucciondePaz. Every one of them was shared or liked by around 15 people (some of them received as many as 40 interactions), including the team in Colombia. Memes will be posted occasionally over the coming months. Since August 9, the Kroc Institute account has tweeted 18 times and retweeted 14 posts relating to the PAM Barometer Initiative and the second report.

### Additional information

- From August 9-September 17, the Peace Accords Matrix in Colombia page on the Kroc Institute website was visited 2,943 times. The average length of time on the page was 3:14. The press release in English was read 1,038 times on the Kroc Institute website and was also shared via the University of Notre Dame's news service. Statistics for PDF downloads at the Kroc Institute website since the August 9 report launch:
  - Full Report 2 (Spanish): 316 downloads
  - Executive Summary (English): 261 downloads
  - Policy brief (Spanish): 163 downloads

- 
- Executive Summary (Spanish): 110 downloads
  - Policy Brief (English, published on September 3): 74 downloads
  - The interest of national and international media in information related to the peace agreements has decreased since the election of the new president. There were no mentions about Kroc's report in official webpages (Presidency and High Commissioner for Peace) as in the past.

