

Media Tenor International Announces Trust Meltdown II

Media Tenor International has announced the release of Trust Meltdown II, a follow-up to the research institute's first Trust Meltdown report which examined the way confidence in the financial sector was fundamentally undermined by the financial crisis. Trust Meltdown II illustrates that while financial results in 2010 were much better than expected, the media headlines largely remained the same as both financial and general interest media continued to ask companies what they had learned from the crisis and what steps had they taken to prevent another one.

Editor of the volume and founder of Media Tenor International, Roland Schatz says, "It was clear in 2009 that the banking industry hadn't caught a mere cold. This was a serious, long-term problem, as demonstrated by the way making money out of money is no longer a convincing story for the opinion-leading media around the world."

Schatz notes that in 2010 the media reputation of financial firms actually worsened even as the financial news improved. "Obviously Wall Street's hope that this would all blow over for them has been counterproductive. Hiding from the media is never a solution."

The research presented in Trust Meltdown II looks not just at the reputations impacted by the financial crisis, but also at best practices to help companies respond to a sceptical media audience.

Trust Meltdown II highlights trends and offers trust regaining solutions, including those focused on transparency and improved accounting standards



For over 15 years Media Tenor's (<http://www.mediatenor.com/>) mission has been to contribute to objective, diverse and newsworthy news by bringing together the diverse parties who both impact and are affected by the news. Media Tenor's global research projects include analyses of election campaigns, investor relations, public diplomacy, corporate communications and other topics critical to news makers and news audiences. Its annual Agenda Setting Conference brings together these diverse constituencies for data-driven workshops, panels, case studies and keynote speeches.

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