

ADDENDUM: A CLOSER LOOK AT IRAN, NORTH KOREA, AND THE UNITED STATES

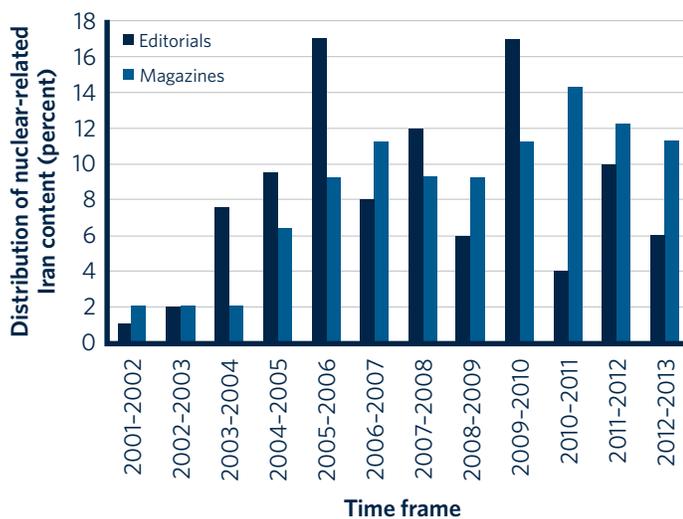
A look at the yearly distribution of newspaper editorials and policy articles on Iran, North Korea, and the United States shows that the media and expert communities focused on Iran and North Korea during different periods, while both groups paid attention to the U.S. nuclear arsenal largely during the same time frames.

Overall, the distribution of editorials on Iran in the twelve-year period was roughly even, with 45 percent of them published before 2007 and 55 percent after (see figure A). A combined 34 percent of all editorials on Iran’s nuclear program from the period studied were published between September 2005–2006 and September 2009–2010. These periods corresponded to times when negotiations between Iran and the world powers (United States, United Kingdom, Russia, China, France, and Germany) were in full swing.

The situation was different for policy articles related to Iran. Starting in 2009, the salience of the Iran issue grew among experts, with almost 50 percent of all articles on this topic published in the following four years alone. In the fall of 2010, the *Washington Quarterly* and *Survival* both published Iran-themed editions, showing that Tehran’s nuclear program was becoming a key issue for experts.

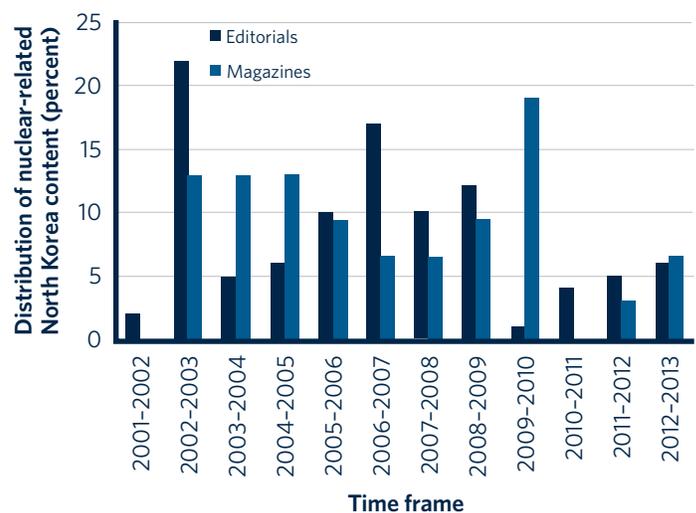
More than 60 percent of all newspaper editorials on North Korea were published before 2007, with more than 20 percent published in the 2002–2003 period, and a little less than 20 percent in the 2006–2007 period (see figure B). North Korea withdrew from the Nuclear Non-Proliferation Treaty in 2003, and it followed this up with its first nuclear test in 2006, heightening interest during that time.

FIGURE A. REVIEWED NUCLEAR-RELATED MEDIA CONTENT ON IRAN



Source: Author’s calculations

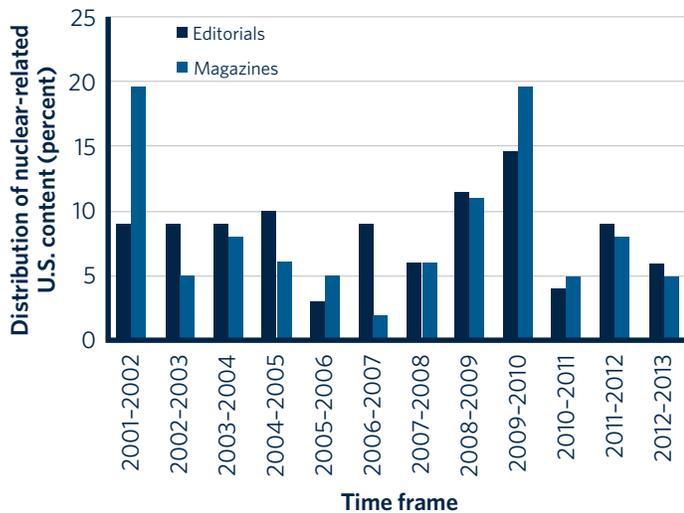
FIGURE B. REVIEWED NUCLEAR-RELATED MEDIA CONTENT ON NORTH KOREA



Source: Author’s calculations

But it wasn't until North Korea's second nuclear test in 2009 that the country's weapons program emerged as a more salient issue among experts. Almost 20 percent of all articles on North Korea were published in the 2009–2010 period, and the *Washington Quarterly* dedicated an edition to negotiations with North Korea over its nuclear program in October 2009.

FIGURE C. REVIEWED NUCLEAR-RELATED MEDIA CONTENT ON THE UNITED STATES



Source: Author's calculations

The distribution of editorials on the U.S. nuclear arsenal, deterrence strategy, and missile defense was almost even, with 49 percent published before 2007 and 51 percent after (see figure C). There was, however, a higher concentration of editorials on the United States' nuclear arsenal between September 2008 and September 2010, when nearly 30 percent of all editorials on this topic were published. This period corresponds to the negotiations over and signing of the New Strategic Arms Reduction Treaty by Obama and then Russian president Dmitry Medvedev.

The distribution of policy articles on the same topic was less even, with 45 percent published before 2007 and 55 percent after. As with editorials, there was a higher concentration of policy articles at the height of the treaty negotiations, when almost 20 percent were published. Experts also focused on the U.S. nuclear arsenal between 2001 and 2002, when the recently sworn-in president George W. Bush announced unilateral nuclear arms reductions; 20 percent of articles on the topic were published that year.

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