

Ausgabe Lörrach Beilage Zeitungsformat				Dresden	
Berliner Kurier	8	<i>Handelsblatt</i>	50	SAT 1	3
Berliner Kurier am Sonntag	1	Handelsblatt Beilage FinanzZeitung	5	<i>Stern</i>	5
Berliner Morgenpost	36	Handelsblatt Beilage Zeitungsformat	2	Stuttgarter Nachrichten	1
Berliner Zeitung	43	Hannoversche Allgemeine Zeitung	24	Stuttgarter Nachrichten, Stuttgart	1
<i>Bild am Sonntag</i>	2	Impulse	1	Stuttgarter Zeitung (Fernausgabe)	29
Bild Berlin-Brandenburg	15	Kölner Stadt Anzeiger	1	<i>Süddeutsche Zeitung</i>	98
Börse Online	5	Kölner Stadt-Anzeiger KN	20	Süddeutsche Zeitung Beilage Zeitungsformat	2
<i>Börsen-Zeitung</i>	2	Korrespondentenclippings Deutschland	18	Südkurier	41
<i>Capital</i>	3	Leipziger Volkszeitung Stadtausgabe	18	taz Die Tageszeitung	41
Der Platow Brief	2	Manager Magazin	2	Teletext 3 SAT	18
<i>SPIEGEL</i>	7	Märkische Allgemeine Potsdamer Tageszeitung	12	Welt am Sonntag Ausgabe Berlin	2
Der Tagesspiegel	31	Märkische Oderzeitung Bernau Niederbarnim Echo	21	<i>Welt am Sonntag Berlin</i>	8
<i>Die Welt</i>	51	N tv	3	Welt Berlin	1
Die Zeit	8	N24	5	Westdeutsche Allgemeine Essen	30
<i>Euro am Sonntag</i>	5	Neue Osnabrücker Zeitung Stadt Osnabrück und Stadt	22	<i>Wirtschaftswoche</i>	13
<i>Financial Times Deutschland</i>	50	N-TV	4	ZDF	15
<i>Focus</i>	16	Platow Börse	1	Total	1,098

Tab. 1: Media used for the document analysis (Source: own compilation)

The *analysis period* is from 1 January 2008 to 31 March 2008. 14 January 2008 constitutes a turning point. The time period prior to 14 February was chosen to find out whether there were already "weak signals" (see Ansoff 1976) in media reporting before the crisis that would have prepared the actors for the tax affair if they had been taken seriously enough. The time period of March 2008 was included in order to see whether media reporting after the crisis dropped back to the previous level, i.e. as if nothing had happened, or whether the topics of issues brought up and followed during the crisis had a sustained effect with "follow-up topics" (see Eichhorn 2005, 122).

The following figure shows different *phases* with which the tax affair is described and interpreted as well as their framing within the period from November 1999 with a preceding phase until June 2008 with a subsequent phase.