

## Illinois snapshot...

### Typical 30 Minute Broadcast Breakdown

| Category                      | Five State Avg.* | Chicago      | Springfield   |
|-------------------------------|------------------|--------------|---------------|
| Total Advertising             | 9 min 46 sec     | 9 min 16 sec | 10 min 15 sec |
| *Political Advertising        | 4 min 24 sec     | 3 min 57 sec | NA            |
| *Avg. Number of Political Ads | 8.81             | 7.89         | NA            |
|                               |                  |              |               |
| Sports and weather            | 6 min 58 sec     | 6 min 6 sec  | 7 min 19 sec  |
| Crime                         | 2 min 20 sec     | 2 min 7 sec  | 1 min 39 sec  |
| Other                         | 2 min 13 sec     | 2 min 29 sec | 1 min 39 sec  |
| Local interest                | 1 min 54 sec     | 2 min 10 sec | 2 min 29 sec  |
| Teasers, bumpers, intros      | 1 min 51 sec     | 2 min 7 sec  | 1 min 58 sec  |
| Election coverage             | 1 min 43 sec     | 2 min 2 sec  | 1 min         |
| Non-campaign gov't news       | 1 min 2 sec      | 1 min 7 sec  | 1 min 26 sec  |
| Business, economy             | 47 sec           | 43 sec       | 50 sec        |
| Health                        | 45 sec           | 54 sec       | 58 sec        |
| Foreign policy                | 27 sec           | 34 sec       | 23 sec        |
| Unintentional injury          | 14 sec           | 26 sec       | 5 sec         |

\*Note: The five-state average does not include data from Springfield because advertising data was not available for the market.

- Between October 7 and November 6, the UW NewsLab found that 426 election-related stories aired in Chicago, while 362 election-related stories ran in Springfield during the early- and late-evening newscasts captured in the study. These included stories that were primarily about campaigns and elections and stories that either tangentially included elections or that mentioned a candidate running for office
  - Within the timeframe, 1,104 paid political ads ran during Chicago newscasts captured in the study.
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- In coverage of elections, 77 percent of stories in Chicago focused on strategy and horserace, while 10 percent of stories focused on issues. In Springfield, 61 percent of stories focused on strategy and horserace, while 19 percent of stories focused on issues.

- 38 percent of election stories in Chicago were aired in the final week before Election Day. In Springfield, 32 percent of stories aired in the final week.

### **Statement from Cindi Canary of the Illinois Campaign for Political Reform**

The findings of the Midwest News Index uncover what's become an unfortunate reality of modern day elections. Voters relying on the local evening newscasts for information about candidates and elections simply need to start looking elsewhere.

Earlier this month, the *Chicago Tribune* reported that an estimated \$40 million was spent on political ads in the Chicago market. To add insult to injury, the MNI reports that a staggering 77 percent of election stories that did run in Chicago focused on campaign strategy and polls. Illinois voters want and deserve more than the latest poll results followed by eight campaign commercials in the critical weeks leading up to an election.

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