

## Minnesota snapshot...

### Typical 30 Minute Broadcast Breakdown

Category	5 State Avg.	Minneapolis/ St. Paul
Total Advertising	9 min 46 sec	9 min 59 sec
*Political Advertising	4 min 24 sec	4 min 14 sec
*Avg. Number of Political Ads	8.81	8.45
Sports and weather	6 min 58 sec	5 min 57 sec
Crime	2 min 20 sec	1 min 52 sec
Other	2 min 13 sec	2 min 43 sec
Local interest	1 min 54 sec	1 min 49 sec
Teasers, bumpers, intros	1 min 51 sec	1 min 55 sec
Election coverage	1 min 43 sec	1 min 48 sec
Non-campaign gov't news	1 min 2 sec	57 sec
Business, economy	47 sec	1 min 2 sec
Health	45 sec	1 min 1 sec
Foreign policy	27 sec	39 sec
Unintentional injury	14 sec	18 sec

- Between October 7 and November 6, the UW NewsLab found that 354 election-related stories aired in Minneapolis/St. Paul 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, 1,343 paid political ads ran during newscasts captured in the study in Minneapolis/St. Paul.
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- In coverage of elections, 71 percent of stories in Minneapolis/St. Paul focused on strategy and horserace, while 14 percent of stories focused on issues.

- 41 percent of election stories in Minneapolis/St. Paul were aired in the final week before Election Day.

### **Statement from Larry Hansen, Vice President, the Joyce Foundation**

We were disappointed to learn that Minnesota broadcasters spent so little time during their most-watched broadcasts offering viewers information about important election issues. The amount of time spent on election coverage in evening news programs in the Twin Cities media market was about the same as the average for the five state region we studied; less than two minutes out of the average 30 minute broadcast. This is less than half the time the average news viewer will spend looking at paid political advertising during the same time period. However, the amount of that time that was spent on polling and strategy stories rather than issues was even more disappointing - over 70%, while only 14% of the time dedicated to the elections was actually spent on issues.

On the other hand, we noted that Minnesota broadcasters were actually far better than their counterparts in the other states in time spent on coverage of other serious issues like health, business and the economy. We can only hope that in the future they will approach election coverage with the same diligence, and give voters the opportunity to learn about candidates from objective journalistic coverage and not just from political advertising.

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