

Wisconsin snapshot...

Typical 30 Minute Broadcast Breakdown

Category	Five State Avg.	Milwaukee	Madison
Total Advertising	9 min 46 sec	9 min 1 sec	10 min 21 sec
*Political Advertising	4 min 24 sec	2 min 52 sec	2 min 41 sec
*Avg. Number of Political Ads	8.81	5.73	5.37
Sports and weather	6 min 58 sec	6 min 48 sec	7 min 6 sec
Crime	2 min 20 sec	3 min 6 sec	1 min 8 sec
Other	2 min 13 sec	2 min 19 sec	2 min 6 sec
Local interest	1 min 54 sec	1 min 45 sec	2 min 42 sec
Teasers, bumpers, intros	1 min 51 sec	1 min 54 sec	1 min 39 sec
Election coverage	1 min 43 sec	1 min 41 sec	2 min 14 sec
Non-campaign gov't news	1 min 2 sec	1 min 12 sec	51 sec
Business, economy	47 sec	45 sec	41 sec
Health	45 sec	38 sec	1 min 1 sec
Foreign policy	27 sec	40 sec	22 sec
Unintentional injury	14 sec	11 sec	8 sec

- Between October 7 and November 6, the UW NewsLab found that 319 election-related stories aired in Milwaukee, while 378 election-related stories ran in Madison 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, 894 paid political ads ran during Milwaukee newscasts captured in the study, while 736 ads ran in Madison.

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- In coverage of elections, 57% of stories in Milwaukee focused on strategy and horserace, while 23% of stories focused on issues. In Madison, 59% of stories focused on strategy and horserace, while 27% of stories focused on issues.

- 40 percent of election stories both in Milwaukee and Madison were aired in the final week before Election Day.

Statement from Mike McCabe of the Wisconsin Democracy Campaign

In the days leading up to the election, voters were far more likely to see political ads than election news stories. TV stations are feeding citizens the equivalent of a junk-food diet. Stations across the Great Lakes region have been doing next to nothing in the way of covering election campaigns, and it's becoming increasingly clear why. They expect to be paid to air anything related to elections.

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