

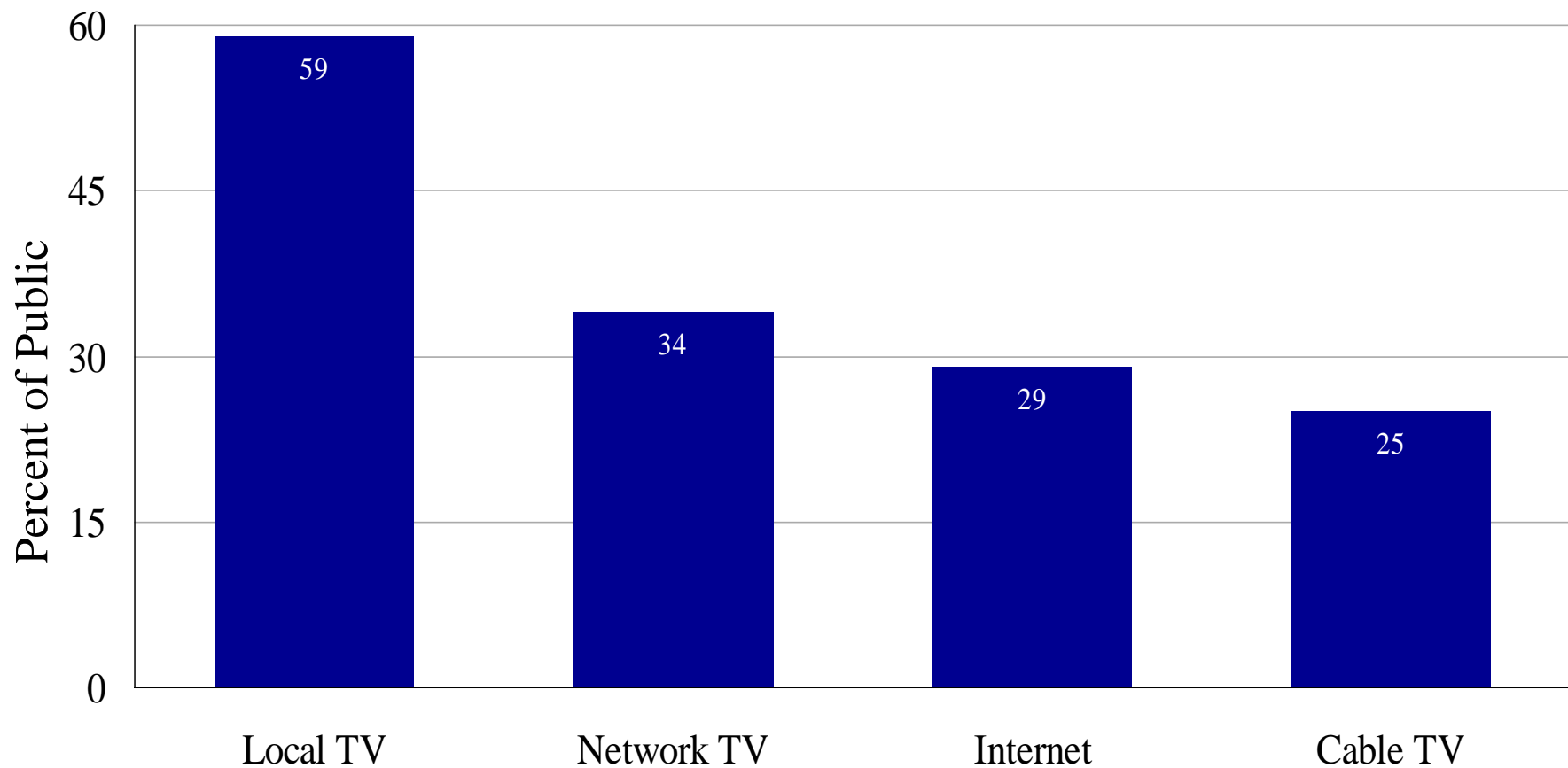


University of Wisconsin Newslab Midwest News Index

Local News Coverage of the 2006
Elections: September 6 to October 6



Most Americans get the majority of their news from *local* television news



Source: Pew Center for People and the Press, 2004



Midwest News Index

- Nine Media Markets in Five States
 - Chicago, Cleveland, Columbus, Detroit, Lansing, Madison, Milwaukee, Minneapolis, and Springfield
- Full Sample – 60 days prior to election
- 1/3 Representative Sample – until Summer 2007



Step 1: Capturing the News

Video Acquisition

- **Digital Capture Equipment** is housed in each media market
- We import the news in **real time**





Step 2: Clipping & Categorization

Please clip...
2006-USA-NAT-198-N

- Community/Local Interest
- Crime/Law/Legal
- Culture/Leisure/Arts/Religion
- Economy/Business/Consumer
- Education/Schools
- Environment/Nature/Animals
- Family
- Foreign/Global/International
- Govt/Political/Policy
- Health
- Important Dates
- Media News
- Non-News
- Obituary/Death
- Prizes/Awards/Gambling
- Science/Technology/Communication
- Sports/Recreation
- States
- Travel/Transportation
- Unintentional Injury
- Weather
- _PROBLEM

Reset

- The team at the UW NewsLab views each news broadcast to **clip** and **categorize** each story
- Each story is **categorized** by its primary focus

MIDWEST NEWS INDEX

Paused 00:05

Headline: *Todd Stroger Gets No Support from Commissioner Claypool*

Market: Chicago, IL
Network: CBS
Station: WBEM
Date: 9/7/2006



Step 3: Coding

- Once stories are clipped, the election stories are then **coded**
- The remaining clipped stories are archived for future use

The screenshot shows a web browser window displaying a coding form for a news story. The browser address bar shows 'http://144.92.193.109 - InfoSite - Coding Frame Set - Microsoft Internet Explorer'. The form is titled '2006-USA-MIN-281-KSTP-47' and includes a 'HELP' button. The headline is 'Mark Foley scandal might have an impact on the midterm elections'. The form contains several sections with dropdown menus and checkboxes for coding the story's content. On the right side of the browser window, there is a video player for 'NEWS VOTE 2006' with 'START' and 'END' buttons, and a 'Submit Problem' button. The website 'COMMITONLINE.COM' is visible at the bottom right.

2006-USA-MIN-281-KSTP-47 2006-USA-MIN-281-KSTP-47 MIN ABC KSTP
15 47

Headline: Mark Foley scandal might have an impact on the midterm elections

HELP

Does the story mention or focus on elections, or does it simply mention a candidate who is running for office?
HELP Select

What race is this story primarily focused on?
HELP Select
Please specify here, if needed:

If the story is not about one specific race, please identify all races which are covered in the story (if any) (check all that apply)?
 President
 U.S. Senate
 U.S. House
 Governor
 Other races
 No races discussed

What kind of election does the story focus on?
HELP Select

In your opinion, what is the primary focus of the story?
HELP Select Please specify if needed:

Does the story discuss Latino / Hispanic interests?
HELP Select

Does the story mention or focus on immigration generally?
HELP Select

Does the story mention or focus on immigration reform?
HELP Select

Does the story mention the tone of the race (Check all that apply)?
HELP No, no mention of tone.
HELP Yes, mentions negative tone
HELP Yes, mentions positive tone

Does the story mention "Democrats" or "Republicans" in general?

START END
Play Pause Stop Mute
NEWS VOTE 2006
Playing: 120 K bits/second 00:01
Return to first page
(all submitted data will be saved)
Submit Problem
COMMITONLINE.COM



Story-Level Analysis

- % of campaign stories about local elections
- % of stories about strategy, horserace, campaign issues
- Race Focus
- Ballot Initiatives
- Voting Issues



Candidate-Level Analysis

Candidate coverage:

- Including time allotted, soundbites, party mention, candidate characteristics, etc.
- Opinion Polls
- Campaign Stops
- Campaign Signs
- Debates



Step 4: Web-based Archive

Completed Stories

- When all questions have been answered, the story is submitted and made available on the **web archive**
- The **video** from each election story is also available in the **searchable archive**

Midwest News Index
Archive

UW NewsLab & The Joyce Foundation

Home Archive UWNewsLab Staff Links

[Next](#) [Last](#) 1628 stories matched your search 1 of 10

	WBBM - CBS in Chicago, IL on 9/7/2006: 24 secs <i>Republicans Claim Voter Fraud</i>	Video ▶
	WBBM - CBS in Chicago, IL on 9/7/2006: 33 secs <i>Todd Stroger Gets No Support from Commissioner Claypool</i>	Video ▶
	WFLD - Fox in Chicago, IL on 9/7/2006: 121 secs <i>Fallout from sentencing of Gov. Ryan weighs on gubernatorial campaign</i>	Video ▶
	WFLD - Fox in Chicago, IL on 9/7/2006: 65 secs <i>Cook County hiring chief suspended, investigation into hiring practices for county workers</i>	Video ▶
	WLS1 - ABC in Chicago, IL on 9/7/2006: 38 secs <i>Commissioner Forest Claypool won't support Tod Stroger in November elections</i>	Video ▶
	WBBM - CBS in Chicago, IL on 9/8/2006: 132 secs <i>Former New York Mayor Rudolph Giuliani visits Chicago campaigning for Dennis Hastert, but focuses on remembering September 11th.</i>	Video ▶



MNI 2006 Broadcast-Level Analysis

- More than 1,800 segments captured (More than 900 hours of programming)
- 1,629 election-related stories aired. These include stories that were primarily about campaigns and elections (958 stories) and stories that either tangentially included elections or made even a single mention of a candidate running for office in an upcoming election (671 stories).
- Just over half of all broadcasts (56 percent) contained at least one story that was primarily about elections, and the average length of stories devoted primarily to elections was roughly 68 seconds.



MNI Average 30 Minute Broadcast Significant Variance by Market

Category	9.7.06 – 10.6.06
Advertising	10 min 7 sec
Sports and weather	7 min 1 sec
Crime	2 min 27 sec
Other	2 min 18 sec
Local interest	2 min 1 sec
Teasers, bumpers, intros	1 min 46 sec
Non-campaign gov't news	1 min 6 sec
Health	1 min 4 sec
Business, economy	1 min 2 sec
Election coverage	36 sec
Foreign policy	23 sec
Unintentional injury	11 sec



Broadcast-Level Analysis

The breakdown by office:

- Gubernatorial coverage consumed a third of the airtime (34 percent) devoted to election stories.
- More than one out of every ten stories (11 percent) was about U.S. House candidates, almost double the coverage of U.S. Senate candidates (6 percent).
- Voting issue stories comprised 8 percent of election coverage.
- Ballot initiatives and bond issues also received 5 percent of all election coverage.



Broadcast-Level Analysis

- Strategy and horserace stories vastly outweighed substantive issue coverage by a margin of almost 3 to 1 (63 to 23 percent).
- Roughly one out of every twenty stories (6 percent) was about former Congressman Mark Foley.
- In the last week of the study (Foley resigned on September 29), 19 percent of all election stories were about Foley. Also, in the last week, 42 percent of stories about the House were about Foley.



Broadcast-Level Analysis

- Only a little over one in four (30 percent) of stories contained a candidate sound bite. When candidates were allowed to speak, the average sound bite was just under 13 seconds.
- Local candidates averaged slightly longer sound bites (just over 18 seconds)
- US House candidates received roughly 12 seconds, gubernatorial candidates received 10 seconds, and US Senate candidates received 9 seconds on average



MNI: Election Season

- Broadcast- and story-level data and analysis
 - 30 Day out study
 - Post-election study
- Market-specific analysis
- Searchable web-based video archive