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**Michigan snapshot...**

**Typical 30 Minute Broadcast Breakdown**

	<b>Five State Avg.</b>	<b>Detroit</b>	<b>Lansing</b>
<b>Advertising</b>	10 min 7 sec	10 min 21 sec	10 min 49 sec
<b>Sports and weather</b>	7 min 1 sec	7 min 39 sec	7 min 7 sec
<b>Crime</b>	2 min 27 sec	2 min 10 sec	2 min 5 sec
<b>Other</b>	2 min 18 sec	1 min 40 sec	1 min 41 sec
<b>Local interest</b>	2 min 1sec	2 min 5 sec	2 min 12 sec
<b>Teasers, bumpers, intros</b>	1 min 46 sec	1 min 36 sec	1 min 46 sec
<b>Non-campaign gov't news</b>	1 min 6 sec	55 sec	58 sec
<b>Health</b>	1 min 4 sec	47 sec	55 sec
<b>Business, economy</b>	1 min 2 sec	1 min 48 sec	1 min 26 sec
<b>Election coverage</b>	36 sec	22 sec	27 sec
<b>Foreign policy</b>	23 sec	31 sec	23 sec
<b>Unintentional injury</b>	11 sec	9 sec	8 sec

- Between September 7 and October 6, the UW NewsLab found that 96 election-related stories aired in Detroit, while 178 election-related stories ran in Lansing. 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.
- In coverage of elections, 76% of stories in Detroit focused on strategy and horserace, while 10% of stories focused on issues. In Lansing, 54% of stories focused on strategy and horserace, while 41% of stories focused on issues.
- In Detroit, 57% of the stories aired focused on the gubernatorial race. In Lansing, 42% of stories focused on the gubernatorial race.

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## **Statement from Rich Robinson of the Michigan Campaign Finance Network**

Television stations have a responsibility to serve the public interest in exchange for having virtually free use of the broadcast spectrum, which is a publicly owned asset. This study shows a major breakdown in that arrangement. Citizens need and deserve serious, in-depth coverage of campaigns and elections so they can make well-informed choices about the future of our state. But they're just not getting the information they need from this vitally important medium.

On the other hand, Michigan television broadcasters are taking in over \$30 million this year in advertising revenue from the gubernatorial campaign alone. They should be investing more of that revenue stream into a public-service information dividend. As citizens, we shouldn't be asking for it, we should be demanding it.

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