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Minnesota snapshot...

Typical 30 Minute Broadcast Breakdown

	Five State Avg.	Minneapolis/ St. Paul
Advertising	10 min 7 sec	10 min 5 sec
Sports and weather	7 min 1 sec	7 min 26 sec
Crime	2 min 27 sec	2 min 29 sec
Other	2 min 18 sec	2 min 51 sec
Local interest	2 min 1sec	1 min 31 sec
Teasers, bumpers, intros	1 min 46 sec	1 min 50 sec
Non-campaign gov't news	1 min 6 sec	46 sec
Health	1 min 4 sec	51 sec
Business, economy	1 min 2 sec	47 sec
Election coverage	36 sec	50 sec
Foreign policy	23 sec	23 sec
Unintentional injury	11 sec	11 sec

- Between September 7 and October 6, the UW NewsLab found that 218 election-related stories aired in Minneapolis/St. Paul. 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 focused on strategy and horserace, while 12% of stories focused on issues.
- 24% of the stories aired focused on U.S. House races, 20% of stories focused on the gubernatorial race, and 13% focused on the U.S. Senate race.

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Statement from Larry Hansen, Vice President, the Joyce Foundation

The Minneapolis/St. Paul stations should be commended for providing more election coverage than their counterparts across the Midwest. However, broadcasters are still not fully meeting their obligation to the public interest. Stories about horserace and strategy issues don't help voters to understand the issues, and nor do they allow citizens to make wise judgments about candidates.

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