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**Ohio snapshot...**

**Typical 30 Minute Broadcast Breakdown**

	<b>Five State Avg.</b>	<b>Cleveland</b>	<b>Columbus</b>
<b>Advertising</b>	10 min 7 sec	10 min 1 sec	10 min 25 sec
<b>Sports and weather</b>	7 min 1 sec	5 min 55 sec	8 min 1 sec
<b>Crime</b>	2 min 27 sec	3 min 25 sec	2 min 51 sec
<b>Other</b>	2 min 18 sec	2 min 43 sec	1 min 59 sec
<b>Local interest</b>	2 min 1sec	2 min 6 sec	1 min 31 sec
<b>Teasers, bumpers, intros</b>	1 min 46 sec	1 min 39 sec	1 min 42 sec
<b>Non-campaign gov't news</b>	1 min 6 sec	1 min 17 sec	1 min 05 sec
<b>Health</b>	1 min 4 sec	52 sec	46 sec
<b>Business, economy</b>	1 min 2 sec	55 sec	34 sec
<b>Election coverage</b>	36 sec	34 sec	36 sec
<b>Foreign policy</b>	23 sec	13 sec	18 sec
<b>Unintentional injury</b>	11 sec	21 sec	13 sec

- Between September 7 and October 6, the UW NewsLab found that 159 election-related stories aired in Cleveland, while 162 election-related stories ran in Columbus. 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, 62% of stories in Cleveland focused on strategy and horserace, while 20% of stories focused on issues. In Columbus, 60% of stories focused on strategy and horserace, while 21% of stories focused on issues.
- In Cleveland, 32% of the stories aired focused on the gubernatorial race, 9% focused on the U.S. Senate race, and 6% focused on U.S. House races. In Columbus, 24% of stories focused on U.S. House races, 18% on the gubernatorial race, and 6% on the U.S. Senate race.

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- Only 1% of all election stories in each of the markets were devoted to candidates for the Ohio General Assembly. Neither market had a single story devoted to the race for Attorney General.
- Sixteen percent of election stories in each market addressed voting issues.

### **Statement from Catherine Turcer of the Ohio Citizen Action Fund**

The Midwest News Index shows us that more time was spent on teasers and introducing news segments than on actual election coverage. During an average thirty-minute news program, viewers in Columbus and Cleveland will see a mere 35 seconds of election coverage and that is simply unacceptable. In sharp contrast, viewers will instead see plenty of 30-second political ads that don't show the full picture. Broadcasters have an obligation to voters, and they're not living up to their part of the deal.