

**For more information:**  
 Mike McCabe  
 Wisconsin Democracy Campaign  
 Ph: 608.255.4260  
[mccabe@wisdc.org](mailto:mccabe@wisdc.org)

**Wisconsin snapshot...**

**Typical 30 Minute Broadcast Breakdown**

	<b>Five State Avg.</b>	<b>Milwaukee</b>	<b>Madison</b>
<b>Advertising</b>	10 min 7 sec	9 min 16 sec	10 min 22 sec
<b>Sports and weather</b>	7 min 1 sec	6 min 41 sec	7 min 11 sec
<b>Crime</b>	2 min 27 sec	3 min 11 sec	2 min 7 sec
<b>Other</b>	2 min 18 sec	2 min 29 sec	2 min 27 sec
<b>Local interest</b>	2 min 1sec	1 min 58 sec	1 min 51 sec
<b>Teasers, bumpers, intros</b>	1 min 46 sec	2 min	1 min 21 sec
<b>Non-campaign gov't news</b>	1 min 6 sec	54 sec	56 sec
<b>Health</b>	1 min 4 sec	1 min 22 sec	1 min 19 sec
<b>Business, economy</b>	1 min 2 sec	48 sec	52 sec
<b>Election coverage</b>	36 sec	36 sec	1 min 5 sec
<b>Foreign policy</b>	23 sec	31 sec	21 sec
<b>Unintentional injury</b>	11 sec	13 sec	4 sec

- Between September 7 and October 6, the UW NewsLab found that 171 election-related stories aired in Milwaukee, while 280 election-related stories ran in Madison. 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, 50% of stories in Milwaukee focused on strategy and horserace, while 25% of stories focused on issues. In Madison, 69% of stories focused on strategy and horserace, while 19% of stories focused on issues.
- In Milwaukee, 38% of the stories aired focused on the gubernatorial race, while 16% focused on voting issues. In Madison, 35% of stories focused on the gubernatorial race, 13% focused on the Attorney General race, and 11% focused on State Legislative races.

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## **Statements from Wisconsin political and government reform leaders**

Mike McCabe, Executive Director, Wisconsin Democracy Campaign

"In the weeks leading up to an election, campaign coverage took a back seat to crime, accidents, sports and weather, celebrities and, most of all, commercials. Even when the stations did turn their woefully short attention span to elections, they primarily told their viewers who was likely to win, while offering next to nothing viewers could use to make up their own minds."

Jay Heck, Executive Director, Common Cause in Wisconsin

"With studies showing that up to 80 percent of the public getting their primary information about political campaigns and candidates from television, it is critical that the information on TV be more than just from thirty and sixty-second attack ads and sound bites. News coverage of the issues in a campaign and not just the "horserace" is critical for voters to make informed choices and to have a reason to vote for something--not just against everything, or worse, to not vote at all."

Andrea Kaminski, Executive Director, League of Women Voters of Wisconsin

"Our democracy is only as good as our citizen participation, and citizens need to be well informed to participate. Tag lines, issue ads and paid political messages are not enough. People need better information -- before and between elections -- to understand the complex policy issues that affect our everyday lives. Television stations have an obligation to provide this, and the Midwest News Index shows that most stations will have to do a lot more than add another "horse race" story to meet their obligation. They need to rethink the way they present the news."

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