

## Ohio snapshot...

### Typical 30 Minute Broadcast Breakdown

Category	Five State Avg.	Cleveland	Columbus
Total Advertising	9 min 46 sec	9 min 16 sec	10 min 25 sec
*Political Advertising	4 min 24 sec	5 min 6 sec	7 min 21 sec
*Avg. Number of Political Ads	8.81	10.2	14.71
Sports and weather	6 min 58 sec	6 min 44 sec	7 min 29 sec
Crime	2 min 20 sec	3 min 13 sec	3 min
Other	2 min 13 sec	2 min 26 sec	1 min 52 sec
Local interest	1 min 54 sec	2 min 26 sec	1 min 35 sec
Teasers, bumpers, intros	1 min 51 sec	1 min 50 sec	1 min 45 sec
Election coverage	1 min 43 sec	1 min 17 sec	1 min 29 sec
Non-campaign gov't news	1 min 2 sec	1 min 16 sec	1 min 9 sec
Business, economy	47 sec	45 sec	26 sec
Health	45 sec	35 sec	25 sec
Foreign policy	27 sec	19 sec	15 sec
Unintentional injury	14 sec	18 sec	9 sec

- Between October 7 and November 6, the UW NewsLab found that 319 election-related stories aired in Cleveland, while 383 election-related stories ran in Madison during the early- and late-evening newscasts captured in the study. 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
  - Within the timeframe, 1,611 paid political ads ran during Cleveland newscasts captured in the study, while 2,354 ads ran in Columbus.
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- In coverage of elections, 53 percent of stories in Cleveland focused on strategy and horserace, while 15 percent of stories focused on issues. In Columbus, 60 percent of stories focused on strategy and horserace, while 12 percent of stories focused on issues.

- 44 percent of election stories in Cleveland were aired in the final week before Election Day. In Columbus, 38 percent of stories aired in the final week.
- 26 percent of election stories in Cleveland addressed voting issues, while 24 percent of election stories in Columbus addressed voting issues.

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

In Ohio, viewers had a mixed bag when it came to election coverage. To their credit, local newscasts devoted approximately a quarter of their election stories to informing citizens about Ohio's recently changed voting procedures. On the downside, viewers in Columbus saw an average of more than seven minutes of election commercials during a typical half-hour news program. These same Columbus viewers saw only one and a-half minutes of election coverage during a typical broadcast. Ironically, of that small amount of time devoted to election coverage, thirteen percent of the stories mentioned, pictured, or focused a campaign ad.

At the end of the day, the public deserves more from local broadcasters when it comes to vital elections like the one we witnessed in Ohio.