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Illinois snapshot...

Typical 30 Minute Broadcast Breakdown

	Five State Avg.	Chicago	Springfield
Advertising	10 min 7 sec	9 min 26	10 min 26 sec
Sports and weather	7 min 1 sec	6 min 5 sec	7 min 17 sec
Crime	2 min 27 sec	1 min 56 sec	1 min 40 sec
Other	2 min 18 sec	2 min 36 sec	1 min 54 sec
Local interest	2 min 1sec	2 min 30 sec	2 min 23 sec
Teasers, bumpers, intros	1 min 46 sec	2 min 3 sec	1 min 51 sec
Non-campaign gov't news	1 min 6 sec	1 min 27 sec	1 min 26 sec
Health	1 min 4 sec	1 min 24 sec	1 min 15 sec
Business, economy	1 min 2 sec	1 min 16 sec	1 min 4 sec
Election coverage	36 sec	29 sec	21 sec
Foreign policy	23 sec	31 sec	18 sec
Unintentional injury	11 sec	17 sec	4 sec

- Between September 7 and October 6, the UW NewsLab found that 188 election-related stories aired in Chicago, while 178 election-related stories ran in Springfield. 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, 55% of stories in Chicago focused on strategy and horserace, while 28% of stories focused on issues. In Springfield, 64% of stories focused on strategy and horserace, while 28% of stories focused on issues.
- In Chicago, 31% of the stories aired focused on the gubernatorial race. In Springfield, 48% of stories focused on the gubernatorial race.

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Statement from Cindi Canary of the Illinois Campaign for Political Reform

Our local television broadcasters have an obligation to provide thoughtful in-depth coverage of campaigns and elections, and the Midwest News Index shows us that they are coming up short. Voters in Illinois should have a chance to hear from candidates up and down the ballot concerning the issues that affect us all. However, when you devote a fraction of time to election news, the public loses.

The reform community has pushed television executives to make free time available for debates, extended interviews and issue-oriented discussions. Some broadcasters have tried but they can't do it without the cooperation of candidates. Candidates also have a responsibility to be available to the public, instead of simply hiding behind political advertisements.

Voters want something of substance from candidates and from broadcasters. With just a month to go before Election Day, give us the 4-week diet of the meat and potatoes that Illinois voters crave. Don't leave us hungering for more.

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