



# **MIDWEST NEWS INDEX**

**An Analysis of Local Television  
News Coverage of Elections and Government  
In Illinois, Michigan, Minnesota, Ohio and Wisconsin**

**Developed By The University of Wisconsin-Madison NewsLab**

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Since September 2006, The University of Wisconsin-Madison's NewsLab has systematically monitored and evaluated local television news coverage of elections and government. Directed by political science professor Ken Goldstein, the UW NewsLab is a state-of-the-art facility that has the infrastructure and capacity to capture, clip, code, analyze and archive any media in any market—domestic or international—in real time. Under the auspices of the Midwest News Index (MNI), an initiative directed by Dr. Goldstein and funded by the Joyce Foundation of Chicago, the UW NewsLab has assembled a large and representative sample of early and late-evening local newscasts on ABC, CBS, Fox and NBC affiliates in nine markets across Illinois (Chicago and Springfield), Michigan (Detroit and Lansing), Minnesota (Minneapolis-St. Paul), Ohio (Cleveland and Columbus), and Wisconsin (Milwaukee and Madison). Due to the study's scale and duration, as well as its focus on a key region of the country, the Midwest News Index and its large archive are truly unique.

To date, the Midwest News Index has generated three reports. The first two—released in October and November 2006—tracked and analyzed the volume and content of local TV election news coverage from Labor Day to Election Day. The most recent report, completed in May, takes a close look at news coverage of government—federal, state and local, and is the first such systematic analysis of local TV political news outside of an election period. The results of these analyses—broken down by region, media markets, and stations—are summarized below. These tables and the Midwest News Index archive can also be accessed on the UW NewsLab's website at [www.mni.wisc.edu](http://www.mni.wisc.edu).

## Election News Coverage

### September 7-October 6, 2006

**Key Finding:** *Between the traditional Labor Day kickoff of the 2006 election season and October 6, television stations in nine Midwest markets devoted an average of 36 seconds to election coverage during the typical 30-minute local news broadcast. By contrast, the typical early-and late-evening local news broadcast contained more than 10 minutes of advertising, over seven minutes of sports and weather, and almost two and a half minutes of crime stories. (Of the more than 1,800 broadcasts analyzed (900 hours of programming), 1,629 election related stories aired. 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 November 2006.)*

#### **Typical 30 Minute Broadcast Breakdown**

Advertising	10 min 7 sec
Sports and weather	7 min 1 sec
Crime	2 min 27 sec
Other	2 min 18 sec
Local interest	2 min 1 sec
Teasers, bumpers, intros	1 min 46 sec
Government news	1 min 6 sec
Health	1 min 4 sec
Business, economy	1 min 2 sec
<b>Election coverage</b>	<b>36 sec</b>
Foreign policy	23 sec
Unintentional injury	11 sec

Other findings:

- Just over half of all broadcasts (56 percent) contained at least one story that was primarily about elections, and the average length of stories devoted primarily to elections was 68 seconds.
- In coverage of elections, strategy and horserace vastly outweighed substantive issue coverage by a margin of almost 3 to 1 (63 percent to 23 percent).

### October 7-November 6, 2006

**Key Finding:** *During the final month leading up to last November's elections (October 7-November 6), local television news viewers in nine Midwest markets received considerably more information about campaigns from paid political advertisements than from actual news coverage. The UW NewsLab's analysis of local newscasts in seven markets revealed that nearly four and a-half minutes of paid political ads aired during the typical 30-minute broadcast compared with an average of one minute and 43 seconds of election news coverage. (During this period, 2,392 election stories and 8,995 political ads aired in the broadcasts on the stations in the seven markets targeted by the UW NewsLab.)*

### Typical 30 Minute Broadcast Breakdown

Total Advertising	9 min 46 sec
* <b>Political advertising</b>	<b>4 min 24 sec</b>
* Avg. number of political ads	8.81
Sports and weather	6 min 58 sec
Crime	2 min 20 sec
Other	2 min 13 sec
Local interest	1 min 54 sec
Teasers, bumpers, intros	1 min 51 sec
<b>Election coverage</b>	<b>1 min 43 sec</b>
Government news	1 min 2 sec
Business, economy	47 sec
Health	45 sec
Foreign policy	27 sec
Unintentional injury	14 sec

#### Other findings:

- Most of the actual news coverage of elections on early and late-evening broadcasts was devoted to campaign strategy and polling, which outpaced reporting on policy issues by a margin of over three to one (65 percent to 17 percent).
- The average length of a single story focused primarily on elections was roughly 76 seconds. (By contrast, a similar national study conducted by the UW NewsLab during the 2002 mid-term election found the average story ran 89 seconds.)
- There was a political ad “echo effect”: over one in ten election news stories mentioned, pictured, or focused on a specific campaign ad.
- 41 percent of the election stories were aired in the final week before Election Day.

**Election News Coverage By Market**  
(9/7/06-10/6/06 and 10/7/06- 11/6/06)

**Illinois**

**Broadcast Breakdown—September 7-October 6**

Category	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-election 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
<b>Election coverage</b>	<b>36 sec</b>	<b>29 sec</b>	<b>21 sec</b>
Foreign policy	23 sec	31 sec	18 sec
Unintentional injury	11 sec	17 sec	4 sec

**Broadcast Breakdown—October 7-November 6**

Category	Five State Avg.*	Chicago	Springfield
Total Advertising	9 min 46 sec	9 min 16 sec	10 min 15 sec
<b>*Political Advertising</b>	<b>4 min 24 sec</b>	<b>3 min 57 sec</b>	<b>NA</b>
<b>*Avg. Number of Political Ads</b>	<b>8.81</b>	<b>7.89</b>	<b>NA</b>
Sports and weather	6 min 58 sec	6 min 6 sec	7 min 19 sec
Crime	2 min 20 sec	2 min 7 sec	1 min 39 sec
Other	2 min 13 sec	2 min 29 sec	1 min 39 sec
Local interest	1 min 54 sec	2 min 10 sec	2 min 29 sec
Teasers, bumpers, intros	1 min 51 sec	2 min 7 sec	1 min 58 sec
<b>Election coverage</b>	<b>1 min 43 sec</b>	<b>2 min 2 sec</b>	<b>1 min</b>
Non-election gov't news	1 min 2 sec	1 min 7 sec	1 min 26 sec
Business, economy	47 sec	43 sec	50 sec
Health	45 sec	54 sec	58 sec
Foreign policy	27 sec	34 sec	23 sec
Unintentional injury	14 sec	26 sec	5 sec

\*Note: The five-state average does not include data from Springfield because advertising data was not available for the market.

**Election News Coverage By Market**  
(9/7/06-10/6/06 and 10/7/06-11/6/06)

**Michigan**

**Broadcast Breakdown—September 7-October 6**

Category	Five State Avg.	Detroit	Lansing
Advertising	10 min 7 sec	10 min 21 sec	10 min 49 sec
Sports and weather	7 min 1 sec	7 min 39 sec	7 min 7 sec
Crime	2 min 27 sec	2 min 10 sec	2 min 5 sec
Other	2 min 18 sec	1 min 40 sec	1 min 41 sec
Local interest	2 min 1 sec	2 min 5 sec	2 min 12 sec
Teasers, bumpers, intros	1 min 46 sec	1 min 36 sec	1 min 46 sec
Non-election gov't news	1 min 6 sec	55 sec	58 sec
Health	1 min 4 sec	47 sec	55 sec
Business, economy	1 min 2 sec	1 min 48 sec	1 min 26 sec
<b>Election coverage</b>	<b>36 sec</b>	<b>22 sec</b>	<b>27 sec</b>
Foreign policy	23 sec	31 sec	23 sec
Unintentional injury	11 sec	9 sec	8 sec

**Broadcast Breakdown—October 7-November 6**

Category	Five State Avg.*	Detroit	Lansing
Total Advertising	9 min 46 sec	10 min 8 sec	10 min 55 sec
<b>*Political Advertising</b>	<b>4 min 24 sec</b>	<b>4 min 18 sec</b>	<b>NA</b>
<b>*Avg. Number of Political Ads</b>	<b>8.81</b>	<b>8.59</b>	<b>NA</b>
Sports and weather	6 min 58 sec	9 min 20 sec	7 min 30 sec
Crime	2 min 20 sec	1 min 46 sec	2 min 3 sec
Other	2 min 13 sec	1 min 26 sec	1 min 3 sec
Local interest	1 min 54 sec	1 min 28 sec	1 min 25 sec
Teasers, bumpers, intros	1 min 51 sec	1 min 42 sec	1 min 53 sec
<b>Election coverage</b>	<b>1 min 43 sec</b>	<b>1 min 23 sec</b>	<b>1 min 46sec</b>
Non-election gov't news	1 min 2 sec	30 sec	59 sec
Business, economy	47 sec	1 min 11 sec	1 min 17 sec
Health	45 sec	37 sec	39 sec
Foreign policy	27 sec	19 sec	25 sec
Unintentional injury	14 sec	10 sec	4 sec

\*Note: The five-state average does not include data from Lansing because advertising data was not available for the market.

**Election News Coverage By Market**  
(9/7/06-10/6/06 and 10/7/06-11/6/06)

**Minnesota**

**Broadcast Breakdown—September 7-October 6**

<b>Category</b>	<b>Five State Avg.</b>	<b>Minneapolis/ St. Paul</b>
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-election gov't news	1 min 6 sec	46 sec
Health	1 min 4 sec	51 sec
Business, economy	1 min 2 sec	47 sec
<b>Election coverage</b>	<b>36 sec</b>	<b>50 sec</b>
Foreign policy	23 sec	23 sec
Unintentional injury	11 sec	11 sec

**Broadcast Breakdown—October 7-November 6**

<b>Category</b>	<b>Five State Avg.</b>	<b>Minneapolis/ St. Paul</b>
Total Advertising	9 min 46 sec	9 min 59 sec
<b>*Political Advertising</b>	<b>4 min 24 sec</b>	<b>4 min 14 sec</b>
<b>*Avg. Number of Political Ads</b>	<b>8.81</b>	<b>8.45</b>
Sports and weather	6 min 58 sec	5 min 57 sec
Crime	2 min 20 sec	1 min 52 sec
Other	2 min 13 sec	2 min 43 sec
Local interest	1 min 54 sec	1 min 49 sec
Teasers, bumpers, intros	1 min 51 sec	1 min 55 sec
<b>Election coverage</b>	<b>1 min 43 sec</b>	<b>1 min 48 sec</b>
Non-election gov't news	1 min 2 sec	57 sec
Business, economy	47 sec	1 min 2 sec
Health	45 sec	1 min 1 sec
Foreign policy	27 sec	39 sec
Unintentional injury	14 sec	18 sec

**Election News Coverage By Market**  
**(9/7/06-10/6/06 and 10/7/06-11/6/06)**

**Ohio**

**Broadcast Breakdown—September 7-October 6**

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

**Broadcast Breakdown—October 7-November 6**

<b>Category</b>	<b>Five State Avg.</b>	<b>Cleveland</b>	<b>Columbus</b>
Total Advertising	9 min 46 sec	9 min 16 sec	10 min 25 sec
<b>*Political Advertising</b>	<b>4 min 24 sec</b>	<b>5 min 6 sec</b>	<b>7 min 21 sec</b>
<b>*Avg. Number of Political Ads</b>	<b>8.81</b>	<b>10.2</b>	<b>14.71</b>
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
<b>Election coverage</b>	<b>1 min 43 sec</b>	<b>1 min 17 sec</b>	<b>1 min 29 sec</b>
Non-election 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



**Election News Coverage By Market**  
**(9/7/06-10/6/06 and 10/7/06-11/6/06)**

**Wisconsin**

**Broadcast Breakdown—September 7-October 6**

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

**Broadcast Breakdown—October 7-November 6**

<b>Category</b>	<b>Five State Avg.</b>	<b>Milwaukee</b>	<b>Madison</b>
Total Advertising	9 min 46 sec	9 min 1 sec	10 min 21 sec
<b>*Political Advertising</b>	<b>4 min 24 sec</b>	<b>2 min 52 sec</b>	<b>2 min 41 sec</b>
<b>*Avg. Number of Political Ads</b>	<b>8.81</b>	<b>5.73</b>	<b>5.37</b>
Sports and weather	6 min 58 sec	6 min 48 sec	7 min 6 sec
Crime	2 min 20 sec	3 min 6 sec	1 min 8 sec
Other	2 min 13 sec	2 min 19 sec	2 min 6 sec
Local interest	1 min 54 sec	1 min 45 sec	2 min 42 sec
Teasers, bumpers, intros	1 min 51 sec	1 min 54 sec	1 min 39 sec
<b>Election coverage</b>	<b>1 min 43 sec</b>	<b>1 min 41 sec</b>	<b>2 min 14 sec</b>
Non-election gov't news	1 min 2 sec	1 min 12 sec	51 sec
Business, economy	47 sec	45 sec	41 sec
Health	45 sec	38 sec	1 min 1 sec
Foreign policy	27 sec	40 sec	22 sec
Unintentional injury	14 sec	11 sec	8 sec

## Election News Coverage (9/7/06-11/6/06)

### Illinois

#### State Broadcast Breakdown by Market

Category	Five State Avg.	Chicago Avg.	Springfield Avg.
Advertising	10 min 1 sec	9 min 21 sec	10 min 20 sec
Sports and Weather	7 min 2 sec	6 min 5 sec	7 min 18 sec
Crime	2 min 21 sec	2 min 1 sec	1 min 40 sec
Other	2 min 11 sec	2 min 32 sec	1 min 47 sec
Local Interest	1 min 58 sec	2 min 21 sec	2 min 25 sec
Teasers, Bumpers, Intro	1 min 49 sec	2 min 5 sec	1 min 54 sec
<b>Election Coverage</b>	<b>1 min 6 sec</b>	<b>1 min 12 sec</b>	<b>38 sec</b>
Non-Election Gov't News	1 min 5 sec	1 min 18 sec	1 min 26 sec
Business, Economy	56 sec	1 min 1 sec	57 sec
Health	55 sec	1 min 10 sec	1 min 7 sec
World Affairs	25 sec	33 sec	22 sec
Unintentional Injury	12 sec	21 sec	5 sec

#### Chicago Broadcast Breakdown by Station

Category	Chicago Avg.	WMAQ (NBC)	WLS (ABC)	WBBM (CBS)	WFLD (FOX)
Advertising	9 min 21 sec	9 min 31 sec	8 min 58 sec	9 min 33 sec	9 min 24 sec
Sports and Weather	6 min 5 sec	5 min 57 sec	6 min 44 sec	6 min 27 sec	4 min 58 sec
Crime	2 min 1 sec	2 min 12 sec	1 min 51 sec	1 min 37 sec	2 min 31 sec
Other	2 min 32 sec	2 min 43 sec	2 min 48 sec	2 min 23 sec	2 min 8 sec
Local Interest	2 min 21 sec	2 min 17 sec	2 min 30 sec	2 min 22 sec	2 min 12 sec
Teasers, Bumpers, Intro	2 min 5 sec	1 min 53 sec	1 min 58 sec	2 min 26 sec	2 min 4 sec
<b>Election Coverage</b>	<b>1 min 12 sec</b>	<b>1 min 16 sec</b>	<b>1 min 12 sec</b>	<b>53 sec</b>	<b>1 min 31 sec</b>
Non-Election Gov't News	1 min 18 sec	1 min 9 sec	1 min 20 sec	1 min 11 sec	1 min 36 sec
Business, Economy	1 min 1 sec	59 sec	1 min 6 sec	46 sec	1 min 14 sec
Health	1 min 10 sec	1 min 6 sec	48 sec	1 min 31 sec	1 min 18 sec
World Affairs	33 sec	32 sec	27 sec	28 sec	47 sec
Unintentional Injury	21 sec	26 sec	17 sec	23 sec	17 sec

#### Springfield Broadcast Breakdown by Station

Category	Springfield Avg.	WAND (NBC)	WICS (ABC)	WCIA (CBS)	WRSP (FOX)
Advertising	10 min 20 sec	9 min 43 sec	9 min 52 sec	11 min 13 sec	10 min 57 sec
Sports and Weather	7 min 18 sec	8 min 28 sec	7 min 4 sec	7 min 9 sec	5 min 22 sec
Crime	1 min 40 sec	1 min 49 sec	1 min 46 sec	1 min 19 sec	1 min 51 sec
Other	1 min 47 sec	1 min 46 sec	1 min 43 sec	1 min 59 sec	1 min 30 sec
Local Interest	2 min 25 sec	2 min 26 sec	2 min 20 sec	2 min 33 sec	2 min 16 sec
Teasers, Bumpers, Intro	1 min 54 sec	1 min 29 sec	1 min 53 sec	2 min 11 sec	2 min 22 sec
<b>Election Coverage</b>	<b>38 sec</b>	<b>33 sec</b>	<b>52 sec</b>	<b>24 sec</b>	<b>55 sec</b>
Non-Election Gov't News	1 min 26 sec	1 min 17 sec	1 min 46 sec	1 min 10 sec	1 min 35 sec
Business, Economy	57 sec	1 min 1 sec	1 min 2 sec	46 sec	1 min 6 sec
Health	1 min 7 sec	1 min 10 sec	1 min 17 sec	45 sec	1 min 27 sec
World Affairs	22 sec	12 sec	20 sec	28 sec	38 sec
Unintentional Injury	5 sec	7 sec	4 sec	5 sec	1 sec

## Election News Coverage (9/7/06-11/6/06)

### Michigan

#### State Broadcast Breakdown by Market

Category	Five State Avg.	Lansing Avg.	Detroit Avg.
Advertising	10 min 1 sec	10 min 52 sec	10 min 15 sec
Sports and Weather	7 min 2 sec	7 min 17 sec	8 min 27 sec
Crime	2 min 21 sec	2 min 4 sec	1 min 59 sec
Other	2 min 11 sec	1 min 24 sec	1 min 33 sec
Local Interest	1 min 58 sec	1 min 52 sec	1 min 47 sec
Teasers, Bumpers, Intro	1 min 49 sec	1 min 49 sec	1 min 38 sec
<b>Election Coverage</b>	<b>1 min 6 sec</b>	<b>1 min 3 sec</b>	<b>51 sec</b>
Non-Election Gov't News	1 min 5 sec	58 sec	43 sec
Business, Economy	56 sec	1 min 22 sec	1 min 30 sec
Health	55 sec	48 sec	42 sec
World Affairs	25 sec	24 sec	25 sec
Unintentional Injury	12 sec	6 sec	9 sec

#### Lansing Broadcast Breakdown by Station

Category	Lansing Avg.	WLAJ (ABC)	WLNS (CBS)	WSYM (FOX)	WILX (NBC)
Advertising	10 min 52 sec	8 min 20 sec	11 min 1 sec	10 min 39 sec	11 min 39 sec
Sports and Weather	7 min 17 sec	3 min 10 sec	8 min 1 sec	6 min 38 sec	8 min 19 sec
Crime	2 min 4 sec	4 min 24 sec	2 min 17 sec	1 min 28 sec	1 min 38 sec
Other	1 min 24 sec	1 min 49 sec	1 min 25 sec	1 min 30 sec	1 min 11 sec
Local Interest	1 min 52 sec	2 min 47 sec	1 min 10 sec	2 min 33 sec	1 min 44 sec
Teasers, Bumpers, Intro	1 min 49 sec	2 min 14 sec	1 min 46 sec	2 min 10 sec	1 min 30 sec
<b>Election Coverage</b>	<b>1 min 3 sec</b>	<b>1 min 15 sec</b>	<b>53 sec</b>	<b>53 sec</b>	<b>1 min 17 sec</b>
Non-Election Gov't News	58 sec	1 min 57 sec	1 min 8 sec	35 sec	49 sec
Business, Economy	1 min 22 sec	3 min 18 sec	55 sec	1 min 53 sec	49 sec
Health	48 sec	18 sec	49 sec	1 min 3 sec	45 sec
World Affairs	24 sec	16 sec	28 sec	35 sec	13 sec
Unintentional Injury	6 sec	11 sec	7 sec	4 sec	6 sec

#### Detroit Broadcast Breakdown by Station

Category	Detroit Avg.	WDIV (NBC)	WXYZ (ABC)	WJBK (FOX)
Advertising	10 min 15 sec	10 min 28 sec	10 min 9 sec	10 min 5 sec
Sports and Weather	8 min 27 sec	9 min 12 sec	8 min 57 sec	6 min 34 sec
Crime	1 min 59 sec	1 min 52 sec	1 min 37 sec	2 min 41 sec
Other	1 min 33 sec	1 min 14 sec	1 min 37 sec	1 min 55 sec
Local Interest	1 min 47 sec	1 min 23 sec	1 min 46 sec	2 min 26 sec
Teasers, Bumpers, Intro	1 min 38 sec	1 min 39 sec	1 min 28 sec	1 min 49 sec
<b>Election Coverage</b>	<b>51 sec</b>	<b>55 sec</b>	<b>1 min 2 sec</b>	<b>27 sec</b>
Non-Election Gov't News	43 sec	33 sec	40 sec	1 min 4 sec
Business, Economy	1 min 30 sec	1 min 29 sec	1 min 46 sec	1 min 10 sec
Health	42 sec	38 sec	32 sec	1 min 6 sec
World Affairs	25 sec	21 sec	22 sec	36 sec
Unintentional Injury	9 sec	15 sec	5 sec	7 sec

## Election News Coverage (9/7/06-11/6/06)

### Minnesota

#### State Broadcast Breakdown by Market

Category	Five State Avg.	Minneapolis/St. Paul Avg.
Advertising	10 min 1 sec	10 min 2 sec
Sports and Weather	7 min 2 sec	6 min 44 sec
Crime	2 min 21 sec	2 min 12 sec
Other	2 min 11 sec	2 min 47 sec
Local Interest	1 min 58 sec	1 min 40 sec
Teasers, Bumpers, Intro	1 min 49 sec	1 min 52 sec
<b>Election Coverage</b>	<b>1 min 6 sec</b>	<b>1 min 17 sec</b>
Non-Election Gov't News	1 min 5 sec	51 sec
Business, Economy	56 sec	54 sec
Health	55 sec	56 sec
World Affairs	25 sec	31 sec
Unintentional Injury	12 sec	14 sec

#### Minneapolis/St. Paul Broadcast Breakdown by Station

Category	Minn/St. Paul Avg.	KARE (NBC)	KSTP (ABC)	WCCO (CBS)	KMSP (FOX)
Advertising	9 min 59 sec	10 min 2 sec	10 min 41 sec	10 min 17 sec	8 min 51 sec
Sports and Weather	5 min 57 sec	7 min 44 sec	6 min 22 sec	6 min 3 sec	6 min 46 sec
Crime	1 min 52 sec	1 min 42 sec	2 min 42 sec	1 min 39 sec	2 min 47 sec
Other	2 min 43 sec	2 min 47 sec	2 min 27 sec	3 min 2 sec	2 min 56 sec
Local Interest	1 min 49 sec	1 min 33 sec	1 min 36 sec	1 min 44 sec	1 min 48 sec
Teasers, Bumpers, Intro	1 min 55 sec	1 min 47 sec	1 min 24 sec	1 min 58 sec	2 min 32 sec
<b>Election Coverage</b>	<b>1 min 17 sec</b>	<b>1 min 27 sec</b>	<b>1 min 15 sec</b>	<b>1 min 25 sec</b>	<b>58 sec</b>
Non-Election Gov't News	57 sec	45 sec	1 min 9 sec	39 sec	48 sec
Business, Economy	1 min 2 sec	47 sec	1 min	1 min	48 sec
Health	1 min 1 sec	55 sec	35 sec	1 min 30 sec	46 sec
World Affairs	39 sec	24 sec	32 sec	30 sec	40 sec
Unintentional Injury	18 sec	9 sec	16 sec	14 sec	19 sec

## Election News Coverage (9/7/06-11/6/06)

### Ohio

#### State Broadcast Breakdown by Market

Category	Five State Avg.	Columbus Avg.	Cleveland Avg.
Advertising	10 min 1 sec	10 min 25 sec	9 min 40 sec
Sports and Weather	7 min 2 sec	7 min 46 sec	6 min 18 sec
Crime	2 min 21 sec	2 min 55 sec	3 min 20 sec
Other	2 min 11 sec	1 min 56 sec	2 min 35 sec
Local Interest	1 min 58 sec	1 min 33 sec	2 min 3 sec
Teasers, Bumpers, Intro	1 min 49 sec	1 min 44 sec	1 min 44 sec
<b>Election Coverage</b>	<b>1 min 6 sec</b>	<b>1 min 1 sec</b>	<b>54 sec</b>
Non-Election Gov't News	1 min 5 sec	1 min 7 sec	1 min 16 sec
Business, Economy	56 sec	30 sec	50 sec
Health	55 sec	36 sec	44 sec
World Affairs	25 sec	16 sec	16 sec
Unintentional Injury	12 sec	11 sec	20 sec

#### Columbus Broadcast Breakdown by Station

Category	Columbus Avg.	WCMH (NBC)	WSYX (ABC)	WBNS (CBS)	WTTE (FOX)
Advertising	10 min 25 sec	10 min 11 sec	11 min	10 min 23 sec	9 min 58 sec
Sports and Weather	7 min 28 sec	8 min 12 sec	7 min 52 sec	7 min 52 sec	6 min 50 sec
Crime	3 min	3 min 49 sec	2 min 38 sec	2 min 54 sec	2 min 4 sec
Other	1 min 52 sec	1 min 49 sec	1 min 58 sec	1 min 43 sec	2 min 19 sec
Local Interest	1 min 35 sec	1 min 17 sec	1 min 24 sec	1 min 21 sec	2 min 24 sec
Teasers, Bumpers, Intro	1 min 45 sec	1 min 40 sec	1 min 31 sec	1 min 59 sec	1 min 46 sec
<b>Election Coverage</b>	<b>1 min 1 sec</b>	<b>45 sec</b>	<b>1 min 4 sec</b>	<b>1 min 7 sec</b>	<b>1 min 12 sec</b>
Non-Election Gov't News	1 min 9 sec	1 min 4 sec	1 min 3 sec	1 min 16 sec	1 min 6 sec
Business, Economy	26 sec	26 sec	26 sec	31 sec	41 sec
Health	25 sec	22 sec	33 sec	36 sec	59 sec
World Affairs	15 sec	4 sec	22 sec	9 sec	37 sec
Unintentional Injury	9 sec	19 sec	8 sec	9 sec	7 sec

#### Cleveland Broadcast Breakdown by Station

Category	Cleveland Avg.	WKYC (NBC)	WEWS (ABC)	WOIO (CBS)	WJW (FOX)
Advertising	9 min 16 sec	9 min 37 sec	9 min 41 sec	9 min 39 sec	9 min 44 sec
Sports and Weather	6 min 43 sec	6 min 54 sec	7 min 15 sec	5 min 5 sec	5 min 48 sec
Crime	3 min 13 sec	2 min 43 sec	2 min 11 sec	5 min 11 sec	3 min 13 sec
Other	2 min 26 sec	2 min 54 sec	2 min 10 sec	2 min 44 sec	2 min 32 sec
Local Interest	2 min	1 min 44 sec	1 min 43 sec	2 min 1 sec	3 min
Teasers, Bumpers, Intro	1 min 50 sec	1 min 45 sec	1 min 47 sec	1 min 27 sec	2 min
<b>Election Coverage</b>	<b>54 sec</b>	<b>42 sec</b>	<b>1 min 47 sec</b>	<b>24 sec</b>	<b>40 sec</b>
Non-Election Gov't News	1 min 16 sec	1 min 15 sec	1 min 14 sec	1 min 30 sec	1 min 2 sec
Business, Economy	45 sec	52 sec	58 sec	48 sec	41 sec
Health	35 sec	54 sec	45 sec	35 sec	42 sec
World Affairs	19 sec	16 sec	18 sec	10 sec	19 sec
Unintentional Injury	18 sec	23 sec	11 sec	26 sec	19 sec

## Election News Coverage (9/7/06-11/6/06)

### Wisconsin

#### State Broadcast Breakdown by Market

Category	Five State Avg.	Madison Avg.	Milwaukee Avg.
Advertising	10 min 1 sec	10 min 22 sec	9 min 6 sec
Sports and Weather	7 min 2 sec	7 min 9 sec	6 min 45 sec
Crime	2 min 21 sec	1 min 37 sec	3 min 11 sec
Other	2 min 11 sec	2 min 16 sec	2 min 26 sec
Local Interest	1 min 58 sec	2 min 7 sec	1 min 52 sec
Teasers, Bumpers, Intro	1 min 49 sec	1 min 32 sec	1 min 57 sec
<b>Election Coverage</b>	<b>1 min 6 sec</b>	<b>1 min 39 sec</b>	<b>1 min 10 sec</b>
Non-Election Gov't News	1 min 5 sec	54 sec	1 min 3 sec
Business, Economy	56 sec	47 sec	47 sec
Health	55 sec	1 min 10 sec	58 sec
World Affairs	25 sec	22 sec	35 sec
Unintentional Injury	12 sec	6 sec	11 sec

#### Madison Broadcast Breakdown by Station

Category	Madison Avg.	WMTV (NBC)	WKOW (ABC)	WISC (CBS)	WMSN (FOX)
Advertising	10 min 21 sec	10 min 7 sec	10 min 5 sec	10 min 28 sec	11 min 24 sec
Sports and Weather	7 min 6 sec	6 min 20 sec	7 min 19 sec	7 min 14 sec	8 min 24 sec
Crime	1 min 8 sec	1 min 30 sec	1 min 47 sec	1 min 32 sec	1 min 44 sec
Other	2 min 6 sec	2 min 10 sec	2 min 29 sec	2 min 20 sec	1 min 53 sec
Local Interest	2 min 23 sec	2 min 2 sec	1 min 48 sec	2 min 53 sec	1 min 49 sec
Teasers, Bumpers, Intro	1 min 39 sec	1 min 47 sec	1 min 27 sec	1 min 35 sec	1 min 4 sec
<b>Election Coverage</b>	<b>1 min 39 sec</b>	<b>1 min 10 sec</b>	<b>1 min 28 sec</b>	<b>1 min 41 sec</b>	<b>51 sec</b>
Non-Election Gov't News	51 sec	59 sec	52 sec	51 sec	54 sec
Business, Economy	41 sec	54 sec	54 sec	32 sec	48 sec
Health	1 min 1 sec	1 min 28 sec	1 min 17 sec	47 sec	1 min 6 sec
World Affairs	22 sec	22 sec	30 sec	6 sec	34 sec
Unintentional Injury	8 sec	13 sec	5 sec	1 sec	1 sec

#### Milwaukee Broadcast Breakdown by Station

Category	Milwaukee Avg.	WTMJ (NBC)	WISN (ABC)	WDJT (CBS)	WITI (FOX)
Advertising	8 min 59 sec	9 min 37 sec	9 min 6 sec	8 min 34 sec	9 min 2 sec
Sports and Weather	6 min 51 sec	7 min 39 sec	5 min 37 sec	7 min 37 sec	5 min 59 sec
Crime	3 min 9 sec	2 min 4 sec	3 min 11 sec	4 min 32 sec	3 min 1 sec
Other	2 min 18 sec	2 min 29 sec	2 min 36 sec	2 min 7 sec	2 min 34 sec
Local Interest	1 min 45 sec	1 min 45 sec	1 min 52 sec	1 min 30 sec	2 min 28 sec
Teasers, Bumpers, Intro	1 min 55 sec	1 min 30 sec	2 min 46 sec	1 min 7 sec	2 min 31 sec
<b>Election Coverage</b>	<b>1 min 10 sec</b>	<b>1 min 35 sec</b>	<b>1 min 23 sec</b>	<b>51 sec</b>	<b>38 sec</b>
Non-Election Gov't News	1 min 12 sec	58 sec	1 min 2 sec	1 min 14 sec	58 sec
Business, Economy	45 sec	54 sec	31 sec	34 sec	1 min 15 sec
Health	37 sec	53 sec	1 min 20 sec	40 sec	54 sec
World Affairs	39 sec	26 sec	26 sec	59 sec	29 sec
Unintentional Injury	11 sec	10 sec	11 sec	14 sec	11 sec

**UW NewsLab Midwest News Index Stations Level Results**

***Election Coverage By Station***

(September 6 – November 6, 2006)

Market	Network	Station	Video Capture Rate	Total Election Stories	Avg Election Time per 30 Min Bcast	Avg Election Story Time	Avg Sound Bite (sec)	Strategy/ Horse Race (%)	Issue (%)	Mention or Focus on Reform (%)	Pres (%)	Sen (%)	House (%)	Gov (%)	Local Races (%)
Chicago	ABC	WLS	100%	155	3 min 7 sec	1 min 35 sec	10	70	17	25	3	1	14	32	23
Chicago	CBS	WBBM	98%	139	2 min 9 sec	1 min 14 sec	8	73	5	17	7	1	17	32	14
Chicago	FOX	WFLD	100%	135	2 min 35 sec	1 min 31 sec	9	68	17	16	3	3	14	28	16
Chicago	NBC	WMAQ	99%	182	2 min 54 sec	1 min 18 sec	8	81	9	15	6	3	18	28	17
Cleveland	ABC	WEWS	100%	231	2 min 53 sec	1 min 8 sec	13	60	17	6	1	20	7	28	2
Cleveland	CBS	WOIO	100%	71	1 min 33 sec	0 min 58 sec	7	58	17	7	0	16	4	10	7
Cleveland	FOX	WJW	98%	57	1 min 30 sec	1 min 22 sec	11	47	14	12	0	11	4	19	2
Cleveland	NBC	WKYC	98%	118	2 min 1 sec	1 min 1 sec	8	55	17	6	1	14	4	11	1
Columbus	ABC	WSYX	98%	151	2 min 29 sec	1 min 7 sec	10	63	13	5	1	11	13	14	4
Columbus	CBS	WBNS	96%	170	1 min 49 sec	0 min 50 sec	9	69	6	7	1	11	13	25	3
Columbus	FOX	WTTE	97%	115	2 min 0 sec	1 min 10 sec	9	61	13	5	2	11	14	10	4
Columbus	NBC	WCMH	98%	111	1 min 29 sec	0 min 54 sec	13	46	23	5	2	13	15	9	5
Detroit	ABC	WXYZ	98%	149	2 min 10 sec	0 min 56 sec	9	78	10	4	0	22	4	52	4
Detroit	FOX	WJBK	97%	55	1 min 47 sec	1 min 17 sec	12	68	20	6	0	13	4	36	2
Detroit	NBC	WDIV	98%	105	2 min 1 sec	1 min 12 sec	7	76	8	2	1	14	3	51	2
Lansing	ABC	WLAJ	100%	99	1 min 21 sec	0 min 43 sec	9	63	29	0	0	15	10	36	4
Lansing	CBS	WLNS	93%	118	1 min 58 sec	1 min 0 sec	15	68	23	2	1	9	7	31	8
Lansing	FOX	WSYM	97%	90	1 min 39 sec	1 min 9 sec	8	59	28	1	0	13	6	34	8
Lansing	NBC	WILX	96%	203	2 min 15 sec	0 min 56 sec	11	62	30	1	15	5	37	8	5
Madison	ABC	WKOW	98%	179	3 min 14 sec	1 min 24 sec	20	56	32	11	1	4	5	29	18
Madison	CBS	WISC	98%	224	3 min 25 sec	1 min 20 sec	12	68	20	6	2	0	5	40	19
Madison	FOX	WMSN	98%	63	2 min 28 sec	1 min 6 sec	11	72	18	13	0	2	3	30	14
Madison	NBC	WMTV	98%	196	3 min 32 sec	1 min 33 sec	56	62	22	14	1	1	3	25	29
Milwaukee	ABC	WISN	96%	174	2 min 52 sec	1 min 26 sec	10	57	17	9	1	2	12	33	21
Milwaukee	CBS	WDJT	93%	169	1 min 58 sec	0 min 55 sec	23	55	28	12	0	2	10	40	11
Milwaukee	FOX	WITI	95%	51	1 min 27 sec	1 min 27 sec	14	51	33	10	0	0	2	40	0
Milwaukee	NBC	WTMJ	95%	145	3 min 4 sec	1 min 32 sec	22	64	18	6	5	1	7	41	22
Minneapolis	ABC	KSTP	99%	161	2 min 46 sec	1 min 11 sec	7	68	13	8	1	11	21	22	5
Minneapolis	CBS	WCCO	99%	146	3 min 6 sec	1 min 23 sec	8	75	9	12	2	12	24	23	3
Minneapolis	FOX	KMSP	100%	107	1 min 57 sec	1 min 18 sec	9	76	11	7	0	11	11	22	10
Minneapolis	NBC	KARE	98%	152	2 min 48 sec	1 min 23 sec	8	76	16	3	1	18	16	22	4
Springfield	ABC	WICS	98%	229	2 min 21 sec	0 min 56 sec	17	63	20	12	2	0	10	49	16
Springfield	CBS	WCIA	98%	107	1 min 18 sec	0 min 43 sec	9	73	14	15	8	1	8	38	16
Springfield	FOX	WRSP	100%	71	2 min 36 sec	1 min 4 sec	12	53	28	9	1	0	1	31	21
Springfield	NBC	WAND	98%	132	1 min 40 sec	0 min 52 sec	13	54	27	17	2	1	11	48	9

## Government News Coverage

January 1-March 31, 2007

**Key Finding:** *During the first quarter of 2007, the 36 television stations monitored by the UW NewsLab dedicated just one minute and 35 seconds to government news during a typical 30-minute news broadcast. In contrast, five times more airtime was spent on “sports and weather.” Crime stories, averaging 2 minutes 13 seconds, also trumped government coverage as did “teasers, bumpers, and intros” at nearly 2 minutes. (These findings are based on an analysis of 1,800 broadcasts (over 900 hours of programming), including 2,797 government news stories and 258 stories on elections.)*

### Typical 30 Minute Broadcast Breakdown

Advertising	9 min 12 sec
Sports and weather	7 min 41 sec
Other	2 min 16 sec
Crime	2 min 13 sec
Local interest	2 min 11 sec
Teasers, bumpers, intros	1 min 57 sec
<b>Non-election Gov't News</b>	<b>1 min 35 sec</b>
Business, economy	1 min 2 sec
Health	52 sec
World affairs	24 sec
Election coverage	20 sec
Unintentional injury	16 sec

Other findings:

- When advertising, which accounts for more than 9 minutes of a typical newscast, is factored out, the amount of government news, as a percentage of all news, within the nine markets ranged on average between 5.4 and 11 percent (Detroit and Milwaukee—5.5%; Chicago, Cleveland, Madison, and Minneapolis-St. Paul—7%; Columbus—8%; and Lansing and Springfield—11%)
- The 1 minute 35 seconds devoted to government coverage in a typical 30-minute local TV newscast was fairly evenly spread among all levels of government: on average 32 percent federal, 26 percent state, and 23 percent local, with stories involving more than one level of government accounting for another 19 percent.
- President Bush was mentioned in 26 percent of all government stories, while 21 percent mentioned the U.S. Senate and 17 percent mentioned the House of Representatives.
- 18 percent of government stories mentioned or focused on a piece of legislation, and five percent of those stories dealt with education and 11 percent with health care legislation.



- At the state level, 17 percent of government stories referenced governors while 12 percent mentioned state legislatures.
- About 4 percent of stories mentioned or focused on political reform and 8 percent on scandal.
- The television markets in which four state capitals are located—Springfield, Lansing, Columbus, and Madison—provided more government news coverage than the stations in the much larger Chicago, Detroit, Cleveland and Milwaukee markets.

## Government News Coverage (1/1/07-3/31/07)

### Illinois

#### State Broadcast Breakdown by Market

Category	Five State Avg.	Chicago	Springfield
Advertising	9 min 12 sec	8 min 45 sec	9 min 31 sec
Sports and Weather	7 min 41 sec	7 min 43 sec	7 min 37 sec
Other	2 min 16 sec	2 min 24 sec	1 min 37 sec
Crime	2 min 13 sec	2 min 2 sec	1 min 29 sec
Local Interest	2 min 11 sec	2 min 11 sec	2 min 35 sec
Teasers, Bumpers, Intros	1 min 57 sec	2 min 11 sec	2 min 7 sec
<b>Non-election Gov't News</b>	<b>1 min 35 sec</b>	<b>1 min 33 sec</b>	<b>2 min 17 sec</b>
Business, Economy	1 min 3 sec	46 sec	1 min 1 sec
Health	52 sec	52 sec	55 sec
World Affairs	24 sec	25 sec	14 sec
Election Coverage	20 sec	56 sec	30 sec
Unintentional Injury	16 sec	12 sec	8 sec

#### Chicago Broadcast Breakdown by Station

Category	Chicago Avg.	WMAQ (NBC)	WLS (ABC)	WBBM (CBS)	WFLD (FOX)
Advertising	8 min 45 sec	9 min 25 sec	8 min 7 sec	8 min 45 sec	8 min 42 sec
Sports and Weather	7 min 43 sec	7 min 56 sec	8 min 13 sec	8 min 32 sec	6 min 13 sec
Other	2 min 24 sec	2 min 7 sec	2 min 39 sec	2 min 16 sec	2 min 33 sec
Crime	2 min 2 sec	1 min 43 sec	2 min 21 sec	1 min 55 sec	2 min 9 sec
Local Interest	2 min 11 sec	1 min 42 sec	2 min 23 sec	1 min 47 sec	2 min 52 sec
Teasers, Bumpers, Intros	2 min 11 sec	2 min 6 sec	2 min 12 sec	2 min 6 sec	2 min 20 sec
<b>Non-election Gov't News</b>	<b>1 min 33 sec</b>	<b>1 min 41 sec</b>	<b>1 min 31 sec</b>	<b>1 min 12 sec</b>	<b>1 min 45 sec</b>
Business, Economy	46 sec	36 sec	47 sec	54 sec	48 sec
Health	52 sec	1 min 1 sec	32 sec	1 min 12 sec	44 sec
World Affairs	25 sec	31 sec	26 sec	26 sec	18 sec
Election Coverage	56 sec	1 min 1 sec	46 sec	29 sec	1 min 28 sec
Unintentional Injury	12 sec	11 sec	4 sec	26 sec	8 sec

#### Springfield Broadcast Breakdown by Station

Category	Springfield Avg.	WAND (NBC)	WICS (ABC)	WCIA (CBS)	WRSP (FOX)
Advertising	9 min 31 sec	9 min 19 sec	9 min 23 sec	9 min 53 sec	9 min 33 sec
Sports and Weather	7 min 37 sec	8 min 33 sec	7 min 46 sec	7 min 13 sec	5 min 59 sec
Other	1 min 37 sec	1 min 55 sec	1 min 14 sec	2 min 4 sec	47 sec
Crime	1 min 29 sec	1 min 29 sec	1 min 35 sec	1 min 21 sec	1 min 33 sec
Local Interest	2 min 35 sec	2 min 7 sec	2 min 29 sec	3 min 3 sec	2 min 56 sec
Teasers, Bumpers, Intros	2 min 7 sec	1 min 38 sec	2 min 3 sec	2 min 27 sec	2 min 45 sec
<b>Non-election Gov't News</b>	<b>2 min 17 sec</b>	<b>2 min 24 sec</b>	<b>2 min 38 sec</b>	<b>1 min 42 sec</b>	<b>2 min 26 sec</b>
Business, Economy	1 min 1 sec	1 min 3 sec	1 min 4 sec	56 sec	56 sec
Health	55 sec	56 sec	36 sec	48 sec	1 min 45 sec
World Affairs	14 sec	8 sec	15 sec	18 sec	21 sec
Election Coverage	30 sec	21 sec	50 sec	8 sec	53 sec
Unintentional Injury	8 sec	9 sec	8 sec	6 sec	7 sec

## Government News Coverage (1/1/07-3/31/07)

### Michigan

#### State Broadcast Breakdown by Market

Category	Five State Avg.	Detroit	Lansing
Advertising	9 min 12 sec	9 min 45 sec	9 min 45 sec
Sports and Weather	7 min 41 sec	7 min 7 sec	8 min 2 sec
Other	2 min 16 sec	2 min 24 sec	1 min 30 sec
Crime	2 min 13 sec	2 min 31 sec	1 min 20 sec
Local Interest	2 min 11 sec	2 min 29 sec	2 min 6 sec
Teasers, Bumpers, Intros	1 min 57 sec	1 min 40 sec	1 min 47 sec
<b>Non-election Gov't News</b>	<b>1 min 35 sec</b>	<b>1 min 6 sec</b>	<b>2 min 12 sec</b>
Business, Economy	1 min 3 sec	1 min 44 sec	1 min 50 sec
Health	52 sec	42 sec	41 sec
World Affairs	24 sec	18 sec	29 sec
Election Coverage	20 sec	5 sec	8 sec
Unintentional Injury	16 sec	10 sec	9 sec

#### Detroit Broadcast Breakdown by Station

Category	WDIV (NBC)	WXYZ (ABC)	WJBK (FOX)
Advertising	9 min 37 sec	10 min 28 sec	9 min 12 sec
Sports and Weather	7 min 36 sec	7 min 7 sec	6 min 31 sec
Other	2 min 30 sec	2 min 44 sec	1 min 54 sec
Crime	2 min 10 sec	2 min 53 sec	2 min 33 sec
Local Interest	2 min 1 sec	1 min 41 sec	3 min 54 sec
Teasers, Bumpers, Intros	1 min 44 sec	1 min 10 sec	2 min 5 sec
<b>Non-election Gov't News</b>	<b>1 min 12 sec</b>	<b>1 min 14 sec</b>	<b>52 sec</b>
Business, Economy	1 min 51 sec	2 min 8 sec	1 min 10 sec
Health	46 sec	10 sec	1 min 8 sec
World Affairs	11 sec	19 sec	26 sec
Election Coverage	8 sec	1 sec	6 sec
Unintentional Injury	14 sec	4 sec	10 sec

#### Lansing Broadcast Breakdown by Station

Category	WLJ (ABC)	WLNS (CBS)	WSYM (FOX)	WILX (NBC)
Advertising	5 min 47 sec	9 min 35 sec	10 min 5 sec	10 min 43 sec
Sports and Weather	5 min 9 sec	9 min 25 sec	6 min 5 sec	8 min 57 sec
Other	1 min 53 sec	1 min 42 sec	1 min 19 sec	1 min 21 sec
Crime	2 min 35 sec	1 min 18 sec	1 min 20 sec	1 min 4 sec
Local Interest	3 min 6 sec	1 min 55 sec	2 min 35 sec	1 min 35 sec
Teasers, Bumpers, Intros	1 min 57 sec	1 min 41 sec	2 min 3 sec	1 min 35 sec
<b>Non-election Gov't News</b>	<b>4 min 26 sec</b>	<b>1 min 34 sec</b>	<b>2 min 8 sec</b>	<b>2 min 24 sec</b>
Business, Economy	4 min 10 sec	1 min 18 sec	2 min 42 sec	1 min 2 sec
Health	29 sec	44 sec	41 sec	41 sec
World Affairs	4 sec	33 sec	40 sec	22 sec
Election Coverage	2 sec	6 sec	14 sec	6 sec
Unintentional Injury	23 sec	8 sec	8 sec	9 sec

**Government News Coverage  
(1/1/07-3/31/07)**

**Minnesota**

**State Broadcast Breakdown by Market**

<b>Category</b>	<b>Five State Avg.</b>	<b>Minneapolis/St. Paul</b>
Advertising	9 min 12 sec	9 min
Sports and Weather	7 min 41 sec	6 min 54 sec
Other	2 min 16 sec	3 min 11 sec
Crime	2 min 13 sec	1 min 53 sec
Local Interest	2 min 11 sec	2 min 4 sec
Teasers, Bumpers, Intros	1 min 57 sec	2 min 4 sec
<b>Non-election Gov't News</b>	<b>1 min 35 sec</b>	<b>1 min 26 sec</b>
Business, Economy	1 min 3 sec	1 min
Health	52 sec	1 min 13 sec
World Affairs	24 sec	38 sec
Election Coverage	20 sec	8 sec
Unintentional Injury	16 sec	30 sec

**Minneapolis/St. Paul Broadcast Breakdown by Station**

<b>Category</b>	<b>KARE (NBC)</b>	<b>KSTP (ABC)</b>	<b>WCCO (CBS)</b>	<b>KMSP (FOX)</b>
Advertising	9 min 25 sec	9 min 2 sec	9 min 8 sec	8 min 4 sec
Sports and Weather	7 min 10 sec	7 min 4 sec	7 min 27 sec	5 min 32 sec
Other	3 min 7 sec	3 min 23 sec	2 min 55 sec	3 min 26 sec
Crime	1 min 50 sec	2 min 24 sec	1 min 15 sec	2 min 15 sec
Local Interest	1 min 55 sec	1 min 30 sec	2 min 10 sec	2 min 47 sec
Teasers, Bumpers, Intros	2 min 1 sec	1 min 48 sec	1 min 48 sec	2 min 51 sec
<b>Non-election Gov't News</b>	<b>1 min 21 sec</b>	<b>1 min 35 sec</b>	<b>1 min 29 sec</b>	<b>1 min 20 sec</b>
Business, Economy	1 min 5 sec	1 min	1 min 1 sec	48 sec
Health	1 min 4 sec	47 sec	1 min 30 sec	1 min 37 sec
World Affairs	27 sec	53 sec	39 sec	38 sec
Election Coverage	9 sec	8 sec	4 sec	10 sec
Unintentional Injury	27 sec	26 sec	34 sec	32 sec

## Government News Coverage (1/1/07-3/31/07)

### Ohio

#### State Broadcast Breakdown by Market

Category	Five State Avg.	Columbus	Cleveland
Advertising	9 min 12 sec	9 min 17 sec	8 min 53 sec
Sports and Weather	7 min 41 sec	8 min 42 sec	7 min 47 sec
Other	2 min 16 sec	2 min 7 sec	2 min 33 sec
Crime	2 min 13 sec	2 min 49 sec	2 min 54 sec
Local Interest	2 min 11 sec	1 min 39 sec	2 min 16 sec
Teasers, Bumpers, Intros	1 min 57 sec	1 min 60 sec	1 min 57 sec
<b>Non-election Gov't News</b>	<b>1 min 35 sec</b>	<b>1 min 43 sec</b>	<b>1 min 29 sec</b>
Business, Economy	1 min 3 sec	37 sec	48 sec
Health	52 sec	29 sec	45 sec
World Affairs	24 sec	16 sec	16 sec
Election Coverage	20 sec	7 sec	8 sec
Unintentional Injury	16 sec	14 sec	16 sec

#### Columbus Broadcast Breakdown by Station

Category	WCMH (NBC)	WSYX (ABC)	WBNS (CBS)	WTTE (FOX)
Advertising	8 min 26 sec	10 min 1 sec	9 min 11 sec	9 min 24 sec
Sports and Weather	9 min 29 sec	8 min 48 sec	8 min 17 sec	6 min 44 sec
Other	2 min 19 sec	1 min 56 sec	2 min 1 sec	2 min 23 sec
Crime	3 min 22 sec	2 min 12 sec	3 min 21 sec	2 min 13 sec
Local Interest	1 min 16 sec	1 min 31 sec	1 min 45 sec	3 min 21 sec
Teasers, Bumpers, Intros	1 min 56 sec	1 min 55 sec	2 min 13 sec	2 min 3 sec
<b>Non-election Gov't News</b>	<b>1 min 24 sec</b>	<b>1 min 51 sec</b>	<b>1 min 51 sec</b>	<b>1 min 54 sec</b>
Business, Economy	55 sec	28 sec	22 sec	45 sec
Health	26 sec	33 sec	21 sec	39 sec
World Affairs	6 sec	20 sec	20 sec	26 sec
Election Coverage	5 sec	10 sec	8 sec	2 sec
Unintentional Injury	16 sec	16 sec	10 sec	6 sec

#### Cleveland Broadcast Breakdown by Station

Category	WKYC (NBC)	WEWS (ABC)	WOIO (CBS)	WJW (FOX)
Advertising	8 min 15 sec	8 min 54 sec	6 min 37 sec	9 min 25 sec
Sports and Weather	8 min 26 sec	8 min 59 sec	9 min 42 sec	6 min 1 sec
Other	3 min 7 sec	2 min 13 sec	1 min 17 sec	2 min 58 sec
Crime	2 min 36 sec	2 min	3 min 15 sec	2 min 46 sec
Local Interest	1 min 44 sec	2 min 3 sec	1 min 30 sec	3 min 37 sec
Teasers, Bumpers, Intros	1 min 53 sec	1 min 59 sec	1 min 14 sec	2 min 13 sec
<b>Non-election Gov't News</b>	<b>1 min 25 sec</b>	<b>1 min 40 sec</b>	<b>1 min 15 sec</b>	<b>57 sec</b>
Business, Economy	56 sec	55 sec	19 sec	46 sec
Health	1 min 2 sec	40 sec	31 sec	24 sec
World Affairs	11 sec	19 sec	3 sec	31 sec
Election Coverage	8 sec	10 sec	0 sec	13 sec
Unintentional Injury	16 sec	9 sec	22 sec	10 sec

## Government News Coverage (1/1/07-3/31/07)

### Wisconsin

#### State Broadcast Breakdown by Market

Category	Five State Avg.	Madison	Milwaukee
Advertising	9 min 12 sec	9 min 50 sec	8 min 30 sec
Sports and Weather	7 min 41 sec	8 min 6 sec	7 min 28 sec
Other	2 min 16 sec	1 min 55 sec	2 min 29 sec
Crime	2 min 13 sec	1 min 30 sec	3 min 34 sec
Local Interest	2 min 11 sec	2 min 2 sec	2 min 11 sec
Teasers, Bumpers, Intros	1 min 57 sec	1 min 31 sec	2 min 4 sec
<b>Non-election Gov't News</b>	<b>1 min 35 sec</b>	<b>1 min 24 sec</b>	<b>1 min 11 sec</b>
Business, Economy	1 min 3 sec	1 min 12 sec	50 sec
Health	52 sec	1 min 19 sec	42 sec
World Affairs	24 sec	31 sec	26 sec
Election Coverage	20 sec	29 sec	10 sec
Unintentional Injury	16 sec	12 sec	25 sec

#### Madison Broadcast Breakdown by Station

Category	WMTV (NBC)	WKOW (ABC)	WISC (CBS)	WMSN (FOX)
Advertising	9 min 38 sec	9 min 34 sec	9 min 19 sec	10 min 57 sec
Sports and Weather	7 min 24 sec	8 min 41 sec	8 min 6 sec	8 min 7 sec
Other	1 min 46 sec	1 min 45 sec	2 min 23 sec	1 min 43 sec
Crime	1 min 56 sec	1 min 7 sec	1 min 35 sec	1 min 25 sec
Local Interest	2 min 20 sec	1 min 38 sec	2 min 23 sec	1 min 48 sec
Teasers, Bumpers, Intros	1 min 45 sec	1 min 24 sec	1 min 45 sec	1 min 5 sec
<b>Non-election Gov't News</b>	<b>1 min 16 sec</b>	<b>1 min 38 sec</b>	<b>1 min 33 sec</b>	<b>1 min</b>
Business, Economy	1 min 4 sec	1 min 39 sec	50 sec	1 min 9 sec
Health	2 min 8 sec	1 min 2 sec	52 sec	1 min 20 sec
World Affairs	15 sec	41 sec	28 sec	37 sec
Election Coverage	12 sec	27 sec	39 sec	38 sec
Unintentional Injury	17 sec	13 sec	7 sec	11 sec

#### Milwaukee Broadcast Breakdown by Station

Category	WTMJ (NBC)	WISN (ABC)	WDJT (CBS)	WITI (FOX)
Advertising	9 min 14 sec	8 min 47 sec	7 min 46 sec	7 min 37 sec
Sports and Weather	8 min 22 sec	6 min 12 sec	8 min 32 sec	6 min 24 sec
Other	2 min 30 sec	2 min 48 sec	2 min 10 sec	2 min 26 sec
Crime	2 min 43 sec	3 min 19 sec	4 min 33 sec	4 min 18 sec
Local Interest	2 min 6 sec	1 min 56 sec	1 min 36 sec	3 min 15 sec
Teasers, Bumpers, Intros	1 min 32 sec	2 min 46 sec	1 min 11 sec	3 min 1 sec
<b>Non-election Gov't News</b>	<b>1 min 5 sec</b>	<b>1 min 8 sec</b>	<b>1 min 31 sec</b>	<b>1 min 6 sec</b>
Business, Economy	51 sec	56 sec	51 sec	42 sec
Health	44 sec	55 sec	21 sec	45 sec
World Affairs	16 sec	35 sec	46 sec	10 sec
Election Coverage	10 sec	17 sec	5 sec	6 sec
Unintentional Injury	28 sec	21 sec	37 sec	10 sec