

# Local TV Coverage of the 2000 General Election

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Most Americans say they get most of their news from local television. We analyzed the local news programs watched by most Americans to find out what news they received on the 2000 general election. We analyzed local broadcast television coverage on 74 stations in 58 markets in the last 30 days before the election to see whether a White House panel's recommendation of airing five minutes of candidate centered discourse (CCD) a night had an impact. We found that the 74 stations ran an average of 74 seconds of CCD per night. The average sound bite was 14 seconds; 55 percent of the stories focused on strategy; 24 percent focused on issues; and less than 1 percent were adwatch stories.

## Local TV News Coverage of the 2000 General Election

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## LOCAL TV COVERAGE OF THE 2000 GENERAL ELECTION

### Norman Lear Center Campaign Media Monitoring Project <sup>1</sup>

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#### Summary

We analyzed local broadcast television coverage of the 2000 political campaign, looking at news programming on 74 stations in 58 markets in the last 30 days before the election. We wanted to see whether a White House panel's recommendation of airing 5 minutes of candidate centered discourse (CCD) a night in the last month of a campaign had an impact.

We found that the 74 stations in our study ran an average of 74 seconds of CCD per night. The 74 stations fell into two groups. One group – 23 stations – had made a public commitment to meeting the 5/30 standard; their nightly average CCD was 2 minutes 17 seconds. The other group – 51 stations – averaged 45 seconds of CCD a night. So most stations in our study aired less than a minute of CCD a night, far short of the 5-minute target. But stations committed to the 5/30 standard aired more than three times as much CCD as stations that didn't make the commitment.

We found that the political stories on the 5/30 stations differed from the non-5/30 stations in ways that went beyond CCD. The 5/30 stations aired a higher percentage of issue stories, and a lower percentage of horserace or strategy stories, than the non-5/30 stations. The soundbites on 5/30 stations were more than 60 percent longer than the soundbites on non-5/30 stations. The amount of political coverage on non-5/30 stations was more concentrated during the final week of the campaign, and spiked higher around debates, than on the 5/30 stations, whose coverage was more evenly distributed during the month. We also found that the 5/30 stations put somewhat more emphasis on state and local races than did the non-5/30 stations.

CCD is not the only way to measure station performance, and some stations that did not make a commitment to the 5/30 goal nevertheless made an effort to

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<sup>1</sup> The authors wish to thank the Ford Foundation, whose grant to the Alliance for Better Campaigns funded this study. The Alliance, a nonprofit organization promoting political campaigns in which the most useful information reaches the greatest number of citizens in the most engaging ways, engaged the Norman Lear Center at the USC Annenberg School for Communication to conduct this research. The Norman Lear Center is a multidisciplinary research and public policy center exploring implications of the convergence of entertainment, commerce and society; the impact of entertainment on news and politics is a principal focus of the Lear Center. Martin Kaplan is director of the Norman Lear Center and associate dean of the USC Annenberg School. Matthew Hale is a doctoral candidate at the University of Southern California. For assistance in this study's design, we thank Ann Crigler, Stephen Hess, Roderick Hart, Susan Rasky, Michael Reese, Norman Ornstein, and Sean Aday. We also thank Keith Stevenson, Lorena Porras, Jose Fuentes, Karessia Jones, Kofi McPherson, Andrea-Nicoll Apodaca, Micheal Cates, Terry Kelly, Bill Roubel, Jeff Gornbein, Miguel Drayton and Jane Felton.

improve their political coverage. In an addendum, we look at benchmarks that build on, but go beyond, the concept of CCD, and we measure stations against them.

## Background

In December 1998, the final report of a White House advisory panel, the Advisory Committee on the Public Interest Obligations of Digital TV Broadcasters, was issued. The panel, co-chaired by CBS President Leslie Moonves and political scientist Norman Ornstein, had been formed to address the potential obligations of television broadcasters to air public interest programming in exchange for receiving the increased digital spectrum space, a gift valued at up to \$70 billion. The final report recommended that, to fulfill their public interest obligations, broadcast television stations should voluntarily air a total of 5 minutes of "candidate centered discourse" (CCD) per night, anywhere between 5:00pm and 11:35pm, during the last 30 days before an election. CCD, though not explicitly defined, was intended to focus on candidates talking (rather than, say, anchors reporting poll results). The 5-minute goal encompassed all candidates for all offices, local to national, and it was designed to enhance political discourse on television, not to displace existing news coverage.

The Commission, informally known as the Gore Commission, included a number of commercial broadcasters, lending industry credibility to the recommendation.

During the 2000 primary election season, we monitored 19 local stations in 11 markets. We found that typical stations aired just 39 seconds of CCD per night. We also found that three stations -- WEWS in Cleveland, Ohio, WCVB in Boston, Massachusetts and WMUR in Manchester, New Hampshire -- aired significantly more CCD; all averaged around 4 minutes of CCD per night. Two of these stations (WEWS and WCVB) had made commitments to the 5/30 target.

We also analyzed the content of political coverage in the primary. Overall about 60% of the political coverage consisted of strategy/horserace stories, with 20% of the stories focused on issues. (The remaining 20% of the stories were a combination of adwatch, general, or other stories, or a mixture of categories.) We also found that 75% of the stories focused on the Presidential race, 15% on campaigns for federal office, and the remaining 10% were on state and local races or were general campaign stories. The length of an average candidate soundbite in the primary was 10 seconds.

## What happened in the 2000 general election

By the time of the fall campaign, several broadcasting chains, including E.W. Scripps, Hearst-Argyle, Capitol Broadcasting and CBS's and NBC's owned-and-operated stations, had made public commitments to the 5/30 target. But most stations had no reaction. All told, 7% of the nation's 1300 local television stations said they would try to reach the Gore Commission's 5/30 standard.

We examined political stories that aired on 74 stations during the last month of the political campaign, in 58 of the country's top 60 markets. The overall nightly CCD average was 74 seconds per night, far short of the 5 minute goal, even though our 74 stations included an oversample of 5/30 stations; they comprised 31% of our study, which is more than four times the percentage of 5/30 stations nationally.

One station in our sample, KNXV -- an ABC affiliate owned by E.W. Scripps in Phoenix, Arizona -- actually reached the 5/30 standard, averaging 5 minutes and 44 seconds of CCD per night. Another station, WPTV in Palm Beach, Florida, an NBC affiliate owned by E.W. Scripps -- aired an average of 4 minutes and 3 seconds of CCD per night. Three additional stations aired an average of more than 3 minutes of CCD per night. Two are owned by E.W. Scripps: WCPO, an ABC station (3 minutes 38 seconds), and KJRH, an NBC affiliate (3 minutes 16 seconds). The third station, WRAL, a CBS station owned by Capitol Broadcasting in Raleigh, North Carolina, aired an average of 3 minutes 38 seconds per night. No other station in the sample averaged over 3 minutes of CCD per night. Appendix A lists the CCD findings for all stations in our sample.

In an addendum, we detail broader criteria that add additional stations to the top rankings. These stations include KCRA (Hearst-Argyle, Sacramento, CA), WXYZ (E.W. Scripps, Detroit, MI), WTVJ (NBC, Miami, FL), and WCVB (Hearst-Argyle, Boston, MA).

Several stations made little or no effort to cover politics in a meaningful way. Leading this list is KWTU, an Oklahoma City CBS affiliate owned by Griffin Television, which aired an average of 2 seconds of CCD per night. Two other stations -- WSOC, an ABC affiliate owned by Cox Broadcasting in Charlotte, North Carolina, and WFMY, a CBS station owned by Gannett in Greensboro, North Carolina, aired less than 10 seconds of CCD per night.

## Methodology

The full sample for this study consists of 74 television stations from 58 of the top 60 markets across the country. Our original goal was to include 80 stations. But due to unforeseen errors, taping was not conducted in San Antonio, Texas. Taping was conducted for two stations in New York, WNBC and WCBS, but the

tapes were lost in shipping. One station, KINC in Las Vegas, Nevada, was dropped from the final sample because it was a Spanish language station. We attempted to code KINC, but the absence of direct candidate soundbites made accurate comparisons impossible. Two other stations, WBFF in Baltimore, Maryland and WFTS in Tampa, Florida were also dropped because the quality of the taping was so poor it was impossible to code accurately.

In each market, the station that received the most amount of political advertising revenue during the previous month was chosen; these are the stations delivering the greatest amount of “paid media” to their viewers and profiting the most from doing so. Additional stations were chosen to include more broadcasters that had made commitments to meet the 5/30 standard. As Appendix A shows, the final sample includes 16 markets where two stations were taped. Fourteen of these include a matched set of 5/30 and non-5/30 stations; two of these markets – Cincinnati, Ohio and Providence, Rhode Island – include two 5/30 stations. Overall a total of 23 stations in the sample agreed to meet the 5/30 standard.

Volunteers affiliated with a national nonprofit group, the Alliance for Better Campaigns, recorded all news broadcasts between 5:00pm and 11:35pm, seven days a week. In some markets, the volunteers recorded the entire time period. In others, the volunteers recorded news programs and any special political programming that aired during the 5:00pm to 11:35pm time period. A professional monitoring company was used to supplement the volunteer taping when a particular day or individual newscast was missed. The data for one station, KHOU, in Houston, Texas, are composed entirely of supplemental reports from the monitoring company. All taping was done during the 30 days prior to the November 7<sup>th</sup> election. The coding does not include Election Day coverage.

The tapes were then sent to USC Annenberg for coding. Ten coders were trained, and intercoder reliability was tested. Using components of variance analysis, the reliability (kappa) coefficients were in excess of .95 of all timed variables and above .84 for story frame variables throughout the coding process. The coding mechanism was designed to capture the following information.

### Story frame

Following the work of Cappella and Jamieson, the coders characterized the main “frame” for each story.<sup>2</sup>

**Strategy:** The story is concerned with who is winning or losing. Candidate statements and actions are interpreted with regard to their strategic intent. Examples include stories that use sports or war metaphors, or focus on the

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<sup>2</sup> Spiral of Cynicism: The Press and the Public Good, by Joseph N. Cappella and Kathleen Hall Jamieson, Oxford University Press, 1997. See also “Where Was the Television News?” by Martin Kaplan and Matthew Hale in The 1998 Governor’s Race, edited by G. C. Lubenow, Institute for Government Studies, UC Berkeley Press, 1999.

backstage machinations of the campaign, such as fundraising, ad buys, campaign tactics and “horserace” aspects.

**Issue:** The story is about the candidate’s issue positions and statements, or a more general story about important issues in the campaign. Examples of issues include the following: Specific issues such as education, taxes, abortion, campaign finance reform, race relations, prayer in school, national defense, or ballot initiatives; character issues such as candidate morality, biography, voting records, integrity, trust, or scandals; voter education pieces, such as stories that improve the understanding of voters as to where candidates stand on specific issues.

**Adwatch:** The story assesses the validity of claims made in candidate advertisements. If the story is about the strategy behind a series of ads or how one candidate attacks his or her opponent with ads, but does not assess the claims made in the ads, it would most likely not be considered an adwatch, but would most likely be coded as “strategy” instead.

**Other:** The story does not fall distinctly into one of the first three categories. These stories tend to focus on the election process itself. For example, stories about voter registration deadlines or polling place locations would be included in this category.

**Mixture:** The story is a clear “mixture” or combination of the Cappella and Jamieson categories. In most cases these stories were a combination of strategy and issues. For example, a story that focuses on the travel plans by George Bush but includes a substantive discussion of issues by Al Gore would be coded as a mixture story.

### Who spoke?

The coders timed soundbites within each story. We used separate categories for each of the two main Presidential candidates (George Bush and Al Gore), and separate categories for the Vice-Presidential candidates (Dick Cheney and Joe Lieberman). We used a combined category for all of the remaining Presidential candidates (Ralph Nader, Pat Buchanan, and all others ). We also used composite categories for Congressional and Senate races, state level races, and local elections.

### Number of sound bites

Coders tabulated the total number and length of sound bites in each story.

## Race level

Each story was coded by level of campaign: Presidential, federal (Congress & Senate), state and local. A general category was also included for stories that did not focus on a particular race.

## Measurement of Candidate Centered Discourse (CCD):

Using a stopwatch, coders recorded the total air time for each political story. Total time was calculated as starting with the introduction by the news anchor and concluding when the story switched to another political race or another type of story. We separated stories by races even if they followed directly after each other.

We also included stories that focused on the duties of a currently elected official who was running for higher office or re-election. For example, in Los Angeles, District Attorney Gil Garcetti ran for re-election. He was also involved with an on-going police corruption scandal. Stories about the corruption scandal featuring Garcetti were included.

The Gore Commission does not provide a definition of candidate centered discourse. Since CCD forms the basis for all of the other measurements of quality, we attempted to construe CCD broadly, to give stations credit for different types of political reporting. At a minimum, CCD includes all of the time that candidates were broadcast speaking. However, in addition to measuring the amount of time that candidates spoke, we added another measure of campaign story quality as well.

One measure of higher quality is an increase in the number of stories that focus on campaign issues and a decrease in the number of stories that focus on the traditional horserace or strategic aspects of the campaign. Thus, if a story was coded as issue-based, adwatch, mixture, or other, and 30% of the total story time was of candidates speaking, we gave the station CCD credit for the total story time. For example, if a 100-second story was coded as issue-based, and 30 seconds of it was candidates speaking, the station would be credited with 100 seconds of CCD. If a 100-second story was coded as strategy, and 30 seconds of it was candidates speaking, the station would be credited with 30 seconds of CCD.

In following this procedure, we have erred, if at all, on the side of giving stations more credit, rather than less, for what they offered to voters.

## What is not included

It is important to note what is not included in these calculations. Election Day is not a part of these results. In addition, full airtime of the two Presidential debates which occurred during these 30 days is not included in the totals. To include either

of these results would skew the results, in some cases dramatically. For example, if a station aired both Presidential debates and one Congressional or Senate debate, and no other coverage for the entire 30 day time period, under these accounting rules they would easily meet the 5/30 standard. It was the intent of the Gore Commission to encourage more political coverage as part of *regular* news programming.

## Outliers

It is also important to point out some possible anomalies or outliers in the data. A significant national story during this period was the death of Missouri Governor Mel Carnahan. These stories comprised almost 3% of the total number of stories coded. They were, of course, especially significant for the St. Louis station, KMOV, and two Kansas City stations, KCTV and KSHB, which covered the tragedy in great detail. These stories were coded as "other" and as part of congressional race coverage. Also included are stories about Jean Carnahan's decision to accept appointment to the Senate seat if elected. These stories, however, were coded using the normal story frame criteria, since she was essentially a candidate for public office. Unless noted, these stories are included in the figures reported here.

A second series of stories affects the results from Philadelphia, where a teachers' strike was a major story. Several politicians up for an election were involved in the negotiations to end the strike. In several cases very long stories about the teachers' strike would include short comments by these politicians. As a result the entire story was counted towards the Philadelphia station's time.

A third series of stories affects the results from WHAS in Louisville, Kentucky. During the time period there were extensive public hearings about a proposed merger between the city and county. WHAS provided extensive coverage of these hearings and the debate over the merger. This is clearly a relevant political story and as such is included in calculations for WHAS.

A fourth group of stories involves the Phoenix market. During our monitoring period the state was in the midst of a crisis with an alternative fuel program. Many of the players involved were state legislators who were also running for office. The results affect the findings from the two Phoenix stations.

## National findings

Overall we reviewed the equivalent of over 12,000 hours of local programming. We found a total of 8,211 political news stories.

**Table One: Candidate Centered Discourse (CCD) Comparisons**

All Stations (74)	5/30 Stations Only (23)	Non-5/30 Stations (51)
Nightly CCD Average	Nightly CCD Average	Nightly CCD Average
1 minute 14 seconds	2 minutes 17 seconds	45 seconds
<b>Top CCD Stations</b>		<b>Bottom CCD Stations</b>
<b>KNXV</b> , Phoenix, AZ (E.W. Scripps) 5 minutes 44 seconds	<b>KWTV</b> , Oklahoma City, OK (Griffin TV) 2 seconds	
<b>WPTV</b> , Palm Beach, FL (E.W. Scripps) 4 minutes 3 seconds	<b>WSOC</b> , Charlotte, NC (Cox Broadcasting) 6 seconds	
<b>WCPO</b> , Cincinnati, OH (E.W. Scripps) 3 minutes 38 seconds	<b>WFMY</b> , Greensboro, NC (Gannett) 7 seconds	
<b>WRAL</b> , Raleigh, NC (Capitol Broadcasting) 3 minutes 38 seconds	<b>WVEC</b> , Norfolk, VA (A.H. Belo) 14 seconds	
<b>KJRH</b> , Tulsa, OK (E.W. Scripps) 3 minutes 16 seconds	<b>WBRC</b> , Birmingham, AL (Fox TV) 14 seconds	
<b>WXYZ</b> , Detroit, MI (E.W. Scripps) 2 minutes 55 seconds	<b>KTVK</b> , Phoenix, AZ (A.H. Belo) 14 seconds	
<b>WEWS</b> , Cleveland, OH (E.W. Scripps) 2 minutes 44 seconds	<b>WREG</b> , Memphis, TN (New York Times) 16 seconds	
<b>WKRC</b> , Cincinnati, OH (Clear Channel) 2 minutes 39 seconds	<b>WPEC</b> , Palm Beach, FL (Freedom Com) 20 seconds	
<b>WJAR</b> , Providence, RI (NBC) 2 minutes 32 seconds	<b>WFSB</b> , Hartford, CT (Meredith) 21 seconds	
<b>WTVJ</b> , Miami, FL (NBC) 2 minutes 30 seconds	<b>WWL</b> , New Orleans, LA (A.H. Belo) 21 seconds	
	<b>WHIO</b> , Dayton, OH (Cox Broadcasting) 21 seconds	
<b>Boldface</b> indicates station publicly committed to the 5/30 target		

## Length of soundbites

The average soundbite length on all stations in our sample was 14.4 seconds. The average soundbite on non-5/30 stations was 11.35 seconds, while the average soundbite on 5/30 stations was 18.3 seconds – a 60 percent increase in length.

## Story Content

Overall a majority of the stories (55%) were classified as strategy stories. Twenty-four percent of the stories were coded as issue-based, while 19% were coded as other or process stories. Adwatch stories were almost non-existent: only 28 stories were coded as adwatch, or just 0.3%. Two percent of the stories were coded as a mixture of the other categories.

The Presidential race accounted for a majority of the stories (53%). By contrast, 19% percent focused on Congressional races, 10% on state races and only 6% on local races. Twelve percent of the stories were classified as general or not campaign specific.

Correlating story content and level of race produces an interesting pattern. In the Presidential race, 77% of the stories were classified as strategy stories, while just 12% were issue focused. In stories about Congressional and Senate races the strategy/issue mix changes significantly, to 53% strategy and 35% issue.<sup>3</sup> When looking at state races we find that the trend continues, with 32% of the stories coded as strategy and 63% coded as issue-based.<sup>4</sup> A similar pattern occurs with local races, where 39% of the stories were strategy-based, and 51% were issue-based.<sup>5</sup>

These results indicate that it may be easier for local television stations to provide the level of depth necessary for issue-based coverage at the lower election levels. Tables 2, 3 and 4 provide these results.

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<sup>3</sup> This calculation does not include stories about the death of Mel Carnahan. If these were included the story mix would be 45% strategy, 28% issue and 24% other.

<sup>4</sup> This calculation does not include stories about state ballot initiatives. If these were included the story mix would be 19% strategy and 77% issue.

<sup>5</sup> This calculation does not include stories about local ballot initiatives. If these were included the story mix would be 30% strategy and 64% issue.

**Table Two: Story Focus**

Story Frame	Percentage of All Stories
Strategy (horserace, tactics, etc.)	55 %
Issues	24 %
Adwatch	0.3 %
Other (general campaign, process, etc.)	19 %
Mixture	2 %

**Table Three: Election Level**

Election Level	Percentage of All Stories
Presidential (includes Vice-Presidential)	53 %
All Congressional/Senate Races	19 %
All State Races (includes State Ballot Initiatives)	10 %
All Local Races (includes Local Ballot Initiatives)	6 %
General Campaign Stories	12 %

**Table Four: Story Frame by Election Level**

	Presidential	Congress*	State**	Local***
Strategy	77%	53%	32%	39%
Issue	12%	35%	63%	51%
Adwatch, Other, Mixture	10%	12%	11%	10%

\* does not include stories about the death of Mel Carnahan

\*\* does not include state ballot initiative stories

\*\*\* does not include local ballot initiative stories

### Who spoke?

Like so much else in this election, the amount of speaking time given to Al Gore and to George Bush was virtually identical. Nationwide, Al Gore spoke for a total 6 hours 54 minutes 25 seconds; George Bush spoke for a total of 6 hours 43 minutes 25 seconds. As another indication of the even split, George Bush spoke more in 31 markets, and Gore led in 27 markets. The breakdown of the stories by issue frame also indicates virtually no difference in the way these stories were coded. Seventy-five percent of the stories in which Gore spoke were coded as

strategy stories, while 73% of the George Bush speaking stories were coded as strategy. The slight difference may reflect the stories concerning Bush's DUI, which were generally coded as character issue stories.

All of the other Presidential candidates combined spoke for a total of 1 hour 7 minutes 19 seconds, or roughly 5 hours 35 minutes less speaking time than either main Presidential candidate. Since all of the other Presidential candidates were grouped together it is impossible to know which candidate spoke most, although our perception is that Ralph Nader received the majority of this speaking time. The story frame breakdown is also interesting. Eighty-three percent of these stories focused on strategy, while just 14% focused on issues. Although we did not directly code for this, our perception is that the majority of the Nader coverage centered on his potential to hurt Al Gore, which would have been coded as a strategy story.

The speaking time for the Vice-Presidential candidates shows that Joe Lieberman spoke more (47 minutes 23 seconds) than Dick Cheney (32 minutes 29 seconds). It is also interesting to note that while the story frame breakdown for Cheney speaking stories is roughly equivalent to the Presidential candidates (74% strategy, 18% issue), the story frame breakdown for Lieberman was more strategy-based (87% strategy, 11% issue).

All Congressional/Senate candidates combined spoke for a total of 10 hours 7 minutes 46 seconds. Since all candidates for federal office were grouped together it is impossible to know specifically how much speaking time any one candidate received. A large portion of this time, however, focused on the New York Senate race between Hillary Clinton and Rick Lazio. The frame breakdown for federal candidates was split evenly between strategy (47%) and issues (47%). All state candidates combined spoke for a total of 6 hours 54 minutes 36 seconds. Seventy-one percent of these stories were coded as issue-based and 24% as strategy. All local candidates combined spoke for 2 hours 58 minutes 11 seconds. Fifty-five percent of these stories were coded as issue, while 39% were coded as strategy. Table 5 contains these results.

**Table Five: Speaking Time Totals**

Speaking Time Totals	Nationwide	Strategy %	Issue %	Other * %
George Bush	6 hours 43 minutes 55 seconds	73%	21%	6%
Al Gore	6 hours 54 minutes 25 seconds	75%	18%	6%
Dick Cheney	32 minutes 29 seconds	74%	18%	7%
Joe Lieberman	47 minutes 23 seconds	87%	11%	3%
All other Presidential candidates	1 hour 7 minutes 19 seconds	83%	14%	3%
Congress/Senate	10 hours 7 minutes 46 seconds	47%	47%	6%
State	6 hours 54 minutes 36 seconds	24%	71%	6%
Local	2 hours 58 minutes 11 seconds	39%	55%	7%
* includes adwatch and mixture categories				

**Story content comparisons -- 5/30 vs. non-5/30 stations**

When the story content of 5/30 stations is compared with non-5/30 stations, several interesting factors come to light. Since CCD measures story quality by taking into account the story frame, it is reasonable to expect that 5/30 stations will air more issue-based coverage than non-5/30 stations. The following section outlines these results; Tables 6 and 7 present the results graphically.

Of the stories on 5/30 stations, 49% focused on the Presidential race. Nineteen percent focused on elections for federal office. Thirteen percent focused on the state level, and 7% focused on the local level. Twelve percent of the 5/30 stories were general stories.

The non-5/30 stations placed slightly more emphasis on the Presidential race, and less on races at the state level. Overall, however, the results are quite similar. Fifty-five percent focused on the Presidential race. Nineteen percent focused on elections for federal office. Nine percent focused on the state level, and 5% focused on the local level. Twelve percent of the non-5/30 stories were general campaign stories.

The 5/30 stations also aired more issue-based stories than the sample as a whole. Forty-eight percent of the stories on 5/30 stations focused on strategy

aspects of the campaign. Thirty percent focused on issues. Eighteen percent of the stories were coded as other, and the remaining 3% were coded as adwatch (0.4 %) or a mixture (2.7%).

By contrast, 58% of the non-5/30 stories focused on strategy aspects of the campaign. Twenty-one percent focused on issues. Nineteen percent were coded as other, and the remaining 2% were coded as adwatch or mixture.

**Table Six: Election Level Comparisons**

	Presidential	Federal	State	Local	General Campaign
Non 5/30 Stations	55%	19%	9%	5%	12%
5/30 Stations	49%	19%	13%	7%	12%

**Table Seven: Story Frame Comparisons**

	Strategy	Issue	Adwatch, Other, Mixture
Non 5/30 Stations	58%	21%	21%
5/30 Stations	48%	30%	21%

### Date stories aired

Another way of understanding political coverage is to examine what events may drive political coverage. One way of exploring this is to look at the amount of CCD that aired on each day throughout the campaign and to compare this with the total amount of news coverage devoted to politics on each day.

Nationwide, the number of political stories drops dramatically on weekends. The 7 lowest daily totals of political stories all occurred on weekends. As a result the amount of CCD on each of these days is also the lowest. This is primarily because weekend news is often preempted by sporting events, and stations generally air less news on weekends. This is an important note because the lack of opportunity to cover politics on weekends makes it more difficult for stations to meet the 5/30 standard.

News coverage of the two Presidential debates which occurred during our sample period, and campaign coverage on the day before Election Day, accounted

for 20% of the total political coverage and 11% of the total CCD<sup>6</sup>. When we look at the coverage on the two debate days (October 11<sup>th</sup> and 17<sup>th</sup>) and also the two days directly after the debate, we can see the importance of debates in generating CCD. These four days accounted for 17% of the total political coverage and 18% of the total amount of CCD.

Coverage also rose significantly in the final seven days of the campaign, accounting for 36% of the total coverage and 26% of the total amount of CCD. These findings are consistent with a previous study we conducted on coverage of the 1998 California elections<sup>7</sup>. The findings show how late in the campaign season it is before most stations begin to pay serious attention to the campaigns.

When we compare the 5/30 stations to the non-5/30 stations in terms of the day stories aired, the general pattern holds. The non-5/30 stations aired higher percentages of their total time and CCD in the last week than the 5/30 stations. The debates also accounted for higher percentages of station coverage on non-5/30 stations than 5/30 stations. Table 8 presents these results as percentages of total coverage and total amount of CCD.

**Table Eight: Most Covered Events**

	All Stations		5/30 Stations		Non-5/30 Stations	
	CCD	Total	CCD	Total	CCD	Total
Last 7 days of the campaign (10/31-11/6)	26%	36%	22%	34%	31%	37%
Debate days + 11/6	11%	20%	10%	18%	18%	22%
Debate days + day after	18%	17%	17%	16%	20%	18%
Debate days + last 7 days	34%	47%	30%	43%	44%	50%

### Ownership and Station Affiliation

Our sample includes stations owned by 31 different organizations. Table 9 reports the nightly average CCD for each ownership group. Table 10 reports the nightly average CCD for each station affiliation. It is important to note that our sample is not representative of nationwide station ownership or affiliation.

<sup>6</sup> The day of the second debate in our time frame (October 17<sup>th</sup>) was also the day after the Carnahan Plane crash.

<sup>7</sup> Kaplan and Hale, *op. cit.*

**Table Nine: Nightly CCD by Ownership Group**

Ownership Group	Number of Stations in Study	Nightly CCD Average
Capitol Broadcasting	1	3 minutes 38 seconds
E.W. Scripps	7	3 minutes 32 seconds
NBC	2	2 minutes 31 seconds
Clear Channel Com.	2	2 minutes 10 seconds
Landmark Communications	1	2 minutes 6 seconds
Granite Broadcasting	1	1 minute 36 seconds
Raycom Media	1	1 minute 11 seconds
LIN Television	2	1 minute 7 seconds
Journal Communications	1	1 minute 7 seconds
Hearst-Argyle	5	1 minute 3 seconds
Paramount/CBS	6	1 minute 3 seconds
Sinclair Broadcast Group	2	1 minute
ABC	6	56 seconds
Post-Newsweek	2	53 seconds
Meredith Broadcasting	2	48 seconds
Fisher Broadcasting	1	45 seconds
Sunbeam Television	1	45 seconds
Freedom Communications	2	42 seconds
A.H. Belo Corporation	7	40 seconds
McGraw-Hill Broadcasting	1	40 seconds
Gannett	3	40 seconds
Lee Enterprises	2	39 seconds
Allbritton Communications	2	35 seconds
Cox Broadcasting	5	34 seconds
Midwest Television	1	32 seconds
Sunbelt Communications	1	31 seconds
Dispatch Broadcast Group	1	29 seconds
Fox Television	2	29 seconds
Chris-Craft/United TV	1	28 seconds
The New York Times	2	22 seconds
Griffin Television	1	2 seconds

**Table Ten: Nightly CCD by Station Affiliation**

Affiliation	Number of Stations in Study	Nightly CCD average
NBC	14	1 minute 51 seconds
ABC	27	1 minute 17 seconds
CBS	30	58 seconds
Independent	1	32 seconds
Fox	2	29 seconds

### Conclusions

The television airwaves are owned by the American people and licensed to broadcasters for their use. In the 2000 campaign, according to the Campaign Media Analysis Group, total spending on political advertising was \$771 million. Analysts at Wall Street’s PaineWebber pegged the figure even higher, at \$1 billion.

What did the American people receive in exchange for licensing stations to take in those revenues? This was the question asked by the Gore Commission. Prompted by the \$70 billion gift of the digital spectrum to broadcasters – which might have been realized by the public at auction, but which instead, due largely to effective industry lobbying, was granted gratis – the Gore Commission asked what public interest obligations for broadcasters came along with this gift. The Commission’s answer was a recommendation that broadcasters voluntarily offer 5 minutes of candidate centered discourse a night in the last 30 days before an election.

Seven percent of America's television stations said they would meet this standard. The rest were silent on the issue. Of the 74 stations in our study, the 23 stations committed to this standard aired an average of 2 minutes 17 seconds of CCD per night, which was three times the 45 seconds of CCD aired by the non-5/30 stations. While these 5/30 stations on average aired less than half the CCD requested by the Gore Commission, the political coverage they did air was more substantive, contained longer soundbites, aired more consistently during the period, and focused slightly more on state and local races.

Five minutes a night of candidate centered discourse – including all candidates from dog catcher to President, and all news broadcasts from 5pm to 11:35pm – does not seem like a particularly ambitious target. As the industry's obligation to the public in exchange for the right to broadcast and to profit handsomely, it seems at most like a modest first step. The results of this study suggest that even such a modest step is beyond the desire of most television stations to take voluntarily, but that those which did try to do better turned in a measurably better performance.

## Addendum: Other Measures of Political Coverage

While the CCD measurement forms the basis of the Gore recommendations and consequently of this report, a study of CCD does not capture all the various components of political coverage. In order to provide a fuller picture, a variety of supplemental measurements – all based ultimately on candidate discourse – were created.

- **Candidate Soundbites:** This is all of the time candidates are shown speaking; it is the most restrictive category. This measurement does not assess what the candidates are actually saying; it is simply a base measure of the total amount of time candidates are shown speaking.
- **CCD plus Ballot Initiatives:** One area where CCD is not an exhaustive measure of quality coverage is in terms of ballot propositions, initiatives and referenda. In many of the markets in our sample, the Presidential race was not competitive, nor were other electoral offices. (California is a particular example.) In addition, voters often have little or no information about ballot propositions. In many cases ballot proposition stories also don't have "candidates" speaking for them. To compensate for this, stories that were about ballot initiatives were coded as "special" stories. In this calculation stations were given credit for the entire length of time that stories about ballot initiatives aired. (The stations were also given the credit for CCD following the procedure above.)
- **CCD plus Voter Information Stories:** Another arena where CCD alone may not capture quality political stories consists of stories that provide voters with information on the process of voting and about the election in general. For example, if a station airs a 45 second story about the importance of an upcoming voter registration deadline, they would receive no credit under the CCD formula, unless a candidate spoke during the story. By contrast, for a 2 minute story about Presidential polls which contains a 10 second soundbite from one candidate, a station would receive 10 seconds of credit towards CCD. It is clearly possible to argue that the voter registration story is more valuable to voters than the horserace story and that a station should receive credit for airing it.

As part of the coding process, coders were instructed to write short narratives about each story. These narratives can be thought of as the lead of the story. These narratives were then re-coded into 12 different voter information categories. The stations were given credit for the total story time for each of these types of stories. As in the previous category, ballot initiatives were included as well. For all other stories, stations were given credit under CCD rules. The following categories were used:

- 1) *Understanding the process of voting.* Stories about the process of going to the polls and what it means to individuals.
- 2) *Third party get-out-the-vote efforts.* Does not include either Democrat or Republican GOTV efforts, but would include the League of Women Voters, the Teamsters, or the Christian Coalition GOTV efforts.
- 3) *Kids voting.* Stories about mock elections or mock debates in high schools, junior high schools, and even pre-schools. The argument for including them is that they show voter education taking place.
- 4) *Fraud, lawsuits, election problems.* Stories about problems with the election process, lawsuits to stop early voting or legal efforts to stop Nader vote trading. Stories about felons trying or being unable to vote would be included as would stories about law enforcement officials at voting places.
- 5) *Election/debate previews.* We didn't count short teasers about upcoming coverage, but stations often ran short (20- to 30-second) pieces about where or when debates were being held or televised. Towards the end many also repeatedly mentioned upcoming election coverage.
- 6) *Political sign destruction.* Stories about vandalism, graffiti or attacks on political signs were fairly common. Also includes stories about the glut of political signs and law enforcement efforts to remove them.
- 7) *Alternative information/Web sites.* These stories provide voters with information about where they can learn more about political races.
- 8) *Where, when and polling hours.* Most of these are at the end of the campaign; they provide voters with information about how they can cast ballots.
- 9) *Absentee ballots/early voting.* Stories about when absentee ballot applications are due (both for registering for them and turning them in). Also includes reports about early voting turnout numbers.
- 10) *Other voting methods.* Internet voting, smart cards, and Oregon's mail-in ballot system would be counted here.
- 11) *Turnout expectations.* Stories that predicted turnout levels. These often include encouragement to go out and vote.
- 12) *Voter registration.* Stories about deadlines for registering to vote.

- **CCD plus Non-Strategy Stories:** A common critique of political news coverage is that it focuses on the strategic machinations of the campaigns. The CCD category fails to fully capture issue-based stories that are of significant value to voters unless 30% of the story is comprised of candidates speaking. In this category the stations are given credit as well for the total story time for stories coded as issue, adwatch, other, or mixture.
- **All Political Stories:** This final category is simply a gross measure of the total amount of time the stations devoted to political stories. It is therefore less a measure of quality and more a measure of total quantity.

## Results

The following outlines the results using the entire sample of stations. They are reported in order from the most restrictive to least restrictive measurement standard. Table 1A presents the nightly averages for all of the measurement categories.

**Table 1A: Measurements of Time Devoted to Politics**

Measurement	Nightly Average (all stations)
Candidate Soundbite Totals	58 seconds
CCD	1 minute 14 seconds
CCD plus Ballot Initiatives	1 minute 36 seconds
CCD plus Voter Information Stories	1 minute 58 seconds
CCD plus All Non-Strategy Stories	3 minutes 18 seconds
All Political Stories	6 minutes 20 seconds

### Candidate Soundbites

It is notable that three stations aired average nightly soundbite totals of over three minutes: KNVX in Phoenix, Arizona (3 minutes 12 seconds), KJRH in Tulsa, Oklahoma (3 minutes 6 seconds), and WPTV in Palm Beach, Florida (3 minutes 4 seconds).

### CCD plus Ballot Initiatives

When ballot initiatives are added to CCD, KNXV again comes out on top, with a nightly average of 7 minutes 38 seconds. Two stations – WPTV (4 minutes 3 seconds), and WRAL in Raleigh, North Carolina (4 minutes 3 seconds) – reached 4 minutes per night. Seven stations aired 3 minutes of CCD plus ballot initiative coverage per night: KCRA, Sacramento, California (3 minutes 51 seconds); WCPO, Cincinnati, Ohio (3 minutes 46 seconds); KJRH (3 minutes 36 seconds); WXYZ, Detroit, Michigan (3 minutes 35 seconds); WCVB, Boston, Massachusetts (3

minutes 35 seconds); WEWS, Cleveland, Ohio (3 minutes 19 seconds); and WKRC, Cincinnati, Ohio (3 minutes 13 seconds).

### CCD plus Voter Information Stories

KNXV again comes out on top, with a nightly average of 8 minutes 35 seconds. Five stations aired over 4 minutes per night. They are WRAL (4 minutes, 30 seconds); KCRA (4 minutes 23 seconds); WPTV (4 minutes 14 seconds); KJRH (4 minutes 13 seconds); and WCPO (4 minutes 5 seconds). Nine stations aired over 3 minutes of this type of coverage.

### CCD plus Non-Strategy Stories

When non-strategy stories are added to CCD, the number of stations meeting the 5 minute goal increases dramatically. Eight stations, in fact, averaged over 6 minutes of CCD plus non-strategy coverage. Five of these stations – KNXV in Phoenix, KMOV in St. Louis, KSHB and KCTV in Kansas City and WPVI in Philadelphia – were helped significantly by local events: the alternative fuel crisis in Phoenix, the death of Governor Carnahan in Missouri, and the teachers’ strike in Philadelphia. Four other stations aired more than 5 minutes of this type of coverage. Nine stations aired over 4 minutes per night. Table 2A contains these results.

Table 2A: Nightly Averages for CCD plus Non-Strategy Stories

Average over 4 minutes		Average over 5 minutes		Average over 6 minutes	
WXYZ	<b>4 min. 47 sec.</b>	WRAL	5 min. 39 sec.	KNXV***	<b>9 min. 54 sec.</b>
WCPO	<b>4 min. 46 sec.</b>	WPTV	5 min. 21 sec.	KMOV*	<b>9 min. 13 sec.</b>
WKRC	<b>4 min. 45 sec.</b>	WJAR	5 min. 9 sec.	KCRA	<b>7 min. 5 sec.</b>
WTVF	4 min. 42 sec.	KJRH	5 min. 5 sec.	WCVB	<b>6 min. 35 sec.</b>
WCCO	<b>4 min. 24 sec.</b>			WTVJ	<b>6 min. 21 sec.</b>
WEWS	<b>4 min. 21 sec.</b>			KSHB*	<b>6 min. 10 sec.</b>
WPRI	<b>4 min. 12 sec.</b>			WPVI**	<b>6 min. 2 sec.</b>
KYW**	<b>4 min. 6 sec.</b>			KCTV*	<b>6 min. 1 sec.</b>
KGO	4 min. 4 sec.				

\* Includes stories about the death of Governor Mel Carnahan

\*\* Includes stories concerning the teachers’ strike

\*\*\* Includes stories about alternative fuel crisis

**Boldface indicates 5/30 station**

## All Political Stories

The average time for all political stories of all kinds was 6 minutes 20 seconds. All told, 51 stations in the sample exceeded an average of 5 minutes of total political coverage per night. Table 3A shows these results. Boldface indicates 5/30 stations.

**Table 3A: Stations over 5 minutes per night for All Political Stories**

Station	Nightly Average All political stories
KMOV*	13 minutes 28 seconds
WTVF	11 minutes 32 seconds
<b>KNXV***</b>	11 minutes 9 seconds
WPVI**	10 minutes 57 seconds
<b>WTVJ</b>	10 minutes 56 seconds
WUSA	9 minutes 37 seconds
<b>KCRA</b>	9 minutes 35 seconds
<b>WCVB</b>	9 minutes 29 seconds
<b>WXYZ</b>	9 minutes 14 seconds
KCTV*	8 minutes 51 seconds
<b>WCCO</b>	8 minutes 51 seconds
WFAA	8 minutes 43 seconds
WPXI	8 minutes 27 seconds
KGO	8 minutes 26 seconds
WOOD	8 minutes 18 seconds
WTMJ	8 minutes 14 seconds
<b>KYW**</b>	8 minutes 11 seconds
<b>KPIX</b>	8 minutes 6 seconds
<b>WTAE</b>	8 minutes 2 seconds
<b>KSHB</b>	7 minutes 43 seconds
<b>WPTV</b>	7 minutes 36 seconds
WSAZ	7 minutes 31 seconds
<b>WJAR</b>	7 minutes 27 seconds
<b>WKRC</b>	7 minutes 22 seconds
<b>WRAL</b>	7 minutes 20 seconds
KOMO	7 minutes 12 seconds
WHAS****	7 minutes 9 seconds
<b>WPRI</b>	7 minutes 8 seconds
<b>WCPO</b>	7 minutes 3 seconds
KATV	6 minutes 57 seconds
<b>WEWS</b>	6 minutes 48 seconds
<b>KOAT</b>	6 minutes 40 seconds
KOVR	6 minutes 36 seconds
<b>KJRH</b>	6 minutes 33 seconds
KOIN	6 minutes 32 seconds
WTSP	6 minutes 30 seconds
WDIV	6 minutes 28 seconds
<b>WJZ</b>	6 minutes 24 seconds
<b>WGAL</b>	6 minutes 15 seconds
WHDH	6 minutes 9 seconds
WISH	5 minutes 57 seconds
<b>KCBS</b>	5 minutes 47 seconds
WLOS	5 minutes 33 seconds
WSB	5 minutes 31 seconds

KHOU	5 minutes 22 seconds
WBNS	5 minutes 14 seconds
WTVR	5 minutes 10 seconds
WJW	5 minutes 9 seconds
KABC	5 minutes 7 seconds
<b>WBBM</b>	5 minutes 4 seconds
KFMB	5 minutes 3 seconds

\* Includes Governor Mel Carnahan stories

\*\* Includes stories about the teachers' strike

\*\*\* Includes alternative fuel crisis stories \*\*\*\* Includes stories about the city and county merger

## Top Stations

While there is a great deal of similarity, each measurement scale reveals slight differences among the top stations. The large majority of the stations on each measurement scale were stations that committed to the 5/30 standard. There were, however, several stations that did not make a public 5/30 commitment that also made it into the top twenty. Table 4A reports the top 20 stations for each type of measurement.

**Table 4A: Top 20 Stations**

Rank	Candidate Soundbites	CCD	CCD plus Ballot Initiatives	CCD plus Voter Information	CCD plus Non-Strategy Stories	All Political Stories
1	KNXV	KNXV	KNXV	KNXV	KNXV	KMOV
2	KJRH	WPTV	WPTV	WRAL	KMOV	WTVF
3	WPTV	WRAL	WRAL	KCRA	KCRA	KNXV
4	WCPO	WCPO	KCRA	WPTV	WCVB	WPVI
5	WXYZ	KJRH	WCPO	KJRH	WTVJ	WTVJ
6	WRAL	WXYZ	KJRH	WCPO	KSHB	WUSA
7	WTVJ	WEWS	WXYZ	WXYZ	WPVI	KCRA
8	WEWS	WKRC	WCVB	WCVB	KCTV	WCVB
9	KSHB	WJAR	WEWS	WKRC	WRAL	WXYZ
10	WKRC	WTVJ	WKRC	WEWS	WPTV	KCTV
11	WJAR	KSHB	WHAS	WTVJ	WJAR	WCCO
12	WTVF	WCVB	WOOD	WTVF	KJRH	WFAA
13	WCVB	WTVF	WJAR	WJAR	WXYZ	WPXI
14	WGAL	WGAL	WTVJ	WHAS	WCPO	KGO
15	KCRA	KCRA	KSHB	WOOD	WKRC	WOOD
16	WTAE	WPVI	WTVF	KSHB	WTVF	WTMJ
17	WPVI	KYW	KATV	KATV	WCCO	KYW
18	WCCO	WPRI	KMGH	WLOS	WEWS	KPIX
19	WPXI	WTAE	WGAL	KMGH	WPRI	KSHB
20	WKBW	WCCO (tied)	KCTV (tied)	KPIX	KYW	WTAE

		WKBW (tied)	WPVI (tied)			
			KGO (tied)			

Boldface indicates 5/30 station

Table 4A shows that a total of 34 different stations ranked in the top 20 on at least one measurement scale. Table 5A reports the number times each station ranked in the top 20. Clustering the stations this way provides another mechanism to indicate top stations.

**Table 5A: Number of Top 20 rankings by station**

1 out of 6	2 out of 6	3 out of 6	4 out of 6	5 out of 6	6 out of 6
WFAA	KATV	KCTV	<b>WCCO</b>	KJRH	KCRA
WLOS	KGO	<b>KYW</b>		WCPO	KNXV
WTMJ	KMGH	<b>WGAL</b>		WEWS	KSHB
WUSA	KMOV	WOOD		WJAR	WCVB
	<b>KPIX</b>	<b>WTAE</b>		WKRC	WTVF
	WHAS			WPTV	WTVJ
	WKBW			WPVI	WXYZ
	<b>WPRI</b>			<b>WRAL</b>	
	WPXI				

Boldface indicates 5/30 station

A final mechanism for ranking stations is by taking the mean of each station's ranking across all measurement scales. The lower the mean score, the more times a station ranked toward the top of each measurement scale. Table 6A presents these results.

**Table 6A: Mean rank scores – Top 23 Stations**

Station	Mean Rank	Ownership
1) KNXV: Phoenix, AZ	1.33	E.W. Scripps
2) WPTV: Palm Beach, FL	7.00	E.W. Scripps
3) KCRA: Sacramento, CA	7.83	Hearst-Argyle
3) WXYZ: Detroit, MI	7.83	E.W. Scripps
5) WRAL: Raleigh, NC	8.00	Capitol Broadcasting
6) WTVJ: Miami, FL	8.67	NBC
7) WCVB: Boston, MA	8.83	Hearst-Argyle
8) WCPO: Cincinnati, OH	10.33	E.W. Scripps
9) KJRH: Tulsa, OK	10.67	E.W. Scripps
10) WTVF: Nashville, TN	11.83	Landmark Com.
11) WKRC: Cincinnati, OH	12.67	Clear Channel Com.
12) KSHB: Kansas City, KS	12.83	E.W. Scripps
13) WJAR: Providence, RI	13.33	NBC
14) WEWS: Cleveland, OH	13.83	E.W. Scripps
15) WPVI: Philadelphia, PA	15.50	ABC
16) KCTV: Kansas City, MO	18.83	Meredith Broadcasting
17) WOOD: Grand Rapids, MI	19.50	LIN Television
18) WCCO: Minneapolis, MN	20.17	Paramount/CBS
19) KGO: San Francisco, CA	22.00	ABC
19) WPRI: Providence, RI	22.00	Clear Channel
21) KYW: Philadelphia, PA	22.50	Paramount/CBS
22) WGAL: Harrisburg, PA	23.50	Hearst-Argyle
23) KMOV: St. Louis, MO	24.00	A.H. Belo

**Comparisons between top 23 stations and other stations**

With this expanded definition of quality, it is possible to make comparisons between the top 23 stations that aired some form of quality political coverage with those that did not. These comparisons are similar to the ones made in the main paper between 5/30 and non-5/30 stations. Table 7A shows differences between the two sets of stations for all of the various time measurements. The top 23 stations provided slightly more than three times the amount of soundbites and of CCD, and almost three times the amount of CCD plus ballot initiatives. In addition, the top 23 stations provided over twice the level of CCD plus voter information stories, and of CCD plus non-strategy stories. While the top 23 stations provided significantly more total political coverage, this difference is smaller than in any other category. This indicates that the key difference between the top 23 stations and other stations is not necessarily the quantity of coverage, but in the nature of coverage these stations provide. Tables 8A and 9A outline the differences between the top 23 stations and other stations for election level and story frame. These results are consistent with our overall findings.

**Table 7A: Comparisons between top 23 and other stations**

	Soundbites	CCD	CCD plus Ballots	CCD plus Helpful	CCD plus Non-Strategy	All Political Stories
Top 23 Stations	1:52	2:26	2:55	3:21	5:27	8:42
Other 51 Stations	0:35	0:41	1:00	1:21	2:20	5:15

Times shown as minutes:seconds

**Table 8A: Election level comparisons**

	Presidential	Federal	State	Local	General Campaign
Top 23 Stations	47%	23%	13%	7%	11%
Other 51 Stations	56%	18%	9%	5%	12%

**Table 9A: Story Frame comparisons**

	Strategy	Issue	Adwatch, Other, Mixture
Top 23 Stations	47%	30%	23%
Other 51 Stations	58%	21%	21%

## Conclusion

The results presented here provide a more rounded picture of station quality than is possible with CCD alone. Still, the large majority of top stations under all criteria were stations committed to meeting the 5/30 CCD standard.

Most measurements of quality coverage in this addendum are less restrictive than CCD, which means it is easier for stations to achieve a higher rank under these standards. Yet even when we give stations credit for airing anything at all about politics, regardless of its content, the nationwide nightly average time devoted to political news in the last month of the 2000 campaign was 6 minutes 20 seconds, out of 6-and-a-half hours of broadcast time. As most television viewers were

painfully aware, those 6 minutes 20 seconds of political news were not much of a match for the time that broadcasters sold each night for political advertising.

## Appendix A: Ownership and Affiliation of Stations in Study

Station	Market	D M A*	Ownership	Network Affiliation	Nightly CCD average **
KABC	Los Angeles	2	ABC	ABC	0:42
KCBS	<b>Los Angeles</b>	2	Paramount/CBS	CBS	0:57
<b>WBBM</b>	<b>Chicago</b>	3	Paramount/CBS	CBS	0:32
WLS	Chicago	3	ABC	ABC	0:26
<b>KYW</b>	<b>Philadelphia</b>	4	Paramount/CBS	CBS	1:41
WPVI	Philadelphia	4	ABC	ABC	1:47
<b>KPIX</b>	<b>San Francisco/Oakland/San Jose</b>	5	Paramount/CBS	CBS	0:42
KGO	San Francisco/Oakland/San Jose	5	ABC	ABC	1:15
WHDH	Boston	6	Sunbeam Television Corp.	NBC	0:45
<b>WCVB</b>	<b>Boston</b>	6	Hearst-Argyle	ABC	2:17
WFAA	Dallas/Fort Worth	7	A.H. Belo Corp.	ABC	0:49
WUSA	Washington DC	8	Gannett	CBS	1:18
WDIV	Detroit	9	Post-Newsweek	NBC	1:23
<b>WXYZ</b>	<b>Detroit</b>	9	Scripps	ABC	2:55
WSB	Atlanta	10	Cox Broadcasting	ABC	0:26
KHOU	Houston	11	A.H. Belo Corp.	CBS	0:39
KOMO	Seattle/Tacoma	12	Fisher Broadcasting	ABC	0:45
WTSP	Tampa/St. Petersburg/Sarasota	13	Gannett	CBS	0:35
<b>WCCO</b>	<b>Minneapolis/St. Paul</b>	14	Paramount/CBS	CBS	1:36
WJW	Cleveland	15	Fox Television	Fox	0:45
<b>WEWS</b>	<b>Cleveland</b>	15	Scripps	ABC	2:44
<b>WTVJ</b>	<b>Miami/Fort Lauderdale</b>	16	NBC	NBC	2:30
KTVK	Phoenix	17	A.H. Belo Corp.	Ind.	0:32
<b>KNXV</b>	<b>Phoenix</b>	17	Scripps	ABC	5:44
KMGH	Denver	18	McGraw-Hill Broadcasting Co.	ABC	0:40
KOVR	Sacramento/Stockton/Modesto	19	Sinclair Broadcast Group	CBS	1:09
<b>KCRA</b>	<b>Sacramento/Stockton/Modesto</b>	19	Hearst-Argyle	NBC	1:49
<b>WTAE</b>	<b>Pittsburgh</b>	20	Hearst-Argyle	ABC	1:40
WPXI	Pittsburgh	20	Cox Broadcasting	NBC	1:23
KMOV	St. Louis	21	A.H. Belo Corp.	CBS	1:04
WFTV	Orlando/Daytona Beach/Melbourne	22	Cox Broadcasting	ABC	0:33
KOIN	Portland	23	Lee Enterprises	CBS	0:29
<b>WJZ</b>	<b>Baltimore</b>	24	Paramount/CBS	CBS	0:49
KFMB	San Diego	25	Midwest Television	CBS	0:32

**Appendix A: Ownership and Affiliation of Stations in Study (Cont.)**

Station	Market	D M A*	Ownership	Network Affiliation	Nightly CCD avg. **
WISH	Indianapolis	26	LIN Television	CBS	0:50
WFSB	Hartford/New Haven	27	Meredith Broadcasting	CBS	0:21
WSOC	Charlotte	28	Cox Broadcasting	ABC	0:06
WTVD	Raleigh/Durham	29	ABC	ABC	0:28
<b>WRAL</b>	<b>Raleigh/Durham</b>	29	Capitol Broadcasting	CBS	3:38
WTVF	Nashville	30	Landmark Communications	CBS	2:06
<b>KSHB</b>	<b>Kansas City</b>	31	Scripps	NBC	2:26
KCTV	Kansas City	31	Meredith Broadcasting	CBS	1:15
<b>WCPO</b>	<b>Cincinnati</b>	32	Scripps	ABC	3:38
<b>WKRC</b>	<b>Cincinnati</b>	32	Clear Channel Communications	CBS	2:39
WTMJ	Milwaukee	33	Journal Communications	NBC	1:07
WBNS	Columbus	34	Dispatch Broadcast Group	CBS	0:29
WLOS	Greenville, SC/Asheville, NC	35	Sinclair Broadcast Group	ABC	0:51
KTVX	Salt Lake City	36	Chris-Craft/United Television	ABC	0:28
WOOD	Grand Rapids/Kalamazoo/Battle Creek	38	LIN Television	NBC	1:25
WBRC	Birmingham/Anniston/Tuscaloosa	39	Fox Television	Fox	0:14
WREG	Memphis	40	The New York Times Company	CBS	0:16
WWL	New Orleans	41	A.H. Belo Corp.	CBS	0:21
WVEC	Norfolk/Portsmouth/Newport News	42	A.H. Belo Corp.	ABC	0:14
<b>WPTV</b>	<b>West Palm Beach/Ft. Pierce</b>	43	Scripps	NBC	4:03
WPEC	West Palm Beach/Ft. Pierce	43	Freedom Communications Inc.	CBS	0:20
WKBW	Buffalo	44	Granite Broadcasting	ABC	1:36
KWTV	Oklahoma City	45	Griffin Television	CBS	0:02
<b>WGAL</b>	<b>Harrisburg/Lancaster/Lebanon/ York</b>	46	Hearst-Argyle	NBC	1:52
WFMY	Greensboro/High Point/Winston-	47	Gannett	CBS	0:07

	Salem				
WHAS	Louisville	48	A.H. Belo Corp.	ABC	1:02

**Appendix A: Ownership and Affiliation of Stations in Study (Cont.)**

Station	Market	D M A*	Ownership	Network Affiliation	Nightly CCD avg. **
KOAT	Albuquerque/Santa Fe	49	Hearst-Argyle	ABC	0:56
WJAR	Providence RI/New Bedford, MA	50	NBC	NBC	2:32
WPRI	Providence, RI/New Bedford, MA	50	Clear Channel Communications	CBS	1:41
WNEP	Wilkes-Barre/Scranton	51	The New York Times Company	ABC	0:29
WJXT	Jacksonville, FL/Brunswick, GA	52	Post-Newsweek	CBS	0:23
KVBC	Las Vegas	53	Sunbelt Communications	NBC	0:31
KFSN	Fresno/Visalia	54	ABC	ABC	0:56
WRGB	Albany/Schenectady/Troy	55	Freedom Communications Inc.	CBS	1:03
WHIO	Dayton	56	Cox Broadcasting	CBS	0:21
KATV	Little Rock/Pine Bluff	57	Allbritton Communications	ABC	0:45
KTUL	Tulsa	58	Allbritton Communications	ABC	0:24
<b>KJRH</b>	<b>Tulsa</b>	58	Scripps	NBC	3:16
WSAZ	Charleston/Huntington	59	Lee Enterprises	NBC	0:49
WTVR	Richmond/Petersburg	60	Raycom Media	CBS	1:11

**Boldface indicates 5/30 station** \*DMA: Designated Market Area (ranked by number of TV households)

\*\* Times shown as minutes:seconds