



# Media Monitor

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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### CBS SOURS ON BUSH AFTER RATHER RUN-IN

CBS evening news coverage of George Bush became more negative after Bush's controversial interview with Dan Rather on January 25, according to a study by the Center for Media and Public Affairs. Bush's coverage on the other networks changed only slightly after the Rather interview.

As part of an ongoing study of TV news election coverage, researchers examined all evaluations of George Bush by reporters and sources on the ABC, CBS, and NBC evening news programs from January 1 through February 8. Assessments of Bush's election prospects were excluded.

#### Results:

- \* Evaluations of Bush were evenly balanced on CBS until the Rather interview, but mainly negative (73% to 27%) thereafter.
- \* Bush's coverage at the other networks was almost identical before and after January 25. Evaluations went from 50% to 47% positive at NBC and 33% to 31% positive at ABC.
- \* Since January 1, NBC had the most evenly balanced assessments of Bush (48% positive vs. 52% negative). ABC's coverage was the most negative (32% positive), followed by CBS (38% positive).
- \* Overall, Bush has received the most negative TV news evaluations of any presidential candidate except for Gary Hart during the past twelve months.

The Center for Media and Public Affairs is a nonpartisan and nonprofit organization that conducts scientific analysis of media coverage. The Center is studying TV news coverage of the presidential election from February, 1987 through November, 1988. Results are published in Media Monitor, the Center's monthly newsletter. A complimentary copy is available on request.

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