

# Media Monitor

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NEWS RELEASE

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## TV NEWS BLASTS BUSH AND HART, BOOSTS JACKSON

In the wake of George Bush's run-in with Dan Rather, a new study reports that Bush received the worst TV coverage of any Republican Presidential candidate during 1987. The study found that Jesse Jackson got the best coverage and Gary Hart the worst among candidates of both parties.

The study was conducted by the Center for Media and Public Affairs, a nonpartisan nonprofit organization that carries out scientific analysis of media coverage. Researchers examined all statements aired on 387 election stories on the ABC, CBS, and NBC evening news from February through December 1987. They analyzed both evaluations of the candidates and predictions of their prospects in the campaign "horse race".

### Major findings:

- \* Jackson got the most positive coverage of any candidate in either party. He also garnered the most positive "horse race" predictions among Democrats.
- \* Bush combined the most negative coverage among the Republicans with the most favorable horse race predictions in either party.
- \* There were more stories on Hart than on all other Democratic candidates combined. But Hart also received by far the most negative evaluations and horse race predictions.
- \* The Democratic race dominated election coverage. The Democratic candidates appeared as sources 427 times during 1987 compared to 197 TV news appearances by the Republicans.
- \* For every story on policy issues, there were nearly two on the horse race and three on controversies along the campaign trail.

Updated results of this study will be published through the 1988 campaign in Media Monitor, the monthly newsletter of the Center for Media and Public Affairs. A complimentary copy is available upon request.

(more)

Overview: 1987 Presidential Election Coverage

	<u>Evaluation*</u>	<u>Horse Race*</u>	<u>Number of Stories</u>
<u>Democrats</u>			
Jackson	+19	+28	22
Dukakis	+5	+25	9
Simon	+5	+21	8
Gephardt	+5	+5	8
Babbitt	+10	-4	6
Gore	0	+1	10
Hart	-52	-29	97
<u>Republicans</u>			
Bush	-10	+47	33
Dole	+8	+23	11
Kemp	+8	-7	6
Robertson	-3	+29	12
Haig	+1	-6	5
DuPont	-5	-4	1

\* Ratings were created by compiling all evaluative statements broadcast, then subtracting the negative statements from the positive. Statements from the candidates and their staffs were excluded.