

Media Monitor

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NEWS RELEASE

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TV NEWS BOOSTS JACKSON, BLASTS ROBERTSON

Jesse Jackson got the best press and Pat Robertson the worst prior to Super Tuesday, a new study reports. George Bush got a big media boost when he needed it most, just before New Hampshire.

The study was conducted by the Center for Media and Public Affairs, a nonpartisan organization that carries out scientific analysis of media coverage. Researchers examined all statements aired on 532 election stories on the ABC, CBS, and NBC evening news from January 1 through March 8 (Super Tuesday). They analyzed both evaluations of the candidates and predictions of their prospects in the campaign "horse race".

Major Findings:

- * Jackson's Rise - Jesse Jackson got the best press by far going into Super Tuesday with 74% favorable evaluations and 90% positive horse race predictions. His share of the Democrats' coverage nearly tripled from 9% to 26% after New Hampshire.
- * Robertson's Fall - Pat Robertson got the worst press, dropping from 70% positive evaluations before New Hampshire to only 33% afterward. His positive horse race predictions fell from 71% to 41%.
- * Bush's N.H. Boost - Bush's best press came when he most needed it - a 66% favorable rating the week before New Hampshire. Since then Bush's good press rating sank to 44%.
- * Bad News - Evaluations of every major candidate became more negative after the New Hampshire primary on January 16.
- * Horse Race Heats Up - There have been four stories on the campaign horse race for every story on policy issues since the Iowa caucuses.
- * Pocketbook Issues Dominate - Taxes and trade relations are the issues mentioned most frequently in campaign coverage.

(more)

Percent Positive TV News Coverage*

	<u>Candidate Evaluations</u>		<u>Horse Race Predictions</u>	
	<u>Jan 1- N.H.</u>	<u>N.H.- Super Tues.</u>	<u>Jan 1- N.H.</u>	<u>N.H.- Super Tues.</u>
<u>Democrats</u>				
Jackson	90%	74%	53%	90%
Dukakis	51	43	94	96
Gephardt	46	40	83	49
Gore	67	50	44	64
<u>Republicans</u>				
Bush	50	44	59	94
Dole	62	56	89	50
Robertson	70	33	71	41

*Based on clearly positive or negative statements from all sources on the ABC, CBS, and NBC evening news. Candidate evaluations include assessments of character, job performance, campaign performance, and issue stands.