

CENTER FOR MEDIA AND PUBLIC AFFAIRS

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CONVENTION COVERAGE GORE-IFIES AL

Network News Convention Coverage Favors Gore More Than Dubya

WASHINGTON, DC—Al Gore's sudden rise in the polls was preceded by a wealth of positive coverage on the network evening news coverage of the Democratic National Conventions, according to a recent study conducted by the **Center for Media and Public Affairs (CMPA)**. Gore received more positive comments from on-air sources during the network nightly news on the 'big three' during his convention than George W. Bush during the Republican Convention, by 68 percent to 61 percent.

According to CMPA President Dr. S. Robert Lichter, "Al Gore went from the media's whipping boy to their golden boy. And his good press paid off in his poll ratings."

These findings are the most recent results of CMPA's *ElectionWatch* project examining coverage of Campaign 2000. *ElectionWatch* provides regular updates of how the broadcast networks are covering the candidates, the issues and the campaign. **Major findings reflect the 46 stories covering the Democratic Convention on ABC, CBS or NBC evening news from August 14 to August 17.**

MAJOR FINDINGS:

Al's Pals Rally: When networks quoted partisan sources—both Republican and Democratic—Gore received 83 percent positive mentions while only one out of every three non-partisan sources had favorable comments towards the Vice President. This marks a stark contrast to the Republican convention, when George W. Bush received the support of 59 percent of partisan spokespersons and 63 percent of non-partisan sources.

Clinton Back on Top: Topping both contenders, Bill Clinton's favorable overall evaluations were 75 percent positive, with the partisan sources (77%) and the non-partisans (71%) overwhelmingly approving.

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ELECTIONWATCH is published regularly during the primary and general election season by the **Center for Media and Public Affairs (CMPA)**—a nonpartisan, nonprofit research and educational organization. Future *ELECTIONWATCH* reports will contain statistical updates on the amount, topics and tone of the media's coverage of Campaign 2000.