

CENTER FOR MEDIA AND PUBLIC AFFAIRS

2100 L Street, N.W. • Suite 300 • Washington, D.C. 20037 • (202) 223-2942

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Contact: Matthew Felling 202-223-2942

Media Feeding Frenzy in Florida

TV Coverage Tops Lewinsky Scandal, Deaths of Di and JFK Jr.

WASHINGTON, DC—Network evening news show devoted more coverage to the electoral fallout in Florida than to the Clinton-Lewinsky scandal and Princess Diana's and John F. Kennedy Jr.'s deaths during the first week after each story broke, according to the most recent *ElectionWatch* report from the **Center for Media and Public Affairs (CMPA)**. The study also shows election coverage received more than half the attention in only seven days (183 stories) as Elian Gonzalez did in his entire five-month ordeal (360 stories from 11/25/99 to 4/25/00).

According to Dr. Lichter, "This story reminds us that the media can educate the public as well as titillate them."

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 183 stories covering the Florida recount on ABC, CBS and NBC evening news from November 8th through November 14th.**

STORY COMPARISONS:

Topic	Stories in First Week
Election Deadlock	183
John F. Kennedy Jr. death	148
Oklahoma City bombing	146
Monica Lewinsky allegations	142
Columbine HS shootings	142
Princess Diana's death	103
OJ Simpson verdict	64

For additional information, please contact Matthew Felling at (202) 223-2942