# A CONTENT ANALYSIS OF
# RADIO NEWS PROGRAMMING
# IN THE PORTLAND, OREGON AREA

## THESIS FOR THE DEGREE OF M.A.

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ABSTRACT

A CONTENT ANALYSIS OF RADIO NEWS PROGRAMMING

IN THE PORTLAND, OREGON AREA

by Larry J. Sellers

The problem of the study was to find out through content
analysis, what kinds of news and how much, in terms of subject-
matter and total broadcast time, are stressed by selected radio
stations having certain characteristics; and, investigate, com-
pare, and contrast each station's news programming practices
in terms of the following: (1) facilities, (2) personnel, (3)
network affiliation, (4) transmitting power, (5) location, (6)
hours of operation, and, (7) scheduling of newscasts.

To find a solution to the problem, one full day's news
broadcasting from 6:00 AM to 11:00 PM of each station was mon-
itored, and the results were tabulated according to subject-
matter categories and, more briefly, geographic origin using
the analysis of time and percentage of time and number and
percentage of items.

The methodology of the study involved an establishment
of a set of categories, the determination of the size of the
sample, the selection of the sample, and finally, the analysis
itself.

A metropolitan market such as Portland, Oregon was chosen because ten stations, of all sizes, network affiliations, and news department operations and practices, were represented in a locale best suited for the attempted monitoring study; and, not least of all, the fact that the author was employed full-time at one of the stations, KOIN, during the period that the study was made.

For each station, every regularly-scheduled newscast, for one "composite" week-day , was taped off-the-air, auditioned, and the information tabulated according to subject-matter and geographic origin by category. The sample was made up of 236 newscasts which were comprised of 37 one-minute, 14 two-to-three minute, 144 five-minute, 12 seven-to-eight minute, 18 ten-minute, and 11 fifteen-minute newscasts.

The sample was taken during the first two months of 1965; the Viet Nam war was not nearly as advanced nor publicized as later in that year or in 1966. Even so, the cold war and minor confrontations throughout the world are perpetually with us, and certainly the number one news story, for the subject-matter count taken at the time of this survey, was pertaining to military developments. Eight of the ten stations broadcast military news either first or second most frequently; the other two, unhappily, were dominated by crime.

Three-fourths of all the news-time was devoted to seven of the twenty categories. These seven were government, military,

crime, weather, political, accidents, and business. The thirteen gaining the least attention were science, space, education, health, religion, racial, celebrity, sports, society, agriculture, leisure, human interest, and traffic.

The four network affiliates were among the top five stations in terms of most total news broadcast during the study. The CBS, NBC, and ABC stations were on top with KEX, a highly regarded independent station fourth, and the Mutual affiliate a close fifth. The range, among these five in terms of percentage of time allotted news programming, was from 10.6% to 17.9% of total air-time.

The strongest independent station, in terms of news quantity, KEX, broadcast more local, state, and regional news; the network stations were strongest in national, international, and foreign news. For the entire study, 32.7% of the news could be classified as national news; 20.2% could be classified as international news; 17.6% as local news; 15.1% was state news; 7.3% was foreign news; and, 7.1% could be labeled as news of more regional interest than of any other geographically-defined category.

Two main factors--time limitation and curiosity--were concluded to be the major reasons listeners to radio news are subjected to such a high percentage of news of accidents, war, crime, sadness, and tragedy in general. The old saying, "no news is good news," is apparently quite true even today. Five

or ten minutes an hour set aside for news by a radio station
seems to be, for the most part, only enough time to cover the
major irregularities of social behavior enacted by a minority
of our populace each day.

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## ACKNOWLEDGMENTS

TABLE OF CONTENTS

# LIST OF TABLES

# LIST OF APPENDICES

CHAPTER I

INTRODUCTION

The communication of information through the broadcasting
of news is a vital factor in modern American society. Since
modern technology has brought distant corners of the globe to
our doorstep, Americans must be concerned with the motives,
actions, and thoughts of men and nations everywhere.

In all countries, however governed, the communication of
news is vital. Dictatorships control news and use it to keep
in power; democracies can flourish only in soil nourished by
the news which provides bases for discussion. Broadcast news
is hoped to be a means of achieving better understanding
through the dissemination of knowledge and information to the
public. The Federal Communications Commission has long rec-
ognized this importance. For example, in 1949 the FCC said,
"It is axiomatic that one of the vital questions of mass
communication in a democracy is the development of an in-
formed public opinion through the public dissemination of
news and ideas concerning the public issues of the day. It
is the right of the public to be informed . . ."[1] In forty
years, radio news broadcasting has rapidly established itself

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[1]14 Federal Register, p. 3056.

as a mighty channel of information for citizens of America.[2]

Radio is a means of communication ideally suited to the pace of modern life. It reduces news to its simplest terms and gets it across in a small capsule of time.[3] Due to the nature of the medium, radio has advantages over the other media which render news programming especially appealing to the listeners. Radio delivers the news first; can be heard at minimal cost; can be heard while one is doing other work; can be heard with a minimum of mental effort; and, can give a sense of intimate participation through sound effects and voices of personalities.[4]

News probably is the most valuable contribution a station can make to its community; the immediacy with which news can be handled by radio finds no competition in newspapers or television. Only radio can handle news so fast and so well.[5] The public depends upon radio news to be a competent, reliable source with no inaccuracy. "The voice of radio is that of authority."[6]

Who is responsible for news broadcasting at the station level? A National Association of Broadcasters' news survey

[2]Paul F. Lazarsfeld, Radio and The Printed Page, (New York: Duell, Sloan & Pearce, 1940), p. 214.

[3]Waldo Abbot, Handbook of Radio Broadcasting, (3rd edition; New York: McGraw-Hill, 1950), p. 98.

[4]Lazarsfeld, loc. cit.

[5]Sherman P. Lawton, The Modern Broadcaster, (New York: Harper & Bros., 1961), p. 236.

[6]Charles A. Siepmann, Radio, Television and Society, (New York: Oxford University Press, 1950), p. 186.

showed that 57% of the small stations, 66% of the medium stations, and 80% of the large stations have a person designated who is strictly and solely responsible.[7] The same source finds "somewhat alarming" the following figures pertaining to newsmen with journalism education: "Among the small stations surveyed, only 16% of personnel identified with news operations had had any journalism school training; only 27% among the medium stations; and 40% among the large stations." Although small, medium and large stations were not defined as to relative size of facility or staff, these statistics are still significant; the general lack of professional training can do little to up-grade the quality of radio news.

The unequaled speed with which news can be aired via the microphone is a constant challenge and an opportunity possessed by no other communications medium. Radio has become a universal medium of communication in the United States with more than 172 million receiving sets in over 55 million homes.[8] This means that 98% of all homes in the United States are radio-equipped. In addition, there are 60 million radio receivers in automobiles and another 10 million in public places.[9]

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[7]Clair R. McCollough, "Editorial and Panel Discussion on Education for Broadcasting," Journal of Broadcasting, Vol. 4, No. 4, Fall, 1960, pp. 291-92.
[8]Broadcasting Yearbook, Vol. 70, Jan. 1, 1966, p. 20.
[9]Ibid.

Radio offers tremendous service to the national defense as the one medium that can transmit news faster and to more places than any other means of man-made communication. The day may not be too distant when the national government will allow radio coverage of judicial proceedings with broadcast journalists granted the right to bring their microphones into the court rooms.[10]

The critical times of World War II and the Korean conflict led to a flourishing of radio news, with active news coverage, commentary, and analysis. Afterward, when many radio stations felt the pinch of the television competition, news staffs were reduced, many of the better men moving into television. While the number of radio stations tripled, most of the new ones were small and had limited provision for handling news.[11]

This past decade, the formative years of television, has been a new era of change and experimentation for radio news. There are, of course, those stations that became set in their ways; they found what their management considered to be satisfactory formulas and chose to stick with these methods. Others accepted the staggering challenge of television and so altered their programming and standards as to revise completely and, in many cases, revitalize the entire operation.

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[10]J. Leonard Reinsch and Israel Ellis Elmo, Radio Station Management, (New York: Harper & Bros., 1960), p. 119.

[11]Lawton, op. cit., p. 237.

Radio's usual answer to television was to swing over to the music and news pattern. In countless cases this resulted in a new prominence for news, but in far too many instances it meant only more wire service[12] summaries being read over the air.[13] Although some stations have energetically developed and maintained strong news departments, the handling of news at the great majority of radio stations is by untrained announcers, whose sole news obligation is to read news summaries from teletype copy. Professional competence is often lacking.[14]

Size of station and size of market do not in themselves determine the extent of the station's news effort. Many stations in big cities have no genuine newsrooms and no qualified news editors; on the other hand, some 500-watt stations in small towns have aggressive and well-manned news departments.[15]

Despite the multitude of changes that have occurred in both programming and listening habits, radio news on many stations has retained certain basic, popular characteristics. The quarter-hour newscast is still widely popular, and often will prove to be the single most-listened-to feature on a station.[16] However, in 1960 the National Association of

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[12]"wire service"- also "teletype;" a device by which messages can be sent by wire or radio directly to intended receiver, where a typewriter-like printer reproduces messages.
    [13]Bob Siller, Ted White, and Hal Terkel, _Television and Radio News_, (New York: MacMillan, 1960), p. 74.
    [14]Lawton, op. cit., p. 238.
    [15]Siller, White, and Terkel, op. cit., p. 73.
    [16]Reinsch and Elmo, op. cit., p. 104.

Broadcasters released the results of a news survey which showed a notable decrease in the number of fifteen-minute news programs.[17] This report indicated that the industry generally is favoring five-minute news summaries with occasional "round-up"[18] treatment. One authority believes that the news "capsule"[19] or the headline summary "appears to have gained a permanent spot on the schedules of stations everywhere."[20]

News reporting depends to a great extent upon the individual's definition of this service. Two well-known experts in the field describe it this way: former CBS News Director Paul White said, "News is the statement of freshly ascertained facts about something of interest that has happened, is happening, is about to happen or contrary to expectation, hasn't happened, isn't happening, and probably won't happen.[21] Eric Hodgins, editorial vice-president of Time Inc., said that "broadcast journalism is the conveyance of information from here to there with accuracy, insight, and dispatch."[22]

There are many types of news broadcasts, each one pre-

[17]McCollough, loc. cit.
[18]"round-up"- generally refers to a fifteen-minute newscast which includes local, national, and international news.
[19]"capsule"- a one-minute newscast which encompasses several news stories in headline form only; little detail.
[20]Reinsch and Elmo, loc. cit.
[21]Paul W. White, News on the Air, (New York: Harcourt Brace & Co., 1947), p. 65.
[22]Ibid.

sented in a different manner and prepared in a different style. Almost all radio stations buy at least one wire service; Associated Press and United Press International both provide twenty-four hour teletype service to radio with news specially written and "packaged"[23] for broadcasting. In addition, many stations supplement their news broadcasts with network news; some stations rely entirely on news from the networks.[24] The major networks maintain elaborate news organizations, with reporters and commentators in prominent news centers throughout the world.[25]

While government and national news, together with international relations, are emphasized in the network programs, the wire services furnish more diversified news to the radio station, and local staffs gather the hometown news. Specialized newscasts, aimed at a particular audience, are programmed with considerable success by some stations. These include weather, sports, agriculture, headlines for housewives, the world of science, Hollywood happenings, television tid-bits, political news, and religious news. Many stations have as many as twenty newscasts a day, lasting from 60 seconds to fifteen or twenty minutes each.[26]

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[23]"packaged"- a compiled newscast approximately five minutes long (or a specified time) labeled as such by the wire service.

[24]"network"- a series of stations regularly joined by telephone lines; in this reference served by ABC, CBS, NBC, or MBS.

[25]Siller, White, and Terkel, ibid.

[26]Donald Brown and John P. Jones, Radio and Television News, (New York: Rinehart & Co., 1954), p. 18.

Some station managers believe that, ideally, newscasts should be so scheduled that a listener will come to know that on a specified newscast, at a certain hour, every day, he can expect a particular feature of interest to him. Intelligent scheduling of newscasts is also an important factor in building a faithful group of listeners. Although news programs frequently attain the highest audience rating, at least one knowledgeable observer says "broadcasters know that a station that broadcasts too much news would soon find itself with a low audience rating."[27] On the other hand, advertisers and agencies, looking for local radio shows with both high ratings and community acceptance, are becoming more aware that the top station in many markets is the station with the most aggressive news operation.[28]

Although less than one percent of the radio stations in the country get along without news, many broadcasters make no genuine effort to serve the local or regional needs of their clientele; instead they "rip-and-read"[29] the wire-service news sent from New York, Chicago, or some other distant city. Since the wire services must edit the news for scores or hundreds of stations, they offer very little local or regional material.[30]

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[27]Mitchell V. Charnley, Reporting, (Minneapolis: Holt & Co., 1959), p. 128.

[28]"Radio Peps Up Its News Leadership," Sponsor, XII, (October 4, 1958), p. 29.

[29]"rip-and-read"- broadcasting terminology which refers to an announcer tearing news off the wire service teletype and reading it on-the-air with little or no preparation.

[30]Siller, White, and Terkel, loc. cit.

For local coverage, each station has its own policy.
The extent of this coverage is governed by the economic re-
sources available and the emphasis the station management
places on news in its total programming schedule. Lack of
staff is usually given as the reason for poor local radio
news coverage, yet there are many examples of stations doing
much with little. One low-powered station on the East Coast
has consistently scored news beats over newspapers and large
stations in a nearby metropolitan area, with only one newsman
and the help of other staff members.[31] Other stations do
good jobs with no one at all on full-time coverage.

Wire services do not and cannot provide adequate, up-to-
the-minute local spot news coverage. Local news can be devel-
oped without a large staff, by utilizing to the fullest the
tools that have been made available to broadcasters in recent
years. A top local story can be covered on the scene with a
tape recorder and then aired with, if necessary, comments by
the newscaster at the station. For fast breaking and exciting
regional news, the recorded telephone interview is tops for
interest.[32] News broadcast on-the-spot by beeper phone,[33] a
remote transmission from radio-equipped automobiles,[34] or a

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[31]National Association of Broadcasters, _An Operational
Guide Issued by Freedom of Information Committee_, (Washington
D. C: U. S. Government Printing Office, June, 1958), p. 27.
    [32]Brown and Jones, _loc. cit._
    [33]"beeper phone"- a news report telephoned to the sta-
tion, recorded via a special line, and rebroadcast.
    [34]"remote transmission"- remote report; broadcast live
from a relay transmitter in a car or other mobile unit.

taped insert[35] is recognized today as an extremely valuable commodity. Stations are doing an increasing amount of this with their local staffs, and broadcasting additional reports obtained by phone from special correspondents and newsmen at other stations, plus worldwide news reports available to those stations affiliated with networks.[36]

Regular telephone calls to city police, state police, hospitals, local civic leaders, local socialites, hotels, schools, and fire departments can yield more good local news in a day than most broadcasting outlets can use. An ever increasing number of stations utilize radio-equipped automobiles while some of the larger stations even have planes, helicopters, and boats for remote reports.

Part-time correspondents in small surrounding communities are known as "stringers."[37] These may include housewives, school teachers, local government officials, or small-town newspaper people. These correspondents are trained to phone in important news that breaks in their territory. Routine news can be sent by mail, and they are encouraged to turn in advance stories of meetings, community gatherings, and other special occasions.[38]Stringers cost little and can result in loyal followings.

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[35]"taped insert"- recording at the scene of the news event for play-back later during a newscast.
[36]Reinsch and Ellis, loc. cit.
[37]"stringer"- a part-time employee who sends news from his area to the station; usually paid by the story.
[38]Brown and Jones, loc. cit.

It is hard to conceive of a "typical" radio newsroom. There is so much disparity in buildings, equipment, organization, and policy that significant generalizations are almost out of the question. It is helpful to qualify stations by power, but some 250-watt stations are more intelligently news-conscious than some 10,000-watt operations. There are small stations which give eight or ten newscasts daily; and there are big stations which have no full-time news director, have only one teletype set off in a corner or closet somewhere, and furnish perhaps two or three network commentators and a couple of rip-and-read broadcasts from the wire report each day as their total news offering. It may be said however, that "(a) nearly all stations have one or more wire service furnishing domestic and foreign news by teletype, and (b) some of them have network affiliations which provide at least a minimum of newscasts . . "[39]

Still, there are encouraging signs of more local and network news activity in radio. While the number of hours of total network programming broadcast by stations has decreased in the past decade, the percentage of network programming devoted to news has risen sharply; from 14% to 32% in the case of small stations, from 16% to 29% in the case of medium stations, and from 15% to 37% in the case of large stations.[40] Also, there has been a significant increase

[39]Frank Luther Mott, The News in America, (Cambridge: Harvard University Press, 1952), p. 148.
    [40]McCollough, loc. cit.

nationally in local and regional news coverage by individual broadcasting stations.[41] Longer radio news programs, news commentary, increasing editorial activity and discussion programs will "become the core of important stations in every city, just as they already are in many cities."[42]

"The future of radio news is increasingly bright . . A public can be fooled part of the time but when it sees through quackery, it turns to responsible radio news. In turn, this kind of news is the basis for good radio generally. In the beginning there was a newscast. In the end, there will be more newscasts, using the tools of speed and intimacy to help tell the story of what's happening in our all-too-busy world, why it's happening, and maybe what to expect next."[43]

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[41]Ibid.
[42]William J. Small, "Radio News Has Matured Since World War II," The Quill, Nov. 1959, pp. 49-52.
[43]Small, loc. cit.

Problem of the study.

One of the limitations of news by radio is that time is not available for any given newscast to include every story that may be of interest to those who are listening. A newscast offers five, ten, or fifteen minutes of news at one time, and therefore, the newscaster cannot possibly include a description of all events entering the newsroom from the wire services and local sources into any one newscast. Consequently, the news editor bears the responsibility of selecting the stories he thinks essential in the public interest. Because of this, it was determined that there was a need to describe quantitatively the content of radio news. Until more information is gathered and analyzed, criticisms that it is over-burdened with stories of crime, accidents, death, and destruction will continue to be made without adequate evidence to support them. In addition, the study of radio news content may be of value to newsmen and station managers by providing an estimate of the listeners' interest to different kinds of subject-matter.

The problem of the study is to find out through content analysis what types of news and how much, in terms of subject-matter and total broadcast time, are stressed by selected stations having certain characteristics; and, investigate, compare, and contrast each station's news programming practices in terms of the following: (1) facilities, (2) personnel, (3) network affiliation, (4) transmitting power, (5) location, (6) hours of operation, and, (7) scheduling of

newscasts.

To achieve a solution to the problem, the study will tabulate, for each station, one full day's news broadcasting according to subject-matter categories using the following means of content analysis: (1) the time and percentage of time in each newscast by each station; (2) the number and percentage of items in each newscast by each station; (3) the time and percentage of time in all newscasts by each station; (4) the number and percentage of items in all newscasts by each station; (5) the time and percentage of time in each newscast at a specific time of day for all stations; (6) the number and percentage of items in each newscast at a specific time of day for all stations; (7) the time and percentage of time in all newscasts for all stations; and, (8) the number and percentage of items in all newscasts for all stations.

Purpose and Objective

Purpose of the study.

The purpose of the study is to investigate discernible and meaningful differences in news treatment among selected radio stations. The study will tabulate the news policies and practices, news personnel, and news facilities and equipment existing in the selected stations in order to establish a base for comparison.

The study proposes to analyze the tabulation and draw

conclusions as to what constitutes typical news practices.

Also, the study will show how much news is available, during an "average" week-day, to radio listeners in Portland, Oregon.

Objective of the study.

The study does not claim to be an exhaustive survey, but it is hoped that it will, in a small way, make some contribution to the knowledge of advantages and disadvantages of characteristic news operations. It is hoped that the findings will permit us to draw significant conclusions about each station's news programming practices; recognize characteristic differences between network affiliation and independent stations; and evaluate the service provided by these radio stations in the dissemination of news.

It is also hoped that the study will be a step toward providing additional knowledge to the limited amount now available in the area of radio newscast content, and contribute concrete, objective information on the content and time of newscasts afforded people by radio.

Also, the findings may furnish some evidence to support the theory that over-commercialization is forcing a compact form of newscast on the public which is depriving them of information necessary to be adequately informed. In addition, the author hopes to draw conclusions relative to criticism of "sensationalism" pertaining to news of crime and violence.

<u>Assumptions</u> <u>and</u> <u>Limitations</u>.

This study does not attempt to cast judgment as to why one station has more or less news of one kind than another. Furthermore, although certain subject-matter categories will permit us to estimate the amount of good and bad news that is broadcast, no specific attempt is made in this study to measure in detail the positive or negative inference placed on exact areas. By objective examination, we mean to explore "content" of newscasts as defined by Webster: "the topics of matter treated in a document or the like."

Such a study was within the scope of content analysis as defined by Berelson:[44]

> Content analysis is ordinarily limited to the manifest content of the communication and is not normally done directly in terms of the latent intentions which the content may express nor the latent response which it may elicit. Strictly speaking, content analysis proceeds in terms of what-is-said, and not in terms of why-the-content-is-like-that or how-people-react.

<u>Terms</u> <u>and</u> <u>Definitions</u>.

Some terms and definitions which will be used in this study are the following:

(1) full-time newsman- a person employed full-time by the radio station to work on news. This person must be em-ployed solely to gather, edit, write, and usually present the news on-the-air.

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[44]Bernard Berelson, <u>Content</u> <u>Analysis</u> <u>in</u> <u>Communications</u> <u>Research</u>, (Glencoe, Illinois: Free Press, 1952), p. 18.

(2) UPI and AP- news wire services providing news of all types from throughout the world to a station by teletype.

(3) air-time- the time during which a station is actually broadcasting.

(4) spot- a short segment of air-time usually used for commercial or public service announcements.

(5) format- the type and style of programming done by an individual station.

(6) frequency- each radio station is assigned a specific frequency by the FCC and must broadcast at that frequency so that its signal does not interfere with that of another station. The AM broadcasting band is limited from 540 to 1600 kilocycles. The frequency (or number of kilocycles) at which a station broadcasts does not determine the power of the station.

(7) AM - amplitude modulation, by which one electronic wave is mixed with another, altering its amplitude characteristics.

(8) watt- a watt is a unit of electrical power. The more watts, the more power; therefore, a station broadcasting with 50-kw is more powerful than a station broadcasting with 10-kw.

(9) across-the-board- a program presented five days a week at the same hour.

<u>Methodology</u>.

The methodology of the study involved an establishment
of a set of categories, the determination of the size of the
sample, the selection of the sample, and finally the analysis
itself.

In all content analysis, certain units of measurement
are used. These units may be space-time measures, items,
or themes.[45] The present study measured proportions of news
content through actual off-the-air monitoring checks by means
of tape recording. Therefore, item and time were selected
as measuring devices.

The present study was an attempt to indicate through
actual time-item count, the proportions of different kinds
of news broadcast by the twelve radio stations in the metro-
politan Portland, Oregon market. Two stations were eliminated
at the start because they programmed no news; their entire
air-time was devoted to music and religious offerings. The
stations serving in the investigation were KKEY in Vancouver,
Washington; KGON in Oregon City, Oregon; and KWJJ, KEX, KPOJ,
KISN, KPAM, KXL, KGW, and KOIN, all in Portland. The two
stations eliminated because of their lack of news were KLIQ
and KPDQ, both in Portland.

The stations represented in the report were chosen for
the following reasons: they comprise nearly every range of

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[45]Paul F. Lazarsfeld and Bernard Berelson, <u>Analysis of
Communication Content</u>, (New York: Harper & Bros., 1949), p. 2.

transmitting power, news department operation and size, network affiliation, news practices; and, they are concentrated in a metropolitan area best suited for the attempted monitoring study.

This study includes every regularly-scheduled newscast broadcast during a "composite" week-day[46] by each station. Regularly-scheduled newscasts, in this study, do not include special news programs of interest for the most part to a specific audience and composed of that type of news only (sports, women's news, or farm programs, etc.). However, special mention has been made of these so that each station presenting this type of information was given credit.

The monitoring sample was made up of 236 newscasts, first taped, and then auditioned and timed. These consisted of 37 one-minute newscasts, 14 two-to-three minute newscasts, 144 five-minute newscasts, 12 of seven to eight minute duration, 18 ten minutes in length, and 11 fifteen-minute newscasts.[47] Time involved in the mere gathering of the sample was considerable for the undertaken report; the monitoring and taping consisted of preparation and the actual 20 hours of news air-time involved during the 153 "composite-day" hours for all the stations; and, the auditioning and tabulation of information obviously required many times longer.

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[46]"composite" week-day- in this report refers to the compilation of one full broadcast day (6:00 AM to 11:00 PM), of all newscasts normally included in each station's schedule, gathered from different days during the time the sample was taken.

[47]See Table IV, p. 35.

A "composite-day" of air-time for the report was from 6:00 AM to 11:00 PM. This was felt to represent the normal waking hours for the majority of people who tune to radio for information. The sample was taken during the winter months of January and February, 1965, which caused three of the stations' "day" to end at 5:15 PM since they operate during daylight hours only, or until local sunset.[48]

The months which were chosen for the sampling were not selected for special reasons beneficial to the research involved. January and February were best suited to the author's vocation at the time, and fortunately, they contained a quite "normal" news period without abnormal involvement in a major news story of unusual proportions, such as an assassination, war, political campaign or convention, etc.

The sample was taken only on week-days in order to make a fair and equal comparison among the stations. Some stations do more, some less, some the same amount of news programming on the weekend, so it was decided to confine the study to an examination of the majority of each station's constant program structure.

The days on which the monitoring sample was taken included virtually every week-day during January and February, 1965; however, the majority was obtained on January 7, 8, 14, 15, 21, 22, 28, 29, and February 4, 5, 11, 12, 18, and 19.

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[48]See Table XI, p. 53.

It was the opinion of the author that the monitoring
sample of newscasts recorded off-the-air, which was used
as the vehicle for content analysis of the study, would pro-
duce the most accurate and honest information possible.
Since some of the stations repeat the same news story ver-
batim two, three, or even more times on succeeding newscasts,
it was believed that an attempt to accurately measure wordage
of stories, by gathering compiled newscasts at the end of the
day, would be grossly inaccurate. Furthermore, since no
questionnaires were involved and interviews used only for
gathering information of each station's properties and per-
sonnel, conclusions drawn from this report are solely objec-
tive in the purest sense and free of all opinion and bias ex-
cept for any inflicted subconsciously by the author.

A problem which had to be resolved was that of classi-
fying the content of the newscasts reliably. The question
arose concerning the judgment involved in placing a news item
into a specific category.

While few content studies in the past included reports
of reliability, those reports that did were optimistically
concurrent. For example, Albig's classification of radio
programs of nine United States and one British station was
accompanied by a test of reliability.[49] In the early stage
of that study, all four classifiers conferred on the meanings
of certain program titles. Thereafter, they worked indepen-

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[49]William Albig, "Content of Radio Programs," Social
Forces, Vol. 16, 1938, pp. 338-49.

dently in a reliability check; each of the four classified the programs during one sample week. The results showed agreement 93% of the time.

Kirkpatrick's study of radio broadcasting in Minneapolis involved several persons listening to various programs and tabulating the amount of time devoted to different types of content.[50] The classifiers agreed eight times out of ten.

In Sussman's study of labor in radio news, several workers monitored thirty-three network newscasts for a period of seven weeks and classified each item relating to labor.[51] The same coding was accomplished by a trained analyst. The agreement ratio between the untrained workers and the analyst produced a reliability of .93 or mutual understanding nine times out of ten.

The published records on reliability in classifying content, some of which have been cited above, support the author's belief that the results of the present study are reliable.

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[50]Ibid.
[51]Leila A. Sussman, "Labor in Radio News," Journalism Quarterly, Vol. 22, 1945, p. 208.

# CHAPTER II

## A BASE FOR COMPARISON

### Definition of Categories.

A pre-test monitoring study of newscasts was made of stations in Lansing, Michigan, in order to test the applicability of subject-matter categories as applied to radio news broadcasts, and to find out approximately the length of time required in the analysis of one newscast in order to determine the size of the sample that could be investigated in a reasonable period of time. The number of categories chosen to be used in the study were determined on the following basis: that there be enough to be mutually exclusive and inclusive, i.e., a minimum of stories that could be considered for inclusion in more than one category; that the larger the number of categories, the finer are the distinctions that can be drawn between items, increasing the mutual exclusiveness that can be achieved; and, conversely, the number of categories must be held to a workable number; the greater the number, the greater the opportunity for confusion and error on the part of the analyst and reader.

After the pre-test monitoring study of newscasts, it was decided that the most meaningful results would be obtained by tabulating subject-matter content into twenty categories.

The following subject-matter categories were decided upon after much consideration and testing:

(1) Government.

(a) Official acts of legislative or executive departments.

(b) Of non-military branches of government not including government bureaus and departments such as labor mediation, health, education and welfare, weather, and agriculture when subject-matter leans more heavily toward another category than toward government as such.

(c) Foreign relations, diplomatic activity and acts of any government if non-military.

(2) Political.

(a) Political parties, elections, primaries, discussions of political issues involved in a campaign, political criticism of government action.

(b) Acts of politically prominent individuals which have political rather than function-of-government significance or strictly personal connotations.

(3) Military.

(a) Defense, war productions, actual war activities, atomic and hydrogen bomb information, guided missiles, military appropriations.

      (b) Official acts of department of defense and its

          military branches.

      (c) All items having a strong military theme.

      (d) Disarmament.

      (e) Cold war activities.

(4) Space.

      (a) Exploration, excluding military missiles.

      (b) Astronauts.

      (c) Satellites, other than for spy and detection

          purposes.

(5) Science and invention.

      (a) Natural science research.

      (b) Archaeology.

      (c) Exploration, other than in outer space.

      (d) Scientific aspects of the atom not included in

          category three.

(6) Education.

      (a) Any story pertaining to school, college, or

          university activities.

      (b) Work or experiments in education.

(7) Health and welfare.

      (a) Workmen's compensation.

      (b) Anti-pollution campaigns.

      (c) Federal Drug Administration activities.

      (d) Government relief and economic assistance.

      (e) Medicare.

(f) Disaster assistance.

(g) Pornographic literature.

(8) Business, labor, industry.

    (a) Business, labor, and commercial activity.

    (b) Strikes and strike threats.

    (c) Production costs and profits.

    (d) Banking trade, finance, management.

    (e) Stock market reports, excluding farm products.

(9) Accidents, natural disasters.

    (a) Stories of injury, death, catastrophy, train
and ship wrecks, automobile accidents, fires,
tornadoes, floods, and other accidents causing
damage to life and property.

    (b) Plane crashes other than involving military
missions.

    (c) Accidents or natural disasters averted.

(10) Racial.

    (a) Racial issues involving segregation and dis-
crimination, integration, NAACP, and similar
organizations.

(11) Religious

    (a) Church meetings, theological discussions,
statements of church leaders on religious and
moral matters, except those pertaining to cate-
gory ten, church and religious group activities.

(12) Celebrities.

    (a) Stories newsworthy only because of show business connection.

    (b) Famous personality in any area other than category two.

(13) Sports.

    (a) Competitive sports, amateur or professional.

    (b) Other than purely recreational activities like hunting, fishing, skiing.

(14) Weather.

    (a) Weather forecasts and stories in this area not classified as natural disasters where death or injury result.

(15) Society, the family, and the individual.

    (a) News of infamous people.

    (b) Announcement of births, deaths, divorces, marriages excluding celebrity stories.

    (c) Society and women's interests, fashions, cooking, sewing, gardening, family care.

    (d) Personal achievements not clearly classified as agricultural, business, etc., organizations, clubs, community socials, fairs, dances, parades, all holiday stories.

(16) Agriculture.

    (a) Farmers, farming, and farm organizations.

    (b) Agriculture department releases and market reports of farm products.

(17) Crime, vice, and violence.

> (a) Breaking of the law and resulting court action.

> (b) Investigations of crime, law-suits.

(18) Leisure activities.

> (a) Literature and languages, music, painting,
> the plastic art, motion pictures, plays, cir-
> cuses, zoos, museums, radio and television, va-
> cation and recreational activities excluding
> competitive sports.

(19) Human Interest.

> (a) News having humorous, ironic, heart-warming,
> or bizarre quality. Material characterized by
> being interesting but not "important."

(20) Traffic.

> (a) Traffic warnings broadcast during rush-hour
> traffic periods to alert motorists of tie-ups
> possibly caused by accidents, but not of a na-
> ture serious enough to be included in category
> nine.

## Characteristics of the Stations.

By means of content analysis, using the categories out-
lined in the preceding pages, news treatment of ten radio
stations in the Portland, Oregon metropolitan area was ana-
lyzed, compared, and contrasted in terms of each station's
peculiarities. Variables considered in establishing these
points of differences and similarities among the stations

were: (1) independent or network affiliate; (2) size of the
station's entire staff, news department, and facilities; (3)
news department personnel's education, training, and exper-
ience; (4) transmitting power; (5) geographical location; and,
(6) news scheduling practices.

Selecting the Sample.

With the amount of statistical information gathered,
hour-by-hour comparisons could be made in voluminous amounts
imaging exactly the content of every newscast of each station
according to the established categories. This recapitulation
was necessary to carry the study to its conclusion, and the
entire summation (see Appendices A thru H) has been included
to allow further study and comparison, if desired. However,
for the intent and purposes of this report, it was decided
to tabulate and analyze, by subject-matter categories, the
content of news broadcast on the basis of the following cri-
teria: (1) the percentage of news in each category for the
entire day by each station; (2) the percentage of items in
each category for the entire day by each station; (3) the
time in each category for every hour by all stations; (4)
the items in each category for every hour by all stations;
(5) the time and percentage of time in each category for the
entire day by all stations; and, (6) the items and percentage
of items in each category for the entire day by all stations.
Also, it was decided to examine each station's percentage

of time devoted to news during the entire broadcast day,
the geographic origin of news items for each station, and
the length and origination of newscasts during the entire day
by each station.

## Geographic Categories

It was necessary to establish boundaries for the various
classifications of categories pertaining to geographic origin
in order to discover the locale favored by each station.
Local news generally refers to anything other than national
or international news, but this was felt to be too broad for
the content analysis attempted in this report. Since a story
might be of interest to "westerners" generally but not to
people in, say, Chicago or New York, it was decided that an
intermediate step should be added. In fact, local was con-
fined to the immediate listening area of Portland and vicinity
which all stations could penetrate easily regardless of their
transmitting power; and, another division was added--state
news--a category to classify news which pertained to a story
which happened or had special meaning for those people in
Oregon who live outside metropolitan Portland. This was done
to present an estimation of the degree to which Portland sta-
tions are self-centered. Regional news was listed as news
originating in or pertaining to people, problems, or events
in the other two Pacific Coast states, Washington and Califor-
nia, plus Idaho. National news pertained to the United States

exclusively; news of national interest which made no mention of another country. International news was about news originating in the United States or a foreign country which related to both, and foreign news was restricted to stories about countries--their people or problems--other than the United States with no mention or involvement with us.

It is hoped that the following chapter will provide answers to these questions: (1) the majority of news content falls into which subject-matter category? (2) which subject-matter categories make up the bulk of the news? which make up the least? (3) does any category gain more significance than "normal" at any particular time of day? (4) does news content show any marked variance between network affiliates and independent stations? (5) what are the apparent relationships, if any, between a station's size (power, facilities, employees) and total news and subject-matter content? (6) is newscast scheduling reflective upon news content or vice versa?

# CHAPTER III

## RESULTS OF THE STUDY

Interviews with station managers and news editors provided the information about each station's operation. Tape recordings of newscasts taken off-the-air at time of broadcast provided the news for the content analysis. General station characteristics, which were sought for use in the study, included location, transmitting power, operating hours, and total number of employees.[49] A break-down of personnel in each station's news department listed the number of full-time newsmen, their average years of news experience and education, and, whether one person was in charge as full-time news director.[50] Information about news department facilities included network affiliation, news wire service subscribed to, news-cars with transmitting units available, portable recorders, and police radio and fire department monitors in the newsroom.[51] Another comparison was drawn from the length of newscasts presented by each station and the number in each classification.[52]

To assure that the gathered data pertaining to the objective of the study, an examination of news content, have

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[49]See Table I, p. 33.
[50]See Table II, p. 34.
[51]See Table III, p. 34.
[52]See Table IV, p. 35.

the most meaning, a precise description is presented of the radio stations involved in the report. However, since the primary purpose of this report is an examination of news content rather than the stations participating, the latter will be referred to only when helpful in providing additional meaning to the information regarding news content.

TABLE I

GENERAL CHARACTERISTICS OF STATIONS

| City, Station | Power | Operating Hours | Employees |
|---|---|---|---|
| Portland | | | |
| KXL | 50,000 watts | 5 AM to sunset | 17 |
| KGW | 5,000 watts | 24 hours | 20 |
| KWJJ | 10,000 watts | 6 AM to midnight | 17 |
| KPOJ | 5,000 watts | 5:30 AM to 12:30 AM | 14 |
| KISN | 1,000 watts | 24 hours | 18 |
| KOIN | 5,000 watts | 5:30 AM to midnight | 27 |
| KEX | 50,000 watts | 24 hours | 30 |
| KPAM | 5,000 watts | 6 AM to sunset | 14 |
| Oregon City | | | |
| KGON | 10,000 watts | 24 hours | 12 |
| Vancouver, Washington | | | |
| KKEY | 1,000 watts | 6 AM to sunset | 12 |

TABLE 2

NEWS DEPARTMENT PERSONNEL

| Station | Full-time newsmen | Avg. Education | Avg. News Experience | News Director |
|---------|-------------------|----------------|----------------------|---------------|
| KXL | 2 | 14 | 12 | Yes |
| KGW | 2 | 14 | 9 | Yes |
| KWJJ | 2 | 13 | 20 | Yes |
| KPOJ | 2 | 16 | 9.5 | Yes |
| KISN | 2 | 12.5 | 7.5 | Yes |
| KOIN | 2 | 14 | 27 | Yes |
| KEX | 4 | 14.5 | 7.7 | Yes |
| KPAM | 0 | - | - | No |
| KGON | 1 | 12. | 5 | No |
| KKEY | 1 | 13 | 3 | No |

TABLE 3

NEWS DEPARTMENT FACILITIES

| Station | Network | News Service | Mobile Unit | Portable Recorders | Police Radio | Fire Dept. Receiver |
|---------|---------|--------------|-------------|--------------------|--------------|---------------------|
| KXL | - | UPI | No | 2 | Yes | Yes |
| KWJJ | ABC | UPI | No | 1 | Yes | Yes |
| KEX | - | UPI | 2 | 2 | Yes | Yes |
| KPOJ | - | UPI | No | 1 | Yes | Yes |
| KOIN | CBS | UPI,AP | No | 1 | Yes | Yes |
| KPAM | - | AP | No | 0 | No | No |
| KGW | NBC | UPI | 1 | 2 | Yes | Yes |
| KISN | - | UPI,AP | 1 | 1 | Yes | Yes |
| KGON | MBS | UPI | No | 1 | No | No |
| KKEY | - | UPI | No | 0 | No | No |

TABLE 4

LENGTH OF NEWSCASTS

| Station | 1-min | 2,3-min | 5-min | 7,8 min | 10-min | 15-min | All | Non-Net |
|---------|-------|---------|-------|---------|--------|--------|-----|---------|
| KXL  |    |    | 11  |    |    | 1  | 12  | 12 |
| KGW  |    | 14 | 8   | 12 |    |    | 34  | 22 |
| KWJJ |    |    | 18  |    | 2  | 3  | 23  | 6  |
| KGON |    |    | 34  |    |    |    | 34  | 17 |
| KPOJ |    |    | 15  |    | 1  |    | 16  | 16 |
| KISN | 17 |    | 17  |    |    |    | 34  | 34 |
| KOIN |    |    | 7   |    | 14 | 6  | 27  | 15 |
| KEX  | 16 |    | 16  |    | 1  | 1  | 34  | 34 |
| KPAM |    |    | 8   |    |    |    | 8   | 8  |
| KKEY | —  | —  | 6   | —  | —  | —  | 6   | 6  |
|      | 33 | 14 | 144 | 12 | 18 | 11 | 232 | 170 |

News Content by Station.

One standard of measurement, either "time" or "number
of items," could have provided the information needed to
complete the study. A comparison of these two standards of
measurement revealed a very insignificant variance in the
percentage of news in each category.[53]

Eight of the ten stations investigated broadcast military
news either first or second most frequently. One of the other
two stations was an independent[54] with strong news coverage,
KEX. However, another category which generally has a repug-
nant connotation, crime, was its replacement. In the other
instance, station KKEY, which was found to have only 22 minutes
of news for the entire day, the least in the study, placed
military news far down the line in importance.

KGON, the Mutual Broadcasting System affiliate, gave by
far the most prominence to any one category; again, it was
to military news. KGON devoted 28.4% of its entire news
programming to this type of news; the runner-up was a 23.0%
authorization to weather news by KXL. Heavy flooding locally
during the monitoring period of KXL quite probably was the
determining factor in this unprecedented devotion to weather
news. All but one of the other stations in the study rel-
egated the above category to the third through seventh posi-
tion in popularity. KPOJ, a leading independent which has

[53]See Tables V and VI, pp. 38-41.
[54]"independent"- a station not affiliated with any of
the four major networks: ABC, CBS, NBC, or MBS.

acquired the facilities of the Mutual network from KGON since the monitoring sample was taken, placed weather news in its newscasts more often than any other category but with 16.1%, a much more conservative figure. KPOJ, incidentally, was one of two stations at the time the survey was made, to have a direct line to the U. S. Weather Bureau for live weathercasts twice a day by one of the meteorologists; the other station was KOIN, the well-established CBS affiliate, which was far-and-away the leader in news quantity during the limited time-period of the study.

Military and government or political news ranked highest according to amount of time by the four network affiliates. In only one instance, that involving the MBS Portland outlet, KGON, did the pattern not evolve; in that instance, news of crime was broadcast second most frequently.

It is harder to find a likeness among independent stations. There were three exceptions to the dominance of military, government or political news; these were either the categories of accident and crime, or that of weather.

Three-fourths of all the time in the newscasts analyzed for all stations was devoted to seven of the 20 categories. These categories were government, military, crime, weather, political, accidents, and business. The total percentage of time found in these seven categories was 75.8%.[55] The total percentage of items was comparable, 75.4%.[56]

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[55]See Table VII, p. 43.
[56]See Table VIII, p. 44.

TABLE 5

PROPORTIONS OF NEWS CONTENT (PERCENTAGE OF TIME)*

| KXL | | KGW | | KWJJ | | KGON | | KPOJ | |
|-----|------|-----|------|------|------|------|------|------|------|
| Wea** | 23.0% | Mil | 16.7% | Gov | 15.5% | Mil | 28.4% | Wea | 16.1% |
| Mil | 16.4 | Pol | 14.1 | Mil | 12.9 | Cri | 18.2 | Mil | 15.0 |
| Gov | 14.7 | Wea | 11.3 | Cri | 12.4 | Gov | 12.3 | Acc | 14.7 |
| Bus | 12.4 | Gov | 10.5 | HIn | 10.1 | Wea | 8.1 | Gov | 12.6 |
| Spo | 7.8 | Spa | 10.1 | Pol | 9.5 | Acc | 7.1 | Cri | 9.0 |
| Spa | 7.5 | Cri | 8.9 | Acc | 7.3 | Spa | 6.0 | Pol | 8.6 |
| Cri | 6.3 | Acc | 8.8 | Wea | 5.7 | Bus | 4.6 | Bus | 8.4 |
| Pol | 4.0 | Spo | 4.3 | Hea | 4.7 | Rac | 4.0 | Hea | 4.5 |
| Hea | 2.0 | Rac | 3.9 | Edu | 4.5 | Pol | 3.6 | Rac | 2.6 |
| Edu | 1.9 | Bus | 3.6 | Rac | 4.0 | Cel | 1.8 | Spo | 2.1 |
| Acc | 1.6 | Hea | 2.6 | Bus | 3.1 | Soc | 1.5 | Spa | 1.9 |
| Cel | 1.3 | Rel | 1.5 | Spa | 2.5 | Hea | 1.3 | Rel | 1.3 |
| Soc | 0.8 | Cel | 1.0 | Cel | 2.3 | Spo | 1.3 | Agr | 1.0 |
| HIn | 0.3 | HIn | 0.9 | Spo | 1.7 | Rel | 0.7 | HIn | 0.9 |
| Sci | 0.0 | Lei | 0.6 | Lei | 1.6 | Sci | 0.4 | Cel | 0.8 |
| Rac | 0.0 | Soc | 0.6 | Sci | 1.2 | Lei | 0.3 | Lei | 0.5 |
| Rel | 0.0 | Edu | 0.5 | Rel | 0.7 | Edu | 0.2 | Sci | 0.0 |
| Agr | 0.0 | Sci | 0.0 | Soc | 0.2 | HIn | 0.2 | Edu | 0.0 |
| Tra | 0.0 | Agr | 0.0 | Agr | 0.0 | Agr | 0.0 | Soc | 0.0 |
| Lei | 0.0 | Tra | 0.0 | Tra | 0.0 | Tra | 0.0 | Tra | 0.0 |

*All newscasts during the entire day.
**Category Abbreviations: Wea (Weather); Mil (Military);
Gov (Government); Bus (Business); Spo (Sports); Spa (Space);
Cri (Crime); Pol (Political); Hea (Health); Edu (Education);

TABLE 5--Continued

| KISN | | KOIN | | KEX | | KPAM | | KKEY | |
|------|------|------|------|------|------|------|------|------|------|
| Mil | 18.4% | Mil | 20.9% | Gov | 15.4% | Mil | 21.6% | Pol | 20.9% |
| Cri | 17.3 | Pol | 14.4 | Cri | 14.5 | Gov | 19.0 | Acc | 16.8 |
| Wea | 15.3 | Cri | 13.4 | Mil | 10.4 | Wea | 12.6 | Cri | 13.3 |
| Acc | 8.5 | Wea | 8.4 | Rac | 8.9 | Spo | 10.8 | Bus | 10.0 |
| Gov | 7.3 | Gov | 7.9 | Wea | 8.6 | Cri | 6.6 | Wea | 8.6 |
| Pol | 7.2 | Acc | 7.1 | Bus | 8.6 | Rac | 6.2 | Hea | 7.4 |
| Hea | 5.4 | Bus | 6.5 | Acc | 6.2 | Spa | 6.2 | Mil | 6.4 |
| Spa | 3.2 | Hea | 4.1 | Pol | 6.0 | Edu | 3.9 | Gov | 5.2 |
| Cel | 3.0 | Spo | 3.0 | Spo | 5.4 | Cel | 3.6 | Spo | 4.1 |
| Rac | 2.8 | Spa | 3.0 | Spa | 5.3 | Bus | 3.5 | Edu | 3.1 |
| Bus | 2.4 | Rac | 1.9 | Hea | 3.1 | HIn | 2.7 | HIn | 2.0 |
| Edu | 2.0 | Edu | 1.8 | Edu | 2.6 | Acc | 1.9 | Lei | 1.5 |
| Lei | 1.6 | HIn | 1.8 | HIn | 1.3 | Hea | 1.3 | Soc | 0.7 |
| Sci | 1.3 | Cel | 1.6 | Agr | 1.3 | Pol | 0.8 | Spa | 0.0 |
| Rel | 1.0 | Rel | 1.1 | Cel | 0.7 | Agr | 0.3 | Sci | 0.0 |
| Soc | 0.8 | Tra | 0.9 | Rel | 0.6 | Sci | 0.0 | Rac | 0.0 |
| Tra | 0.8 | Soc | 0.9 | Soc | 0.6 | Rel | 0.0 | Rel | 0.0 |
| Spo | 0.8 | Lei | 0.8 | Tra | 0.5 | Soc | 0.0 | Cel | 0.0 |
| HIn | 0.8 | Sci | 0.6 | Sci | 0.0 | Lei | 0.0 | Agr | 0.0 |
| Agr | 0.1 | Agr | 0.0 | Lei | 0.0 | Tra | 0.0 | Tra | 0.0 |

**Category Abbreviations (continued): Lei (Leisure); Acc (Accidents); Cel (Celebrity); Soc (Society); HIn (Human Interest); Sci (Science); Rac (Racial); Rel (Religion); Agr (Agriculture); Tra (Traffic).

TABLE 6

PROPORTIONS OF NEWS CONTENT (PERCENTAGE OF ITEMS)*

| KXL | | KGW | | KWJJ | | KGON | | KPOJ | |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Wea | 18.8% | Mil | 19.6% | Gov | 16.6% | Mil | 27.2% | Mil | 16.6% |
| Mil | 18.0 | Pol | 12.8 | Mil | 14.3 | Cri | 16.2 | Wea | 14.9 |
| Gov | 14.4 | Wea | 12.8 | Pol | 10.3 | Gov | 10.3 | Gov | 13.2 |
| Cri | 8.2 | Gov | 10.2 | Cri | 9.8 | Wea | 9.9 | Acc | 12.6 |
| Spo | 7.2 | Acc | 9.4 | Acc | 8.1 | Acc | 7.9 | Cri | 10.3 |
| Spa | 7.2 | Cri | 8.2 | HIn | 8.1 | Spa | 7.1 | Pol | 9.2 |
| Bus | 6.4 | Spa | 5.9 | Wea | 5.3 | Bus | 4.3 | Bus | 7.5 |
| Pol | 5.4 | Bus | 5.1 | Bus | 5.3 | Pol | 4.0 | Hea | 4.0 |
| Edu | 2.7 | Rac | 3.7 | Rac | 4.9 | Rac | 4.0 | Rac | 2.9 |
| Acc | 2.7 | Spo | 3.4 | Cel | 3.1 | Soc | 2.0 | Spo | 2.3 |
| Cel | 2.7 | Hea | 2.8 | Spo | 3.1 | Hea | 1.6 | Spa | 2.3 |
| HIn | 2.7 | Rel | 1.4 | Hea | 2.7 | Rel | 1.2 | HIn | 1.2 |
| Soc | 1.8 | Cel | 1.4 | Edu | 2.7 | Cel | 1.2 | Rel | 1.2 |
| Hea | 1.8 | Edu | 1.1 | Spa | 2.2 | Spo | 0.8 | Cel | 0.6 |
| Sci | 0.0 | Lei | 0.8 | Sci | 1.8 | Lei | 0.8 | Agr | 0.6 |
| Rac | 0.0 | HIn | 0.8 | Rel | 0.9 | Sci | 0.8 | Lei | 0.6 |
| Rel | 0.0 | Soc | 0.3 | Lei | 0.4 | Edu | 0.4 | Sci | 0.0 |
| Agr | 0.0 | Sci | 0.0 | Soc | 0.4 | HIn | 0.4 | Edu | 0.0 |
| Tra | 0.0 | Agr | 0.0 | Agr | 0.0 | Agr | 0.0 | Soc | 0.0 |
| Lei | 0.0 | Tra | 0.0 | Tra | 0.0 | Tra | 0.0 | Tra | 0.0 |

*All newscasts during the entire day.

TABLE 6--Continued

| KISN | | KOIN | | KEX | | KPAM | | KKEY | |
|------|------|------|------|------|------|------|------|------|------|
| Mil | 17.7% | Mil | 17.3% | Cri | 14.7% | Mil | 21.0% | Pol | 16.6% |
| Wea | 15.5 | Cri | 13.1 | Gov | 13.8 | Gov | 15.8 | Acc | 16.6 |
| Cri | 10.2 | Pol | 11.7 | Mil | 11.3 | Wea | 11.6 | Wea | 16.6 |
| Acc | 7.9 | Wea | 10.2 | Pol | 10.3 | Cri | 10.5 | Cri | 11.9 |
| Pol | 6.8 | Acc | 8.8 | Bus | 8.5 | Rac | 8.4 | Bus | 9.5 |
| Gov | 5.7 | Gov | 8.3 | Wea | 7.5 | Spo | 6.3 | Gov | 4.8 |
| Hea | 3.8 | Bus | 7.4 | Spa | 7.2 | Bus | 5.3 | Edu | 4.8 |
| Rac | 3.0 | Spo | 4.3 | Acc | 6.9 | Edu | 5.3 | Hea | 4.8 |
| Spa | 2.6 | Hea | 3.1 | Rac | 6.3 | Spa | 4.2 | Spo | 4.8 |
| Bus | 2.6 | Spa | 2.6 | Spo | 3.8 | HIn | 3.1 | Mil | 2.4 |
| Cel | 2.3 | Edu | 2.6 | Hea | 2.8 | Cel | 3.1 | Soc | 2.4 |
| Edu | 1.9 | Cel | 2.6 | Edu | 1.9 | Acc | 2.1 | Lei | 2.4 |
| Sci | 0.8 | HIn | 2.6 | Cel | 1.6 | Agr | 1.1 | HIn | 2.4 |
| Soc | 0.8 | Rac | 1.4 | Soc | 1.3 | Hea | 1.1 | Spa | 0.0 |
| HIn | 0.8 | Soc | 1.1 | Tra | 0.6 | Pol | 1.1 | Sci | 0.0 |
| Rel | 0.4 | Rel | 1.1 | Rel | 0.6 | Sci | 0.0 | Rac | 0.0 |
| Spo | 0.4 | Sci | 0.6 | Agr | 0.6 | Rel | 0.0 | Rel | 0.0 |
| Lei | 0.4 | Lei | 0.6 | HIn | 0.3 | Soc | 0.0 | Cel | 0.0 |
| Tra | 0.4 | Tra | 0.6 | Sci | 0.0 | Lei | 0.0 | Agr | 0.0 |
| Agr | 0.4 | Agr | 0.0 | Lei | 0.0 | Tra | 0.0 | Tra | 0.0 |

KXL gave 88.1% of its total news-time to seven categories; KGON, 84.7%; KPOJ, 84.4%; KKEY, 83.4%; KPAM, 82.0%; KGW, 80.5%; KISN, 79.4%; KOIN, 78.5%; KWJJ, 73.5%; and KEX, 72.6%.

Of the seven most frequently appearing subject-matter categories, military news was broadcast by all ten stations; crime by ten stations; weather by ten; government by nine; accidents by eight; business by six; space by four; racial, health, and sports by two; and human interest was included in the top seven by one station. The station, KWJJ, allocated 10.1% of its news-time to human interest stories. While KWJJ's local originations generally contained a "kicker,"[57] its affiliation with the ABC network, which features Paul Harvey News, provided most of the news of this type. Citing just one example, Paul Harvey News at noon, for the day monitored, apportioned one-fourth of the fifteen minutes to human interest features. The highest assignment to human interest news by any other station was 2.7%.[58]

What kinds of news received the least consideration among all stations?

Thirteen of the subject-matter categories represented in the study gained very little attention. The proportions of time included in these thirteen categories combined ranged from 28.6% to only 11.9%; these were science, space, education, health, religion, racial, celebrity, sports, society, agriculture,

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[57]"kicker"- an odd or humorous story given at the conclusion of a newscast in order to end on a happy note.
[58]See Table V, pp. 38-39.

TABLE 7

PROPORTIONS OF NEWS CONTENT (ALL STATIONS TOTAL)
TIME AND PERCENTAGE

| Category | Time | | | Percentage |
|---|---|---|---|---|
| Military | 173 min. | 4 sec. | | 17.6% |
| Crime | 120 min. | 37 sec. | | 12.2 |
| Government | 112 min. | 55 sec. | | 11.5 |
| Political | 103 min. | 40 sec. | | 10.6 |
| Weather | 103 min. | 2 sec. | | 10.5 |
| Accidents | 75 min. | 36 sec. | | 7.7 |
| Business | 55 min. | 36 sec. | | 5.7 |
| Space | 41 min. | 23 sec. | | 4.2 |
| Racial | 36 min. | 37 sec. | | 3.7 |
| Health | 32 min. | 55 sec. | | 3.3 |
| Sports | 31 min. | 38 sec. | | 3.2 |
| Human Interest | 23 min. | 56 sec. | | 2.4 |
| Education | 16 min. | 56 sec. | | 1.7 |
| Celebrity | 15 min. | 42 sec. | | 1.6 |
| Religion | 9 min. | 50 sec. | | 1.0 |
| Leisure | 7 min. | 9 sec. | | 0.7 |
| Science | 7 min. | 4 sec. | | 0.7 |
| Society | 6 min. | 47 sec. | | 0.7 |
| Traffic | 5 min. | 12 sec. | | 0.5 |
| Agriculture | 5 min. | 11 sec. | | 0.5 |

TABLE 8

PROPORTIONS OF NEWS CONTENT (ALL STATIONS TOTAL)

ITEMS AND PERCENTAGE

| Category | Items | Percentage |
|---|---|---|
| Military | 366 | 17.0% |
| Weather | 254 | 11.8 |
| Crime | 253 | 11.8 |
| Government | 237 | 11.0 |
| Political | 200 | 9.3 |
| Accident | 177 | 8.3 |
| Business | 134 | 6.2 |
| Space | 101 | 4.7 |
| Racial | 76 | 3.5 |
| Sports | 69 | 3.2 |
| Health | 64 | 3.0 |
| Celebrity | 45 | 2.1 |
| Human Interest | 45 | 2.1 |
| Education | 41 | 1.9 |
| Religion | 23 | 1.1 |
| Society | 20 | 0.9 |
| Leisure | 13 | 0.6 |
| Science | 12 | 0.6 |
| Agriculture | 11 | 0.5 |
| Traffic | 9 | 0.4 |
| | 2150 | 100.0 |

leisure, human interest, and traffic.

The ten most infrequently used categories in the study reflect an even more ignored aggregation; the variance being 14.3% by KWJJ to just 4.0% by KXL. The proportions of time, by station, included KWJJ, 14.3% (network); KOIN, 10.8% (network); KEX, 10.7% (independent); KISN, 9.6% (independent); KGW, 7.7% (network); KPAM, 7.0% (independent); KPOJ, 6.4% (independent); KGON, 5.9% (network); KKEY, 4.2% (independent); and KXL, 4.0% (independent).

The three categories which were not disregarded quite as much as the ten listed above pertained to news of sports, health, and racial matter.

News in three vital areas of information to the public, education, religion, and science, comprised only 3.4% of the time and 3.6% of the items or stories of all the news broadcast during the sampling period of the study.

News Content by Time of Day.

What kinds of news are broadcast at different times of day?

On the basis of all stations, military news again strongly dominates all subject-matter regardless of the time of day.[59] For the seventeen-hour "day" under observation, military news was broadcast most often during eleven hours; it was heard second most often during five 60-minute periods. Military

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[59]See Table IX, pp. 46-47.

## TABLE 9

## PROPORTIONS OF NEWS CONTENT (TIME OF DAY)

### TIME IN SECONDS

| Rank | 6-7 AM | 7-8 AM | 8-9 AM | 9-10 AM | 10-11 AM | 11-12 N | 12-1 PM | 1-2 PM | 2-3 PM | 3-4 PM |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Cri 692 | Mil 917 | Mil 763 | Mil 795 | Mil 591 | Mil 1054 | Gov 760 | Cri 509 | Mil 520 | Cri 782 |
| 2 | Mil 490 | Acc 635 | Bus 615 | Pol 484 | Pol 521 | Wea 720 | Mil 463 | Gov 492 | Gov 492 | Mil 569 |
| 3 | Acc 388 | Gov 616 | Acc 458 | Cri 370 | Gov 490 | Cri 525 | Cri 525 | Wea 472 | Wea 472 | Pol 478 |
| 4 | Gov 335 | Wea 602 | Cri 451 | Gov 264 | Wea 361 | Pol 461 | Gov 434 | Cri 307 | Cri 307 | Wea 250 |
| 5 | Wea 230 | Pol 480 | Wea 436 | Spa 350 | Cri 327 | Mil 455 | Wea 319 | Acc 355 | Acc 307 | Gov 219 |
| 6 | Pol 154 | Spo 479 | Gov 391 | Wea 248 | Gov 321 | Bus 324 | Pol 461 | Gov 434 | Hea 224 | Hea 149 |
| 7 | Rac 119 | Cri 446 | Cel 297 | Cri 267 | Acc 187 | Gov 321 | Acc 272 | Bus 193 | Acc 126 | Acc 126 |
| 8 | Spo 112 | Rac 342 | Pol 289 | Spa 273 | Rac 167 | Spa 173 | Bus 304 | Pol 304 | Rac 105 | Rac 105 |
| 9 | Hea 80 | Cel 297 | HIn 270 | Rac 154 | Hea 166 | Acc 142 | Spa 162 | Hea 224 | Pol 143 | Spa 100 |
| 10 | Sci 79 | Bus 289 | Rac 175 | HIn 147 | HIn 147 | HIn 226 | HIn 226 | Rac 111 | Bus 193 | Bus 82 |
| 11 | Bus 77 | HIn 270 | Spo 149 | Spo 128 | Rel 101 | Lei 176 | Lei 176 | Spa 52 | Spa 94 | Cel 62 |
| 12 | Spa 69 | Edu 172 | Hea 112 | Hea 75 | Spo 100 | Rac 167 | Sci 123 | Hea 60 | Edu 83 | Spo 25 |
| 13 | HIn 50 | Hea 157 | Edu 112 | Cel 72 | Cel 72 | Sci 123 | Rac 111 | Edu 76 | Cel 62 | Edu 8 |
| 14 | Rel 28 | Rel 123 | Spa 118 | Rel 49 | Rel 49 | Hea 82 | Spo 104 | HIn 32 | HIn 32 | Sci 0 |
| 15 | Cel 19 | Sci 64 | Soc 85 | Edu 30 | Bus 46 | Agr 67 | Cel 95 | Cel 38 | Spo 22 | Soc 0 |
| 16 | Soc 17 | Soc 63 | Rel 82 | Bus 30 | Hea 30 | Soc 51 | Edu 60 | Sci 96 | Soc 22 | Rel 0 |
| 17 | Edu 16 | HIn 61 | Sci 63 | Soc 25 | Soc 26 | Edu 49 | Rel 61 | Soc 0 | Lei 23 | Agr 0 |
| 18 | Tra 15 | Tra 53 | Lei 40 | Sci 25 | Agr 24 | Rel 40 | Agr 36 | Agr 0 | Rel 0 | Lei 0 |
| 19 | Agr 0 | Agr 45 | Tra 38 | Agr 6 | Lei 0 | Hea 40 | Soc 0 | Lei 0 | Agr 0 | HIn 0 |
| 20 | Lei 0 | Lei 17 | Agr 0 | Lei 13 | Tra 0 | Cel 0 | Tra 0 | Tra 0 | Tra 0 | Tra 0 |

TABLE 9. –Continued

| 4-5 PM | | 5-6 PM | | 6-7 PM | | 7-8 PM | | 8-9 PM | | 9-10 PM | | 10-11 PM | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Pol | 436 | Pol | 995 | Mil | 847 | Mil | 551 | Mil | 409 | Mil | 250 | Mil | 501 |
| Mil | 401 | Mil | 964 | Pol | 696 | Cri | 440 | Cri | 320 | Bus | 133 | Wea | 407 |
| Gov | 376 | Cri | 805 | Gov | 652 | Wea | 423 | Wea | 279 | Wea | 130 | Acc | 307 |
| Bus | 352 | Gov | 720 | Cri | 613 | Edu | 233 | Gov | 233 | Cri | 111 | Gov | 243 |
| Cri | 302 | Acc | 556 | HIn | 348 | Acc | 177 | Acc | 81 | Gov | 95 | Rac | 203 |
| Acc | 284 | Wea | 518 | Wea | 294 | Gov | 150 | Cel | 76 | Acc | 91 | Pol | 177 |
| Wea | 276 | Spa | 500 | Hea | 282 | Pol | 125 | Spo | 75 | Edu | 89 | Agr | 165 |
| Spa | 173 | Spo | 395 | Spa | 281 | Spa | 117 | Pol | 47 | Rac | 83 | Spa | 144 |
| Hea | 119 | Bus | 327 | Rac | 220 | Bus | 98 | Hea | 39 | Pol | 54 | Bus | 95 |
| Rac | 116 | Hea | 313 | Acc | 183 | Lei | 90 | Rac | 32 | Hea | 51 | Cri | 93 |
| Rel | 76 | Rac | 299 | Bus | 149 | Spo | 74 | Edu | 28 | Spa | 30 | Spo | 83 |
| Cel | 56 | HIn | 161 | Edu | 53 | Hea | 54 | Bus | 27 | Cel | 15 | Edu | 71 |
| Edu | 39 | Rel | 71 | Spo | 44 | Sci | 47 | Spa | 25 | Sci | 0 | Rel | 49 |
| Sci | 37 | Cel | 52 | Soc | 30 | Cel | 36 | Lei | 22 | Rel | 0 | Tra | 48 |
| Spo | 27 | Soc | 43 | Cel | 19 | HIn | 25 | Sci | 19 | Spo | 0 | Hea | 47 |
| Agr | 21 | Sci | 30 | Lei | 8 | Soc | 15 | Rel | 0 | Soc | 0 | Soc | 46 |
| Lei | 0 | Edu | 23 | Sci | 0 | Rel | 0 | Soc | 0 | Agr | 0 | HIn | 35 |
| Soc | 0 | Tra | 16 | Rel | 0 | Lei | 0 | Agr | 0 | Lei | 0 | Lei | 17 |
| HIn | 0 | Agr | 0 | Agr | 0 | Tra | 0 | HIn | 0 | HIn | 0 | Sci | 0 |
| Tra | 0 | Lei | 0 | Tra | 0 | Agr | 0 | Tra | 0 | Tra | 0 | Cel | 0 |

## TABLE 10

### PROPORTIONS OF NEWS CONTENT (TIME OF DAY)

ITEMS

| Rank | 6–7 AM | 7–8 AM | 8–9 AM | 9–10 AM | 10–11 AM | 11–12 N | 12–1 PM | 1–2 PM | 2–3 PM | 3–4 PM |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Mil 19 | Acc 28 | Mil 23 | Mil 24 | Mil 25 | Mil 33 | Cri 29 | Cri 15 | Mil 26 | Mil 25 |
| 2 | Cri 18 | Mil 23 | Bus 17 | Pol 21 | Gov 20 | Wea 20 | Wea 23 | Gov 15 | Cri 21 | Cri 21 |
| 3 | Acc 14 | Wea 23 | Wea 17 | Wea 15 | Cri 19 | Pol 16 | Mil 20 | Wea 13 | Wea 16 | Wea 12 |
| 4 | Gov 12 | Gov 20 | Acc 16 | Cri 13 | Pol 17 | Gov 14 | Pol 14 | Acc 11 | Gov 15 | Gov 10 |
| 5 | Wea 11 | Cri 19 | Cri 16 | Gov 10 | Wea 16 | Cri 10 | Acc 11 | Bus 10 | Bus 10 | Pol 9 |
| 6 | Pol 8 | Pol 15 | Gov 11 | Acc 9 | Acc 9 | Acc 8 | Bus 11 | Mil 9 | Acc 8 | Spa 8 |
| 7 | Rac 6 | Bus 13 | Pol 9 | Bus 8 | Spa 8 | Bus 6 | HIn 10 | Pol 8 | Spa 7 | Acc 6 |
| 8 | Bus 4 | Spo 13 | HIn 9 | HIn 5 | Hea 7 | Rac 5 | Gov 10 | Rac 5 | Pol 7 | Rac 5 |
| 9 | Hea 3 | Rac 10 | Spo 8 | Rac 5 | Rac 5 | Edu 5 | Cel 9 | Spa 5 | Edu 4 | Hea 5 |
| 10 | Spa 2 | Spa 7 | Cel 7 | Spo 5 | Bus 4 | Rel 4 | Spo 6 | Hea 3 | Rac 4 | Bus 5 |
| 11 | Sci 2 | Hea 6 | Spa 4 | Spa 4 | Cel 4 | Soc 3 | Edu 5 | Spo 3 | Hea 3 | Spo 4 |
| 12 | Rel 2 | Rel 4 | Soc 4 | Hea 3 | Edu 3 | HIn 2 | Hea 5 | Cel 3 | HIn 1 | Cel 3 |
| 13 | Spo 2 | Cel 4 | Rac 4 | Cel 2 | Spo 3 | Spa 2 | Spa 5 | HIn 1 | Spo 1 | Edu 2 |
| 14 | HIn 2 | Edu 4 | Hea 3 | Rel 2 | Soc 2 | Agr 1 | Lei 3 | Sci 1 | Cel 1 | Soc 1 |
| 15 | Edu 1 | HIn 4 | Lei 3 | Edu 1 | HIn 1 | Hea 1 | Soc 2 | Edu 1 | Soc 1 | HIn 0 |
| 16 | Cel 1 | Sci 2 | Edu 2 | Lei 1 | Agr 1 | Lei 1 | Sci 1 | Soc 1 | Lei 1 | Sci 0 |
| 17 | Soc 1 | Soc 2 | Tra 2 | Sci 1 | Lei 1 | Spo 1 | Tra 1 | Agr 0 | Rel 1 | Rel 0 |
| 18 | Tra 1 | Agr 1 | Sci 1 | Tra 1 | Sci 0 | Sci 0 | Agr 1 | Lei 0 | Sci 0 | Agr 0 |
| 19 | Agr 0 | Lei 1 | Rel 1 | Agr 0 | Rel 0 | Cel 0 | Rac 0 | Rel 0 | Agr 0 | Lei 0 |
| 20 | Lei 0 | Tra 1 | Agr 0 | Soc 0 | Tra 0 | Tra 0 | Rel 0 | Tra 0 | Tra 0 | Tra 0 |

TABLE 10.—Continued

| 4-5 PM | 5-6 PM | 6-7 PM | 7-8 PM | 8-9 PM | 9-10 PM | 10-11 PM |
|---|---|---|---|---|---|---|
| Gov 23 | Mil 29 | Mil 30 | Mil 23 | Mil 12 | Mil 13 | Mil 18 |
| Mil 17 | Gov 27 | Cri 19 | Cri 14 | Wea 12 | Wea 8 | Acc 14 |
| Wea 16 | Cri 23 | Gov 18 | Wea 13 | Cri 11 | Cri 5 | Wea 11 |
| Pol 12 | Wea 22 | Pol 16 | Pol 8 | Gov 8 | Acc 4 | Pol 10 |
| Cri 10 | Pol 22 | Wea 12 | Gov 6 | Acc 4 | Gov 3 | Gov 9 |
| Acc 9 | Bus 15 | Acc 9 | Bus 5 | Pol 3 | Bus 3 | Spa 7 |
| Bus 9 | Spa 14 | Spa 8 | Acc 5 | Cel 3 | Rac 2 | Agr 6 |
| Spa 7 | Acc 13 | Hea 8 | Spo 4 | Spo 3 | Pol 2 | Rac 5 |
| Hea 5 | Spo 9 | Bus 5 | Spa 4 | Spa 2 | Edu 2 | Cri 4 |
| Rac 5 | Rac 7 | Rac 5 | Edu 4 | Rac 2 | Hea 2 | Bus 4 |
| Edu 3 | HIn 5 | Edu 3 | Hea 3 | Hea 2 | Cel 1 | Edu 3 |
| Spo 3 | Hea 5 | HIn 3 | Rac 3 | Bus 2 | Spa 1 | Spo 3 |
| Sci 2 | Rel 3 | Spo 2 | Cel 3 | Lei 1 | Sci 0 | Soc 2 |
| Cel 2 | Cel 3 | Cel 1 | Sci 1 | Edu 1 | Rel 0 | Rel 2 |
| Rel 2 | Edu 3 | Soc 1 | Soc 1 | Sci 1 | Spo 0 | Hea 1 |
| Agr 1 | Sci 2 | Lei 1 | HIn 1 | Soc 0 | Soc 0 | Lei 1 |
| HIn 0 | Soc 1 | Tra 0 | Lei 1 | Agr 0 | Agr 0 | HIn 1 |
| Lei 0 | Tra 1 | Agr 0 | Tra 1 | Rel 0 | Lei 0 | Tra 1 |
| Tra 0 | Lei 0 | Rel 0 | Agr 0 | HIn 0 | HIn 0 | Cel 0 |
| Soc 0 | Agr 0 | Sci 0 | Rel 0 | Tra 0 | Tra 0 | Sci 0 |

stories were heard more than any other in all five of the evening hours, from 6:00 to 11:00 PM. The categories of crime, political, and government were hourly leaders three times, two times, and one time respectively. No subject matter appeared dominant for the second most-broadcast news-type; crime, military, political, business, government, accident, and weather all took a turn at the runner-up honors.

What kinds of news are heard first thing in the morning?

Whether listeners like it or not, the study shows that crime, military, and accidents are categories most frequently heard at breakfast time.

And how about farm news for the early bird back at the ranch?

Not one story was devoted to agriculture by any of the ten stations between 6:00 AM and 7:00 AM. This doubtless would not have been the case ten or twenty years ago; it reflects the decrease in rural population and influence.

With most of the laboring force on its way to work, business news rises in importance from eighth between seven and eight o'clock to second between eight and nine o'clock. This apparently is for the commuting "white-collar" worker and for the businessman beginning his day.

Weather is given its highest consideration at breakfast (7:00 to 8:00 AM), lunch (11:00 to 12:30 PM), and just before retiring (10:00 to 11:00 PM). Some radio management may have surrendered the dinner hour, at least in part, to the television

weatherman who has a strong visual appeal through the use
of maps, charts, figures, and occasionally, plain gimmicks.
Also, this is the beginning of the night-time domination of
the audience by television which may be a factor.

The fourth leading news station in terms of amount of
news-time, KEX, had the disc-jockey give the forecast just
prior to the one-minute news on the half-hour; therefore,
weather was not considered part of those newscasts. Addition-
ally, weather programs of five minute duration by KOIN at
6:55 and 8:25 AM, and at 12:15 and 5:25 PM; by KPOJ at 8:55 AM
and 3:05 PM; by KWJJ at 4:25 PM; and by KGW at 5:05 PM were
not included in the study. KISN had a 30-second weather jingle
and forecast at twenty minutes after the hour which also was
omitted.

None of the other categories indicate particular favor
flowing in its direction at any specific time of day. In
general in the study, news content appears to hold quite stable
at all hours during the day. On regularly scheduled news-
casts it can be stated, within the limitations of this report,
that audience make-up at different times of the day has little
effect on the types of subject-matter content broadcast. The
favorite areas of news are still military, crime, weather,
government, political, business, and accidents almost with-
out deviation morning, noon, and night. This conclusion is
even more positive when grouping all stations' newscasts into
hourly divisions than when analyzing each stations' news content
individually as performed earlier in the study.

Network affiliates versus Independents.

The results of this report show conclusively that network affiliated stations program more news than independent stations.[60] There is one exception; that was KEX with eight seconds more total time than the Mutual station in Portland, KGON. In fact, KEX was only eleven minutes from ranking second in total news-time for a "composite" day. It was obvious, from the data compiled that KEX was making a real effort to compete with the network stations in news coverage; KEX employed more newsmen, had more equipment and facilities, tied for most newscasts, and completely dominated the amount of stories broadcast pertaining to local, state, and regional news.[61] An analysis of the preference of listeners to local or regional versus national or international news was not a part of the study, but if emphasis on news closer to home is a factor in capturing a larger audience, KEX would gain considerable loyalty beyond the ranking based on amount or percentage of time devoted to news.

KOIN allotted by far the most time to news, relying heavily on the CBS network and two full-time news editors who compile the news for local origination; it is delivered by one of the staff announcers, a throw-back to the glorydays of radio before television. In fact, both news editors' employment dates back to before the days of television; each

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[60]See Table XI, p. 53.
[61]See Table XIII, p. 61.

TABLE 11

TOTAL NEWS BY EACH STATION

| Station | Total Air-Time[a] | Total News-Time[b] | Percentage of News |
|---------|-------------------|--------------------|--------------------|
| KOIN* | 17 hr. | 3 hr. 2 min. | 17.9% |
| KGW* | 17 hr. | 2 hr. 7 min. | 12.4 |
| KWJJ* | 17 hr. | 2 hr. 5 min. | 12.2 |
| KEX | 17 hr. | 1 hr. 56 min. | 11.4 |
| KGON* | 17 hr. | 1 hr. 48 min. | 10.6 |
| KISN | 17 hr. | 1 hr. 36 min. | 9.4 |
| KXL** | 11 hr. 15 min. | 51 min. | 7.6 |
| KPOJ | 17 hr. | 1 hr. 11 min. | 7.0 |
| KPAM** | 11 hr. 15 min. | 44 min. | 6.5 |
| KKEY** | 11 hr. 15 min. | 22 min. | 3.3 |

[a]Broadcast time monitored between 6:00 AM and 11:00 PM.
[b]Amount of news, excluding commercials, during total air-time.
*Network affiliated stations.
**Stations which sign-off at local sunset.

joined KOIN in his present capacity over 25 years ago.[62]

During the 17-hour monitoring period for each station
KOIN broadcast three hours and two minutes of news, 17.9%
of its total air-time. The NBC affiliate, KGW, was a poor
second with two hours and seven minutes or 12.4% of total;
KWJJ was third, two hours and five minutes, 12.2%; then came
KEX with one hour and 56 minutes, 11.4%; KGON was fifth with
one hour and 48 minutes, 10.6%; followed in order by KISN,
9.4%; KXL, 7.6%; KPOJ, 7.0%; KPAM, 6.5%; and KKEY, 3.3%.

Three stations, KXL, KPAM, and KKEY, terminate each day's
broadcasting at local sunset which for the accomplished mon-
itoring period during February, was 5:15 PM. Therefore, the
percentage of time devoted to news by the three was computed
on the basis of an eleven and one-quarter hour day rather than
seventeen hours.

It appears that total news-time during a broadcast day
is more related to network affiliation than to size of a sta-
tion in terms of power, employees, news staff, or facilities.
Since only two of the ten stations are located outside the
Portland city limits, no conclusion was drawn with regard to
the influence of location on news content. The station with
by far the most total news, KOIN, did not have the most power,
the most employees, the most full-time news people, nor the most
facilities for gathering the news.[63] KOIN did have the most

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[62]Interview with Les Halpin, KOIN news editor, May 2, 1965.
[63]See Tables I, II, and III, pp. 33-34.

experience on the average per newsman (25 years), and affiliation with the radio network providing the most news, CBS. KOIN had the most long newscasts of ten or fifteen minutes in length, 20. All of KGON's news was delivered in five-minute blocks, therefore it had the most five-minute newscasts, 34. KGW, KGON, KEX, and KISN, two net affiliates and two independents, each gave two newscasts per hour for the maximum number during the 17-hour composite day, 34.[64] KISN and KEX, both independents, allotted only one minute for half of their news programs, those on the half-hour. KGW departed from the established five and ten-minute newscasts and surrounded network news on the hour and half-hour with two or three minutes of local news, the length depending upon the amount of important local and northwest news available.

Only three of the ten stations had mobile transmitter-equipped news cars; two of these were independents. At the time of the study, there were only two 50,000-watt stations; these were both independents. The network affiliates, which by and large provided more total news, consisted of two 10,000-watt outlets and two 5,000-watt stations. Interestingly, the two smaller stations, in terms of power, were KOIN and KGW, the CBS and NBC stations, which programmed more news than any other stations. The contrasting styles of these two stations' news policies are worth noting. KOIN believes the job can be

[64]See Table IV, p. 35.

done from within; the two news editors seldom physically leave the station to "cover" stories in person. KOIN had no news car, used both wire services and the telephone extensively as a substitute for outside leg-work.[65] KGW had one wire service, two news-cars, and one of its two full-time newsmen was constantly outside on the "newsbeat." KEX had double the coverage of any other station locally employing four full-time newsmen who had the use of two news-cars.

Two stations avoided news almost entirely. KKEY, the only Vancouver, Washington station which is located just across the Columbia River from Portland, placed one-half of its total news during lunch-time.[66] KKEY operates during daylight hours only and fills much of its time with a disc jockey playing "middle-of-the-road" music and reading witticisms from joke books. KPAM is a "good-music" station providing a minimal amount of news, five minutes prior to each hour.

KPOJ and KXL are two old, well-established "middle-of-the-road" independents which, almost without exception, stuck to a format of five minutes of news on the hour. KEX and KGW, another middle-of-the-road music pair with a slightly faster beat, followed a pattern of at least five minutes of news on the hour and a minute to two or three minutes on the half-hour. KEX usually holds its hourly newscast to five minutes in length; its half-hour newscast to a minute.

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[65]leg-work- refers to a newsman traveling to the scene where news is happening to obtain an on-the-spot report; covering a "newsbeat;" regular round of calls on city, state, and other offices where news is constantly being made.

[66]See Appendix E, p. 104.

The rock-and-roll[67] station, KISN, also has a five minute, one minute schedule of news during each hour, but avoided a head-on meeting with the network affiliates and KEX by placing its news five minutes before the hour and at 25 minutes past the hour.

KGON taped the Mutual news at half-past the hour and played it back on-the-air at a quarter till the hour. KGON also had five minutes of local and national news, originated locally, at fifteen minutes after the hour.

KOIN and KWJJ, both among the first stations in Portland and utilizing the facilities of CBS and ABC respectively, follow saturation-type newscasting around meal-times. KOIN had more news than KWJJ from 7:00 to 8:30 AM; they were nearly equal at noon time, with a slight edge to KWJJ; KWJJ had more news from 5:00 to 6:00 PM; KOIN was stronger from 6:00 to 7:00 PM. From 7:00 until 10:30 PM each week-day evening, KWJJ carried religious programming, which was sponsored, rather than continue with a music-and-news format that would have been almost entirely sustaining.[68] During the hours from 9:00 AM to 4:00 PM when the radio audience is composed largely of women, KWJJ reduces its newscasts to one five-minute presentation five minutes before the hour, with the exception of the noon hour. KOIN, from 9:00 AM to 4:00 PM, excluding lunchtime, broadcasts the CBS 10-minute news and follows with one minute of local news during the afternoon.[69]

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[67]rock-and-roll- music designed for the teen-age market.
[68]sustaining- unsponsored; non-commercial.
[69]See Table XII, p. 58.

TABLE 12

SCHEDULE OF NEWSCASTS*

| | KXL | KGW | KWJJ | KGON | KPOJ | KISN | KOIN | KEX | KPAM | KKE |
|---|---|---|---|---|---|---|---|---|---|---|
| 6:00 AM | x | x | x | | x | | y | x | | |
| 6:15 | | | | x | | | | | | |
| 6:30 | | x | | | | m | | m | | |
| 6:45 | | | | x | | | | | | |
| 7:00 | x | x | z | | x | x | | x | x | |
| 7:15 | | | | x | | | z | | | |
| 7:30 | | x | | | | m | z | m | | |
| 7:45 | | | | x | y | | | | | |
| 8:00 | x | x | x | | | x | z | x | x | x |
| 8:15 | | | | x | | | y | | | |
| 8:30 | | x | x | | | m | x | m | | |
| 8:45 | | | | x | | | | | | |
| 9:00 | x | w | y | | x | x | y | x | x | |
| 9:15 | | | | x | | | | | | |
| 9:30 | | v | | | | m | | m | | |
| 9:45 | | | | x | | | | | | |
| 10:00 | x | w | x | | x | x | y | x | x | |
| 10:15 | | | | x | | | | | | |
| 10:30 | | v | | | | m | | m | | |
| 10:45 | | | | x | | | | | | |
| 11:00 | x | w | x | | x | x | y | x | x | |
| 11:15 | | | | x | | | | | | |
| 11:30 | | v | | | | m | | m | | x |
| 11:45 | | | | x | | | | | | |
| 12:00 PM | x | w | z | | x | x | z | y | x | x |
| 12:15 | | | x | x | | | | | | |
| 12:30 | | v | | | | m | | m | | x |
| 12:45 | | | | x | | | | | | |
| 1:00 | x | w | x | | x | x | y | x | x | |
| 1:15 | | | | x | | | | | | |
| 1:30 | | v | x | | | m | | m | | |
| 1:45 | | | | x | | | | | | |
| 2:00 | x | w | x | | x | x | y | x | | |
| 2:15 | | | | x | | | | | | |
| 2:30 | | v | | | | m | | m | | |
| 2:45 | | | | x | | | | | | |
| 3:00 | x | w | x | | x | x | y | x | | |
| 3:15 | | | | x | | | | | | |
| 3:30 | | v | | | | m | | m | | |
| 3:45 | | | | x | | | | | | |

*News broadcast five minutes before the hour and half-hour were included in half-past and hourly tabulations above.

TABLE 12--Continued

| | KXL | KGW | KWJJ | KGON | KPOJ | KISN | KOIN | KEX | KPAM | KKEY |
|---|---|---|---|---|---|---|---|---|---|---|
| 4:00 PM | x | w | x | | x | x | z | x | | |
| 4:15 | | | | x | | | | | | x |
| 4:30 | | v | ´ | | | m | | m | | |
| 4:45 | | | | x | | | | | | |
| 5:00 | x | w | z | | x | x | | x | x | |
| 5:15 | | | x | x | | | y | | | x |
| 5:30 | | v | y | | x | m | | m | | |
| 5:45 | | | | x | | | | | | |
| 6:00 | | w | x | | x | x | y | z | | |
| 6:15 | | | | x | | | z | | | |
| 6:30 | | v | | | | m | y | m | | |
| 6:45 | | | | x | | | | | | |
| 7:00 | | w | x | | x | x | y | x | | |
| 7:15 | | | | x | | | | | | |
| 7:30 | | v | | | | m | | m | | |
| 7:45 | | | | x | | | | | | |
| 8:00 | | w | | | x | x | x | x | | |
| 8:15 | | | | x | | | | | | |
| 8:30 | | v | | | | m | | m | | |
| 8:45 | | | | x | | | | | | |
| 9:00 | | x | | | | x | x | x | | |
| 9:15 | | | | x | | | | | | |
| 9:30 | | v | | | | m | | m | | |
| 9:45 | | | | x | | | | | | |
| 10:00 | | x | | | | x | z | x | | |
| 10:15 | | | | x | | | | | | |
| 10:30 | | v | | | | m | | m | | |
| 10:45 | | | | x | | | | | | |
| 11:00 | | | x | | | | x | | | |

mOne-minute newscast.
vTwo to three minutes.
wSeven to eight minutes.
xFive minutes.
yTen minutes.
zFifteen minutes.

Geographic origin of news.

KEX, the station with the largest news staff and the most news-gathering facilities locally, dominates in the dissemination of local, state, and regional news; three network stations, KOIN, KGW, and KWJJ, have the most national news; KGON, the Mutual network affiliate joins the other three network stations providing the most information pertaining to international and foreign affairs[70] according to the definitive geographic guide-lines arbitrarily decided upon for this study.

For the entire study considering all stations, 32.7% of the news content could be classified as national news; 20.2% could be classified as international news; 17.6% as local news; 15.1% was state news; 7.3% was foreign news; and, 7.1% could be labeled as news of more regional interest than of any other geographically-defined category.

KWJJ, the ABC station, did the least amount of local news origination; only six of 23 newscasts for the period under investigation were given by local newsmen. While the number of local and network originations was not as impressive as that of a few of the other stations, KOIN broadcast a good many more minutes of news during the day than the others by delivering 14 ten-minute newscasts and six fifteen-minute newscasts for the composite day.[71]

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[70]See Table XIII, p. 61.
[71]See Table IV, p. 35.

TABLE 13

GEOGRAPHIC ORIGIN OF NEWS BY ITEM

| Station | Local | State | Regional | National | Inter-national | Foreign |
|---------|-------|-------|----------|----------|----------------|---------|
| KXL | 21 | 17 | 4 | 31 | 23 | 8 |
| KGW | 63 | 45 | 19 | 127 | 55 | 31 |
| KWJJ | 16 | 24 | 11 | 109 | 44 | 19 |
| KGON | 56 | 29 | 25 | 56 | 72 | 19 |
| KPOJ | 25 | 30 | 13 | 44 | 44 | 12 |
| KISN | 44 | 46 | 9 | 67 | 59 | 18 |
| KOIN | 37 | 57 | 22 | 131 | 74 | 27 |
| KEX | 92 | 59 | 37 | 86 | 43 | 11 |
| KPAM | 9 | 13 | 2 | 42 | 19 | 12 |
| KKEY | 15 | 5 | 10 | 9 | 2 | 1 |
| | 378 | 325 | 152 | 702 | 435 | 158 |
| | 17.6% | 15.1% | 7.1% | 32.7% | 20.2% | 7.3% |

Summary of Findings and Suggestions for Further Study.

Many factors, including personality and peculiar delivery of a newsman, make up the reasons why listeners choose one station over another. Others are amount of promotion, program adjacencies, habit, and timing or scheduling of the news programs.

Nevertheless, the sophisticated listener may become aware of which station has the best local news coverage and, if he has a greater interest in events in that area, will dial to that station regularly. The opposite may be true for the listener who desires more national and international news; he will, according to the findings of this report, find it in the largest amounts on one of the network affiliates.

Just as the network affiliated stations generally presented the most total news, they also broadcast more informational programs for minority groups. The big three of the networks, CBS, NBC, and ABC, all carried three or four five-minute features for women on the half-hour during mid-day. The same was true with sports and special news-in-depth features which devoted five minutes, more or less, to a major news story, invention, discovery, experiment, or personality. As noted earlier in the text, KOIN, KGW, and KPOJ had special weathercasts; KWJJ departed from its "regular" format to air religious programs between 7:00 and 10:30 PM; and KPOJ's last newscast for the day was at 7:55 PM because of its coverage of a hockey game. KEX was also a strong sports advocate, broadcasting Oregon State football and basketball and games

involving the professional Portland Beavers of the Pacific

Coast baseball league. In addition to hockey, KPOJ carried

University of Oregon football and basketball. Surprisingly,

only one station was taking an editorial stand or had any

policy to do so at the time of this study; KPOJ was broad-

casting an editorial, by the station manager, encouraging the

building of a new sports stadium. This was taped, used four

times a day for one week, then was discarded with a new one

on another subject taking its place.

As mentioned in the introduction, news stories tend to

tell us, for the most part, of events which foster either

good or bad emotional reaction. What is more, they seem, in

the author's opinion, to do so quite readily with very little

subjective judgment. There is, however, a gray area which

brings news of factual value without arousing any emotional

response whatsoever. Since in essence, this an objective

content analysis, categories which have no overwhelming "good"

or "bad" connotation will not be labeled as such.

Since radio, along with the other media, has been maligned

for calling attention to the story of a crime, violence, blood-

shed, tragedy, and general human discomfort, the author felt

it necessary to at least present an opinion concerning this

matter.

While every story appearing therein was not necessarily

so, five of the eleven most frequently broadcast categories

contained an abundance of "bad" news or stories which promote

an unpleasant mental or emotional reaction. These five cate-
gories were military, crime, accidents, racial, and health.
For example, it is generally when a person is in failing health
that his condition warrants a news story. Of the other six
categories, none appeared to regularly stimulate a pleasant
or "good" response within the writer. It is true that a pleas-
ing development could be forthcoming from the story of an
accident, crime, or other ill-fated event which would nor-
mally be listed in a subject-matter category containing "bad"
news. At best, however, this was infrequent during the period
of this report.

It is hoped that this study will stimulate further re-
search into the merit and reasons for the predominance of
certain types of subject matter shown herein. The following
questions pose areas into which further study may contribute
valuable information to the limited knowledge of radio news
content: Is radio news content a true representation of the
news-worthy events of the day? Does news content reflect
radio listeners' desire to hear certain kinds of stories more
often than others? Which subject-matter classifications do
newsmen favor or disfavor? Is it because they think the
listening public is or isn't interested in certain areas?
Or, is radio news content really a reflection of the news
editor's philosophy, experiences, frustrations, and anxieties?

Because of time limitation in radio broadcasting, emo-
tional or environmental judgment by newsmen (however unin-

tentional), and the curiosity surrounding abnormal acts of

minor segments of our society, the importance of the news

editor's role in the dissemination of information by radio

can never be over-estimated. The stories selected and time

allotted for broadcast can play a major role in the public's

assessment of events at home and abroad. The responsibility,

which arises from this fact, must be seriously considered by

all concerned; it is imperative that station ownership dele-

gate control of news programming within their station to those

persons who are capable of exercising the highest order of

judgment possible in conscientious selection of news for

broadcast.

APPENDICES

APPENDIX A

PROPORTIONS OF NEWS CONTENT

ALL NEWSCASTS - EACH STATION

TIME IN SECONDS AND PERCENTAGE

| Category | KXL | KGW | KWJJ | KGON | KPOJ | KISN | KOIN | KEX |
|---|---|---|---|---|---|---|---|---|
| 1. Gov | 451 | 802 | 1159 | 798 | 540 | 421 | 866 | 1072 |
|  | 14.7 | 10.5 | 15.5 | 12.3 | 12.6 | 7.3 | 7.9 | 15.4 |
| 2. Pol | 121 | 1076 | 711 | 232 | 367 | 416 | 1535 | 415 |
|  | 4.0 | 14.1 | 9.5 | 3.6 | 8.6 | 7.2 | 14.4 | 6.0 |
| 3. Mil | 499 | 1270 | 966 | 1841 | 640 | 1056 | 2287 | 727 |
|  | 16.4 | 16.7 | 12.9 | 28.4 | 15.0 | 18.4 | 20.9 | 10.4 |
| 4. Spa | 228 | 773 | 190 | 391 | 80 | 182 | 324 | 369 |
|  | 7.5 | 10.1 | 2.5 | 6.0 | 1.9 | 3.2 | 3.0 | 5.3 |
| 5. Sci |  |  | 90 | 27 |  | 76 | 71 |  |
|  |  |  | 1.2 | 0.4 |  | 1.3 | 0.6 |  |
| 6. Edu | 58 | 41 | 335 | 16 |  | 115 | 198 | 180 |
|  | 1.9 | 0.5 | 4.5 | 0.2 |  | 2.0 | 1.8 | 2.6 |
| 7. Hea | 62 | 200 | 349 | 87 | 193 | 311 | 450 | 219 |
|  | 2.0 | 2.6 | 4.7 | 1.3 | 4.5 | 5.4 | 4.1 | 3.1 |
| 8. Bus | 380 | 276 | 232 | 299 | 357 | 137 | 707 | 597 |
|  | 12.4 | 3.6 | 3.1 | 4.6 | 8.4 | 2.4 | 6.5 | 8.6 |
| 9. Acc | 49 | 671 | 546 | 465 | 629 | 489 | 782 | 433 |
|  | 1.6 | 8.8 | 7.3 | 7.1 | 14.7 | 8.5 | 7.1 | 6.2 |
| 10. Rac |  | 296 | 310 | 257 | 111 | 165 | 206 | 621 |
|  |  | 3.9 | 4.0 | 4.0 | 2.6 | 2.8 | 1.9 | 8.9 |
| 11..Rel |  | 113 | 49 | 45 | 56 | 59 | 120 | 40 |
|  |  | 1.5 | 0.7 | 0.7 | 1.3 | 1.0 | 1.1 | 0.6 |
| 12. Cel | 41 | 77 | 171 | 118 | 35 | 172 | 180 | 50 |
|  | 1.3 | 1.0 | 2.3 | 1.8 | 0.8 | 3.0 | 1.6 | 0.7 |
| 13. Spo | 240 | 317 | 128 | 84 | 90 | 45 | 328 | 377 |
|  | 7.8 | 4.3 | 1.7 | 1.3 | 2.1 | 0.8 | 3.0 | 5.4 |
| 14. Wea | 705 | 863 | 431 | 529 | 687 | 879 | 927 | 600 |
|  | 23.0 | 11.3 | 5.7 | 8.1 | 16.1 | 15.3 | 8.4 | 8.6 |
| 15. Soc | 25 | 43 | 15 | 95 |  | 46 | 96 | 39 |
|  | 0.8 | 0.6 | 0.2 | 1.5 |  | 0.8 | 0.9 | 0.6 |
| 16. Agr |  |  |  |  | 44 | 6 |  | 88 |
|  |  |  |  |  | 1.0 | 0.1 |  | 1.3 |
| 17. Cri | 192 | 680 | 928 | 1179 | 385 | 994 | 1468 | 1011 |
|  | 6.3 | 8.9 | 12.4 | 18.2 | 9.0 | 17.3 | 1.3 | 14.5 |
| 18. Lei |  | 48 | 120 | 22 | 22 | 90 | 86 |  |
|  |  | 0.6 | 1.6 | 0.3 | 0.5 | 1.6 | 0.8 |  |
| 19. HIn | 10 | 73 | 758 | 17 | 39 | 43 | 195 | 88 |
|  | 0.3 | 0.9 | 10.1 | 0.2 | 0.9 | 0.8 | 1.8 | 1.3 |
|  |  |  |  |  |  | 46 | 100 | 32 |

| Category | KPAM | KKEY |
|----------|------|------|
| 1. Gov | 496<br>19.0 | 69<br>5.2 |
| 2. Pol | 20<br>0.8 | 279<br>20.9 |
| 3. Mil | 567<br>21.6 | 85<br>6.4 |
| 4. Spa | 161<br>6.2 | |
| 5. Sci | | |
| 6. Edu | 102<br>3.9 | 41<br>3.1 |
| 7. Hea | 35<br>1.3 | 99<br>7.4 |
| 8. Bus | 91<br>3.5 | 133<br>10.0 |
| 9. Acc | 49<br>1.9 | 224<br>16.8 |
| 10. Rac | 163<br>6.2 | |
| 11. Rel | | |
| 12. Cel | 93<br>3.6 | |
| 13. Spo | 282<br>10.8 | 55<br>4.1 |
| 14. Wea | 330<br>12.6 | 115<br>8.6 |
| 15. Soc | | 9<br>0.7 |
| 16. Agr | 8<br>0.3 | |
| 17. Cri | 172<br>6.6 | 177<br>13.3 |
| 18. Lei | | 20<br>1.5 |
| 19. HIn | 70<br>2.7 | 26<br>2.0 |

APPENDIX B

PROPORTIONS OF NEWS CONTENT

ALL NEWSCASTS - ALL STATIONS

TIME AND PERCENTAGE OF TIME

ALL STATIONS -- TIME AND PERCENTAGE OF TIME

| Category | Time | Percentage | Rank |
|---|---|---|---|
| 1. Government | 112 min. 55 sec. | 11.5% | 3 |
| 2. Political | 103 min. 40 sec. | 10.6% | 4 |
| 3. Military | 173 min. 4 sec. | 17.6% | 1 |
| 4. Space | 41 min. 23 sec. | 4.2% | 8 |
| 5. Science | 7 min. 4 sec. | 0.7% | 17 |
| 6. Education | 16 min. 56 sec. | 1.7% | 13 |
| 7. Health | 32 min. 55 sec. | 3.3% | 10 |
| 8. Business | 55 min. 36 sec. | 5.7% | 7 |
| 9. Accidents | 75 min. 36 sec. | 7.7% | 6 |
| 10. Racial | 36 min. 37 sec. | 3.7% | 9 |
| 11. Religion | 9 min. 50 sec. | 1.0% | 15 |
| 12. Celebrity | 15 min. 42 sec. | 1.6% | 14 |
| 13. Sports | 31 min. 38 sec. | 3.2% | 11 |
| 14. Weather | 103 min. 2 sec. | 10.5% | 5 |
| 15. Society | 6 min. 47 sec. | 0.7% | 18 |
| 16. Agriculture | 5 min. 11 sec. | 0.5% | 20 |
| 17. Crime | 120 min. 37 sec. | 12.2% | 2 |
| 18. Leisure | 7 min. 9 sec. | 0.7% | 16 |
| 19. Human Interest | 23 min. 56 sec. | 2.4% | 12 |
| 20. Traffic | 5 min. 12 sec. | 0.5% | 19 |
| | 984 min. 50 sec. | 100.0% | |

APPENDIX C

PROPORTIONS OF NEWS CONTENT

ALL NEWSCASTS - EACH STATION

ITEMS AND PERCENTAGE

| Category | KXL | KGW | KWJJ | KGON | KPOJ | KISN | KOIN | KEX | KPAM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 16<br>14.4 | 36<br>10.2 | 37<br>16.6 | 26<br>10.3 | 23<br>13.2 | 15<br>5.7 | 29<br>8.3 | 44<br>13.8 | 15<br>15.8 |
| 2. Pol | 6<br>5.4 | 45<br>12.8 | 23<br>10.3 | 10<br>4.0 | 16<br>9.2 | 18<br>6.8 | 41<br>11.7 | 33<br>10.3 | 1<br>1.1 |
| 3. Mil | 20<br>18.0 | 69<br>19.6 | 32<br>14.3 | 69<br>27.2 | 29<br>16.6 | 47<br>17.7 | 61<br>17.3 | 36<br>11.3 | 20<br>21.0 |
| 4. Spa | 8<br>7.2 | 21<br>5.9 | 5<br>2.2 | 18<br>7.1 | 4<br>2.3 | 7<br>2.6 | 9<br>2.6 | 23<br>7.2 | 4<br>4.2 |
| 5. Sci | | | 4<br>1.8 | 2<br>0.8 | | 2<br>0.8 | 2<br>0.6 | | |
| 6. Edu | 3<br>2.7 | 4<br>1.1 | 6<br>2.7 | 1<br>0.4 | | 5<br>1.9 | 9<br>2.6 | 6<br>1.9 | 5<br>5.3 |
| 7. Hea | 2<br>1.8 | 10<br>2.8 | 6<br>2.7 | 4<br>1.6 | 7<br>4.0 | 10<br>3.8 | 11<br>3.1 | 9<br>2.8 | 1<br>1.1 |
| 8. Bus | 7<br>6.4 | 18<br>5.1 | 12<br>5.3 | 11<br>4.3 | 13<br>7.5 | 7<br>2.6 | 26<br>7.4 | 27<br>8.5 | 5<br>5.3 |
| 9. Acc | 3<br>2.7 | 33<br>9.4 | 18<br>8.1 | 20<br>7.9 | 22<br>12.6 | 21<br>7.9 | 31<br>8.8 | 22<br>6.9 | 2<br>2.1 |
| 10. Rac | | 13<br>3.7 | 11<br>4.9 | 10<br>4.0 | 5<br>2.9 | 8<br>3.0 | 5<br>1.4 | 20<br>6.3 | 8<br>8.4 |
| 11. Rel | | 5<br>1.4 | 2<br>0.9 | 3<br>1.2 | 2<br>1.2 | 1<br>0.4 | 4<br>1.1 | 2<br>0.6 | |
| 12. Cel | 3<br>2.7 | 5<br>1.4 | 7<br>3.1 | 3<br>1.2 | 1<br>0.6 | 6<br>2.3 | 9<br>2.6 | 5<br>1.6 | 3<br>3.1 |
| 13. Spo | 8<br>7.2 | 12<br>3.4 | 7<br>3.1 | 2<br>0.8 | 4<br>2.3 | 1<br>0.4 | 15<br>4.3 | 12<br>3.8 | 6<br>6.3 |
| 14. Wea | 21<br>18.8 | 45<br>12.8 | 12<br>5.3 | 25<br>9.9 | 26<br>14.9 | 41<br>15.5 | 36<br>10.2 | 24<br>7.5 | 11<br>11.6 |
| 15. Soc | 2<br>1.8 | 1<br>0.3 | 1<br>0.4 | 5<br>2.0 | | 2<br>0.8 | 4<br>1.1 | 4<br>1.3 | |
| 16. Agr | | | | | 1<br>0.6 | 1<br>0.4 | | 2<br>0.6 | 1<br>1.1 |
| 17. Cri | 9<br>8.2 | 29<br>8.2 | 22<br>9.8 | 41<br>16.2 | 18<br>10.3 | 27<br>10.2 | 46<br>13.1 | 47<br>14.7 | 10<br>10.5 |
| 18. Lei | | 3<br>0.8 | 1<br>0.4 | 2<br>0.8 | 1<br>0.6 | 1<br>0.4 | 2<br>0.6 | | |
| 19. HIn | 3<br>2.7 | 3<br>0.8 | 18<br>8.1 | 1<br>0.4 | 2<br>1.2 | 2<br>0.8 | 9<br>2.6 | 1<br>0.3 | 3<br>3.1 |
| 20. Tra | | | | | | 1 | 2 | 2 | |

| Category | KKEY |
|----------|------|
| 1. Gov | 2<br>4.8 |
| 2. Pol | 7<br>16.6 |
| 3. Mil | 1<br>2.4 |
| 4. Spa | |
| 5. Sci | |
| 6. Edu | 2<br>4.8 |
| 7. Hea | 2<br>4.8 |
| 8. Bus | 4<br>9.5 |
| 9. Acc | 7<br>16.6 |
| 10. Rac | |
| 11. Rel | |
| 12. Cel | |
| 13. Spo | 2<br>4.8 |
| 14. Wea | 7<br>16.6 |
| 15. Soc | 1<br>2.4 |
| 16. | |
| 17. Cri | 5<br>11.9 |
| 18. Lei | 1<br>2.4 |
| 19. HIn | 1<br>2.4 |
| 20. Tr | |

APPENDIX D

PROPORTIONS OF NEWS CONTENT

ALL NEWSCASTS - ALL STATIONS

ITEMS AND PERCENTAGE OF ITEMS

ALL STATIONS -- ITEMS AND PERCENTAGE OF ITEMS

| Category | Items | Percentage | Rank |
|----------|-------|------------|------|
| 1. Government | 237 | 11.0% | 4 |
| 2. Political | 200 | 9.3% | 5 |
| 3. Military | 366 | 17.0% | 1 |
| 4. Space | 101 | 4.7% | 8 |
| 5. Science | 12 | 0.6% | 18 |
| 6. Education | 41 | 1.9% | 14 |
| 7. Health | 64 | 3.0% | 11 |
| 8. Business | 134 | 6.2% | 7 |
| 9. Accidents | 177 | 8.3% | 6 |
| 10. Racial | 76 | 3.5% | 9 |
| 11. Religion | 23 | 1.1% | 15 |
| 12. Celebrity | 45 | 2.1% | 12 |
| 13. Sports | 69 | 3.2% | 10 |
| 14. Weather | 254 | 11.8% | 2 |
| 15. Society | 20 | 0.9% | 16 |
| 16. Agriculture | 11 | 0.5% | 19 |
| 17. Crime | 253 | 11.8% | 3 |
| 18. Leisure | 13 | 0.6% | 17 |
| 19. Human Interest | 45 | 2.1% | 13 |
| 20. Traffic | 9 | 0.4% | 20 |
| | 2150 | 100.0% | |

APPENDIX E

PROPORTIONS OF NEWS CONTENT

EACH NEWSCAST - EACH STATION

TIME IN SECONDS AND PERCENTAGE

| Category | 6 AM | 7 AM | 8 AM | 9 AM | 10AM | 11AM | 12 N | 1 PM |
|---|---|---|---|---|---|---|---|---|
| 1. Gov | 52<br>21.0 | 30<br>12.6 | 20<br>5.1 | 17<br>6.4 | | 12<br>4.8 | 17<br>5.2 | |
| 2. Pol | | 53<br>22.4 | | | 20<br>7.2 | 19<br>7.7 | | 15<br>9.7 |
| 3. Mil | 45<br>18.1 | 20<br>8.4 | | 74<br>27.8 | 33<br>11.9 | 129<br>51.8 | 6<br>1.9 | 50<br>32.3 |
| 4. Spa | 33<br>13.3 | | | | 47<br>17.0 | | 8<br>2.5 | |
| 5. Sci | | | | | | | | |
| 6. Edu | | | | | 24<br>8.8 | | | |
| 7. Hea | 62<br>25.0 | | | | | | | |
| 8. Bus | | 13<br>5.5 | 277<br>86.4 | 53<br>20.0 | | 17<br>6.8 | | 10<br>6.4 |
| 9. Acc | | 12<br>5.1 | | 20<br>7.5 | 17<br>6.1 | | | |
| 10. Rac | | | | | | | | |
| 11. Rel | | | | | | | | |
| 12. Cel | | | | | 27<br>9.7 | | 14<br>4.3 | |
| 13. Spo | 32<br>12.9 | 22<br>9.3 | 23<br>5.9 | 42<br>15.8 | 38<br>13.7 | | 29<br>8.9 | |
| 14. Wea | 24<br>9.7 | 24<br>10.1 | 10<br>2.6 | 60<br>22.5 | 40<br>14.4 | 55<br>22.1 | 251<br>77.2 | 57<br>36.8 |
| 15. Soc | | | | | 12<br>4.3 | | | |
| 16. Agr | | | | | | | | |
| 17. Cri | | 73<br>26.6 | | | 19<br>6.9 | 17<br>6.8 | | 23<br>14.8 |
| 18. Lei | | | | | | | | |
| 19. HIn | | | | | | | | |
| 20. Tra | | | | | | | | |

| Category | 2 PM | 3 PM | 4 PM | 5 PM |
|----------|------|------|------|------|
| 1. Gov | 58 | 89 | 24 | 122 |
|  | 21.4 | 47.6 | 21.8 | 32.5 |
| 2. Pol |  | 14 |  |  |
|  |  | 6.7 |  |  |
| 3. Mil | 87 | 10 |  | 45 |
|  | 32.1 | 4.8 |  | 12.0 |
| 4. Spa | 28 | 50 |  | 62 |
|  | 10.3 | 24.0 |  | 16.5 |
| 5. Sci |  |  |  |  |
| 6. Edu | 20 |  | 14 |  |
|  | 7.4 |  | 12.8 |  |
| 7. Hea |  |  |  |  |
| 8. Bus | 10 |  |  |  |
|  | 3.7 |  |  |  |
| 9. Acc |  |  |  |  |
| 10. Rac |  |  |  |  |
| 11. Rel |  |  |  |  |
| 12. Cel |  |  |  |  |
| 13. Spo |  |  | 54 |  |
|  |  |  | 14.4 |  |
| 14. Wea | 55 | 17 | 52 | 60 |
|  | 20.3 | 8.2 | 47.2 | 16.0 |
| 15. Soc | 13 |  |  |  |
|  | 4.8 |  |  |  |
| 16. Agr |  |  |  |  |
| 17. Cri |  | 18 | 20 | 22 |
|  |  | 8.7 | 18.2 | 5.9 |
| 18. Lei |  |  |  |  |
| 19. HIn |  |  | 10 |  |
|  |  |  | 2.7 |  |
| 20. Tra |  |  |  |  |

| Category | 6 AM | 6:30 | 7 AM | 7:30 | 8 AM | 8:30 | 9 AM | 9:30 | 10AM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 21 | | | 52 | | | | 53 |
| | | 19.3 | | | 22.8 | | | | 38.4 |
| 2. Pol | 18 | | 50 | 67 | | | 74 | 18 | 45 |
| | 7.5 | | 16.7 | 21.2 | | | 24.9 | 9.4 | 16.8 |
| 3. Mil | | | 37 | 97 | 31 | 75 | 40 | 41 | 61 |
| | | | 12.4 | 30.8 | 13.6 | 24.4 | 13.4 | 21.3 | 22.8 |
| 4. Spa | | | 12 | 23 | | | 65 | 31 | |
| | | | 4.0 | 7.3 | | | 21.8 | 16.2 | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | 8 | | | | |
| | | | | | 3.5 | | | | |
| 7. Hea | | | | | | 32 | 37 | | |
| | | | | | | 10.4 | 12.4 | | |
| 8. Bus | | | 49 | | | | 30 | 40 | 10 |
| | | | 16.4 | | | | 10.1 | 20.8 | 3.7 |
| 9. Acc | 12 | | 68 | 47 | 25 | 53 | 40 | | |
| | 5.0 | | 22.8 | 14.9 | 11.0 | 17.3 | 13.4 | | |
| 10. Rac | | 38 | 27 | 28 | | 47 | | | |
| | | 34.9 | 9.0 | 8.9 | | 15.3 | | | |
| 11. Rel | | | | | | 32 | | | 32 |
| | | | | | | 10.4 | | | 12.0 |
| 12. Cel | | | 7 | | 32 | 10 | | | |
| | | | 2.3 | | 14.0 | 3.3 | | | |
| 13. Spo | 80 | | 28 | 45 | 17 | | 8 | 8 | |
| | 32.5 | | 9.4 | 14.3 | 7.5 | | 2.7 | 4.1 | |
| 14. Wea | 18 | 8 | 4 | 8 | 37 | 4 | 4 | 8 | 17 |
| | 7.5 | 7.3 | 1.3 | 2.6 | 16.2 | 1.3 | 1.3 | 4.1 | 6.3 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 115 | 42 | | | | 54 | | 23 | |
| | 47.5 | 38.5 | | | | 17.6 | | 12.0 | |
| 18. Lei | | | 17 | | | | | | |
| | | | 5.7 | | | | | | |
| 19. HIn | | | | | 26 | | | 23 | |
| | | | | | 11.4 | | | 12.0 | |
| 20. Tra | | | | | | | | | |

| Category | 1030 | 11AM | 1130 | 12 N | 1230 | 1 PM | 1:30 | 2 PM | 2:30 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 68<br>22.7 | 59<br>26.1 | | | | 52<br>21.7 | | | |
| 2. Pol | | 60<br>26.5 | 135<br>75.8 | 142<br>48.6 | 12<br>8.1 | 62<br>25.8 | 33<br>34.4 | 58<br>19.5 | 5<br>3.3 |
| 3. Mil | 76<br>25.4 | 28<br>12.4 | 18<br>10.1 | 53<br>17.0 | 30<br>20.1 | | 28<br>29.2 | 68<br>22.8 | 17<br>11.3 |
| 4. Spa | 28<br>9.4 | | 8<br>4.5 | 28<br>9.0 | 10<br>6.7 | | | 25<br>8.4 | 10<br>6.7 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | | |
| 7. Hea | 75<br>25.1 | 25<br>11.1 | | | | | | | |
| 8. Bus | | | | | 15<br>10.1 | | | 53<br>17.8 | |
| 9. Acc | 15<br>5.0 | 21<br>9.3 | | 10<br>3.2 | 58<br>38.9 | 64<br>26.7 | 15<br>15.6 | 27<br>9.1 | |
| 10. Rac | | | | | | 30<br>12.5 | | 9<br>3.0 | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | | | | | | |
| 13. Spo | | | | | | | | | 22<br>14.7 |
| 14. Wea | 13<br>4.3 | 33<br>14.6 | 9<br>5.1 | 69<br>22.1 | 9<br>6.0 | 15<br>6.2 | 20<br>20.8 | 35<br>11.7 | 96<br>64.0 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | | | 8<br>4.5 | | 15<br>10.1 | 17<br>7.1 | | | |
| 18. Lei | | | | | | | | 23<br>7.7 | |
| 19. HIn | 24<br>8.1 | | | | | | | | |
| 20. Tra | | | | | | | | | |

# KGW -- TIME AND PERCENTAGE OF TIME

| Category | 3 PM | 3:30 | 4 PM | 4:30 | 5 PM | 5:30 | 6 PM | 6:30 | 7 PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | | | 107 65.6 | 15 6.0 | 13 4.2 | 82 42.3 | 27 9.1 | 20 8.2 |
| 2. Pol | 88 29.2 | 16 21.9 | 53 21.2 | 12 7.4 | | 12 3.9 | 20 10.3 | 20 6.8 | |
| 3. Mil | 112 37.9 | 24 32.9 | 25 10.0 | 30 18.4 | 13 5.3 | 48 15.6 | 30 15.5 | 100 33.9 | 19 7.7 |
| 4. Spa | | | | | 80 32.3 | 17 5.5 | 20 10.3 | | 47 19.2 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | 8 10.9 | 13 5.2 | | | | | | |
| 7. Hea | 6 2.0 | | | | | | | | |
| 8. Bus | 6 2.0 | 18 24.7 | | 14 8.6 | | | | | |
| 9. Acc | 30 10.0 | 7 9.6 | 57 22.8 | | | 26 8.5 | 19 9.8 | 9 3.2 | 17 6.9 |
| 10. Rac | 16 5.3 | | 53 21.2 | | | | | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | | | | | | 13 5.3 |
| 13. Spo | | | | | | | | 44 14.7 | 77 31.5 |
| 14. Wea | 3 1.0 | | 17 6.8 | | 64 25.8 | 41 13.3 | | 60 20.1 | |
| 15. Soc | | | | | 43 17.3 | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 38 12.6 | | 32 12.8 | | 33 13.3 | 150 49.0 | 23 11.8 | 28 9.5 | 52 21.2 |
| 18. Lei | | | | | | | | 8 2.7 | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 7:30 | 8 PM | 8:30 | 9 PM | 9:30 | 10PM | 1030 |
|---|---|---|---|---|---|---|---|
| 1. Gov | 10<br>9.1 | 27<br>10.8 | 13<br>25.5 | 27<br>9.7 | 38<br>41.7 | 118<br>57.3 | |
| 2. Pol | | 22<br>8.8 | | 46<br>16.5 | | 8<br>3.9 | |
| 3. Mil | 14<br>12.7 | 58<br>23.2 | 5<br>9.8. | 20<br>7.2 | 8<br>8.8 | 35<br>17.0 | 29<br>16.4 |
| 4. Spa | | 18<br>7.2 | 7<br>13.7 | 92<br>33.1 | | 18<br>8.7 | |
| 5. Sci | | | | | | | |
| 6. Edu | | | | | | 12<br>6.8 | |
| 7. Hea | 15<br>13.6 | 10<br>4.0 | | | | | |
| 8. Bus | 6<br>5.5 | 15<br>6.0 | | 20<br>7.2 | | | |
| 9. Acc | | | | 33<br>11.9 | | 18<br>10.2 | |
| 10. Rac | | 12<br>4.8 | | | | 36<br>20.2 | |
| 11. Rel | | | | 22<br>7.9 | 27<br>13.1 | | |
| 12. Cel | | 15<br>6.0 | | | | | |
| 13. Spo | | 50<br>20.0 | | | | 15<br>8.5 | |
| 14. Wea | 30<br>27.3 | 23<br>9.2 | 26<br>51.0 | 18<br>6.5 | 30<br>33.0 | 67<br>37.9 | |
| 15. Soc | | | | | | | |
| 16. Agr | | | | | | | |
| 17. Cri | 35<br>31.8 | | | | 15<br>16.5 | | |
| 18. Lei | | | | | | | |
| 19. HIn | | | | | | | |
| 20. Tra | | | | | | | |

| Category | 6 AM | 7 AM | 7:55 | 8:30 | 8:50 | 8:55 | 9:55 | 1055 | 1155 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 78 | 82 | 10 | | | 90 | 40 | 48 | 28 |
| | 28.1 | 12.2 | 6.0 | | | 41.9 | 22.7 | 21.5 | 10.9 |
| 2. Pol | 48 | | 69 | | 22 | 95 | 52 | 13 | 42 |
| | 17.3 | | 41.6 | | 19.7 | 44.2 | 29.5 | 5.8 | 16.3 |
| 3. Mil | | | | 55 | | | | 162 | |
| | | | | 35.3 | | | | 72.7 | |
| 4. Spa | | | | | | | | | |
| 5. Sci | | 53 | | | | | | | |
| | | 7.9 | | | | | | | |
| 6. Edu | | 57 | | | | | | | |
| | | 8.5 | | | | | | | |
| 7. Hea | | | | | | | 66 | | |
| | | | | | | | 37.5 | | |
| 8. Bus | | | | | | | | | 18 |
| | | | | | | | | | 7.0 |
| 9. Acc | 48 | 99 | 52 | 52 | | | | | 20 |
| | 17.3 | 14.8 | 31.3 | 33.3 | | | | | 7.8 |
| 10. Rac | | | 35 | | | | 18 | | |
| | | | 21.1 | | | | 10.3 | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | 63 | | | | | | | |
| | | 9.4 | | | | | | | |
| 13. Spo | | 41 | | | | | | | |
| | | 6.1 | | | | | | | |
| 14. Wea | 17 | 134 | | | | | | | 104 |
| | 6.0 | 20.0 | | | | | | | 40.5 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 52 | 83 | | 49 | 26 | | 66 | | 17 |
| | 18.7 | 12.4 | | 31.4 | 23.2 | | 37.5 | | 6.6 |
| 18. Lei | | | | | | | | | |
| 19. HIn | 35 | 58 | | | 64 | 30 | | | 28 |
| | 12.6 | 8.7 | | | 57.1 | 13.9 | | | 10.9 |
| 20. Tra | | | | | | | | | |

| Category | 12 N | 1215 | 1255 | 1:30 | 1:55 | 2:55 | 3:55 | 5 PM | 5:15 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 103 51.5 | 25 14.1 | | 72 22.6 | 18 7.3 | 32 18.7 | 205 31.9 | |
| 2. Pol | 20 3.4 | 41 20.5 | 60 33.7 | | 43 13.5 | 25 10.2 | 45 21.3 | 106 16.5 | |
| 3. Mil | 116 18.2 | | 50 28.0 | | | 41 16.7 | 83 49.1 | | |
| 4. Spa | 5 0.8 | | | 123 100.0 | | | | | |
| 5. Sci | 7 1.1 | | | | | | | 30 4.6 | |
| 6. Edu | | | | | 38 12.0 | | | 14 2.2 | |
| 7. Hea | 63 9.9 | | | | | | | | 187 100.0 |
| 8. Bus | 34 5.3 | | | | 15 4.7 | 15 6.1 | | 17 2.6 | |
| 9. Acc | | 17 8.5 | | | 71 22.3 | | 10 5.9 | 44 6.8 | |
| 10. Rac | | | | | | 35 14.2 | | 67 10.4 | |
| 11. Rel | 32 5.0 | 17 8.5 | | | | | | | |
| 12. Cel | 37 5.8 | | 15 8.5 | | 25 7.9 | 31 12.6 | | | |
| 13. Spo | 10 1.6 | | | | | 5 2.0 | | | |
| 14. Wea | | | | | 22 6.9 | 16 6.5 | | 88 13.7 | |
| 15. Soc | 15 2.4 | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 22 3.5 | 22 11.0 | 28 15.7 | | | 60 24.4 | | 27 4.2 | |
| 18. Lei | 120 18.7 | | | | | | | | |
| 19. HIn | 155 24.4 | | | | 32 10.1 | | | 46 7.1 | |
| 20. Tra | | | | | | | | | |

| Category | 5:30 | 5:35 | 5:55 | 6:55 | 1055 |
|----------|------|------|------|------|------|
| 1. Gov | 82 <br> 24.2 | | 128 <br> 17.7 | 86 <br> 16.8 | 22 <br> 10.6 |
| 2. Pol | | 15 <br> 2.5 | 15 <br> 2.3 | | |
| 3. Mil | 147 <br> 43.2 | 53 <br> 9.0 | 153 <br> 21.2 | 73 <br> 14.2 | 33 <br> 15.9 |
| 4. Spa | 42 <br> .12.3 | | 15 <br> 2.3 | 5 <br> 1.0 | |
| 5. Sci | | | | | |
| 6. Edu | | | 12 <br> 1.6 | 200 <br> 39.1 | 14 <br> 6.8 |
| 7. Hea | | 33 <br> 5.6 | | | |
| 8. Bus | 39 <br> 11.5 | 25 <br> 4.3 | | 25 <br> 4.9 | 44 <br> 21.3 |
| 9. Acc | | 95 <br> 16.1 | | | 38 <br> 18.4 |
| 10. Rac | | 114 <br> 19.4 | | | 41 <br> 19.8 |
| 11. Rel | | | | | |
| 12. Cel | | | | | |
| 13. Spo | | 72 <br> 12.2 | | | |
| 14. Wea | | | | 35 <br> 6.8 | 15 <br> 7.2 |
| 15. Soc | | | | | |
| 16. Agr | | | | | |
| 17. Cri | 30 <br> 8.8 | 120 <br> 20.4 | 142 <br> 19.5 | 63 <br> 12.3 | |
| 18. Lei | | | | | |
| 19. HIn | | 62 <br> 10.5 | 255 <br> 35.4 | 25 <br> 4.9 | |
| 20. Tra | | | | | |

| Category | 615AM | 6:45 | 7:15 | 7:45 | 8:15 | 8:45 | 9:15 | 9:45 | 1015 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 20 12.2 | 17 7.4 | 33 19.4 | | 101 70.1 | 18 8.1 | 65 52.4 | 47 25.0 |
| 2. Pol | | | | 37 21.8 | | | 12 5.6 | 34 27.4 | 28 14.9 |
| 3. Mil | 64 21.4 | 30 18.3 | 31 13.5 | 69 40.6 | 6 1.8 | 29 20.2 | | | |
| 4. SPa | 28 9.4 | 19 11.6 | | 31 18.2 | 7 2.1 | 14 9.7 | | 25 20.2 | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | | |
| 7. Hea | | | | | | | | | |
| 8. Bus | | | | | | | 25 11.5 | | |
| 9. Acc | 49 16.3 | | 35 15.3 | | 80 24.3 | | 20 9.3 | | |
| 10. Rac | | | 84 32.3 | | | | | | |
| 11. Rel | | 20 12.2 | | | | | | | |
| 12. Cel | | | | | 92 28.0 | | 12 5.6 | | |
| 13. Spo | | | | | | | | | |
| 14. Wea | 25 8.4 | | 23 10.0 | | 22 6.7 | | 68 31.3 | | 32 17.0 |
| 15. Soc | | | | | 39 11.9 | | | | 14 7.5 |
| 16. Agr | | | | | | | | | |
| 17. Cri | 133 44.5 | 53 32.3 | 49 21.4 | | 74 22.5 | | 49 22.6 | | 67 35.6 |
| 18. Lei | | | | | 9 2.7 | | 13 6.0 | | |
| 19. HIn | | 17 10.4 | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 1045A | 1115 | 1145 | 1215 | 1245 | 1:15 | 1:45 | 2:15 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 86<br>61.8 | 24<br>12.2 | 16<br>10.6 | 116<br>38.5 | | | | 131<br>28.6 | |
| 2. Pol | | | | | | 18<br>6.5 | | | |
| 3. Mil | 15<br>10.8 | | 110<br>80.8 | | 110<br>82.2 | 45<br>16.4 | 20<br>7.9 | 68<br>23.1 | 131<br>85.1 |
| 4. Spa | 38<br>27.4 | | | | 24<br>17.8 | 22<br>8.0 | 15<br>5.9 | | 10<br>6.5 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | | |
| 7. Hea | | | | | | | 20<br>7.9 | | |
| 8. Bus | | | | 42<br>14.0 | | | 20<br>7.9 | | |
| 9. Acc | | 24<br>12.2 | | | | 40<br>14.4 | 87<br>34.4 | | |
| 10. Rac | | | | | | | 15<br>5.9 | 31<br>10.6 | |
| 11. Rel | | | 13<br>8.6 | 12<br>4.0 | | | | | |
| 12. Cel | | | | | | | | | |
| 13. Spo | | | | 22<br>7.8 | | | | | 13<br>8.4 |
| 14. Wea | | 20<br>10.1 | | | | 23<br>8.1 | 23<br>9.1 | 21<br>7.1 | |
| 15. Soc | | 42<br>21.3 | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | | 87<br>44.2 | | 107<br>35.7 | | 139<br>46.6 | 53<br>21.9 | 90<br>30.6 | |
| 18. Lei | | | | | | | | | |
| 19. Hin | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 315PM | 3:45 | 4:15 | 4:45 | 5:15 | 5:45 | 6:15 | 6:45 | 7:15 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | | 40 / 18.2 | 12 / 8.3 | 12 / 5.2 | | 47 / 18.4 | | |
| 2. Pol | | 43 / 29.1 | 16 / 7.3 | | 26 / 11.2 | | | | |
| 3. Mil | 39 / 17.3 | 95 / 60.8 | | 103 / 71.5 | 61 / 26.3 | 80 / 55.2 | 89 / 35.0 | 60 / 31.4 | |
| 4. Spa | 30 / 13.3 | | 19 / 8.6 | 21 / 14.6 | 22 / 9.5 | 33 / 22.8 | | | |
| 5. Sci | | | | 8 / 5.6 | | | | | |
| 6. Edu | | | | | | | | 16 / 10.3 | |
| 7. Hea | 30 / 13.3 | | 19 / 8.6 | | | | 18 / 9.4 | | |
| 8. Bus | 35 / 15.6 | | 23 / 10.5 | | 39 / 16.8 | | 47 / 18.4 | | 30 / 19.2 |
| 9. Acc | | | | | | 29 / 20.0 | | 30 / 15.7 | |
| 10. Rac | | | 36 / 16.4 | | | | 22 / 8.6 | 19 / 10.0 | 35 / 22.5 |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | | | | | | |
| 13. Spo | | | | | 27 / 11.6 | | | | |
| 14. Wea | 21 / 9.4 | 15 / 10.1 | 17 / 7.7 | | 15 / 6.5 | 3 / 2.0 | 20 / 7.8 | 64 / 33.5 | 31 / 19.8 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 70 / 31.1 | | 50 / 22.7 | 30 / 12.9 | | | 30 / 11.8 | | 44 / 28.2 |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 745PM | 8:15 | 8:45 | 9:15 | 9:45 | 1015 | 1045PM |
|---|---|---|---|---|---|---|---|
| 1. Gov | | 14 12.0 | | | | | |
| 2. Pol | | | | | | 18 14.5 | |
| 3. Mil | 48 29.8 | 44 37.6 | 153 100.0 | 35 27.6 | 141 100.0 | 18 14.5 | 147 100.0 |
| 4. Spa | 15 9.3 | | | | | 18 14.5 | |
| 5. Sci | | 19 16.2 | | | | | |
| 6. Edu | | | | | | | |
| 7. Hea | | | | | | | |
| 8. Bus | | | | 27 21.3 | | 11 8.9 | |
| 9. Acc | 17 10.6 | | | 31 24.4 | | 23 18.6 | |
| 10. Rac | 15 9.3 | | | | | | |
| 11. Rel | | | | | | | |
| 12. Cel | 14 8.7 | | | | | | |
| 13. Spo | 22 13.7 | | | | | | |
| 14. Wea | 30 18.6 | 15 12.8 | | 22 17.3 | | 19 15.3 | |
| 15. Soc | | | | | | | |
| 16. Agr | | | | | | | |
| 17. Cri | | 25 21.4 | | 12 9.4 | | 17 13.7 | |
| 18. Lei | | | | | | | |
| 19. HIn | | | | | | | |
| 20. Tra | | | | | | | |

| Category | 6 AM | 7 AM | 7:45 | 9 AM | 10AM | 11AM | 12 N | 1 PM | 2 PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 45<br>14.3 | 32<br>6.1 | 83<br>21.0 | | 27<br>10.8 | 47<br>22.2 | 85<br>38.1 | |
| 2. Pol | 15<br>12.4 | 37<br>11.8 | 114<br>22.0 | 60<br>14.6 | 24<br>9.8 | | | 14<br>6.3 | |
| 3. Mil | 32<br>26.5 | 5<br>1.6 | | 35<br>8.6 | 85<br>34.5 | 22<br>8.8 | 38<br>17.9 | | 65<br>21.7 |
| 4. Spa | | 28<br>8.9 | | | | | | | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | | |
| 7. Hea | | | 50<br>9.7 | 38<br>9.2 | | | | 20<br>9.0 | |
| 8. Bus | 13<br>10.7 | 17<br>5.5 | 133<br>25.7 | | | | 15<br>7.1 | | 62<br>20.7 |
| 9. Acc | 16<br>13.2 | 76<br>24.2 | 89<br>17.2 | 60<br>14.6 | 47<br>19.1 | 26<br>10.4 | | 53<br>23.8 | |
| 10. Rac | | 62<br>19.7 | | | 15<br>6.1 | 17<br>6.8 | | | |
| 11. Rel | | | | | | 56<br>22.4 | | | |
| 12. Cel | | | | | 35<br>14.2 | | | | |
| 13. Spo | | | 8<br>1.5 | | | 24<br>9.6 | | | |
| 14. Wea | 17<br>14.1 | | 19<br>3.7 | 20<br>4.8 | 15<br>6.1 | 26<br>10.4 | 89<br>42.0 | 13<br>5.8 | 173<br>57.6 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | 44<br>14.0 | | | | | | | |
| 17. Cri | 28<br>23.1 | | 73<br>14.1 | 95<br>23.2 | 25<br>10.2 | 52<br>20.8 | | 38<br>17.0 | |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | 16<br>4.0 | | | 23<br>10.8 | | |
| 20. Tra | | | | | | | | | |

| Category | 3 PM | 4 PM | 5 PM | 5:30 | 6 PM | 7 PM | 7:55 |
|---|---|---|---|---|---|---|---|
| 1. Gov | 12 4.3 | 8 3.3 | 101 37.0 | 23 10.4 | 43 17.0 | 34 11.4 | |
| 2. Pol | 44 15.8 | | 18 6.6 | | 16 6.3 | 23 7.7 | |
| 3. Mil | 53 19.0 | 45 18.8 | 57 20.9 | 27 12.0 | 25 9.9 | 93 31.1 | 58 28.6 |
| 4. Spa | | 37 15.5 | | | 15 5.9 | | |
| 5. Sci | | | | | | | |
| 6. Edu | | | | | | | |
| 7. Hea | | 18 7.5 | | 42 18.6 | 25 9.9 | | |
| 8. Bus | | 53 21.8 | | 26 11.5 | 38 15.0 | | |
| 9. Acc | | 14 5.9 | 50 18.3 | 55 25.0 | 25 9.9 | 100 33.5 | 18 8.9 |
| 10. Rac | | | | | 17 6.7 | | |
| 11. Rel | | | | | | | |
| 12. Cel | | | | | | | |
| 13. Spo | | 18 7.5 | | | | | |
| 14. Wea | 78 27.9 | 47 19.7 | 47 17.2 | 25 11.1 | 49 19.4 | 49 16.3 | 20 9.8 |
| 15. Soc | | | | | | | |
| 16. Agr | | | | | | | |
| 17. Cri | 92 33.0 | | | 27 12.0 | | | 85 41.9 |
| 18. Lei | | | | | | | 22 10.8 |
| 19. HIn | | | | | | | |
| 20. Tra | | | | | | | |

| Category | 630AM | 6:55 | 7:30 | 7:55 | 8:30 | 8:55 | 9:30 | 9:55 | 1030 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 25<br>9.6 | 61<br>87.1 | 13<br>5.2 | | | | 10<br>4.4 | |
| 2. Pol | | 25<br>9.6 | | 39<br>15.6 | | | 18<br>26.5 | 53<br>23.1 | |
| 3. Mil | | 13<br>5.0 | | 110<br>44.0 | | 20<br>26.7 | 40<br>58.8 | 78<br>33.9 | 36<br>60.0 |
| 4. Spa | | 39<br>15.0 | | | | | | | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | 15<br>6.5 | |
| 7. Hea | | 18<br>6.9 | | | | | | | |
| 8. Bus | | 15<br>5.8 | | | 14<br>29.8 | | | | |
| 9. Acc | 21<br>30.4 | | | | 17<br>36.2 | | | 53<br>23.1 | |
| 10. Rac | | | | | | 40<br>53.3 | | | |
| 11. Rel | | 10<br>3.9 | | | | | | | |
| 12. Cel | 19<br>27.6 | | | | | | | | |
| 13. Spo | | 45<br>17.3 | | | | | | | |
| 14. Wea | 8<br>11.6 | 30<br>11.5 | 9<br>12.9 | 14<br>5.6 | 10<br>21.2 | 15<br>20.0 | 10<br>14.7 | 21<br>9.1 | 9<br>15.0 |
| 15. Soc | | 16<br>16.2 | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 21<br>30.4 | 24<br>9.2 | | 28<br>11.2 | 6<br>12.8 | | | | 15<br>25.0 |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 1055A | 1130 | 1155 | 1230 | 1255 | 130P | 1:55 | 2:30 | 2:55 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | | 18<br>7.3 | | 44<br>24.2 | | | 7<br>19.4 | |
| 2. Pol | 16<br>8.8 | 18<br>30.0 | 23<br>9.4 | | 12<br>6.6 | | | | |
| 3. Mil | 48<br>26.3 | 34<br>56.7 | 35<br>14.2 | | 31<br>17.0 | | 53<br>31.6 | 10<br>27.8 | 27<br>9.9 |
| 4. Spa | | | | 20<br>31.2 | | | | 8<br>22.2 | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | 16<br>6.5 | | 22<br>12.1 | 12<br>7.1 | | | |
| 7. Hea | | | | | | | | | 46<br>16.9 |
| 8. Bus | 20<br>10.9 | | 23<br>9.4 | | | | 13<br>7.7 | | |
| 9. Acc | 39<br>21.3 | | 28<br>11.4 | | 38<br>20.9 | | 35<br>20.8 | | 44<br>16.1 |
| 10. Rac | | | 21<br>8.5 | | 23<br>12.6 | 15<br>22.4 | 36<br>21.4 | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | | | | | | |
| 13. Spo | | | | | | | | | |
| 14. Wea | 46<br>25.1 | 8<br>13.3 | 21<br>8.5 | 8<br>12.5 | 12<br>6.6 | 27<br>40.3 | 19<br>11.4 | 11<br>30.6 | 28<br>10.4 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 14<br>7.6 | | 61<br>24.8 | 36<br>56.3 | 25<br>37.3 | | | | 127<br>46.7 |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 330PM | 3:55 | 4:30 | 4:55 | 5:30 | 5:55 | 6:30 | 6:55 | 7:30 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 57 16.3 | | | | 30 16.7 | | | |
| 2. Pol | | 21 6.0 | | 23 9.0 | | | | 17 6.3 | |
| 3. Mil | 33 75.0 | 73 20.8 | 18 33.3 | 12 4.7 | 50 61.7 | 31 17.2 | 14 24.2 | 13 4.8 | |
| 4. Spa | | | | 44 17.2 | 19 23.5 | 27 15.0 | | | |
| 5. Sci | | 29 8.3 | | | | | | 47 17.3 | |
| 6. Edu | | | | | | | | 10 3.7 | |
| 7. Hea | | 25 7.1 | | 32 12.5 | | | 19 32.7 | 39 14.3 | |
| 8. Bus | | | | 22 8.6 | | | | 16 5.9 | |
| 9. Acc | | 57 16.3 | 17 31.5 | | | 21 11.6 | | | 37 56.1 |
| 10. Rac | | 11 20.4 | | | | | | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | 14 4.0 | | | | | 19 32.7 | | |
| 13. Spo | | | | | | | | | |
| 14. Wea | 11 25.0 | 50 14.3 | 8 14.8 | 18 7.0 | 12 14.8 | 23 12.8 | 6 10.4 | 19 7.0 | 9 13.6 |
| 15. Soc | | | | | | 30 16.7 | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | | 24 6.9 | | 62 24.2 | | 18 10.0 | | 21 7.7 | 20 13.3 |
| 18. Lei | | | | | | | | 90 33.1 | |
| 19. HIn | | | | 43 16.8 | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 755PM | 8:30 | 8:55 | 9:30 | 9:55 | 1030 | 1055PM |
|---|---|---|---|---|---|---|---|
| 1. Gov | | 18 31.0 | | | | | |
| 2. Pol | 25 8.2 | | 24 14.3 | | 30 11.4 | | 38 18.4 |
| 3. Mil | | | 42 25.0 | 26 37.7 | 31 11.8 | 18 27.7 | 70 34.0 |
| 4. Spa | | | | | | | |
| 5. Sci | | | | | | | |
| 6. Edu | | | | | | | |
| 7. Hea | 29 9.4 | | 51 30.4 | | | | |
| 8. Bus | | | | | | | |
| 9. Acc | 34 11.1 | | | | 25 9.5 | | |
| 10. Rac | | | | 19 27.5 | | | |
| 11. Rel | | | | | | | |
| 12. Cel | 50 16.3 | 11 19.0 | 15 8.9 | | | | |
| 13. Spo | | | | | | | |
| 14. Wea | 49 15.9 | 11 19.0 | 13 7.7 | 8 11.6 | 142 54.0 | 29 44.6 | 63 30.6 |
| 15. Soc | | | | | | | |
| 16. Agr | | | | | | | |
| 17. Cri | 120 39.1 | 18 31.0 | 23 13.7 | 16 23.2 | 35 13.3 | 18 27.7 | 35 17.0 |
| 18. Lei | | | | | | | |
| 19. HIn | | | | | | | |
| 20. Tra | | | | | | | |

| Category | 6 AM | 7:15 | 7:30 | 8 AM | 8:15 | 8:25 | 9 AM | 10AM | 11AM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 146 34.0 | | 133 17.1 | 53 8.3 | 97 27.8 | | 15 3.9 | 27 7.2 | 15 4.1 |
| 2. Pol | 44 10.3 | | | 19 3.0 | 38 10.9 | | 111 29.0 | 130 34.6 | 18 4.9 |
| 3. Mil | 96 22.4 | 131 19.4 | 427 51.4 | 81 12.7 | 189 54.1 | | 80 20.9 | 82 21.8 | 300 73.0 |
| 4. Spa | | 23 3.4 | 22 2.6 | | | | | | |
| 5. Sci | 60 14.0 | 11 1.6 | | | | | | | |
| 6. Edu | | | | | | | | | |
| 7. Hea | | 26 3.9 | | 30 4.7 | | | | 25 6.7 | |
| 8. Bus | | 45 6.7 | | 145 22.8 | | 59 66.3 | 48 12.5 | | |
| 9. Acc | 50 11.6 | 103 15.3 | | 44 6.9 | | 12 3.1 | 15 4.0 | | |
| 10. Rac | 23 5.4 | | | | | | | 10 2.7 | |
| 11. Rel | | | 81 9.7 | | | | | | |
| 12. Cel | | 30 4.5 | 21 2.5 | | | | | | |
| 13. Spo | | 116 17.3 | 36 4.3 | 50 7.8 | | | | | |
| 14. Wea | 10 2.3 | 116 17.3 | 53 6.3 | 111 17.4 | | 30 33.7 | | 43 11.5 | 66 18.0 |
| 15. Soc | | 29 4.3 | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | | 28 4.1 | 26 3.1 | 33 5.2 | 25 7.2 | | 117 30.6 | 43 11.5 | |
| 18. Lei | | | | 45 7.1 | | | | | |
| 19. HIn | | 15 2.2 | 25 3.0 | 26 4.1 | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 12 N | 1 PM | 1:10 | 2:00 | 2:10 | 3 PM | 3:10 | 4:PM | 4:10 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 37 | 22 | 14 | 22 | | 88 | | | |
| | 5.1 | 7.2 | 10.8 | 6.2 | | 20.0 | | | |
| 2. Pol | 45 | | 30 | | | 107 | 17 | 66 | 14 |
| | 15.4 | | 8.5 | | | 24.4 | 13.8 | 15.3 | 6.9 |
| 3. Mil | 38 | 135 | | 115 | | 85 | | 20 | |
| | 5.2 | 44.1 | | 32.6 | | 19.4 | | 4.7 | |
| 4. Spa | | | | | | | | 39 | |
| | | | | | | | | 9.1 | |
| 5. Sci | | | | | | | | | |
| 6. Edu | 38 | | | | | | | | 38 |
| | 5.2 | | | | | | | | 18.7 |
| 7. Hea | | | | 80 | 32 | 24 | | 22 | 23 |
| | | | | 22.6 | 29.9 | 5.5 | | 5.2 | 11.3 |
| 8. Bus | 41 | 34 | | 19 | | 14 | | 79 | 22 |
| | 5.7 | 11.1 | | 5.4 | | 3.2 | | 18.3 | 10.8 |
| 9. Acc | 44 | | 25 | 12 | 35 | | 45 | 106 | |
| | 6.1 | | 19.2 | 3.4 | 32.7 | | 36.6 | 24.6 | |
| 10. Rac | | | | | | | | | 20 |
| | | | | | | | | | 9.9 |
| 11. Rel | | | | | | | | | |
| 12. Cel | 24 | | | | | 31 | | 42 | |
| | 3.3 | | | | | 7.0 | | 9.8 | |
| 13. Spo | 31 | | | | | | | | |
| | 4.3 | | | | | | | | |
| 14. Wea | 51 | | 65 | 20 | | | 39 | | 64 |
| | 7.0 | | 50.0 | 5.7 | | | 31.7 | | 31.6 |
| 15. Soc | 21 | | | | | | | | |
| | 2.9 | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 149 | 68 | 26 | 55 | 40 | 90 | 22 | 56 | 22 |
| | 20.6 | 22.2 | 20.0 | 15.6 | 37.4 | 20.5 | 17.9 | 13.0 | 10.8 |
| 18. Lei | 36 | | | | | | | | |
| | 5.0 | | | | | | | | |
| 19. HIn | 20 | | | | | | | | |
| | 2.8 | | | | | | | | |
| 20. Tra | 100 | | | | | | | | |

| Category | 515PM | 6 PM | 6:15 | 6:30 | 7 PM | 7:10 | 7:55 | 9 PM | 10PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 33<br>8.9 | 50<br>9.1 | | 65<br>19.6 | | | | | 49<br>5.3 |
| 2. Pol | 85<br>23.0 | 166<br>30.2 | 336<br>38.6 | 45<br>13.6 | 60<br>15.4 | 7<br>14.6 | | 30<br>14.7 | 83<br>9.0 |
| 3. Mil | 55<br>14.9 | 98<br>17.8 | | 46<br>13.9 | 205<br>52.6 | | | | 104<br>11.3 |
| 4. Spa | | | 168<br>19.2 | 36<br>10.9 | | | | | 36<br>5.0 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | 7<br>14.6 | 28<br>13.1 | | 45<br>4.9 |
| 7. Hea | | 35<br>6.4 | | 106<br>32.6 | | | | | 47<br>5.1 |
| 8. Bus | 47<br>12.7 | | | | | | | | 40<br>4.3 |
| 9. Acc | 71<br>19.4 | 20<br>3.7 | | | | 6<br>12.5 | 20<br>9.5 | 60<br>29.4 | 114<br>12.4 |
| 10. Rac | | | 140<br>16.0 | | | | | | 13<br>1.4 |
| 11. Rel | 17<br>4.6 | | | | | | | | 22<br>2.4 |
| 12. Cel | 32<br>8.6 | | | | | | | | |
| 13. Spo | 14<br>3.8 | | | | | 8<br>16.7 | 25<br>11.7 | | 48<br>4.2 |
| 14. Wea | | 50<br>9.1 | | | | 20<br>41.6 | 112<br>52.6 | 22<br>10.8 | 55<br>6.0 |
| 15. Soc | | | | | | | | | 46<br>5.0 |
| 16. Agr | | | | | | | | | |
| 17. Cri | | 130<br>23.7 | 170<br>19.4 | | 125<br>32.0 | | 28<br>13.1 | 50<br>24.5 | 165<br>17.8 |
| 18. Lei | | | | | | | | | |
| 19. HIn | 16<br>4.3 | | 60<br>6.8 | 33<br>10.0 | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 6 AM | 6:30 | 7 AM | 7:30 | 8 AM | 8:30 | 9 AM | 9:30 | 10AM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov |  |  |  |  |  |  |  |  | 47 / 19.5 |
| 2. Pol |  | 6 / 7.7 | 30 / 17.0 | 22 / 8.2 | 7 / 2.9 |  | 13 / 5.3 | 8 / 11.0 | 17 / 7.1 |
| 3. Mil | 58 / 21.4 | 6 / 7.7 |  |  | 121 / 50.9 | 26 / 31.7 | 60 / 24.4 | 9 / 12.5 | 10 / 4.1 |
| 4. Spa |  | 8 / 10.2 |  |  | 10 / 4.2 |  |  | 9 / 12.5 | 8 / 3.3 |
| 5. Sci |  |  |  |  |  |  |  |  |  |
| 6. Edu |  |  | 74 / 27.0 |  |  |  |  |  |  |
| 7. Hea |  |  | 63 / 23.0 |  |  |  |  |  |  |
| 8. Bus | 36 / 13.3 |  |  | 60 / 22.1 | 6 / 2.5 | 13 / 15.8 | 18 / 7.3 | 5 / 7.0 | 12 / 5.0 |
| 9. Acc | 79 / 29.2 | 6 / 7.7 | 43 / 15.7 | 63 / 23.2 | 28 / 11.8 |  | 10 / 4.1 |  | 6 / 2.5 |
| 10. Rac | 4 / 1.5 | 14 / 18.0 |  |  |  |  |  | 36 / 50.0 | 110 / 45.6 |
| 11. Rel |  | 8 / 10.2 |  |  |  |  |  |  |  |
| 12. Cel |  |  |  |  | 15 / 6.3 | 6 / 7.3 |  |  |  |
| 13. Spo |  |  |  |  |  |  | 37 / 15.0 |  | 13 / 5.4 |
| 14. Wea | 18 / 6.6 |  | 23 / 8.4 | 110 / 40.6 | 27 / 11.4 |  | 17 / 6.9 | 5 / 7.0 | 18 / 7.5 |
| 15. Soc | 17 / 6.3 |  |  |  |  |  |  |  |  |
| 16. Agr |  |  |  |  |  |  |  |  |  |
| 17. Cri | 44 / 16.2 | 30 / 38.5 | 20 / 7.3 | 16 / 5.9 | 24 / 10.0 | 13 / 15.8 | 36 / 14.6 |  |  |
| 18. Lei |  |  |  |  |  |  |  |  |  |
| 19. HIn |  |  | 21 / 7.6 |  |  |  | 55 / 22.4 |  |  |
| 20. Tra | 15 |  |  |  |  | 17 |  |  |  |

| Category | 1030A | 11 AM | 1130 | 12 N | 1230 | 1 PM | 1:30 | 2 PM | 2:30 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 14<br>20.9 | 9<br>3.3 | 24<br>35.3 | 170<br>32.6 | 14<br>19.7 | 52<br>17.4 | | 168<br>55.1 | 41<br>50.0 |
| 2. Pol | 15<br>22.4 | 20<br>7.3 | 8<br>11.8 | 27<br>5.2 | | 35<br>11.7 | 10<br>4.5 | 7<br>2.3 | |
| 3. Mil | | | 9<br>13.2 | 19<br>3.6 | | | | 16<br>5.2 | |
| 4. Spa | 14<br>20.9 | 51<br>18.5 | | 52<br>10.0 | 15<br>21.1 | 15<br>5.0 | | 7<br>2.3 | 14<br>17.1 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | 13<br>15.7 | |
| 7. Hea | | | | 8<br>1.6 | | 20<br>6.7 | | | |
| 8. Bus | | 40<br>14.5 | 5<br>7.3 | 30<br>5.8 | 13<br>18.3 | 44<br>14.7 | | 18<br>5.9 | 3<br>3.7 |
| 9. Acc | | 8<br>2.9 | | | | | 33<br>47.8 | | |
| 10. Rac | 14<br>20.9 | | | 85<br>16.3 | 15<br>21.1 | 13<br>18.8 | | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | 15<br>2.9 | 5<br>7.1 | | | | |
| 13. Spo | | | | 14<br>2.5 | | 17<br>5.7 | 7<br>10.2 | | |
| 14. Wea | | 14<br>5.3 | | 35<br>6.7 | | 18<br>6.0 | | 18<br>5.9 | |
| 15. Soc | | | | | | | | | |
| 16. Agr | | 67<br>24.4 | | | | | | | |
| 17. Cri | 10<br>14.9 | 56<br>20.3 | 12<br>17.7 | 67<br>12.8 | 9<br>12.7 | 86<br>28.8 | 6<br>8.7 | 71<br>23.3 | 11<br>13.4 |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | 12<br>4.0 | | | |
| 20. Tra | | | | | | | | | |

| Category | 3 PM | 3:30 | 4 PM | 4:30 | 5 PM | 5:30 | 6 PM | 6:30 | 7 PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 5 / 1.6 | | 32 / 12.4 | 45 / 57.0 | 5 / 2.4 | 17 / 18.7 | 145 / 22.3 | 12 / 17.4 | |
| 2. Pol | | | 48 / 18.6 | | 35 / 14.6 | 5 / 5.5 | 78 / 10.4 | | |
| 3. Mil | 25 / 8.3 | 15 / 23.5 | | | 16 / 6.6 | | 201 / 26.7 | | 11 / 9.8 |
| 4. Spa | 7 / 2.3 | 5 / 7.8 | 49 / 19.0 | 8 / 10.1 | 8 / 3.2 | | | | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | 12 / 15.2 | | | 32 / 4.2 | 9 / 13.1 | |
| 7. Hea | 43 / 14.1 | | 16 / 6.2 | | | | 63 / 8.4 | 16 / 23.2 | |
| 8. Bus | | | | | 37 / 15.4 | 52 / 57.1 | 51 / 6.8 | 15 / 21.7 | 21 / 18.8 |
| 9. Acc | | | | | | | 42 / 5.5 | 17 / 24.6 | |
| 10. Rac | 54 / 17.8 | | 52 / 20.2 | | | | 22 / 3.0 | | |
| 11. Rel | | | | | 32 / 13.3 | | | | |
| 12. Cel | | | | | | | | | |
| 13. Spo | 10 / 3.3 | 10 / 15.6 | 9 / 3.5 | | 25 / 10.4 | 5 / 5.5 | | | |
| 14. Wea | 11 / 3.6 | | 10 / 3.9 | | 18 / 7.5 | | 22 / 3.0 | | 25 / 22.3 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | 21 / 8.1 | | | | | | |
| 17. Cri | 139 / 49.0 | 34 / 53.1 | 21 / 8.1 | 14 / 17.7 | 64 / 26.6 | 12 / 13.2 | 72 / 9.7 | | 55 / 49.1 |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 730PM | 8 PM | 8:30 | 9 PM | 9:30 | 10PM | 1030PM |
|---|---|---|---|---|---|---|---|
| 1. Gov | | 152<br>53.9 | 9<br>13.2 | 25<br>8.4 | 32<br>52.4 | 39<br>13.2 | 15<br>18.3 |
| 2. Pol | 18<br>7.9 | | | | | | |
| 3. Mil | 30<br>13.1 | 73<br>25.5 | 8<br>11.8 | | 8<br>13.1 | | 6<br>7.3 |
| 4. Spa | | | | 30<br>10.1 | | 52<br>17.6 | 10<br>12.2 |
| 5. Sci | | | | | | | |
| 6. Edu | | | | 47<br>15.8 | | | |
| 7. Hea | | | | | | | |
| 8. Bus | | 12<br>4.3 | | 106<br>35.6 | | | |
| 9. Acc | | | 9<br>13.2 | | | 65<br>22.0 | 24<br>29.3 |
| 10. Rac | | | 20<br>29.4 | 62<br>20.8 | 7<br>11.5 | 86<br>25.8 | 27<br>32.9 |
| 11. Rel | | | | | | | |
| 12. Cel | 9<br>4.0 | | | | | | |
| 13. Spo | 9<br>4.0 | | | | | 20<br>6.8 | |
| 14. Wea | 133<br>58.0 | 23<br>8.2 | | 28<br>9.4 | 7<br>11.5 | 20<br>6.8 | |
| 15. Soc | 15<br>6.5 | | | | | | |
| 16. Agr | | | | | | | |
| 17. Cri | 15<br>6.5 | 22<br>8.1 | 22<br>32.4 | | 7<br>11.5 | 23<br>7.8 | |
| 18. Lei | | | | | | | |
| 19. HIn | | | | | | | |
| 20. Tra | | | | | | | |

| Category | 655AM | 7:55 | 8:55 | 9:55 | 1055 | 1155 | 1255 | 4:55 |
|---|---|---|---|---|---|---|---|---|
| 1. Gov | 55 23.1 | 45 10.4 | | 23 9.4 | 49 18.5 | 160 53.2 | 139 39.1 | 25 8.3 |
| 2. Pol | | 20 4.6 | | | | | | |
| 3. Mil | 64 16.0 | 34 7.8 | 173 54.2 | 35 14.2 | 77 29.1 | 10 3.3 | 104 29.3 | 70 23.3 |
| 4. Spa | | | | 75 30.5 | 55 20.8 | | | 31 10.3 |
| 5. Sci | | | | | | | | |
| 6. Edu | 41 10.2 | 32 7.4 | | | | 29 9.6 | | |
| 7. Hea | | | | | | 35 11.6 | | |
| 8. Bus | | 16 3.7 | | 10 4.1 | | 45 14.9 | 20 5.6 | |
| 9. Acc | | | | 24 9.7 | | | | 25 8.3 |
| 10. Rac | 70 17.5 | | 78 24.4 | 15 5.7 | | | | |
| 11. Rel | | | | | | | | |
| 12. Cel | | 50 11.5 | | | | | 23 6.5 | |
| 13. Spo | 138 34.5 | 39 9.0 | 33 10.4 | 49 19.9 | | | 23 6.5 | |
| 14. Wea | 32 8.0 | 149 34.3 | 12 3.8 | 30 12.2 | 27 10.2 | 8 2.7 | 46 13.0 | 27 9.0 |
| 15. Soc | | | | | | | | |
| 16. Agr | | | | | | 8 2.7 | | |
| 17. Cri | | 19 4.4 | | | 25 9.4 | 16 5.4 | 103 34.2 | |
| 18. Lei | | | | | | | | |
| 19. HIn | | 30 6.9 | 23 7.2 | | | | | |
| 20. Tra | | | | | | | | |

| Category | 8 AM | 1130 | 12 N | 1230 | 4:15 | 5:15 |
|---|---|---|---|---|---|---|
| 1. Gov | | | | 50<br>21.0 | 19<br>7.3 | |
| 2. Pol | 54<br>24.7 | 70<br>41.9 | 60<br>26.6 | | 95<br>36.5 | |
| 3. Mil | | | | | 85<br>38.3 | |
| 4. Spa | | | | | | |
| 5. Sci | | | | | | |
| 6. Edu | | | | | 32<br>12.3 | 9<br>4.1 |
| 7. Hea | 50<br>22.8 | | 49<br>21.6 | | | |
| 8. Bus | 85<br>38.8 | | | 48<br>20.2 | | |
| 9. Acc | 30<br>13.7 | 14<br>8.4 | 60<br>26.6 | 35<br>14.7 | 40<br>15.4 | 45<br>20.2 |
| 10. Rac | | | | | | |
| 11. Rel | | | | | | |
| 12. Cel | | | | | | |
| 13. Spo | | | | 30<br>12.6 | | 25<br>11.3 |
| 14. Wea | | 38<br>22.8 | 43<br>19.0 | 10<br>4.2 | 11<br>4.3 | 13<br>5.9 |
| 15. Soc | | 9<br>5.4 | | | | |
| 16. Agr | | | | | | |
| 17. Cri | | 10<br>6.0 | 14<br>6.2 | 45<br>18.9 | 63<br>24.2 | 45<br>20.2 |
| 18. Lei | | | | 20<br>8.4 | | |
| 19. HIn | | 26<br>15.5 | | | | |
| 20. Tra | | | | | | |

APPENDIX F

PROPORTIONS OF NEWS CONTENT

EACH NEWSCAST - ALL STATIONS

TIME IN SECONDS AND PERCENTAGE

| Category | 6 AM | 6:30 | 7 AM | 7:30 | 8 AM | 8:30 | 9 AM | 9:30 | 10AM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 294 | 21 | 340 | 226 | 193 | | 215 | 15 | 275 |
| | 14.3 | 8.2 | 12.9 | 11.0 | 6.4 | | 9.0 | 3.9 | 11.8 |
| 2. Pol | 148 | 6 | 240 | 203 | 229 | | 353 | 54 | 341 |
| | 7.2 | 2.3 | 9.1 | 9.9 | 7.6 | | 14.7 | 14.3 | 14.6 |
| 3. Mil | 330 | 6 | 162 | 524 | 383 | 156 | 515 | 90 | 464 |
| | 16.0 | 2.3 | 6.2 | 25.6 | 12.7 | 23.1 | 21.4 | 23.6 | 19.9 |
| 4. Spa | 33 | 8 | 79 | 45 | 17 | | 65 | 53 | 130 |
| | 1.6 | 3.1 | 3.0 | 2.2 | 0.6 | | 2.7 | 13.9 | 5.6 |
| 5. Sci | 60 | | 53 | | | | | | |
| | 2.9 | | 2.0 | | | | | | |
| 6. Edu | 16 | | 172 | | 40 | | 30 | | 39 |
| | 0.8 | | 6.5 | | 1.3 | | 1.2 | | 1.6 |
| 7. Hea | 62 | | 81 | 50 | 80 | 32 | 75 | | 91 |
| | 3.0 | | 3.1 | 2.4 | 2.7 | 4.7 | 3.1 | | 3.9 |
| 8. Bus | 72 | | 104 | 193 | 529 | 86 | 149 | 45 | 46 |
| | 3.5 | | 4.0 | 9.4 | 17.5 | 12.6 | 6.2 | 11.8 | 2.0 |
| 9. Acc | 282 | 27 | 298 | 199 | 256 | 122 | 155 | | 172 |
| | 13.7 | 10.6 | 11.3 | 9.7 | 8.5 | 17.9 | 6.5 | | 7.4 |
| 10. Rac | 48 | 52 | 159 | 28 | 35 | 47 | 118 | 36 | 153 |
| | 2.3 | 20.3 | 6.1 | 1.4 | 1.2 | 6.9 | 4.9 | 9.5 | 6.6 |
| 11. Rel | | 8 | 42 | 81 | | 32 | | | 49 |
| | | 3.1 | 1.6 | 3.9 | | 4.7 | | | 2.1 |
| 12. Cel | | 19 | 7 | 21 | 189 | 16 | 10 | | 72 |
| | | 7.4 | 0.3 | 1.0 | 6.3 | 2.3 | 0.4 | | 3.1 |
| 13. Spo | 112 | | 274 | 89 | 149 | | 120 | 8 | 100 |
| | 5.4 | | 10.4 | 4.3 | 4.9 | | 5.0 | 2.1 | 4.3 |
| 14. Wea | 125 | 16 | 264 | 199 | 370 | 44 | 162 | 34 | 191 |
| | 6.1 | 6.3 | 10.0 | 9.7 | 12.2 | 6.4 | 6.8 | 8.9 | 8.2 |
| 15. Soc | 17 | | 16 | | 39 | 7 | | | 12 |
| | 0.8 | | 0.6 | | 1.3 | 1.0 | | | 0.5 |
| 16. Agr | | | 44 | | | | | | |
| | | | 1.7 | | | | | | |
| 17. Cri | 413 | 93 | 200 | 169 | 204 | 122 | 298 | 23 | 195 |
| | 20.0 | 36.4 | 7.6 | 8.3 | 6.7 | 17.9 | 12.4 | 6.0 | 8.4 |
| 18. Lei | | | 17 | | 54 | | | | |
| | | | 0.6 | | 1.8 | | | | |
| 19. HIn | 35 | | 21 | 25 | 206 | | 124 | 23 | |
| | 1.7 | | 0.8 | 1.2 | 6.8 | | 5.2 | 6.0 | |
| 20. Tra | 15 | | 58 | | 46 | 17 | 12 | | |

| Category | 1030 | 11AM | 1130 | 12 N | 1230 | 1 PM | 1:30 | 2 PM | 2:30 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 82 / 11.1 | 257 / 11.1 | 24 / 5.2 | 477 / 13.4 | 64 / 12.5 | 434 / 21.0 |  | 320 / 13.8 | 41 / 17.7 |
| 2. Pol | 152 / 20.6 | 146 / 6.3 | 230 / 49.9 | 408 / 11.4 | 12 / 2.5 | 243 / 11.S | 43 / 12.1 | 138 / 6.0 | 5 / 2.2 |
| 3. Mil | 112 / 15.2 | 870 / 37.6 | 62 / 13.4 | 315 / 8.8 | 30 / 5.9 | 370 / 17.9 | 28 / 7.9 | 404 / 17.4 | 17 / 7.3 |
| 4. Spa | 182 / 24.7 | 106 / 4.6 | 17 / 3.7 | 93 / 2.6 | 45 / 8.7 | 15 / 0.7 |  | 60 / 2.6 | 24 / 10.3 |
| 5. Sci |  |  |  |  |  | 123 / 34.6 |  |  |  |
| 6. Edu | 10 / 1.4 |  |  | 60 / 1.7 |  | 22 / 1.1 |  | 70 / 3.0 | 13 / 5.6 |
| 7. Hea | 75 / 10.2 | 25 / 1.1 |  | 40 / 1.1 |  | 40 / 1.9 |  | 224 / 9.7 |  |
| 8. Bus |  | 77 / 3.3 | 5 / 1.1 | 206 / 5.8 | 76 / 14.8 | 108 / 5.2 |  | 190 / 8.2 |  |
| 9. Acc | 15 / 2.0 | 104 / 4.5 | 14 / 3.0 | 162 / 4.5 | 93 / 18.1 | 180 / 8.7 | 48 / 13.5 | 227 / 9.8 |  |
| 10. Rac | 14 / 1.9 | 32 / 1.4 |  | 106 / 3.0 | 15 / 2.9 | 53 / 2.6 | 28 / 7.9 | 45 / 1.9 |  |
| 11. Rel |  | 88 / 3.8 |  | 32 / 0.9 |  |  |  |  |  |
| 12. Cel |  |  |  | 90 / 2.5 | 5 / 0.9 | 38 / 1.8 |  | 25 / 1.1 |  |
| 13. Spo |  | 24 / 1.0 |  | 84 / 2.4 | 30 / 5.9 | 40 / 1.9 | 7 / 2.0 |  | 22 / 9.5 |
| 14. Wea | 50 / 6.8 | 296 / 12.7 | 45 / 9.7 | 671 / 18.8 | 27 / 5.2 | 226 / 10.9 | 47 / 13.2 | 342 / 14.7 | 96 / 41.4 |
| 15. Soc |  |  | 9 | 36 |  |  |  | 13 / 0.6 |  |
| 16. Agr | 6 / 0.8 | 67 / 2.9 |  | 8 / 0.2 |  |  |  |  |  |
| 17. Cri | 15 / 2.0 | 210 / 9.0 | 30 / 6.5 | 300 / 8.4 | 96 / 18.7 | 286 / 13.9 | 31 / 8.8 | 206 / 8.9 | 11 / 4.7 |
| 18. Lei |  |  |  | 156 / 4.4 | 20 / 3.9 |  |  | 23 / 1.0 |  |
| 19. HIn | 24 / 3.3 | 17 / 0.7 | 26 / 5.6 | 226 / 6.3 |  | 12 / 0.6 |  | 32 / 1.3 |  |
| 20. Tra |  |  |  | 100 / 2.8 |  |  |  |  |  |

| Category | 3 PM | 3:30 | 4 PM | 4:30 | 5 PM | 5:30 | 6 PM | 6:30 | 7 PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 219<br>9.1 | | 153<br>8.0 | 152<br>27.8 | 540<br>16.0 | 135<br>8.3 | 501<br>18.9 | 104<br>13.8 | 140<br>7.4 |
| 2. Pol | 419<br>17.5 | 16<br>9.1 | 260<br>13.5 | 65<br>11.9 | 244<br>7.3 | 32<br>1.9 | 295<br>11.1 | 65<br>8.6 | 107<br>5.7 |
| 3. Mil | 363<br>15.1 | 72<br>41.1 | 225<br>11.7 | 73<br>13.4 | 313<br>9.3 | 325<br>19.9 | 538<br>20.3 | 160<br>21.2 | 414<br>22.1 |
| 4. Spa | 65<br>2.7 | 5<br>2.9 | 125<br>6.5 | 8<br>1.5 | 367<br>10.9 | 78<br>4.7 | 77<br>2.9 | 36<br>4.8 | 52<br>2.8 |
| 5. Sci | | | 29<br>1.5 | | 30<br>0.9 | | | | 47<br>2.5 |
| 6. Edu | | 8<br>4.6 | 14<br>0.7 | 25<br>4.6 | 14<br>0.4 | | 44<br>1.7 | 9<br>1.2 | 217<br>11.5 |
| 7. Hea | 119<br>4.9 | | 119<br>6.2 | | 51<br>1.5 | 75<br>4.6 | 123<br>4.7 | 141<br>18.7 | 39<br>2.1 |
| 8. Bus | 35<br>1.5 | 12<br>6.9 | 287<br>14.9 | 14<br>2.6 | 99<br>3.0 | 142<br>8.7 | 87<br>3.3 | 15<br>2.0 | 62<br>3.3 |
| 9. Acc | 119<br>4.9 | 7<br>4.0 | 187<br>9.8 | 74<br>13.5 | 233<br>7.0 | 178<br>10.9 | 127<br>4.8 | 26<br>3.4 | 123<br>6.6 |
| 10. Rac | 105<br>4.4 | | 52<br>2.7 | 64<br>11.7 | 185<br>5.5 | 114<br>7.0 | 39<br>1.5 | | |
| 11. Rel | | | | | 54<br>1.6 | | | | |
| 12. Cel | 62<br>2.6 | | 56<br>2.9 | | 20<br>0.6 | | | 19<br>2.5 | 13<br>0.7 |
| 13. Spo | 15<br>0.6 | 10<br>5.7 | 27<br>1.4 | | 324<br>9.7 | 5<br>0.3 | | 44<br>5.8 | 43<br>2.3 |
| 14. Wea | 203<br>8.5 | 11<br>6.3 | 223<br>11.6 | 25<br>4.6 | 347<br>10.3 | 150<br>9.2 | 144<br>5.5 | 66<br>8.8 | 190<br>10.1 |
| 15. Soc | | | | | 43<br>1.3 | 30<br>1.1 | | | |
| 16. Agr | | | 21<br>1.1 | | | | | | |
| 17. Cri | 678<br>28.2 | 34<br>19.4 | 143<br>7.5 | 46<br>8.4 | 391<br>11.7 | 339<br>20.7 | 385<br>14.6 | 28<br>3.7 | 316<br>16.8 |
| 18. Lei | | | | | | | | 8<br>1.1 | 90<br>4.8 |
| 19. HIn | | | | | 99<br>3.0 | 62<br>3.8 | 255<br>9.6 | 33<br>4.4 | 25<br>1.3 |
| 20. Tra | | | | | | | | | |

| Category | 7:30 | 8 PM | 8:30 | 9 PM | 9:30 | 10PM | 1030 | 11 PM |
|---|---|---|---|---|---|---|---|---|
| 1. Gov | 10<br>2.2 | 179<br>14.2 | 40<br>22.6 | 25<br>3.7 | 70<br>33.2 | 206<br>12.1 | 15<br>4.7 | 22<br>5.2 |
| 2. Pol | 18<br>3.9 | 47<br>3.7 | | 54<br>8.1 | | 121<br>7.1 | | 38<br>9.0 |
| 3. Mil | 89<br>19.4 | 199<br>15.7 | 13<br>7.3 | 42<br>6.2 | 32<br>15.2 | 170<br>10.0 | 53<br>16.3 | 113<br>26.7 |
| 4. Spa | | 18<br>1.4 | 7<br>4.0 | 30<br>4.5 | - | 106<br>6.2 | 10<br>3.1 | |
| 5. Sci | | | | | | | | |
| 6. Edu | | 28<br>2.2 | | 89<br>13.3 | | 45<br>2.6 | 12<br>3.7 | 14<br>3.3 |
| 7. Hea | 15<br>3.3 | 39<br>3.1 | | 51<br>7.6 | | 47<br>2.8 | | |
| 8. Bus | 6<br>1.3 | 27<br>2.1 | | 106<br>15.8 | | 40<br>2.3 | | 44<br>10.4 |
| 9. Acc | 37<br>8.0 | 72<br>5.7 | 9<br>5.1 | 60<br>9.0 | | 204<br>12.0 | 42<br>12.9 | 38<br>9.0 |
| 10. Rac | | 12<br>1.0 | 20<br>11.3 | 62<br>9.3 | 26<br>12.3 | 99<br>5.8 | 63<br>19.4 | 41<br>9.7 |
| 11. Rel | | | | | | 49<br>2.9 | | |
| 12. Cel | 9<br>1.9 | 65<br>5.2 | 11<br>6.2 | 15<br>2.2 | | | | |
| 13. Spo | 9<br>1.9 | 75<br>5.9 | | | | 68<br>4.0 | 15<br>4.7 | |
| 14. Wea | 172<br>37.4 | 227<br>18.0 | 37<br>20.9 | 63<br>9.4 | 45<br>21.3 | 214<br>12.5 | 96<br>29.6 | 78<br>18.4 |
| 15. Soc | 15<br>3.3 | | | | | 46<br>2.7 | | |
| 16. Agr | | | | | | 165<br>9.7 | | |
| 17. Cri | 80<br>17.4 | 255<br>20.1 | 40<br>22.6 | 73<br>10.9 | 38<br>18.0 | 23<br>1.4 | 18<br>5.6 | 35<br>8.3 |
| 18. Lei | | 22<br>1.7 | | | | 17<br>1.0 | | |
| 19. HIn | | | | | | 35<br>2.1 | | |
| 20. Tra | | | | | | 48 | | |

APPENDIX G

PROPORTIONS OF NEWS CONTENT

EACH NEWSCAST - EACH STATION

ITEMS AND PERCENTAGE OF ITEMS

| Category | 6 AM | 7 AM | 8 AM | 9 AM | 10AM | 11AM | 12 N | 1 PM | 2 PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 2<br>22.2 | 1<br>10.0 | 1<br>16.7 | 1<br>11.1 | | 1<br>10.0 | 2<br>25.0 | | 1<br>8.3 |
| 2. Pol | | 1<br>10.0 | | | 1<br>7.6 | 2<br>20.0 | | 1<br>12.5 | |
| 3. Mil | 2<br>22.2 | 1<br>10.0 | | 3<br>33.3 | 2<br>15.4 | 2<br>20.0 | 1<br>12.5 | 3<br>37.5 | 3<br>33.3 |
| 4. Spa | 1<br>11.1 | | | | 1<br>7.6 | | 1<br>12.5 | | 1<br>8.3 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | 1<br>7.6 | | | | 1<br>8.3 |
| 7. Hea | 2<br>22.2 | | | | | | | | |
| 8. Bus | | 1<br>10.0 | 1<br>16.7 | 1<br>11.1 | | 2<br>20.0 | | 1<br>12.5 | 1<br>8.3 |
| 9. Acc | | 1<br>10.0 | | 1<br>11.1 | 1<br>7.6 | | | | |
| 10. Rac | | | | | | | | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | | 2<br>15.4 | | 1<br>12.5 | | |
| 13. Spo | 1<br>11.1 | 1<br>10.0 | 1<br>16.7 | 1<br>11.1 | 1<br>7.6 | | 1<br>12.5 | | |
| 14. Wea | 1<br>11.1 | 1<br>10.0 | 1<br>16.7 | 2<br>22.2 | 2<br>15.4 | 1<br>10.0 | 2<br>25.0 | 2<br>25.0 | 3<br>25.0 |
| 15. Soc | | | | | 1<br>7.6 | | | | 1<br>8.3 |
| 16. Agr | | | | | | | | | |
| 17. Cri | | 3<br>30.0 | | | 1<br>7.6 | 2<br>20.0 | | 1<br>12.5 | |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | 2<br>33.3 | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 3 PM | 4 PM | 5 PM |
|---|---|---|---|
| 1. Gov | 4<br>40.0 | 1<br>16.7 | 2<br>16.7 |
| 2. Pol | 1<br>10.0 | | |
| 3. Mil | 1<br>10.0 | | 2<br>16.7 |
| 4. Spa | 2<br>20.0 | | 2<br>16.7 |
| 5. Sci | | | |
| 6. Edu | | 1<br>16.7 | |
| 7. Hea | | | |
| 8. Bus | | | |
| 9. Acc | | | |
| 10. Rac | | | |
| 11. Rel | | | |
| 12. Cel | | | |
| 13. Spo | | | 2<br>16.7 |
| 14. Wea | 1<br>10.0 | 3<br>50.0 | 2<br>16.7 |
| 15. Soc | | | |
| 16. Agr | | | |
| 17. Cri | | 1<br>16.7 | 1<br>8.3 |
| 18. Lei | | | |
| 19. HIn | | | 1<br>8.3 |
| 20. Tra | | | |

| Category | 6 AM | 6:30 | 7 AM | 7:30 | 8 AM | 8:30 | 9 AM | 9:30 | 10 AM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov |  | 2 / 33.3 |  |  | 1 / 9.1 |  |  |  | 3 / 23.1 |
| 2. Pol | 1 / 16.7 |  | 2 / 11.8 | 1 / 9.1 |  |  | 3 / 21.4 | 1 / 11.1 | 3 / 23.1 |
| 3. Mil |  |  | 2 / 11.8 | 4 / 36.4 | 2 / 18.2 | 1 / 9.1 | 2 / 14.3 | 2 / 22.2 | 4 / 30.8 |
| 4. Spa |  |  | 1 / 5.9 | 1 / 9.1 |  |  | 1 / 7.1 | 1 / 11.1 |  |
| 5. Sci |  |  |  |  |  |  |  |  |  |
| 6. Edu |  |  |  |  | 1 / 9.1 |  |  |  |  |
| 7. Hea |  |  |  |  |  | 1 / 9.1 | 2 / 14.3 |  |  |
| 8. Bus |  |  | 3 / 17.6 |  |  |  | 2 / 14.3 | 1 / 11.1 | 1 / 7.7 |
| 9. Acc | 1 / 16.7 |  | 4 / 23.5 | 2 / 18.2 | 2 / 18.2 | 1 / 9.1 | 2 / 14.3 |  |  |
| 10. Rac |  | 1 / 16.7 | 1 / 5.9 | 1 / 9.1 |  | 3 / 27.3 |  |  |  |
| 11. Rel |  |  |  |  |  | 1 / 9.1 |  |  | 1 / 7.7 |
| 12. Cel |  |  | 1 / 5.9 |  | 1 / 9.1 | 1 / 9.1 |  |  |  |
| 13. Spo | 1 / 16.7 |  | 1 / 5.9 | 1 / 9.1 | 1 / 9.1 |  | 1 / 7.1 | 1 / 11.1 |  |
| 14. Wea | 1 / 16.7 | 1 / 16.7 | 1 / 5.9 | 1 / 9.1 | 2 / 18.2 | 1 / 9.1 | 1 / 7.1 | 1 / 11.1 | 1 / 7.7 |
| 15. Soc |  |  |  |  |  |  |  |  |  |
| 16. Agr |  |  |  |  |  |  |  |  |  |
| 17. Cri | 2 / 33.3 | 2 / 33.3 |  |  |  | 2 / 18.2 |  | 1 / 11.1 |  |
| 18. Lei |  |  | 1 / 5.9 |  |  |  |  |  |  |
| 19. HIn |  |  |  |  | 1 / 9.1 |  |  | 1 / 11.1 |  |
| 20. Tra |  |  |  |  |  |  |  |  |  |

| Category | 10:30 | 11AM | 11:30 | 12 N | 12:30 | 1 PM | 1:30 | 2 PM | 2:30 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 1<br>11.1 | 2<br>22.2 | | | | 1<br>14.3 | | | |
| 2. Pol | | 2<br>22.2 | 2<br>25.0 | 4<br>33.3 | 1<br>9.1 | 1<br>14.3 | 1<br>20.0 | 3<br>20.0 | 1<br>14.3 |
| 3. Mil | 1<br>11.1 | 1<br>11.1 | 2<br>25.0 | 3<br>25.0 | 2<br>18.2 | | 1<br>20.0 | 4<br>26.7 | 2<br>28.6 |
| 4. Spa | 1<br>11.1 | | 1<br>12.5 | 2<br>16.7 | 1<br>9.1 | | | 2<br>13.3 | 1<br>14.3 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | | |
| 7. Hea | 3<br>33.3 | 1<br>11.1 | | | | | | | |
| 8. Bus | | | | | 1<br>9.1 | | | 1<br>13.3 | |
| 9. Acc | 1<br>11.1 | 1<br>11.1 | | 1<br>8.3 | 2<br>18.2 | 2<br>28.6 | 1<br>20.0 | 1<br>6.7 | |
| 10. Rac | | | | | | 1<br>14.3 | | 1<br>6.7 | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | | | | | | |
| 13. Spo | | | | | | | | | 1<br>14.3 |
| 14. Wea | 1<br>11.1 | 2<br>22.2 | 2<br>25.0 | 2<br>16.7 | 2<br>18.2 | 1<br>14.3 | 2<br>40.0 | 1<br>6.7 | 2<br>28.6 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | | | 1<br>12.5 | | 2<br>18.2 | 1<br>14.3 | | | |
| 18. Lei | | | | | | | | | |
| 19. HIn | 1<br>11.1 | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 3 PM | 3:30 | 4 PM | 4:30 | 5 PM | 5:30 | 6 PM | 6:30 | 7 PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | | | 5<br>55.6 | 1<br>14.3 | 2<br>14.3 | 2<br>28.6 | 1<br>6.7 | 1<br>10.0 |
| 2. Pol | 4<br>25.0 | 2<br>22.2 | 2<br>18.2 | 1<br>11.1 | | 1<br>7.1 | 1<br>14.3 | 2<br>13.3 | |
| 3. Mil | 5<br>31.3 | 3<br>33.3 | 2<br>18.2 | 2<br>22.2 | 1<br>14.3 | 2<br>14.3 | 1<br>14.3 | 4<br>26.7 | 1<br>10.0 |
| 4. Spa | | | | | 1<br>14.3 | 1<br>7.1 | 1<br>14.3 | | 2<br>20.0 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | 1<br>11.1 | 1<br>9.1 | | | | | | |
| 7. Hea | 1<br>6.3 | | | | | | | | |
| 8. Bus | 1<br>6.3 | 2<br>22.2 | | 1<br>11.1 | | | | | |
| 9. Acc | 2<br>12.5 | 1<br>11.1 | 2<br>18.2 | | | 2<br>14.3 | 1<br>14.3 | 1<br>6.7 | 1<br>10.0 |
| 10. Rac | 1<br>6.3 | | 2<br>18.2 | | | | | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | | | | | | 1<br>10.0 |
| 13. Spo | | | | | | | | 2<br>13.3 | |
| 14. Wea | 1<br>6.3 | | 1<br>9.1 | | 2<br>28.6 | 2<br>14.3 | | 2<br>13.3 | 2<br>20.0 |
| 15. Soc | | | | | 1<br>14.3 | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 2<br>12.5 | | 1<br>9.1 | | 2<br>28.6 | 4<br>28.6 | 1<br>14.3 | 3<br>20.0 | 2<br>20.0 |
| 18. Lei | | | | | | | | 1<br>6.7 | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 7:30 | 8 PM | 8:30 | 9 PM | 9:30 | 10PM | 10:30 |
|---|---|---|---|---|---|---|---|
| 1. Gov | 1 11.1 | 2 13.3 | 2 40.0 | 2 16.7 | 4 50.0 | 3 33.3 | |
| 2. Pol | | 2 13.3 | | 3 25.0 | | 1 11.1 | |
| 3. Mil | 2 22.2 | 3 20.0 | 1 20.0 | 2 16.7 | 1 12.5 | 2 22.2 | 4 36.4 |
| 4. Spa | | 1 6.7 | 1 20.0 | 1 8.3 | | 1 11.1 | |
| 5. Sci | | | | | | | |
| 6. Edu | | | | | | 1 9.1 | |
| 7. Hea | 1 11.1 | 1 6.7 | | | | | |
| 8. Bus | 1 11.1 | 1 6.7 | | 1 8.3 | | | |
| 9. Acc | | | | 1 8.3 | | | 1 9.1 |
| 10. Rac | | 1 6.7 | | | | | 1 9.1 |
| 11. Rel | | | | 1 8.3 | 2 22.2 | | |
| 12. Cel | | 1 6.7 | | | | | |
| 13. Spo | | 2 13.3 | | | | | 1 9.1 |
| 14. Wea | 2 22.2 | 1 6.7 | 1 20.0 | 1 8.3 | 2 25.0 | | 3 27.3 |
| 15. Soc | | | | | | | |
| 16. Agr | | | | | | | |
| 17. Cri | 2 22.2 | | | | 1 12.5 | | |
| 18. Lei | | | | | | | |
| 19. HIn | | | | | | | |
| 20. Tra | | | | | | | |

| Category | 7 AM | 7:55 | 8 AM | 8:30 | 8:50 | 8:55 | 9:55 | 10:55 | 11:55 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 2<br>13.3 | 1<br>20.0 | 2<br>20.0 | | | 1<br>33.3 | 2<br>28.6 | 1<br>14.3 | 1<br>11.1 |
| 2. Pol | | 1<br>20.0 | 2<br>20.0 | | 1<br>20.0 | 1<br>33.3 | 2<br>28.6 | 1<br>14.3 | 2<br>22.2 |
| 3. Mil | | | | | 1<br>25.0 | | | 5<br>71.4 | |
| 4. Spa | | | | | | | | | |
| 5. Sci | 1<br>6.7 | | | | | | | | |
| 6. Edu | 1<br>6.7 | | | | | | | | |
| 7. Hea | | | | | | | 2<br>28.6 | | |
| 8. Bus | | | | | | | | | 1<br>11.1 |
| 9. Acc | 2<br>13.3 | 2<br>40.0 | 2<br>20.0 | 2<br>50.0 | | | | | 1<br>11.1 |
| 10. Rac | | 1<br>20.0 | | | | | 1<br>14.3 | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | 1<br>6.7 | | | | | | | | |
| 13. Spo | 2<br>13.3 | | | | | | | | |
| 14. Wea | 3<br>20.0 | | 1<br>10.0 | | | | | | 2<br>22.2 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 2<br>13.3 | | 2<br>20.0 | 1<br>25.0 | 1<br>20.0 | | | | 1<br>11.1 |
| 18. Lei | | | | | | | | | |
| 19. HIn | 1<br>6.7 | | 1<br>10.0 | | 3<br>60.0 | 1<br>33.3 | | | 1<br>11.1 |
| 20. Tra | | | | | | | | | |

| Category | 12 N | 12:55 | 1:25 | 1:55 | 2:55 | 3:55 | 5 PM | 5:15 | 5:30 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 2 20.0 | | 3 25.0 | 1 9.1 | 3 37.5 | 7 35.0 | | 2 28.6 |
| 2. Pol | 1 3.7 | 2 20.0 | | 2 16.7 | 1 9.1 | 1 12.5 | 3 15.0 | | |
| 3. Mil | 1 14.8 | 4 40.0 | | | 2 18.2 | 3 37.5 | | | 2 28.6 |
| 4. Spa | 1 3.7 | | | | | | | | 1 14.3 |
| 5. Sci | 1 3.7 | | 1 100.0 | | | | 1 5.0 | | |
| 6. Edu | | | | 1 8.3 | | | 1 5.0 | | |
| 7. Hea | 2 7.4 | | | | | | | 1 100.0 | |
| 8. Bus | 3 11.1 | | | 1 8.3 | 1 9.1 | | 1 5.0 | | 1 14.3 |
| 9. Acc | | | | 2 16.7 | | | 2 10.0 | | |
| 10. Rac | | | | | 2 18.2 | | 1 5.0 | | |
| 11. Rel | 1 3.7 | | | | | | | | |
| 12. Cel | 4 14.8 | | | 1 8.3 | 1 9.1 | 1 12.5 | | | |
| 13. Spo | 1 3.7 | | | | 1 9.1 | | | | |
| 14. Wea | | | | 1 8.3 | 1 9.1 | | 2 10.0 | | |
| 15. Soc | 1 3.7 | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 1 3.7 | 1 10.0 | | | 2 18.2 | | 1 5.0 | | 1 14.3 |
| 18. Lei | 1 3.7 | | | | | | | | |
| 19. HIn | 7 25.9 | | | 1 8.3 | | | 1 5.0 | | |
| 20. Tra | | | | | | | | | |

| Category | 5:35 | 5:40 | 5:55 | 6:55 | 10:55 |
|---|---|---|---|---|---|
| 1. Gov | | | 2<br>15.4 | 2<br>16.7 | 1<br>9.1 |
| 2. Pol | 1<br>5.6 | | 1<br>7.7 | | |
| 3. Mil | 2<br>11.1 | | 4<br>30.8 | 3<br>25.0 | 2<br>18.2 |
| 4. Spa | | 1<br>100.0 | 1<br>7.7 | 1<br>8.5 | |
| 5. Sci | | | | | |
| 6. Edu | | | 1<br>7.7 | 1<br>8.5 | 1<br>9.1 |
| 7. Hea | 1<br>5.6 | | | | |
| 8. Bus | 1<br>5.6 | | | 1<br>8.5 | 2<br>18.2 |
| 9. Acc | 1<br>5.6 | | | | 2<br>18.2 |
| 10. Rac | 4<br>22.2 | | | | 2<br>18.2 |
| 11. Rel | | | | | |
| 12. Cel | | | | | |
| 13. Spo | 3<br>16.7 | | | | |
| 14. Wea | | | | 1<br>8.5 | 1<br>9.1 |
| 15. Soc | | | | | |
| 16. Agr | | | | | |
| 17. Cri | 3<br>16.7 | | 3<br>23.1 | 2<br>16.7 | |
| 18. Lei | | | | | |
| 19. HIn | 2<br>11.1 | | | | |
| 20. Tra | | | | | |

| Category | 6:15 | 6:45 | 7:15 | 7:45 | 8:15 | 8:45 | 9:15 | 9:45 | 10:15 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 2<br>22.2 | 1<br>10.0 | 1<br>20.0 | | 4<br>66.7 | 1<br>9.1 | 2<br>50.0 | 1<br>16.7 |
| 2. Pol | | | | 1<br>20.0 | | | 1<br>9.1 | 1<br>25.0 | 1<br>16.7 |
| 3. Mil | 3<br>25.0 | 2<br>22.2 | 2<br>20.0 | 2<br>40.0 | 1<br>7.1 | 1<br>16.7 | | | |
| 4. Spa | 1<br>8.3 | 1<br>11.1 | | 1<br>20.0 | 1<br>7.1 | 1<br>16.7 | | 1<br>25.0 | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | | |
| 7. Hea | | | | | | | | | |
| 8. Bus | | 1<br>11.1 | | | | | 1<br>9.1 | | |
| 9. Acc | 2<br>16.7 | | 2<br>20.0 | | 3<br>21.4 | | 1<br>9.1 | | |
| 10. Rac | | | 2<br>20.0 | | | | | | |
| 11. Rel | | 1<br>11.1 | | | | | | | |
| 12. Cel | | | | | 1<br>7.1 | | 1<br>9.1 | | |
| 13. Spo | | | | | | | | | |
| 14. Wea | 1<br>8.3 | | 1<br>10.0 | | 2<br>14.3 | | 2<br>18.2 | | 1<br>16.7 |
| 15. Soc | | | | | 2<br>14.3 | | | | 1<br>16.7 |
| 16. Agr | | | | | | | | | |
| 17. Cri | 4<br>33.3 | 1<br>11.1 | 2<br>20.0 | | 3<br>21.4 | | 3<br>27.3 | | 2<br>33.3 |
| 18. Lei | | | | | 1<br>7.1 | | 1<br>9.1 | | |
| 19. HIn | | 1<br>11.1 | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 10:45 | 11:15 | 11:45 | 12:15 | 12:45 | 1:15 | 1:45 | 2:15 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 3 60.0 | 1 11.1 | 1 16.7 | 2 25.0 | | | | 4 40.0 | |
| 2. Pol | | | | | | 1 10.0 | | | |
| 3. Mil | 1 20.0 | | 4 66.7 | | 3 75.0 | 2 20.0 | 1 8.3 | 2 20.0 | 2 50.0 |
| 4. Spa | 1 20.0 | | | | 1 25.0 | 2 10.0 | 1 8.3 | 2 | 2 25.0 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | | |
| 7. Hea | | | | | | | 1 8.3 | | |
| 8. Bus | | | | 1 12.5 | | | 1 8.3 | | |
| 9. Acc | | 1 11.1 | | | | 1 10.0 | 3 25.0 | | |
| 10. Rac | | | | | | | 1 8.3 | 1 10.0 | |
| 11. Rel | | | 1 16.7 | 1 12.5 | | | | | |
| 12. Cel | | | | | | | | | |
| 13. Spo | | | | | | | | | |
| 14. Wea | | 1 11.1 | | 1 12.5 | | 1 10.0 | 1 8.3 | 1 10.0 | 1 25.0 |
| 15. Soc | | 2 22.2 | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | | 4 44.4 | | 3 37.5 | | 4 40.0 | 2 16.7 | 2 20.0 | |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 3:15 | 3:45 | 4:15 | 4:45 | 5:15 | 6:15 | 6:45 | 7:15 | 7:45 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | | 2 20.0 | 1 16.7 | 1 9.1 | | | | |
| 2. Pol | | 2 28.6 | 1 10.0 | | 1 9.1 | | | | |
| 3. Mil | 2 22.2 | 4 57.1 | | 3 50.0 | 3 27.3 | 3 42.9 | 3 37.5 | | 2 25.0 |
| 4. Spa | 1 11.1 | | 1 10.0 | 1 16.7 | 1 9.1 | 1 14.3 | | | 1 12.5 |
| 5. Sci | | | | 1 16.7 | | | | | |
| 6. Edu | | | | | | | | 1 14.3 | |
| 7. Hea | 1 11.1 | | 1 10.0 | | | | 1 12.5 | | |
| 8. Bus | 1 11.1 | | 1 10.0 | | 2 18.2 | | | 1 14.3 | |
| 9. Acc | | | | | | 2 28.6 | 1 12.5 | | 1 12.5 |
| 10. Rac | | | 2 20.0 | | | | 1 12.5 | 2 28.6 | 1 12.5 |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | | | | | | 1 12.5 |
| 13. Spo | | | | | 1 9.1 | | | | 1 12.5 |
| 14. Wea | 1 11.1 | 1 14.3 | 1 10.0 | | 1 9.1 | 1 14.3 | 2 25.0 | 1 14.3 | 1 12.5 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 3 33.3 | | 2 20.0 | | 1 9.1 | | | 2 28.6 | |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 8:15 | 8:45 | 9:15 | 9:45 | 10:15 | 10:45 |
|---|---|---|---|---|---|---|
| 1. Gov | 1<br>16.7 | | | | | |
| 2. Pol | | | | | 1<br>14.3 | |
| 3. Mil | 2<br>33.3 | 3<br>100.0 | 2<br>28.6 | 6<br>100.0 | 1<br>14.3 | 6<br>100.0 |
| 4. Spa | | | | | 1<br>14.3 | |
| 5. Sci | 1<br>16.7 | | | | | |
| 6. Edu | | | | | | |
| 7. Hea | | | | | | |
| 8. Bus | | | 1<br>14.3 | | 1<br>14.3 | |
| 9. Acc | | | 2<br>28.6 | | 1<br>14.3 | |
| 10. Rac | | | | | | |
| 11. Rel | | | | | | |
| 12. Cel | | | | | | |
| 13. Spo | | | | | | |
| 14. Wea | 1<br>16.7 | | 1<br>14.3 | | 1<br>14.3 | |
| 15. Soc | | | | | | |
| 16. Agr | | | | | | |
| 17. Cri | 1<br>16.7 | | 1<br>14.3 | | 1<br>14.3 | |
| 18. Leo | | | | | | |
| 19. HIn | | | | | | |
| 20. Tra | | | | | | |

| Category | 6 AM | 7 AM | 7:45 | 9 AM | 10AM | 11AM | 12 N | 1 PM | 2PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov |  | 1 7.7 | 2 10.5 | 4 23.5 |  | 1 9.1 | 3 33.3 | 3 37.5 |  |
| 2. Pol | 1 12.5 | 2 15.4 | 3 15.8 | 4 23.5 | 1 9.1 |  |  | 1 12.5 |  |
| 3. Mil | 2 25.0 | 1 7.7 |  | 2 11.8 | 4 36.4 | 1 9.1 | 2 22.2 |  | 3 33.3 |
| 4. Spa |  | 1 7.7 |  |  |  |  |  |  |  |
| 5. Sci |  |  |  |  |  |  |  |  |  |
| 6. Edu |  |  |  |  |  |  |  |  |  |
| 7. Hea |  |  | 2 10.5 | 1 5.9 |  |  |  | 1 12.5 |  |
| 8. Bus | 1 12.5 | 1 7.7 | 3 15.8 |  |  |  | 1 11.1 |  | 2 22.2 |
| 9. Acc | 1 12.5 | 4 30.7 | 4 21.0 | 2 11.8 | 2 18.2 | 1 9.1 |  | 1 12.5 |  |
| 10. Rac |  | 2 15.4 |  |  | 1 9.1 | 1 9.1 |  |  |  |
| 11. Rel |  |  |  |  |  | 2 18.2 |  |  |  |
| 12. Cel |  |  |  |  | 1 9.1 |  |  |  |  |
| 13. Spo |  |  | 1 5.3 |  |  | 1 9.1 |  |  |  |
| 14. Wea | 1 12.5 |  | 1 5.3 | 1 5.9 | 1 9.1 | 2 18.2 | 2 22.2 | 1 12.5 | 4 44.4 |
| 15. Soc |  |  |  |  |  |  |  |  |  |
| 16. Agr |  | 1 7.7 |  |  |  |  |  |  |  |
| 17. Cri | 2 25.0 |  | 3 15.8 | 2 11.8 | 1 9.1 | 2 18.2 |  | 1 12.5 |  |
| 18. Lei |  |  |  |  |  |  |  |  |  |
| 19. HIn |  |  |  | 1 5.9 |  |  | 1 11.1 |  |  |
| 20. Tra |  |  |  |  |  |  |  |  |  |

| Category | 3 PM | 4 PM | 5 PM | 5:30 | 6 PM | 7 PM | 7:55 |
|---|---|---|---|---|---|---|---|
| 1. Gov | 1 / 7.7 | 1 / 7.7 | 2 / 28.6 | 1 / 12.5 | 2 / 18.2 | 2 / 20.0 | |
| 2. Pol | 1 / 7.7 | | 1 / 14.3 | | 1 / 9.1 | 1 / 10.0 | |
| 3. Mil | 3 / 23.1 | 1 / 7.7 | 2 / 28.6 | 1 / 12.5 | 1 / 9.1 | 4 / 40.0 | 2 / 28.6 |
| 4. Spa | | 2 / 15.4 | | | 1 / 9.1 | | |
| 5. Sci | | | | | | | |
| 6. Edu | | | | | | | |
| 7. Hea | | 1 / 7.7 | | 1 / 12.5 | 1 / 9.1 | | |
| 8. Bus | | 3 / 23.1 | | 1 / 12.5 | 1 / 9.1 | | |
| 9. Acc | | 1 / 7.7 | 1 / 14.3 | 2 / 25.0 | 1 / 9.1 | 1 / 10.0 | 1 / 14.3 |
| 10. Rac | | | | | 1 / 9.1 | | |
| 11. Rel | | | | | | | |
| 12. Cel | | | | | | | |
| 13. Spo | | 2 / 15.4 | | | | | |
| 14. Wea | 4 / 30.7 | 2 / 15.4 | 2 / 28.6 | 1 / 12.5 | 1 / 9.1 | 2 / 20.0 | 1 / 14.3 |
| 15. Soc | | | | | | | |
| 16. Agr | | | | | | | |
| 17. Cri | 4 / 30.7 | | | 1 / 12.5 | | | 2 / 28.6 |
| 18. Lei | | | | | | | 1 / 14.3 |
| 19. HIn | | | | | | | |
| 20. Tra | | | | | | | |

| Category | 630A | 6:55 | 7:30 | 7:55 | 8:30 | 8:55 | 9:30 | 9:55 | 1030 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 1<br>9.1 | 3<br>75.0 | 1<br>11.1 | | | | 1<br>10.0 | |
| 2. Pol | | 1<br>9.1 | | 1<br>11.1 | | | 1<br>25.0 | 3<br>30.0 | |
| 3. Mil | | 1<br>9.1 | | 4<br>44.4 | | 1<br>33.3 | 2<br>50.0 | 2<br>20.0 | 2<br>50.0 |
| 4. Spa | | 1<br>9.1 | | | | | | | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | 1<br>10.0 | |
| 7. Hea | | 1<br>9.1 | | | | | | | |
| 8. Bus | | 1<br>9.1 | | | 1<br>25.0 | | | | |
| 9. Acc | 1<br>25.0 | | | | 1<br>25.0 | | | 2<br>20.0 | |
| 10. Rac | | | | | | 1<br>33.3 | | | |
| 11. Rel | | 1<br>9.1 | | | | | | | |
| 12. Cel | 1<br>25.0 | | | | | | | | |
| 13. Spo | | 1<br>9.1 | | | | | | | |
| 14. Wea | 1<br>25.0 | 2<br>18.2 | 1<br>25.0 | 1<br>11.1 | 1<br>25.0 | 1<br>33.3 | 1<br>25.0 | 1<br>10.0 | 1<br>25.0 |
| 15. Soc | | 1<br>9.1 | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 1<br>25.0 | 1<br>9.1 | | 1<br>11.1 | 1<br>25.0 | | | | 1<br>25.0 |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | 1<br>11.1 | | | | | |

| Category | 1055 | 1130 | 1155 | 1230 | 1255 | 1:30 | 1:55 | 2:30 | 2:55 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | | 1 7.7 | | 2 20.0 | | | 1 25.0 | |
| 2. Pol | 1 11.1 | 1 25.0 | 1 7.7 | | 1 10.0 | | | | |
| 3. Mil | 2 22.2 | 2 50.0 | 2 15.4 | | 2 | | 4 36.4 | 1 25.0 | 1 16.7 |
| 4. Spa | | | | 1 25.0 | | | | 1 25.0 | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | 1 7.7 | | 1 10.0 | | 1 9.1 | | |
| 7. Hea | | | | | | | | | 1 16.7 |
| 8. Bus | 1 11.1 | | 1 7.7 | | | | 1 9.1 | | |
| 9. Acc | 2 22.2 | | 2 15.4 | | 2 20.0 | | 2 18.2 | | 2 33.3 |
| 10. Rac | | | 1 7.7 | | 1 10.0 | 1 25.0 | 2 18.2 | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | | | | | | |
| 13. Spo | | | | | | | | | |
| 14. Wea | 2 22.2 | 1 25.0 | 1 7.7 | 1 25.0 | 1 10.0 | 2 50.0 | 1 9.1 | 1 25.0 | 1 16.7 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 1 11.1 | | 3 23.1 | 2 50.0 | | 1 25.0 | | | 1 16.7 |
| 18. Lei | | | | | | | | | |
| 19. H In | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 3:30 | 3:55 | 4:30 | 4:55 | 5:25 | 5:55 | 6:30 | 6:55 | 7:30 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | 2 15.4 | | | | 2 22.2 | | | |
| 2. Pol | | 1 7.7 | | 1 10.0 | | | | 1 10.0 | |
| 3. Mil | 3 75.0 | 3 23.1 | 1 25.0 | 1 10.0 | 2 50.0 | 2 22.2 | 1 25.0 | 1 10.0 | |
| 4. Spa | | | | 2 20.0 | 1 25.0 | 1 11.1 | | | |
| 5. Sci | | 1 7.7 | | | | | | 1 10.0 | |
| 6. Edu | | | | | | | | 1 10.0 | |
| 7. Hea | | 1 7.7 | | 1 10.0 | | | 1 25.0 | 2 20.0 | |
| 8. Bus | | | | 1 10.0 | | | | 1 10.0 | |
| 9. Acc | | 1 7.7 | 1 25.0 | | | 1 11.1 | | 2 50.0 | |
| 10. Rac | | | 1 25.0 | | | | | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | 1 7.7 | | | | | 1 25.0 | | |
| 13. Spo | | | | | | | | | |
| 14. Wea | 1 25.0 | 2 15.4 | 1 25.0 | 1 10.0 | 1 25.0 | 1 11.1 | 1 25.0 | 1 10.0 | 1 25.0 |
| 15. Soc | | | | | | 1 11.1 | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | | 1 7.7 | | 2 20.0 | | 1 11.1 | | 1 10.0 | 1 25.0 |
| 18. Lei | | | | | | | | 1 10.0 | |
| 19. HIn | | | | 1 10.0 | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 755PM | 8:30 | 8:55 | 9:30 | 9:55 | 1030 | 1055PM |
|---|---|---|---|---|---|---|---|
| 1. Gov | | 1<br>25.0 | | | | | |
| 2. Pol | 1<br>11.1 | | 1<br>12.5 | | 1<br>16.7 | | 3<br>33.3 |
| 3. Mil | | | 2<br>25.0 | 1<br>25.0 | 1<br>16.7 | 1<br>25.0 | 3<br>33.3 |
| 4. Spa | | | | | | | |
| 5. Sci | | | | | | | |
| 6. Edu | | | | | | | |
| 7. Hea | 1<br>11.1 | | 2<br>25.0 | | | | |
| 8. Bus | | | | | | | |
| 9. Acc | 1<br>11.1 | | | | 1<br>16.7 | | |
| 10. Rac | | | | 1<br>25.0 | | | |
| 11. Rel | | | | | | | |
| 12. Cel | 1<br>11.1 | 1<br>25.0 | 1<br>12.5 | | | | |
| 13. Spo | | | | | | | |
| 14. Wea | 2<br>22.2 | 1<br>25.0 | 1<br>12.5 | 1<br>25.0 | 2<br>33.3 | 2<br>50.0 | 2<br>22.2 |
| 15. Soc | 1<br>11.1 | | | | | | |
| 16. Agr | | | | | | | |
| 17. Cri | 3<br>33.3 | 1<br>25.0 | 1<br>12.5 | 1<br>25.0 | | 1<br>25.0 | 1<br>11.1 |
| 18. Lei | | | | | | | |
| 19. HIn | | | | | 1<br>16.7 | | |
| 20. Tra | | | | | | | |

| Category | 6 AM | 7:15 | 7:30 | 8 AM | 8:15 | 8:25 | 9 AM | 10AM | 11AM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 3<br>23.1 | | 4<br>19.0 | 2<br>8.0 | 2<br>25.0 | | 1<br>7.1 | 1<br>8.3 | 1<br>8.3 |
| 2. Pol | 2<br>15.4 | | | 1<br>4.0 | 1<br>12.5 | | 5<br>35.7 | 3<br>25.0 | 1<br>8.3 |
| 4. Spa | | 1<br>3.8 | 1<br>4.8 | | | | | | |
| 5. Sci | 1<br>7.7 | 1<br>3.8 | | | | | | | |
| 6. Edu | | | | | | | | | |
| 7. Hea | | 1<br>3.8 | | 1<br>4.0 | | | | 1<br>8.3 | |
| 8. Bus | | 2<br>7.6 | | 7<br>28.0 | | 3<br>60.0 | 1<br>7.1 | | |
| 9. Acc | 2<br>15.4 | 4<br>15.4 | | 2<br>8.0 | | | 1<br>7.1 | 1<br>8.3 | |
| 10. Rac | 1<br>7.7 | | | | | | | 1<br>8.3 | |
| 11. Rel | | | 2<br>9.5 | | | | | | |
| 12. Cel | | 2<br>7.6 | 1<br>4.8 | | | | | | |
| 13. Spo | | 3<br>11.5 | 2<br>9.5 | 3<br>12.0 | | | | | |
| 14. Wea | 1<br>7.7 | 5<br>19.2 | 1<br>4.8 | 2<br>8.0 | | 2<br>40.0 | | 2<br>16.7 | 3<br>25.0 |
| 15. Soc | | 1<br>3.8 | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | | 2<br>7.6 | 2<br>9.5 | 2<br>8.0 | 1<br>12.5 | | 3<br>21.4 | 1<br>8.3 | |
| 18. Lei | | | | 1<br>4.0 | | | | | |
| 19. HIn | | 1<br>3.8 | 2<br>9.5 | 1<br>4.0 | | | | | |
| 20. Tra | | | | | | | | | |
| 3. Mil | 3<br>23.1 | 3<br>11.5 | 6<br>28.6 | 3<br>12.0 | 4<br>50.0 | | 3<br>21.4 | 2<br>16.7 | 7<br>58.3 |

| Category | 12 N | 1 PM | 1:10 | 2 PM | 2:10 | 3 PM | 3:10 | 4 PM | 4:10 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 2 / 7.4 | 1 / 11.1 | 1 / 25.0 | 1 / 9.1 | | 2 / 15.4 | | | |
| 2. Pol | 2 / 7.4 | 2 / 22.2 | | 1 / 9.1 | | 2 / 15.4 | 1 / 25.0 | 3 / 23.1 | 1 / 9.1 |
| 3. Mil | 2 / 7.4 | 4 / 44.4 | | 4 / 36.4 | | 3 / 23.1 | | 1 / 7.6 | |
| 4. Spa | | | | | | | | 1 / 7.6 | |
| 5. Sci | | | | | | | | | |
| 6. Edu | 2 / 7.4 | | | | | | | | 2 / 18.2 |
| 7. Hea | | | | 1 / 9.1 | 1 / 33.3 | 1 / 7.6 | | 1 / 7.6 | 1 / 9.1 |
| 8. Bus | 3 / 11.1 | 1 / 11.1 | | 1 / 9.1 | | 1 / 7.6 | | 2 / 15.4 | 1 / 9.1 |
| 9. Acc | 2 / 7.4 | | 1 / 25.0 | 1 / 9.1 | 1 / 33.3 | | 1 / 25.0 | 2 / 15.4 | |
| 10. Rac | | | | | | | | | 1 / 9.1 |
| 11. Rel | | | | | | | | | |
| 12. Cel | 2 / 7.4 | | | | | 1 / 7.6 | | 1 / 7.6 | |
| 13. Spo | 2 / 7.4 | | | | | | | | |
| 14. Wea | 2 / 7.4 | | 1 / 25.0 | 1 / 9.1 | | | 1 / 25.0 | | 4 / 36.4 |
| 15. Soc | 1 / 3.7 | | | | | | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 4 / 14.8 | 2 / 22.2 | 1 / 25.0 | 2 / 18.2 | 1 / 33.3 | 3 / 23.1 | 1 / 25.0 | 2 / 15.4 | 1 / 9.1 |
| 18. Lei | 1 / 3.7 | | | | | | | | |
| 19. HIn | 1 / 3.7 | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 515P | 6 PM | 6:15 | 6:30 | 7 PM | 7:10 | 7:55 | 9 PM | 10PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 2 / 12.5 | 2 / 10.5 | | 2 / 23.6 | | | | | 2 / 5.0 |
| 2. Pol | 2 / 12.5 | 4 / 21.1 | 2 / 25.0 | 1 / 14.3 | 2 / 22.2 | 1 / 20.0 | | 1 / 16.7 | 3 / 7.5 |
| 3. Mil | 2 / 12.5 | 3 / 15.8 | | 1 / 14.3 | 5 / 55.6 | | | | 5 / 12.5 |
| 4. Spa | | | 3 / 37.5 | 1 / 14.3 | | | | | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | 1 / 20.0 | 1 / 11.1 | 1 / 16.7 | 2 / 5.0 |
| 7. Hea | | 1 / 5.3 | | 1 / 14.3 | | | | | 1 / 2.5 |
| 8. Bus | 2 / 12.5 | | | | | | | | 2 / 5.0 |
| 9. Acc | 2 / 12.5 | 1 / 5.3 | | | | 1 / 20.0 | 1 / 11.1 | 2 / 33.3 | 6 / 15.0 |
| 10. Rac | | | 1 / 12.5 | | | | | | 1 / 2.5 |
| 11. Rel | 1 / 6.2 | | | | | | | | 1 / 2.5 |
| 12. Cel | 2 / 12.5 | | | | | | | | |
| 13. Spo | 1 / 6.2 | | | | | 1 / 20.0 | 1 / 11.1 | | 2 / 5.0 |
| 14. Wea | | 2 / 10.5 | | | | 1 / 20.0 | 4 / 44.4 | 1 / 16.7 | 3 / 7.5 |
| 15. Soc | | | | | | | | | 2 / 5.0 |
| 16. Agr | | | | | | | | | |
| 17. Cri | | 6 / 31.6 | 1 / 12.5 | | 2 / 22.2 | | 2 / 22.2 | 1 / 16.7 | 6 / 15.0 |
| 18. Lei | | | | | | | | | |
| 19. HIn | 1 / 6.2 | | 1 / 12.5 | 1 / 14.3 | | | | | 1 / 2.5 |
| 20. Tra | | | | | | | | | 2 / 5.0 |

| Category | 6 AM | 6:30 | 7 AM | 7:30 | 8 AM | 8:30 | 9 AM | 9:30 | 10AM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | | | | | | | | | 1<br>11.1 |
| 2. Pol | | 1<br>12.5 | 2<br>20.0 | 1<br>11.1 | 1<br>9.1 | | 1<br>9.1 | 1<br>16.7 | 1<br>11.1 |
| 3. Mil | 2<br>18.2 | 1<br>12.5 | | | 3<br>27.3 | 4<br>44.4 | 2<br>18.2 | 1<br>16.7 | 1<br>11.1 |
| 4. Spa | | 1<br>12.5 | | | 1<br>9.1 | | | 1<br>16.7 | 1<br>11.1 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | 1<br>10.0 | | | | | | |
| 7. Hea | | | 2<br>20.0 | | | | | | |
| 8. Bus | 1<br>9.1 | | 2<br>20.0 | 2<br>22.2 | 1<br>9.1 | 1<br>11.1 | 1<br>9.1 | 1<br>16.7 | 1<br>11.1 |
| 9. Acc | 3<br>27.3 | 1<br>12.5 | | 3<br>33.3 | 1<br>9.1 | | 1<br>9.1 | | 1<br>11.1 |
| 10. Rac | 1<br>9.1 | 1<br>12.5 | | | | | | 1<br>16.7 | 1<br>11.1 |
| 11. Rel | | 1<br>12.5 | | | | | | | |
| 12. Cel | | | | | 1<br>9.1 | 1<br>11.1 | | | |
| 13. Spo | | | | | | | 1<br>9.1 | | 1<br>11.1 |
| 14. Wea | 1<br>9.1 | | 1<br>10.0 | 2<br>22.2 | 1<br>9.1 | | 1<br>9.1 | 1<br>16.7 | 1<br>11.1 |
| 15. Soc | 1<br>9.1 | | | | | 1<br>11.1 | | | |
| 16. Agr | | | | | | | | | |
| 17. Cri | 1<br>9.1 | 2<br>25.0 | 1<br>10.0 | 1<br>11.1 | 2<br>18.2 | 1<br>11.1 | 2<br>18.2 | | |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | 1<br>10.0 | | | 2<br>18.2 | | | |
| 20. Tra | 1 | | | | 1<br>11.1 | | | | |

| Category | 1030 | 11AM | 1130 | 12 N | 1230 | 1 PM | 1:30 | 2 PM | 2:30 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 2 25.0 | 1 7.7 | 3 37.5 | 3 15.8 | 2 25.0 | 2 12.5 | | 3 25.0 | 3 42.9 |
| 2. Pol | 2 25.0 | 2 15.4 | 1 12.5 | 2 10.5 | | 3 18.8 | 1 16.7 | 1 8.3 | |
| 3. Mil | | | 1 12.5 | 1 5.3 | | | | 2 16.7 | |
| 4. Spa | 2 25.0 | 1 7.7 | 1 12.5 | 1 5.3 | 2 25.0 | 2 12.5 | | 1 8.3 | 1 14.3 |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | | | | | | 1 14.3 |
| 7. Hea | | | | 1 5.3 | | 1 6.2 | | | |
| 8. Bus | | 2 15.4 | 1 12.5 | 3 15.8 | 1 12.5 | 2 12.5 | | 1 8.3 | 1 14.3 |
| 9. Acc | | 1 7.7 | | | | | 2 33.3 | | |
| 10. Rac | 1 12.5 | | | 1 5.3 | 1 12.5 | | 1 16.7 | | |
| 11. Rel | | | | | | | | | |
| 12. Cel | | | | 1 5.3 | 1 12.5 | | | | |
| 13. Spo | | | | 1 5.3 | | 2 12.5 | 1 16.7 | | |
| 14. Wea | | 2 15.4 | | 1 5.3 | | 1 6.2 | | 1 8.3 | |
| 15. Soc | | | | | | | | | |
| 16. Agr | | 1 7.7 | | | | | | | |
| 17. Cri | 1 12.5 | 3 23.1 | 1 12.5 | 4 21.0 | 1 12.5 | 2 12.5 | 1 16.7 | 3 25.0 | 1 14.3 |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 3 PM | 3:30 | 4 PM | 4:30 | 5 PM | 5:30 | 6 PM | 6:30 | 6:55 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 1 / 10.0 | | 2 / 16.7 | 5 / 62.5 | 1 / 7.1 | 2 / 33.3 | 1 / 4.5 | 1 / 20.0 | |
| 2. Pol | | | 2 / 16.7 | | 4 / 28.6 | 1 / 16.7 | 4 / 18.2 | | |
| 3. Mil | 1 / 10.0 | 2 / 28.6 | | | 2 / 14.3 | | 6 / 27.3 | | 1 / 25.0 |
| 4. Spa | 1 / 10.0 | 1 / 14.3 | 1 / 8.3 | 1 / 12.5 | 1 / 7.1 | | | | |
| 5. Sci | | | | | | | | | |
| 6. Edu | | | | 1 / 12.5 | | | 1 / 4.5 | 1 / 20.0 | |
| 7. Hea | 1 / 10.0 | | 1 / 8.3 | | | | 2 / 9.1 | 1 / 20.0 | |
| 8. Bus | | | | | 2 / 14.3 | 1 / 16.7 | 1 / 4.5 | 1 / 20.0 | 1 / 25.0 |
| 9. Acc | | | | | | | 2 / 9.1 | 1 / 20.0 | |
| 10. Rac | 1 / 10.0 | | 2 / 16.7 | | | | 1 / 4.5 | | |
| 11. Rel | | | | | 1 / 7.1 | | | | |
| 12. Cel | | | | | | | | | |
| 13. Spo | 1 / 10.0 | 1 / 14.3 | 1 / 8.3 | | 1 / 7.1 | 1 / 16.7 | | | |
| 14. Wea | 1 / 10.0 | | 1 / 8.3 | | 1 / 7.1 | | 1 / 4.5 | | 1 / 25.0 |
| 15. Soc | | | | | | | | | |
| 16. Agr | | | 1 / 8.3 | | | | | | |
| 17. Cri | 3 / 30.0 | 3 / 42.9 | 1 / 8.3 | 1 / 12.5 | 1 / 7.1 | 1 / 16.7 | 3 / 13.6 | | 1 / 25.0 |
| 18. Lei | | | | | | | | | |
| 19. HIn | | | | | | | | | |
| 20. Tra | | | | | | | | | |

| Category | 7:30 | 8 PM | 8:30 | 9 PM | 9:30 | 10PM | 1030 |
|---|---|---|---|---|---|---|---|
| 1. Gov | | 2<br>28.6 | 1<br>12.5 | 1<br>12.5 | 4<br>50.0 | 1<br>10.0 | 2<br>25.0 |
| 2. Pol | 3<br>21.4 | | | | | | |
| 3. Mil | 3<br>21.4 | 2<br>28.6 | 1<br>12.5 | | 1<br>12.5 | | 1<br>12.5 |
| 4. Spa | | | | 1<br>12.5 | | 1<br>10.0 | 1<br>12.5 |
| 5. Sci | | | | | | | |
| 6. Edu | | | | 1<br>12.5 | | | |
| 7. Hea | | | | | | | |
| 8. Bus | | 1<br>14.3 | | 2<br>25.0 | | | |
| 9. Acc | | | 1<br>12.5 | | | 3<br>30.0 | 2<br>25.0 |
| 10. Rac | | | 2<br>25.0 | 1<br>12.5 | 1<br>12.5 | 2<br>20.0 | 2<br>25.0 |
| 11. Rel | | | | | | | |
| 12. Cel | 1<br>7.1 | | | | | | |
| 13. Spo | 1<br>7.1 | | | | | 1<br>10.0 | |
| 14. Wea | 2<br>14.3 | 1<br>14.3 | | 2<br>25.0 | 1<br>12.5 | 1<br>10.0 | |
| 15. Soc | 2<br>14.3 | | | | | | |
| 16. Agr | | | | | | | |
| 17. Cri | 2<br>14.3 | 1<br>14.3 | 3<br>37.5 | | 1<br>12.5 | 1<br>10.0 | |
| 18. Lei | | | | | | | |
| 19. HIn | | | | | | | |
| 20. Tra | | | | | | | |

| Category | 655AM | 7:55 | 8:55 | 9:55 | 1055 | 1155 | 1255 | 4:55PM |
|---|---|---|---|---|---|---|---|---|
| 1. Gov | 3<br>23.1 | 2<br>14.3 |  | 2<br>18.2 | 2<br>16.7 | 2<br>15.4 | 3<br>27.3 | 1<br>8.3 |
| 2. Pol |  | 1<br>7.1 |  |  |  |  |  |  |
| 3. Mil | 1<br>7.6 | 1<br>7.1 | 4<br>40.0 | 4<br>36.4 | 3<br>25.0 | 1<br>7.7 | 4<br>36.4 | 2<br>16.7 |
| 4. Spa |  |  |  | 1<br>9.1 | 2<br>16.7 |  |  | 1<br>8.3 |
| 5. Sci |  |  |  |  |  |  |  |  |
| 6. Edu | 2<br>15.4 | 1<br>7.1 |  |  |  | 2<br>15.4 |  |  |
| 7. Hea |  |  |  |  |  | 1<br>7.7 |  |  |
| 8. Bus |  | 1<br>7.1 |  | 1<br>9.1 |  | 2<br>15.4 | 1<br>9.1 |  |
| 9. Acc |  |  |  | 1<br>9.1 |  |  |  | 1<br>8.3 |
| 10. Rac | 4<br>30.7 |  | 3<br>30.0 | 1<br>8.3 |  |  |  |  |
| 11. Rel |  |  |  |  |  |  |  |  |
| 12. Cel |  | 1<br>7.1 |  |  |  |  | 1<br>9.1 | 1<br>8.3 |
| 13. Spo | 1<br>7.6 | 2<br>14.3 | 1<br>10.0 | 1<br>9.1 |  |  | 1<br>9.1 |  |
| 14. Wea | 2<br>15.4 | 3<br>21.4 | 1<br>10.0 | 1<br>9.1 | 1<br>8.3 | 1<br>7.7 | 1<br>9.1 | 1<br>8.3 |
| 15. Soc |  |  |  |  |  |  |  |  |
| 16. Agr |  |  |  |  |  | 1<br>7.7 |  |  |
| 17. Cri |  | 1<br>7.1 |  |  | 2<br>16.7 | 2<br>15.4 |  | 5<br>41.7 |
| 18. Lei |  |  |  |  |  |  |  |  |
| 19. HIn |  | 1<br>7.1 | 1<br>10.0 | 1<br>8.3 |  |  |  |  |
| 20. Tra |  |  |  |  |  |  |  |  |

| Category | 8 AM | 1130 | 12 N | 1230 | 4:15 | 5:15 |
|---|---|---|---|---|---|---|
| 1. Gov |  |  |  | 1<br>12.5 | 1<br>16.7 |  |
| 2. Pol | 1<br>20.0 | 3<br>33.3 | 2<br>28.6 |  | 1<br>16.7 |  |
| 3. Mil |  |  |  |  | 1<br>14.3 |  |
| 4. Spa |  |  |  |  |  |  |
| 5. Sci |  |  |  |  |  |  |
| 6. Edu |  |  |  |  | 1<br>16.7 | 1<br>14.3 |
| 7. Hea | 1<br>20.0 |  | 1<br>14.3 |  |  |  |
| 8. Bus | 2<br>40.0 |  |  | 2<br>25.0 |  |  |
| 9. Acc | 1<br>20.0 | 1<br>11.1 | 1<br>14.3 | 1<br>12.5 | 1<br>16.7 | 2<br>28.6 |
| 10. Rac |  |  |  |  |  |  |
| 11. Rel |  |  |  |  |  |  |
| 12. Cel |  |  |  |  |  |  |
| 13. Spo |  |  | 1<br>12.5 |  |  | 1<br>14.3 |
| 14. Wea |  | 2<br>22.2 | 2<br>28.6 | 1<br>12.5 | 1<br>16.7 | 1<br>14.3 |
| 15. Soc |  | 1<br>11.1 |  |  |  |  |
| 16. Agr |  |  |  |  |  |  |
| 17. Cri |  | 1<br>11.1 | 1<br>14.3 | 1<br>12.5 | 1<br>16.7 | 1<br>14.3 |
| 18. Lei |  |  |  | 1<br>12.5 |  |  |
| 19. HIn |  | 1<br>11.1 |  |  |  |  |
| 20. Tra |  |  |  |  |  |  |

APPENDIX H

PROPORTIONS OF NEWS CONTENT

EACH NEWSCAST - ALL STATIONS

ITEMS AND PERCENTAGE OF ITEMS

| Category | 6 AM | 6:30 | 7 AM | 7:30 | 8 AM | 8:30 | 9 AM | 9:30 | 10AM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 8<br>10.8 | 2<br>11.1 | 9<br>9.5 | 9<br>13.6 | 8<br>8.2 | | 8<br>9.0 | 1<br>4.3 | 13<br>13.1 |
| 2. Pol | 7<br>9.5 | 1<br>5.6 | 9<br>9.5 | 5<br>7.6 | 7<br>7.2 | | 14<br>15.3 | 4<br>17.4 | 14<br>14.1 |
| 3. Mil | 13<br>17.6 | 1<br>5.6 | 7<br>7.4 | 10<br>15.2 | 14<br>14.4 | 6<br>18.8 | 17<br>19.1 | 5<br>21.7 | 21<br>21.2 |
| 4. Spa | 1<br>1.4 | 1<br>5.6 | 3<br>3.2 | 2<br>3.0 | 2<br>2.1 | | 1<br>1.1 | 3<br>13.0 | 3<br>3.0 |
| 5. Sci | 1<br>1.4 | | 1<br>1.1 | | | | | | |
| 6. Edu | 1<br>1.4 | | 4<br>4.2 | | 2<br>2.1 | | 1<br>1.1 | | 2<br>2.0 |
| 7. Hea | 2<br>2.7 | | 3<br>3.2 | 2<br>3.0 | 2<br>2.1 | 1<br>3.1 | 3<br>3.4 | | 3<br>3.0 |
| 8. Bus | 3<br>4.0 | | 7<br>7.4 | 5<br>7.6 | 12<br>12.4 | 5<br>15.6 | 5<br>5.6 | 2<br>8.7 | 4<br>4.0 |
| 9. Acc | 11<br>14.9 | 2<br>11.1 | 13<br>13.7 | 9<br>13.6 | 9<br>9.3 | 4<br>12.5 | 8<br>9.0 | | 8<br>8.1 |
| 10. Rac | 3<br>4.0 | 2<br>11.1 | 7<br>7.4 | 1<br>1.5 | 1<br>1.0 | 3<br>9.4 | 4<br>4.5 | 1<br>4.3 | 4<br>4.0 |
| 11. Rel | | 1<br>5.6 | 2<br>2.1 | 2<br>3.0 | | 1<br>3.1 | | | 2<br>2.0 |
| 12. Cel | | 1<br>5.6 | 1<br>1.1 | 1<br>1.5 | 4<br>4.2 | 2<br>6.2 | 1<br>1.1 | | 4<br>4.0 |
| 13. Spo | 2<br>2.7 | | 6<br>6.3 | 4<br>6.0 | 8<br>8.2 | | 4<br>4.5 | 1<br>4.3 | 3<br>3.0 |
| 14. Wea | 7<br>9.5 | 2<br>11.1 | 11<br>11.6 | 6<br>9.1 | 11<br>11.3 | 4<br>12.5 | 9<br>10.1 | 4<br>17.4 | 10<br>10.1 |
| 15. Soc | 1<br>1.4 | | 1<br>1.1 | | 1<br>1.0 | 1<br>3.1 | | | 1<br>1.0 |
| 16. Agr | | | 1<br>1.1 | | | | | | |
| 17. Cri | 12<br>6.2 | 5<br>27.8 | 7<br>7.4 | 8<br>12.1 | 8<br>8.2 | 4<br>12.5 | 9<br>10.1 | 1<br>4.3 | 7<br>7.1 |
| 18. Lei | | | 1<br>1.1 | | 2<br>2.1 | | | | |
| 19. HIn | 1<br>1.4 | | 1<br>1.1 | 2<br>3.0 | 5<br>5.2 | | 4<br>4.5 | 1<br>4.3 | |
| 20. Tra | 1 | | 1 | | 1 | 1 | 1 | | |

| Category | 1030 | 11 AM | 1130 | 12 N | 1230 | 1 PM | 1:30 | 2 PM | 2:30 |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 3 11.1 | 9 9.9 | 3 10.3 | 14 9.7 | 3 10.0 | 8 15.1 | | 8 9.5 | 3 21.4 |
| 2. Pol | 2 7.4 | 9 9.9 | 7 24.1 | 12 8.3 | 1 3.3 | 7 13.2 | 2 12.5 | 7 8.3 | 1 7.1 |
| 3. Mil | 3 11.1 | 24 26.4 | 5 17.2 | 15 10.4 | 2 6.7 | 5 9.4 | 1 6.2 | 20 23.8 | 2 14.3 |
| 4. Spa | 4 14.8 | 3 3.3 | 2 6.9 | 5. 3.5 | 4 13.3 | 1 1.9 | | 4 4.8 | 2 14.3 |
| 5. Sci | | | | | | | 1 6.2 | | |
| 6. Edu | 1 3.7 | | | 5 3.5 | | 1 1.9 | | 3 3.6 | 1 7.1 |
| 7. Hea | 4 14.8 | 1 1.1 | | 5 3.5 | | 2 3.8 | | 3 3.6 | |
| 8. Bus | | 5 5.5 | 1 3.4 | 14 4.9 | 4 13.3 | 4 7.6 | | 9 10.7 | 1 7.1 |
| 9. Acc | 1 3.7 | 6 6.6 | 1 3.4 | 7 4.9 | 3 10.0 | 4 7.6 | 3 18.8 | 8 9.5 | |
| 10. Rac | 1 3.7 | 2 2.2 | | 2 1.4 | 1 3.3 | 2 3.8 | 2 12.5 | 3 3.6 | |
| 11. Rel | | 3 3.3 | | 1 0.7 | | | | | |
| 12. Cel | | | | 8 5.5 | 1 3.3 | 2 3.8 | | 1 1.2 | |
| 13. Spo | | 1 1.1 | | 5 3.5 | 1 3.3 | 2 3.8 | 1 6.2 | | 1 7.1 |
| 14. Wea | 5 18.5 | 14 15.4 | 5 17.2 | 15 10.4 | 4 13.3 | 7 13.2 | 4 25.0 | 12 14.3 | 2 14.3 |
| 15. Soc | | | 1 3.4 | 2 1.4 | | | | 1 1.2 | |
| 16. Agr | 1 3.7 | 1 1.1 | | 1 0.7 | | | | | |
| 17. Cri | 1 3.7 | 12 13.2 | 3 10.3 | 20 13.9 | 5 16.7 | 7 13.2 | 2 12.5 | 3 3.6 | 1 7.1 |
| 18. Lei | | | | 2 1.4 | 1 3.3 | | | | |
| 19. HIn | 1 3.7 | 1 1.1 | 1 3.4 | 10 7.4 | | 1 1.9 | | 1 1.2 | |
| 20. Tra | | | | 1 | | | | | |

| Category | 3 PM | 3:30 | 4 PM | 4:30 | 5 PM | 5:30 | 6 PM | 6:30 | 7 PM |
|---|---|---|---|---|---|---|---|---|---|
| 1. Gov | 10 / 13.3 | | 9 / 12.3 | 10 / 31.2 | 17 / 15.3 | 7 / 12.7 | 12 / 14.6 | 4 / 12.5 | 5 / 12.5 |
| 2. Pol | 5 / 6.7 | 2 / 10.5 | 7 / 9.6 | 3 / 9.4 | 13 / 11.7 | 3 / 5.5 | 11 / 13.4 | 3 / 9.4 | 5 / 12.5 |
| 3. Mil | 11 / 14.7 | 8 / 42.1 | 9 / 12.3 | 5 / 15.6 | 14 / 12.6 | 9 / 16.4 | 17 / 20.7 | 6 / 18.8 | 15 / 25.0 |
| 4. Spa | 6 / 8.0 | 1 / 5.3 | 4 / 5.5 | 1 / 3.1 | 10 / 9.0 | 3 / 5.5 | 4 / 4.9 | 1 / 3.1 | 3 / 5.0 |
| 5. Sci | | | 1 / 1.4 | | 2 / 1.8 | | | | |
| 6. Edu | | 1 / 5.3 | 1 / 1.4 | 2 / 6.2 | 2 / 1.8 | | 2 / 2.4 | 1 / 3.1 | 3 / 5.0 |
| 7. Hea | 4 / 5.3 | | 5 / 6.8 | | 2 / 1.8 | 2 / 3.6 | 4 / 4.9 | 3 / 9.4 | 2 / 3.3 |
| 8. Bus | 3 / 4.0 | 1 / 5.3 | 6 / 8.2 | 1 / 3.1 | 6 / 5.4 | 5 / 9.1 | 2 / 2.4 | 1 / 3.1 | 3 / 5.0 |
| 9. Acc | 5 / 6.7 | 1 / 5.3 | 5 / 6.8 | 3 / 9.4 | 5 / 4.5 | 4 / 7.3 | 6 / 7.3 | 2 / 6.2 | 3 / 5.0 |
| 10. Rac | 4 / 5.3 | | 2 / 2.7 | 3 / 9.4 | 3 / 2.7 | 4 / 7.3 | 2 / 2.4 | | |
| 11. Rel | | | | | 2 / 1.8 | | | | |
| 12. Cel | 2 / 2.7 | | 2 / 2.7 | | 1 / 0.9 | | | 1 / 3.1 | 1 / 1.7 |
| 13. Spo | 2 / 2.7 | 1 / 5.3 | 3 / 4.1 | | 5 / 4.5 | 1 / 1.8 | | 2 / 6.2 | 2 / 3.3 |
| 14. Wea | 8 / 10.7 | 1 / 5.3 | 12 / 16.4 | 2 / 6.2 | 13 / 11.7 | 7 / 12.7 | 6 / 7.3 | 3 / 9.4 | 7 / 11.7 |
| 15. Soc | | | | | 1 / 0.9 | | 1 / 1.2 | | |
| 16. Agr | | | 1 / 1.4 | | | | | | |
| 17. Cri | 15 / 20.0 | 3 / 15.8 | 6 / 8.2 | 2 / 6.2 | 13 / 11.7 | 8 / 14.5 | 14 / 17.1 | 3 / 9.4 | 8 / 13.3 |
| 18. Lei | | | | | | | | 1 / 3.1 | 1 / 1.7 |
| 19. HIn | | | | | 3 / 2.7 | 2 / 3.6 | 1 / 1.2 | 1 / 3.1 | 1 / 1.7 |

| Category | 7:30 | 8 PM | 8:30 | 9 PM | 9:30 | 10PM | 1030 | 11PM |
|---|---|---|---|---|---|---|---|---|
| 1. Gov | 1<br>4.2 | 4<br>8.5 | 3<br>23.1 | 1<br>4.5 | 2<br>16.7 | 7<br>10.8 | 1<br>7.1 | 1<br>6.3 |
| 2. Pol | 3<br>12.5 | 3<br>6.4 |  | 2<br>9.1 |  | 6<br>9.2 |  | 3<br>18.8 |
| 3. Mil | 6<br>25.0 | 7<br>14.9 | 2<br>15.4 | 2<br>9.1 | 3<br>25.0 | 9<br>13.8 | 3<br>21.4 | 4<br>25.0 |
| 4. Spa |  | 1<br>2.1 | 1<br>7.7 | 1<br>4.5 |  | 5<br>7.7 | 1<br>7.1 |  |
| 5. Sci |  |  |  |  |  |  |  |  |
| 6. Edu |  | 1<br>2.1 |  | 2<br>9.1 |  | 1<br>1.6 | 1<br>7.1 | 1<br>6.3 |
| 7. Hea | 1<br>4.2 | 2<br>4.2 |  | 2<br>9.1 |  | 1<br>1.6 |  |  |
| 8. Bus | 1<br>4.2 | 2<br>4.2 |  | 2<br>9.1 |  | 2<br>3.1 |  | 1<br>6.3 |
| 9. Acc | 1<br>4.2 | 3<br>6.4 | 1<br>7.7 | 2<br>9.1 |  | 10<br>15.4 | 2<br>14.3 | 1<br>6.3 |
| 10. Rac |  | 1<br>2.1 | 1<br>7.7 | 1<br>4.5 | 1<br>8.3 | 2<br>3.1 | 2<br>14.3 | 1<br>6.3 |
| 11. Rel |  |  |  |  |  | 2<br>3.1 |  |  |
| 12. Cel | 1<br>4.2 | 2<br>4.2 | 1<br>7.7 | 1<br>4.5 |  |  |  |  |
| 13. Spo | 1<br>4.2 | 3<br>6.4 |  |  |  | 2<br>3.1 | 1<br>7.1 |  |
| 14. Wea | 4<br>16.7 | 9<br>19.2 | 2<br>15.4 | 4<br>18.2 | 3<br>25.0 | 5<br>7.7 | 2<br>14.3 | 3<br>18.8 |
| 15. Soc | 1<br>4.2 |  |  |  |  | 2<br>3.1 |  |  |
| 16. Agr |  |  |  |  |  | 6<br>9.2 |  |  |
| 17. Cri | 4<br>16.7 | 8<br>17.0 | 2<br>15.4 | 2<br>9.1 | 3<br>25.0 | 1<br>1.6 | 1<br>7.1 | 1<br>6.3 |
| 18. Lei |  | 1<br>2.1 |  |  |  | 1<br>1.6 |  |  |
| 19. HIn |  |  |  |  |  | 1<br>1.6 |  |  |
| 20. Tra |  |  |  |  |  | 2<br>3.1 |  |  |

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## Interviews


Interview with Irwin Adams, station owner, KGON, April 5, 1965.

Interview with Ernest Crater, general manager, KKEY, April 26, 1965

Interview with George McGowan, news director, KEX, April 27, 1965.

Interview with Lester Halpin, news director, KOIN, May 2, 1965.

Interview with Michael Johnston, news director, KISN, April 26, 1965.

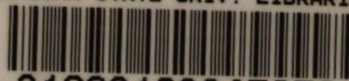Interview with Pat Leeson, manager, KPAM, May 2, 1965.

Interview with Jim Miller, news director, KGW, April 26, 1965.

Interview with Vern Mueller, news director, KPOJ, April 27, 1965.

Interview with George Sanders, news director, KWJJ, May 10, 1965.

Interview with Les Smith, general manager, KXL, May 17, 1965.