

An Informed Vote?

Grand Rapids TV Election Coverage 2000

A Grand Rapids Institute for
Information Democracy Report.
(GRIID)

GRIID is an affiliate of the
Community Media Center (CMC).
This report is part of the CMC's
TeleDemocracy Project.



Methodology

This report is the result of a 30-day study of the daily news broadcasts of three Grand Rapids TV stations: WOOD TV8 (6 & 11pm), WZZM 13 (6 & 11pm) and WXMI 17 (10pm), from October 9 through November 6, 2000. Each day's newscasts were taped and then viewed by Grand Rapids Institute for Information Democracy staff and volunteers. News logs were kept for each program with specific codes assigned for each of the areas of interest that were documented.

Part of the data collecting was done by GVSU social work students. A word of thanks to them and Prof. Michel Coconis for their assistance on this research.

Julie Angel, Beth Beimers, Brandi Berry, Keri Bloem, Becky Bultman, Nicole Cameron, Tania Carson, Katie Caskey, Tiffany Cline, Sherry Crow, Kevin Daverman, Shyra DeKryger, Shannon Gerlach, Pilar Guillerma, Sherita Joshway, Katie McBride, Holli Nyhuis, Julia Pacholke, Catherine Postma, Stephanie Powers, Janine Proctor, Karissa Richardson, Jamie Riehle, Lannea Russell, Emily Settlemoir, Carrie Shelden, Meegan Sigafoose, Emily Sluiter, Karen Sorden, Heather Stachurski, Sara Torrey, Brian Vanthof, Jamie Vargas, Melissa Walters, Joshua Yuhas, Sarah Zimmerman

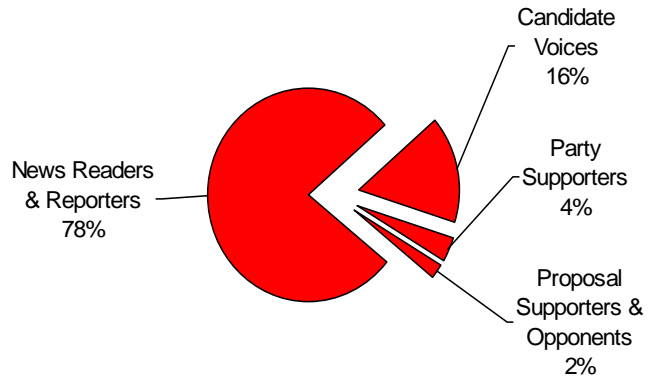
These are students in SW319 - Social Policy and Programs at Grand Valley State University, School of Social Work from Fall, 2000. Dr. Michel Coconis was the instructor and co-moderator of the reflection meeting.

The Grand Rapids Institute for Information Democracy (GRIID) is an affiliate of the Community Media Center (www.grcmc.org). GRIID offers Media Literacy training and resources to the community in order to help the public actively participate in the consumption and creation of media and to promote democratic values within all media systems(www.grcmc.org/griid).

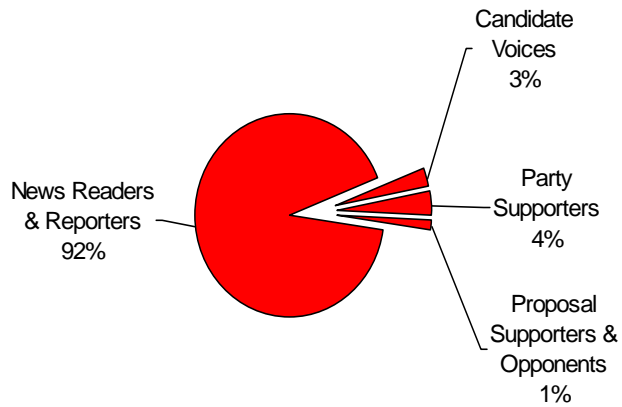
Voices viewers heard in Election Coverage



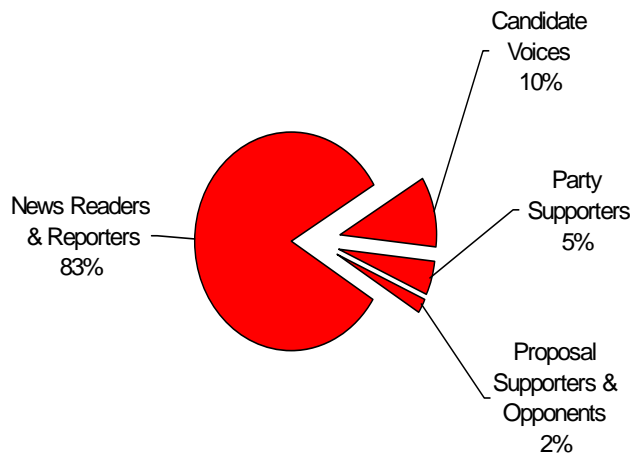
Total Election time
3:06:45



Total Election Time
3:11:46



Total Election Time
1:50:42



Highlights of Local TV Election Coverage

- for every election story during the newscast the public viewed nearly **five** paid political ads
- For over 8 hours of combined election news stories, in only **46 minutes** and **49 seconds** did we actually hear candidates speak
- races that received **zero** coverage: State Board of Education, State Supreme Court, State Board of Appeals, University Regents, regional judicial races, Kent County Commission, Kent County Clerk, and most State House races in the TV viewing area.
- Proposal 2 received a total of **3** stories from October 9 - November 6
- Kent County Sheriff's race had **one** story from all three station combined (FOX 17) and one correction (FOX 17)
- little information was given about candidates that was relevant to making an informed vote; their voting record, stance on issues, who was financing them, etc.
- local races received minimal attention
- local crime received **more** attention than local elections
- third party candidates received almost **no** coverage

It was Like a Horse-race
Local TV News Coverage and Presidential Candidates

With one of the closest presidential races in US history it was no surprise that a significant amount of time was devoted to the race between Al Gore and George Bush. Of the combined total of more than 8 hours of news about elections during our 30-day study, over 7 hours was devoted to the presidential race alone. The substantial time given to this race was precipitated in part by both candidates visiting West Michigan, along with other high profile members of both the Republican and Democratic parties.

The visits allowed each of the 3 stations in the study a chance to conduct direct interviews with both Bush and Gore. Each station did interview Bush, but only WOOD TV8 aired an interview with Gore in the 30-day study period. Each of the three stations did run stories about both party rallies that featured presidential candidates. WZZM 13 even rebroadcast 30 minutes of the Bush rally in early October after their 11pm newscast. Another avenue that provided for some substantive coverage was post presidential debate news stories. All three stations did run stories with excerpts from the debates, but offered no analysis of either candidate's positions or criticism of each other's proposals.

The station that did the best job with presenting information about Gore and Bush outside of the rallies and visits was FOX 17. During the week of October 23rd, FOX 17 provided us with 5 days of a comparative look at Bush and Gore's position on these major policy issues; tax-cuts, education, social security, health care and abortion. Besides this series by FOX 17 most of the presidential race coverage was what is commonly referred to as horse-race coverage. Race-race coverage is where a great deal of attention is paid to candidates, while little information is given that would help voters make an informed vote.

The bulk of the stories from each of the three stations on the presidential race was either polls, where the candidates were or where they were going. The horse-race description is further supported by the fact that even though all three stations devoted nearly a combined 7 hours on the presidential race we only heard the presidential candidates speak a total of 23 minutes and 49 seconds. (see data pages) That meant that the news-readers and reporters were doing most of the talking. What they ended up talking about was all the excitement of candidates being here. They talked about and with stage crews who prepared the venues for candidate rallies. They talked about both parties pushing hard to get their man elected, and they talked about who was more likeable.

Many stories, especially post-debate stories centered around who "appeared" to be the better candidate. This type of news commentary could easily lead viewers into thinking it is all "about not what you say, but how you say it." This is a quote from a WZZM 13 post-debate story that aired on October 17. The whole story was a response to how the candidates looked during the debate. In fact, to help us understand the importance of the candidates' look, WZZM 13 had 2

"experts" in the studio watching the debate and then offering up "insightful commentary."

The "experts" were a psychologist and a linguistics professor. The whole piece centered around how both of the "experts" felt that Gore looked to "aggressive," "robot-like," and how Bush seemed more "confident" and "Clintonesque." In many ways the story summed up nicely the flavor of most of the presidential race coverage - lots of attention, but no substance.

How do you think the public would have responded if the candidates voting record was looked at critically? How about their positions on major policy issues? What if the public saw data on companies, groups and individuals as major donors to candidates and their parties? What if viewers would have heard from third party candidates, regardless of their "viability" as a candidate? This and so much more will never be know, because these were aspects that were almost completely absent from coverage during our 30-day study.

[Note: Up to this point we did not focus on the issue of bias in reporting between Gore and Bush. Our focus has been more to the issue of whether or not viewers would be informed voters, not in partisan biased coverage. However, there was significant difference in the amount of coverage between Bush and Gore in the 30-day study period. Bush received 91 total stories and Gore 68 (see data page). When it came to the amount of time we heard both of these candidates speak during the newscasts Bush was heard for *13 minutes* and *43 seconds*, and *Gore 9 minutes* and *49 seconds*. This disparity was also documented at the national level by researchers at the Project for Excellence in Journalism. They looked at 1,149 stories from 17 publications, TV programs and websites. Their findings can be found at www.journalism.org under the **Election Coverage 2000** section of Publications and Research.]

Do you recognize these names on the ballot? Local coverage and Local races

The notion that Local TV news should make local issues a priority for coverage seems to be an agreed upon principle both within and outside of the broadcast industry. A study by the Project for Excellence in Journalism found that TV stations that were focusing on more local news were not only fulfilling their role to serve the local community, they had improved ratings in many cases. (www.journalism.org) That being the case, one would think that local election coverage would be near the top of the list of things for local stations to cover. Unfortunately this has not been the trend in the three years we have conducting election coverage studies. This year, being a presidential year, had little impact on changing that trend.

Most of the local races that would have appeared on a ballot in any county of the local TV viewing area received zero coverage from the three stations. In Kent County alone not one of the 19

racers for County Commissioner received one second of coverage. The races for State Supreme Court, local judicial races, State Board of Education or several University Regents all were given not one second of coverage during our 30-day study. The Kent County Sheriff's race received 2 stories (both on FOX 17) and the County Clerk's race had no stories from any of the stations. Even with the remaining races or proposals on the ballot, not much information was given.

Of all local races that appeared on the ballot Proposal 1 received the most attention with 29 stories from the three stations combined. The amount of time given to both sides was fairly even, but most of the stories were either about cities outside of Michigan who have adopted a voucher plan or reaction to a "controversial" ad run by anti-voucher proponents. If a comparable amount of time were devoted to looking at what voters in school districts within the viewing area occurred, people may have been better informed by local TV coverage.

The only local race to receive substantial coverage was the race for US Senate. Both Debbie Stabenow and Spencer Abraham were heard in newscasts for nearly 5 minutes each. The three stations did devote a combined 21 stories on this race, but presented the race in very narrow terms. If you were relying on information about US Senate candidates from local newscasts you could only make an informed vote on where they stood on some aspects of health care and public education. Both candidates certainly made health care a big part of their campaigns, but that does not mean that broadcast journalists need limit their reporting and reporting certainly should not be dictated by what candidate's are emphasizing.

When it came to Congressional races in the viewing area very little was given by the three stations. WOODTV 8 did the best job out of the three by covering both the 2nd and 3rd Congressional races, but these stories again only gave us the bare minimum. All three stations did cover a forum between two candidates for the 3rd Congressional race just days before the election. However, none of the stations announced the forum in their earlier newscasts or days preceding, even though the forum was held in Grand Rapids. WZZM 13 and FOX 17 did tell viewers in their news piece that the forum would be rebroadcast before election day on GRTV channel 25, but only WZZM 13 gave the times. WOODTV 8 instead decided to focus on the dilemmas faced by Congressional incumbents who must be in Washington and try to campaign at the same time.

Only three of the State House races for the entire TV viewing area received any coverage, all of which was on WOODTV 8. These races were covered as the "highly contested races." This seems to reflect the general attitude about local election coverage by the TV stations. Unless the race is controversial or will be a close race, it is not newsworthy. Regardless of the fact that many races may not be "close," doesn't relieve TV news from not giving the public information on all candidates, since some of them will be making decisions that will affect our lives. To say that the public is not interested is either unsubstantiated or simply not true. Is the public interested in crime that is not even happening in their community? Even though TV stations may not be able to answer that question they still give viewers substantial crime coverage.

During the 30-day election study we documented 69 total stories on local races and ballot

proposals. At the same time there were a combined total of 194 local crime stories. Does this mean that the public is more interested in crime than they are elections? We don't have enough hard data to respond one way or another, but what it does show us is that local TV stations are making interesting choices about what they give us. Another interesting aspect is that several local crime stories were given substantial follow-up coverage. Imagine if the same thing occurred with local election coverage? Imagine if the race for County Sheriff was given as much attention as a murder trial, especially since the person elected may have significant bearing on crime and crime prevention in the future. Unfortunately, these are questions and aspects that were never covered in the local election coverage.

Conclusion

A story that WZZM 13 ran just days before the election summarized the attitude of local TV news coverage of local races. They sent a reporter to a local bowling alley to find out what people knew about the upcoming election. The reporter began the piece by saying "By now we know as much about Bush and Gore as possible, but what about these people?" A woman in the bowling alley is shown a ballot and is asked, "Any of these names or lesser known judicial races ring a bell?" The woman responds with a simple "not really." It was as if the reporter was proving a point for us - if people aren't given news stories about "lesser" races how can they know much about them.

I know that some may respond to these remarks by saying that it is the citizen's responsibility to inform themselves. This is true to a certain extent. However, if the local TV news is here to "serve you" or is "on your side," then it is time they do just that. They have the resources to at least give us the basic information that we need to make an informed vote and can lead us to other resources, especially since all three stations in the study received vast amounts of money from paid political ads. According to data from the Alliance for Better Campaigns both WOODTV 8 and WZZM 13 received over \$2 million each from political ads from January 1 - October 21. We documented a substantial amount of ads that ran during newscasts during the 30-day study period. What kind of influence on public perception do you think these ads had, especially since for every election news story there were 5 paid political ads? This is an important question that should be part of news coverage, but may not be since broadcasters may not want to challenge a process that provides a great deal of revenue for them.

Lastly, we would like to conclude by saying that for local TV news election coverage to change it is extremely important that the station managers and news directors need to hear from the public. We encourage readers to view our Election Coverage Recommendations (page 16) and welcome any feedback you may have on those ideas. We can and must make every attempt to demand that improved election coverage is essential for our democracy.

WOODTV8

WZZM 13

FOX 17

***Total time Election* 3:06:45**

3:11:46

1:50:42

Coverage

(total time candidates
were heard)

Presidential race

Bush	7:16	3:25	3:02
Gore	6:30	1:11	2:08
Nader			:17
Buchanan			
Phillips	:46		
Browne			
Total	14:32	4:36	5:27

Senate race

Abraham	3:17	:13	1:00
Stabenow	3:25	:19	1:00
Abel	:17		:26
Forton	:22		
Corliss	:24		
Quarton	:24		
Mongopolus	:34		
Total	8:41	:32	2:26

2nd Congressional race

Hoekstra	:41		
Shrauger	:36		
Goldberg			
Graeser			
Smith			
Total	1:17		

3rd Congressional race

Ehlers	:26		:43
Steele	:23		:45
Haas	:14		
Berta	:16		
Grego	:15		
Lowndes	:18		
Total	1:52		1:28

State House

Habetler	:42		
Van Woerkom	:56		
Hanley	:23		:17
Kooiman	:25		
Rickert	:35	:16	:16
Voorhees	:33		
Total	3:34	:16	:33

Kent County Comm.

Tate			:19
-------------	--	--	------------

Kent County Clerk

Talen
Hollenrake
Lewis

Kent Co. Sheriff

Stellma			:52
Charon			:24
Total			1:16

Total time **29:56** **5:24** **11:29**
Candidates were
heard

*(Total time supporters/
Opponents heard)*

Proposal 1

Pro- Voucher	1:56	1:29	:44
Anti-Voucher	1:23	1:20	:25
Total	3:19	2:49	1:09

Proposal 2

Supporters	:25		:35
Opponents	:13		:26
Total	:38		1:01

Byron Center/Liquor sales

Supporters :09

Opponents :08

Total :17

Party supporters

Republicans 4:09 4:13 2:23

Democrats 2:57 3:02 2:03

Greens :52

Libertarians

Reformed

Constitutional

Natural Law

Total 7:06 7:15 5:18

(total number of stories) **146 160 93**

Bush 31 36 24

Gore 26 22 20

Nader 2 4

Buchanan 1 1

Phillips 2

Brown

Pres. Polls 9 17 9

Senate race 10 6 5

Senate polls 10 7 3

2nd Cong. race 1

3rd Cong. race 4 4

State House 4

State Supreme Court

State Board of Ed.

Kent Co. Comm.

Kent Co. Clerk

Kent Co. Sheriff 2

Proposal 1 15 10 4

Proposal 1 poll	5	6	2
Proposal 2	1	1	1
Proposal 2 poll		2	
Byron Center/ Liquor sales	1		
Total election stories	98	76	64
Local Crime:	<u>WOODTV8</u>	<u>WZZM 13</u>	<u>FOX 17</u>
<i>(some prominent crime stories)</i>			
<i>Mobil home park eviction:</i>	9	4	4
<i>Coopersville abduction attempt:</i>	8	5	3
<i>Muskegon infant death:</i>	6	9	4
<i>Willie Jones murder trial:</i>	9	8	3
Total local crime stories per station:	76	74	44

Total local crime stories - all 3 stations combined: 194

Total Election stories on local races/ballot proposals - all 3 stations combined: 69

Paid Political ads run during newscasts

FOX 17: Gore - 1; anti-Gore - 12; Bush - 12; pro-Bush - 3; anti-Bush - 10; Abraham - 13; pro-Abraham - 14; anti-Abraham - 8; Stabenow - 20; pro-Stabenow - 3; anti-Stabenow - 11; Van Woerkom - 9; anti-Van Woerkom - 8; Habetler - 6; Markman, Taylor & Young - 5; anti-Markman, Taylor &

Young - 8; anti-Fitzgerald, Robinson & Thomas - 9; Young - 3; Fitzgerald - 6; anti-Fitzgerald - 1; Markman - 6; Taylor - 3; Hillary - 4; anti-Robinson - 1; pro-Gun - 10; pro-Voucher - 12; anti-Voucher - 11. Total: 209

WOODTV 8: Bush - 40; pro-Bush - 4; anti-Bush - 42; Gore - 16; anti-Gore - 17; Abraham - 25; pro-Abraham - 29; anti-Abraham - 42; Stabenow - 25; pro-Stabenow - 4; anti-Stabenow - 51; Van Woerkom - 19; anti-Van Woerkom - 8; Markman, Taylor & Young - 15; anti-Markman, Taylor & Young - 11; Young - 9; Taylor - 6; anti-Fitzgerald, Robinson & Thomas - 20; Fitzgerald - 6; anti-Fitzgerald - 6; Markman - 9; Robinson - 5; anti-Robinson - 7; Zemaitis - 7; pro-Voucher - 39; anti-Voucher - 26; pro-Gun - 13. Total: 502

WZZM 13: Bush - 25; anti-Bush - 30; pro-Bush - 2; Gore - 22; anti-Gore - 21; Abraham - 22; pro-Abraham - 19; anti-Abraham - 30; Stabenow - 23; pro-Stabenow - 3; anti-Stabenow - 43; Habetler - 6; Van Woerkom - 15; anti-Van Woerkom - 12; Hoekstra - 7; Shrauger - 6; anti-Fitzgerald, Robinson & Thomas - 12; Markman, Taylor & Young - 9; anti-Markman, Taylor & Young - 6; Young - 6; Fitzgerald - 14; anti-Fitzgerald - 3; Taylor - 8; Markman - 11; Robinson - 7; anti-Robinson - 3; Zemaitis - 1; Citizens for Better Medicare - 1; pro-Voucher - 35; anti-Voucher - 23. Total: 428

Total Paid ads - all 3 stations during newscasts: 1,139

Total election stories - all 3 stations: 238

Paid ads per election news story: 4.78 - 1

WOOD TV8: 5.1 - 1

WZZM 13: 5.6 - 1

FOX 17: 3.3 - 1

	Total Election Stories	Total Local Election Stories	Total Local Crime Stories
--	---------------------------	---------------------------------	------------------------------



98

36

76



76

17

74



64

16

44

Total local crime stories - all 3 stations combined: 194
 Total Election stories on local races/ballot proposals - all 3 stations combined: 69



Total Paid
 Political Ads
 (during newscasts)



Paid Political
 Ads per
 Election Story

5.1 - 1

5.6 - 1

3.3 - 1

Recommendations for Local TV News Election Coverage

- make local election coverage a priority
- when covering candidates give substantial information on their positions and voting record when incumbents or previously elected officials are campaigning
- give all candidates equal free air time
- inform viewers days in advance when public forums will be held or if they can be viewed at a later date on PBS affiliates or Public Access Stations
- give third party candidates and third parties equal coverage if they are actively campaigning
- when covering candidate races do follow-up stories, much the same way crime stories are done
- during an election cycle make election stories lead stories as often as possible
- if you continue to take \$ from paid political ads donate 10% of all paid political ads to a non-partisan citizens group to publish and distribute a voters guide
- inform viewers - don't entertain them
- have news readers keep their opinions to themselves

Who to Contact

**WOOD TV 8
120 College SE
Grand Rapids, Michigan 49503
456-8888
News Director: Jim Loy**

**WZZM 13
645 3 Mile Rd NW
Grand Rapids, Michigan 49544
785-1313
News Director: Sheryl Grant**

**WXMI 17
3117 Plaza Dr. NE
Grand Rapids, Michigan 49525
364-8722
News Director: Tim Dye**

2000 General Election Coverage

Local TV News

	<u>Date</u>	<u>Issue/race</u>	<u>newscast/ time</u>
WOOD TV8	10/9	Bush/Cheney visit	6pm/:22
	10/9	GVSU voter registration	6pm/2:18
	10/9	Bush/Cheney visit	11pm/:28
	10/9	GVSU voter registration	11pm/:26
	10/10	Bush visit	6pm/:48
	10/10	Bush visit/volunteers	11pm/:45
	10/11	not taped	6pm
	10/11	pres. Debate	11pm/2:10
	10/11	Bush visit to GR	11pm/1:04
	10/12	Bush visit to GR	6pm/2:25
	10/12	Bush visit to GR	11pm/4:38
	10/13	Bush visit to Van Andel	6pm/3:21
	10/13	Howard Phillips in GR	6pm/2:13
	10/13	Gore Rally in Detroit	6pm/:12
	10/13	Bush visit/Gore in Iowa	11pm/:21
	10/13	Howard Phillips in GR	11pm/:38
	10/14	Senate race debate ann.	6pm/:28
	10/14	Gore in Detroit	6pm/:27
	10/14	Bush women coming GR	6pm/:30
	10/14	Senate race debate ann.	11pm/:16
	10/14	Gore in Detroit	11pm/:26
	10/14	Bush women coming to GR	11pm/:18
	10/15	not taped	6&11pm
	10/16	president/Senate Poll	11pm/:46
	10/16	Republican wives rally ann	11pm/:25
	10/16	Lieberman in Michigan	11pm/:12
	10/17	Pres. Debate	11pm/3:45
	10/18	Bush women in GR	6pm/2:58
	10/18	Democratic women meet	6pm/:30
	10/18	Both parties run out of signs	6pm/:25
	10/18	Gore in Flint, Bush in Detroit	11pm/:31
	10/18	Bush women in GR/ Dem. Women meet	11pm/:50
	10/19	Proposal 2	6pm/5:20
	10/19	George Bush Sr. coming	6pm/:45
	10/19	Proposal 1 forum/Muskegon	11pm/2:00
	10/19	Bush Sr. visit next week	11pm/:43
	10/19	Bush in Eastern Mi.	11pm/:25
	10/19	Gore in NYC	11pm/:19
	10/19	Pat Buchanan	11pm/:23
	10/19	Political ads	11pm/:29
	10/20	Bush Sr. visit	6pm/:20
	10/20	Voucher poll	11pm/1:14
	10/20	Senate & Pres. poll	11pm/:25
	10/20	Bush Sr. visit	11pm/:18
	10/21	Dem. Rally in GR	6pm/:51
	10/21	Cheney in Michigan	11pm/:18
	10/21	Senate debate/polls	11pm/:32

10/22	Senate debate	6pm/2:36
10/22	Bush Sr. visit	6pm/:16
10/22	Senate debate	11pm/1:41
10/22	Voucher poll	11pm/:16
10/22	pres. Campaigning	11pm/:27
10/22	Bush Sr. visit	11pm/:27
10/23	Bush Sr. visit	6pm/2:40
10/23	Hanley/Kooiman race	6pm/2:40
10/23	Bush Sr. visit	11pm/:32
10/23	Bush/Gore campaigning	11pm/:33
10/24	Van Woerkon/Habetler	6pm/3:40
10/24	City HS Voucher forum ann.	6pm/:42
10/24	City HS Voucher forum	11pm/:27
10/24	Correction on Van Woerkom/ Habetler race	11pm/:15
10/24	Gore/Bush campaigning	11pm/:35
10/25	voucher ad pulled	6pm/2:38
10/25	Rickert/Voorhees race	6pm/3:08
10/25	voucher ad pulled	11pm/:56
10/25	Bush/Gore visits	11pm/:29
10/26	Senate poll	6pm/:27
10/26	3 rd Congressional race	6pm/4:38
10/26	anti-voucher ad	6pm/2:16
10/26	Bush/Gore visits	11pm/:50
10/26	Pres/Senate polls	11pm/1:07
10/26	anti-voucher ad	11pm/25
10/27	Bush in Kazoo	6pm/2:36
10/27	Gore visit to Muskegon	6pm/:22
10/27	2 nd Congressional race	6pm/4:00
10/27	Voucher ad dispute	6pm/:46
10/27	Voucher controversy in Coopersville	11pm/2:20
10/27	Bush/Gore visits	11pm/1:08
10/28	Gore visit	6pm/:46
10/28	Gore/Bush campaigning	11pm/:59
10/28	Bush/Gore supporters on Lakeshore	11pm/:15
10/29	Gore in Michigan	6pm/3:28
10/29	Clinton on Gore	6pm/:20
10/29	Bush campaigning	6pm/:32
10/29	Senate/Voucher polls	6pm/:33
10/29	Gore in MI	11pm/3:02
10/29	Gore interview	11pm/2:48
10/29	Bush campaigning	11pm/:40
10/29	Senate poll	11pm/:11
10/30	Gore in Muskegon	6pm/:38
10/30	Bush campaigning	6pm/:22
10/30	Absentee ballot info	6pm/:28
10/30	Senate race	6pm/3:26
10/30	Vouchers	6pm/:41
10/30	undecided voters	11pm/2:34
10/30	Bush/Gore campaigning	11pm/1:08
10/30	Vouchers	11pm/:48
10/31	Lynn Cheney visit	6pm/2:28
10/31	Dem/Bush visits	6pm/:45
10/31	Stabenow interview	6pm/3:38

10/31	Dem/Rep campaigning	11pm/2:08
10/31	Dem/Rep visits	11pm/:50
10/31	Lynn Cheney visit	11pm/:26
10/31	Nader in Dearborn	11pm/:19
11/1	Electoral college votes	6pm/3:03
11/1	Jackson in GR	6pm/:45
11/1	Dole in Battle Creek	6pm/:16
11/1	other visits	6pm/:30
11/1	Abraham interview	6pm/3:11
11/1	Ehlers/Steele debate?	11pm/2:08
11/1	Vouchers	11pm/:36
11/1	Dole visit	11pm/:18
11/1	Jackson visit	11pm/:34
11/1	Blanchard visit	11pm/:15
11/1	other visits	11pm/:31
11/2	Lieberman/Bush visits	6pm/:35
11/2	Voter turnout predictions	6pm/:14
11/2	Vouchers	6pm/6:40
11/2	Bush drinking allegations	11pm/1:45
11/2	Bush visit	11pm/:15
11/2	Lieberman in Battle Creek	11pm/:19
11/2	anti-Van Woerkom	11pm/2:02
11/3	Bush visit	6pm/6:10
11/3	Gore campaigning	6pm/:20
11/3	Poll/Pres/Senate	6pm/:28
11/3	ad concerns	6pm/:35
11/3	absentee ballots	6pm/:28
11/3	Bush visit	11pm/1:58
11/3	Gore/Dems. campaigning	11pm/1:07
11/3	Polls/Pres./Senate	11pm/:36
11/3	local campaigning	11pm/:20
11/4	Dem/GOP campaigning	6pm/1:58
11/4	local campaigning	6pm/1:54
11/4	absentee ballots	6pm/:47
11/4	local campaigning	11pm/2:00
11/5	liquor vote in Byron Center	6pm/1:58
11/5	Prop 1 forum at Fountain St.	6pm/:42
11/5	Gore/Bush/Nader & Senate/Pres polls	6pm/1:00
11/5	Gore/Bush campaigning/poll	11pm/1:46
11/5	local GOP/Dem. Campaigning	11pm/:20
11/5	GOP pamphlet	11pm/1:00
11/5	Prop 1 at Fountain St./poll	11pm/:20
11/5	Absentee ballot info.	11pm/:16
11/6	Senate race in GR	6pm/2:22
11/6	Pres race/Gore/E. Dole	11pm/1:42
11/6	Senate race in GR	11pm/:27
11/6	local party campaigning	11pm/2:20
11/6	Absentee ballots	11pm/:33
10/9	presidential race poll	6pm/:44
10/9	Bush visit	6pm/1:03
10/9	Gore visit cost	6pm/:19
10/9	GVSU voter registration	6pm/2:11

WZZM 13

10/9	Family portraits/paid ads	6pm/1:30
10/9	presidential poll	11pm/:32
10/9	Bush visit	11pm/:34
10/9	Engler on pres. Debate	11pm/:30
10/9	Mi. Senate race poll	11pm/:18
10/9	GVSU voter registration	11pm/1:09
10/10	Bush visit	6pm/1:10
10/10	Prop 1 poll	6pm/:13
10/10	GVSU student vote	11pm/2:00
10/10	Bush visit	11pm/1:05
10/10	Prop 1 poll	11pm/:23
10/11	Pres. Debate	6pm/:12
10/11	Bush visit prep.	6pm/2:45
10/11	Prop 2 poll/info	6pm/3:00
10/11	Pres. Debate	11pm/5:43
10/11	Bush visit	11pm/2:32
10/11	Prop 2	11pm/3:02
10/12	Bush visit	6pm/5:06
10/12	Bush visit	11pm/5:05
10/12	Rep. Family portrait	11pm/:40
10/12	Dems protest outside	11pm/:45
10/12	anti-voucher forum	11pm/:26
10/13	Bush visit/ interview	6pm/5:02
10/13	Bush & Gore on ME	6pm/:25
10/13	Pres. Poll	11pm/:58
10/14	Senate debate in GR	11pm/:25
10/14	Gore & Bush campaigning	11pm/:42
10/15	poll on women vote/pres.	6pm/:40
10/15	poll on women vote/pres.	11pm/:38
10/15	pres/Senate debates	11pm/:29
10/16	Proposal 1	6pm/2:55
10/16	Proposal 1	11pm/:32
10/16	Pres. debate prep	11pm/:27
10/17	Pres. Debate prep	6pm/:50
10/17	Heston/NRA rally/Bush	6pm/2:58
10/17	WZZM web info on debate	6pm/:17
10/17	Bush wife to GR	6pm/:25
10/17	Family portrait	6pm/2:13
10/17	Pres. Debate	11pm/4:55
10/17	Bush wife to GR	11pm/:22
10/17	Heston/NRA rally/Bush	11pm/:40
10/18	Bush women in GR	6pm/5:10
10/18	Bush women in GR	11pm/:48
10/18	Gore in Flint	11pm/:20
10/18	WZZM web site on Pres.	11pm/2:35
10/19	Bush in Michigan	6pm/:25
10/19	Bush Sr. coming	6pm/:20
10/19	non-voters polled	6pm/1:10
10/19	Bush Sr. coming	11pm/:23
10/19	Pat Buchanan	11pm/:22
10/19	non-voters poll	11pm/:22
10/20	Senate debate ann.	6pm/:17
10/21	Dem. Rally in GR	6pm/2:18
10/21	women voter poll	6pm/:22
10/21	voucher poll	6pm/:30
10/21	Dem. Rally in GR	11pm/:48

10/21	women voter poll	11pm/:20
10/21	Senate debate ann.	11pm/:27
10/21	voucher poll	11pm/:31
10/22	Senate debate	6pm/3:25
10/22	Senate debate	11pm/1:14
10/22	Bush Sr. visit	11pm/:16
10/23	Bush Sr. visit	6pm/4:00
10/23	Prop 1/ Family Portrait	6pm/2:18
10/24	Gore visit ann.	6pm/:28
10/24	Political ads	6pm/:27
10/24	Senate race poll	6pm/:27
10/24	City HS Voucher forum	11pm/:40
10/24	Gore/Bush visits MI	11pm/:27
10/24	Political ads	11pm/:18
10/25	Gore visit	6pm/:25
10/25	Gore/Bush visits	11pm/:21
10/26	Gore/Bush visits	6pm/:28
10/26	Pres. Poll	6pm/:27
10/26	Bush/Gore visits	11pm/:22
10/27	Bush visit to Kazoo	6pm/3:05
10/27	Gore to Muskegon	6pm/:21
10/27	Future voting options	6pm/2:15
10/27	Bush/Gore visits	11pm/:40
10/27	Future voting options	11pm/:45
10/28	Hope students in Gore/Bush campaigns	6pm/2:15
10/28	Gore visit	6pm/:58
10/29	Gore visit	6pm/3:15
10/29	Bush campaigning	6pm/:17
10/29	Gore visit	11pm/3:02
10/29	Bush campaigning	11pm/:14
10/30	Pres. Poll	6pm/:27
10/30	Gore in MI	6pm/:52
10/30	Undecided voters	6pm/2:04
10/30	Bush visit	6pm/:23
10/30	Vouchers/poll	6pm/:46
10/30	Absentee vote info	6pm/:27
10/30	Election volunteers	11pm/2:26
10/30	City High forum	11pm/:35
10/30	Gore in Muskegon	11pm/:24
10/30	Bush campaigning	11pm/:17
10/30	Lynn Cheney visit	11pm/:12
10/30	Pres., Senate, voucher polls	11pm/:45
10/31	Stolen yard signs	6pm/2:00
10/31	Lynn Cheney visit	6pm/:43
10/31	Bush visit	6pm/:30
10/31	pres. Poll	6pm/:25
10/31	Voucher \$\$	6pm/:30
10/31	Vouchers in Milwaukee	6pm/2:46
10/31	UAW has election day off	11pm/3:00
10/31	Cheney/Bush visit	11pm/:44
10/31	Dem visit	11pm/:13
11/1	Jackson visit	6pm/2:58
11/1	Pres. Poll	6pm/:20
11/1	campaign strategy	6pm/1:48
11/1	Bush visit	6pm/:22

11/1	Vouchers	6pm/2:02
11/1	Blanchard in GR	11pm/2:00
11/1	Jackson in GR	11pm/:42
11/1	Bush visit	11pm/:20
11/1	teen help with elections	11pm/:38
11/1	Ehlers/Steele	11pm/:22
11/2	Campaign \$	6pm/2:55
11/2	Bush visit	6pm/:38
11/2	Electoral college votes	6pm/:22
11/2	voter turnout predictions	6pm/:21
11/2	Vouchers/Cleveland ex.	6pm/2:17
11/2	Bush drinking allegations	11pm/:55
11/2	Bush visit	11pm/2:08
11/2	Gore campaigning	11pm/:29
11/2	Electoral college vote	11pm/:22
11/2	campaign \$	11pm/:55
11/2	Vouchers	11pm/2:10
11/3	Bush visit	6pm/4:54
11/3	Gore campaigning	6pm/:35
11/3	Poll on Bush drinking	6pm/:22
11/3	Bush visit	11pm/1:05
11/3	Gore/dems campaigning	11pm/:36
11/4	local campaigning	6pm/1:34
11/4	polls/Pres.	6pm/:18
11/4	absentee ballots	6pm/:14
11/4	local campaigning	11pm/2:24
11/4	pres. Polls	11pm/:14
11/4	absentee ballots	11pm/:15
11/5	Gore/Bush	6pm/:40
11/5	Senate poll	6pm/:22
11/5	ad poll	6pm/:22
11/5	ad poll	11pm/:30
11/5	campaign volunteers	11pm/2:14
11/5	Gore/Bush	11pm/:48
11/5	Senate poll	11pm/:20
11/5	absentee ballots	11pm/:08
11/6	Pres./Senate polls	6pm/:43
11/6	local party camp.	6pm/1:46
11/6	Family Portrait	6pm/1:42
11/6	voting info?	6pm/:24
11/6	Bush/Gore & Poll	11pm/1:10
11/6	asking about lesser races	11pm/1:40
11/6	Senate poll/Senate race	11pm/:43

FOX 17

10/9	Engler on Bush/poll	10pm/2:00
10/9	voter registration deadline	10pm/:42
10/10	Local minority vote	10pm/:40
10/10	Pres. Debate/Bush visit	10pm/1:22
10/11	Pres. Debate	10pm/2:48
10/11	Bush visit	10pm/:58
10/11	Green party protest	10pm/:42
10/12	not taped	
10/13	Bush visit/interview	10pm/2:08
10/14	not taped	
10/15	Green Party rally Kazoo	10pm/2:12

10/15	Senate debate ann./ CNN appearance	10pm/1:00
10/15	Bush women visit to GR	10pm/:16
10/15	Proposal 1 poll	10pm/:12
10/16	Lieberman in Michigan	10pm/:20
10/16	Political ads	10pm/:55
10/16	Pres. Poll	10pm/:20
10/17	Pres. Debate	10pm/2:12
10/18	Bush women in GR	10pm/2:08
10/18	George Bush Sr. visit	10pm/:17
10/18	Gore/Dem. Women meet	10pm/:35
10/18	Pres. Polls	10pm/:21
10/19	Wis. Gov in GR to promote vouchers	10pm/:36
10/20	Fox pres. Forum ann.	10pm/:24
10/20	3 rd Congressional debates cancelled	
		10pm/:24
10/20	online vote buying	10pm/:32
10/21	Dem. Rally in GR	10pm/1:44
10/21	Pres. Poll	10pm/:16
10/21	Cheney in Michigan	10pm/:42
10/21	voucher poll	10pm/:26
10/22	Senate debate	10pm/2:58
10/22	Pres. Campaigning	10pm/:40
10/22	Bush Sr. visit	10pm/:16
10/23	Bush Sr. visit	10pm/:35
10/23	Gore campaigning	10pm/:19
10/23	Senate debate/Detroit	10pm/1:26
10/23	Gore/Bush position on tax cuts	
		10pm/2:00
10/24	Gore visit to Muskegon	10pm/2:35
10/24	Bush in MI	10pm/:15
10/24	Nader in California	10pm/:23
10/24	Gore/Bush on Education	10pm/2:37
10/25	Voucher ad pulled	10pm/2:38
10/25	Gore/Bush on SS	10pm/2:13
10/25	Gore/Bush visits	10pm/:35
10/26	Gore/Bush visits	10pm/:53
10/26	Ehlers/Steele debate ann.	10pm/:26
10/26	Dems rock the vote	10pm/:22
10/26	Gore/Bush on Health Care	10pm/2:05
10/26	free air time on Fox for Bush/ Gore Friday ann.	10pm/:14
10/27	Bush in Kazoo	10pm/2:10
10/27	Gore to Muskegon	10pm/:42
10/27	Fox air time for Bush/Gore	10pm/1:08
10/27	Voucher ad dispute	10pm/1:22
10/27	Gore/Bush on Abortion	10pm/1:58
10/28	Gore/Bush campaigning	10pm/1:15
10/28	Green Party/Nader	10pm/:52
10/28	Pres. Poll	10pm/:29
10/29	Gore visit	10pm/1:52
10/29	Bush campaigning	10pm/:23
10/29	Nader on talk shows	10pm/:34
10/29	Pres. Poll	10pm/:21
10/30	campaign volunteers	10pm/2:24

10/30	absentee vote info	10pm/:20
10/30	Gore in Muskegon	10pm/:38
10/30	Bush campaigning	10pm/:20
10/30	Electoral vote	10pm/:27
10/30	City High Forum	10pm/:20
10/30	3 rd Congressional race	10pm/2:38
10/31	political ads	10pm/2:44
10/31	Cheney/Bush visits	10pm/:32
10/31	Gore campaigning	10pm/:18
10/31	Senate race	10pm/4:11
11/1	Jackson in GR	10pm/1:40
11/1	Blanchard in GR	10pm/:20
11/1	Bush visit	10pm/:18
11/1	Kent Co. Sheriff	10pm/3:00
11/1	Ehlers/Steele	10pm/:52
11/2	Bush visit	10pm/:22
11/2	Vouchers	10pm/4:40
11/2	Sheriff race correction	10pm/:18
11/2	Bush drinking allegation	10pm/:28
11/3	Bush visit	10pm/2:40
11/3	public response to Bush DUI	10pm/:40
11/3	Dem tour	10pm/1:15
11/3	Proposal 2	10pm/3:43
11/4	Bush/Gore campaigning	10pm/:48
11/4	pres. Poll	10pm/:57
11/4	local rallies	10pm/2:09
11/5	Gore/Bush/Nader	10pm/:44
11/5	young voters	10pm/:35
11/5	web resources	10pm/:42
11/6	Gore/Bush	10pm/:44
11/6	local party camp.	10pm/4:10
11/6	Senate race in GR	10pm/:33
11/6	Pres & Senate polls	10pm/:24