

2008 U.S. Presidential Election ***Analysis and Breakdown***

From Aug. 1- Sept. 30, 2008, the Office of the Ombudsman examined NPR's coverage of the presidential candidates, their campaigns, party conventions, vice presidential nominees and any other stories related to the 2008 U.S. presidential election.

The stories were divided into three categories:

- i) Stories that focused primarily on Democratic candidates Barack Obama and/or Joe Biden
- ii) Stories that focused primarily on Republican candidates John McCain and/or Sarah Palin
- iii) Stories that focused about equally on the candidates of both parties

The shows surveyed include*:

- i) *Morning Edition*
- ii) *All Things Considered*
- iii) *Weekend All Things Considered*
- iv) *Weekend Edition Saturday*
- v) *Weekend Edition Sunday*

Those shows were grouped into 2 categories:

- i) ***Morning Edition***
which includes *Morning Edition*, *Weekend Edition Saturday* and *Weekend Edition Sunday*
- ii) ***All Things Considered***
which includes *All Things Considered* and *Weekend All Things Considered*

*Hourly newscasts are not included in the research, nor are political analysis made by NPR commentators or special convention coverage.

a) Analysis: Shows & Segments

Morning Edition

Candidate	No. of Stories	Hours: Mins: Secs
Obama	74	5:01:07
McCain	96	6:05:00
Equal Coverage	61	5:09:06

All Things Considered

Candidate	No. of Stories	Hours: Mins: Secs
Obama	72	4:06:25
McCain	72	4:47:11
Equal Coverage	54	5:03:10

b) Analysis: Candidates & Campaigns

The Democratic Party / Campaign

Show	No. of Stories	Hours: Mins: Secs
Morning Edition	74	5:01:07
ATC	72	4:06:25
<i>Total</i>	<i>146 stories</i>	<i>9:07:32</i>

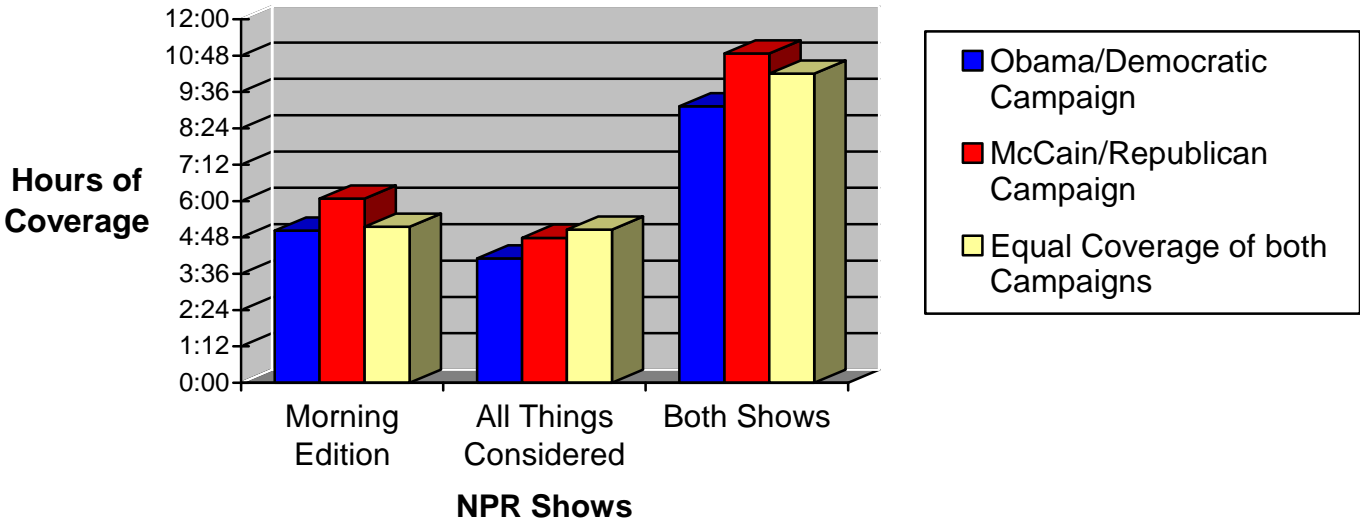
The Republican Party / Campaign

Show	No. of Stories	Hours: Mins: Secs
Morning Edition	96	6:05:00
ATC	72	4:47:11
<i>Total</i>	<i>168 stories</i>	<i>10:52:11</i>

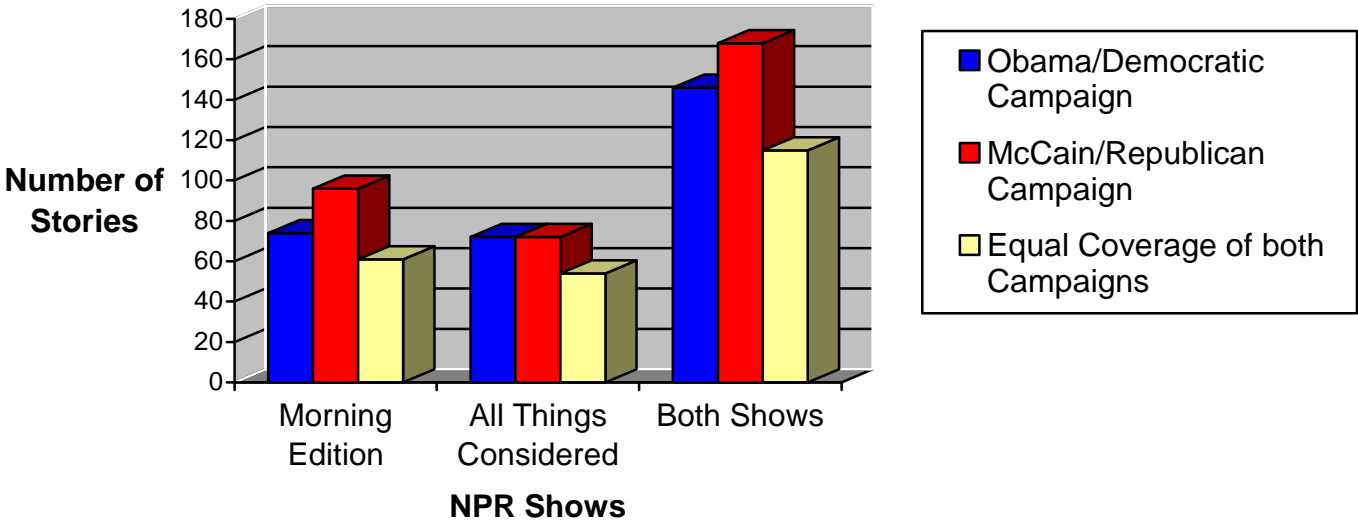
Equal coverage for both parties

Show	No. of Stories	Hours: Mins: Secs
Morning Edition	61	5:09:06
ATC	54	5:03:10
<i>Total</i>	<i>115 stories</i>	<i>10:12:16</i>

Campaign Coverage by Hours



Campaign Coverage by No. of Stories



Research conducted by Alicia Shepard, Chantal de la Rionda, Holley Simmons and Ahnalese Rushmann