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**UNIVISION NETWORK RIVALS ABC, CBS AND NBC
IN QUANTITY AND FOCUS OF CAMPAIGN COVERAGE**

**70 Percent More Election Coverage on Univision Network News Than Telemundo;
At Local Level, Differences Between Two Spanish Networks Disappear**

More World Affairs Coverage on Spanish- Than English-Language Networks

LOS ANGELES, February 17, 2005 – In the last month of the 2004 campaign, a typical half-hour of network news on the Spanish-language Univision contained just over six-and-one-half minutes of campaign news, compared to an average of eight minutes on ABC, CBS and NBC, a new **Lear Center/Pew Hispanic Center** study has found. By contrast, a typical half-hour of Telemundo network news aired just under four minutes of campaign coverage.

Univision has long been the dominant Spanish-language network, often enjoying ratings at least three times larger than Telemundo. Because the amount of Univision's political news was almost on a par with ABC, CBS and NBC, the vast majority of Spanish-language network news viewers got campaign coverage only slightly slimmer than consumers of English-language network news.

Both Spanish-language networks devoted significantly less airtime to coverage of the Iraq War than English-language networks. A typical broadcast on either Univision or Telemundo contained just 45 seconds of Iraq coverage, while a viewer of a typical English-language network broadcast would see three minutes of Iraq War coverage. With immigrants making up overwhelming majorities of their audiences, however, both Spanish-language networks offered extensive world affairs coverage other than the Iraq War, including news about Latin America, immigration and trade. On Telemundo, a

viewer would see six-and-one-half minutes of non-Iraq world affairs coverage, and a typical Univision broadcast contained more than eight minutes. By contrast, a viewer of a typical English-language network broadcast would see less than one-and-one half minutes of non-Iraq world affairs news coverage.

An analysis of local news broadcasts by Univision and Telemundo affiliates in Los Angeles, Miami and New York found smaller differences in political coverage between the two networks than at the national level. Viewers of both Spanish-language affiliates saw about half a minute less campaign coverage in a typical half-hour than viewers of comparable English-language local news broadcasts. The presidential race sucked up almost all the media oxygen on all local news; broadcasts in both languages virtually ignored local races. But Spanish-language local news, like Spanish network news, provided substantially more coverage of world affairs news.

These are among the findings reported by the **Lear Center Local News Archive**, which conducted the study in partnership with the **Pew Hispanic Center**. The nightly half-hour network news on Telemundo, Univision, ABC, CBS and NBC was monitored on the 29 days prior to the November 2, 2004, election. In addition, local evening news coverage from 5:00 p.m. to 11:30 p.m. on affiliates of ABC, CBS, FOX, NBC, Telemundo and Univision in three markets was captured and analyzed during that period. One hundred percent of the targeted network broadcasts were captured; on average, the data set included 97 percent of the targeted broadcasts on each local station.

“This study provides important baseline data on how U.S. politics is covered by the Spanish-language broadcast media,” said **Roberto Suro**, director of the Pew Hispanic Center, which funded the study. “Getting a handle on the extent and quality of political coverage on Spanish TV is important,” he added, “not only because these broadcasts reach a number of voters, but also because a great many immigrants are learning about our political culture and getting to know our political leaders through these news shows.”

“It’s dispiriting that Spanish-language local news ignored local races as much as English-language news did,” said **Martin Kaplan**, associate dean of the USC Annenberg School for Communication and director of the Norman Lear Center, one of the principal investigators on the study. “But Spanish-language broadcasters can teach their English-language counterparts something about the audience’s appetite for international news, both at the local and the network level.”

The other principal investigators on the study were **Ken Goldstein**, professor of political science and director of NewsLab at the University of Wisconsin-Madison, and **Matthew Hale**, assistant professor in the Center for Public Service at Seton Hall University. Support for study of English-language local news was provided by The Joyce Foundation, supplemented by a grant from the Carnegie Corporation. Complete findings, methodology of capture and analysis and a searchable video database of stories can be found at localnewsarchive.org.

Research shows that a very large share of the audience for Spanish-language television news is made up of people who are at best interested observers of U.S. politics, but who do not have an opportunity to participate in elections. Only about a quarter of adult Latinos who speak little or no English are U.S. citizens, and this is the key audience for Spanish-language news broadcasts. Thus the great majority of Univision's and Telemundo's viewers are likely to be immigrants who are not eligible to vote, either because they have not chosen to pursue U.S. citizenship, or because they entered the country without authorization or otherwise fail to qualify for citizenship. On the other hand, a survey of media use by Latinos conducted by the Pew Hispanic Center last year, as well as other evidence, shows that many Hispanics speak both Spanish and English and get at least some of their news in both languages. About half of that bilingual population holds U.S. citizenship, according to the Pew survey.

Network News Coverage

These are additional highlights of what researchers found about network coverage of the campaign:

- On English-language networks, only five campaign stories (two percent of all campaign stories captured) mentioned Latino issues, and four of them were on NBC (whose parent company, GE, also owns Telemundo). By contrast, 45 percent of the Univision network stories, and 27 percent of Telemundo stories, mentioned Latino issues.
- The three English-language networks each aired around one-third of all the English-language campaign stories that aired during the month, but Univision accounted for 62 percent of all Spanish-language network campaign stories.
- The average length of an English-language campaign story was 2 minutes 48 seconds, while an average Univision story was 1 minute 38 seconds, and a Telemundo network story was 1 minute 26 seconds. Both Spanish-language networks aired more individual campaign stories than any English-language network. Univision aired 127 stories, which was 50 more stories than its closest competitor, NBC.
- The balance of campaign stories focusing on strategy or the horserace, compared to stories focusing on issues, varied from network to network. NBC aired more issue stories (49 percent) than stories focusing on strategy or the horserace (38 percent). The split on the CBS network was exactly even, with 47 percent of their stories focusing on each. The balance on ABC was quite similar to the balance on Univision: about 30 percent of their campaign stories focused on issues, and about 45 percent on strategy or the horserace. Telemundo was the only network where strategy stories comprised more than 50 percent of their total; 19 percent of the Telemundo stories focused on campaign issues, the lowest of all five networks.

- Just one percent of the stories on English-language networks were adwatches; no adwatch stories were found on Spanish-language networks.

Local News Coverage

While there were significant differences in election coverage on Telemundo and Univision network news broadcasts, these differences did not appear at the local level. In number of campaign stories, length of stories, discussion of Latino issues, and balance of strategy/horserace-focused stories vs. issue-focused stories, there was virtually no difference between affiliates of the two networks. Findings about local news coverage in Spanish and English in Los Angeles, Miami and New York included these results:

- As at the network level, local Spanish-language stations gave significantly more coverage to world affairs news than local English-language stations. A typical Spanish-language local broadcast devoted one minute 44 seconds to world affairs news, while a typical English-language broadcast devoted just 17 seconds to world affairs news. The Iraq War received surprisingly little coverage on local news in either language. A typical Spanish-language local broadcast devoted 10 seconds to the Iraq War, while a typical English-language local broadcast contained just 25 seconds of Iraq War coverage.
- Just three percent of the English-language campaign stories mentioned or focused on Latino issues, compared to 30 percent of the Spanish-language stories.
- Presidential coverage dominated in both Spanish and English. Sixty-four percent of the English-language campaign stories, and 67 percent of the Spanish-language campaign stories, focused on the presidential race. Only six percent of the English-language campaign stories, and just three percent of the campaign stories on the Spanish-language stations, focused on local races.
- Viewers of Spanish-language local news saw an average of 37 seconds less election coverage per half-hour than viewers of English-language local news. English-language affiliates aired longer campaign stories, and more and longer candidate soundbites.
- Forty-five percent of the English-language campaign stories, and 53 percent of the Spanish-language stories, focused on strategy or the horserace.

Findings of a related study of local news coverage of the 2004 campaign on English-language stations in 11 markets can be found at localnewsarchive.org.

The mission of The Pew Hispanic Center (pewhispanic.org) is to improve understanding of the diverse Hispanic population in the United States and to chronicle Latinos' growing impact on the nation. The Center strives to inform debate on critical issues through dissemination of its research to policymakers, business leaders, academic institutions and the media.

The Norman Lear Center is a multidisciplinary research and public policy center exploring implications of the convergence of entertainment, commerce and society. Based at the USC Annenberg School for Communication, the Lear Center bridges the gap between the entertainment industry and academia, and between them and the public. For more information, visit learcenter.org.

The NewsLab at the University of Wisconsin-Madison (www.polisci.wisc.edu/newslab) is a unique state-of-the art facility that has the infrastructure, technical skill and supervisory capability to capture, clip, code, analyze and archive any media in any market – domestic or international – in real time. Video can be gathered, digitized, sorted and archived automatically by the InfoSite system, a media analysis product of CommIT Technology Solutions of Madison, Wisconsin (www.commitonline.com). This system includes a variety of automatic validation checks to ensure superior coding reliability and logical consistency. With over a terabyte of storage, the NewsLab servers manage data, encode and archive video, and serve content through one of many custom media analysis tools, both internally, and to the rest of the world via the Internet. The NewsLab director is Erika Franklin Fowler. The University of Wisconsin Advertising Project (www.polisci.wisc.edu/tvadvertising) is also housed in the NewsLab facility, where it tracks real time political advertising flows across the nation.

Located in Los Angeles at the University of Southern California, the USC Annenberg School for Communication (annenberg.usc.edu) is among the nation’s leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. With an enrollment of more than 1,700 graduate students, USC Annenberg offers B.A., M.A. and Ph.D. degrees in journalism, communication, public diplomacy and public relations.

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