

Topline

PEJ News Coverage Index

January 1 – December 31, 2007

All Media

All Media - Top Stories

(Percent of Newshole)

Year End Rank	Story	All Media				
		1 st QTR	2 nd QTR	3 rd QTR	4 th QTR	YTD
1	2008 Campaign	7.4%	8.5%	9.0%	18.2%	10.8%
2	Iraq Policy Debate*	12.4	6.6	9.7	2.4	7.8
3	Events in Iraq*	6.8	6.7	5.0	5.2	5.9
4	Immigration	1.5	5.7	1.9	2.6	2.9
5	Iran	3.4	2.1	2.1	1.8	2.4
6	Domestic Terrorism	1.5	1.1	2.8	2.6	2.0
7	U.S. Economy	0.9	1.0	2.6	3.3	1.9
8	Iraq Homefront*	3.0	1.5	1.4	1.1	1.8
9	Pakistan	n/a	n/a	1.1	5.1	1.6
10	Fired U.S. Attorneys	3.7	1.9	0.3	<0.1	1.5
Iraq Total (sum of the three starred stories)		22.2%	14.8%	16.1%	8.7%	15.5%

Note: All other stories were less than 1.5% for the year.

Newshole is defined as the time or space available in an outlet for news content.

All Media – Broad Story Topic

(Percent of Newshole)

Year End Rank	Topic	All Media				
		1 st QTR	2 nd QTR	3 rd QTR	4 th QTR	YTD
1	U.S. Foreign Affairs	22.3%	17.2%	18.2%	11.1%	17.2%
2	Elections/Politics	13.4	10.1	10.2	18.7	13.1
3	Foreign (Non-U.S.)	8.1	11.6	12.3	13.1	11.3
4	Crime	7.1	9.9	6.5	6.4	7.5
5	Government	7.9	6.1	7.1	4.8	6.4
6	Disasters/Accidents	3.5	3.2	6.9	5.3	4.7
7	Health/Medicine	4.1	4.1	3.8	3.8	3.9
8	Economics	2.7	2.4	4.1	5.2	3.6
9	Lifestyle	3.6	3.4	3.2	3.6	3.4
10	Business	3.9	2.9	3.0	3.0	3.2
11	Miscellaneous	2.8	2.6	2.8	2.9	2.8
12	Immigration	1.4	5.2	1.8	2.7	2.8
13	Media	1.6	4.0	2.3	2.3	2.5
14	Additional Domestic Affairs	2.2	2.5	2.7	2.3	2.4
15	Defense/Military (Domestic)	3.5	2.6	2.2	1.4	2.4
16	Celebrity/Entertainment	2.9	1.9	1.8	1.5	2.0
17	Sports	1.5	1.0	2.2	3.0	1.9
18	Domestic Terrorism	1.4	1.8	2.5	1.4	1.8
19	Environment	1.6	2.0	1.3	2.1	1.7
20	Science and Technology	0.9	1.3	1.3	1.2	1.2
21	Race/Gender/Gay Issues	1.2	1.1	1.0	0.8	1.1
22	Education	1.0	1.3	0.7	0.9	1.0
23	Transportation	0.5	0.7	0.9	1.3	0.8
24	Religion	0.5	0.8	0.7	0.6	0.7
25	Court/Legal System	0.5	0.3	0.5	0.5	0.4
26	Development/Sprawl	0.1	0.1	0.2	0.2	0.2

All Media - Geographic Focus
 (Percent of Newshole)

Geographic Focus	All Media				
	1 st QTR	2 nd QTR	3 rd Qtr	4 th Qtr	YTD
U.S. National	63.5%	65.2%	63.9%	70.0%	65.6%
U.S. Interests Abroad	27.3	22.8	22.5	15.9	22.1
Foreign (Non-U.S.)	8.1	11.6	12.3	13.1	11.3
Local*	1.1	0.4	1.1	1.1	0.9
No Specific Geographic Focus	<0.1	<0.1	<0.1	<0.1	<0.1

Note: For newspapers, we do not include a local newspaper story in our study unless that story also falls into the realm of one of the Top Stories we are tracking at the time.

Newspapers

Newspapers - Top Stories

(Percent of Newshole)

Year End Rank	Story	All	Top Tier	Second Tier	Third Tier
1	2008 Campaign	9.1%	8.9%	12.8%	4.5%
2	Events in Iraq*	6.8	7.2	6.6	3.9
3	Iraq Policy Debate*	5.2	4.6	5.4	10.0
4	U.S. Economy	3.1	2.9	3.6	3.4
5	Immigration	3.0	2.8	3.8	3.3
6	Iraq Homefront*	2.7	1.8	5.3	6.1
7	Domestic Terrorism	2.0	2.1	1.6	1.6
8	Pakistan	1.6	1.8	1.3	0.6
9	Iran	1.6	1.7	1.5	1.3
10	Health Care Debate	1.5	1.4	2.0	1.8
Iraq Total (sum of the three starred stories)		14.7%	13.6%	17.3%	20.0%

Note: All other stories were at or less than 1.5% for all newspapers for the year.

Newspapers – Top Stories by Month
(Percent of Newshole)

Rank	January		February		March		April	
	Story		Story		Story		Story	
1	Iraq Policy Debate	10.9%	Events in Iraq	7.7%	Fired U.S. Attorneys	8.1%	VA Tech shooting	9.0%
2	Events in Iraq	6.2	2008 Campaign	7.7	2008 Campaign	8.0	Events in Iraq	7.6
3	New Democratic Congress	5.8	Iran	5.4	Iraq Policy Debate	6.6	2008 Campaign	7.1
4	2008 Campaign	5.8	Iraq Homefront	4.7	Iraq Homefront	5.8	Iraq Policy Debate	5.1
5	Bush's State of the Union Speech	2.8	Iraq Policy Debate	4.5	Events in Iraq	5.6	U.S. Economy	2.9
6	Global Warming	2.3	Super Bowl	2.3	Immigration	3.5	Fired U.S. attorneys	2.4
7	Valerie Plame Investigation	2.1	Immigration	2.2	Domestic Terrorism	2.7	Iraq Homefront	2.2
8	Iraq Homefront	1.9	North Korea	1.8	U.S. Economy	2.1	Global Warming	2.2
9	Immigration	1.6	Valerie Plame Investigation	1.7	Valerie Plame Investigation	1.9	Boris Yeltsin Dies	2.1
10	Winter Storms, January 2007	1.5	Hurricane Katrina Aftermath	1.7	Health Care Debate	1.6	Immigration	1.8
	Iraq Total	19.0%	Iraq Total	16.9%	Iraq Total	18.0%	Iraq Total	14.9%
Rank	May		June		July		August	
	Story		Story		Story		Story	
1	Events in Iraq	7.8%	2008 Campaign	9.6%	2008 Campaign	8.7%	U.S. Economy	8.2%
2	2008 Campaign	6.3	Immigration	8.4	Iraq Policy Debate	6.7	2008 Campaign	7.5
3	Iraq Policy Debate	5.8	Events in Iraq	5.9	Events in Iraq	5.6	Events in Iraq	5.7
4	Immigration	5.3	Rival Factions in Gaza	4.2	Iraq Homefront	3.0	MN Bridge Collapse	5.0
5	Iraq Homefront	2.8	Iraq Policy Debate	2.4	London Bomb/ Glasgow Attack	2.9	Iraq Policy Debate	4.1
6	Wolfowitz World Bank Scandal	2.0	Iraq Homefront	2.3	Immigration	2.4	Domestic Terrorism	3.4
7	War on Terror	1.8	Domestic Terrorism	2.2	Domestic Terrorism	2.1	Afghanistan	2.0
8	Fired U.S. Attorneys	1.7	VP Cheney Controversies	2.0%	Valerie Plame Investigation	1.7	Health Care Debate	1.9
9	Jerry Fallwell's Death	1.6	Supreme Court Actions	2.0%	Health Care Debate	1.5	Alberto Gonzales Scandals/Resigns	1.9
10	Murdoch bids for Dow Jones/ WSJ	1.4	Health Care Debate	1.6%	Lady Bird Johnson Dies	1.4	Karl Rove Resigns	1.7
							Iraq Homefront	1.7
	Iraq Total	16.4%	Iraq Total	10.6%	Iraq Total	15.3%	Iraq Total	11.5%
Rank	September		October		November		December	
	Story		Story		Story		Story	
1	Iraq Policy Debate	11.3%	2008 Campaign	11.6%	2008 Campaign	11.5%	2008 Campaign	16.3%
2	2008 Campaign	9.2	Events in Iraq	9.5	Pakistan	9.9	U.S. Economy	8.3
3	Events in Iraq	8.8	Western wildfires	5.9	Events in Iraq	6.7	Pakistan	5.2
4	Health Care Debate	3.5	Immigration	4.5	U.S. Economy	4.4	Events in Iraq	4.9
5	Domestic Terrorism	3.5	Domestic Terrorism	3.6	Iraq Homefront	3.1	Holiday Season	4.0
6	Iran	3.1	U.S. Economy	3.1	Gas/oil Prices	1.8	Domestic Terrorism	3.2
7	U.S. Economy	2.9	Health Care Debate	2.5	Mid-East Conference	1.6	Iran	3.1
8	Mukasey Attorney General Nominee	2.4	Iraq Policy Debate	2.4	Iraq Policy Debate	1.6	Global Warming	2.7
9	Global Warming	2.3	Baseball Playoffs	2.3	Global Warming	1.3	Hollywood Writers' Strike	1.9
10	September 11 th Commemorations	1.8	Iraq Homefront	2.2	Western Wildfires	1.3	Immigration	1.8
							Iraq Homefront	1.7
	Iraq Homefront	1.1					Iraq Policy Debate	0.8
	Iraq Total	21.2%	Iraq Total	14.1%	Iraq Total	11.4%	Iraq Total	7.4%

Newspapers – Broad Story Topic

(Percent of Newshole)

All Newspaper Rank	Topic	All	Top Tier	Second Tier	Third Tier
1	U.S. Foreign Affairs	15.1%	14.9%	15.8%	15.4%
2	Foreign (Non-U.S.)	13.3	16.1	5.4	1.9
3	Elections/Politics	10.8	10.4	14.1	8.1
4	Business	7.5	8.2	5.5	4.5
5	Health/Medicine	6.5	5.8	7.7	10.5
6	Government	6.0	5.9	6.1	6.2
7	Economics	4.8	4.8	5.0	4.7
8	Lifestyle	4.6	4.1	4.8	8.3
9	Crime	4.2	4.3	3.9	3.9
10	Additional Domestic Affairs	2.9	2.8	2.4	4.8
11	Defense/Military (Domestic)	2.9	2.3	4.9	5.0
12	Sports	2.7	2.9	2.5	1.9
13	Immigration	2.6	2.4	3.5	3.0
14	Environment	2.3	2.0	3.2	3.4
15	Disasters/Accidents	2.3	1.6	4.3	4.9
16	Domestic Terrorism	1.9	2.0	1.7	1.8
17	Education	1.8	1.9	1.3	1.8
18	Science and Technology	1.7	1.4	3.0	2.2
19	Miscellaneous	1.4	1.3	1.6	1.7
20	Media	0.9	1.0	0.6	0.7
21	Religion	0.8	0.9	0.7	0.9
22	Transportation	0.8	0.8	0.7	0.9
23	Race/Gender/Gay Issues	0.8	0.7	0.7	1.8
24	Court/Legal System	0.7	0.8	0.3	0.4
25	Celebrity/Entertainment	0.4	0.4	0.2	0.9
26	Development/Sprawl	0.4	0.4	0.2	0.3

Newspapers - Geographic Focus

(Percent of Newshole)

Geographic Focus	All	Top Tier	Second Tier	Third Tier
U.S. National	62.6%	61.7%	63.6%	69.1%
U.S. Interests Abroad	20.7	20.8	21.3	18.5
Foreign (Non-U.S.)	13.3	16.1	5.4	1.9
Local*	3.3	1.3	9.6	10.4
No Specific Geographic Focus	<0.1	<0.1	0.1	0

Note: For newspapers, we do not include a local newspaper story in our study unless that story also falls into the realm of one of the Top Stories we are tracking at the time.

Newspapers - Format

(Percent of Newshole)

Format	All	Top Tier	Second Tier	Third Tier
Internal Staff	89.7%	99.9%	68.5%	35.4%
Wire	6.2	<0.1	12.5	50.0
Other News Outlet	3.8	<0.1	17.8	13.3
Combo Wire/Staff	0.3	0	1.1	0.9
Outside Contributor/Freelancer	0.1	<0.1	0	0.3

Online

Online - Top Stories

(Percent of Newshole)

Year End Rank	Story	All	AOL News	CNN.com	Google News	MSNBC.com	Yahoo News
1	Events in Iraq*	10.6%	6.8%	11.2%	6.4%	12.0%	16.3%
2	2008 Campaign	6.7	4.5	5.0	10.4	10.0	2.4
3	Iraq Policy Debate*	5.8	5.3	5.1	7.1	5.9	5.4
4	Iran	3.0	2.8	2.5	3.0	2.1	4.9
5	Pakistan	2.7	1.0	2.4	4.1	2.0	4.2
6	U.S. Economy	2.0	1.1	1.4	0.3	3.0	4.0
7	Afghanistan	1.8	1.3	1.9	2.0	1.3	2.9
8	Domestic Terrorism	1.8	2.3	1.0	1.4	2.5	1.7
9	Fired U.S. Attorneys	1.7	1.7	1.7	2.4	1.8	1.0
10	Israeli/ Palestinian Conflict	1.7	0.5	1.1	2.2	0.9	3.8
	Iraq Homefront*	1.0	1.2	0.4	1.2	1.8	0.2
Iraq Total (sum of the three starred stories)		17.4%	13.3%	16.7%	14.7%	19.7%	21.9%

Note: All other stories were less than 1.7% for all online for the year.

Online – Top Stories by Month
(Percent of Newshole)

Rank	January		February		March		April	
	Story		Story		Story		Story	
1	Iraq Policy Debate	10.7%	Events in Iraq	14.7%	Events in Iraq	13.5%	Events in Iraq	13.6%
2	Events in Iraq	9.2	Iraq Policy Debate	10.2	Fired U.S. Attorneys	11.4	VA Tech Shootings	11.1
3	New Democratic Congress	5.5	2008 Campaign	5.6	Iran	9.2	Iraq Policy Debate	7.8
4	Bush's State of the Union Speech	3.6	Iran	4.9	Iraq Policy Debate	6.6	Iran	5.6
5	Somalia/Ethiopia Conflict	3.1	Winter Storms, January 2007	4.2	2008 Campaign	4.5	2008 Campaign	3.8
6	Winter Storms, January 2007	2.9	North Korea	3.2	Domestic Terrorism	3.8	Fired U.S. Attorneys	3.8
7	Gerald Ford Death/Funeral	2.9	Anna Nicole Smith	3.0	Bush's Trip to Latin America	3.1	Don Imus	3.2
8	Saddam Hussein Trail	2.9	Valerie Plame Investigation	2.5	Valerie Plame Investigation	3.0	Snowstorms in April 2007	2.5
9	Lost Boys in Missouri	2.7	Astronaut Nowak	2.2	Iraq Homefront	2.9	Soloman Island Quake/Tsunami	2.5
10	Valerie Plame Investigation	2.7	Afghanistan	2.2	North Korea	2.1	Pelosi's Trip to Middle East	1.8
	Iraq Homefront	0.7	Iraq Homefront	1.8			Iraq Homefront	0.9
	Iraq Total	20.6%	Iraq Total	26.7%	Iraq Total	23.0%	Iraq Total	22.3%
Rank	May		June		July		August	
	Story		Story		Story		Story	
1	Events in Iraq	14.2%	Events in Iraq	11.4%	Iraq Policy Debate	8.8%	Events in Iraq	9.6%
2	Iraq Policy Debate	6.9	Rival Factions in Gaza	7.2	2008 Campaign	6.0	MN Bridge Collapse	5.8
3	2008 Campaign	4.7	2008 Campaign	6.0	London Bomb/Glasgow Attack	5.8	Trapped Miners in Utah	5.5
4	Israeli/Palestinian Conflict	3.6	Russia/U.S. Relations	5.5	Events in Iraq	5.7	2008 Campaign	4.9
5	Lebanon Violence	3.4	Immigration	4.7	Pakistan Mosque Conflict	4.3	Iraq Policy Debate	3.9
6	Iran	3.0	Domestic Terrorism	3.4	Domestic Terrorism	3.3	Hurricane Dean	3.8
7	Immigration	2.6	Fired U.S. Attorneys	2.6	Afghanistan	3.0	Afghanistan	3.6
8	Fired U.S. Attorneys	2.1	Afghanistan	2.3	War on Terror	2.6	U.S. Economy	3.3
9	Gas/Oil Prices	2.0	Tuberculosis Traveler	2.1	Pakistan	2.5	Larry Craig	3.3
10	French Elections	1.9	Lake Tahoe Fire	2.0	Brazil Plane Crash	2.2	Storm Erin	2.8
			Iraq Policy Debate	1.2				
	Iraq Homefront	1.4	Iraq Homefront	1.2	Iraq Homefront	0.4	Iraq Homefront	0.5
	Iraq Total	22.5%	Iraq Total	13.8%	Iraq Total	14.9%	Iraq Total	14.0%
Rank	September		October		November		December	
	Story		Story		Story		Story	
1	Iraq Policy Debate	10.6%	Events in Iraq	12.7%	Pakistan	14.0%	2008 Campaign	16.2%
2	Events in Iraq	9.6	Western Wildfires	8.7	2008 Campaign	12.4	Events in Iraq	8.3
3	2008 Campaign	5.4	2008 Campaign	8.1	Events in Iraq	5.3	Pakistan	5.8
4	Myanmar Protests	5.2	Pakistan	4.7	U.S. Economy	2.9	U.S. Economy	4.5
5	Pakistan	3.5	Baseball Playoffs	3.0	Mid-East Conference	2.8	Domestic Terrorism	3.9
6	Iran	3.1	U.S. Economy	2.6	Iraq Policy Debate	1.6	Winter Storms, December 2007	3.7
7	UAW Negotiations	2.9	Nobel Prizes	2.1	Bangladesh Cyclone	1.6	Global Warming	2.7
8	Hurricane Felix	2.9	Iraq Policy Debate	2.0	Tropical Storm Noel	1.6	Omaha Mall Shooting	2.7
9	US Economy	2.6	North Korea	1.8	Afghanistan	1.5	Iran	2.5
10	Jena 6	2.5	Iran	1.5	Holiday Season	1.4	Holiday Season	2.2
							Iraq Policy Debate	0.3
	Iraq Homefront	1.5	Iraq Homefront	0	Iraq Homefront	0.2	Iraq Homefront	0.6
	Iraq Total	21.7%	Iraq Total	14.7%	Iraq Total	7.1%	Iraq Total	9.2%

Online – Broad Story Topic

(Percent of Newshole)

Year End Rank	Topic	All	AOL News	CNN.com	Google News	MSNBC.com	Yahoo News
1	Foreign (Non-U.S.)	24.8%	15.6%	24.5%	37.2%	17.1%	31.8%
2	U.S. Foreign Affairs	22.0	16.9	19.0	21.3	21.9	30.7
3	Elections/Politics	8.1	6.3	6.6	13.6	10.4	3.0
4	Crime	7.1	11.5	9.8	3.9	6.3	4.2
5	Government	6.1	7.7	5.0	6.9	6.8	4.0
6	Disasters/Accidents	5.8	7.3	10.3	1.8	4.7	5.3
7	Economics	3.4	2.7	3.0	0.7	4.0	6.5
8	Miscellaneous	3.1	3.6	4.2	4.0	2.0	2.1
9	Lifestyle	2.1	3.1	2.3	0.7	3.5	0.5
10	Health/medicine	2.0	3.9	1.4	0.5	2.6	1.7
11	Business	2.0	2.6	1.7	0.8	2.4	2.2
12	Sports	1.9	1.9	2.4	0.1	3.8	0.6
13	Additional Domestic Affairs	1.8	2.8	1.4	1.0	2.4	1.3
14	Defense/Military (Domestic)	1.5	2.1	0.8	1.2	2.4	0.6
15	Domestic Terrorism	1.3	1.8	0.9	0.9	2.1	0.9
16	Immigration	1.1	1.3	1.6	1.0	1.1	0.8
17	Environment	1.1	1.8	0.6	1.5	0.9	0.9
18	Celebrity/Entertainment	1.1	1.6	1.9	0.4	1.4	0.3
19	Science and Technology	1.1	2.7	0.5	0.1	1.4	0.7
20	Media	0.6	0.3	0.7	0.8	0.7	0.6
21	Race/Gender/Gay Issues	0.6	0.7	0.5	0.1	0.9	0.5
22	Transportation	0.5	0.9	0.4	0.3	0.4	0.3
23	Court/Legal System	0.4	0.3	0.3	0.5	0.4	0.3
24	Religion	0.3	0.5	0.2	0.4	0.3	0.1
25	Education	0.1	0.1	<0.1	0.4	0.1	<0.1
26	Development/Sprawl	0.1%	0	0	0.1	0.2	0.1

Online - Geographic Focus

(Percent of Newshole)

Geographic Focus	All	AOL News	CNN.com	Google News	MSNBC.com	Yahoo News
U.S. National	48.8%	61.5%	52.4%	36.4%	56.3%	35.1%
U.S. Interests Abroad	26.4	22.9	23.1	26.4	26.4	33.0
Foreign (Non-U.S.)	24.8	15.6	24.5	37.2	17.1	31.8
No Specific Geographic Focus	<0.1	<0.1	0	0	0.1	0.1

Online - Format

(Percent of Newshole)

Format	All	AOL News	CNN.com	Google News	MSNBC.com	Yahoo News
Wire	58.3%	90.2%	32.3%	17.4%	54.1%	98.4%
Other News Outlet	24.3	8.1	3.2	82.3	26.2	1.2
Internal Staff	15.9	1.7	61.4	0	16.0	0.4
Combo Wire/Staff	1.4	0	2.8	0.2	3.5	0
Outside Contributor/Freelancer	0.1	0	0.3	0.1	0.2	0

Network TV

Network TV - Top Stories

(Percent of Newshole)

Year End Rank	Story	All	Morning	Evening (ABC, CBS, NBC)	ABC Total	CBS Total	NBC Total	PBS Evening
1	2008 Campaign	9.1%	12.7%	7.5%	10.2%	8.5%	11.2%	6.2%
2	Iraq Policy Debate*	8.4	6.7	5.7	5.8	5.5	7.1	16.1
3	Events in Iraq*	5.9	3.3	6.9	5.2	5.5	4.8	8.6
4	Iraq Homefront*	2.4	0.8	3.4	2.3	2.2	2.0	3.1
5	U.S. Economy	2.2	1.6	2.3	1.9	1.7	2.2	3.1
6	Iran	2.1	2.0	1.4	1.6	1.7	1.8	3.4
7	Pakistan	1.8	1.1	1.2	1.0	1.3	1.0	4.0
8	U.S. Domestic Terrorism	1.7	1.0	1.6	1.3	1.4	1.2	3.0
9	VA Tech Shootings	1.6	1.5	1.7	1.7	1.7	1.5	1.4
10	Fired U.S. Attorneys	1.3	1.2	0.9	0.9	1.2	1.1	2.1
Iraq Total (sum of the three starred stories)		16.7%	10.8%	16.0%	13.3%	13.2%	13.9%	27.8%

Note: All other stories were at or less than 1.3% for all network TV for the year.

Network TV – Top Stories by Month
(Percent of Newshole)

Rank	January		February		March		April	
	Story		Story		Story		Story	
1	Iraq Policy Debate	22.3%	Iraq Policy Debate	13.9%	Fired U.S. Attorneys	11.0%	VA Tech Shootings	16.2%
2	Events in Iraq	7.6	Events in Iraq	7.9	2008 Campaign	8.6	Iraq Policy Debate	7.7
3	2008 Campaign	5.8	Winter Storms, January 2007	6.8	Iraq Policy Debate	8.5	Events in Iraq	7.5
4	New Democratic Congress	4.5	2008 Campaign	6.0	Events in Iraq	7.6	2008 Campaign	6.4
5	Gerald Ford Death/Funeral	3.7	Anna Nicole Smith	4.9	Iraq Homefront	6.7	Don Imus	6.1
6	Iraq Homefront	3.0	Iraq Homefront	4.1	Iran	3.2	Iran	4.4
7	Winter Storms, January 2007	2.4	Iran	3.8	Domestic terrorism	2.9	Fired U.S. Attorneys	2.4
8	Bush's State of the Union Speech	2.1	Afghanistan	2.2	Tornadoes hit in AL, MO	2.8	Global Warming	2.3
9	Saddam Hussein Trail	2.0	Stocks Fall Feb. 27	2.1	Valerie Plame Investigation	2.6	Duke University Lacrosse Scandal	2.3
10	Lost Boys in Missouri	1.8	North Korea	1.9	Bush's Trip to Latin America	1.5	Snowstorms in April	2.1
							Iraq Homefront	2.1
	Iraq Total	32.9%	Iraq Total	25.9%	Iraq Total	22.8%	Iraq Total	17.3%
Rank	May		June		July		August	
	Story		Story		Story		Story	
1	Iraq Policy Debate	9.1%	Events in Iraq	7.2%	Iraq Policy Debate	12.3%	MN Bridge Collapse	8.6%
2	2008 Campaign	7.2	2008 Campaign	6.2	2008 Campaign	7.2	2008 Campaign	6.6
3	Events in Iraq	6.8	Immigration	5.5	Events in Iraq	4.7	Trapped Miners in Utah	6.1
4	Immigration	4.4	Rival Factions in Gaza	3.9	London Bomb/Glasgow Attack	4.4	U.S. Economy	5.7
5	Iran	2.9	Supreme Court Actions	3.1	Domestic Terrorism	3.9	Events in Iraq	4.2
6	Gas/Oil Prices	2.8	Tuberculosis Traveler	2.5	Iraq Homefront	2.5	Storm Erin	3.9
7	Iraq Homefront	2.6	Lake Tahoe Fire	2.3	Valerie Plame Investigation	2.3	Hurricane Dean	3.4
8	Tuberculosis Traveler	2.4	Iraq Policy Debate	2.3	Heat Wave	1.6	Iraq Policy Debate	3.4
9	Queen Elizabeth Visits U.S.	2.3	Russia/U.S. Relations	2.1	War on Terror	1.6	Hurricane Katrina Aftermath	3.2
10	Kansas Tornadoes	2.3	Ohio Missing Pregnant Woman	2.0	Stocks Fall July 26	1.5	Larry Craig	3.0
			Iraq Homefront	1.3			Iraq Homefront	1.2
	Iraq Total	18.5%	Iraq Total	10.8%	Iraq Total	19.5	Iraq Total	8.8%
Rank	September		October		November		December	
	Story		Story		Story		Story	
1	Iraq Policy Debate	18.1%	Western wildfires	11.8%	2008 Campaign	13.9%	2008 Campaign	24.5%
2	2008 Campaign	8.3	2008 Campaign	9.5	Pakistan	9.6	Holiday season	6.4
3	Events in Iraq	6.1	Events in Iraq	5.6	US Economy	4.9	Pakistan	5.7
4	O.J. Simpson	3.8	US Economy	3.7	Events in Iraq	3.0	US Economy	4.0
5	U.S. Economy	3.7	Iran	2.2	Mid-East Conference	2.9	Domestic Terrorism	4.0
6	Iran	3.7	Pakistan	2.2	Stacey Peterson Scandal	2.8	Winter Storms, December 2007	4.0
7	Myanmar Protests	3.5	Nobel Prizes	1.8	Holiday travel	2.8	Omaha Mall Shooting	3.6
8	Iraq Homefront	2.0	Iraq Policy Debate	1.7	Chinese Product Recalls	1.8	Events in Iraq	3.0
9	UAW Negotiations	1.9	Health Care Debate	1.7	Holiday Season	1.7	Iran	2.9
10	Bin Laden Tape on 9/11	1.9	Supreme Court Actions	1.6	Natalee Holloway	1.5	Winter Storms, December 2007	2.1
					Iraq Policy Debate	1.4	Iraq Policy Debate	1.1
			Iraq Homefront	0.7	Iraq Homefront	1.4	Iraq Homefront	1.1
	Iraq Total	26.2%	Iraq Total	8.0%	Iraq Total	5.8%	Iraq Total	5.2%

Network TV – Broad Story Topic
(Percent of Newshole)

Year End Rank	Topic	All	Morning	Evening (ABC, CBS, NBC)	ABC Total	CBS Total	NBC Total	PBS Evening
1	U.S. Foreign Affairs	18.3%	13.5%	15.2%	13.9%	13.8%	15.4%	31.7%
2	Elections/Politics	10.1	13.6	7.9	10.7	9.2	11.9	8.0
3	Foreign (Non-U.S.)	9.2	8.0	8.1	7.7	7.8	8.5	13.4
4	Disasters/Accidents	7.4	10.5	7.2	8.8	9.2	8.4	2.6
5	Crime	6.6	9.5	5.8	6.7	8.8	7.2	3.1
6	Government	5.8	4.6	4.9	4.5	4.5	5.2	9.6
7	Health/Medicine	5.4	3.3	8.4	6.7	6.2	5.2	3.4
8	Lifestyle	4.7	4.4	7.2	5.9	6.6	5.3	0.7
9	Economics	4.6	4.0	4.6	4.3	3.7	5.0	5.5
10	Miscellaneous	4.2	8.5	2.5	6.2	4.8	5.1	0.3
11	Defense/Military (Domestic)	3.0	1.0	3.6	2.4	2.3	2.3	5.4
12	Additional Domestic Affairs	2.5	1.4	4.0	2.9	3.0	2.5	1.6
13	Business	2.3	1.7	2.8	2.8	1.9	2.2	2.2
14	Environment	2.3	1.3	3.2	1.8	2.3	2.8	2.1
15	Celebrity/Entertainment	2.0	4.4	0.8	2.0	3.9	1.8	<0.1
16	Sports	1.8	2.3	2.2	2.2	2.8	1.8	0.4
17	Transportation	1.6	1.9	2.0	1.9	2.0	1.9	0.6
18	Science and Technology	1.6	1.1	2.1	2.0	1.8	1.1	1.5
19	Domestic Terrorism	1.5	1.1	1.6	1.3	1.5	1.3	2.0
20	Immigration	1.3	0.7	1.3	1.3	0.8	1.0	2.2
21	Media	1.1	1.4	0.9	1.0	1.0	1.4	0.8
22	Education	1.0	0.3	1.2	0.8	0.9	0.7	1.7
23	Race/Gender/Gay Issues	0.6	0.5	0.9	0.7	0.5	0.9	0.3
24	Religion	0.5	0.5	0.7	0.7	0.3	0.8	0.2
25	Court/Legal System	0.4	0.2	0.4	0.4	0.3	0.3	0.6
26	Development/Sprawl	0.2	0.1	0.3	0.3	0.2	0.1	0

Network TV - Geographic Focus
(Percent of Newshole)

Geographic Focus	All	Morning	Evening (ABC, CBS, NBC)	ABC Total	CBS Total	NBC Total	PBS Evening
U.S. National	67.2%	74.0%	70.8%	72.7%	72.7%	71.6%	49.3%
U.S. Interests Abroad	23.6	18.0	21.1	19.6	19.4	19.8	37.3
Foreign (Non-U.S.)	9.2	8.0	8.1	7.7	7.8	8.5	13.5
No Specific Geographic Focus	<0.1	<0.1	0.1	<0.1	0.1	<0.1	0

Network TV - Format
(Percent of Newshole)

Format	All	Morning	Evening (ABC, CBS, NBC)	ABC Total	CBS Total	NBC Total	PBS Evening
Package	59.7%	49.9%	81.8%	68.6%	69.5%	61.9%	36.1%
Interview	25.3	30.5	5.9	15.2	18.1	19.5	51.6
Anchor Read (Voice-Over/Tell Story)	10.0	9.3	9.7	10.2	8.2	10.1	11.7
Staff Live	3.1	5.4	2.5	3.5	2.1	6.0	0.5
Other (Banter, Weather, Don't Know)	1.8	4.8	0.1	2.6	2.0	2.4	0
Live (Event or External Live)	0.1	0.1	<0.1	0	0.1	0.1	<0.1
Unedited Audio/Video	<0.1	0	<0.1	0	<0.1	0	<0.1

Cable TV

Cable TV - Top Stories

(Percent of Newshole)

Year End Rank	Story	All	Daytime	Evening	CNN	Fox News	MSNBC
1	2008 Campaign	15.2%	7.3%	17.3%	10.5%	13.7%	24.2%
2	Iraq Policy Debate*	10.2	5.5	11.4	9.6	6.7	15.9
3	Immigration	4.8	2.2	5.5	7.2	4.4	1.8
4	Events in Iraq*	3.2	2.3	3.4	5.2	2.3	1.6
5	Iran	3.1	2.2	3.3	2.9	3.5	2.7
6	Domestic Terrorism	2.2	1.6	2.3	1.7	2.5	2.3
7	VA Tech Shooting	1.9	2.3	1.8	2.3	1.8	1.6
8	Anna Nicole Smith	1.9	3.2	1.5	1.2	2.6	1.8
9	Fired U.S. Attorneys	1.7	0.8	1.9	1.5	0.8	3.1
10	Valerie Plame Investigation	1.6	1.0	1.8	1.0	1.0	3.2
	Iraq Homefront*	1.1	0.7	1.2	1.6	0.8	0.8
	Iraq Total (sum of the three starred stories)	14.5%	8.5%	16.0%	16.4%	9.8%	18.3%

Note: All other stories were less than 1.6% for all cable TV for the year.

Cable TV – Top Stories by Month
(Percent of Newshole)

Rank	January		February		March		April	
	Story		Story		Story		Story	
1	Iraq Policy Debate	23.6%	Anna Nicole Smith	17.9%	Fired U.S. Attorneys	12.3%	VA Tech Shootings	21.4%
2	2008 Campaign	7.2	Iraq Policy Debate	12.2	Iraq Policy Debate	10.6	Don Imus	12.1
3	New Democratic Congress	5.4	2008 Campaign	11.6	2008 Campaign	9.4	Iraq Policy Debate	9.5
4	Events in Iraq	4.5	Events in Iraq	5.1	Iran	5.1	2008 Campaign	7.7
5	Lost Boys in Missouri	4.2	Iran	4.2	Valerie Plame Investigation	5.0	Iran	4.3
6	Gerald Ford Death/Funeral	3.8	Valerie Plame Investigation	3.8	Iraq Homefront	4.9	Events in Iraq	2.8
7	Iran	3.4	Immigration	2.6	Events in Iraq	4.2	Fired U.S. Attorneys	2.8
8	Saddam Hussein Trial	2.3	Afghanistan	2.5	Anna Nicole Smith	3.3	Immigration Debate	2.6
9	Duke University Lacrosse Scandal	2.2	Winter Storms, January 2007	2.4	Immigration	2.6	Duke University Lacrosse Scandal	1.9
10	Immigration	2.0	Astronaut Nowak	1.8	Tornadoes Hit in AL, MO	2.4	Johnson Space Center Gunman	1.6
	Iraq Homefront	0.6	Iraq Homefront	1.5			Iraq Homefront	0.2
	Iraq Total	28.7%	Iraq Total	18.8%	Iraq Total	19.7%	Iraq Total	12.5%
Rank	May		June		July		August	
	Story		Story		Story		Story	
1	2008 Campaign	14.5%	2008 Campaign	15.0%	2008 Campaign	12.6%	MN Bridge Collapse	11.5%
2	Iraq Policy Debate	13.6	Immigration	11.2	Iraq Policy Debate	10.8	2008 Campaign	11.1
3	Immigration	8.8	Ohio Missing Pregnant Woman	5.3	Domestic Terrorism	5.5	Trapped Miners in Utah	10.2
4	Events in Iraq	4.6	Paris Hilton	4.4	Valerie Plame Investigation	4.8	Larry Craig	7.4
5	Tuberculosis Traveler	4.0	Iraq Policy Debate	3.9	Immigration	3.9	Iraq Policy Debate	6.4
6	Iran	2.5	Events in Iraq	3.9	London Bomb/Glasgow Attack	2.9	Immigration	3.6
7	Jerry Falwell's Death	2.3	London Bomb/Glasgow Attack	3.1	War on Terror	2.5	Domestic Terrorism	3.1
8	Kansas Tornadoes	1.9	Rival Factions in Gaza	1.9	Events in Iraq	2.2	Hurricane Dean	2.7
9	Fired U.S. Attorneys	1.9	Domestic Terrorism	1.8	Alberto Gonzales Scandals/Resigns	2.1	Newark Killings	2.7
10	6 Held in NJ Army Base Plot	1.8	Wrestler Benoit Death	1.6	Michael Vick	1.9	Michael Vick	2.5
	Iraq Homefront	1.5	Iraq Homefront	0.3	Iraq Homefront	1.3	Iraq Homefront	0.7
							Events in Iraq	1.8
	Iraq Total	19.7%	Iraq Total	8.1%	Iraq Total	14.3%	Iraq Total	8.9%
Rank	September		October		November		December	
	Story		Story		Story		Story	
1	Iraq Policy Debate	19.8%	2008 Campaign	19.1%	2008 Campaign	28.8%	2008 Campaign	38.1%
2	2008 Campaign	11.4	Western Wildfires	10.6	Immigration	6.8	Pakistan	5.4
3	O.J. Simpson	9.1	Immigration	6.3	Clinton HQ Hostage Situation	4.2	Domestic Terrorism	5.2
4	Iran	6.9	Iraq Policy Debate	5.3	O.J. Simpson	4.1	Iran	4.4
5	Immigration	3.2	Events in Iraq	3.0	Iraq Policy Debate	3.9	Immigration	3.6
6	Larry Craig	3.1	U.S. Domestic Terrorism	2.9	Pakistan	3.5	Baseball Steroids Scandal	2.9
7	Events in Iraq	3.1	Iran	2.3	Dog the Bounty Hunter Scandal	2.0	Holiday Season	1.8
8	Bin Laden Tape on 9/11	2.9	Cleveland H.S. Shooting	1.6	Stacey Peterson Scandal	1.7	Events in Iraq	1.7
9	Missing Girl in Portugal	2.3	Pakistan	1.4	Domestic Terrorism	1.6	U.S. Economy	1.7
10	Jena 6	1.9	Health Care Debate	1.3	Sean Taylor Dies	1.6	Omaha Mall Shooting	1.7
	Iraq Homefront	0.7	Iraq Homefront	0.5%	Events in Iraq	1.5	Iraq Policy Debate	1.5
					Iraq Homefront	0.6	Iraq Homefront	0.4
	Iraq Total	23.6%	Iraq Total	8.8%	Iraq Total	6.0%	Iraq Total	3.6%

Cable TV – Broad Story Topic

(Percent of Newshole)

Year End Rank	Topic	All	Daytime	Evening	CNN	Fox News	MSNBC
1	U.S. Foreign Affairs	17.6%	11.0%	19.3%	20.3%	14.2%	18.4%
2	Elections/Politics	17.3	8.5	19.7	12.0	15.4	27.6
3	Crime	13.1	19.5	11.5	11.7	16.3	10.7
4	Government	6.9	4.5	7.6	6.2	4.7	11.0
5	Disasters/Accidents	5.7	10.8	4.4	6.9	5.8	4.0
6	Celebrity/Entertainment	4.8	7.1	4.2	2.9	6.9	4.8
7	Immigration	4.8	2.1	5.5	7.0	4.6	1.9
8	Foreign (Non-U.S.)	4.4	5.3	4.2	5.8	5.1	1.6
9	Miscellaneous	3.3	7.2	2.3	2.9	3.5	3.7
10	Media	3.1	0.8	3.7	1.5	4.5	3.4
11	Defense/Military (Domestic)	2.2	1.5	2.4	2.9	1.6	2.0
12	Domestic Terrorism	1.9	1.6	2.0	1.6	2.5	1.7
13	Lifestyle	1.9	3.1	1.6	2.2	2.1	1.2
14	Health/Medicine	1.9	3.0	1.5	2.5	1.3	1.6
15	Race/Gender/Gay Issues	1.8	0.8	2.0	3.0	1.2	0.8
16	Economics	1.8	3.2	1.4	2.7	1.3	1.1
17	Additional Domestic Affairs	1.7	2.2	1.6	1.7	1.9	1.3
18	Sports	1.3	1.8	1.2	1.3	1.7	0.9
19	Business	0.8	1.8	0.6	1.3	0.6	0.4
20	Religion	0.8	0.3	0.9	0.9	1.0	0.3
21	Environment	0.7	0.8	0.7	0.6	1.0	0.4
22	Education	0.7	0.3	0.8	0.5	1.2	0.2
23	Transportation	0.6	1.4	0.3	0.6	0.5	0.7
24	Science and Technology	0.5	1.0	0.3	0.6	0.6	0.2
25	Court/Legal System	0.3	0.1	0.3	0.3	0.3	0.1
26	Development/Sprawl	<0.1	<0.1	<0.1	<0.1	<0.1	<0.1

Cable TV - Geographic Focus

(Percent of Newshole)

Geographic Focus	All	Daytime	Evening	CNN	Fox News	MSNBC
U.S. National	73.8%	80.0%	72.2%	68.0%	77.1%	77.4%
U.S. Interests Abroad	21.8	14.6	23.6	26.2	17.7	21.1
Foreign (Non-U.S.)	4.4	5.3	4.2	5.8	5.1	1.6
No Specific Geographic Focus	<0.1	0	<0.1	<0.1	<0.1	<0.1

Cable TV - Format

(Percent of Newshole)

Format	All	Daytime	Evening	CNN	Fox News	MSNBC
Interview	45.4%	35.9%	47.9%	28.1%	45.3%	70.1%
Package	29.7	13.6	33.9	45.3	27.9	9.8
Staff Live	10.7	22.9	7.5	13.7	10.6	6.6
Anchor Read (Voice-Over/Tell Story)	10.0	12.3	9.4	9.2	12.1	8.2
Live (Event or External Live)	2.9	11.2	0.7	2.5	2.7	3.6
Other (Banter, Weather, Don't Know)	1.1	3.7	0.4	0.9	1.2	1.2
Unedited Audio/Video	0.3	0.3	0.2	0.2	0.1	0.5

Radio

Radio - Top Stories

(Percent of Newshole)

Year End Rank	Story	All	Talk			News Headlines	NPR's Morning Edition
			Overall Talk	Conservative Talk	Liberal Talk		
1	2008 Campaign	13.0%	17.1%	19.1%	13.1%	2.4%	8.4%
2	Iraq Policy Debate*	10.2	11.6	10.6	13.6	6.7	8.6
3	Immigration	3.8	4.5	5.9	1.5	1.1	3.4
4	Events in Iraq*	3.3	1.4	0.9	2.5	4.5	7.0
5	Global Warming	2.4	2.7	3.9	0.4	0.6	2.3
6	Domestic Terrorism	2.3	2.2	1.3	4.0	2.0	2.6
7	Iran	2.2	2.6	2.4	3.1	1.5	1.7
8	Fired U.S. Attorneys	1.9	1.7	0.8	3.6	1.5	2.5
9	New Democratic Congress	1.6	2.0	2.3	1.3	0.4	1.3
10	Valerie Plame Investigation	1.5	1.9	1.4	2.9	1.0	0.7
	Iraq Homefront*	1.0	0.7	0.4	1.2	1.5	1.5
Iraq Total (sum of the three starred stories)		14.5%	13.7%	11.9%	17.3%	12.7%	17.1%

Note: All other stories were less than 1.5% for all radio for the year.

Radio – Top Stories by Month
(Percent of Newshole)

Rank	January		February		March		April	
	Story		Story		Story		Story	
1	Iraq Policy Debate	19.4%	Iraq Policy Debate	22.2%	Fired U.S. Attorneys	13.1%	VA Tech Shooting	12.8%
2	New Democratic Congress	11.1	2008 Campaign	10.5	2008 Campaign	11.7	Don Imus	11.3
3	2008 Campaign	6.5	Events in Iraq	4.5	Iraq Policy Debate	10.7	Iraq Policy Debate	9.5
4	Bush's State of the Union Speech	5.2	Global Warming	4.1	Valerie Plame Investigation	7.8	2008 Campaign	7.1
5	Events in Iraq	3.7	Iran	3.3	Global Warming	4.1	Iran	5.2
6	Gerald Ford Death/Funeral	2.2	Anna Nicole Smith	3.3	Iran	3.9	Pelosi's Trip to Middle East	3.1
7	Valerie Plame Investigation	1.7	Super Bowl	2.5	Domestic Terrorism	2.7	Fired U.S. Attorneys	2.6
8	Global Warming	1.6	Astronaut Nowak	2.1	Iraq Homefront	1.9	Events in Iraq	2.4
9	Domestic Terrorism	1.4	Valerie Plame Investigation	1.8	Halliburton Moves to Dubai	1.7	Global Warming	2.2
10	Iraq Homefront	1.2	Iraq Homefront	1.7	Events in Iraq	1.6	Duke University Lacrosse Scandal	2.0
							Iraq Homefront	0.6
	Iraq Total	24.3%	Iraq Total	28.4%	Iraq Total	14.2%	Iraq Total	12.5%
Rank	May		June		July		August	
	Story		Story		Story		Story	
1	Iraq Policy Debate	12.5%	Immigration	15.0%	Iraq Policy Debate	10.7%	2008 campaign	15.0%
2	2008 Campaign	12.5	2008 Campaign	10.3	2008 Campaign	7.8	Larry Craig	6.1
3	Immigration	11.6	Global Warming	3.4	Domestic Terrorism	4.2	Iraq Policy Debate	5.6
4	Events in Iraq	3.1	Events in Iraq	3.2	Immigration	3.1	MN Bridge Collapse	5.1
5	Gas/Oil prices	2.7	Rival Factions in Gaza	3.2	Valerie Plame Investigation	2.6	Immigration	3.0
6	Fired U.S. Attorneys	2.5	Fired U.S. Attorneys	2.6	Global Warming	2.3	Alberto Gonzales Scandals/Resigns	2.8
7	6 Held in NJ Army Base Plot	1.9	Valerie Plame Investigation	2.6	Fairness Doctrine	1.9	Events in Iraq	2.7
8	Domestic Terrorism	1.9	Domestic Terrorism	2.1	Alberto Gonzales Scandals/Resigns	1.8	U.S. Economy	2.5
9	French Elections	1.7	Paris Hilton	2.1	New Democratic Congress	1.7	Domestic Terrorism	2.4
10	Iraq Homefront	1.7	Energy Debate	1.7	London Bomb/ Glasgow Attack	1.6	Global Warming	2.2
			Iraq Policy	0.9	Iraq Events	1.0		
			Iraq Homefront	0.3	Iraq Homefront	1.6	Iraq Homefront	0.1
	Iraq Total	17.3%	Iraq Total	4.4%	Iraq Total	13.3%	Iraq Total	8.4%
Rank	September		October		November		December	
	Story		Story		Story		Story	
1	Iraq Policy Debate	19.6%	2008 Campaign	15.6%	2008 Campaign	20.7%	2008 Campaign	25.9%
2	2008 Campaign	12.2	Iraq Policy Debate	8.8	Pakistan	4.0	Domestic Terrorism	6.1
3	Iran	8.3	Western Wildfires	8.1	Kucinich Impeachment Effort	3.2	Pakistan	5.1
4	Larry Craig	4.1	Events in Iraq	6.6	Global Warming	3.2	Holiday Season	3.6
5	Events in Iraq	4.0	Health Care Debate	3.8	Events in Iraq	3.1	Events in Iraq	3.2
6	Health Care Debate	1.8	Domestic Terrorism	2.5	Iraq Policy Debate	2.9	Iran	3.0
7	Florida Student Tasered at Kerry Event	1.6	Immigration	1.9	Immigration	2.4	U.S. Economy	2.5
8	Bin Lade Tape on 9/11	1.4	U.S. Economy	1.7	Gas/Oil Prices	1.8	Global Warming	2.3
9	Jena 6	1.3	Nobel Prizes	1.6	Domestic Terrorism	1.7	Immigration	2.2
10	Iraq Homefront	1.2	Global Warming	1.6	U.S. Economy	1.6	Baseball Steroids Scandal	2.0
							Iraq Policy Debate	1.7
			Iraq Homefront	0.6	Iraq Homefront	0.7	Iraq Homefront	0.6
	Iraq Total	24.8%	Iraq Total	16.0%	Iraq Total	6.7%	Iraq Total	5.5%

Radio – Broad Story Topic

(Percent of Newshole)

Year End Rank	Topic	All	Talk			News Headlines	NPR's Morning Edition
			Overall Talk	Conservative Talk	Liberal Talk		
1	Elections/Politics	20.2%	27.8%	29.9%	23.5%	3.4%	10.1%
2	U.S. Foreign Affairs	13.2	11.6	9.9	15.0	13.3	16.9
3	Media	10.0	15.7	16.1	14.9	0.6	0.9
4	Government	7.9	8.0	5.0	14.1	6.2	8.5
5	Foreign (Non-U.S.)	6.6	1.5	1.9	0.7	7.1	18.4
6	Crime	4.7	3.8	3.6	4.1	10.0	4.5
7	Lifestyle	3.9	3.4	3.4	3.4	4.6	4.8
8	Economics	3.5	2.0	2.4	1.3	9.9	3.8
9	Additional Domestic Affairs	3.3	3.4	3.4	3.4	3.4	3.1
10	Immigration	3.2	3.6	4.8	1.4	1.0	3.0
11	Disasters/Accidents	2.8	1.1	1.1	1.1	9.9	3.5
12	Health/Medicine	2.8	2.0	2.4	1.1	6.7	2.8
13	Environment	2.7	2.8	4.0	0.5	1.4	3.1
14	Miscellaneous	2.3	2.3	1.8	3.2	4.0	1.5
15	Domestic Terrorism	2.0	2.2	2.0	2.5	1.7	1.7
16	Defense/Military (Domestic)	1.8	1.4	0.6	3.0	2.5	2.6
17	Sports	1.7	1.4	1.2	1.8	2.8	1.8
18	Race/Gender/Gay Issues	1.5	2.0	2.1	1.7	0.6	0.9
19	Business	1.3	0.7	0.7	0.7	2.9	2.1
20	Transportation	0.9	0.5	0.2	1.3	2.4	0.9
21	Science and Technology	0.9	0.4	0.5	0.2	1.5	1.7
22	Celebrity/Entertainment	0.9	0.8	1.0	0.5	2.4	0.2
23	Religion	0.8	1.0	1.5	<0.1	0.4	0.5
24	Education	0.8	0.3	0.4	0.1	0.9	1.8
25	Court/Legal System	0.4	0.3	0.2	0.4	0.4	0.5
26	Development/Sprawl	0.1	0	0	0	0.1	0.2

Radio - Geographic Focus

(Percent of Newshole)

Geographic Focus	All	Talk			News Headlines	NPR's Morning Edition
		Overall Talk	Conservative Talk	Liberal Talk		
U.S. National	75.3%	82.9%	82.9%	82.8%	76.8%	56.9%
U.S. Interests Abroad	18.1	15.6	15.2	16.5	16.1	24.6
Foreign (Non-U.S.)	6.6	1.5	1.9	0.7	7.1	18.4
No Specific Geographic Focus	<0.1	<0.1	<0.1	0	<0.1	0

Radio - Format

(Percent of Newshole)

Format	All	Talk			News Headlines	NPR's Morning Edition
		Overall Talk	Conservative Talk	Liberal Talk		
Talk Radio W/O Audio Clips	33.8%	55.0%	60.5%	43.8%	0%	0%
Talk Radio W/ Audio Clips	20.8	33.9	30.7	40.2	0	0
Package	20.7	0.4	0.1	1.0	46.1	56.5
Interview	12.2	10.3	8.3	14.5	0.7	21.9
Staff Live	7.2	<0.1	0	<0.1	32.3	12.6
Anchor Read (Voice-Over/Tell Story)	4.8	<0.1	<0.1	<0.1	20.8	8.6
Unedited Audio/Video	0.2	0.2	0.2	0.3	0	0.2
Live (Event or External Live)	0.2	0.1	0.1	0.1	0.1	0.2
Other (Banter, Weather, Don't Know)	<0.1	0	0	0	0	0.1

Media Sector Summary

Media Sector Summary - Top Stories (Percent of Newshole)

Year End Rank	Story	All	Newspapers	Online	Network TV	Cable TV	Radio
1	2008 Campaign	10.8%	9.1%	6.7%	9.1%	15.2%	13.0%
2	Iraq Policy Debate*	7.8	5.2	5.8	8.4	10.2	10.2
3	Events in Iraq*	5.9	6.8	10.6	5.9	3.2	3.3
4	Immigration	2.9	3.0	1.2	1.3	4.8	3.8
5	Iran	2.4	1.6	3.0	2.1	3.1	2.2
6	Domestic Terrorism	2.0	2.0	1.8	1.7	2.2	2.3
7	U.S. Economy	1.9	3.1	2.0	2.2	0.8	1.2
8	Iraq Homefront*	1.8	2.7	1.0	2.4	1.1	1.0
9	Pakistan	1.6	1.6	2.7	1.8	0.9	1.0
10	Fired U.S. Attorneys	1.5	1.1	1.7	1.3	1.7	1.9
Iraq Total (sum of the three starred stories)		15.5%	14.7%	17.4%	16.7%	14.5%	14.5%

Note: All other stories were less than 1.5% of the overall newshole for the year.

Media Sector Summary – Top Stories by Month
(Percent of Newshole)

Rank	January		February		March		April	
	Story		Story		Story		Story	
1	Iraq Policy Debate	17.2%	Iraq Policy Debate	11.2%	Fired U.S. Attorneys	10.8%	VA Tech Shooting	14.3%
2	Events in Iraq	6.2	2008 Campaign	8.4	Iraq Policy Debate	8.5	Iraq Policy Debate	7.7
3	New Democratic Congress	6.0	Events in Iraq	7.8	2008 Campaign	8.3	Events in Iraq	6.7
4	2008 Campaign	5.7	Anna Nicole Smith	6.7	Events in Iraq	6.4	2008 Campaign	6.6
5	Bush's State of the Union Speech	2.8	Iran	4.5	Iraq Homefront	4.8	Don Imus	6.6
6	Gerald Ford Death/Funeral	2.5	Winter Storms, January 2007	3.0	Iran	4.1	Iran	3.8
7	Lost Boys in Missouri	2.1	Iraq Homefront	2.9	Valarie Plame Investigation	3.7	Fired U.S. Attorneys	2.7
8	Valarie Plame Investigation	1.8	Valarie Plame Investigation	2.4	U.S. Domestic Terrorism	2.7	Immigration	1.8
9	Iran	1.8	Afghanistan	1.8	Immigration	2.0	Global Warming	1.7
10	Saddam Hussein Trial	1.7	North Korea	1.7	Tornadoes Hit in AL, MO	1.5	Duke University Lacrosse Scandal	1.6
	Iraq Homefront	1.5					Iraq Homefront	1.3
	Iraq Total	24.9%	Iraq Total	21.9%	Iraq Total	19.7%	Iraq Total	15.7%
Rank	May		June		July		August	
	Story		Story		Story		Story	
1	Iraq Policy Debate	9.4%	2008 Campaign	9.9%	Iraq Policy Debate	9.6%	2008 Campaign	8.8%
2	2008 Campaign	9.1	Immigration	8.8	2008 Campaign	8.9	MN Bridge Collapse	7.5
3	Events in Iraq	7.3	Events in Iraq	6.2	Events in Iraq	4.0	Trapped Miners in Utah	5.1
4	Immigration	6.4	Rival Factions in Gaza	3.9	U.S. Domestic Terrorism	3.8	Iraq Policy Debate	4.7
5	Iraq Homefront	2.1	Iraq Policy Debate	2.4	London Bomb/Glasgow Attack	3.5	Events in Iraq	4.7
6	Iran	2.0	U.S. Domestic Terrorism	2.2	Valarie Plame Investigation	2.7	U.S. Economy	4.5
7	Tuberculosis Traveler	1.8	Ohio Missing Pregnant Woman	2.1	Immigration	2.3	Larry Craig	4.0
8	Gas/Oil Prices	1.8	Paris Hilton	2.0	Iraq Homefront	1.9	U.S. Domestic Terrorism	2.6
9	Fired U.S. Attorneys	1.8	Russia-U.S. Relations	1.9	Alberto Gonzales Scandals/Resigns	1.7	Hurricane Dean	2.1
10	6 Held in NJ Army Base Plot	1.4	Valarie Plame Investigation	1.6	War on Terror	1.6	Hurricane Katrina Aftermath	2.1
			Iraq Homefront	1.2			Iraq Homefront	1.0
	Iraq Total	18.8%	Iraq Total	9.8%	Iraq Total	15.5%	Iraq Total	10.4%
Rank	September		October		November		December	
	Story		Story		Story		Story	
1	Iraq Policy Debate	15.6%	2008 Campaign	13.1%	2008 Campaign	17.7%	2008 Campaign	24.6%
2	2008 Campaign	9.4	Western Wildfires	8.9	Pakistan	8.1	Pakistan	5.4
3	Events in Iraq	6.4	Events in Iraq	7.3	Events in Iraq	4.0	U.S. Economy	4.5
4	Iran	4.8	Iraq Policy Debate	3.7	U.S. Economy	3.0	U.S. Domestic Terrorism	4.3
5	O.J. Simpson	3.6	Immigration	3.4	Immigration	2.7	Events in Iraq	4.1
6	U.S. Economy	2.2	U.S. Domestic Terrorism	2.4	Iraq Policy Debate	2.3	Holiday Season	3.5
7	Myanmar Protests	2.1	U.S. Economy	2.3	Middle East Conference	2.0	Iran	3.3
8	Larry Craig Scandal	2.1	Pakistan	2.1	Iraq Homefront	1.4	Baseball Steroids Scandal	2.0
9	U.S. Domestic Terrorism	1.8	Health Care Debate	1.9	Holiday Travel	1.4	Global Warming	1.8
10	Health Care Debate	1.6	Iran	1.6	O.J. Simpson	1.3	Immigration	1.8
							Iraq Policy Debate	1.1
	Iraq Homefront	1.2	Iraq Homefront	1.0			Iraq Homefront	1.0
	Iraq Total	23.2%	Iraq Total	12.0%	Iraq Total	7.7%	Iraq Total	6.2%

Media Sector Summary – Broad Story Topic
(Percent of Newshole)

Year End Rank	Topic	All	Newspapers	Online	Network TV	Cable TV	Radio
1	U.S. Foreign Affairs	17.2%	15.1%	22.0%	18.3%	17.6%	13.2%
2	Elections/Politics	13.1	10.8	8.1	10.1	17.3	20.2
3	Foreign (Non-U.S.)	11.3	13.3	24.8	9.2	4.4	6.6
4	Crime	7.5	4.2	7.1	6.6	13.1	4.7
5	Government	6.4	6.0	6.1	5.8	6.9	7.9
6	Disasters/Accidents	4.7	2.3	5.8	7.4	5.7	2.8
7	Health/Medicine	3.9	6.5	2.0	5.4	1.9	2.8
8	Economics	3.6	4.8	3.4	4.6	1.8	3.5
9	Lifestyle	3.4	4.6	2.1	4.7	1.9	3.9
10	Business	3.2	7.5	2.0	2.3	0.8	1.3
11	Immigration	2.8	2.6	1.1	1.3	4.8	3.2
12	Miscellaneous	2.8	1.4	3.1	4.2	3.3	2.3
13	Media	2.5	0.9	0.6	1.1	3.1	10.0
14	Defense/Military (Domestic)	2.4	2.9	1.5	3.0	2.2	1.8
15	Additional Domestic Affairs	2.4	2.9	1.8	2.5	1.7	3.3
16	Celebrity/Entertainment	2.0	0.4	1.1	2.0	4.8	0.9
17	Sports	1.9	2.7	1.9	1.8	1.3	1.7
18	Domestic Terrorism	1.8	1.9	1.3	1.5	1.9	2.0
19	Environment	1.7	2.3	1.1	2.3	0.7	2.7
20	Science and Technology	1.2	1.7	1.1	1.6	0.5	0.9
21	Race/Gender/Gay Issues	1.1	0.8	0.6	0.6	1.8	1.5
22	Education	1.0	1.8	0.1	1.0	0.7	0.8
23	Transportation	0.8	0.8	0.5	1.6	0.6	0.9
24	Religion	0.7	0.8	0.3	0.5	0.8	0.8
25	Court/Legal System	0.4	0.7	0.4	0.4	0.3	0.4
26	Development/Sprawl	0.2	0.4	0.1	0.2	<0.1	0.1

Media Sector Summary - Geographic Focus
(Percent of Newshole)

Geographic Focus	All	Newspapers	Online	Network TV	Cable TV	Radio
U.S. National	65.6%	62.6%	48.8%	67.2%	73.8%	75.3%
U.S. Interests Abroad	22.1	20.7	26.4	23.6	21.8	18.1
Foreign (Non-U.S.)	11.3	13.3	24.8	9.2	4.4	6.6
Local*	0.9	3.3	0	0	0	0
No Specific Geographic Focus	<0.1	<0.1	<0.1	<0.1	<0.1	<0.1

Note: For newspapers, we do not include a local newspaper story in our study unless that story also falls into the realm of one of the Top Stories we are tracking at the time.