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NBC's Believability Burned

**Times Mirror News Interest Index
March 1993**

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BELIEVABILITY OF NBC NEWS SUFFERS AFTER STAGING GM TRUCK EXPLOSION

The believability of NBC News has been diminished in the eyes of the public after it admitted that it staged the explosion of a General Motors truck during a segment of the newsmagazine program "Dateline NBC."

NBC News has gone from having the highest believability scores of the three major networks to now having the lowest, according to the latest *Times Mirror News Interest Index*. In a nationwide poll of 2001 adults, conducted February 12-21, 73%¹ gave NBC News a high believability rating, while 24% gave it a low rating. Four years ago NBC News was evaluated more positively (79%-16%).

In the earlier survey it achieved higher ratings than ABC (76%-17%), and CBS (74%-20%). The current poll finds no material change in the believability ratings given ABC News (76%-21%) and CBS News (75%-21%) over the four year period.

But the distinction of having the most "*believable*" network news division no longer belongs to the big three broadcast networks. CNN now gets the highest believability ratings - 76%-14%. In August 1989, CNN had a 64%-13% believability rating.

The trend survey also found somewhat fewer Americans rating their daily newspaper as believable (63%-33% currently vs. 67%-31% in 1989). But the Associated Press experienced more significant slippage in its believability scores (55%-30% currently vs. 64%-22%, four years ago).

The drop in the believability of NBC News was the most striking finding in the monthly *Times Mirror News Interest Index*. To no one's surprise, President Clinton dominated the stories the public is following very closely.

President Clinton's economic plan and reports about the condition of the U.S. economy were followed "*very closely*" by 49% of the respondents to *Times Mirror's* telephone survey.

Other stories followed very closely last month were: President Clinton's attempt to lift the ban on gays in the military (45%), creation of a White House task force on health care (28%), accounts about U.S. troops in Somalia (28%), the Zoe Baird/Kimba Wood story (24%), and the civil war in Bosnia (15%).

¹In the *Times Mirror* survey respondents are asked to rate organizations and people on a scale of "4" to "1", where "1" means that the respondent believes almost nothing a news organization says, while "4" means a respondent believes all, or almost all an organization says. Rating of "4" and "3" are considered positive and "1" or "2" negative.

While interest in the gays in the military story was surprisingly high, President Clinton's opponent on the issue, General Colin Powell, gets much higher believability scores than the President himself.

General Powell received a believability score of 55%-24%, while President Clinton received a score of 53%-44%. Geraldo Rivera had the distinction of being the least believable person tested -- 22% of the respondents found him believable while 70% said they believed almost nothing of what he said.

Rivera barely beat out the president of General Motors in unbelievability. The president of GM received a believability rating of 25%-60%.

President Clinton's believability score is well below George Bush's rating four years ago (63%-36%), but the former President's current rating has fallen 20% points since 1989 (43%-56%).

When asked to handicap the Oscar race for Best Picture, Times Mirror's respondents had a strong favorite: *A Few Good Men*. Thirty-five percent said the military courtroom drama should win the Oscar, while 13% selected *Scent of a Woman*, 12% chose *Unforgiven*, and 4% each cited *The Crying Game* and *Howard's End*.

When you analyze the data in terms of the people who have seen each movie, *A Few Good Men* has the most intense supporters. Forty-eight percent of the people who saw that film thought it should win the Oscar. *Scent of a Woman* received 44% support on this measure, while *The Crying Game* (34%), *Howard's End* (33%), and *Unforgiven* (24%) received less intense support from moviegoers.

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	<i>Reports About the Condition Of the U.S. Economy</i>	<i>Clinton's Economic Plan</i>	<i>Clinton's Attempt To lift the ban On gays in the Military</i>	<i>N</i>
<i>Total</i>	49	49	45	(1516)
<i>Sex</i>				
Male	50	50	46	(761)
Female	49	47	44	(755)
<i>Race</i>				
White	50	48	44	(1300)
*Hispanic	52	51	58	(78)
Black	48	53	48	(117)
<i>Age</i>				
Under 30	38	39	39	(352)
30-49	50	50	45	(665)
50+	56	53	50	(485)
<i>Education</i>				
College graduate	60	61	49	(424)
Other college	54	53	53	(417)
High school grad.	47	46	41	(514)
Less than h.s. grad.	36	35	38	(158)
<i>Region</i>				
East	47	47	40	(288)
Midwest	50	47	48	(405)
South	50	49	47	(544)
West	50	50	44	(279)
<i>Party ID</i>				
Republican	51	48	51	(425)
Democrat	52	53	45	(532)
Independent	47	46	40	(494)

Question: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely.

*The designation, hispanic, is unrelated to the white-black categorization.

CONTINUED...

	<i>Creation of White House Task force on Health Care</i>	<i>Accounts About U.S. Troops in Somalia</i>	<i>Controversy Over Zoe Baird & Kimba Wood Hiring illegal Aliens</i>	<i>Civil War In Bosnia</i>	<i>N</i>
<i>Total</i>	28	28	24	15	(1516)
<i>Sex</i>					
Male	26	29	25	21	(761)
Female	29	28	24	11	(755)
<i>Race</i>					
White	28	26	24	14	(1300)
*Hispanic	33	44	27	12	(78)
Black	29	38	29	24	(117)
<i>Age</i>					
Under 30	16	26	11	12	(352)
30-49	25	26	23	13	(665)
50+	38	32	34	20	(485)
<i>Education</i>					
College graduate	30	28	35	17	(424)
Other college	28	28	22	17	(417)
High school grad.	27	30	21	15	(514)
Less than h.s. grad.	26	24	23	12	(158)
<i>Region</i>					
East	25	27	26	17	(288)
Midwest	27	26	22	14	(405)
South	31	29	25	17	(544)
West	25	30	24	14	(279)
<i>Party ID</i>					
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Believability Ratings

	<u>USA Today</u>					<u>Wall St. Journal</u>					
	<u>Believe</u> <u>4</u>	<u>3</u>	<u>2</u>	<u>Can't</u> <u>Believe</u> <u>1</u>	<u>DK</u>	<u>Believe</u> <u>4</u>	<u>3</u>	<u>2</u>	<u>Can't</u> <u>Believe</u> <u>1</u>	<u>DK</u>	<u>N</u>
<i>Total</i>	20	36	21	7	16	30	32	14	6	18	(2001)
<i>Sex</i>											
Male	18	39	22	6	15	31	34	13	6	16	(1000)
Female	21	34	21	7	17	30	30	14	6	20	(1001)
<i>Race</i>											
White	19	36	21	7	17	30	33	12	6	19	(1745)
Black	27	33	22	7	11	32	25	21	8	14	(195)
<i>Age</i>											
Under 30	28	37	22	4	9	38	35	11	4	12	(424)
30-49	18	43	21	7	11	33	36	14	6	11	(914)
50+	16	28	22	7	27	21	25	15	8	31	(630)
<i>Education</i>											
College Grad.	14	43	25	8	10	38	45	8	3	6	(556)
Other College	20	41	19	5	15	36	34	11	4	15	(449)
H.S. Grad.	24	34	20	8	14	29	30	14	8	19	(804)
< H.S. grad.	18	29	23	5	25	20	22	20	8	30	(185)
<i>Region</i>											
East	19	36	25	6	14	33	33	12	5	17	(405)
Midwest	18	38	21	6	17	30	33	14	6	17	(485)
South	24	33	20	7	16	29	29	15	6	21	(710)
West	16	39	22	7	16	29	34	13	8	16	(401)
<i>Party ID</i>											
Republican	18	37	23	7	15	34	32	12	3	19	(580)
Democrat	21	37	20	7	15	31	29	15	7	18	(644)
Independent	21	35	22	7	15	27	36	13	8	16	(690)

*Question: I am going to read a list. Please tell me how much you think you can believe each person or organization I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the person or organization says. "1" means you believe almost nothing of what they say. How would you rate the believability of **(READ ITEM)** on this scale of 4 to 1?*

CONTINUED...

Believability Ratings

	<u>Daily Paper</u>					<u>Associated Press</u>				
	<u>Believe</u>			<u>Can't</u>		<u>Believe</u>			<u>Can't</u>	
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>DK</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>DK</u>
<i>Total</i>	22	41	25	8	4	16	39	23	7	15
<i>Sex</i>										
Male	22	41	27	8	2	16	43	23	6	12
Female	23	40	23	9	5	16	36	23	7	18
<i>Race</i>										
White	21	42	25	8	4	17	41	21	6	15
Black	32	31	23	8	6	14	27	33	9	17
<i>Age</i>										
Under 30	29	42	20	6	3	15	42	23	5	15
30-49	20	41	27	10	2	19	43	21	6	11
50+	20	39	26	8	7	15	33	25	8	19
<i>Education</i>										
College Grad.	13	43	34	9	1	16	51	22	5	6
Other College	19	41	28	9	3	17	41	27	4	11
H.S. Grad.	27	41	21	8	3	17	37	22	8	16
< H.S. grad.	26	38	20	6	10	14	30	22	8	26
<i>Region</i>										
East	20	46	24	7	3	16	42	22	8	12
Midwest	19	42	26	8	5	15	39	23	6	17
South	27	37	22	9	5	18	38	24	5	15
West	21	39	30	8	2	15	39	22	9	15
<i>Party ID</i>										
Republican	20	40	27	8	5	17	40	22	6	15
Democrat	27	38	22	9	4	18	39	22	6	15
Independent	19	43	26	9	3	15	38	26	6	15

Question: I am going to read a list. Please tell me how much you think you can believe each person or organization I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the person or organization says. "1" means you believe almost nothing of what they say. How would you rate the believability of (READ ITEM) on this scale of 4 to 1?

CONTINUED...

Believability Ratings

	<u>ABC</u>					<u>CBS</u>					
	<u>Believe</u>		<u>2</u>	<u>Can't Believe</u>		<u>Believe</u>		<u>2</u>	<u>Can't Believe</u>		<u>DK</u>
	<u>4</u>	<u>3</u>		<u>1</u>	<u>DK</u>	<u>4</u>	<u>3</u>		<u>1</u>	<u>DK</u>	
<i>Total</i>	34	42	17	4	3	31	44	16	5	4	
<i>Sex</i>											
Male	29	46	19	4	2	26	48	17	6	3	
Female	39	39	14	4	4	36	41	15	3	5	
<i>Race</i>											
White	33	43	17	4	3	29	46	16	5	4	
Black	40	36	17	5	2	45	34	15	5	1	
<i>Age</i>											
Under 30	42	42	11	3	2	35	45	13	4	3	
30-49	32	46	17	3	2	30	46	17	5	2	
50+	32	38	20	5	5	30	42	17	5	6	
<i>Education</i>											
College Grad.	24	49	20	4	3	20	50	21	7	2	
Other College	30	49	14	3	4	27	47	18	4	4	
H.S. Grad.	38	41	15	4	2	36	43	15	4	2	
< H.S. grad.	42	31	18	5	4	38	37	13	5	7	
<i>Region</i>											
East	35	45	14	4	2	28	52	15	3	2	
Midwest	30	44	18	4	4	29	41	20	5	5	
South	37	40	16	4	3	36	40	15	5	4	
West	33	41	19	4	3	29	47	16	5	3	
<i>Party ID</i>											
Republican	31	42	19	4	4	24	47	19	6	4	
Democrat	40	39	14	4	3	38	41	12	4	5	
Independent	32	45	18	3	2	30	44	19	4	3	

Question: I am going to read a list. Please tell me how much you think you can believe each person or organization I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the person or organization says. "1" means you believe almost nothing of what they say. How would you rate the believability of (READ ITEM) on this scale of 4 to 1?

CONTINUED...

Believability Ratings

	<u>NBC</u>					<u>CNN</u>				
	<u>Believe</u> <u>4</u>	<u>3</u>	<u>2</u>	<u>Can't</u> <u>Believe</u> <u>1</u>	<u>DK</u>	<u>Believe</u> <u>4</u>	<u>3</u>	<u>2</u>	<u>Can't</u> <u>Believe</u> <u>1</u>	<u>DK</u>
<i>Total</i>	31	42	18	6	3	41	36	10	4	9
<i>Sex</i>										
Male	27	44	21	7	1	39	40	11	4	6
Female	35	41	15	4	5	44	31	10	3	12
<i>Race</i>										
White	30	43	18	5	4	41	36	10	3	10
Black	44	35	12	8	1	44	31	12	4	9
<i>Age</i>										
Under 30	35	46	14	4	1	53	32	7	4	4
30-49	30	45	17	5	3	45	38	8	3	6
50+	31	37	20	6	6	30	34	14	5	17
<i>Education</i>										
College Grad.	19	46	25	7	3	37	45	9	4	5
Other College	27	48	17	4	4	45	36	9	3	7
H.S. Grad.	36	40	16	6	2	46	34	9	4	7
< High School	40	37	14	4	5	34	28	14	5	19
<i>Region</i>										
East	27	48	18	5	2	44	39	9	2	6
Midwest	30	41	18	6	5	42	31	11	6	10
South	37	40	14	6	3	40	33	12	4	11
West	28	41	23	4	4	40	40	8	3	9
<i>Party ID</i>										
Republican	24	46	21	6	3	36	40	10	4	10
Democrat	39	38	15	4	4	45	33	10	3	9
Independent	30	42	19	6	3	42	35	10	4	9

*Question: I am going to read a list. Please tell me how much you think you can believe each person or organization I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the person or organization says. "1" means you believe almost nothing of what they say. How would you rate the believability of **(READ ITEM)** on this scale of 4 to 1?*

SURVEY METHODOLOGY

The survey results are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among two nationwide samples of adults, 18 years of age or older. The first survey which dealt with media believability was conducted during the period February 12-21, 1993 among 2001 adults. The second survey was conducted during the period February 20-23, 1993 among 1516 adults it covered the News Interest Index and Oscar questions. For results based on the 2001 sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2 percentage points and for results based on the 1516 sample, the sampling error is plus or minus 3 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

THE QUESTIONNAIRE

TIMES MIRROR CENTER FOR THE PEOPLE AND THE PRESS
NEWS INTEREST INDEX
February 20-23, 1993
N=1,516

Hello, I am _____ calling for the Princeton Survey Research Associates from Princeton, New Jersey. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home (IF NO MALE, ASK: May I please speak with the oldest female, 18 years of age or older, who is now at home?)

Q.2 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. **(READ AND ROTATE LIST)** How closely did you follow news stories about ... **(READ SCALE IF NECESSARY)?**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK</u>
a. The civil war in Bosnia	15	32	33	20	*=100
January, 1993	15	33	30	22	*=100
September, 1992	10	27	31	31	1=100
b. Reports about the condition of the U.S. economy	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100
c. Bill Clinton's economic plan	49	36	10	5	*=100
d. Accounts about U.S. troops in Somalia	28	42	22	8	*=100
January, 1993 ²	52	37	8	3	*=100
e. The controversy over Zoe Baird and Kimba Wood hiring illegal aliens	24	30	26	19	1=100
f. Bill Clinton's attempts to lift the ban on gays in the military	45	35	14	6	*=100
g. The creation of a White House task force on health care reform headed by Hillary Clinton	28	33	23	15	1=100

² In January the story was listed as "the deployment of U.S. forces to Somalia".

Q.40 Are you a movie-goer or not?

43 Yes

57 No S)))))))))
/Q GO TO Q.42

$\frac{*}{100}$ Don't know S) -

Q.41 As I read from a list please tell me which of these movies you have seen. First... Have you seen... **(READ AND ROTATE LIST)**

BASED ON THOSE WHO ANSWERED YES IN Q.40 N=697

	<u>Seen</u>	<u>Not seen/ Don't know</u>
a. The Crying Game	8	92=100
b. A Few Good Men	43	57=100
c. Howard's End	8	92=100
d. Scent of a Woman	16	84=100
e. Unforgiven	25	75=100

Q.41a Of the list I just read, which one movie would you like to see win the Oscar for Best Picture of the Year? **(REREAD LIST IF NECESSARY)**

BASED ON THOSE WHO ANSWERED YES IN Q.40 N=697

4	The Crying Game
35	A Few Good Men
4	Howard's End
13	Scent of a Woman
12	Unforgiven
11	(DO NOT READ) No preference
$\frac{21}{100}$	(DO NOT READ) Don't know

TIMES MIRROR DATABASE

PUBLIC ATTENTIVENESS TO MAJOR NEWS STORIES (1986 - 1993)

PERCENT FOLLOWED VERY CLOSELY

- 80 Explosion of the Space Shuttle Challenger (July 86)
- 73 Destruction caused by the San Francisco earthquake (Nov 89)
- 70 Verdict in Rodney King case and following riots and disturbances (May 92)
- 69 Little girl in Texas who was rescued after falling into a well (Oct 87)
- 67 War's end and the homecoming of U.S. forces from the Gulf (March 91)
- 66 Hurricane Andrew (Sept 92)
- 66 Iraq's invasion of Kuwait and the deployment of U.S. forces to Saudi Arabia (Aug 90)
- 63 Iraq's occupation of Kuwait and the deployment of U.S. forces to the Persian Gulf (Oct 90)
- 63 Iraq's occupation of Kuwait and the deployment of U.S. forces to the Persian Gulf (Sept 90)
- 62 Iraq's occupation of Kuwait and the presence of U.S. forces in the Persian Gulf (Nov 90)
- 62 Recent increases in the price of gasoline (Oct 90)
- 60 Invasion of Panama (Jan 90)
- 60 Destruction caused by Hurricane Hugo (Oct 89)
- 59 Iraq's occupation of Kuwait and the presence of U.S. forces in the Persian Gulf (Jan 91)
- 58 U.S. air strikes against Libya (July 86)
- 57 The plight of the American hostages and other Westerners detained in Iraq (Sept 90)
- 57 Recent increase in the price of gasoline (Aug 90)
- 56 Recent increases in the price of gasoline (Sept 90)
- 53 Crash of a United Airlines DC-10 in Sioux City, Iowa (Aug 89)
- 52 Deployment of U.S. Forces to Somalia (Jan 93)
- 52 Alaska Oil Spill (May 89)
- 51 The release of American hostages and other westerners from Iraq and Kuwait (Jan 91)
- 51 Supreme Court decision of flag burning (July 89)
- 50 Opening of the Berlin Wall between East and West Germany (Nov 89)
- 50 Flight of the space shuttle (Oct 88)
- 49 *REPORTS ABOUT THE CONDITION OF THE U.S. ECONOMY (MAR 93)*
- 49 The plight of American hostages and other Westerners detained in Iraq and Kuwait (Nov 90)
- 49 Murder of Marine Lt. Col. Higgins in Lebanon, and negotiations to free the other hostages in the Mideast (Aug 89)
- 49 Drought and its effects on American farmers (Aug 88)
- 49 *BILL CLINTON'S ECONOMIC PLAN (MAR 93)*
- 48 TWA hostage crisis that took place last summer in Beirut, Lebanon (July 86)
- 47 Reports about the condition of the U.S. economy (Apr 92)
- 47 Reports about the condition of the U.S. economy (Feb 92)
- 47 Breakup of the Soviet Union following the failed coup to depose of Mikhail Gorbachev (Oct 91)
- 47 The plight of American hostages and other Westerners detained in Iraq and Kuwait (Oct 90)
- 47 Political upheaval in China (July 89)
- 47 Supreme Court decision on abortion (July 89)

PERCENT FOLLOWED
VERY CLOSELY

- 46 Videotaped beating by Los Angeles police of a suspect they apprehended in an auto chase (March 91)
- 46 Nuclear accident at Chernobyl in the Soviet Union (July 86)
- 46 Freeing of two Americans who had been held hostage in the Mideast (May 90)
- 45 *BILL CLINTON'S ATTEMPTS TO LIFT THE BAN ON GAYS IN THE MILITARY (MAR 93)*
- 44 Reports about the condition of the U.S. economy (Jan 1992)
- 44 The release of the last American hostages being held in Lebanon (Dec 91)
- 43 Reports about the condition of the U.S. economy (Sept 92)
- 43 Reports about the condition of the U.S. economy (Dec 91)
- 43 News about the presidential campaign in 1988 (Oct 88)
- 42 Reports about the condition of the U.S. economy (Jan 93)
- 42 The presidential election campaign (Sept 92)
- 42 Hot weather this summer and the greenhouse effect (Aug 88)
- 42 Downing of an Iranian passenger plane by a U.S. Navy ship (Aug 88)
- 41 News regarding harassment charges raised against supreme court nominee Clarence Thomas (Oct 91)
- 40 Bush administration's plan to deal with this country's drug problem (Sept 89)
- 40 The stock market crash (Oct 87)

- 39 Reports about the condition of the U.S. economy (May 92)
- 39 Reports about the condition of the U.S. economy (Nov 90)
- 39 News about the presidential campaign in 1988 (Aug 88)
- 38 President Bush's heart problem (May 91)
- 38 News about the candidates and elections in your state (Nov 90)
- 38 Soviet President Mikhail Gorbachev's visit to the U.S. for a Summit meeting (June 90)
- 38 Drug use and efforts to combat it (Jan 90)
- 38 U.S. Navy escort of Kuwaiti oil tankers in the Persian Gulf (Sept 87)
- 37 U.S. Navy escort of Kuwaiti oil tankers in the Persian Gulf (Oct 87)
- 37 Stories about Dan Quayle, the Republican Vice-Presidential candidate (Aug 88)
- 37 Sentencing of Oliver North (July 89)
- 36 Congressional check bouncing scandal (Apr 92)
- 36 Reports about the condition of the U.S. economy (Oct 91)
- 36 The situation of the Kurds in northern Iraq and allied attempts to help them (May 91)

- 36 Reports about the condition of the U.S. economy (March 91)
- 36 Reports about the condition of the U.S. economy (Jan 91)
- 36 The murder of five people by a serial killer around the University of Florida campus in Gainesville (Sept 90)
- 35 Race for the Democratic presidential nomination (Apr 92)
- 35 Federal Reserve Bank's interest rate reduction (Jan 1992)
- 35 The major job cuts announced by General Motors (Jan 1992)
- 35 The Standoff in Baghdad between the Iraqis and UN weapons inspectors (Oct 91)
- 35 Reports about the condition of the U.S. economy (July 1991)
- 35 Attempts to change the abortion laws (Dec 89)
- 35 Hijacking of the Achille Lauro cruise ship in the Mediterranean (July 86)
- 35 Explosion and fire on the U.S. Battleship Iowa (May 89)
- 34 Statements by Japanese leaders that American workers are lazy (Feb 92)
- 34 Civil war in Iraq between Shiite Iraqis and forces loyal to Saddam Hussein (March 91)
- 34 Congressional and administration efforts to reach a budget deficit agreement (Nov 90)

PERCENT FOLLOWED
VERY CLOSELY

- 34 Attempts by Congress and the Administration to find ways to reduce the budget deficit (Oct 90)
- 34 Reports about flooding in Texas and other southwestern states (June 90)
- 34 The war between the Colombian government and the major drug traffickers (Sept 89)
- 33 The winter olympics (Feb 92)
- 33 The nomination to the U.S. Supreme Court of Clarence Thomas to replace retiring Justice Thurgood Marshall (July 1991)
- 33 Reports about the condition of the U.S. economy (May 91)
- 33 Crash of the Colombian airliner near Kennedy airport in New York (Feb 90)
- 33 Congressional hearings about the Iran-Contra affair (Sept 87)
- 33 Guilty verdict in the trial of televangelist Jim Bakker (Oct 89)
- 32 The Presidential election campaign (May 92)
- 32 Mike Tyson's rape trial (Feb 92)
- 32 Criticisms of George Bush for being inconsistent in what he said about taxes and what he said about Persian Gulf policy (Nov 90)
- 31 Mikhail Gorbachev's resignation as the Soviet Union came to an official end (Jan 1992)
- 31 Commemoration of the 50th anniversary of the Japanese attack on Pearl Harbor (Dec 91)
- 31 President Bush's announcement of major nuclear arms reductions (Oct 91)
- 31 The closing of military bases around the country (July 1991)
- 31 Celebration of Earth Day (May 90)
- 31 The World Series (Oct 88)
- 31 Flight of East German refugees to West Germany (Oct 89)
- 31 Oliver North trial (May 89)
- 30 The end of Mikhail Gorbachev's rule, as a new commonwealth was formed to replace the Soviet Union (Dec 91)
- 30 Reports about the condition of the U.S. economy (Aug 90)
- 30 Freeing of jailed black South African leader Nelson Mandela (March 90)
- 30 Banishment of Pete Rose from baseball for life (Sept 89)
- 30 The Democratic convention (Aug 88)
- 30 President Bush's call for higher taxes to help reduce the federal deficit (July 90)

- 29 Reports about the condition of the U.S. economy (Sept 90)
- 29 Reports about the fires in Southern California (July 90)
- 29 Lithuania's declaration of independence from the Soviet Union and Moscow's response (April 90)
- 29 Suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man (Feb 90)
- 29 Political changes taking place in Czechoslovakia, Hungary and East Germany (Jan 90)
- 29 Political changes in East Germany and the flight of refugees to West Germany (Nov 89)
- 29 Attack and sexual assault on a female jogger in Central Park, New York, by a group of youths (May 89)
- 29 Failed coup attempt against Panamanian strongman Noriega (Oct 89)
- 28 *ACCOUNTS ABOUT U.S. TROOPS IN SOMALIA (MAR 93)*
- 28 *CREATION OF WHITE HOUSE TASK FORCE ON HEALTH CARE REFORM HEADED BY HILLARY CLINTON (MAR 93)*
- 28 Supreme Court deliberations re legality of PA abortion restrictions (May 92)
- 28 The death of 87 people in a fire at a social club in the Bronx, New York (April 90)
- 28 Political changes taking place in the Soviet Union (March 90)

PERCENT FOLLOWED
VERY CLOSELY

- 28 Arrest of Washington's Mayor Barry on drug use charges (Feb 90)
- 28 The revolution in Romania (Jan 90)
- 28 Political changes taking place in Czechoslovakia, Hungary and East Germany (Dec 89)
- 28 Problems at nuclear reactor plants (Oct 88)
- 28 The end of Gary Hart's candidacy and the Donna Rice allegations (Sept 87)
- 27 William Kennedy Smith rape trial (Dec 91)
- 27 Deployment of U.S. marines to Liberia to protect the lives of Americans caught in the civil war (Aug 90)
- 27 Lithuania's declaration of independence from the Soviet Union and Moscow's response (May 90)
- 27 Acquittal of the owners of the McMartin Day Care Center in California who were charged sexually abusing children (Feb 90) h
- 27 The NFL playoffs (Jan 90)
- 27 The Republican convention (Aug 88)
- 26 Russia and the U.S. reach an agreement to sharply reduce their nuclear arsenals (Jan 93)
- 26 President Bush's state of the union address (Feb 92)
- 26 Charges that the White House Chief of Staff used military airplanes and government cars for personal trips (July 1991)
- 26 Concerns about Dan Quayle's ability to serve as President (May 91)
- 26 Bush/Gorbachev summit meeting in Helsinki (Sept 90)
- 26 The death of Hank Gathers, a college basketball player, during a game (April 90)
- 26 Political changes taking place in Czechoslovakia, Hungary and East Germany (Feb 90)
- 26 Passage in Congress of a bill to bail out ailing savings and loan institutions (Aug 89)
- 25 Supreme court decision allowing laws that bar federally funded agencies from discussing abortion (July 1991)
- 25 Supreme Court's hearing of arguments in a Missouri abortion case (May 89)
- 24 *CONTROVERSY OVER ZOE BAIRD AND KIMBA WOOD HIRING ILLEGAL ALIENS (MAR 93)*
- 24 Bill Clinton's cabinet choices and other high level appointments (Jan 93)
- 24 Race for the Republican presidential nomination (Apr 92)
- 24 The breast implant controversy (Feb 92)
- 24 Charges that Reagan campaign officials made a deal with Iran to hold up release of the hostages until after the 1980 Presidential campaign (July 1991)
- 24 Charges that White House Chief of Staff used military airplanes for personal trips (May 91)
- 24 Supreme Court decision that found laws against flag burning unconstitutional and the attempt in Congress to amend the Constitution (July 90)
- 24 Nelson Mandela's visit to the U.S. (July 90)
- 24 Deployment of the Hubble Space Telescope (May 90)
- 24 Difficulties the government is having in getting people to fill out Census forms (May 90)
- 24 The NCAA Basketball playoffs (April 90)
- 24 Supreme Court decision regarding a person's right to die (July 90)
- 23 George Bush's presidential pardon of Weinberger and five others involved in Iran Contra affair (Jan 93)
- 23 Cyclone that devastated Bangladesh (May 91)
- 23 Attempt in Idaho to pass a bill that would severely restrict abortions (April 90)
- 23 Greyhound bus drivers' strike (April 90)
- 23 Discussion of the reunification of Germany (March 90)
- 23 The World Series (Nov 89)
- 22 Bill Clinton's economic conference in Little Rock with leading economists, policy experts and business leaders (Jan 93)
- 22 Protests and demonstrations at abortion clinics in Wichita, Kansas (Oct 91)

PERCENT FOLLOWED
VERY CLOSELY

- 22 Congressional hearings about U.S. Persian Gulf policy (Jan 91)
- 22 Reunification of Germany (Oct 90)
- 22 Washington Mayor Barry's trial (July 90)
- 22 The 54 year old Oregon woman suffering from Alzheimers who ended her life by using a suicide machine (July 90)
- 22 President Bush's visit to Colombia to attend a drug summit (March 90)
- 22 The Super Bowl (Feb 90)
- 22 Letter bombings of federal judges (Jan 90)
- 22 Discoveries made by the spacecraft Voyager 2 (Sept 89)
- 22 Trial of televangelist Jim Bakker (Sept 89)
- 22 April hijacking of a Kuwaiti airplane by Shiite Moslems (May 88)
- 22 Cease fire in the war between Iran and Iraq (Aug 88)
- 22 News about the presidential campaign in 1988 (May 88)
- 22 Charges that Pete Rose has bet on baseball games (July 89)
- 21 U.S. and its allies establishing a no fly zone over the skies of southern Iraq (Sept 92)
- 21 Execution in CA of convicted killer Robert Alton Harris (May 92)
- 21 Alleged rape of a young woman at the Kennedy family's Palm Beach estate (May 91)
- 21 Controversy surrounding the way Roseanne Barr sang the National Anthem at a San Diego Padres baseball game (Aug 90)
- 21 Tensions between Moscow and the Baltic Republics of Latvia, Estonia and Lithuania who wish to secede from the Soviet Union (June 90)
- 21 Discussions about German reunification (April 90)
- 21 Political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe (March 90)
- 21 Scandal involving HUD (Aug 89)
- 20 Mikhail Gorbachev's political problems in the Soviet Union (March 91)
- 20 Resignation of British Prime Minister Margaret Thatcher and the election of her successor (Jan 91)
- 20 The murder on a New York subway platform of a Utah man attempting to protect his family from attack by teenage muggers (Sept 90)
- 20 Earthquake in Iran (July 90)
- 20 Gorbachev/Bush summit (Dec 89)
- 20 Attempts by the U.S. government to depose General Noriega in Panama (May 88)
- 20 Post-season baseball playoffs (Oct 89)

- 19 The Republican primary in New Hampshire (Feb 92)
- 19 The Democratic primary in New Hampshire (Feb 92)
- 19 Attempts by Congress and the Administration to find ways to reduce the budget deficit (Aug 90)
- 19 Elections in Nicaragua (March 90)
- 19 Coup attempt against the Filipino government (Dec 89)
- 19 Attempts in Congress to repeal the new catastrophic health insurance plan (Oct 89)
- 19 Incidents of racial violence in New York City and Virginia Beach (Sept 89)
- 19 Discussions of a U.S. Soviet arms agreement (Sept 87)
- 18 Tennis star Arthur Ashe's announcement that he has AIDS (May 92)
- 18 News about the candidates and election campaigns in your state (Oct 90)
- 18 Special meetings between the Bush Administration and Congressional Leaders to find ways to reduce the federal deficit (June 90)
- 18 Continuing news about the Savings and Loan scandal (June 90)
- 18 Reports about renewed inflation and rising interest rates (May 90)

PERCENT FOLLOWED
VERY CLOSELY

- 18 Senator Moynihan's proposal to cut social security taxes (Feb 90)
- 18 The stock market crash (May 88)
- 18 Conflict in the Middle East between Palestinians and the Israelis in the occupied territories (May 88)
- 17 President Bush's decision to lift the trade embargo on South Africa (July 1991)
- 17 Racial tension in New York City resulting from the Bensonhurst trial verdict and the black boycott of Korean grocers (June 90)
- 17 Discussions between the American and Japanese governments about trade issues (April 90)
- 17 A custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents (March 90)
- 17 Nomination of Robert Bork to serve on the U.S. Supreme Court (Sept 87)
- 16 David Duke's announcement that he will run for the Republican presidential nomination (Dec 91)
- 16 Nomination of David Souter to the U.S. Supreme Court to replace Justice William Brennan (Aug 90)
- 16 Washington DC Mayor Marion Barry's trial ending in a mistrial (Aug 90)
- 16 Financial troubles of Donald Trump (July 90)
- 16 Dispute between the President and Congress over allowing Chinese students to remain in America (Feb 90)
- 15 *THE CIVIL WAR IN BOSNIA (MAR 93)*
- 15 The civil war in Bosnia (Jan 93)
- 15 Charges that Ark. Governor Clinton has had extra-marital affairs (Feb 92)
- 15 President Bush's decision to postpone loan guarantees to Israel (Oct 91)
- 15 Resignation of Soviet Foreign Minister Eduard Shevardnadze (Jan 91)
- 15 Senate confirmation of Supreme Court Justice David Souter (Oct 90)
- 15 Controversy over the exclusion of blacks from membership in many country clubs at which national golf championship matches are played (Aug 90)
- 15 Education Summit held by Bush and the nation's Governors (Oct 89)
- 15 Ethics committee's investigation of Speaker of the House Jim Wright (May 89)
- 15 News about the Democratic candidates for the presidential nomination (Oct 87)
- 15 Conflict of interest allegations about Attorney General Ed Meese (May 88)
- 15 Scandal involving HUD (July 89)
- 14 Resignation of head of national United Way on charges of financial wrong-doing (Apr 92)
- 14 President Bush's educational reform plan (May 91)
- 14 Political unrest and the worsening economic situation in the Soviet Union (May 91)
- 14 Renewed fighting between government and the rebels in El Salvador (Dec 89)
- 14 House approval of a cut in the capital gains tax (Oct 89)
- 14 Spy scandal involving a U.S. Diplomat in Vienna (Aug 89)
- 14 Coverage of Democratic and Republican candidates for the Presidential nomination (Sept 87)
- 14 Pending divorce between Mike Tyson and Robin Givens (Oct 88)
- 13 Attacks on foreigners in Germany by neo-nazis (Jan 93)
- 13 Debate and discussion about the free trade agreement between the U.S., Mexico and Canada (Sept 92)
- 13 Referendum on ending white rule in South Africa (Apr 92)
- 13 Celebration of Earth Day (May 92)
- 13 End of UAW strike against Caterpillar Tractor (May 92)
- 13 The BCCI international banking scandal (Oct 91)
- 13 U.S. Department of Education prohibition of racially based college scholarships (Jan 91)
- 13 Worsening economic conditions in the Soviet Union (Sept 90)
- 13 Civil unrest and ethnic violence in Soviet Azerbaijan (Feb 90)

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- 13 Resumption of fighting in Nicaragua between the Contras and government forces (Nov 89)
- 13 Elections in Virginia, New Jersey, New York City and other localities (Nov 89)
- 13 News about the Republican candidates for the Presidential nomination (Oct 88)
- 12 Nomination of Robert Gates to head the CIA (Oct 91)
- 12 News about the democratic candidates for the presidential nomination (Oct 91)
- 12 Russian President Boris Yeltsin's election victory and visit to the U.S. (July 1991)
- 12 The findings of the committee that investigated five senators for doing favors for Charles Keating in exchange for campaign contributions (March 91)
- 12 Major League Baseball's decision to force George Steinbrenner to give up active control of the New York Yankees (Aug 90)
- 12 Pledge of Nelson Mandela's African National Congress to end the armed struggle in South Africa (Aug 90)
- 12 Marital breakup of Donald and Ivana Trump (March 90)
- 12 Solidarity's role in governing Poland (July 89)
- 11 Announcement from London that marriage between Prince Charles and Diana is over (Jan 93)
- 11 Civil War and famine in Somalia (Sept 92)
- 11 The controversy re Governor Clinton's joining ROTC to avoid the draft in 1969 (Feb 92)
- 11 The outbreak of civil war in the former Soviet Republic of Georgia (Jan 1992)
- 11 News about the Democratic candidates for the presidential nomination (Jan 1992)
- 11 Debate in Washington about a new civil rights bill (July 1991)
- 11 Conflict between the Yugoslavian Republics (July 1991)
- 11 The incident in Gaza in which a deranged Israeli killed seven Palestinians and the West bank riots that followed (June 90)
- 11 Legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela (Feb 90)
- 10 Israel's expulsion of 400 muslim fundamentalists following the murder of an Israeli soldier in the West Bank (Jan 93)
- 10 Civil war in Bosnia (Sept 92)
- 10 Mario Cuomo's decision not to seek the Democratic presidential nomination (Jan 1992)
- 10 News about the Democratic candidates for the presidential nomination (Dec 91)
- 10 Japanese purchase of Rockefeller center in New York City (Dec 89)
- 10 The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit (April 90)
- 10 Academy Awards (April 90)

- 9 Discovery of scientific evidence of the beginnings of the universe (May 92)
- 9 Purchase of entertainment giant, MCA by the Japanese consumer electronics company, Matsushita (Jan 91)
- 9 The investigation of five U.S. Senators for doing favors for Charles Keating in exchange for campaign contributions (Jan 91)
- 9 Aids conference in San Francisco (July 90)
- 9 May day protests in Moscow (May 90)
- 9 Bankruptcy of Drexel Burnham Lambert Inc. (March 90)
- 9 Trial of Hotel owner Leona Helmsley for tax evasion (Sept 89)
- 9 Stories about the 20th anniversary of the Woodstock Music Festival (Aug 89)

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- 8 The resignation of White House Chief of Staff John Sununu (Dec 91)
- 8 Conflict between the Yugoslavian Republics (Oct 91)
- 8 The release of the Kitty Kelley biography of Nancy Reagan (May 91)
- 8 The murder in New York city of Jewish militant rabbi Meir Kahane (Nov 90)
- 7 Trial of allege N.Y. mafia boss John Gotti (Apr 92)
- 7 First reports from the 1990 U.S. census (Sept 90)
- 7 Pat Buchanan's announcement that he will run for the Republican presidential nomination (Dec 91)
- 6 Stock market crash in Japan (May 92)
- 6 William Bennett's change of mind about heading the Republican National Committee (Jan 91)
- 6 Continuing political unrest in the Ukraine and in other republics of the Soviet Union (Nov 90)
- 6 United Nations Children's Summit held in New York (Oct 90)
- 6 Elections in Romania (June 90)
- 6 The visit to the United States of Vaclav Havel, the new president of Czechoslovakia (March 90)
- 6 Trip of high ranking officials to China (Jan 90)
- 6 Scandal involving the Japanese Prime Minister and other high ranking officials (May 89)
- 6 The scandal involving Congressman Barney Frank and a male prostitute (Oct 89)
- 5 Scandals in the British royal family involving the Duchess of York - Fergie and Princess Diana (Sept 92)
- 5 The conflict between the Yugoslavian Republics (Dec 91)
- 4 Marital break-up of Prince Andrew and Sarah Ferguson (Apr 92)
- 4 Dismissal of Pakistan's Prime Minister Bhutto by Pakistan's President (Aug 90)
- 4 Civil war in Cambodia (May 90)
- 3 Woody Allen and Mia Farrow's family breakup (Sept 92)
- 2 Tom Cruise's separation from his wife (April 90)