

THE PEOPLE & THE PRESS
SURVEY V
ATTITUDES TOWARD NEWS ORGANIZATIONS

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A majority of the public holds favorable opinions about news organizations, although there has been a slight increase in those having an unfavorable view. Network television news is the most favorably regarded, with 85% rating it very or mostly favorable. Local television news is a very close second at 79%, while newspaper news receives a 73% favorability rating. News programs are rated favorably by 62%, with only one quarter of the public unable to rate them either way.

Favorability ratings for news organizations have been consistent over the past five years with only a few notable exceptions. The favorable opinion toward network television news and daily newspaper news increased in late 1972 and early 1973. The general tendency after the Watergate revelations, James Nixon always at the time that this increase occurred, Republican backlash against the press and its role in reporting the story. There was a decrease in the percentage of the American public holding very favorable opinions of network television news in early 1985. This was the result of the extensive editorial confrontation, but the vast majority still preferred a network.

SECTION I

PUBLIC ATTITUDES TOWARD THE PRESS

There has been a slight increase in those giving news organizations the rating of "mostly favorable," and an increase in those rating the press as mostly or very unfavorable. Clearly the transparency of public opinion is changing.

Favorability Ratings of News Organizations

A majority of the public holds favorable opinions about news organizations, although there has been a small increase in those having an unfavorable view. Network television news is the most favorably regarded, with 82% rating it very or mostly favorable. Local television news is a very close second at 80%, while newspapers receive a 77% favorability rating. News magazines are rated favorably by 59%, with nearly one quarter of the public unable to rate them either way.

Favorability ratings for news organizations have been consistent over the past five years with only a few notable exceptions. Unfavorable opinion toward network television news and daily newspapers increased somewhat in late 1986 and early 1987 -- the period immediately after the Iran-contra revelations. Times Mirror surveys at the time identified this increase as a Republican backlash against the press and its role in reporting the story.

There was also a decrease in the percentage of the American public holding very favorable opinions of network television news in early 1988. This was the result of the aftermath of the Bush-Rather confrontation, and the end of Gary Hart's presidential candidacy.

These changes in public liking of the press, as captured in favorability ratings proved transitory. The current measure of those saying they have a "very favorable" opinion of news organizations is almost identical to what was found in 1985.

There has, however, been a small decrease among those giving news organizations the rating of "mostly favorable," and an increase in those rating the press as mostly or very unfavorable. Clearly the transitory nature of public liking toward the press is changing.

TREND IN FAVORABILITY RATINGS OF NEWS ORGANIZATIONS

	<u>Very Favorable</u>	<u>Mostly Favorable</u>	<u>Mostly Unfavorable</u>	<u>Very Unfavorable</u>	<u>Never Heard of/ Can't Rate</u>	<u>Total %</u>	<u>Number of Interviews</u>
<u>Daily Newspapers</u>							
August, 1989	25	52	12	5	6	= 100%	(1507)
January, 1989	22	56	13	4	5	= 100%	(2048)
May, 1988	19	59	13	4	5	= 100%	(3021)
January 27, 1988	19	62	11	3	5	= 100%	(NA)
January 7-18, 1988	21	59	12	4	4	= 100%	(2109)
October, 1987	21	58	9	4	8	= 100%	(1501)
April/May, 1987	22	59	12	3	4	= 100%	(4244)
January, 1987	19	57	13	6	5	= 100%	(1502)
July, 1986	28	51	11	6	4	= 100%	(1504)
June, 1985	25	56	8	3	8	= 100%	(2104)
<u>Network TV News</u>							
August, 1989	28	54	11	3	4	= 100%	(1507)
January, 1989	21	61	12	3	3	= 100%	(2048)
May, 1988	20	58	14	4	4	= 100%	(3021)
January 27, 1988	12	69	13	3	3	= 100%	(NA)
January 7-18, 1988	18	60	14	4	4	= 100%	(2109)
October, 1987	19	62	10	3	6	= 100%	(1501)
April/May, 1987	21	63	11	3	2	= 100%	(4244)
January, 1987	19	55	16	6	4	= 100%	(1502)
July, 1986	30	53	10	4	3	= 100%	(1504)
June, 1985	25	59	8	2	6	= 100%	(2104)
<u>Local TV News</u>							
August, 1989	27	53	11	4	5	= 100%	(1507)
June, 1985	27	57	9	2	5	= 100%	(2104)
<u>News Magazines</u>							
August, 1989	15	44	11	3	27	= 100%	(1507)
June, 1985	16	49	8	3	24	= 100%	(2104)

Question: I'd like your opinion of some people and organizations. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. First, would you describe your opinion of...as very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

Believability Ratings of News Organizations and Personalities

The vast majority of the public continues to give news organizations and prominent journalists positive believability ratings and for the most part these ratings exceed those given to well known figures from other walks of life. Nonetheless, over the past five years there has been a sharp increase in the percentage who give virtually all news media a low believability rating. The pattern is similar to that found for favorability.

Majorities rated 15 out of 16 news organizations or personalities tested as being believable all or most of the time ("4" or "3" on a 4-point scale). The Wall Street Journal and CNN received the highest believability ratings among all news organizations ("4"), followed closely by the news divisions of the three networks and their evening anchors. Only the Pope was rated as more believable than the news organizations tested. President Bush, former President Reagan, Donald Trump, and entertainer Johnny Carson are believable to a smaller percentage of Americans than are all other major news organizations and prominent journalists. (Geraldo Rivera was the only news media figure not to get a positive believability rating from a majority of those who could rate him).

BELIEVABILITY OF NEWS ORGANIZATIONS,
POLITICAL, CULTURAL, BUSINESS, AND RELIGIOUS LEADERS
 (Based on Total General Population Survey, 1989)

Percent Who Rated		Highly Believable		Not Believable	Total %
		<u>4</u>	<u>3</u>	<u>2,1</u>	
90%	Pope John Paul II	48	30	22	= 100%
68%	The Wall Street Journal	45	38	17	= 100%
76%	CNN	43	41	16	= 100%
88%	Peter Jennings	40	45	15	= 100%
95%	Dan Rather	37	42	21	= 100%
85%	Ted Koppel	37	42	21	= 100%
91%	Tom Brokaw	35	46	19	= 100%
95%	NBC News	34	50	16	= 100%
92%	ABC News	33	49	18	= 100%
95%	CBS News	31	48	21	= 100%
82%	Diane Sawyer	29	46	25	= 100%
79%	Sam Donaldson	29	42	29	= 100%
76%	USA Today	27	43	30	= 100%
97%	Daily Newspaper	26	42	32	= 100%
86%	Associated Press	24	50	26	= 100%
99%	George Bush	20	43	37	= 100%
36%	George Will	18	41	41	= 100%
92%	Ronald Reagan	16	31	53	= 100%
93%	Johnny Carson	12	23	65	= 100%
85%	Geraldo Rivera	11	15	74	= 100%
81%	Donald Trump	10	21	69	= 100%
93%	Mikhail Gorbachev	6	25	69	= 100%

Importantly, those expressing lower believability ratings, ("1" or "2" on the same scale), have increased significantly since the first study for just about all news organizations and personalities. In 1985, on average, the 16 news organizations considered in this study received a negative rating from 17 percent of the Times Mirror sample. In 1989 that figure for the same organizations rose to 26 percent.

The greatest increase in negative believability is found for Geraldo Rivera (+48% pts.) who has become a much more controversial entertainment figure than he was five years ago. More unexpectedly, greater than average increases in negative believability are found for daily newspapers (+16), for CBS anchor Dan Rather (+10) and ABC correspondent Ted Koppel (+9). Rather and Koppel also experienced a decline in the percentage giving them the highest believability score ("4").

CNN is an exception to the five year national trend. The percentage rating it very believable ("4") increased by 5 percentage points and it suffered no increase in the percentage rating it negatively.

TREND IN BELIEVABILITY RATINGS OF NEWS ORGANIZATIONS
(Based on Those Who Can Rate)

<u>Percent Who Rated</u>		<u>Highly Believable</u> 4	<u>3</u>	<u>Not Believable</u> 2,1	<u>Total %</u>	<u>Number of Interviews</u>
	<u>The Wall Street Journal</u>					
68%	August, 1989	45	38	17	= 100%	(1507)
56%	June, 1985	45	42	13	= 100%	(2104)
	Change 85-89	0	-4	+4		
	<u>CNN</u>					
76%	August, 1989	43	41	16	= 100%	(1507)
52%	June, 1985	38	46	16	= 100%	(2104)
	Change 85-89	+5	-5	0		
	<u>Peter Jennings</u>					
88%	August, 1989	40	45	15	= 100%	(1507)
82%	June, 1985	40	50	10	= 100%	(2104)
	Change 85-89	0	-5	+5		
	<u>Dan Rather</u>					
95%	August, 1989	37	42	21	= 100%	(1507)
91%	June, 1985	44	45	11	= 100%	(2104)
	Change 85-89	-7	-3	+10		
	<u>Ted Koppel</u>					
85%	August, 1989	37	42	21	= 100%	(1507)
72%	June, 1985	41	47	12	= 100%	(2104)
	Change 85-89	-4	-5	+9		
	<u>Tom Brokaw</u>					
91%	August, 1989	35	46	19	= 100%	(1507)
78%	June, 1985	37	51	12	= 100%	(2104)
	Change 85-89	-2	-5	+7		
	<u>NBC News</u>					
95%	August, 1989	34	50	16	= 100%	(1507)
96%	June, 1985	32	54	14	= 100%	(2104)
	Change 85-89	+2	-4	+2		
	<u>ABC News</u>					
92%	August, 1989	33	49	18	= 100%	(1507)
96%	June, 1985	34	53	13	= 100%	(2104)
	Change 85-89	-1	-4	+5		
	<u>CBS News</u>					
95%	August, 1989	31	48	21	= 100%	(1507)
96%	June, 1985	34	53	13	= 100%	(2104)
	Change 85-89	-3	-5	+8		

Percent Who Rated		Highly Believable <u>4</u>	<u>3</u>	Not Believable <u>2,1</u>	Total %	Number of Interviews
	<u>Diane Sawyer</u>					
82%	August, 1989	29	46	25	= 100%	(1507)
60%	June, 1985	28	52	20	= 100%	(2104)
	Change 85-89	+1	-6	+5		
	<u>Sam Donaldson</u>					
79%	August, 1989	29	42	29	= 100%	(1507)
56%	June, 1985	30	49	21	= 100%	(2104)
	Change 85-89	-1	-7	+8		
	<u>USA Today</u>					
76%	August, 1989	27	43	30	= 100%	(1507)
54%	June, 1985	25	48	27	= 100%	(2104)
	Change 85-89	+2	-5	+3		
	<u>Daily Newspaper</u>					
97%	August, 1989	26	42	32	= 100%	(1507)
95%	June, 1985	29	55	16	= 100%	(2104)
	Change 85-89	-3	-13	+16		
	<u>Associated Press</u>					
86%	August, 1989	24	50	26	= 100%	(1507)
74%	June, 1985	28	54	18	= 100%	(2104)
	Change 85-89	-4	-4	+8		
	<u>George Will</u>					
36%	August, 1989	18	41	41	= 100%	(1507)
30%	June, 1985	26	48	26	= 100%	(2104)
	Change 85-89	-8	-7	+15		
	<u>Ronald Reagan</u>					
92%	August, 1989	16	31	53	= 100%	(1507)
98%	June, 1985	28	40	32	= 100%	(2104)
	Change 85-89	-12	-9	+21		
	<u>Geraldo Rivera</u>					
85%	August, 1989	11	15	74	= 100%	(1507)
59%	June, 1985	31	43	26	= 100%	(2104)
	Change 85-89	-20	-28	+48		

Media Usage and Favorability

To identify why more Americans say they don't find the press believable, we analyzed the trend by sub-groups for four of the sixteen media organizations and personalities: CBS News, daily newspapers, Ted Koppel and Tom Brokaw. By looking at the declines in believability that are common to each of the above, we hoped to get some sense of what is behind the increase in low believability ratings that is apparent for all news organizations. To that end we analyzed differences in believability scores from 1985 to 1989 by audience characteristics and by demographics.

Audience - News organizations continue to be more credible to those who are frequent consumers than to the infrequent or non-consumers of the news. However, lower believability scores in 1989 are apparent for both audience and non-audience segments of the survey.

The most important change comes among those who regularly read or watch the news. Among this group, negative believability ratings have increased for all types of news organizations and personalities. This is particularly the case for daily newspapers, for which the increase is greater among audience than among non-audience. In fact, more newspaper readers gave papers lower believability scores than did non-readers (35% to 27% respectively).

As in 1985, those who are less frequent readers of newspapers or watchers of network news, express lower levels of believability for those media. This pattern is not only supported by the most recent findings, it has also been amplified by them -- levels of negative believability have increased among this group as well.

MEDIA USAGE AND BELIEVABILITY
(Based on those who rated item)

CBS NEWS

<u>Percent Who Rated and Watch</u>		<u>Highly Believable</u> 4	<u>3</u>	<u>Not Believable</u> 2,1	<u>Total %</u>	<u>Number of Interviews</u>
	<u>Regularly watch network TV news</u>					
67%	August, 1989	34	47	19	= 100%	(1507)
60%	June, 1985	35	53	12	= 100%	(2104)
	Change 85-89	-1	-6	+7		
	<u>Sometimes/Hardly Ever/Never Watch</u>					
33%	August, 1989	26	50	24	= 100%	(1507)
40%	June, 1985	34	51	15	= 100%	(2104)
	Change 85-89	-8	-1	+9		

TOM BROKAW

<u>Percent Who Rated and Watch</u>		<u>Highly Believable</u> 4	<u>3</u>	<u>Not Believable</u> 2,1	<u>Total %</u>	<u>Number of Interviews</u>
	<u>Regularly watch network TV news</u>					
68%	August, 1989	40	44	16	= 100%	(1507)
63%	June, 1985	41	49	10	= 100%	(2104)
	Change 85-89	-1	-5	+6		
	<u>Sometimes/Hardly Ever/Never Watch</u>					
32%	August, 1989	26	50	24	= 100%	(1507)
38%	June, 1985	31	55	14	= 100%	(2104)
	Change 85-89	-5	-5	+10		

THE DAILY NEWSPAPER YOU READ MOST OFTEN

Percent Who Rated and Read	Highly Believable		Not Believable	Total %	Number of Interviews
	<u>4</u>	<u>3</u>	<u>2,1</u>		
<u>Regularly read newspaper</u>					
65% August, 1989	25	40	35	= 100%	(1507)
63% June, 1985	29	55	16	= 100%	(2104)
Change 85-89	-4	-15	+14		
<u>Sometimes/Hardly Ever/Never read</u>					
35% August, 1989	28	45	27	= 100%	(1507)
37% June, 1985	29	55	16	= 100%	(2104)
Change 85-89	-1	-10	+11		

TED KOPPEL

Percent Who Rated and Watch	Highly Believable		Not Believable	Total %	Number of Interviews
	<u>4</u>	<u>3</u>	<u>2,1</u>		
<u>Regularly watch network TV news</u>					
68% August, 1989	41	39	20	= 100%	(1507)
63% June, 1985	43	48	9	= 100%	(2104)
Change 85-89	-2	-9	+11		
<u>Sometimes/Hardly Ever/Never Watch</u>					
32% August, 1989	31	47	22	= 100%	(1507)
37% June, 1985	38	47	15	= 100%	(2104)
Change 85-89	-7	+1	+7		

THE DAILY NEWS-PAPER FOR NEW YORK CITY

Year	Month	Change	Number of Laborers	Hot Bellevue's S.I.	Hot Bellevue's S.I.	Hot Bellevue's S.I.
1937	August	1937	1000	18	18	18
1937	June	1937	1000	18	18	18
1937	Change	1937		0	0	0
1937	August	1937	1000	18	18	18
1937	June	1937	1000	18	18	18
1937	Change	1937		0	0	0

1937 (1937)

Year	Month	Change	Number of Laborers	Hot Bellevue's S.I.	Hot Bellevue's S.I.	Hot Bellevue's S.I.
1937	August	1937	1000	18	18	18
1937	June	1937	1000	18	18	18
1937	Change	1937		0	0	0
1937	August	1937	1000	18	18	18
1937	June	1937	1000	18	18	18
1937	Change	1937		0	0	0

Demographics of Believability

As with audience, the increase in the percentage who say they can't always believe what the press says, is evident among all sub-groups in the population. However, two groups stand out as having become more skeptical than the rest -- those who live in the West, and those who are over fifty years of age. The increase in low believability scores was much more apparent for each of the four media evaluations trended among these two groups than it was for their demographic counterparts.

Looking at the correlates of believability for 1989, without reference to the trend, we see a number of patterns. Negative believability ratings were higher for all four test cases among men and among those fifty and over. Those living in the West were also more likely than those in other regions to give low believability scores. Looking specifically at newspapers, those with incomes of over \$50,000, also gave them much lower believability ratings, than did those with smaller household incomes.

TREND IN PERCENTAGE GIVING LOW (2,1)
BELIEVABILITY RATINGS
 (Based on Those Who Could Rate)

	CBS News			1985 <u>2,1</u> %	<u>Difference</u>
	4 %	3 %	1989 <u>2,1</u> %		
Total	31	48	21	13	+8
<u>By sex:</u>					
Male	26	49	25	16	+9
Female	36	47	17	11	+6
<u>By age:</u>					
Under 30 years	35	52	13	9	+4
30-49 years	30	48	22	13	+9
50 years and over	30	44	26	16	+10
<u>By education:</u>					
College graduate	22	55	23	12	+11
College incomplete	23	56	21	20	+1
High school graduate	37	42	21	10	+11
Less than high school graduate	41	42	17	11	+6
<u>By income:</u>					
Under \$20,000	41	38	21	13	+8
\$20,000-\$49,999	29	51	20	13	+7
\$50,000 and over	25	53	22	13	+9
<u>By race:</u>					
White	29	49	22	13	+9
Non-white	41	42	17	11	+6
<u>By region:</u>					
East	34	47	19	12	+7
Midwest	30	51	19	14	+5
South	32	47	21	12	+9
West	26	48	26	15	+11
<u>By Party ID:</u>					
Republican	29	47	24	15	+9
Democrat	40	44	16	11	+5
Independent	24	52	24	14	+10

TREND IN PERCENTAGE GIVING LOW (2,1)

BELIEVABILITY RATINGS

(Based on Those Who Could Rate)

	Tom Brokaw				
	1989			1985	<u>Difference</u>
	<u>4</u>	<u>3</u>	<u>2,1</u>	<u>2,1</u>	
	%	%	%	%	
Total	35	46	19	12	+7
<u>By sex:</u>					
Male	31	48	21	14	+7
Female	39	44	17	9	+8
<u>By age:</u>					
Under 30 years	37	48	15	9	+6
30-49 years	34	48	18	14	+4
50 and over	36	42	22	11	+11
<u>By education:</u>					
College graduate	28	55	17	12	+5
College incomplete	29	53	18	12	+6
High school graduate	41	39	20	12	+8
Less than high school graduate	42	38	20	9	+11
<u>By income:</u>					
Under \$20,000	39	39	22	12	+10
\$20,000-\$49,999	34	46	20	11	+9
\$50,000 and over	33	51	16	10	+6
<u>By race:</u>					
White	35	46	19	12	+7
Non-white	34	45	21	12	+9
<u>By region:</u>					
East	40	42	18	12	+6
Midwest	37	45	18	10	+8
South	35	47	18	14	+4
West	28	49	23	8	+15
<u>By Party ID:</u>					
Republican	35	47	18	12	+6
Democrat	41	43	16	10	+6
Independent	29	47	24	12	+12

TREND IN PERCENTAGE GIVING LOW (2,1)
BELIEVABILITY RATINGS
 (Based on Those Who Could Rate)

	Daily Newspaper			1985	Difference
	4	3	2,1		
	%	%	%	%	
Total	26	42	32	16	+16
<u>By sex:</u>					
Male	22	42	36	17	+19
Female	30	42	28	15	+13
<u>By age:</u>					
Under 30 years	32	43	25	11	+14
30-49 years	23	43	34	20	+14
50 years and over	26	40	34	15	+19
<u>By education:</u>					
College graduate	20	47	33	19	+14
College incomplete	20	43	37	18	+19
High school graduate	29	43	28	15	+13
Less than high school graduate	37	32	31	12	+19
<u>By income:</u>					
Under \$20,000	33	38	29	13	+16
\$20,000-\$49,999	26	43	31	18	+13
\$50,000 and over	21	41	38	16	+22
<u>By race:</u>					
White	24	43	33	16	+17
Non-white	39	35	26	18	+8
<u>By region:</u>					
East	32	39	29	15	+14
Midwest	26	45	29	20	+9
South	28	40	32	13	+19
West	18	44	38	16	+22
<u>By Party ID:</u>					
Republican	25	44	31	16	+15
Democrat	31	39	30	12	+18
Independent	22	43	35	21	+14

TREND IN PERCENTAGE GIVING LOW (2,1)
BELIEVABILITY RATINGS
 (Based on Those Who Could Rate)

	Ted Koppel			1985 <u>2,1</u> %	<u>Difference</u>
	4 %	3 %	1989 <u>2,1</u> %		
Total	37	42	21	11	+10
<u>By sex:</u>					
Male	34	43	23	14	+9
Female	40	41	19	9	+10
<u>By age:</u>					
Under 30 years	40	44	16	10	+6
30-49 years	36	45	19	13	+6
50 years and over	37	36	27	10	+17
<u>By education:</u>					
College graduate	34	49	17	11	+6
College incomplete	34	48	18	11	+7
High school graduate	41	36	23	12	+11
Less than high school graduate	39	35	26	13	+13
<u>By income:</u>					
Under \$20,000	37	39	24	10	+14
\$20,000-\$49,999	38	40	22	13	+9
\$50,000 and over	36	48	16	5	+11
<u>By race:</u>					
White	35	43	22	12	+10
Non-white	50	35	15	11	+4
<u>By region:</u>					
East	43	40	17	9	+8
Midwest	37	43	20	11	+9
South	36	41	23	14	+9
West	33	43	24	11	+13
<u>By Party ID:</u>					
Republican	35	43	22	11	+11
Democrat	43	38	19	10	+9
Independent	34	44	22	13	+9

Attitudinal Correlates of Believability

The increase in the percentage of Americans who rate most news organizations as not believable is undoubtedly a consequence of the increasing view that news organizations don't get the facts right, are unfair in their coverage of social issues and are not independent from other powerful institutions. These opinions are highly interrelated. However, the issue of how responsibly the press is handling reporting of stories dealing with the ethics and personal lives of public officials appears to be as much of a correlate of the degree of credence given press reports as some of the more long standing criticisms of press performance.

On a one to one basis this question correlates as highly as any other measure with believability ratings, except opinions of press accuracy and in analyses that try to gauge correlation of multiple factors, feeling about ethics reporting weighs in as important to a person's view as such factors as perceptions of bias, fairness etc. The table below shows the significant attitudinal correlates of believability for each of the networks and their principal correspondents.

ATTITUDINAL CORRELATES OF BELIEVABILITY
FOR MEDIA ORGANIZATIONS
(Stepwise Multiple Regression)

<u>Rank Order of Explanatory Power:</u>	<u>Daily Newspaper</u>	<u>ABC</u>	<u>CBS</u>	<u>NBC</u>
Accuracy in reporting facts	1	1	1	1
Responsible coverage of ethics stories	1	2	1	5
Independence of news organizations	2	2	-	-
Political bias in coverage	4	-	2	2
Fairness to all sides of controversy	-	3	3	3
Intrusiveness in personal lives	3	-	3	4
Protection of democracy role	4	-	-	-
Balance of good news with bad news (Negativism)	-	-	3	5
News attentiveness	-	-	-	6

ATTITUDINAL CORRELATES OF BELIEVABILITY
FOR MEDIA PERSONALITIES

(Stepwise Multiple Regression)

<u>Rank Order of Explanatory Power:</u>	<u>Dan</u> <u>Rather</u>	<u>Peter</u> <u>Jennings</u>	<u>Tom</u> <u>Brokaw</u>	<u>Ted</u> <u>Koppel</u>
Accuracy in reporting facts	2	1	1	1
Responsible coverage of ethics stories	4	5	4	-
Independence of news organizations	-	4	-	-
Political bias in coverage	3	2	2	3
Fairness to all sides of controversy	1	3	3	2
Intrusiveness in personal lives	5	-	-	-
Protection of democracy role	-	5	-	-
Balance of good news with bad news (Negativism)	-	-	-	-
News attentiveness	-	2	2	-

Perceptions of How the Press Does its Job

Although on balance the public continues to both like and believe the press, it also tends to be critical of the way the press does its job. Over the past five years this criticism has grown substantially in a number of regards. More Americans feel the press is inaccurate, more feel it's unfair in its coverage of social issues, and a greater percentage than in 1985 believe that the press is influenced by powerful people and organizations.

Nonetheless the nature of specific criticisms and praises voiced about press performance in 1985, is very much the same four years later. Positive attributes of the press that were most frequently mentioned in an open ended question are: timeliness, speed, professionalism; and clear, thorough, and concise reporting. At the same time, it is also criticized for a tendency to sensationalize, show bias, report inaccurate or misleading stories, and to invade people's privacy.

WHAT THE PUBLIC LIKES LEAST ABOUT
THE WAY NEWS ORGANIZATIONS DO THEIR JOB

Not objective, one-sided, biased	22
Yellow journalism, sensationalism	20
Inaccuracies, dishonesty, poor research	18
Invasion of privacy, insensitivity, too pushy	16
Repetition, over coverage, over emphasis	13
Lack of in-depth coverage, not enough detail	8
Emphasis on negative, bad news	7
Personalities, appearance of reporters	5
Too much emphasis on minor issues	3
Too much advertising	2
Too competitive	1
Nothing	1
Other	5
Don't know	<u>13</u>
TOTAL	134%*

Number of Interviews (1507)

* Adds to more than 100% due to multiple responses.

WHAT THE PUBLIC LIKES MOST ABOUT
THE WAY NEWS ORGANIZATIONS DO THEIR JOB

Keeps public up to date with current affairs	16
Hardworking, professional, serious, do a good job	14
Concise, to the point, clear reporting and presentation	13
Thoroughness, detail in covering stories	12
Speed and promptness of coverage	12
Keep public generally well informed	11
Honesty, accuracy	11
Objective, unbiased, fair	6
Broad range of news covered, variety	5
They make news interesting, good	3
Pictures	2
Nothing	2
Other	3
Don't know	<u>14</u>
TOTAL	124%*

Number of Interviews (1507)

* Adds to more than 100% due to multiple responses.

Question: What do you like least/most about the way news organizations do their job?

Although inaccuracies and poor research were the third most frequently mentioned criticism of press performance, a majority (54%) do think news organizations tend to get the facts straight. Forty-four percent said they thought the press is often inaccurate. The percentage who feel the press can be inaccurate has ranged from 50% to 34% over the past five years.

ACCURACY OF NEWS ORGANIZATIONS

	<u>8/89</u>	<u>8/88</u>	<u>5/88</u>	<u>1/88</u>	<u>6/85</u>
<u>News organizations...</u>					
Get facts straight	54	40	48	44	55
Are inaccurate	44	50	43	48	34
Don't know	<u>2</u>	<u>10</u>	<u>9</u>	<u>8</u>	<u>11</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(1000)	(3021)	(2109)	(2104)

Question: In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

On the other hand, overwhelming majorities seem to support the view expressed by 22% in the open-ended question that the press lacks objectivity, tends to favor one side, or shows bias. More than two-thirds (68%) think the press tends to favor one side in the news; and only slightly less (62%) think the press is often influenced by the powerful. In addition, more than three-quarters (76%) think there is a great deal or fair amount of political bias in news coverage.

In the case of fairness and independence, the negative measures have increased significantly in the last four years. In 1985, the public was divided over the issue of whether the press is independent or manipulated by the mighty and the powerful. Today the latter view is subscribed to by a two to one majority. The percentage of the public that feels the press deals fairly with all sides of a social issue has fallen below the 30 percent mark.

FAIRNESS OF NEWS ORGANIZATIONS

<u>News organizations...</u>	<u>8/89</u>	<u>8/88</u>	<u>5/88</u>	<u>1/88</u>	<u>12/86</u>	<u>7/86</u>	<u>6/85</u>
Deal fairly with all sides	28	36	34	30	39	37	34
Tend to favor one side	68	57	56	59	54	57	53
Don't know	<u>4</u>	<u>7</u>	<u>10</u>	<u>11</u>	<u>7</u>	<u>6</u>	<u>13</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(1000)	(3021)	(2109)	(1502)	(1504)	(2104)

Question: In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

INDEPENDENCE OF NEWS ORGANIZATIONS

<u>News organizations...</u>	<u>8/89</u>	<u>1/88</u>	<u>7/86</u>	<u>6/85</u>
Are pretty independent	33	40	37	37
Are often influenced by the powerful	62	49	53	53
Don't know	<u>5</u>	<u>11</u>	<u>10</u>	<u>10</u>
TOTAL	100%	100%	100%	100%
Number of Interviews	(1507)	(2109)	(1504)	(2104)

Question: In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

Demographics of Opinion on Certain Press Practices

In 1989, no more than one-third of any demographic group responded that the press dealt fairly with all sides or was independent of outside influences. Only on the question of accuracy was opinion more evenly divided. Bare majorities of all groups thought the press got the facts straight, but it was very close.

A closer look at the demographics of opinion on these three areas of press performance shows an increase since 1985 among all groups who think the press is inaccurate, not independent, and favors one side. The most dramatic increase is found among women and non-whites for all three performance questions.

Other specific demographic patterns appear for each question, but do not hold across all three questions. Those who are older, better educated, wealthier, and living in the West show a substantial increase in the percentage who think the press is often inaccurate. However, the groups who show the greatest increase in thinking the press tends to favor one side have less than a college education, are in the middle age and income brackets, and reside in the East. The large increase in those thinking the press is not independent was found among the upper income brackets and again among residents of the East.

DEMOGRAPHICS OF OPINION ON CERTAIN PRESS PRACTICES

	News Organizations...					
	<u>Get Facts Straight</u>			<u>Are Inaccurate</u>		
	<u>1985</u>	<u>1989</u>	<u>Change</u>	<u>1985</u>	<u>1989</u>	<u>Change</u>
	<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>	
Total	55	54	-1	34	44	+10
<u>By sex:</u>						
Male	54	57	+3	36	41	+5
Female	55	51	-4	33	46	+13
<u>By age:</u>						
Under 30 years	60	62	+2	30	35	+5
30-49 years	59	59	0	32	40	+8
50 years and over	46	44	-2	41	53	+12
<u>By education:</u>						
College graduate	70	60	-10	24	39	+15
College incomplete	55	57	+2	34	42	+8
High school graduate	55	51	-4	34	47	+13
Less than high school graduate	42	48	+6	43	46	+3
<u>By income:</u>						
Under \$20,000	49	52	+3	39	45	+6
\$20,000-\$49,999	58	56	-2	32	42	+10
\$50,000 and over	63	56	-7	26	42	+16
<u>By race:</u>						
White	55	54	-1	36	44	+8
Non-white	49	53	+4	27	44	+17
<u>By region:</u>						
East	56	56	0	33	42	+9
Midwest	52	55	+3	41	43	+2
South	53	53	0	30	44	+14
West	59	52	-7	34	47	+13
<u>By Party ID:</u>						
Republican	54	56	+2	37	43	+6
Democrat	55	53	-2	32	44	+12
Independent	56	53	-3	34	44	+10

DEMOGRAPHICS OF OPINION ON CERTAIN PRESS PRACTICES

	News Organizations...					
	<u>Deal Fairly</u>			<u>Favor One Side</u>		
	<u>1985</u>	<u>1989</u>	<u>Change</u>	<u>1985</u>	<u>1989</u>	<u>Change</u>
	<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>	
Total	34	28	-6	53	68	+15
<u>By sex:</u>						
Male	32	28	-4	57	69	+12
Female	36	28	-8	50	67	+17
<u>By age:</u>						
Under 30 years	34	31	-3	54	68	+14
30-49 years	35	28	-7	53	69	+16
50 years and over	33	28	-5	53	67	+14
<u>By education:</u>						
College graduate	33	27	-6	62	71	+9
College incomplete	32	23	-9	57	74	+17
High school graduate	36	29	-7	52	68	+16
Less than high school graduate	35	36	+1	46	59	+13
<u>By income:</u>						
Under \$20,000	32	32	0	52	63	+11
\$20,000-\$49,999	37	28	-9	52	69	+17
\$50,000 and over	32	27	-5	62	71	+9
<u>By race:</u>						
White	33	28	-5	56	69	+13
Non-white	40	32	-8	35	66	+31
<u>By region:</u>						
East	40	31	-9	45	66	+21
Midwest	32	28	-4	60	69	+9
South	33	26	-7	50	69	+19
West	32	29	-3	59	69	+10
<u>By Party ID:</u>						
Republican	32	26	-6	60	71	+11
Democrat	36	35	-1	48	62	+14
Independent	35	26	-9	52	71	+19

DEMOGRAPHICS OF OPINION ON CERTAIN PRESS PRACTICES

	News Organizations...					
	<u>Are Independent</u>			<u>Are Often Influenced</u>		
	<u>1985</u>	<u>1989</u>	<u>Change</u>	<u>1985</u>	<u>1989</u>	<u>Change</u>
	<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>	
<u>Total</u>	37	33	-4	53	62	+9
<u>By sex:</u>						
Male	38	35	-3	54	60	+6
Female	37	32	-5	52	63	+11
<u>By age:</u>						
Under 30 years	38	37	-1	50	59	+9
30-49 years	40	35	-5	52	61	+9
50 years and over	34	29	-5	55	64	+9
<u>By education:</u>						
College graduate	44	34	-10	52	62	+10
College incomplete	37	31	-6	52	65	+13
High school graduate	37	34	-3	55	63	+8
Less than high school graduate	33	35	+2	50	56	+6
<u>By income:</u>						
Under \$20,000	33	34	+1	54	57	+3
\$20,000-\$49,999	40	33	-7	52	64	+12
\$50,000 and over	46	36	-10	48	63	+15
<u>By race:</u>						
White	36	33	-3	55	62	+7
Non-white	45	36	-9	37	57	+20
<u>By region:</u>						
East	47	38	-9	42	58	+16
Midwest	32	32	0	62	63	+1
South	37	31	-6	50	63	+13
West	33	33	0	58	64	+6
<u>By Party ID:</u>						
Republican	36	35	-1	57	60	+3
Democrat	38	35	-3	48	60	+12
Independent	38	31	-7	54	65	+11

DEMOGRAPHICS OF OPINION ON CERTAIN PHIS PHASES

New Opinions	Age of Opinion		Age of Opinion		Total
	1989	1990	1989	1990	
	37	33	-4		
By race:					
Male	38	34	-4		
Female	37	32	-5		
By age:					
Under 30 years	38	33	-5		
30-49 years	40	38	-2		
50 years and over	34	39	+5		
By education:					
College graduate	44	34	-10		
Some college	37	31	-6		
High school graduate	27	34	+7		
Less than high school graduate	33	38	+5		
By income:					
Under \$20,000	32	34	+2		
\$20,000-\$49,999	40	38	-2		
\$50,000 and over	48	38	-10		
By race:					
White	36	33	-3		
Non-white	42	37	-5		
By region:					
East	37	38	+1		
Midwest	35	35	0		
South	37	31	-6		
West	39	33	-6		
By party ID:					
Republican	38	37	-1		
Democrat	38	38	0		
Independent	38	31	-7		

News Organizations and People's Privacy

Another criticism of the press is its tendency to invade people's privacy, or to be too insensitive or pushy in pursuit of a story. Sixteen percent mentioned this as the thing they like least about the press. When asked specifically about the press and privacy, nearly three-quarters (73%) say the press invades people's privacy, the same percentage who felt that way in 1985.

NEWS ORGANIZATIONS AND PEOPLE'S PRIVACY

<u>News organizations...</u>	<u>8/89</u>	<u>8/88</u>	<u>1/88</u>	<u>12/86</u>	<u>6/85</u>
Invade people's privacy	73	81	78	75	73
Respect people's privacy	23	14	17	19	21
Don't know	<u>4</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>6</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(1000)	(2109)	(1502)	(2104)

Question: Do you feel news organizations often invade people's privacy or do they generally respect people's privacy?

Expressions of Displeasure with the Press

There has been a significant increase in the proportion who have taken some action to express their displeasure with the way news organizations present a story. In 1989, more than half the public (57%) said they had taken some action to signal their displeasure with news organizations, compared to 49% in 1985.

Nearly one-quarter have turned off the news in anger (25%) or stopped watching a particular news program (24%) because they objected to the way a story was presented. Fifteen percent have contacted, by letter or telephone, the television station or newspaper that angered them. Turning off the news, or contacting a news organization, have both become more frequent ways of expressing displeasure since 1985.

Far fewer have thrown away a newspaper or magazine in anger (8%), cancelled their subscription to the paper or magazine (10%), or taken the more drastic action of trying to avoid the news (10%). These percentages are statistically unchanged from the 1985 findings.

ACTIONS TAKEN TO PROTEST NEWS ORGANIZATIONS'/ PRESENTATION OF A STORY

	<u>1989</u>	<u>1985</u>
Turned off the news in anger	25	18
Stopped watching a particular news program	24	23
Wrote or telephoned a station or paper to complain	15	10
Cancelled a subscription to a paper or magazine	10	10
Tried to avoid the news	10	9
Threw away a paper or magazine in anger	8	7
Don't know/None	43	51
TOTAL	135%*	128%*
Number of Interviews	(1507)	(2104)

* Adds to more than 100% due to multiple responses.

Question: Which, if any, have you done because you objected to the way a news organization was dealing with or presenting a story?

Looking at the most recent data, certain groups are less likely to take action than others. Among the least active are those over 50 years of age, people with less than a high school education, or with household incomes of under \$20,000. Interestingly, college graduates, those in the West, and those with higher incomes, are much more likely to have taken some action.

DEMOGRAPHICS OF THOSE WHO HAVE TAKEN
SOME ACTION TO SIGNAL THEIR DISPLEASURE WITH
NEWS ORGANIZATIONS

	%
<u>By age:</u>	
Under 30 years	60
30-49 years	63
50 years and over	49
<u>By education:</u>	
College graduate	65
College incomplete	67
High school graduate	57
Less than high school graduate	50
<u>By income:</u>	
Less than \$20,000	51
\$20,000-\$49,999	58
\$50,000 and over	66
<u>By region:</u>	
East	58
Midwest	54
South	54
West	66

Do News Organizations Report Too Much Good News or Bad News?

One specific question tries to measure the public's contentedness with the content of the news. Here again the overwhelming reaction is negative. Less than a third (30%) think the press is covering the kinds of stories it should be. Nearly two-thirds (64%) say the press is spending too much time covering bad news, a trend that has held consistent since 1985.

NEWS ORGANIZATIONS REPORT TOO MUCH GOOD NEWS OR BAD NEWS?

	<u>8/89</u>	<u>6/85</u>
News organizations pay too much attention to good news	3	1
News organizations pay too much attention to bad news	64	60
Mostly report the kinds of stories they should be covering	30	35
Don't know	<u>3</u>	<u>4</u>
TOTAL	100%	100%
Number of Interviews	(1507)	(2104)

Question: In general, do you think news organizations pay too much attention to good news, too much attention to bad news, or do they mostly report the kinds of stories they should be covering?

SECTION II

THE PRESS AND LEADERSHIP GROUPS ATTITUDE TOWARD THE PRESS

SECTION II

THE PEST AND FRIENDSHIP GROUPS ATTITUDE TOWARD THE PEST

Fairness of News Organizations

Public belief that the media lacks independence, shows bias, favors one side, and covers too much bad news, tends to be universal across all demographic groups. But the difference between the public's attitude toward the press and that of the press themselves, is astounding. When asked the same questions about fairness, independence, and bias nearly identical majorities of the press take the opposite view of the general public. About two-thirds of the government (65%) and academic elites (64%) agree that news organizations tend to favor one side in its coverage. Among business elites nine in ten think the press favors one side.

FAIRNESS OF NEWS ORGANIZATIONS

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Leaders</u>	<u>Academic Elites</u>	<u>Business Leaders</u>
<u>News organizations...</u>					
Deal fairly with all sides	28	65	31	33	8
Tend to favor one side	68	33	65	64	90
Don't know	<u>4</u>	<u>2</u>	<u>4</u>	<u>3</u>	<u>2</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(96)	(100)	(79)

Question: In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

Independence of News Organizations

On the matter of the press' independence, small majorities of all three elite groups agree with the larger majority of the press that the press functions independently of outside influence from powerful groups. Although nearly four in ten of the business, government, and academic leaders do see some evidence of outside influence in the media. Only the public seems to feel strongly that the press does not function independently of outside influences.

INDEPENDENCE OF NEWS ORGANIZATIONS

<u>News organizations...</u>	<u>General Population</u>	<u>Press Survey</u>	<u>Government Leaders</u>	<u>Academic Elites</u>	<u>Business Leaders</u>
Are pretty independent	33	69	58	55	58
Are often influenced by the powerful	62	29	39	42	38
Don't know	<u>5</u>	<u>2</u>	<u>3</u>	<u>3</u>	<u>4</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(96)	(100)	(79)

Question: In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

Bias in News Coverage

On the issue of bias in coverage, the press is a little more self critical than it is with regard to other specific practices. Four in ten in the press survey see a great deal or fair amount of bias in news coverage, compared to nearly nine in ten (88%) business leaders. Equal proportions of the general population (76%) and government leaders (75%) see the same amount of bias in the media. Only about six in ten (59%) of the academic elites see that much bias in news coverage. Nearly one-quarter of the public (22%) mentioned media bias in the open ended question as the one thing they liked least about press performance.

BIAS IN NEWS COVERAGE

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Leaders</u>	<u>Academic Elites</u>	<u>Business Leaders</u>
A great deal	25	8	29	21	42
A fair amount	51	34	46	38	46
Not too much	19	55	24	40	12
Not at all	3	2	1	0	0
Don't know	<u>2</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(96)	(100)	(79)

Question: To what extent do you see political bias in news coverage? A great deal, a fair amount, not too much, or not at all?

The most commonly perceived form of bias among all leadership groups (considering net mentions) is "procedural" -- that is a bias in the way news is presented. This includes showing a personal bias, telling only one side of a story, or reporting incomplete stories with too few facts or figures. Although it received the most net mentions among all groups, this form of bias was of greatest concern to academic and press leaders. Academic elites also mentioned quite often a bias toward power or money, and a bias toward setting an agenda. Press leaders also noted the bias toward money, but were the only group to significantly mention a bias toward ideology or partisanship.

Government and business leaders were not nearly as likely to mention biases other than procedural.

<u>WAYS NEWS COVERAGE IS BIASED</u>				
(Based on Those Who Thought There Was Bias in News Coverage)				
	<u>Press Survey</u>	<u>Government Leaders</u>	<u>Academic Elites</u>	<u>Business Leaders</u>
	%	%	%	%
<u>Power/Money bias (Net)</u>	25	17	29	15
Biased for or against the powerful or the status quo	13	14	15	11
Biased to favor opinion of owner of paper or station	8	3	5	1
Financial concerns, bottom line, profit	6	--	9	3
<u>Ideology/Partisan bias (Net)</u>	22	17	16	11
Liberal, left bias	10	12	8	10
Politically biased toward one party	9	5	6	1
Conservative/right bias	2	1	2	--

	<u>Press Survey</u> %	<u>Government Leaders</u> %	<u>Academic Elites</u> %	<u>Business Leaders</u> %
<u>Procedural bias (Net)</u>	50	30	53	34
Personal biases, feelings/opinions show through	24	13	17	18
One-sided bias, only tell one side, not all the facts	13	14	23	5
Incomplete, too few facts or sources	11	4	21	14
Predisposed to certain opinions, agendas	7	3	2	5
<u>Choice/Placement bias (Net)</u>	19	13	25	18
Bias in choosing what topics to cover or not	9	3	8	4
Biased toward dramatic, sensational news	9	7	20	14
Bias in placement or position of stories	2	2	2	1
<u>Other</u>				
Bias for or against a certain sex or race	6	4	9	8
Negative bias	5	5	5	--
Other	4	5	10	4
Don't know	10	45	5	44
Number of Interviews	(508)	(96)	(100)	(79)

Procedure	Price	Government	Academic	Bus Lines
	(\$)	(\$)	(\$)	(\$)
Procedural bias (Net)	20	30	23	34
Personal biases				
Feelings/opinions	54	13	17	18
show through				
One-sided bias				
only feel one side	10	14	23	4
and all the facts				
Uncomfortable, too few	11	4	21	14
facts or sources				
Exposure to certain	7	2	2	8
opinions, agendas				
Choice/Placement bias (Net)	19	18	28	18
Bias in choosing				
what choice to	9	3	8	4
cover or not				
Classed forward				
Phrases, sentences	9	7	20	11
words				
Bias in placement or	3	2	2	1
position of stories				
Other:				
Bias left or right	6	4	4	8
control text or race				
Medium bias	3	5	2	--
Other	4	2	10	4
Don't know	10	12	7	24
Number of interviews	(308)	(96)	(100)	(70)

The difference between the leadership samples on the question of accuracy is even more dramatic. More than eight in ten of those in the press survey give themselves credit for getting the facts straight, compared to only about half (54%) of the public, the government leaders (54%), and the academic elites (51%). Whereas more than three-quarters of the business elites think press reporting is inaccurate.

ACCURACY OF NEWS ORGANIZATIONS

<u>News organizations...</u>	<u>General Population</u>	<u>Press Survey</u>	<u>Government Leaders</u>	<u>Academic Elites</u>	<u>Business Leaders</u>
Get facts straight	54	84	54	51	23
Are inaccurate	44	14	43	45	77
Don't know	<u>2</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(96)	(100)	(79)

Question: In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

Area of Media Employment and Perceptions of Various Press Practices

As a group, we have seen that the press tend to give themselves high marks, especially in comparison to the public. But among the members of the press survey there are significant differences of opinion. The strongest correlate of opinion among the press is the respondent's area of employment. Interviews were conducted among radio, television, newspaper, and magazine professionals. Interestingly, press opinion does not always divide neatly between print and broadcast journalism. Rather, those employed in radio and by news magazines consistently give the press lower marks on various aspects, than do those who work in the newspaper industry or television broadcasting.

AREA OF MEDIA EMPLOYMENT AND PERCEPTIONS
OF VARIOUS PRESS PRACTICES

	<u>Newspaper</u>	<u>Television</u>	<u>Magazine</u>	<u>Radio</u>
<u>Fairness</u>				
Deal Fairly with all sides	77	65	43	36
Tend to favor one side	21	33	55	64
Don't know	$\frac{2}{100\%}$	$\frac{2}{100\%}$	$\frac{2}{100\%}$	$\frac{0}{100\%}$
TOTAL				
<u>Independence</u>				
News organizations are pretty independent	77	71	55	47
Often influenced by the powerful	22	29	36	52
Don't know	$\frac{1}{100\%}$	$\frac{0}{100\%}$	$\frac{9}{100\%}$	$\frac{1}{100\%}$
TOTAL				
<u>Accuracy</u>				
News organizations get the facts straight	89	87	64	69
Stories are often inaccurate	10	12	26	29
Don't know	$\frac{1}{100\%}$	$\frac{1}{100\%}$	$\frac{10}{100\%}$	$\frac{2}{100\%}$
TOTAL				
<u>Bias</u>				
Great deal of bias in news coverage	2	7	12	24
Fair amount	33	29	48	48
Not too much	62	59	36	28
Not at all	2	3	2	*
Don't know	$\frac{1}{100\%}$	$\frac{2}{100\%}$	$\frac{2}{100\%}$	$\frac{0}{100\%}$
TOTAL				
Number of Interviews	(206)	(202)	(42)	(58)

Job Level and Perception of Various Press Practices

Another important correlate of opinion is the respondent's level of employment. Those at the top of the industry: publishers or broadcast executives, have a less positive outlook regarding press accuracy than do middle level professionals such as editors or producers, or working level professionals such as reporters and correspondents. Similarly, upper level professionals are more likely to see "a great deal" of bias than are other journalists. On the matter of fairness such differences do not exist. In the case of dependency, top level professionals see much more independence in news organizations than do reporters and correspondents.

Job Level	Accuracy	Dependency	Fairness	Bias
Top Level	71	52	73	5
Middle Level	77	58	79	13
Working Level	82	62	82	18
Total	77	58	79	13

JOB LEVEL AND PERCEPTION OF VARIOUS PRESS PRACTICES

	Job Level		
	<u>Publishers/ Executives</u>	<u>Editors/ Producers</u>	<u>Reporters/ Correspondents</u>
<u>Fairness</u>			
Deal fairly with all sides	60	68	65
Tend to favor one side	37	30	34
Don't know	<u>3</u>	<u>2</u>	<u>1</u>
TOTAL	100%	100%	100%
<u>Independence</u>			
News organizations are pretty independent	75	73	61
Often influenced by the powerful	24	27	38
Don't know	<u>1</u>	<u>0</u>	<u>1</u>
TOTAL	100%	100%	100%
<u>Accuracy</u>			
News organizations get the facts straight	74	90	88
Stories are often inaccurate	24	9	10
Don't know	<u>2</u>	<u>1</u>	<u>2</u>
TOTAL	100%	100%	100%
<u>Bias</u>			
Great deal of bias in news coverage	12	7	4
Fair amount	35	30	38
Not too much	48	60	57
Not at all	5	1	*
Don't know	<u>0</u>	<u>2</u>	<u>1</u>
TOTAL	100%	100%	100%
Number of Interviews	(170)	(171)	(167)

Media Employment, Job Level, and Perceptions of Various Press Practices

When type of media and level of employment are considered together, no clear pattern emerges. On questions of bias and fairness, type of media (specifically broadcast) is the stronger correlate. Broadcast journalists are more likely to think the press favors one side, and that it shows a great deal of bias in coverage.

Considering the question of accuracy, level of employment is the stronger correlate. Upper level publishers or executives are less likely to credit the press with getting the facts straight than are middle level producers and editors and the working level of journalists made up of reporters or correspondents.

The data on press independence shows no clear pattern. Print and broadcast executives disagree strongly with each other, middle level professionals are in agreement that the press is independent, and working journalists from the print industry tend to think the press is a little more independent than do those from broadcast.

AREA OF MEDIA EMPLOYMENT AND JOB LEVEL,
AND PERCEPTIONS OF VARIOUS PRESS PRACTICES

	<u>Publishers/ Executives</u>		<u>Editors/ Producers</u>		<u>Reporters/ Correspondents</u>	
	<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>	<u>Print</u>	<u>Broadcast</u>
<u>Fairness</u>						
Deal fairly with all sides	66	54	73	64	74	57
Tend to favor one side	33	41	25	35	24	43
Don't know	<u>1</u>	<u>5</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%	100%
<u>Independence</u>						
News organizations are pretty independent	83	67	71	74	64	57
Often influenced by the powerful	15	32	27	26	32	43
Don't know	<u>2</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>4</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%	100%
<u>Accuracy</u>						
News organizations get the facts straight	78	70	91	89	86	90
Stories are often inaccurate	19	29	8	9	10	10
Don't know	<u>3</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>4</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%	100%
<u>Bias</u>						
Great deal of bias in news coverage	8	15	3	12	1	7
Fair amount	40	30	32	29	35	42
Not too much	47	49	63	56	63	51
Not at all	5	6	1	1	*	*
Don't know	<u>0</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%	100%
Number of Interviews	(83)	(87)	(84)	(87)	(81)	(86)

Most Important Problem Facing Journalism Today

Despite the differences of opinion between the public and members of the press on questions of fairness, independence, and bias, there are still significant areas of agreement between these two groups. When asked to name the most important problem facing journalism today, members of the press survey specify many of the same things that the public mentioned as what they like least about news organizations.

The most frequently mentioned problems by all groups concern the presentation of the news. Maintaining the quality, objectivity, and accuracy of reporting is much more frequently mentioned than financial or audience concerns. Considering just the net number of mentions, seventy percent of the press survey consider "presentation" to be the most important problem. A similarly high level of concern about this problem is shared by academic elites (76%). Less than half of government and business elites (49% and 47% respectively), thought presentation was the most important problem.

Business or financial concerns are mentioned more often by members of the press survey (31% net), a concern that, once again, is shared by academic elites (18%), although to a lesser degree. Net mentions of audience concerns were larger among members of the press survey.

MOST IMPORTANT PROBLEM FACING JOURNALISM TODAY

	<u>Press Survey</u> %	<u>Government Leaders</u> %	<u>Academic Elites</u> %	<u>Business Leaders</u> %
<u>Business/financial (Net)</u>	31	6	18	9
Financial pressure for profits, limited resources	24	4	10	3
Competition	8	3	7	5
Corporate ownership	6	--	3	--
Diversity in the electronic media	2	--	1	1

	<u>Press Survey</u> %	<u>Government Leaders</u> %	<u>Academic Elites</u> %	<u>Business Leaders</u> %
<u>Coverage, presentation (Net)</u>	70	49	76	47
Maintaining the quality of coverage	17	14	25	9
Maintaining honesty, accuracy, ethics, credibility, believability	34	15	24	20
Sensationalism, entertainment syndrome, "infotainment"	16	22	26	13
Maintaining objectivity, not being biased	12	21	30	25
Access to information	7	1	--	--
Victim's right to privacy	2	2	5	--
<u>Audience (Net)</u>	15	3	9	4
Public's image of journalism, loss of public esteem	17	2	6	3
People don't have time to read	2	1	3	1
<u>Other</u>				
Legal concerns, first amendment	6	--	2	--
Low salaries	2	--	2	--
Finding good people	14	5	21	13
Other	5	10	29	6
Don't know	3	45	--	44
Number of Interviews	(508)	(96)	(100)	(79)

The Quality of News Coverage

Although the press sees much more fairness, less bias, and more independence in its reporting than does the general public, they are still critical about certain aspects of the industry. About a quarter think that the quality of network television news (28%), and local television news (24%), is getting worse. The quality of news magazines and radio news comes in for substantially less criticism. CNN is universally praised by its press colleagues, more than two-thirds think its quality has gotten better, while practically none think it has gotten worse.

Among government, business, and academic elites, the predominant perception is that the quality of news coverage has not changed, or has gotten better for all news organizations tested. The two exceptions are the 43% of business elites who think the quality of network television coverage is getting worse, and the 33% of government leaders who feel the same way about newspapers.

In the case of network television news, local television news, and daily newspapers, all three elite groups are less likely to say news coverage is getting better than are members of the press.

QUALITY OF NEWS COVERAGE

	<u>Getting Better</u>	<u>Getting Worse</u>	<u>No Change</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
<u>Network television news</u>						
Press survey	35	28	33	4	= 100%	(508)
Government leaders	28	27	39	6	= 100%	(96)
Business leaders	15	43	38	4	= 100%	(79)
Academic elite	16	33	46	5	= 100%	(100)
<u>Daily newspapers</u>						
Press survey	44	18	36	2	= 100%	(508)
Government leaders	28	33	38	1	= 100%	(96)
Business leaders	14	24	61	1	= 100%	(79)
Academic elite	33	24	40	3	= 100%	(100)
<u>Local television news</u>						
Press survey	43	24	28	5	= 100%	(508)
Government leaders	36	29	30	5	= 100%	(96)
Business leaders	24	21	52	3	= 100%	(79)
Academic elite	24	31	38	7	= 100%	(100)
<u>News magazines</u>						
Press survey	32	14	46	8	= 100%	(508)
Government leaders	36	13	46	5	= 100%	(96)
Business leaders	25	15	57	3	= 100%	(79)
Academic elite	24	18	46	12	= 100%	(100)
<u>CNN</u>						
Press survey	68	1	17	14	= 100%	(508)
Government leaders	75	2	17	6	= 100%	(96)
Business leaders	62	0	22	16	= 100%	(79)
Academic elite	47	1	28	24	= 100%	(100)

Question: For each of the following please tell me whether you think the quality of their news coverage is getting better, getting worse, or hasn't it been changing?

Among members of the press there are some significant differences on the quality of news coverage by age. The younger group -- those under 35 -- are more likely to think the quality of coverage of both network and local television news, CNN, and news magazines, is getting better than are those over 50 years of age. Among the older cohort, only the quality of news coverage of daily newspapers is seen as getting better.

QUALITY OF NEWS COVERAGE
(Based on Total Press Survey)

	<u>Under 35</u> <u>years</u> %	<u>35-49</u> <u>years</u> %	<u>50 years</u> <u>and over</u> %
<u>Network TV News</u>			
Getting better	43	35	26
Getting worse	29	26	32
No change	26	35	38
<u>Daily Newspapers</u>			
Getting better	41	41	54
Getting worse	19	17	17
No change	37	42	26
<u>Local Television News</u>			
Getting better	51	41	38
Getting worse	18	27	28
No change	27	27	30
<u>News Magazines</u>			
Getting better	35	32	28
Getting worse	17	16	10
No change	40	47	51
<u>CNN</u>			
Getting better	74	69	61
Getting worse	*	1	1
No change	12	18	21
Number of Interviews	(147)	(222)	(138)

Broadcast journalists are more likely to think the quality of coverage of television news has gotten better than are print journalists. Not surprisingly, print journalists tend to rate the quality of newspaper coverage higher than do broadcast journalists. Interestingly, this pattern does not hold for news magazines. Broadcast executives and correspondents rate the quality of coverage of news magazines higher than do their counterparts in the print industry. The quality of coverage on CNN is seen as getting better by substantial majorities of the press survey regardless of their field.

Both print and broadcast executives are less likely to say quality is getting better than are those at the working level of the profession for all news organizations except newspapers and CNN.

QUALITY OF NEWS COVERAGE BY
TYPE OF MEDIA AND JOB LEVEL

	<u>Publishers/ Executives</u>		<u>Editors/ Producers</u>		<u>Reporters/ Correspondents</u>	
	<u>Print</u> %	<u>Broadcast</u> %	<u>Print</u> %	<u>Broadcast</u> %	<u>Print</u> %	<u>Broadcast</u> %
<u>Network TV News</u>						
Getting better	17	46	20	45	27	54
Getting worse	40	20	45	21	32	13
No change	36	30	31	34	36	31
<u>Daily Newspapers</u>						
Getting better	74	16	69	24	54	33
Getting worse	8	33	10	25	10	17
No change	17	49	20	48	35	47
<u>Local Television news</u>						
Getting better	23	55	27	63	25	63
Getting worse	34	15	30	17	32	20
No change	37	26	36	18	36	14
<u>News Magazines</u>						
Getting better	24	31	30	28	35	44
Getting worse	18	8	23	17	17	5
No change	52	51	43	49	38	42
<u>CNN</u>						
Getting better	63	58	70	76	69	74
Getting worse	*	1	*	2	*	*
No Change	15	30	16	16	16	11
Number of Interviews	(83)	(87)	(84)	(87)	(81)	(86)

Pressures Affecting Press Performance

The press considers its own shortcomings or internal problems as more important reasons for poor performance than it does any outside pressures. More than two-thirds cite the absence of proper resources (67%) and skilled journalists (62%) as very or somewhat important factors in explaining why the press doesn't always do a good job. Pressure from special interest groups (42%) or advertisers (39%) are seen as much less important problems by comparison.

QUALITY OF NEWS COVERED BY TYPE OF MEDIA AND THE LEVEL

Type of Media	Very Important		Somewhat Important		Not Important	
	Print	TV	Print	TV	Print	TV
News	67	62	23	33	10	5
Special Interest Groups	42	39	15	12	43	53
Advertisers	39	32	17	13	44	55
Government	38	35	18	14	44	51
Other	35	30	20	15	45	50
None of the Above	10	10	10	10	10	10
Total	67	62	23	33	10	5

PRESSURES AFFECTING PRESS PERFORMANCE
(Based on One-Half of Press Survey)

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not too Important</u>	<u>Not at all Important</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
News people lack the skills and background to do a good job	25	37	-	14	3	= 100%	(259)
Corporate owners put pressure on news organizations that keeps them from doing a good job	12	31	37	18	2	= 100%	(259)
News people can't keep their personal opinions from showing up in their reporting	21	32	33	12	2	= 100%	(259)
News organizations are so interested in attracting a big audience that they don't do a good job	17	38	25	17	3	= 100%	(259)
Advertisers put pressure on news organizations that keeps them from doing a good job	12	27	33	25	3	= 100%	(259)
News organizations don't want to spend the money to do things right	28	39	18	12	3	= 100%	(259)
Special interest groups put pressure on news organizations that keeps them from doing a good job	10	32	37	18	3	= 100%	(259)

Question: Here are some possible factors that might explain why news organizations sometimes don't always do as good a job as they should. For each one, tell me how important a reason you think it is, very important, somewhat important, not too important, or not at all important?

Positive or Negative Effect of Recent Developments on Journalism

Substantial majorities of the press are critical of a number of recent developments in the field. Nearly three-quarters (74%) of the press think the use of video re-enactments in news broadcasts has had a negative effect on journalism. About six in ten think tabloid television news shows are also having a negative effect.

The recent developments of foreign or chain ownership of news organizations are both seen as having a negative effect on journalism by 55%. The only development tested that is positively accepted (by nearly nine in ten) is the widespread use of satellite technology that helps local stations cover international news more effectively.

Among the three other elite samples, buy outs of local newspapers by larger chains is considered to have even more of a negative effect than members of the press see. It seems to be an especially negative prospect to government (62%) and academic elites (70%).

Government leaders do not see buy outs of news organizations by diversified companies or the use of video re-enactments in the news as negatively as do the other elite publics.

The advances brought on by satellite technology are widely believed by all elite groups to be a positive development for the field of journalism. Tabloid television shows, on the other hand, are a very negative development to 61% of the press survey but only 28% of the government leaders.

LEADERSHIP PUBLICS RATE
POSITIVE OR NEGATIVE EFFECTS ON JOURNALISM

	<u>Positive</u>	<u>Not Neg- ative or Positive</u>	<u>Negative</u>	<u>Not much Effect</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
<u>Foreign ownership of U.S. publishing companies</u>							
Press survey	4	8	55	25	8	= 100%	(508)
Government leaders	4	7	49	37	3	= 100%	(96)
Academic elites	2	9	51	26	12	= 100%	(100)
Business leaders	8	11	45	32	4	= 100%	(79)
<u>Buy outs of local newspapers by large newspaper chains</u>							
Press survey	19	7	55	15	4	= 100%	(508)
Government leaders	9	4	62	19	6	= 100%	(96)
Academic elites	12	9	70	5	4	= 100%	(100)
Business leaders	13	14	58	14	1	= 100%	(79)
<u>The increasing use of satellite technology by local television stations to cover national and international stories</u>							
Press survey	87	3	4	6	*	= 100%	(508)
Government leaders	94	1	2	2	1	= 100%	(96)
Academic elites	86	3	6	3	2	= 100%	(100)
Business leaders	85	0	9	5	1	= 100%	(79)
<u>Buy outs of news organizations by diversified corporations</u>							
Press survey	5	6	69	15	5	= 100%	(508)
Government leaders	6	6	49	29	10	= 100%	(96)
Academic elites	4	3	74	14	5	= 100%	(100)
Business leaders	9	10	47	30	4	= 100%	(79)
<u>Tabloid television programs like A CURRENT AFFAIR and INSIDE EDITION</u>							
Press survey	15	6	61	13	5	= 100%	(508)
Government leaders	31	2	28	12	27	= 100%	(96)
Academic elites	17	6	46	10	21	= 100%	(100)
Business leaders	21	3	43	10	23	= 100%	(79)
<u>The use of re-enactments in television news broadcasts</u>							
Press survey	13	3	74	7	3	= 100%	(508)
Government leaders	17	2	58	11	12	= 100%	(96)
Academic elites	7	2	74	11	6	= 100%	(100)
Business leaders	14	1	65	11	9	= 100%	(79)

Question: I am going to read you a list of some of the things that are being talked about in journalism today. For each, please tell me whether you think this development is having a positive effect on journalism, having a negative effect on journalism, or isn't it having much of an effect?

Type of Media and Positive or Negative Effects on Journalism

Although all of these issues -- except the use of satellite technology by local stations -- are generally seen to have a negative effect on journalism, type of media plays a very important role in determining how negatively the development is regarded. Those which are clearly an advantage to one type of news organization at the expense of another, are more likely to be viewed negatively by those in the affected media. Specifically, those in print journalism view video re-enactments much more negatively than do those in television news. Also, newspaper buy outs by chains are more often criticized by journalists who do not work for newspapers.

TYPE OF MEDIA AND
POSITIVE OR NEGATIVE EFFECTS ON JOURNALISM

	<u>Magazine</u>	<u>Newspaper</u>	<u>Television</u>	<u>Radio</u>
<u>Foreign ownership of U.S. publishing companies</u>				
Positive	7	1	3	14
Not Negative or Positive	10	7	8	5
Negative	41	55	60	52
Not much effect	33	31	19	22
Don't know	9	6	10	7
TOTAL	100%	100%	100%	100%
<u>Buy outs of local newspapers by large newspaper chains</u>				
Positive	17	22	18	14
Not Negative or Positive	*	10	7	5
Negative	69	48	57	60
Not much effect	7	18	12	16
Don't know	7	2	6	5
TOTAL	100%	100%	100%	100%
<u>The increasing use of satellite technology by local television stations to cover national and international stories</u>				
Positive	86	84	89	91
Not Negative or Positive	2	2	4	2
Negative	7	6	2	3
Not much effect	5	7	5	4
Don't know	0	1	0	0
TOTAL	100%	100%	100%	100%

Magazine Newspaper Television Radio

Buy outs of news organizations
by diversified corporations

Positive	5	3	6	10
Not Negative or Positive	-7	6	5	5
Negative	74	71	68	62
Not much effect	5	16	15	16
Don't know	9	4	6	7
TOTAL	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

Tabloid television programs like
A CURRENT AFFAIR and INSIDE EDITION

Positive	10	14	14	21
Not Negative or Positive	4	5	7	2
Negative	57	63	59	64
Not much effect	19	12	16	7
Don't know	10	6	4	6
TOTAL	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

The use of re-enactments in
television news broadcasts

Positive	*	10	18	16
Not Negative or Positive	*	2	6	2
Negative	91	83	63	71
Not much effect	2	4	11	9
Don't know	7	1	2	3
TOTAL	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

Number of Interviews (42) (206) (202) (58)

Question: I am going to read you a list of some of the things that are being talked about in journalism today. For each, please tell me whether you think this development is having a positive effect on journalism, having a negative effect on journalism, or isn't it having much of an effect?

Positive or Negative Effect on Journalism of Major Figures and Institutions

Dan Rather, Ted Tuner, USA Today, The Pulitzer Prize, and National Public Radio are all seen as having a very or mostly positive influence on the field of journalism by substantial majorities. More than half (52%) say that National Public Radio's influence on the field of journalism is very positive. At the other end of the scale are Geraldo Rivera and Rupert Murdoch, whose influence is seen as mostly or very negative by majorities. The influence of Laurence Tisch, and General Electric's ownership of NBC, seem to be issues that are still undecided to many in the business, but the balance of opinion is negative among those who have formed a view.

PRESS BELIEFS ABOUT MAJOR FIGURES AND INSTITUTIONS

	<u>Very Positive</u>	<u>Mostly Positive</u>	<u>Mostly Negative</u>	<u>Very Negative</u>	<u>(VOL.) No Influence</u>	<u>Not Sure of Effect</u>	<u>Total %</u>	<u>Number of Interviews</u>
<u>Rupert Murdoch</u>								
Press Survey	2	20	43	18	8	9	= 100%	(508)
Government leaders	2	16	37	10	16	19	= 100%	(96)
Academic Elites	0	8	51	16	3	22	= 100%	(100)
Business leaders	0	23	43	9	15	10	= 100%	(79)
<u>Dan Rather</u>								
Press Survey	9	51	22	4	10	4	= 100%	(508)
Government leaders	8	44	23	8	14	3	= 100%	(96)
Academic Elites	12	55	18	3	8	4	= 100%	(100)
Business leaders	3	28	33	16	11	9	= 100%	(79)
<u>Ted Turner</u>								
Press Survey	20	64	11	1	2	2	= 100%	(508)
Government leaders	19	63	7	2	7	2	= 100%	(96)
Academic Elites	12	70	8	1	3	6	= 100%	(100)
Business leaders	15	66	10	2	4	3	= 100%	(79)
<u>Geraldo Rivera</u>								
Press Survey	1	9	46	37	5	2	= 100%	(508)
Government leaders	1	4	35	37	9	14	= 100%	(96)
Academic Elites	0	3	38	46	1	12	= 100%	(100)
Business leaders	0	4	29	49	8	10	= 100%	(79)

	<u>Very Positive</u>	<u>Mostly Positive</u>	<u>Mostly Negative</u>	<u>Very Negative</u>	<u>(VOL.) No Influence</u>	<u>Not Sure of Effect</u>	<u>Total %</u>	<u>Number of Interviews</u>
<u>Laurence Tisch</u>								
Press Survey	2	25	31	3	12	27	= 100%	(508)
Government Leaders	4	16	12	2	18	48	= 100%	(96)
Academic Elites	1	12	27	1	12	47	= 100%	(100)
Business Leaders	1	31	24	1	20	23	= 100%	(79)
<u>General Electric's Ownership of NBC</u>								
Press Survey	2	21	37	5	20	15	= 100%	(508)
Government Leaders	3	14	12	4	41	26	= 100%	(96)
Academic Elites	0	13	32	9	25	21	= 100%	(100)
Business Leaders	4	19	24	1	37	15	= 100%	(79)
<u>USA Today</u>								
Press Survey	18	58	15	5	3	1	= 100%	(508)
Government Leaders	27	48	19	2	3	1	= 100%	(96)
Academic Elites	13	49	27	6	5	0	= 100%	(100)
Business Leaders	19	61	9	1	10	0	= 100%	(79)
<u>The Pulitzer Prize</u>								
Press Survey	36	52	5	*	6	1	= 100%	(508)
Government Leaders	37	45	6	0	9	3	= 100%	(96)
Academic Elites	47	43	3	2	3	2	= 100%	(100)
Business Leaders	32	48	6	1	10	3	= 100%	(79)
<u>National Public Radio (NPR)</u>								
Press Survey	52	36	2	*	5	5	= 100%	(508)
Government Leaders	47	37	5	1	6	4	= 100%	(96)
Academic Elites	76	20	0	0	2	2	= 100%	(100)
Business Leaders	36	39	4	1	10	10	= 100%	(79)

Question: For each of the following, please tell me if it has had a very positive, mostly positive, mostly negative, or very negative influence on the field of journalism. First...(INSERT ITEM. CONTINUE WITH REST OF LIST.)

Reporters and correspondents are somewhat more likely to rate Dan Rather, The Pulitzer Prize, and National Public Radio very positively than are editors and producers, or publishers and other broadcast executives.

JOB LEVEL AND INFLUENCE OF MAJOR FIGURES AND INSTITUTIONS

	<u>Very Positive</u>	<u>Mostly Positive</u>	<u>Mostly Negative</u>	<u>Very Negative</u>	<u>(VOL.) No Influence</u>	<u>Not Sure of Effect</u>	<u>Total %</u>	<u>Number of Interviews</u>
<u>Rupert Murdoch</u>								
Pub/exec	3	23	41	9	16	8	= 100%	(170)
Ed/prod	1	18	49	20	4	8	= 100%	(171)
Rep/corr	2	19	38	23	5	13	= 100%	(167)
<u>Dan Rather</u>								
Pub/exec	6	49	27	8	8	2	= 100%	(170)
Ed/prod	7	51	20	3	13	6	= 100%	(171)
Rep/corr	14	52	19	1	9	5	= 100%	(167)
<u>Ted Turner</u>								
Pub/exec	19	61	12	2	2	4	= 100%	(170)
Ed/prod	19	68	10	1	2	0	= 100%	(171)
Rep/corr	21	64	10	1	1	3	= 100%	(167)
<u>Geraldo Rivera</u>								
Pub/exec	0	11	44	37	4	4	= 100%	(170)
Ed/prod	0	8	45	40	6	1	= 100%	(171)
Rep/corr	4	7	49	32	5	3	= 100%	(167)
<u>Laurence Tisch</u>								
Pub/exec	2	25	33	4	15	21	= 100%	(170)
Ed/prod	1	24	34	4	14	23	= 100%	(171)
Rep/corr	2	27	25	1	8	37	= 100%	(167)
<u>General Electric's Ownership of NBC</u>								
Pub/exec	*	24	39	4	21	12	= 100%	(170)
Ed/prod	2	16	39	7	23	13	= 100%	(171)
Rep/corr	4	21	34	4	18	19	= 100%	(167)
<u>National Public Radio (NPR)</u>								
Pub/exec	38	39	2	1	8	12	= 100%	(170)
Ed/prod	56	34	2	0	6	2	= 100%	(171)
Rep/corr	61	35	1	0	2	1	= 100%	(167)
<u>USA Today</u>								
Pub/exec	20	62	10	2	4	2	= 100%	(170)
Ed/prod	16	60	17	5	2	*	= 100%	(171)
Rep/corr	18	50	19	8	3	2	= 100%	(167)
<u>The Pulitzer Prize</u>								
Pub/exec	32	54	4	*	8	2	= 100%	(170)
Ed/prod	31	53	9	0	5	2	= 100%	(171)
Rep/corr	44	49	1	1	4	1	= 100%	(167)

Views on Influence and Power of the Press

Just how influential a role the press plays in America depends very much on who you ask. The public divided evenly on assigning the most influential role to the press (21%), political leaders in Washington (28%), or business leaders (26%). However, near majorities of opinion leaders in those same groups chose only one group as the most influential. Both government and business leaders, who often have an adversarial relationship with the press, think it has the most influential role. The press themselves, as well as academics, say political leaders play a much more influential role. The concentration of influence between political leaders and the press is illustrated by the fact that each of these groups chooses the other as the most influential.

PERCEPTIONS OF WHICH INSTITUTION PLAYS
THE MOST POWERFUL ROLE IN AMERICA

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Leaders</u>	<u>Academic Elites</u>	<u>Business Leaders</u>
Business leaders	26	22	5	22	13
Political leaders in Washington	28	45	39	50	38
The press	21	24	47	15	42
Religious leaders	6	2	1	--	--
Entertainment personalities	17	6	6	9	5
Don't know	<u>2</u>	<u>1</u>	<u>2</u>	<u>4</u>	<u>2</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(96)	(100)	(79)

Question: As I read a list, please tell me which of the following plays the most influential role in America?

The Press' Effect on What Issues the Government Addresses

Although not all groups think the press plays the most influential role, its power to affect what is going on in Washington is not in doubt. Fifty-one percent of the press survey think they have a very great effect on which issues the government addresses; and 46% say they have some effect. Among the other elite groups, those saying "very great effect" is even greater.

PRESS EFFECT ON ISSUES THE GOVERNMENT ADDRESSES

	<u>Press Survey</u>	<u>Government Leaders</u>	<u>Academic Elites</u>	<u>Business Leaders</u>
No effect	2	1	1	0
Only somewhat of an effect	46	39	34	30
A very great effect	51	60	65	70
Don't know	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	100%	100%	100%	100%
Number of Interviews	(508)	(96)	(100)	(79)

Question: To what extent do news organizations affect which issues the government addresses at any given time? Do they have no effect, only somewhat of an effect, or a very great effect?

SECTION III

THE PRESS AND GOVERNMENT

SECTION 111

THE PRESS AND GOVERNMENT

New Organizations and Democracy

The public overwhelmingly believes, by a three to one margin, that new organizations protect democracy more so than not. Fifty-five percent of the public believes new organizations protect democracy. 19% say they hurt democracy and one-fifth believe that neither phrase is applicable. In December 1982, the last time this question was asked in a Gallup survey, a significantly higher percentage of Americans believed that new organizations hurt democracy (52%), reflecting public backlash toward the press over the Iran-contra issue. It now appears, with the decline to 19% of those that believe new organizations hurt democracy, that this backlash is no longer underway. On the other hand, the percentage of the public who believe that organizations protect democracy has remained relatively constant since

1977

TREND IN PUBLIC OPINION
AND THEIR EFFECT ON DEMOCRACY

Number of Interviews	1987	1982	1984	1982
Don't know	5	8	3	11
Neither helps	20	18	15	19
Hurt democracy	19	51	18	33
Helps democracy	55	23	52	34
TOTAL	100	100	100	100

Question: I am going to read you a pair of opposite phrases. Please tell me which one phrase you think best describes new organizations generally. If you think that neither phrase applies, please say so. New organizations protect democracy. They hurt democracy.

News Organizations and Democracy

The public overwhelmingly believes, by a three to one margin, that news organizations protect democracy more so than hurt it. Fifty-five percent of the public believes news organizations protect democracy, 19% say they hurt democracy and one-fifth believe that neither phrase is applicable. In December 1986, the last time this question was asked in a Gallup/Times Mirror survey, a significantly higher percentage of Americans believed that news organizations hurt democracy (27%), reflecting public backlash toward the press over the Iran-contra issue. It now appears, with the decline to 19% for those that believe news organizations hurt democracy, that this backlash is no longer apparent. On the other hand, the percentages of the public who believe news organizations protect democracy have remained relatively constant since 1985.

TREND IN NEWS ORGANIZATIONS AND THEIR EFFECT ON DEMOCRACY

	<u>8/89</u>	<u>12/86</u>	<u>7/86</u>	<u>6/85</u>
News organizations protect democracy	55	52	58	54
News organizations hurt democracy	19	27	18	23
Neither applies	20	13	17	13
Don't know	<u>6</u>	<u>8</u>	<u>7</u>	<u>10</u>
TOTAL	100%	100%	100%	100%
Number of Interviews	(1507)	(1502)	(1504)	(2104)

Question: I am going to read you a pair of opposite phrases. Please tell me which one phrase you think best describes news organizations generally. If you think that neither phrase applies, please say so. News organizations protect democracy...News organizations hurt democracy.

While party identification does not appear to be related to the public's opinion on this issue, the more "advantaged" groups, those consisting of white, male, college-educated, middle-age individuals with higher incomes, are significantly more likely to view the media in a positive way on this question. The traditionally conservative South, however, tends to be slightly less likely to believe news organizations protect democracy.

Attentiveness to news and views about news organizations are decidedly more influential than other factors concerning this issue. Whereas 62% of those who are considered highly attentive to news believe the media protects democracy, only 47% of those with low attentiveness did so.

Characteristic	N	Believe Media Protects Democracy (%)	Do Not Believe Media Protects Democracy (%)
Age			
Under 30 years	201	58	42
30 - 49 years	201	50	50
50 years and over	201	47	53
Gender			
Male	100	50	50
Non-Male	100	47	53
Education			
Did not graduate	100	47	53
College incomplete	100	50	50
High school graduate	100	53	47
Some college	100	50	50
College graduate	100	58	42
Income			
Under \$20,000	100	47	53
\$20,000-\$40,000	100	50	50
\$40,000 and over	100	58	42
Attentiveness to News			
High	100	62	38
Medium	100	50	50
Low	100	47	53

NEWS ORGANIZATIONS AND THEIR EFFECT ON DEMOCRACY

	<u>Protect Democracy</u>	<u>Hurt Democracy</u>	<u>Neither Applies</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	55	19	20	6	= 100%	(1507)
<u>By sex:</u>						
Male	60	18	18	5	= 100%	(751)
Female	49	20	23	8	= 100%	(756)
<u>By age:</u>						
Under 30 years	51	17	28	4	= 100%	(360)
30 - 49 years	61	16	20	3	= 100%	(599)
50 years and over	50	24	16	10	= 100%	(518)
<u>By race:</u>						
White	56	18	20	6	= 100%	(1317)
Non-White	42	27	24	7	= 100%	(170)
<u>By education:</u>						
College graduate	71	9	19	1	= 100%	(493)
College incomplete	58	17	20	5	= 100%	(360)
High school graduate	49	23	23	5	= 100%	(463)
Less than high school graduate	40	28	18	14	= 100%	(175)
<u>By income:</u>						
Under \$20,000	49	24	19	8	= 100%	(358)
\$20,000-\$49,999	55	19	22	4	= 100%	(672)
\$50,000 and over	68	9	20	3	= 100%	(344)
<u>By attention to the news:</u>						
High	62	18	17	3	= 100%	(598)
Medium	53	18	22	7	= 100%	(436)
Low	47	21	23	9	= 100%	(473)

The Press as a Watchdog on Political Leaders

The public, as in past surveys, expressed its strong approval of the watchdog function of the press with respect to political leaders. Two-thirds of all respondents polled (68%) were more likely to view press criticism of political leaders in a positive rather than negative manner. However, nearly one-quarter (23%) of the public also believes that press criticism of political leaders prevents the leaders from effectively performing their jobs. This figure is up from that of June 1985 when only 17% of the public viewed press criticism as obstructive, largely due to the public's feelings concerning the Iran-contra issue and the critical role played by the press. Nonetheless, earlier surveys have shown that, consistently, three out of five people believe criticism of political leaders by the press leads to more honest government.

TREND IN NEWS ORGANIZATIONS CRITICISM OF POLITICAL LEADERS

	<u>8/89</u>	<u>12/86</u>	<u>6/85</u>
Criticism keeps political leaders from doing their job	23	26	17
Criticism keeps political leaders from doing "wrong" things	68	60	67
Don't know	<u>9</u>	<u>14</u>	<u>16</u>
TOTAL	100%	100%	100%
Number of Interviews	(1507)	(1502)	(2104)

Question: Some people think that by criticizing political leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?

The Press as a Check on the Military

As in its attitude toward press criticism of America's political leaders, a majority of the public believe that press criticism of the military is beneficial, as opposed to disruptive. Fifty-six percent said they believe press criticism of the military helps to keep the nation prepared, while 33% said they believe such criticism weakens our nation's defense. There has not been much variation since 1985 in these percentages, with approximately one-third of the public in each survey responding that press criticisms of the military tend to weaken our defenses and between 51% and 57% believing it tends to keep them prepared.

TREND IN NEWS ORGANIZATIONS CRITICISM OF THE MILITARY

	<u>8/89</u>	<u>12/86</u>	<u>6/85</u>
Weakens defenses	33	31	31
Keeps nation prepared	56	57	51
Don't know	<u>11</u>	<u>12</u>	<u>18</u>
TOTAL	100%	100%	100%
Number of Interviews	(1507)	(1502)	(2104)

Question: Some people think that by criticizing the military, news organizations weaken the country's defenses. Others think that such criticism helps keep our nation militarily prepared. Which position is closer to your opinion?

Those groups most likely to view press criticism of the military as a factor in weakening the nation's defenses include many of the same groups who had a less favorable opinion of press criticism of political leaders. Namely, Republicans (39%), those over fifty years of age (37%), those with less education (39%) and lower incomes (37%).

NEWS ORGANIZATIONS' CRITICISM OF THE MILITARY

	<u>Weakens Our Defenses</u>	<u>Helps Keep Nation Prepared</u>	<u>Can't Say</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	33	56	11	= 100%	(1507)
<u>By age:</u>					
Under 30 years	31	59	10	= 100%	(360)
30 - 49 years	31	59	11	= 100%	(599)
50 years and over	37	54	9	= 100%	(518)
<u>By Party ID:</u>					
Republican	39	49	12	= 100%	(537)
Democrat	30	63	7	= 100%	(468)
Independent	30	58	12	= 100%	(461)
<u>By education:</u>					
College graduate	25	65	10	= 100%	(493)
College incomplete	32	58	10	= 100%	(360)
High school graduate	36	55	9	= 100%	(463)
Less than high school graduate	39	49	12	= 100%	(175)
<u>By income:</u>					
Under \$20,000	37	53	10	= 100%	(358)
\$29,000-\$49,999	33	59	8	= 100%	(672)
\$50,000 and over	29	58	13	= 100%	(344)

Press Rights, Government Censorship, and National Security

The American public in 1989 is far less divided on how the rights of the press and government should be balanced in cases involving national security concerns than it was in 1985. Fifty-two percent of the respondents believe that it is more important for the news media to be able to report stories they feel are in the national interest than for the government to be able to censor news stories it feels threaten national security; only 4 out of 10 Americans sided with the government on this issue and voted for the government's right to censor "threatening" stories. Although the percentage of the public which favors censorship of the media on national security issues has not changed dramatically, 44% in 1985 and 40% in 1989, the percentage of those who support the media's right to report stories in the national interest has increased significantly, from 38% in 1985 to 52% in 1989. However, the 1989 findings which represent a shift in public opinion away from government censorship of news stories are consistent with those of a Gallup/Newsweek survey taken in October 1984 in which 50% of those polled sided with the news media as opposed to the government (38%).

TREND IN GOVERNMENT CENSORSHIP FOR REASONS OF NATIONAL SECURITY

	<u>8/89</u>	<u>6/85</u>	<u>10/84</u>
Government able to censor	40	44	38
News media able to report	52	38	50
Both equal	5	9	6
Don't know	<u>3</u>	<u>9</u>	<u>6</u>
TOTAL	100%	100%	100%
Number of Interviews	(1507)	(2104)	(750)

Question: Which is more important to you: that the government be able to censor news stories it feels threaten national security OR that the news media be able to report stories they feel are in the national interest?

Similar groups within the public tend to side with the media on the question of government censorship as were supportive of press criticism of political leaders and the military. These include women, non-whites, young people, those with lower incomes and Democrats. Their demographic counterparts, on the other hand, are more supportive of the government's right

to censor the media. Support for government censorship gradually increases with age and income, but not necessarily with education. The greatest differences in opinion occurred along racial, income, and partisanship lines, with the highest level of support for the government on this question coming from the Republicans (51%).

With respect to news attentiveness and support for the government or media, those individuals who were rated high on the news attentiveness scale are not only less supportive of the news media (48%) than those who were rated medium (54%) and low (53%), but they are also much more closely divided on the censorship issue than those who pay less attention to news.

ATTITUDES TOWARD CENSORSHIP OF NEWS ORGANIZATIONS

	<u>Government Able to Censor</u>	<u>Press Able to Report</u>	<u>Both Equal</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	40	52	5	3	= 100%	(1507)
<u>By sex:</u>						
Male	44	49	5	2	= 100%	(751)
Female	37	54	5	3	= 100%	(756)
<u>By race:</u>						
White	42	50	6	2	= 100%	(1317)
Non-white	29	63	3	5	= 100%	(170)
<u>By age:</u>						
Under 30 years	37	57	4	2	= 100%	(360)
30 - 49 years	40	53	6	1	= 100%	(599)
50 years and over	44	47	5	4	= 100%	(518)
<u>By party ID:</u>						
Republican	50	42	6	2	= 100%	(537)
Democrat	33	59	5	3	= 100%	(468)
Independent	38	54	5	3	= 100%	(461)
<u>By income:</u>						
Under \$20,000	35	56	6	3	= 100%	(358)
\$20,000-\$49,999	41	53	5	1	= 100%	(672)
\$50,000 and over	46	45	6	3	= 100%	(344)
<u>By attention to news:</u>						
High	46	48	5	1	= 100%	(598)
Medium	38	54	5	3	= 100%	(436)
Low	36	54	6	4	= 100%	(473)

News Reporters and Confidential Sources

The American public overwhelmingly supports the right of news reporters to maintain the confidentiality of their sources, by a ratio of 4 to 1; 79% of those surveyed said that a reporter ought to sometimes be allowed to keep a source confidential in order to obtain a story while only 18% believe news reporters should always reveal the source of a story. In comparison with past surveys, the findings from 1989 are consistent with the general trend of massive public support for the media on this issue. A June 1985 Times Mirror/Gallup survey found virtually the same percentage of the public in support of reporters' rights to keep their sources confidential (78%) and an earlier 1981 survey by Gallup/Newsweek found an even larger percentage who favored the right of reporters to do so (83%).

TREND IN ATTITUDES TOWARD CONFIDENTIALITY OF SOURCES

	<u>8/89</u>	<u>6/85</u>	<u>4/81</u>
Always reveal	18	15	13
Sometimes keep confidential	79	78	83
Don't know	<u>3</u>	<u>7</u>	<u>4</u>
TOTAL	100%	100%	100%
Number of Interviews	(1507)	(2104)	(760)

Question: Some people feel a news reporter should always reveal the source of his story to his readers. Others feel that sometimes a reporter should be allowed to keep his source confidential if that is the only way he can get his information. Which position is closer to your opinion?

Public Attitudes Toward the Fairness Doctrine

The public is evenly divided on the issue of a government mandated fairness doctrine applicable to all news organizations. Forty-eight percent of the people surveyed support a government requirement for equal coverage by news organizations of all sides of a controversial issue and an equal percentage oppose any government involvement at all in this area. While the percentages of those opposed to government involvement have remained the same since the Times Mirror/Gallup June 1985 survey (48%), there has been a small increase in the level of support for a government-sponsored fairness doctrine which would require that all sides to a controversial issue be given equal coverage; previously, 42% of the public were in favor of such a requirement and presently 48% favor it. But on balance, public opinion on this issue has not changed significantly, remaining quite controversial.

TREND IN PUBLIC ATTITUDES TOWARD THE FAIRNESS DOCTRINE

	<u>8/89</u>	<u>6/85</u>
Government should require equal coverage	48	42
Government should not get involved	48	48
Don't know	<u>4</u>	<u>10</u>
TOTAL	100%	100%
Number of Interviews	(1507)	(2104)

Question: Some people feel the government should require that news organizations give coverage to all sides of a controversial issue. Other people feel the government should not be involved in how much news coverage should be given to any side of an issue. Which position is closer to your opinion?

Those groups most supportive of a government-sponsored fairness doctrine include both the young and the old, the less educated, those with incomes over \$50,000, Republicans and those individuals who pay more attention to news. The higher one's education, the less support there is for government involvement on this issue while there are no significant differences among sex, race, or region.

THE FAIRNESS DOCTRINE

	<u>Should Require Equal Coverage</u>	<u>Government Not Involved</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	48	48	4	= 100%	(1507)
<u>By age:</u>					
Under 30 years	52	46	2	= 100%	(360)
30 - 49 years	44	53	3	= 100%	(599)
50 years and over	49	44	7	= 100%	(518)
<u>By education:</u>					
College graduate	41	56	3	= 100%	(493)
College incomplete	47	50	3	= 100%	(360)
High school graduate	50	47	3	= 100%	(463)
Less than high school	51	38	11	= 100%	(175)
<u>By income:</u>					
Under \$20,000	49	45	6	= 100%	(358)
\$20,000-\$49,999	49	48	3	= 100%	(672)
\$50,000 and over	41	57	2	= 100%	(344)
<u>By Party ID:</u>					
Republican	50	46	4	= 100%	(537)
Democrat	46	50	4	= 100%	(468)
Independent	46	50	4	= 100%	(461)
<u>By attention to news:</u>					
High	53	44	3	= 100%	(598)
Medium	46	51	3	= 100%	(436)
Low	42	49	9	= 100%	(473)

The Press and Label Suits

When in fact of the public think that even in a free society, the press should be held accountable if they publish things that are false. The percentage of those feeling the press should face a label suit if they say or print things that are false has remained unchanged since 1988.

NEWS ORGANIZATIONS AND LABEL SUITS

Year	Should face label suits if they say or print things that are false	Don't know	Total
1988	70	28	100
1998	70	28	100

Question: Some people feel that in a free society, news organizations should be able to say anything about a person, whether true or false, without having to face label suits. Others believe that even in a free society, news organizations should be subject to label suits if they say critical things about people that are false. Which position comes closer to your opinion?

The Press and Libel Suits

Nine in ten of the public think that even in a free society, the press should be held accountable if they publish things that are false. The percentage of those feeling the press should face a libel suit if they say or print things that are false has remained unchanged since 1985.

NEWS ORGANIZATIONS AND LIBEL SUITS

	<u>1989</u>	<u>1985</u>
News organizations can say anything	7	4
Should face libel suits if they say things that are false	90	89
Don't know	<u>3</u>	<u>7</u>
TOTAL	100%	100%
Number of Interviews	(1507)	(2104)

Question: Some people feel that in a free society, news organizations should be able to say anything about a person, whether true or false, without having to face libel suits. Others believe that even in a free society news organizations should be subject to libel suits if they say critical things about people that are false. Which position comes closer to your opinion?

Public Attitudes Toward Freedom of the Press

A significantly greater percentage of the public believes that the people benefit most from constitutional protection of freedom of the press (56%); only 32% feel that the freedom of the press portion of the Constitution mainly serves to protect the news organizations themselves and their interests, and six percent volunteered that it serves to protect both the people and the press equally. The actual percentage of those respondents who believe the "freedom of the press" clause in the Constitution protects news organizations more so than the public interest has not changed all that much since 1985 when 36% believed this. However, there have been rather significant changes in both the number of people who believe the public interest is protected more so than that of the press by this First Amendment freedom. It increased from 39% in 1985 to 56% in 1989.

TREND IN PUBLIC ATTITUDES TOWARD FREEDOM OF THE PRESS

	<u>8/89</u>	<u>6/85</u>
Protects news organizations more	32	36
Protects public interest more	56	39
Protects both equally	6	16
Don't know	<u>6</u>	<u>9</u>
TOTAL	100%	100%
Number of Interviews	(1507)	(2104)

Question: Some people feel that the freedom of the press portion of the Constitution mainly protects news organizations and their interests. Others feel that the freedom of the press portion protects the people and the public interest more. Which position is closer to your opinion?

The more highly educated, highly paid, white sector of the public is also more likely to believe the "freedom of the press" provision protects the public interest more so than that of the news organizations. Those living in the West also stand out as they are more closely divided than any of the other regions on who constitutional press freedoms protect, with 41% siding with the news organizations and 48% with the public.

Public Attitudes Toward
Freedom of the Press

	<u>Protects News Organizations</u>	<u>Protects Public - Interest</u>	<u>Protects Both Equally</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	32	56	6	6	= 100%	(1507)
<u>By race:</u>						
White	32	56	6	6	= 100%	(1317)
Non-White	36	54	3	7	= 100%	(170)
<u>By education:</u>						
College graduate	28	62	7	3	= 100%	(493)
College incomplete	37	56	4	3	= 100%	(360)
High school graduate	34	54	7	5	= 100%	(463)
Less than high school	28	52	6	14	= 100%	(175)
<u>By income:</u>						
Under \$20,000	31	53	8	8	= 100%	(358)
\$20,000-\$49,999	33	56	6	5	= 100%	(672)
\$50,000 and over	31	61	5	3	= 100%	(344)
<u>By region:</u>						
East	28	60	6	6	= 100%	(350)
Midwest	31	57	6	6	= 100%	(423)
South	31	55	6	8	= 100%	(450)
West	41	48	7	4	= 100%	(284)

Fairness of News Organizations to the Bush Administration

In keeping with public opinion concerning press coverage of previous presidents, the public of today overwhelmingly feels that the press has been fair to George Bush. More than four out of five Americans (82%) believe the news organizations they are most familiar with treat the Bush Administration fairly, a substantially higher percentage than thought the press was fair to the Reagan Administration as of January, 1988 (66%). The fairness rating for the Bush Administration in 1989 was even up from the highest rating the Reagan Administration ever received in a Gallup Poll which was 78% in 1985.

TREND IN NEWS ORGANIZATIONS' FAIRNESS TO THE PRESIDENT

	<u>8/89</u>	<u>1/88*</u>	<u>12/86*</u>	<u>6/85*</u>	<u>1/38**</u>
Fair	82	66	67	78	73
Unfair	12	21	25	12	27
Don't know	<u>6</u>	<u>13</u>	<u>8</u>	<u>10</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(2109)	(1502)	(2104)	(NA)

* Refers to the Reagan Administration

** Refers to the Roosevelt Administration

Question: Are the news organizations you are most familiar with, fair or unfair to the Bush Administration?

Those groups more favorably disposed toward the president, i.e., Republicans and southerners, were somewhat less likely to view news coverage of the Bush Administration as fair; furthermore, nearly one-fifth (18%) of the Republicans stated the coverage was unfair, whereas among Democrats, Independents and Easterners, fewer than average believed this (8%). However, even among Republicans, an overwhelming 77% viewed press coverage of the Bush Administration as fair.

Fairness of News Organizations
to Bush Administration

	<u>Fair</u>	<u>Unfair</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	82	12	6	= 100%	(1507)
<u>By Party ID:</u>					
Republican	77	18	5	= 100%	(537)
Democrat	86	8	6	= 100%	(468)
Independent	86	9	5	= 100%	(461)
<u>By region:</u>					
East	84	8	8	= 100%	(350)
Midwest	85	11	4	= 100%	(423)
South	79	14	7	= 100%	(450)
West	81	13	6	= 100%	(284)



By and large, members of the press convey positive news organizations to be only fairly responsible (71%) in the coverage given to stories about the personal and ethical behavior of politicians. An additional one in ten (10%) credit news organizations with very responsible coverage of this type of story. However, as many as one in five (20%) think the performance of news organizations regarding these stories has not been responsible.

The public is more critical than the members of the press in evaluating the coverage that news organizations give to this type of story, but not as critical as other leadership groups. A majority (68%) of the public feels that the news media cover such stories in a fairly responsible manner. However, about three in ten (30%) credit the coverage given to such stories as "not very" (23%) or "not at all" (7%) responsible. While the standard of the public tends to view the news media as being fairly responsible (68%) in its coverage of such stories, about one third (34%) say these stories are not covered responsibly. Opinion within government and business leadership groups is even more divided. While most (55%) government leaders credit media coverage of these stories as fairly responsible (40%), the media is not responsible in its coverage, in the view of many (43%) of the business leaders, the media does not act responsibly in its coverage of stories about

SECTION IV

THE PRESS AND QUESTIONS OF ETHICS

Question	Number of Interviews (1987)	Very Responsible	Fairly Responsible	Not Very Responsible	Not at All Responsible	Don't Know	Total
How responsibly do you think news organizations cover stories about the personal and ethical behavior of politicians? Do you think they cover them very responsibly, fairly responsibly, or not very responsibly?	100	10	28	23	7	2	100
	100	8	29	24	0	1	100
	100	10	28	23	7	2	100
	100	10	28	23	7	2	100

Media Coverage of the Personal and Ethical Behavior of Politicians

By and large, members of the press survey consider news organizations to be only fairly responsible (71%) in the coverage given to stories about the personal and ethical behavior of politicians. An additional one in ten (10%) credit news organizations with very responsible coverage of this type of story. However, as many as one in five (19%) think the performance of news organizations regarding these stories has not been responsible.

The public is more critical than the members of the press in evaluating the coverage that news organizations give to this type of story, but not as critical as other leadership groups. A majority (56%) of the public feels that the news media cover such stories in a fairly responsible manner. However, about three in ten (30%) regard the coverage given to such stories as "not very" (23%) or "not at all" (7%) responsible. While the academic elite tends to view the news media as being fairly responsible (59%) in its coverage of such stories, about one third (34%) say these stories are not covered responsibly. Opinion within government and business leadership groups is even more divided. While most (57%) government leaders regard media coverage of these stories as fairly responsible, a sizable minority (40%) say the media is not responsible in its coverage. In the view of many (43%) of the business leaders, the media does not act responsibly in its coverage of stories about the personal and ethical behavior of politicians.

MEDIA COVERAGE OF THE PERSONAL AND ETHICAL BEHAVIOR OF POLITICIANS

	<u>General Population</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
<u>Coverage is...</u>					
Very responsible	12	10	6	8	3
Fairly responsible	56	71	59	48	57
Not very responsible	23	19	34	43	40
Not at all responsible	7	0	0	0	0
Don't know	<u>2</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(100)	(79)	(96)

Question: How responsibly do you think news organizations cover stories about the personal and ethical behavior of politicians? Do you think they cover them very responsibly, fairly responsibly, or not very responsibly?

While most members of the media view news organizations as being fairly responsible in their coverage of stories about the personal and ethical behavior of politicians, opinion within certain subgroups of the print as well as the broadcast media varies somewhat depending on level of employment.

Reporters and editors in the print media seem the most confident that such stories are covered responsibly. About four out of five reporters (86%) and editors (79%) view stories of this nature as being fairly responsibly covered by news organizations. However, their publishers are somewhat more critical. While most publishers are satisfied that these stories receive fairly responsible coverage, nearly one quarter (24%) say that news organizations do not cover these stories responsibly.

The same pattern holds for the members of the broadcast media. While seven out of ten producers (71%) and correspondents (71%) say that news organizations cover stories of this nature in a fairly responsible manner, only a bare majority (54%) of the broadcast executives take the same position. About one third (33%) say that these stories do not receive responsible coverage.

MEDIA COVERAGE OF THE PERSONAL AND ETHICAL BEHAVIOR OF POLITICIANS
(Based on Total Press Survey)

	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
<u>Coverage is...</u>							
Very responsible	10	13	12	9	11	10	5
Fairly responsible	71	54	71	71	65	79	87
Not too responsible	19	33	17	20	24	11	8
Not at all responsible	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

Question: How responsibly do you think news organizations cover stories about the personal and ethical behavior of politicians? Do you think they cover them very responsibly, fairly responsibly, or not very responsibly?

Stories About Personal and Ethical Behavior and the Public Interest

A large majority (84%) of the members of the press agree that, apart from the way that stories about the personal and ethical behavior of politicians are covered, it serves the public interest to know about such stories. Leaders in other fields agree. Both business leaders (85%) and those in academic circles (80%) maintain that the public interest is served through knowledge of such stories, as do government leaders (78%) who are the objects of such reporting.

ARE STORIES ABOUT THE PERSONAL AND ETHICAL BEHAVIOR OF POLITICIANS IN THE PUBLIC INTEREST?

<u>Stories...</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
Serve public interest	84	80	85	78
Do not serve public interest	10	11	9	15
Don't know	6	9	6	7
TOTAL	100%	100%	100%	100%
Number of Interviews	(508)	(100)	(79)	(96)

Question: Apart from the way news organizations cover stories about the personal and ethical behavior of politicians, do you think it is in the public interest to know about such things?

When asked to name any particular stories about the personal and ethical behavior of politicians that served the public interest especially well, nearly half (47%) of the members of the press cited the Gary Hart and Donna Rice affair. Almost one third (31%) mentioned the coverage surrounding former Speaker Jim Wright and nearly one fifth (17%) cited Nixon/Watergate as stories which served the public interest especially well. Other stories which the members of the media view as having served the public interest particularly well include Ted Kennedy and Chappaquiddick (13%), John Tower (9%), Oliver North/Iran-contra (8%), Dan Quayle (7%), and Senator Joe Biden and plagiarism (6%).

Interestingly, nearly half (46%) of the members of the press could not name a particular story about the personal or ethical behavior of politicians which they regard as not having served the public interest. Among the stories which were mentioned as not having served the public interest particularly well are the Gary Hart and Donna Rice affair (19%), Dan Quayle (9%), Jim Wright (7%), and the Bork/Ginsburg Supreme Court nominations (7%).

STORIES WHICH SERVED THE PUBLIC INTEREST ESPECIALLY WELL
(Based on Total Press Survey)

Story

Gary Hart-Donna Rice affair	47
Jim Wright	31
Nixon/Watergate	17
Ted Kennedy/Chappaquiddick	- 13
John Tower	9
Oliver North/Iran-contra	8
Dan Quayle	7
Joe Biden and plagiarism	6
HUD scandal/Samuel Pierce	5
Bork and Ginsburg	5
Supreme Court nominations	
Allegations about Buzz Lukens	5
Other stories	33
None/Don't know	<u>13</u>
TOTAL	199%*

Number of Interviews (508)

* NOTE: Total adds to over 100% due to multiple responses

STORIES WHICH DID NOT SERVE THE PUBLIC INTEREST ESPECIALLY WELL
(Based on Total Press Survey)

Story

Gary Hart-Donna Rice affair	19
Dan Quayle	9
Jim Wright	7
Bork and Ginsburg	7
Supreme Court nominations	
John Tower	4
Other stories	32
None/Don't know	<u>46</u>
TOTAL	125%*

Number of Interviews (508)

* NOTE: Total adds to over 100% due to multiple responses

Question: What particular stories can you name about the personal and ethical behavior of politicians that did not/did serve the public interest especially well?

STORIES WHICH SERVED THE PUBLIC INTEREST ESPECIALLY WELL
(Based on Total Press Survey)

TABLE

47	Betty Hart-Donna Rice affair
31	Jim Wright
17	Richard Nixon
15	John Kennedy
12	John Tower
11	Oliver North/Vietnam
10	Dr. Quigley
9	Los Brindes and Rodriguez
8	100 senators' sexual fitness
7	Bus and Brennan
6	2 women court nominations
5	Allegations about Buzz Luken
4	Other stories
3	House Don't Know
2	TOTAL

Number of Interviews (508)

* NOTE: Total adds to over 100% due to multiple responses

STORIES WHICH DID NOT SERVE THE PUBLIC INTEREST ESPECIALLY WELL
(Based on Total Press Survey)

TABLE

19	Betty Hart-Donna Rice affair
9	Jim Wright
7	Richard Nixon
6	Bus and Brennan
4	2 women court nominations
4	John Tower
3	Other stories
2	House Don't Know
1	TOTAL

Number of Interviews (300)

* NOTE: Total adds to over 100% due to multiple responses

Question: What particular stories can you name about the personal and ethical behavior of politicians that did not serve the public interest especially well?

Ethics of Reporters With Regard to Conflicts of Interest

In the view of half (50%) of the members of the media, most reporters are more ethical than public office holders with regard to conflicts of interest. Four out of ten (42%) hold the view that most reporters are about as ethical as public officials in this regard. Not surprisingly, very few (7%) believe most reporters to be less ethical than politicians when it comes to conflicts of interest.

Opinion within other leadership circles varies considerably. In contrast to the members of the media, relatively few business (15%) and very few government (5%) leaders take the position that reporters are more ethical in dealing with conflicts of interest than public officials. These two groups are more likely to maintain that reporters and politicians are about equally ethical in this regard. Even so, about one-quarter (27%) of the government leaders regard most reporters as being less ethical than public officials when it comes to conflicts of interest. Most academics (53%) view reporters and public officials as about equally ethical regarding conflicts of interest. About one-third (34%) credit reporters for being more ethical than public office holders.

ETHICS OF REPORTERS WITH REGARD TO CONFLICTS OF INTEREST

	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
<u>Reporters are...</u>				
More ethical than public officials	50	34	15	5
Less ethical than public officials	7	10	13	27
About as ethical as public officials	42	53	64	56
Don't know	1	3	8	12
TOTAL	100%	100%	100%	100%
Number of Interviews	(508)	(100)	(79)	(96)

Question: Do you think that most reporters are more ethical, less ethical, or about as ethical with regard to conflicts of interest as public office holders?

The members of the print media have a more positive view of journalistic ethics than their counterparts in the broadcast media. A majority of the reporters (57%), editors (62%) and publishers (58%) in the print media take the position that reporters are more ethical than public office holders regarding conflicts of interest. Producers and correspondents within the broadcast media divide almost evenly between those who consider reporters to be more ethical (producers - 47%, correspondents - 48%) and those who consider reporters to be about as ethical as public officials (producers - 46%, correspondents - 44%).

Although a majority (53%) of the broadcast executives consider most reporters and politicians to be equally ethical regarding conflicts of interest, only about three in ten (30%) view reporters as being more ethical than politicians in such matters.

ETHICS OF REPORTERS WITH REGARD TO CONFLICTS OF INTEREST
(Based on Total Press Survey)

	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edu- tors</u>	<u>Repor- ters</u>
<u>Reporters are...</u>							
More ethical than public officials	50	30	47	48	58	62	57
Less ethical than public officials	7	14	6	8	6	2	3
About as ethical as public officials	42	53	46	44	36	35	38
Don't know	<u>1</u>	<u>3</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>2</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

Ethics of Reporters With Regard to Personal Behavior

Most (69%) members of the news media consider reporters to be about as ethical as public office holders in their personal behavior. Nearly one in five (17%) say that most reporters are more ethical, while about one in ten (11%) consider most reporters to be less ethical in their personal behavior than public officials.

While a majority of the public (57%) considers most reporters to be about as ethical as public officials with regard to their personal behavior, some are more apt to view reporters as being less ethical than public officials in this regard.

Majorities within both business (71%) and government (62%) leadership circles consider most reporters to be about as ethical as public officials in their personal behavior. However, in the view of about one-quarter (26%) of the government leaders and one-sixth (15%) of the business leaders, reporters are less ethical than public officials in their personal behavior. Academics are the most likely (80%) to view both reporters and public officials as equally ethical in their personal behavior.

ETHICS OF REPORTERS WITH REGARD TO PERSONAL BEHAVIOR

<u>Reporters are...</u>	<u>General Population</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
More ethical than public officials	17	17	8	3	3
Less ethical than public officials	19	11	5	15	26
About as ethical as public officials	57	69	80	71	62
Don't know	<u>7</u>	<u>3</u>	<u>7</u>	<u>11</u>	<u>9</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(100)	(79)	(96)

Question: Do you think that most reporters are more ethical, less ethical, or about as ethical in their personal behavior as public office holders?

Does the Press Report the News or Drive the Controversy?

The members of the press are divided over whether news organizations, in covering stories about the personal and ethical behavior of politicians, merely report the news (46%) or drive the controversy (49%) surrounding such stories by the volume of coverage they receive.

For other leadership groups, as well as the public, the answer is much clearer. Large majorities of the academic elite (75%), business leaders (80%), government leaders (77%), and the public (63%) say that the amount of coverage devoted to such stories contributes to the controversy surrounding them.

REPORTING THE NEWS VS. DRIVING THE CONTROVERSY

	<u>General Population</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
<u>News organizations...</u>					
Report the news	31	46	24	16	19
Drive controversy	63	49	75	80	77
Neither (Vol.)	3	3	1	1	2
Don't know	<u>3</u>	<u>2</u>	<u>0</u>	<u>3</u>	<u>2</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(100)	(79)	(96)

Question: Some people say that in covering stories about the personal and ethical behavior of politicians, news organizations are only reporting the news. Others say that news organizations are driving the controversy itself, by devoting as much coverage to the story as they do. Which view comes closer to your own?

Regarding stories about the personal and ethical behavior of politicians, reporters (61%) and editors (58%) within the print media tend to view news organizations as only reporting the news. Publishers are almost evenly divided between those who take the same view as their reporters or editors (48%) and those who contend that news organizations contribute to the controversy surrounding these stories (46%).

The majority of broadcast executives (66%), correspondents (57%), and producers (55%) within the broadcast media tend to regard news organizations as driving the controversy. Indeed, only one-quarter (26%) of the broadcast executives say that in covering these stories, news organizations are only reporting the news.

REPORTING THE NEWS VS. DRIVING THE CONTROVERSY
(Based on Total Press Survey)

	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
<u>News organizations...</u>							
Report the news	46	26	40	42	48	58	61
Drive controversy	49	66	55	57	46	35	36
Neither (Vol.)	3	6	2	0	2	5	2
Don't know	<u>2</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>4</u>	<u>2</u>	<u>1</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

Considering this issue amongst the public; younger, better-educated respondents are more likely than their older, less well-educated counterparts to take the view that the news media often drive the controversy surrounding stories about the personal and ethical behavior of politicians. Republicans and Independents are also more likely than Democrats to take this view.

Interestingly, while regular readers of newspapers are more likely to take the position that news organizations often add to the controversy surrounding this type of coverage, regular viewers of network television news are less likely to adopt this view.

DOES THE PRESS REPORT THE NEWS OR DRIVE THE CONTROVERSY?
(Based on Total General Population Survey)

In Covering Stories, News Organizations...

	<u>Report News</u>	<u>Drive Controversy</u>	<u>Both/ Neither</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	31	63	3	3	= 100%	(1507)
<u>By age:</u>						
Under 50 years	27	68	3	2	= 100%	(959)
50 years and over	38	53	4	5	= 100%	(518)
<u>By education:</u>						
College graduate	24	70	5	1	= 100%	(493)
College incomplete	26	69	4	1	= 100%	(360)
High school graduate	32	64	2	2	= 100%	(463)
Less than high school	44	44	4	8	= 100%	(175)
<u>By Party ID:</u>						
Republican	29	67	2	2	= 100%	(537)
Democrat	36	56	5	3	= 100%	(468)
Independent	28	65	3	4	= 100%	(461)
<u>By frequency of network news viewing:</u>						
Regularly	34	60	4	2	= 100%	(998)
Sometimes	24	68	4	4	= 100%	(307)
Hardly/Never	26	68	3	3	= 100%	(200)
<u>By frequency of newspaper readership:</u>						
Regularly	31	63	4	2	= 100%	(999)
Sometimes	28	66	4	2	= 100%	(365)
Hardly/never	38	56	3	3	= 100%	(473)

IS Coverage of Personal and Ethical Stories Excessive?

The members of the media are divided on the question of whether press coverage of the personal and ethical behavior of politicians is excessive or not. While a majority (52%) does not consider the coverage given to such stories as excessive, a nearly equal proportion (46%) holds the view that news organizations go to excessive lengths in covering these stories.

The public also appears divided on this issue but they tip in the direction of feeling that it is excessive. While about half (52%) are of the opinion that the press is going to excessive lengths in its coverage of these stories, a sizable minority (43%) maintain that press coverage has not been excessive in this regard.

Majorities within other leadership groups tend to agree that the coverage given to such stories is often excessive. Over half (55%) of the academic elite, six out of ten (62%) business leaders, and two-thirds (66%) of government leaders take this view.

IS MEDIA COVERAGE OF THE PERSONAL AND ETHICAL
BEHAVIOR OF POLITICIANS EXCESSIVE?

<u>Coverage is...</u>	<u>General Population</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
Excessive	52	46	55	62	66
Not excessive	43	52	40	35	33
Don't know	5	2	5	3	1
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(100)	(79)	(96)
Question:	Do you think press coverage of the personal and ethical behavior of politicians is excessive or not?				

Differences exist between the members of the print and broadcast media on this question. Reporters (58%), editors (63%), and publishers (57%) within the print media all tend to view news organizations as not being excessive in the coverage devoted to such stories. On the other hand, executives (61%) and correspondents (57%) within the broadcast media tend to view the coverage of such stories as excessive. Interestingly, producers on the broadcast side tend to lean more toward the opinion held by their print media counterparts. A majority (59%) finds the coverage given to these stories as not excessive.

IS MEDIA COVERAGE OF THE PERSONAL AND ETHICAL
BEHAVIOR OF POLITICIANS EXCESSIVE?

	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
<u>Coverage is...</u>							
Excessive	46	61	40	57	41	37	40
Not excessive	52	39	59	40	57	63	58
Don't know	<u>2</u>	<u>0</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>0</u>	<u>2</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

Among the general public, frequency of newspaper readership does not appear to have much bearing on the likelihood of regarding press coverage of such stories as excessive, while the amount of time spent watching network television news is related. Those who hardly or never watch network news are more likely (60%) to maintain that press coverage of the personal and ethical behavior of politicians is excessive than those who regularly (51%) or sometimes (52%) watch.

Republicans (58%) are more likely than Democrats (48%) or Independents (51%) to contend that the press devotes an excessive amount of coverage to the personal and ethical behavior of politicians. In addition, residents of the East (57%) and West (54%) are both more likely than those from the South or Midwest (both 49%) to express a similar sentiment.

PRESS COVERAGE OF ETHICAL BEHAVIOR OF POLITICIANS
(Based on Total General Population Survey)

Press Coverage Is ...

	<u>Excessive</u>	<u>Not Excessive</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	52	43	5	= 100%	(1507)
<u>By region:</u>					
East	57	39	4	= 100%	(350)
Midwest	49	46	5	= 100%	(423)
South	49	45	6	= 100%	(450)
West	54	41	5	= 100%	(284)
<u>By Party ID:</u>					
Republican	58	38	4	= 100%	(537)
Democrat	48	48	4	= 100%	(468)
Independent	51	45	4	= 100%	(461)
<u>By frequency of newspaper readership:</u>					
Regularly	51	45	4	= 100%	(999)
Sometimes	55	40	5	= 100%	(365)
Hardly/Never	52	40	8	= 100%	(141)
<u>By frequency of network news viewing:</u>					
Regularly	51	45	4	= 100%	(998)
Sometimes	52	44	4	= 100%	(307)
Hardly/Never	60	35	5	= 100%	(200)

Question: Do you think press coverage of the personal and ethical behavior of politicians is excessive or not?

Does Coverage Weed Out People Who Should Not Be in Public Office?

A solid majority (73%) of the members of the press agree that press coverage of the personal and ethical behavior of politicians helps to weed out the type of people who should not be in public office. A smaller, but still substantial majority (60%), of the public concurs.

Academic (65%), business (61%), and government (58%) leaders tend to agree with the members of the media that press coverage exposes the type of people who should not be in office. However, about one third of those in each leadership group doubt that press coverage weeds such people out.

DOES COVERAGE WEED OUT PEOPLE WHO SHOULD NOT BE IN OFFICE?

<u>Coverage...</u>	<u>General Population</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
Weeds out people who should not be in public office	60	73	65	61	58
Does not weed out people who should not be in public office	37	24	31	35	36
Don't know	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>6</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(100)	(79)	(96)

Question: Do you think press coverage of the personal and ethical behavior of politicians helps weed out the kind of people who should not be in office?

There is something of a generational difference in perception on the question of whether press coverage can weed out the type of people who should not be in public office. Americans age 50 and older are more likely than their younger counterparts to say that press coverage performs this function. Also, Democrats are more likely than both Republicans and Independents to take the position that press coverage exposes the type of people who should not be in public office.

**DOES COVERAGE WEED OUT PEOPLE WHO SHOULD
NOT BE IN OFFICE?**
(Based on Total General Population Survey)

Press Coverage...

	<u>Weeds Out</u>	<u>Does Not Weed Out</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	60	37	3	= 100%	(1507)
<u>By age:</u>					
Under 30 years	54	44	2	= 100%	(360)
30 - 49 years	59	39	2	= 100%	(599)
50 years and over	67	29	4	= 100%	(518)
<u>By Party ID:</u>					
Republican	57	41	2	= 100%	(537)
Democrat	66	32	2	= 100%	(468)
Independent	59	37	4	= 100%	(461)

Public Scrutiny of Leading Journalists' Sources of Income

There is significant support among the members of the press for public disclosure of the sources of income of leading journalists. About half (51%) believe that the public ought to know the sources of income of leading journalists. However, an almost equal proportion (47%) feels that such information should not be available to the public.

A much larger majority of government (74%) leaders agree that the sources of income of leading journalists should be a matter of public record. However, the issue is more divisive for academics and business leaders. While most business leaders and academics say that the sources of income of leading journalists should be a matter of public record, sizable minorities (41% of academics, - 44% of business leaders) take the position that the sources of income of leading journalists should not be publicly disclosed.

SHOULD LEADING JOURNALISTS' SOURCES OF INCOME
BE SUBJECT TO PUBLIC SCRUTINY?

<u>Sources of income...</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
Should be subject to public scrutiny	51	57	53	74
Should not be subject to public scrutiny	47	41	44	22
Don't know	2	2	3	4
TOTAL	100%	100%	100%	100%
Number of Interviews	(508)	(100)	(79)	(96)

Question: Do you think that the sources of income of leading journalists should or should not be subject to public scrutiny?

Just as the members of the media appear generally divided over the question of whether leading journalists should publicly disclose their sources of income, various groups within both the print and electronic media tend toward differing views. Both broadcast executives (54%) and publishers (54%) lean toward the view that leading journalists ought not to have to divulge the sources of their incomes. However, both broadcast producers (56%) and print media editors (52%) tend toward the view that such information should be a matter of public record. While most (62%) print media reporters support the idea of public disclosure of the sources of income of leading journalists, television and radio correspondents are evenly divided on the issue.

SHOULD LEADING JOURNALISTS' SOURCES OF INCOME
BE SUBJECT TO PUBLIC SCRUTINY?

<u>Sources of income...</u>	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
Should be subject to public scrutiny	51	45	56	50	43	52	62
Should not be subject public scrutiny	47	54	44	49	54	45	35
Don't know	<u>2</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>3</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

Public Scrutiny of Leading Journalists' Personal Lives

There is also significant support among the members of the press for subjecting the private lives of leading journalists to public scrutiny. While about half (52%) are of the opinion that, since journalists are not public officials, information about their private lives should not be available to the public, an almost equal proportion feel that, since leading journalists play a special role in the country, their personal lives ought to be subject to public scrutiny.

Most (53%) government leaders maintain that the private lives of leading journalists should be a matter of public record. However, many (43%) take the contrary position.

Business leaders and the academic elite tend to favor the notion that leading journalists' private lives should be a matter of public record. A majority (58%) of academic and business leaders (58%) maintain that, because of their special role, the private lives of leading journalists ought to be subject to public scrutiny.

SHOULD LEADING JOURNALISTS' PERSONAL LIVES BE SUBJECT TO PUBLIC SCRUTINY?

<u>Personal lives...</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
Should not be subject to public scrutiny	52	40	42	43
Should be subject to public scrutiny	46	58	58	53
Don't know	2	2	0	4
TOTAL	100%	100%	100%	100%
Number of Interviews	(508)	(100)	(79)	(96)

Question: Some people feel that because leading journalists don't hold an official position, their personal lives should not be subject to public scrutiny. Others feel that because leading journalists play a special role in our country, their personal lives should be subject to public scrutiny. Which comes closer to your view?

Journalists Accepting Speakers Fees

The members of the press appear divided on the question of whether news organizations should allow their journalists to accept speaker fees or honoraria. While almost half (45%) believe news organizations should not be concerned with this practice, nearly four in ten (39%) feel it should be discouraged. An additional fourteen percent (14%) would like to see news organizations forbid the practice. The opinion of the public is very similar to that of news organizations for this question. While slightly more (17%) would like to see this practice forbidden, slightly less think it should be discouraged (31%). Again, almost half (45%) believe news organizations should not be concerned with their journalists accepting honoraria.

The acceptance of honoraria by journalists also appears to be a matter of some concern to government leaders. A majority would like to see the practice discouraged (38%) or, further, forbidden (17%). In fact, government leaders are the most likely of all leadership groups to advocate that journalists be forbidden from accepting honoraria.

While the majority (57%) of business leaders see no reason for concern, about one third (33%) say that journalists should be discouraged from accepting speaker fees and one in ten (9%) would support a ban on the practice.

Academics also tend to favor a hands-off policy regarding the acceptance of honoraria by journalists. Nearly two-thirds (63%) see no reason for concern, although about one-third would discourage (22%) or forbid (13%) the practice.

POLICY OF NEWS ORGANIZATIONS REGARDING SPEAKER FEES OR HONORARIA

	<u>General Population</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
<u>Accepting honoraria</u>					
Forbid practice	17	14	13	9	17
Discourage practice	31	39	22	33	38
Should not be concerned about practice	45	45	63	57	40
Don't know	$\frac{7}{100}$	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{5}{100}$
TOTAL					
Number of Interviews	(1507)	(508)	(100)	(79)	(96)

Question: For the following, please tell me if you feel that, generally, news organizations should forbid this practice for their journalists, discourage this practice for their journalists, or not be concerned about this practice for their journalists. Journalists accepting speaker fees or honoraria.

Within the print media, publishers appear the most concerned about the practice of awarding honoraria to journalists. A solid majority would either discourage (40%) or forbid (31%) their journalists from accepting honoraria. In fact, publishers are more likely than other members of the press to favor a ban on speaker fees for journalists. Reporters and writers in the print media divide closely over this issue. While almost half (49%) maintain that the practice of awarding speaker fees to journalists should be of no concern to news organizations, nearly the same proportion say the practice should be discouraged (35%) or forbidden (10%). Their editorial superiors tend to favor discouraging (55%) the practice, although one out of ten (13%) editors would forbid it.

Unlike their counterparts in the print media (publishers), executives in the broadcast media are inclined to see no reason for concern. A majority (62%) say that news organizations should not be concerned about their journalists accepting honoraria. Broadcast correspondents tend toward the same view (57% see no reason for concern), although over four out of ten would like to see the practice either discouraged (31%) or banned (12%). Broadcast producers are somewhat more divided than their print-media colleagues (editors). Although a majority say that the practice of accepting speaker fees should be discouraged (45%) or banned (10%), almost half (43%) see no reason to be concerned about the practice.

POLICY OF NEWS ORGANIZATIONS REGARDING SPEAKER FEES OR HONORARIA
(Based on Total Press Survey)

	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
<u>Accepting honoraria...</u>							
Forbid practice	14	7	10	12	31	13	10
Discourage practice	39	31	45	31	40	55	35
Should not be concerned about practice	45	62	43	57	28	30	49
Don't know	2	0	2	0	1	2	6
TOTAL	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

A difference of opinion also exists in the public mind regarding what news organizations should do about the policy of their journalists accepting speaker fees or honoraria. While many (45%) feel that news organizations should not be concerned about this practice, about one-third (31%) say that it ought to be discouraged. Further, nearly one in five (17%) say that news organizations should forbid their journalists from accepting any honoraria.

Sentiment in favor of a policy forbidding journalists from accepting speaker fees or honoraria is stronger among the older, lower-income, less well-educated segments of the population. The proportion of those who would like to see news organizations discourage the practice of accepting speaking fees remains fairly constant for all groups.

POLICY TOWARD ACCEPTING SPEAKER FEES OR HONORARIA
(Based on Total General Population Survey)

Practice of Accepting Speaker Fees or Honoraria

	<u>Forbid</u>	<u>Discourage</u>	<u>No Concern</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
Total	17	31	45	7	= 100%	(1507)
<u>By age:</u>						
Under 50 years	14	33	50	3	= 100%	(959)
50 years and over	22	31	35	12	= 100%	(518)
<u>By education:</u>						
College graduate	12	33	53	2	= 100%	(853)
Less than college	21	31	38	10	= 100%	(638)
<u>By income:</u>						
Under \$20,000	20	32	39	9	= 100%	(358)
\$20,000-\$49,999	17	32	46	5	= 100%	(672)
\$50,000 and over	11	30	56	3	= 100%	(344)

Question: For the following, please tell me if you feel that, generally, news organizations should forbid this practice for their journalists, discourage this practice for their journalists, or not be concerned about this practice for their journalists.
Journalists accepting speaker fees or honoraria.

Journalists Accepting Overseas Trips

A great deal of concern exists among the members of the media regarding the practice of accepting overseas trips from foreign governments and travel companies. A majority (57%) feels that news organizations should forbid this practice and one-third (33%) would like to see it discouraged. Very few (nine percent) maintain that news organizations should not be concerned about the matter.

A considerable amount of sentiment exists in the public mind that news organizations ought to discourage (35%) or, further, forbid (33%) their journalists from accepting overseas trips from foreign governments and travel companies. Over one quarter (28%) see no reason for concern over this practice.

Most members of other leadership groups frown upon the practice of journalists accepting overseas trips from foreign sources. Many academics (46%) favor a ban on the practice, while business leaders (47%) tend to view it as a practice which ought to be discouraged. Government leaders are divided between those who feel the practice ought to be discouraged (41%) and those who feel that news organizations should forbid (37%) the practice.

POLICY REGARDING ACCEPTANCE OF OVERSEAS TRIPS FROM FOREIGN SOURCES

	<u>General Population</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
<u>Accepting overseas trips from foreign sources...</u>					
Forbid practice	33	57	46	35	37
Discourage practice	35	33	37	47	41
Should not be concerned about practice	28	9	13	17	20
Don't know	4	1	4	1	2
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(100)	(79)	(96)

Question: For the following, please tell me if you feel that, generally, news organizations should forbid this practice for their journalists, discourage this practice for their journalists, or not be concerned about this practice for their journalists. Accepting overseas trips from foreign governments and travel companies.

Sentiment for a ban on the practice of journalists accepting overseas trips from foreign governments and travel companies is more prevalent among the members of the print media, while their colleagues in the electronic media tend to divide between those who would support a ban and those who would discourage the practice.

POLICY REGARDING ACCEPTANCE OF OVERSEAS TRIPS FROM FOREIGN SOURCES
(Based on Total Press Survey)

	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
<u>Accepting overseas trips from foreign sources...</u>							
Forbid practice	57	47	56	45	64	71	58
Discourage practice	33	45	30	42	27	21	36
Should not be concerned about practice	9	8	13	13	7	6	5
Don't know	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>1</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

Journalists Close Personal Relationships With Sources

The members of the press are closely divided over what policy news organizations should adopt regarding the practice of their journalists developing close personal relationships with their sources. While half (50%) would like to see the practice discouraged, nearly the same proportion (43%) see no cause for concern. Very few (6%) maintain that the practice should be forbidden.

While most (61%) business leaders feel that news organizations should not be concerned about this practice, government leaders and the academic elite appear just as divided as the members of the press. Nearly half of government leaders (42%), and academics (44%) as well as one third of the business leaders (35%) maintain that the practice of developing close personal relationships with sources ought to be discouraged.

POLICY REGARDING CLOSE PERSONAL RELATIONSHIPS WITH SOURCES

	<u>General Population</u>	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
<u>Close personal relationship with sources...</u>					
Forbid practice	16	6	5	4	5
Discourage practice	39	50	44	35	42
Should not be concerned about practice	39	43	45	61	47
Don't know	<u>6</u>	<u>1</u>	<u>6</u>	<u>0</u>	<u>6</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(508)	(100)	(79)	(96)

Question: For the following, please tell me if you feel that, generally, news organizations should forbid this practice for their journalists, discourage this practice for their journalists, or not be concerned about this practice for their journalists. Developing close personal relationships with sources.

Sentiment for discouraging the development of close personal relationships between journalists and their sources appears strongest among the journalists' editorial superiors: the print editors and broadcast producers who supervise their work. A majority of producers (61%) as well as editors (67%) take the position that such conduct should be discouraged.

Reporters in the print media tend to feel that the practice should be discouraged (54%), while their colleagues in the broadcast media are more likely to take the position that news organizations should not be concerned about the practice (56%).

A majority (63%) of executives in the broadcast media see no reason for concern about this practice, while their colleagues in the print media are somewhat more divided. About half (51%) would discourage their journalists from developing close personal relationships with their sources, and nearly the same proportion (43%) maintain that news organizations should not be concerned about this practice.

POLICY REGARDING DEVELOPMENT OF CLOSE PERSONAL
RELATIONSHIPS WITH SOURCES
(Based on Total Press Survey)

	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
<u>Close personal relationship with sources...</u>							
Forbid practice	6	6	5	8	5	7	5
Discourage practice	50	30	61	36	51	67	54
Should not be concerned about practice	43	63	33	56	43	24	37
Don't know	$\frac{1}{100\%}$	$\frac{1}{100\%}$	$\frac{1}{100\%}$	$\frac{0}{100\%}$	$\frac{1}{100\%}$	$\frac{2}{100\%}$	$\frac{4}{100\%}$
TOTAL							
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

The public appears somewhat divided over what news organizations ought to do regarding the possibility of journalists developing close personal relationships with their sources. While a majority would like to see news organizations discourage (39%) or, further, forbid (17%) this type of conduct, about four in ten (39%) see no reason for news organizations to be concerned about it. Women (44%), more than men (34%), tend to feel that such conduct ought to be discouraged by news organizations.

POLICY TOWARD JOURNALISTS DEVELOPING CLOSE PERSONAL
RELATIONSHIPS WITH SOURCES
(Based on Total General Population Sample)

	<u>Total</u>	<u>Sex</u>	
		<u>Men</u>	<u>Women</u>
<u>Practice</u>			
Forbid	16	16	16
Discourage	39	33	44
No reason for concern	39	46	34
Don't know	6	4	6
TOTAL	100%	100%	100%
Number of interviews	(1507)	(751)	(756)

Question: For the following, please tell me if you feel that, generally, news organizations should forbid this practice for their journalists, discourage this practice for their journalists, or not be concerned about this practice for their journalists. Developing close personal relationships with sources.

In general, corporate ownership of news organizations is seen by members of the press as having a negative effect on the field of journalism, but when specific aspects of "concentration" of the media are considered -- namely the color or the content of the news -- members do not consider these to be common occurrences. Still, as noted in the press survey, the press does not consider that a news organization would cover news about its corporate parent objectively. The nearly three-quarter fact that corporate emphasis on profits is having a greater effect on news coverage today than it did in the past.

Government, academic, and business leaders tend to report less of local newspaper by large chains than they report in the past. More than two-thirds (67%) of the media regard corporate ownership as news organizations as a negative development, something in which standards of the concern. But only 41% of the government (40%) and business (47%) also feel this is a negative development.

SECTION V

POSITIVE OR NEGATIVE IMPACTS ON THE FIELD OF JOURNALISM

PRESS OWNERSHIP

Number of Interviews	Year	Local	State	National	Foreign	Total
100	1981	12	15	25	7	59
	1982	19	19	31	4	73
	1983	1	0	7	0	8
	1984	14	14	20	14	62
100	1981	10	15	25	7	57
	1982	10	15	25	4	54
	1983	1	0	7	0	8
	1984	14	14	20	14	62

Question: I am going to read you a list of some of the things that are being talked about in journaling today. For each, please tell me whether you think this development is having a positive effect on journalism, having a negative effect on journalism, or that it having much of an effect.

Chain and Corporate Ownership of News Organizations

In general, corporate ownership of news organizations is seen by members of the press as having a negative effect on the field of journalism. But when specific aspects of "corporatization" of the media are considered -- namely the color or the content of the news -- majorities do not consider these to be common occurrences. Still, as many as four in ten in the press survey are not confident that a news organization would cover news about its corporate parent objectively. And nearly three-quarters feel that corporate emphasis on profits is having a greater effect on news coverage today that it did in the past.

Government, academic, and business leaders tend to regard buy outs of local newspapers by large chains even more negatively than do members of the press. More than two-thirds (69%) of the media regard corporate ownership of news organizations as a negative development, something in which academic elites concur. But only pluralities of the government (49%) and business (47%) elite feel this is a negative development.

POSITIVE OR NEGATIVE INFLUENCES ON THE FIELD OF JOURNALISM

	<u>Positive</u>	<u>Not Neg- ative or Positive</u>	<u>Negative</u>	<u>Not much Effect</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
<u>Buy outs of local newspapers by large newspaper chains</u>							
Press survey	19	7	55	15	4	= 100%	(508)
Government leaders	9	4	62	19	6	= 100%	(96)
Academic elites	12	9	70	5	4	= 100%	(100)
Business leaders	13	14	58	14	1	= 100%	(79)
<u>Buy outs of news organizations by diversified corporations</u>							
Press survey	5	6	69	15	5	= 100%	(508)
Government leaders	6	6	49	29	10	= 100%	(96)
Academic elites	4	3	74	14	5	= 100%	(100)
Business leaders	9	10	47	30	4	= 100%	(79)

Question: I am going to read you a list of some of the things that are being talked about in journalism today. For each, please tell me whether you think this development is having a positive effect on journalism, having a negative effect on journalism, or isn't it having much of an effect?

Extent of Corporate Influence on Which Stories are Covered

Even though corporatization is seen as a negative development, it is hard to gauge exactly where the press thinks the effect might be felt. Two questions specifically asked about news content and coverage, and these areas would appear to the press to be safe from corporate pressure. More than two-thirds say corporate influence on which stories to cover is low, and even greater majorities feel there is very little corporate influence on how stories should be covered.

EXTENT OF CORPORATE INFLUENCE ON WHICH STORIES ARE COVERED (Based on Total Press Survey)

Corporate influence...

A great deal	10
A fair amount	22
Not too much	53
Not at all	13
Don't know	<u>2</u>
TOTAL	100%

Number of Interviews (508)

Question: In your opinion, to what extent do corporate owners influence news organizations' decisions about which stories to cover or emphasize? A great deal, a fair amount, not too much, or not at all?

The amount of perceived corporate influence on which stories are covered varies by age group, level of employment, and type of media employment. Those under 35 years of age, working in radio, and at the reporter/correspondent level are much more likely to feel there is a great deal or fair amount of influence on which stories are covered.

EXTENT OF CORPORATE INFLUENCE ON
WHICH STORIES ARE COVERED
(Based on Total Press Survey)

	<u>Great Deal</u>	<u>Fair Amount</u>	<u>Not too much</u>	<u>Not at all</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
<u>By age:</u>							
Under 35 years	12	37	43	6	2	= 100%	(147)
35-49 years	9	18	56	16	1	= 100%	(222)
50 years and over	8	15	57	16	4	= 100%	(138)
<u>By type of media employment:</u>							
Magazine	15	24	57	2	2	= 100%	(42)
Newspaper	6	21	53	18	2	= 100%	(206)
Television	9	19	59	11	2	= 100%	(202)
Radio	21	40	27	9	3	= 100%	(58)
<u>By job level:</u>							
Publishers/ Executives	6	12	59	21	2	= 100%	(170)
Editors/Producers	8	22	55	13	2	= 100%	(171)
Reporters/ Correspondent	14	34	45	5	2	= 100%	(167)

Question: In your opinion, to what extent do corporate owners influence news organizations' decisions about which stories to cover or emphasize? A great deal, a fair amount, not too much, or not at all?

Among all members of the press survey, the extent of corporate influence on the way stories are covered is also seen as an uncommon occurrence. Seven in ten thought that the extent of this form of corporate influence did not happen too much or at all.

EXTENT OF CORPORATE INFLUENCE ON THE WAY STORIES ARE COVERED
(Based on Total Press Survey)

<u>Corporate influence...</u>	
A great deal	8
A fair amount	21
Not too much	54
Not at all	16
Don't know	<u>1</u>
TOTAL	100%

Number of Interviews (508)

Question: In your opinion, to what extent do corporate owners influence news organizations' decisions about the way specific stories are covered? A great deal, a fair amount, not too much, or not at all?

Again, this form of corporate influence is seen as a greater problem among the young, those in radio, as opposed to any other news media, and those at the reporter/correspondent level of the business.

EXTENT OF CORPORATE INFLUENCE ON THE WAY STORIES ARE COVERED
(Based on Total Press Survey)

	<u>Great Deal</u>	<u>Fair Amount</u>	<u>Not too much</u>	<u>Not at all</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
<u>By age:</u>							
Under 35 years	12	27	49	10	2	= 100%	(147)
35-49 years	6	17	57	19	1	= 100%	(222)
50 years and over	5	21	54	17	3	= 100%	(138)
<u>By type of media employment:</u>							
Magazine	5	38	53	2	2	= 100%	(42)
Newspaper	4	17	55	23	1	= 100%	(206)
Television	8	19	58	13	2	= 100%	(202)
Radio	22	33	31	12	2	= 100%	(58)
<u>By job level:</u>							
Publisher/Executive	5	16	54	23	2	= 100%	(170)
Editor/Producer	6	23	53	16	2	= 100%	(171)
Reporter/ Correspondent	12	25	53	9	1	= 100%	(167)

Objectivity of Coverage of Corporate Parent

Although members of the news community do not see corporate pressure coloring the way the news is presented or affecting decisions about what news to cover, as many as four in ten are not confident that a news organization could cover news about the corporate parent objectively.

CONFIDENCE IN ABILITY TO COVER NEWS
ABOUT CORPORATE PARENT OBJECTIVELY
(Based on Total Press Survey)

Ability to cover news about
parent company objectively...

Very confident	13
Somewhat confident	42
Not too confident	34
Not at all confident	10
Don't know	1
TOTAL	100%

Number of Interviews (508)

Question: How confident are you that a news organization that is owned by a corporate parent can do a good job covering news about the parent company? Are you very confident, somewhat confident, not too confident, or not at all confident?

Higher levels of confidence in objective press performance are found among those working for a newspaper, or a television station, and those at the top of their field. Nearly two-thirds (65%) of television employees but only about one-third (36%) of magazine employees are very or somewhat confident that in this situation they would cover news about the parent company objectively. Those at the top of their profession are also much more confident about press performance than are those at a lower level.

CONFIDENCE IN PRESS OBJECTIVITY
WHEN COVERING CORPORATE PARENT
(Based on Total Press Survey)

	<u>Very</u> <u>Confident</u>	<u>Somewhat</u> <u>Confident</u>	<u>Not too</u> <u>Confident</u>	<u>Not at all</u> <u>Confident</u>	<u>Don't</u> <u>Know</u>	<u>Total</u> %	<u>Number of</u> <u>Interviews</u>
<u>Type of media</u>							
Magazine	5	31	43	19	2	= 100%	(42)
Newspaper	12	41	38	8	1	= 100%	(206)
Television	15	50	27	8	0	= 100%	(202)
Radio	15	28	40	15	2	= 100%	(58)
<u>Job level</u>							
Publishers/ Executives	17	46	27	9	1	= 100%	(170)
Editors/Producers	12	46	31	11	--	= 100%	(171)
Reporters/ Correspondents	10	35	45	8	2	= 100%	(167)

Higher levels of confidence in objective press performance are found among those working for a newspaper or a television station and those at the top of their field: nearly two-thirds (62%) of television employees but only about one-third (36%) of magazine employees are very or somewhat confident that in this situation they would cover news about the parent company objectively. Those at the top of their profession are also much more confident about press performance than are those at a lower level.

CONFIDENCE IN PRESS OBJECTIVELY
WHEN COVERING CORPORATE NEWS
(Based on Total Press Survey)

Type of media	Very confident	Somewhat confident	Not at all confident	Total	Number of interviews	Confidence level	
						Very	Somewhat
Radio	13	23	12	48	3	100%	(12)
Television	13	23	12	48	3	100%	(12)
Newspaper	17	23	8	48	1	100%	(12)
Magazine	13	23	12	48	1	100%	(12)
Internet	13	23	12	48	1	100%	(12)
Podcast	13	23	12	48	1	100%	(12)
Other	13	23	12	48	1	100%	(12)
Total	100	100	100	480	10	100%	(12)

Effect of Corporate Emphasis on Profit on News Coverage

The most serious evidence of corporate pressure is not in news content but on the bottom line. The increasing emphasis on the business side of journalism is seen as having a greater effect on news coverage today than in the past, by nearly three-quarters of the press survey. This is seen as less of a problem by other leadership groups.

EFFECT OF CORPORATE EMPHASIS ON PROFIT
ON NEWS COVERAGE

	<u>Press Survey</u>	<u>Government Leaders</u>	<u>Academic Elites</u>	<u>Business Leaders</u>
Corporate emphasis on profits is having a greater effect	72	53	59	44
Corporate emphasis on profits is having the same kind of effect	25	34	34	51
Corporate emphasis on profits is having less of an effect	3	7	2	1
Don't know	*	6	5	4
TOTAL	100%	100%	100%	100%
Number of Interviews	(508)	(96)	(100)	(79)

Question: Do you think that corporate emphasis on profits is having a greater effect on news coverage today than in the past, the same kind of effect on news coverage as in the past, or less of an effect on news coverage?

Reasons Why News Organizations Don't Always Do a Good Job

A sizable majority of all respondents (72%) report that corporate pressure for profits has a greater effect on news coverage than it did in the past. In that regard, members of the press most often cite news organizations' unwillingness to spend the amount of money needed to do things well (67%) as a very important factor in unsatisfactory performance. Fifty-five percent also say that news organizations are so interested in attracting a big audience they don't do a good job. Almost as many (52%) blame poor performance on the low level of reporting skills among news practitioners.

Pressures from corporate owners or outside interest groups are the reasons the press is least likely to blame as a reason for not always doing as good a job as they should. In fact, the press is more likely to blame their own biases and inexperience than they are to blame any form of outside pressure. The lack of available funds to do the best job, however, was a very or somewhat important reason for failure to more than two-thirds of the respondents.

REASONS WHY NEWS ORGANIZATIONS DON'T
ALWAYS DO AS GOOD A JOB AS THEY SHOULD
(Based on Total Press Survey)

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not too Important</u>	<u>Not at all Important</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
News organizations don't want to spend the money to do things right	28	39	18	12	3	= 100%	(508)
News people lack the skills and background to do a good job	25	37	21	14	3	= 100%	(508)
News people can't keep their personal opinions from showing up in their reporting	21	32	33	12	2	= 100%	(508)
News organizations are so interested in attracting a big audience that they don't do a good job	17	38	25	17	3	= 100%	(508)
Advertisers put pressure on news organizations that keeps them from doing a good job	12	27	33	25	3	= 100%	(508)
Corporate owners put pressure on news organizations that keeps them from doing a good job	12	31	37	18	2	= 100%	(508)
Special interest groups put pressure on news organizations that keeps them from doing a good job	10	32	37	18	3	= 100%	(508)

Question: Here are some possible factors that might explain why news organizations sometimes don't always do as good a job as they should. For each one, tell me how important a reason you think it is, very important, somewhat important, not too important, or not at all important?

Broadcast journalists, regardless of their job level, are more likely to see corporate pressure as a reason why they don't always do as good a job as they should.

WHY THE PRESS DOESN'T
ALWAYS DO AS GOOD A JOB AS IT SHOULD

	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
<u>Corporate owners put pressure on news organizations that keeps them from doing a good job...</u>							
Very important reason	12	16	16	14	4	9	11
Somewhat important	31	29	31	45	20	26	40
Not too important	37	39	29	33	35	48	34
Not at all important	18	16	20	7	35	17	12
Don't know	<u>2</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>6</u>	<u>0</u>	<u>3</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(259)	(49)	(45)	(42)	(48)	(42)	(35)

Question: Here are some possible factors that might explain why news organizations sometimes don't always do as good a job as they should. For each one, tell me how important a reason you think it is, very important, somewhat important, not too important, or not at all important?

The question of whether or not the desire to attract new audiences is causing news organizations to rely too much on entertainment is a divisive one for the members of the press course. While a majority feel that news and network television news may be headed too far in that direction, many disagree. They do not consider newspapers to be placing too much emphasis on entertainment, although in the view of a sizable minority, newspapers are drifting too far in that direction.

The findings show that differences of opinion on this question exist between the oral and electronic media and within each medium, between news or public affairs and editorial and reporter. These differences are particularly reflective of differences inherent in the print as well as electronic media. Between public and editorial reporters, generally, members of the print media were more likely to view television as going too far in the direction of entertainment. Those in the broadcast media tended to view their print-media colleagues as going too far. The fact that television is the medium that places a great deal of emphasis upon the value of entertainment, the question of whether entertainment is

SECTION VI

NEWS EMPHASIS ON ENTERTAINMENT AND THE LOSS OF AUDIENCE

They members of the press attribute the decline in audience and... resistance which some media are experiencing to the notion that one press has... have a completely positive in the public mind. They cite as a major reason... the idea that the press is too concerned with what goes on in Washington and... on Wall Street, and not concerned enough with stories that are meaningful to... every day Americans. Further, many are willing to at least partially attribute... the problem in the audience itself. A significant number of the members of... the press cite as a major reason for declining audience the notion that the... public is not well informed enough to follow serious news. Further, some... maintain that the public is not even interested in serious news.

News Organizations and Entertainment

The question of whether or not the desire to attract new audiences is causing news organizations to rely too much on entertainment is a divisive one for the members of the press survey. While a majority feel that both local and network television news may be headed too far in that direction, many disagree. Most do not consider newspapers to be placing too much emphasis on entertainment, although in the view of a sizable minority, newspapers are gravitating too far in that direction.

The findings show that differences of opinion on this question exist between the print and electronic media and, within each medium, between owners or publishers and editors and reporters. These differences are perhaps reflective of tensions inherent in the print as well as electronic media, between business and editorial concerns. Generally, members of the print media were more likely to view television as going too far in the direction of entertainment. Those in the broadcast media tended to view their print media colleagues as not going too far in that direction. Perhaps as a reflection of the fact that television by its nature must place a great deal of emphasis upon the value of entertainment, the question of whether entertainment is coming to play too great a role in television news presentation was more divisive for the members of the electronic media.

Many members of the press attribute the decline in audience and readership which some media are experiencing to the notion that the press may have a credibility problem in the public mind. Many cite as a major problem the idea that the press is too concerned with what goes on in Washington and on Wall Street, and not concerned enough with stories that are meaningful to average Americans. Further, many are willing to at least partially attribute the problem to the audience itself. A significant number of the members of the press cite as a major reason for declining audiences the notion that the public is not well informed enough to follow serious news. Further, some maintain that the public is not even interested in serious news.

By and large, business leaders, government leaders, and the academic elite agree that both network and local television news are coming to rely too much on entertainment value in order to attract new audiences.

The prevailing opinion among academics is that newspapers are coming to rely too much on entertainment, while government and business leaders are more divided on this question.

The emphasis which news organizations are placing on entertainment in the news has become a matter of some concern to the members of the media, especially in regard to television news. A majority view both network (57%) and local (55%) television news as placing too much emphasis on entertainment, perhaps at the expense of other considerations. Although they tend not to have the same misgivings about newspapers, a sizable minority (41%) worry that newspapers may be headed too far in that direction.

The prevailing opinion among other leadership groups is that both network and local television news are placing too much emphasis on entertainment. Large majorities within academic circles (78%), as well as business (68%) and government (67%) leaders see network news as going too far in this direction. Academics (67%) and, to a somewhat lesser extent, government leaders (53%) and business leaders (54%) also tend toward the view that local television news is placing too much emphasis on entertainment.

Government leaders appear closely divided over the question of whether or not newspapers are not going too far in the direction of entertainment. While about half (51%) are of the view that newspapers are not going too far in that direction, a nearly equal proportion (45%) take the opposite view. Both academics (61%) and business leaders (53%) tend toward the view that newspapers are overemphasizing the value of entertainment, although a sizable minority (44%) of business leaders do not see newspapers headed too far in that direction.

ARE NEWS ORGANIZATIONS GOING TOO FAR
IN THE DIRECTION OF ENTERTAINMENT
TO ATTRACT NEW AUDIENCES?

	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
<u>Newspapers</u>				
Going too far in the direction of entertainment	41	61	53	45
Not going too far in the direction of entertainment	56	36	44	51
Neither/Don't know	<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>
TOTAL	100%	100%	100%	100%
<u>Network TV News</u>				
Going too far in the direction of entertainment	57	78	68	67
Not going too far in the direction of entertainment	40	18	27	28
Neither/Don't know	<u>3</u>	<u>4</u>	<u>5</u>	<u>5</u>
TOTAL	100%	100%	100%	100%
<u>Local TV News</u>				
Going too far in the direction of entertainment	55	67	54	53
Not going too far in direction of entertainment	42	29	37	39
Neither/Don't know	<u>3</u>	<u>4</u>	<u>9</u>	<u>8</u>
TOTAL	100%	100%	100%	100%
Number of Interviews	(508)	(100)	(79)	(96)

Question: In attempting to attract readers, are newspapers going too far in the direction of entertainment, or not?

In attempting to attract viewers, is network television news going too far in the direction of entertainment, or not?

In attempting to attract viewers, is local television news going too far in the direction of entertainment, or not?

The members of the print media, at all levels, are critical of the electronic media for going too far in the direction of entertainment. Indeed, the working level of the print media (i.e., newspaper reporters and magazine writers) are the toughest critics in this regard. A majority (58%) even see newspapers as heading too far in that direction. While the members of the top and middle level of the print media tend not to see newspapers as going too far in the direction of entertainment, they do feel that criticism in this regard applies to both local and network television news.

ARE NEWS ORGANIZATIONS GOING TOO FAR IN THE DIRECTION
OF ENTERTAINMENT TO ATTRACT NEW AUDIENCES?
(Based on Total Press Survey)

	<u>Total</u>	<u>Electronic Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
<u>Newspapers</u>							
Going too far	41	39	36	43	28	45	58
Not going too far	56	55	61	56	71	54	41
Neither	1	2	-	-	-	-	-
Don't know	<u>2</u>	<u>4</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
<u>Network TV News</u>							
Going too far	57	43	45	47	68	69	72
Not going too far	40	54	51	52	30	25	27
Neither	1	1	2	1	-	-	-
Don't know	<u>2</u>	<u>2</u>	<u>2</u>	<u>-</u>	<u>2</u>	<u>6</u>	<u>1</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
<u>Local TV News</u>							
Going too far	55	42	51	50	52	74	64
Not going too far	42	55	47	48	42	21	35
Neither	1	1	1	2	-	1	-
Don't know	<u>2</u>	<u>2</u>	<u>1</u>	<u>-</u>	<u>6</u>	<u>4</u>	<u>1</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

The numbers of the print media at all levels, and critical of the electronic media for going too far in the direction of entertainment. Indeed, the working level of the print media (i.e., newspaper reporters and magazine writers) are the loudest critics in this regard. As a result, 56% even see newspapers as heading too far in that direction. Write the numbers of the top and middle levels of the print media tend not to see newspapers as going too far in the direction of entertainment, they do feel that criticism in this regard applies to both local and network television news.

ARE NEWS ORGANIZATIONS GOING TOO FAR IN THE DIRECTION OF ENTERTAINMENT TO ATTRACT NEW AUDIENCES?
(Based on Total Print Survey)

Response	Electronic Media		Print Media	
	Local News	Network News	Local News	Print Media
Going too far	38	35	43	40
Not going too far	55	58	51	57
Neither	7	7	6	3
Don't know	0	0	0	0
TOTAL	100%	100%	100%	100%
Number of Interviews	(87)	(87)	(83)	(81)

Response	Electronic Media		Print Media	
	Local News	Network News	Local News	Print Media
Going too far	43	42	41	39
Not going too far	52	51	55	57
Neither	5	6	4	4
Don't know	0	0	0	0
TOTAL	100%	100%	100%	100%
Number of Interviews	(87)	(87)	(83)	(81)

Why News Organizations May Be Losing Audiences

The members of the press blame both themselves and the public for the "audience" problem. In the view of many, the press does not pay enough attention to stories that are meaningful to the public and is too concerned with news from Washington, D.C. and Wall Street. However, many members of the press also contend that the public is not well-informed enough to follow serious news and that, further, the public is not even interested in serious news.

REASONS SOME TYPES OF NEWS ORGANIZATIONS MAY BE LOOSING AUDIENCES
(Based on One Half of Press Survey)

<u>Reasons...</u>	<u>Major Reason</u>	<u>Minor Reason</u>	<u>Not a Reason</u>	<u>Don't Know</u>	<u>Total %</u>	<u>Number of Interviews</u>
The public is not well-informed enough to follow serious news	32	42	26	0	= 100%	(249)
The press is too concerned with what goes on in Washington, D.C. and on Wall Street	31	40	29	0	= 100%	(249)
The press does not pay enough attention to stories that are meaningful to average Americans	41	36	23	0	= 100%	(249)
The public is not interested in serious news	19	37	44	0	= 100%	(249)
The press lacks credibility with the public	32	49	19	0	= 100%	(249)

Question: I am going to read a number of possible reasons why some types of news media have lost audience or readership. For each one, please tell me if you think it is a major reason, a minor reason, or not a reason for this problem.

How Closely the Press Believes the Public Followed Various Stories

The members of the media perceive the public as being more news-conscious than the public itself admits. Large majorities of the members of the press maintain that the public followed these stories very closely: the Supreme Court decision on abortion (79%), the sentencing of Oliver North (69%), the Supreme Court decision on flag burning (68%), the political upheaval in China (67%), and the Alaskan oil spill (68%). In the view of most members of the press (54%), the public also paid very close attention to stories concerning the charges that Pete Rose bet on baseball games. However, only two stories, the Alaskan oil spill (52%) and the Supreme Court decision on flag burning (51%), were mentioned by a majority of the public as stories it paid very close attention to.

STORIES COVERED BY NEWS ORGANIZATIONS

<u>Story</u>	<u>% of Press Survey Who Said Public Followed Story Very Closely</u> %	<u>% of Public Who Followed Story Very Closely</u> %
The Supreme Court decision on abortion	79	47
The sentencing of Oliver North	69	37
The Supreme Court decision on flag burning	68	51
The Alaska oil spill	68	52
The political upheaval in China	67	47
The charges that Pete Rose bet on baseball games	54	22
The divorce between Mike Tyson and Robin Givens	36	14
The ethics committee's investigation of Speaker of the House Jim Wright	22	15
The scandal involving the Department of HUD	9	21

Question: I am going to read you a list of news stories that have been covered by news organizations. For each one, tell me how closely you think the public followed it -- very closely, fairly closely, not too closely, or not at all closely?

NOTE: The percentages for the general public who followed each story "very closely" were obtained from The Times Mirror News Interest Index of October, 1989. The above stories were tested among the general public at the times when they were likely to have received the greatest amount of news coverage.

The following table further illustrates the difference between how much attention the press believes the public gave to these stories and how much attention the public itself reported giving them. With one exception (the story of the scandal involving the Department of Housing and Urban Development), the members of the media believe the public followed each story with more interest than the public itself said it had.

COMPARISON OF AVERAGE DEGREE OF ATTENTION
THE PRESS THINKS THE PUBLIC PAID
TO VARIOUS STORIES;
WITH THE AVERAGE DEGREE OF ATTENTION
PUBLIC REPORTED PAYING TO THE SAME STORIES

(4 = FOLLOWED STORY VERY CLOSELY, 3 = FOLLOWED STORY FAIRLY CLOSELY,
 2 = DID NOT FOLLOW STORY TOO CLOSELY, 1 = DID NOT FOLLOW STORY AT ALL)

<u>Story</u>	<u>Press Survey</u>	<u>General Population</u>	<u>Differential From Press To Public</u>
The divorce between Mike Tyson and Robin Givens	3.1	2.2	+0.9
The charges that Pete Rose bet on baseball games	3.4	2.6	+0.8
The ethics committee's investigation of Speaker of the House Jim Wright	2.9	2.3	+0.6
The sentencing of Oliver North	3.6	3.1	+0.5
The Supreme Court decision on abortion	3.8	3.3	+0.5
The political upheaval in China	3.6	3.2	+0.4
The Supreme Court decision on flag burning	3.6	3.3	+0.3
The Alaskan oil spill	3.6	3.4	+0.2
The scandal involving the Department of HUD	2.5	2.5	0

As the following table shows, members of both the print and broadcast media are equally likely to have overestimated the degree of attention the public paid to the news stories tested.

COMPARISON OF AVERAGE DEGREE OF ATTENTION
THE PRESS THINKS THE PUBLIC PAID
TO VARIOUS STORIES;
WITH THE AVERAGE DEGREE OF ATTENTION
PUBLIC REPORTED PAYING TO THE SAME STORIES

(4 = FOLLOWED STORY VERY CLOSELY, 3 = FOLLOWED STORY FAIRLY CLOSELY,
 2 = DID NOT FOLLOW STORY TOO CLOSELY, 1 = DID NOT FOLLOW STORY AT ALL)

<u>Story</u>	<u>Estimated Average Degree of Attention Paid to Story By Public</u>		<u>Degree of Attention Paid to Story By General Public</u>
	<u>Print Media</u>	<u>Broadcast Media</u>	
The divorce between Mike Tyson and Robin Givens	3.1	3.1	2.2
The charges that Pete Rose bet on baseball games	3.6	3.3	2.6
The ethics committee's investigation of Speaker of the House Jim Wright	2.9	3.0	2.3
The sentencing of Oliver North	3.6	3.7	3.1
The Supreme Court decision on abortion	3.8	3.8	3.3
The political upheaval in China	3.6	3.7	3.2
The Supreme Court decision on flag burning	3.7	3.6	3.3
The Alaskan oil spill	3.6	3.7	3.4
The scandal involving the Department of HUD	2.6	2.5	2.5
Aggregate average degree of attention paid by the public to news stories	3.4	3.4	2.9

The following table shows that the working level members of the media (i.e., reporters and correspondents), as well as those who occupy the middle and upper levels of news organizations, are all likely to overestimate the amount of attention the public paid to the tested stories.

COMPARISON OF AVERAGE DEGREE OF ATTENTION
THE PRESS THINKS THE PUBLIC PAID
TO VARIOUS STORIES;
WITH THE AVERAGE DEGREE OF ATTENTION
PUBLIC REPORTED PAYING TO THE SAME STORIES

(4 = FOLLOWED STORY VERY CLOSELY, 3 = FOLLOWED STORY FAIRLY CLOSELY,
 2 = DID NOT FOLLOW STORY TOO CLOSELY, 1 = DID NOT FOLLOW STORY AT ALL)

<u>Story</u>	<u>Estimated Average Degree of Attention Given Story by Public</u>			<u>Degree of Attention to Story by General Public</u>
	<u>Broadcast Executives/ Publishers</u>	<u>Editors/ Producers</u>	<u>Correspondents Reporters</u>	
The divorce between Mike Tyson and Robin Givens	2.9	3.0	3.2	2.2
The charges that Pete Rose bet on baseball games	2.6	2.5	2.4	2.6
The ethics committee's investigation of Speaker of the House Jim Wright	3.0	3.0	2.9	2.3
The sentencing of Oliver North	3.6	3.6	3.7	3.1
The Supreme Court decision on abortion	3.8	3.8	3.8	3.3
The political upheaval in China	3.6	3.7	3.6	3.2
The Supreme Court decision on flag burning	3.5	3.8	3.5	3.3
The Alaskan oil spill	3.6	3.6	3.7	3.4
The scandal involving the Department of HUD	2.6	2.5	2.4	2.5
Aggregate average degree of attention paid by the public to news stories	3.2	3.3	3.2	2.9

The following table shows that the generational factor is not likely to influence the tendency of the members of the media to overestimate the amount of attention the public paid to the tested stories to any great degree.

COMPARISON OF AVERAGE DEGREE OF ATTENTION
THE PRESS THINKS THE PUBLIC PAID
TO VARIOUS STORIES;
WITH THE AVERAGE DEGREE OF ATTENTION
PUBLIC REPORTED PAYING TO THE SAME STORIES

(4 = FOLLOWED STORY VERY CLOSELY, 3 = FOLLOWED STORY FAIRLY CLOSELY,
 2 = DID NOT FOLLOW STORY TOO CLOSELY, 1 = DID NOT FOLLOW STORY AT ALL)

<u>Story</u>	<u>Estimated Average Degree of</u> <u>Attention Given Story by Public</u> <u>by Press Survey Respondents Age</u>			<u>Degree of</u> <u>Attention to</u> <u>to Story by</u> <u>General Public</u>
	<u>Under 35</u>	<u>35 - 49</u>	<u>50 or older</u>	
The divorce between Mike Tyson and Robin Givens	3.2	3.0	2.9	2.2
The charges that Pete Rose bet on baseball games	3.5	3.4	3.5	2.6
The ethics committee's investigation of Speaker of the House Jim Wright	2.9	2.9	3.1	2.3
The sentencing of Oliver North	3.7	3.5	3.7	3.1
The Supreme Court decision on abortion	3.8	3.7	3.8	3.3
The political upheaval in China	3.6	3.6	3.6	3.2
The Supreme Court decision on flag burning	3.7	3.6	3.6	3.3
The Alaskan oil spill	3.7	3.6	3.6	3.4
The scandal involving the Department of HUD	2.5	2.4	2.8	2.5
Aggregate average degree of attention paid by the public to news stories	3.4	3.3	3.4	2.9

The following table shows that the generalization factor is not likely to influence the tendency of the reader to overestimate the amount of attention the public paid to the tested stories to any great degree.

COMPARISON OF AVERAGE DEGREE OF ATTENTION
THE PUBLISHERS THINK THE PUBLIC PAID
TO VARIOUS STORIES
WITH THE AVERAGE DEGREE OF ATTENTION
PUBLIC REPORTED GIVING TO THE SAME STORIES

4 - FOLLOWED STORY VERY CLOSELY, 3 - FOLLOWED STORY FAIRLY CLOSELY,
2 - DID NOT FOLLOW STORY TOO CLOSELY, 1 - DID NOT FOLLOW STORY AT ALL

Actual Degree of Attention	Estimated Average Degree of Attention	Ratio of Actual to Estimated	Ratio of Estimated to Actual	Story
2.5	2.9	0.86	1.16	The rights between Miss Lyon and Robert Rivers
1.8	2.2	0.82	1.22	The charges that Rose set on Oswald's game
2.3	2.1	1.10	0.91	The ethics committee's investigation of Senator of the House Jim Wright
2.7	2.8	0.97	1.03	The sentencing of Otis Wright
2.3	2.8	0.82	1.22	The Supreme Court decision on abortion
2.2	2.8	0.79	1.27	The political upheaval in China
2.3	2.8	0.82	1.22	The Supreme Court decision on the hearing
2.4	2.8	0.86	1.16	The Alston oil spill
2.5	2.8	0.89	1.12	The scandal involving the Department of HUD
2.2	2.4	0.92	1.09	Average average degree of attention paid by the public to news stories

SECTION VII

MEDIA USAGE

SECTION 11

SECTION 12

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Where People Get Their News

A solid majority of Americans get their news by regularly reading a newspaper (64%) as well as by regularly watching network television evening news (67%).

The proportion of those who report regularly reading a newspaper is about what was observed in similar surveys in this series. However, regular newspaper readership is not as high as it was in the period of August and September, 1988, when, in the midst of the presidential election campaign, approximately seven in ten (August - 68%, September - 71%) Americans said they regularly read a newspaper.

In August 1989, network television news viewership increased by eight percentage points (up from 59%) over the proportion obtained in a similar survey in June, 1985. However, this proportion is lower than that obtained in April, 1987 (71%), when the Congressional Iran-contra hearings dominated the news.

TREND IN NETWORK TV EVENING NEWS VIEWERSHIP

Year	1985	1987	1989
Regularly watch network TV news	59	71	67
Don't know	1	1	1
TOTAL	100	100	100
Number of interviews	(214)	(214)	(207)

Question: We're interested to know if a people watch the major TV network evening news programs - by this we mean 600 World News Tonight with Peter Jennings, CBS Evening News with CBS anchors, and NBC Nightly News with Tom Brokaw. Do you happen to watch network TV evening news programs regularly, or not?

TREND IN NEWSPAPER READERSHIP

	<u>Aug. 1989</u>	<u>Jan. 1988</u>	<u>Sept. 1988</u>	<u>Aug. 1988</u>	<u>May 1987</u>	<u>April 1985</u>	<u>June 1985</u>
<u>Regularly read Newspaper</u>							
Yes	64	60	71	68	63	66	60
No	36	40	29	32	36	33	39
Don't know	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>1</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(2048)	(2001)	(1000)	(3021)	(4244)	(2104)

Question: Some people are so busy that they don't get to read a newspaper every day. How about you -- do you get to read a newspaper just about every day or not?

TREND IN NETWORK TV EVENING NEWS VIEWERSHIP

	<u>Aug. 1989</u>	<u>April 1987</u>	<u>June 1985</u>
<u>Regularly watch Network TV news</u>			
Yes	67	71	59
No	33	28	39
Don't know	<u>0</u>	<u>1</u>	<u>2</u>
TOTAL	100%	100%	100%
Number of Interviews	(1507)	(4244)	(2104)

Question: We're interested in how often people watch the major TV network evening news programs -- by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, and NBC Nightly News with Tom Brokaw. Do you happen to watch network TV evening news programs regularly, or not?

Significant differences in media usage are evident by education, age, and sex. College graduates are more likely to regularly read newspapers, while non-college graduates are more likely to rely upon network television for their news. Older Americans are more likely than their younger counterparts to be consumers of both newspaper and network television news. Finally, while men report both regular newspaper readership and regular network TV news viewership in roughly the same proportions, women tend to rely more on network television than on newspapers for news.

MEDIA USAGE
(Based on Total General Population Survey)

	<u>Total</u>	<u>Education</u>		<u>Age</u>			<u>Sex</u>	
		<u>Coll. Grad.</u>	<u>Non-Coll. Grad.</u>	<u>18-29</u>	<u>30-49</u>	<u>50+</u>	<u>Men</u>	<u>Women</u>
<u>Newspaper</u>								
Regularly read	64	78	60	52	61	75	67	61
Sometimes read	25	19	28	38	27	16	22	28
Hardly ever/ Never read	11	3	12	10	12	9	11	11
Don't know	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%
<u>Network TV evening news</u>								
Regularly watch	67	63	68	56	62	79	65	69
Sometimes watch	19	22	19	28	21	11	20	19
Hardly ever/ Never watch	14	15	13	16	17	10	15	12
Don't know	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(1507)	(493)	(998)	(360)	(599)	(518)	(751)	(756)

Type of News Followed Very Closely

Nearly half (48%) of Americans surveyed said that they follow news reports of people and events in their own community very closely. Somewhat smaller proportions mention health (44%), local government (41%), education (41%), and international affairs (38%) as news topics they pay very close attention to. Roughly one third pay very close attention to news about political figures and events in Washington (34%), while similar proportions mention sports (32%), science and technology (29%), and consumer news (28%). While about one in four report paying very close attention to business news (23%), religion (23%), entertainment news (21%), and news about famous people (21%); relatively few pay very close attention to stories about personal and career counseling (10%).

Men and women differ in the types of news each are likely to pay close attention to. Men are more likely than women to pay close attention to news about sports, international affairs, events in Washington, science and technology, and business. On the other hand, women are more likely than men to follow news about local people and events, health, education, and religion as well as lighter news subjects such as entertainment and famous people.

With the exception of entertainment news, older Americans (those age 50 or older) are either more likely than or about as likely as their younger counterparts to follow most types of news very closely.

Finally, college graduates are more likely than non-college graduates to pay very close attention to news about international affairs, education, science and technology, and business. Non-college graduates tend to pay more attention to local news, and news about health, religion, entertainment, and famous people.

TYPE OF NEWS FOLLOWED VERY CLOSELY
(Based on Total General Population Survey)

Type of news follow very closely	Sex			Age			Education	
	Total %	Men %	Women %	18-29 %	30-49 %	50+ %	Coll. Grad. %	Non- Coll. Grad. %
People and events in community	48	43	53	42	50	52	43	50
Health	44	38	49	39	40	51	39	45
Education	41	35	46	39	41	42	48	39
Local government	41	41	40	28	40	51	41	41
International affairs	38	45	32	38	38	39	50	35
Political figures and events in Washington	34	37	32	30	33	40	38	34
Sports	32	46	19	34	28	35	30	33
Science/technology	29	38	21	28	32	27	39	26
Consumer news	28	27	29	23	26	33	28	28
Business/finance	23	30	17	20	21	27	28	22
Religion	23	20	25	15	18	34	14	25
Entertainment	21	19	24	29	16	22	14	23
Famous people	22	18	25	24	18	25	15	24
Personal/career counseling	10	9	11	13	9	10	9	11
Number of Interviews	(1507)	(751)	(756)	(360)	(599)	(518)	(493)	(998)

Question: I am going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on the radio..very closely, somewhat closely, not very closely, or not at all closely.

Daily Newspaper Read Most Often by Members of the Press Community

A majority (74%) of the members of the press rely most often upon their local newspaper for their daily news. One in ten (10%) read The New York Times, while smaller proportions most often read USA Today (6%), The Wall Street Journal (5%), The Washington Post (3%), and the Los Angeles Times (2%).

Although, clearly, most members of the print and electronic media read their local daily paper most often, the proportion who most often read other daily newspapers varies between the two media. The members of the print media are more likely than those in the electronic media to name The New York Times as the daily newspaper they most often read. Nearly one in six correspondents (16%) in the electronic media named USA Today as the paper they most often read, while very few in the print media did so. Differences also exist within each media between the members of the corporate (i.e., broadcast executives or publishers) and editorial (i.e., producers, correspondents, editors, reporters) sections. One in ten electronic media broadcast executives (10%) and print media publishers (11%) mentioned The Wall Street Journal as the paper they read most often, a proportion significantly higher than that obtained for the editorial groups.

Interestingly, two thirds (67%) of those employed by magazines named The New York Times as the paper they read most often.

DAILY NEWSPAPER READ MOST OFTEN
(Based on Total Press Survey)

<u>Read most often...</u>	<u>Total</u>	<u>Broadcast Media</u>			<u>Print Media</u>		
		<u>Broad- cast Execu- tives</u>	<u>Produ- cers</u>	<u>Corres- pon- dents</u>	<u>Pub- lis- hers</u>	<u>Edi- tors</u>	<u>Repor- ters</u>
Local or other paper	74	74	79	71	65	76	78
New York Times	10	3	5	6	17	17	15
Los Angeles Times	2	1	2	2	1	1	1
Wall Street Journal	5	10	6	1	11	1	0
Washington Post	3	1	2	4	4	5	5
USA Today	6	8	6	16	2	0	1
Don't know	<u>0</u>	<u>3</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%
Number of Interviews	(508)	(87)	(87)	(86)	(83)	(84)	(81)

Type of Media

<u>Read most often</u>	<u>Total</u>	<u>Magazine</u>	<u>Newspaper</u>	<u>Television</u>	<u>Radio</u>
Local paper	74	17	85	75	74
New York Times	10	67	6	3	10
Los Angeles Times	2	0	2	2	2
Wall Street Journal	5	7	3	6	5
Washington Post	3	9	3	3	0
USA Today	6	0	1	11	7
Don't know	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>
TOTAL	100%	100%	100%	100%	100%
Number of Interviews	(508)	(42)	(206)	(202)	(58)

Question: What daily newspaper do you read most often?

DAILY NEWSPAPER READ MOST OFTEN
(Based on local press survey)

Newspaper	Read most often					Total	Number of interviewees
	Local press	New York Times	Los Angeles Times	Wall Street Journal	Washington Post		
Don't know	0	0	0	0	0	0	(0)
USA Today	0	0	0	0	0	0	(0)
Washington Post	0	0	0	0	0	0	(0)
Wall Street Journal	0	0	0	0	0	0	(0)
Los Angeles Times	0	0	0	0	0	0	(0)
New York Times	0	0	0	0	0	0	(0)
Local or other paper	0	0	0	0	0	0	(0)
TOTAL	0	0	0	0	0	0	(0)

Type of Media

Newspaper	Read most often					Total	Number of interviewees
	Local press	New York Times	Los Angeles Times	Wall Street Journal	Washington Post		
Don't know	0	0	0	0	0	0	(0)
USA Today	0	0	0	0	0	0	(0)
Washington Post	0	0	0	0	0	0	(0)
Wall Street Journal	0	0	0	0	0	0	(0)
Los Angeles Times	0	0	0	0	0	0	(0)
New York Times	0	0	0	0	0	0	(0)
Local or other paper	0	0	0	0	0	0	(0)
TOTAL	0	0	0	0	0	0	(0)

Question: What daily newspaper do you read most often?

Network News Program Usually Watched By Members of the Press Community

The members of the press survey express no strong preference for any particular network evening news program. Roughly equal proportions say they usually watch "The CBS Evening News" with Dan Rather (23%), ABC's "World News Tonight" with Peter Jennings (27%), and "The NBC Nightly News" with Tom Brokaw (29%). Additionally, one in five (21%) say they watch no one program in particular, and that they often switch from one to another.

NETWORK NEWS PROGRAM USUALLY WATCHED
(Based on Total Press Survey)

	<u>Total</u> %
<u>Watch most often</u>	
CBS with Dan Rather	23
ABC with Peter Jennings	27
NBC with Tom Brokaw	29
Varies/Switch	21
Don't know	0
TOTAL	<u>100</u>
Number of Interviews	(508)

Question: Which of the following TV network evening news programs do you usually watch ?

Hours Spent Reading, Listening To, or Watching the News

A majority (52%) of the members of the press spend up to 2 hours per day, apart from work, either reading, watching, or listening to the news. This includes 10% who say they spend less than one hour a day, and 42% who say they spend between one and two hours per day absorbing the news. Many members of the press (including 34% who say they spend between two and three hours per day) say they spend more than two hours of their free time each day following the news.

A majority of academics (60%), business leaders (66%), and government leaders (60%) also spend up to two hours per day following the news. Approximately one in four academics (25%), business leaders (24%), and government leaders (27%) spend between two and three hours per day following the news. Additionally, 15% of the academic elite as well as one in ten business leaders (9%) and government leaders (10%) spend three or more hours per day taking in the news.

HOURS SPENT READING, LISTENING TO, OR WATCHING THE NEWS

	<u>Press Survey</u>	<u>Academic Elites</u>	<u>Business Leaders</u>	<u>Government Leaders</u>
<u>Number of Hours</u>				
Less than 1 hour	10	7	4	12
1 - 2 hours	42	53	62	48
2 - 3 hours	34	25	24	27
3 - 4 hours	9	11	5	6
4 - 5 hours	3	3	4	2
Over 5 hours	1	1	0	2
None/Don't know	<u>1</u>	<u>0</u>	<u>1</u>	<u>3</u>
TOTAL	100%	100%	100%	100%
Number of Interviews	(508)	(100)	(79)	(96)

Question: Outside of work, how many hours a day do you spend reading, listening to, or watching the news?

TECHNICAL APPENDIX

TECHNICAL APPENDIX

DESIGN OF THE GENERAL POPULATION SAMPLE

The sample used for this survey was a proportionate stratified random digit dial (RDD) telephone sample drawn from telephone exchanges serving the Continental United States.

The random digit aspect of the sample is used to avoid "listing" bias. According to the most recent estimates from the Bureau of the Census, there are 91 million households in the United States, and just over 92% of them contain one or more telephones. Telephone directories only list about 72% of such "telephone households," and numerous studies have shown that households with unlisted telephone numbers are different in several important ways from listed households. Moreover, nearly 15% of listed telephone numbers are "discontinued" due to household mobility and directory publishing lag, and it is reasonable to assume that a roughly equal number are working residential numbers too new to be found in published directories.

In order to avoid these various sources of bias, a random digit procedure designed to provide representation of both listed and unlisted (including not-yet-listed) numbers is used. The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange (the first three digits of a seven digit telephone number), and bank number (the fourth and fifth digits).

The selection procedure produces a sample that is superior to random selection from a frame of listed telephone households, and the superiority is greater to the degree that the assignment of telephone numbers to households is made independently of their publication status in the directory. That is, if unlisted numbers tend to be found in the same telephone banks as listed numbers and if, in general, banks containing relatively few listed numbers also contain relatively few unlisted numbers, then the sample that results from the procedure described below will represent unlisted telephone households fully as well as it represents listed households. Random number selection within banks ensures that all numbers within a particular bank (whether listed or unlisted) have the same likelihood of inclusion in the sample, and that the sample so generated will represent listed and unlisted telephone households in the appropriate proportions.

The first eight digits of the sample telephone numbers (area code, telephone exchange, and bank number) are selected after geographic pre-stratification of a database of listed telephone numbers, so that state, county, and telephone exchange within county are all represented in their appropriate proportions. That is, the number of telephone numbers randomly sampled from within a given exchange is proportional to that exchange's share of listed telephone households in the set of exchanges serving the Continental U.S.

Only working banks of numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential telephone listings. By eliminating non-working banks of numbers from the sample, the likelihood that any sampled telephone number will be associated with a residence increases from only 20% (where all banks of numbers are sampled) to between 60% and 70%.

The sample of telephone numbers produced by this method is thus designed to produce an unbiased random sampling of telephone households in the continental United States.

At each household contacted, a systematic selection technique is used to identify the appropriate respondent. Up to three attempts are made on each number in the sample to try to include an eligible respondent from the household in the final sample of completed interviews.

The demographic composition of the final sample of completed interviews is weighted to the most recently available estimates from the Bureau of the Census of the demographic distributions of the adult population of the United States.

The sampling and data collection procedures and the weighting of the data are thus designed to allow projection of results to adults living in telephone households in the continental United States.

The margin of error due to sampling is as follows for various sample sizes:

<u>Sample Sizes</u>	<u>Margin of Error</u>
1500	3
1000	3
500	5
300	6
200	8
100	11

DESIGN OF THE ELITE SAMPLES

The sample for the Times Mirror Elite survey consisted of several different subsamples which were selected from a variety of sources. Each subsample will be described below and the source of the sample identified. All sample selections were made on a random basis to ensure that each member of a given sampling frame would have an equal chance of being included in the sample.

Each person sampled for this survey was mailed an advance letter on The Gallup Organization's letterhead and signed by Andrew Kohut, president of The Gallup Organization. These letters were intended to introduce the survey to prospective respondents, describe the nature and purpose of the survey, and encourage participation in the survey. Approximately one week after the letter was mailed, Gallup's executive interviewers began calling the individuals in the sample and conducting the survey or setting up appointments to conduct the survey at a later date.

BUSINESS

The business portion of the survey included 100 interviews with the Chief Executive Officer of Fortune 1000 companies. The sample for this portion of the survey was drawn from Fortune Magazine's 1988 listing of the top 500 industrial and top 500 service companies in the United States. A random sample of the Fortune 1000 companies was selected.

GOVERNMENT

This portion of the survey was comprised of five sections:
1) Mayors; 2) Governors; 3) Senators; 4) Congressmen; and 5) Executive branch officials.

The Mayors included in the sample constitute a random sample of the Mayors of the 50 largest (in terms of population) cities in the United States. The Governors were randomly selected from among all the governors in the U.S. The samples for the Senators and Congressmen were randomly selected from the total universe of Senators and Congressmen currently in office.

The executive branch officials in the final sample were randomly selected from among the officials in all cabinet level departments of the White House as listed in the Carroll Publishing Directories. These directories are a widely recognized source for government contacts at all

levels of government. The directories are continuously updated and verified by a research staff in Washington D.C. and contain over 230,000 functional counts representing each level of government. The sample was selected so that various levels of each department were represented.

ACADEMIC

The sample of academics consisted of presidents and deans of colleges and universities across the country. The final sample of presidents came from among the nation's top 25 universities and top 25 liberal arts colleges as listed in U.S. News and World Report's Report on America's Best Colleges and from a random sample of the remaining universities and colleges on the list. The deans in the final sample represent a random sample of the remaining universities and colleges on the same list.

PRESS

The sampling procedure for this portion of the survey was somewhat more complicated than the other sampling done for this study.

The sample for the press portion of this survey was obtained by selecting replicates of the press according to the following criteria.

- A. Three dimensions of the media are measured:
 1. Type of medium, e.g., TV, newspapers, radio
 2. Importance of medium in terms of audience size of market/influence upon populace or other media
 3. Level of responsibility of the individual sample member

- B. The three dimensions are sub-defined as follows:
 1. Type of media
 - a. Newspapers
 - b. Magazines
 - c. Television stations and networks
 - d. Radio stations and networks
 - e. Cable networks
 - f. Wire Services
 2. Audience size/market
 - a. National audience
 - b. Top metropolitan markets
 - c. Non-major metropolitan markets
 3. Level of responsibility
 - a. Publishers, network executives, owners
 - b. Senior editors, news directors
 - c. Correspondents, reporters

The specific sampling frames employed were:

- 0 Editor and Publisher International Yearbook 1988
- 0 Broadcasting-Cablecasting Yearbook - 1988
- 0 Mastheads of individual publications

Examination of the sampling frames and other sources suggested the following selection strategies.

*WIRE SERVICES

The Associated Press
United Press International
Reuters

*NEWSPAPERS

10 Top Circulation/Influence Newspapers

As ranked in 1988 Editor & Publisher: The Fourth Estate:

1. Wall Street Journal
2. USA Today
3. New York Daily News
4. Los Angeles Times
5. New York Times
6. Chicago Tribune
7. Washington Post
8. New York Post
9. Detroit News
10. Detroit Free Press

11-100 Newspaper Circulation Rank

As listed in 1988 Editor & Publisher: The Fourth Estate

Non-Top 100 Circulation Newspapers

Leading circulation papers (non-tabloid) from state capitals, not qualifying above, automatically included. Duplicates of above-listed papers omitted; substitutions made randomly.

Remaining papers (to complete non-top 100) drawn randomly.

*MAGAZINES

General Interest
General News
Business & Financial
Special Consumer
Elite Consumer

*SPECIAL INTEREST MAGAZINES

Business & Financial
Journalism
Academic
Public Affairs/Political

*TV

Network & Cable

ABC News Division
CBS News Division
NBC News Division
CNN
CSPAN

Top 100 Market Stations

As ranked in Broadcasting/Cablecasting Yearbook 1988.

Non-Top 100 Market Stations

Stations ranked 101-200 in Broadcasting/Cablecasting Yearbook 1988.
State capital stations not in top 100 added to this portion of sample.

*RADIO

Network

Capital Cities/ABC Inc.
CBS
WYNY(FM)/NBC Radio
United Stations Radio Network
American Public Radio
Mutual Radio News
UPI Radio Network
Sheridan Broadcasting Network
National Public Radio
National Black Network

Top-100 Market Stations

As ranked in Broadcasting/Cablecasting Yearbook 1988.

THE QUESTIONNAIRES

THE QUESTIONNAIRE

SEX: M[] F[]

INTERVIEWER'S NAME _____

TIME STARTED: _____

INTERVIEWER'S I.D. _____

TIME FINISHED: _____

DATE: _____

LENGTH: _____

REPLICATE: _____ PAGE: _____

GO 89189

TIMES MIRROR PRESS SURVEY
General Population Survey

Interviewing dates:
8/9-28/89
n=1507

INTRODUCTION: Hello, I am _____ calling from the Gallup Organization in Princeton, New Jersey. I would like to ask a few questions of the youngest male/oldest female 18 years of age or older who is now at home.

Q.1* I'd like your opinion of some people and organizations. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. First, would you describe your opinion of (INSERT FIRST ITEM) as very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

	<u>Very Favorable</u>	<u>Mostly Favorable</u>	<u>Mostly Unfavorable</u>	<u>Very Unfavorable</u>	<u>Never heard of (vol)</u>	<u>Can't rate (vol)</u>
a. Network television news	28	54	11	3	0	4 = 100
b. Local TV news	27	53	11	4	0	5 = 100
c. News magazines	15	44	11	3	3	24 = 100
d. The daily newspaper you are most familiar with	25	52	12	5	1	5 = 100

*SEE FOLLOWING PAGES FOR TREND

TREND IN FAVORABILITY RATINGS

	<u>Very Favorable</u>	<u>Mostly Favorable</u>	<u>Mostly Unfavorable</u>	<u>Very Unfavorable</u>	<u>Never Heard of/ Can't Rate</u>
<u>Daily Newspapers</u>					
August, 1989	25	52	12	5	6 = 100
January, 1989	22	56	13	4	5 = 100
May, 1988	19	59	13	4	5 = 100
January 27	19	62	11	3	5 = 100
January 7-18	21	59	12	4	4 = 100
October, 1987	21	58	9	4	8 = 100
April/May	22	59	12	3	4 = 100
January	19	57	13	6	5 = 100
July, 1986	28	51	11	6	4 = 100
June, 1985	25	56	8	3	8 = 100
<u>Network TV News</u>					
August, 1989	28	54	11	3	4 = 100
January, 1989	21	61	12	3	3 = 100
May, 1988	20	58	14	4	4 = 100
January 27	12	69	13	3	3 = 100
January 7-18	18	60	14	4	4 = 100
October, 1987	19	62	10	3	6 = 100
April/May	21	63	11	3	2 = 100
January	19	55	16	6	4 = 100
July, 1986	30	53	10	4	3 = 100
June, 1985	25	59	8	2	6 = 100
<u>Local TV News</u>					
August, 1989	27	53	11	4	5 = 100
June, 1985	27	57	9	2	5 = 100
<u>News Magazines</u>					
August, 1989	15	44	11	3	27 = 100
June, 1985	16	49	8	3	24 = 100

Q.2* I am going to read another list. This time please rate 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 can believe almost nothing of what they say. How would you rate the believability of (READ ITEM) on this scale of 4 to 1?

	<u>Believe</u>			<u>Cannot Believe</u>	<u>Never Heard Of</u>	<u>Can't Rate</u>
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>5</u>	<u>0</u>
a. Ted Koppel	32	36	14	4	6	8 = 100
b. USA Today	21	32	18	5	6	18 = 100
c. ABC News	30	45	14	3	1	7 = 100
d. Sam Donaldson	23	33	16	7	13	8 = 100
e. The Wall Street Journal	30	26	9	3	6	26 = 100
f. The daily newspaper you are most familiar with	26	41	24	7	*	2 = 100
g. The Associated Press	21	42	18	4	6	9 = 100
h. CNN	33	31	11	2	7	16 = 100
i. Diane Sawyer	24	38	16	4	9	9 = 100
j. Geraldo Rivera	9	12	27	37	7	8 = 100
k. NBC News	32	47	14	2	*	5 = 100
l. Peter Jennings	35	39	11	3	5	7 = 100
m. George Will	6	15	11	4	54	10 = 100
n. Dan Rather	36	40	13	6	1	4 = 100
o. CBS News	29	45	16	4	1	5 = 100
p. Tom Brokaw	32	42	14	3	3	6 = 100

Q.3* Now I am going to read another list. Again, please rate how much you think you can believe each person 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 says. "1" means you can believe almost nothing of what they say. How would you rate the believability of (READ ITEM) on this scale of 4 to 1?

	<u>Believe</u>			<u>Cannot Believe</u>	<u>Never Heard Of</u>	<u>Can't Rate</u>
	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>5</u>	<u>0</u>
a. George Bush	20	43	25	11	*	1 = 100
b. Ronald Reagan	16	31	27	26	0	0 = 100
c. Mikhail Gorbachev	5	24	37	28	2	4 = 100
d. Donald Trump	8	17	34	22	11	8 = 100
e. Johnny Carson	11	22	35	25	1	6 = 100
f. Pope John Paul II	43	27	13	8	1	8 = 100

*SEE FOLLOWING PAGES FOR TREND

TREND IN BELIEVABILITY RATINGS

	<u>Believe</u> 4	<u>3</u>	<u>2</u>	<u>Cannot</u> <u>Believe</u> 1	<u>Never</u> <u>Heard</u> <u>Of</u> 5	<u>Can't</u> <u>Rate</u> 0	
<u>Ted Koppel</u>							
August, 1989	32	36	14	4	6	8	= 100
June, 1985	30	34	8	1	14	13	= 100
<u>USA Today</u>							
August, 1989	21	32	18	5	6	18	= 100
June, 1985	13	26	13	2	4	42	= 100
<u>ABC News</u>							
August, 1989	30	46	14	3	1	7	= 100
June, 1985	32	51	11	1	0	5	= 100
<u>Sam Donaldson</u>							
August, 1989	23	33	16	7	13	8	= 100
June, 1985	17	27	10	2	27	17	= 100
<u>The Wall Street Journal</u>							
August, 1989	30	26	9	3	6	26	= 100
June, 1985	25	23	6	2	1	43	= 100
<u>Daily Newspaper</u>							
August, 1989	26	41	24	7	*	2	= 100
June, 1985	28	52	13	2	*	5	= 100
<u>Associated Press</u>							
August, 1989	21	43	18	4	6	9	= 100
June, 1985	21	40	11	2	2	24	= 100
<u>CNN</u>							
August, 1989	33	31	11	2	8	16	= 100
June, 1985	20	24	7	1	10	38	= 100
<u>Diane Sawyer</u>							
August, 1989	24	38	16	4	9	9	= 100
June, 1985	17	31	11	1	24	16	= 100
<u>Geraldo Rivera</u>							
August, 1989	9	12	27	37	7	8	= 100
June, 1985	18	25	12	4	25	16	= 100
<u>NBC News</u>							
August, 1989	32	47	14	2	*	5	= 100
June, 1985	31	51	12	1	0	5	= 100

CONTINUED...

	<u>Believe</u> 4	<u>3</u>	<u>2</u>	<u>Cannot Believe</u> 1	<u>Never Heard Of</u> 5	<u>Can't Rate</u> 0
<u>Peter Jennings</u>						
August, 1989	35	39	11	3	5	7 = 100
June, 1985	33	41	8	1	8	9 = 100
<u>George Will</u>						
August, 1989	6	15	11	4	54	10 = 100
June, 1985	8	14	6	1	48	23 = 100
<u>Dan Rather</u>						
August, 1989	36	40	13	6	1	4 = 100
June, 1985	40	41	8	2	4	5 = 100
<u>CBS News</u>						
August, 1989	29	45	16	4	1	5 = 100
June, 1985	33	51	11	1	*	4 = 100
<u>Tom Brokaw</u>						
August, 1989	32	42	14	3	3	6 = 100
June, 1985	29	40	8	1	10	12 = 100
<u>Ronald Reagan</u>						
August, 1989	16	31	27	26	0	0 = 100
June, 1985	28	39	20	12	0	1 = 100

(ROTATE Q. 4 AND 5)

Q.4 What do you like least about the way news organizations do their job?
(ACCEPT MULTIPLE RESPONSES)

22 Not objective/one-sided/biased
20 Yellow journalism/sensationalism
18 Inaccuracies/dishonesty/poor research
16 Invasion of privacy/insensitivity/too pushy
12 Repetition/over coverage/over emphasis
8 Lack of in-depth coverage/not enough detail
7 Emphasize negative/bad news
5 Personalities/appearance of reporters
3 Too much emphasis on minor issues
2 Too much advertising
1 Too competitive
5 Other
1 Nothing
13 Don't know
133

Q.5 What do you like most about the way news organizations do their job?
(ACCEPT MULTIPLE RESPONSES)

16 Keeps public up to date with current affairs
14 Hardworking/serious/professional/do a good job
13 Concise/to the point/clear reporting and presentation
12 Thoroughness/detail in covering stories
12 Speed and promptness of coverage
11 Keep public generally well-informed
11 Honesty/accuracy
6 Objective/unbiased/fair
5 Broad range of news covered/they cover everything/variety
3 Make news interesting/good
2 Pictures
3 Other
2 Nothing
14 Don't know
124

Q.6 As I read a list, please tell me which one of the following plays the most influential role in America? (READ ALL ITEMS BEFORE ACCEPTING ANSWER. RECORD ANSWER IN FIRST COLUMN BELOW) Which would you say plays the second most influential role in America? (RECORD ANSWER IN SECOND COLUMN BELOW) And how about the third most influential role in America? (RECORD ANSWER IN THIRD COLUMN BELOW)

	Most Influential Role	Second Most Influential Role	Third Most Influential Role
a. Business leaders	26	19	18
b. Political leaders in Washington	28	34	19
c. The press	21	21	22
d. Religious leaders	6	11	21
OR			
e. Entertainment personalities	17	12	15
DON'T KNOW	$\frac{2}{100}$	$\frac{3}{100}$	$\frac{5}{100}$

Q.7 In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

		<u>8/88</u>	<u>5/88</u>	<u>1/88</u>	<u>6/85</u>
54	Get facts straight	40	48	44	55
44	Inaccurate	50	43	48	34
<u>2</u> 100	Don't know	<u>10</u> 100	<u>9</u> 100	<u>8</u> 100	<u>11</u> 100

Q.8 In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

		<u>8/88</u>	<u>5/88</u>	<u>1/88</u>	<u>12/86</u>	<u>7/86</u>	<u>6/85</u>
28	Deal fairly with all sides	36	34	30	39	37	34
68	Tend to favor one side	57	56	59	54	57	53
<u>4</u> 100	Don't know	<u>7</u> 100	<u>10</u> 100	<u>11</u> 100	<u>7</u> 100	<u>6</u> 100	<u>13</u> 100

Q.9 In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

		<u>1/88</u>	<u>7/86</u>	<u>6/85</u>
33	Pretty independent	40	37	37
62	Often influenced by the powerful	49	53	53
<u>5</u> 100	Don't know	<u>11</u> 100	<u>10</u> 100	<u>10</u> 100

Q.10 To what extent do you see political bias in news coverage? A great deal, a fair amount, not too much, or not at all?

25	A great deal
51	A fair amount
19	Not too much
3	Not at all
<u>2</u> 100	Don't know

Q.11 Are the news organizations you are most familiar with, fair or unfair to the Bush administration?

		<u>1/88*</u>	<u>12/86*</u>	<u>6/85*</u>
82	Fair	66	67	78
12	Unfair	21	25	12
<u>6</u>	Don't know	<u>13</u>	<u>8</u>	<u>10</u>
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>

*Refers to the Reagan administration

Q.12 In general, do you think news organizations pay too much attention to good news, too much attention to bad news, or do they mostly report the kinds of stories they should be covering?

		<u>6/85</u>
3	News organizations pay too much attention to good news	1
64	News organizations pay too much attention to bad news	60
30	Mostly report the kinds of stories they should be covering	35
<u>3</u>	Don't know	<u>4</u>
<u>100</u>		<u>100</u>

Q.13 Do you feel news organizations often invade people's privacy or do they generally respect people's privacy?

		<u>8/88</u>	<u>1/88</u>	<u>12/86</u>	<u>6/85</u>
73	Invade people's privacy	81	78	75	73
23	Respect people's privacy	14	17	19	21
<u>4</u>	Don't know	<u>5</u>	<u>5</u>	<u>6</u>	<u>6</u>
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Q.14 Some people feel that in a free society, news organizations should be able to say anything about a person, whether true or false, without having to face libel suits. Others believe that even in a free society news organizations should be subject to libel suits if they say critical things about people that are false. Which position comes closer to your opinion?

		<u>6/85</u>
7	News organizations can say anything	4
90	Should face libel suits if they say things that are false	89
<u>3</u>	Don't know	<u>7</u>
<u>100</u>		<u>100</u>

Q.15 I am going to read you a pair of opposite phrases. Please tell me which one phrase you think best describes news organizations generally. If you think that neither phrase applies, please say so. (READ ITEMS)

		<u>12/86</u>	<u>7/86</u>	<u>6/85</u>
55	News organizations protect democracy	52	58	54
19	News organizations hurt democracy	27	18	23
20	Neither applies (DO NOT READ)	13	17	13
<u>6</u>	Don't know	<u>8</u>	<u>7</u>	<u>10</u>
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>

Q.16 Some people think that by criticizing political leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?

		<u>12/86</u>	<u>6/85</u>
23	Criticism by the press keeps political leaders from doing their job	26	17
68	Criticism keeps political leaders from doing things that should not be done	60	67
<u>9</u>	Don't know	<u>14</u>	<u>16</u>
<u>100</u>		<u>100</u>	<u>100</u>

Q.17 Some people think that by criticizing the military, news organizations weaken the country's defenses. Others think that such criticism helps keep our nation militarily prepared. Which position is closer to your opinion?

		<u>12/86</u>	<u>6/85</u>
33	Weakens defenses	31	31
56	Keeps nation prepared	57	51
<u>11</u>	Don't know	<u>12</u>	<u>18</u>
<u>100</u>		<u>100</u>	<u>100</u>

Q.18 Which is more important to you: that the government be able to censor news stories it feels threaten national security OR that the news media be able to report stories they feel are in the national interest?

		<u>6/85</u>
40	Government able to censor	44
52	News media able to report	38
5	Both equal (vol)	9
<u>3</u>	Don't know	<u>9</u>
<u>100</u>		<u>100</u>

Q.19 How responsibly do you think news organizations cover stories about the personal and ethical behavior of politicians? Do you think they cover them very responsibly, fairly responsibly, not very responsibly, or not at all responsibly?

12 Very responsibly
56 Fairly responsibly
23 Not very responsibly
7 Not at all responsibly
2 Don't know
100

Q.20 Do you think that most reporters are more ethical, less ethical, or about as ethical in their personal behavior as public office holders?

17 More ethical
19 Less ethical
57 About as ethical
7 Don't know
100

Q.21 Do you think press coverage of the personal and ethical behavior of politicians is excessive or not?

52 Yes, press coverage of personal and ethical behavior of politicians is excessive
43 No, it is not excessive
5 Don't know
100

Q.22 Do you think press coverage of the personal and ethical behavior of politicians helps weed out the kind of people who should not be in office, or don't you think that?

60 Yes, press coverage of personal and ethical behavior of politicians weeds out the kind who should not be in office
37 No, it does not weed out
3 Don't know
100

Q.23 Some people feel a news reporter should always reveal the source of his story to his readers. Others feel that sometimes a reporter should be allowed to keep his source confidential if that is the only way he can get his information. Which position is closer to your opinion?

18	Always reveal	$\frac{6}{85}$ 15
79	Sometimes keep confidential	78
$\frac{3}{100}$	Don't know	$\frac{7}{100}$

Q.24 Some people feel the government should require that news organizations give coverage to all sides of a controversial issue. Other people feel the government should not be involved in how much news coverage should be given to any side of an issue. Which position is closer to your opinion?

48	Government should require that all sides get coverage	$\frac{6}{85}$ 42
48	Government should not get involved	48
$\frac{4}{100}$	Don't know	$\frac{10}{100}$

Q.25 Some people feel that the freedom of the press portion of the Constitution mainly protects news organizations and their interests. Others feel that the freedom of the press portion protects the people and the public interest more. Which position is closer to your opinion?

32	Protects news organizations more	$\frac{6}{85}$ 36
56	Protects public interest more	39
6	Both equally (vol)	16
$\frac{6}{100}$	Don't know	$\frac{9}{100}$

Q.26 Some people say that in covering stories about the personal and ethical behavior of politicians, news organizations are only reporting the news. Others say, that news organizations are driving the controversy itself, by devoting as much coverage to the story as they do. Which view comes closer to your own?

31	News organizations are only reporting the news
63	News organizations are driving the controversy
3	Neither/Both (vol)
$\frac{3}{100}$	Don't know

Q.27 For each of the following, please tell me if you feel that, generally, news organizations should forbid this practice for their journalists, discourage this practice for their journalists, or not be concerned about this practice for their journalists? (READ LIST)

	<u>Forbid Practice</u>	<u>Discourage Practice</u>	<u>Not be Concerned About practice</u>	<u>Don't Know</u>
a. Journalists accepting speaker fees or honoraria	17	31	45	7 = 100
b. Developing close personal relationships with sources	16	39	39	6 = 100
c. Accepting overseas trips from foreign governments and travel companies	33	35	28	4 = 100

Now just a few questions about your daily reading and viewing habits.

Q.28 Some people are so busy that they don't get to read a newspaper every day. How about you -- do you get to read a newspaper just about every day or not?

64	Yes — (GO TO Q.29)	$\frac{1}{60}$	$\frac{9}{71}$	$\frac{8}{68}$	$\frac{5}{63}$	$\frac{4}{66}$	$\frac{6}{60}$
36	No	40	29	32	36	33	39
$\frac{*}{100}$	Don't know (GO TO Q.28A)	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{1}{100}$

Q.28a Do you sometimes get a chance to read newspapers, or do you hardly ever read a newspaper?

25	Sometimes read a newspaper	$\frac{6}{21}$
10	Hardly ever read a newspaper	14
1	Never read newspapers (vol)	4
$\frac{*}{36}$	Don't know	$\frac{1}{40}$

Q.29 We're interested in how often people watch the major TV network evening news programs -- by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, and NBC Nightly News with Tom Brokaw. Do you happen to watch network TV evening news programs regularly, or not?

67	Yes — (GO TO Q.30)	$\frac{4}{87}$ 71	$\frac{6}{85}$ 59
33	No —	28	39
	(GO TO Q.29a)		
*	Don't know	$\frac{1}{100}$	$\frac{2}{100}$
$\frac{*}{100}$			

Q.29a Do you sometimes watch network TV evening news programs, or do you hardly ever watch them?

19	Sometimes watch network TV evening news	$\frac{4}{87}$ 16	$\frac{6}{85}$ 18
13	Hardly ever watch	10	18
1	Never watch (vol)	2	4
*	Don't know	$\frac{1}{29}$	$\frac{1}{41}$
$\frac{*}{33}$			

Q.30 I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First... (READ LIST)

	<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not At all Closely</u>	<u>Don't Know</u>
a. News about political figures and events in Washington	34	44	16	5	1 = 100
b. Sports	32	25	20	23	* = 100
c. Business and finance	23	39	25	12	1 = 100
d. International affairs	38	44	11	6	1 = 100
e. Local government	41	39	14	6	* = 100
f. Religion	23	33	26	17	1 = 100
g. People and events your own community	48	35	12	4	1 = 100
h. Entertainment	21	40	28	10	1 = 100
i. Education	41	40	13	5	1 = 100
j. Consumer news	28	44	19	9	* = 100
k. Science and technology	29	40	19	12	* = 100
l. Health	44	39	12	5	* = 100
m. Personal and career counselling	10	29	34	25	1 = 100
n. Famous people	22	42	24	11	1 = 100

Q.31 Which, if any, have you done because you objected to the way a news organization was dealing with or presenting a story: (READ ALL ITEMS IN LIST. ACCEPT MULTIPLE RESPONSES)

25	Turned off the news in anger?	<u>6/85</u> 18
8	Threw away a paper or magazine in anger?	7
10	Cancelled a subscription to a paper or magazine?	10
24	Stopped watching a particular news program?	23
10	Tried to avoid the news?	9
15	Wrote or phoned a station or paper to complain?	10
<u>43</u>	Don't know/None	<u>51</u>
135		128

Finally I would like to ask a few questions for statistical purposes

Q.32 In politics today, do you consider yourself a Republican, Democrat or Independent?

35	Republican		(SKIP TO Q.33)
32	Democrat		
29	Independent		
1	Other		
<u>3</u>	DON'T KNOW		
100			

Q.32a Would you say you lean more to the Republican Party or more to the Democratic Party?

1	Republican Party
2	Democratic Party
3	Neither (vol)
0	Don't know

Q.33 What was the last grade or class you COMPLETED in school? (DO NOT READ)

- 1 None or grades 1-4
- 2 Grades 5, 6, or 7
- 3 Grade 8
- 4 High school incomplete, grades 9-12
- 5 High school complete, grade 12
- 6 Technical, trade or business school
- 7 College, university, incomplete
- 8 College, university, complete
- 9 Graduate school, post graduate work
- 0 REFUSED

Q.34 What is your age?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 0 0

Q.35 Is your total annual household income before taxes \$20,000 or more or is it less than \$20,000?

- 1 \$20,000 or more
- 2 Less than \$20,000 --- SKIP TO Q.38
- 0 DON'T KNOW/REFUSED --- SKIP TO Q.40

Q.36 Is it \$30,000 or more, or less than \$30,000?

- 1 \$30,000 or more
- 2 Less than \$30,000 ----- SKIP TO Q.40
- 0 DON'T KNOW/REFUSED

Q.37 Is it \$50,000 or more, or less than \$50,000?

- 1 \$50,000 or more
- 2 Less than \$50,000 -- SKIP TO Q. 40
- 0 DON'T KNOW/REFUSED

Q.38 Is it \$15,000 or more, or less than \$15,000?

- 1 \$15,000 or more -- SKIP TO Q.40
- 2 Less than \$15,000
- 0 DON'T KNOW/REFUSED -- SKIP TO Q.40

Q.39 Is it \$10,000 or more, or less than \$10,000?

- 1 \$10,000 or more
- 2 Less than \$10,000
- 0 DON'T KNOW/REFUSED

Q.40 What is your race? Are you white, black, or some other?

- 1 White
- 2 Black
- 3 Other
- 0 DON'T KNOW

Q.41 CHECK RESPONDENT'S SEX:

1 Male

2 Female

WRITE IN DATE THAT INTERVIEW WAS COMPLETED

(MONTH)

(DAY)

CIRCLE NUMBER OF CALL ON WHICH THIS INTERVIEW WAS COMPLETED.

1 2 3 4

PLEASE RECORD AND VERIFY PHONE NUMBER:

			-				-				
--	--	--	---	--	--	--	---	--	--	--	--

AREA CODE EXCHANGE NUMBER

END OF INTERVIEW. THANK RESPONDENT; Thank you very much for your time.
Have a nice day/evening.

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.

(INTERVIEWER'S SIGNATURE)

(DATE)

SEX: M[] F[] INTERVIEWER'S NAME _____
TIME STARTED: _____ INTERVIEWER'S I.D. _____
TIME FINISHED: _____ DATE: _____
LENGTH: _____ REPLICATE: _____ PAGE: _____

GO 89167 TIMES MIRROR PRESS SURVEY

- GENERAL POPULATION = 8/9 - 28/89 N=1,507 ADULTS
- PRESS ELITES = 8/3-9/29/89 N=508 PRINT & BROADCAST JOURNALISTS
- GOVERNMENT ELITES = 8/3-10/6/89 N=96 GOVERNORS, SENATORS, CONGRESSMEN,
MAYORS & MEMBERS OF THE EXECUTIVE
BRANCH
- ACADEMIC ELITES = 8/3-10/6/89 N=100 PRESIDENTS & DEANS OF MAJOR
UNIVERSITIES AND COLLEGES
- BUSINESS ELITES = 8/3-10/6/89 N=79 CHIEF EXECUTIVE OFFICERS FROM FORTUNE
500 SERVICE AND INDUSTRIALS

SWITCHBOARD INTRODUCTION: May I please speak with _____
(NAME FROM SAMPLE)

SECRETARY INTRODUCTION: Hello, I'm _____ from the
Gallup Organization. I'm calling in reference to the letter Andrew Kohut
wrote to (NAME FROM SAMPLE) concerning an important survey among opinion
leaders. May I speak with (NAME FROM SAMPLE)?

RESPONDENT INTRODUCTION: Hello, I'm _____ from the Gallup
Organization. We're conducting an important survey about the press with
opinion leaders. The interview will take about 15 minutes. All your answers
will be kept strictly confidential.

GO STRAIGHT TO Q.1

Q.1 For each of the following please tell me whether you think the quality of their news coverage is getting better, getting worse, or hasn't it been changing?

	<u>Getting Better</u>	<u>Getting Worse</u>	<u>No Change</u>	<u>Don't Know</u>	
a. Network television news					
Press Survey	35	28	33	4	= 100
Government Elites	28	27	39	6	= 100
Academic Elites	16	33	46	5	= 100
Business Elites	15	43	38	4	= 100
b. Daily newspapers					
Press Survey	44	18	36	2	= 100
Government Elites	28	33	38	1	= 100
Academic Elites	33	24	40	3	= 100
Business Elites	14	24	61	1	= 100
c. Local television news					
Press Survey	43	24	28	5	= 100
Government Elites	36	29	30	5	= 100
Academic Elites	24	31	38	7	= 100
Business Elites	24	21	52	3	= 100
d. News magazines					
Press Survey	32	14	46	8	= 100
Government Elites	36	13	46	5	= 100
Academic Elites	24	18	46	12	= 100
Business Elites	25	15	57	3	= 100
e. CNN					
Press Survey	68	1	17	14	= 100
Government Elites	75	2	17	6	= 100
Academic Elites	47	1	28	24	= 100
Business Elites	62	0	22	16	= 100

Q.2 In your opinion, what is the most important problem facing journalism today? (ACCEPT MULTIPLE RESPONSES)

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Maintaining honesty accuracy/ethics/credibility/believability	34	15	24	20
Financial/pressure for profits/limited resources	24	4	10	2
Maintaining the quality of coverage	17	14	25	9
Public's image of journalism/loss of public esteem	17	2	6	2
Sensationalism/entertainment syndrome/infotainment	16	22	26	13
Finding good people	14	5	21	13
Maintaining objectivity/not being biased	12	21	30	25
Competition	8	3	7	5
Access to information	7	1	0	0
Corporate ownership	6	0	3	0
Legal concerns/first amendment	6	0	2	0
Diversity in the electronic media	2	0	1	1
Low salaries	2	0	2	0
Victims rights to privacy	2	2	5	0
People don't have time to read	2	1	3	1
Illiteracy	*	0	0	0
Other	5	10	29	6
None	1	0	0	0
Don't know	3	45	0	44

Q.3 I am going to read you a list of some of the things that are being talked about in journalism today. For each, please tell me whether you think this development is having a positive effect on journalism, having a negative effect on journalism, or isn't it having much of an effect?

	<u>Positive</u>	<u>Not Neg- ative or Positive</u>	<u>Negative</u>	<u>Not much Effect</u>	<u>Don't Know</u>
a. Foreign ownership of U.S. publishing companies					
Press Survey	4	8	55	25	8 = 100
Government Elites	4	7	49	37	3 = 100
Academic Elites	2	9	51	26	12 = 100
Business Elites	8	11	45	32	4 = 100
b. Buy outs of local newspapers by large newspaper chains					
Press Survey	19	7	55	15	4 = 100
Government Elites	9	4	62	19	6 = 100
Academic Elites	12	9	70	5	4 = 100
Business Elites	13	14	58	14	1 = 100
c. The increasing use of satellite technology by local television stations to cover national and international stories					
Press Survey	87	3	4	6	* = 100
Government Elites	94	1	2	2	1 = 100
Academic Elites	86	3	6	3	2 = 100
Business Elites	85	0	9	5	1 = 100
d. Buy outs of news organizations by diversified corporations					
Press Survey	5	6	69	15	5 = 100
Government Elites	6	6	49	29	10 = 100
Academic Elites	4	3	74	14	5 = 100
Business Elites	9	10	47	30	4 = 100
e. Tabloid television programs like A CURRENT AFFAIR and INSIDE EDITION					
Press Survey	15	6	61	13	5 = 100
Government Elites	31	2	28	12	27 = 100
Academic Elites	17	6	46	10	21 = 100
Business Elites	21	3	43	10	23 = 100
f. The use of re-enactments in television news broadcasts					
Press Survey	13	3	74	7	3 = 100
Government Elites	17	2	58	11	12 = 100
Academic Elites	7	2	74	11	6 = 100
Business Elites	14	1	65	11	9 = 100

For each of the following, please tell me if it has had a very positive, mostly positive, mostly negative, or very negative influence on the field of journalism. First...(INSERT ITEM. CONTINUE WITH REST OF LIST.)

	Very Positive	Mostly Positive	Mostly Negative	Very Negative	(VOL.) No Influence	Not Sure of Effect	
a. Rupert Murdoch							
Press Survey	2	20	43	18	8	9	= 100
Government Elites	2	16	37	10	16	19	= 100
Academic Elites	0	8	51	16	3	22	= 100
Business Elites	0	23	43	9	15	10	= 100
b. Dan Rather							
Press Survey	9	51	22	4	10	4	= 100
Government Elites	8	44	23	8	14	3	= 100
Academic Elites	12	55	18	3	8	4	= 100
Business Elites	3	28	33	16	11	9	= 100
c. Ted Turner							
Press Survey	20	64	11	1	2	2	= 100
Government Elites	19	63	7	2	7	2	= 100
Academic Elites	12	70	8	1	3	6	= 100
Business Elites	15	66	10	2	4	3	= 100
c. Geraldo Rivera							
Press Survey	1	9	46	37	5	2	= 100
Government Elites	1	4	35	37	9	14	= 100
Academic Elites	0	3	38	46	1	12	= 100
Business Elites	0	4	29	49	8	10	= 100
d. Laurence Tisch							
Press Survey	2	25	31	3	12	27	= 100
Government Elites	4	16	12	2	18	48	= 100
Academic Elites	1	12	27	1	12	47	= 100
Business Elites	1	31	24	1	20	23	= 100
e. General Electric's ownership of NBC							
Press Survey	2	21	37	5	20	15	= 100
Government Elites	3	14	12	4	41	26	= 100
Academic Elites	0	13	32	9	25	21	= 100
Business Elites	4	19	24	1	37	15	= 100
f. USA Today							
Press Survey	18	58	15	5	3	1	= 100
Government Elites	27	48	19	2	3	1	= 100
Academic Elites	13	49	27	6	5	0	= 100
Business Elites	19	61	9	1	10	0	= 100
g. The Pulitzer Prize							
Press Survey	36	52	5	*	6	1	= 100
Government Elites	37	45	6	0	9	3	= 100
Academic Elites	47	43	3	2	3	2	= 100
Business Elites	32	48	6	1	10	3	= 100
h. National Public Radio (NPR)							
Press Survey	52	36	2	*	5	5	= 100
Government Elites	47	37	5	1	6	4	= 100
Academic Elites	76	20	0	0	2	2	= 100
Business Elites	36	39	4	1	10	10	= 100

Q.5 In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Get facts straight	54	84	54	51	23
Inaccurate	44	14	43	45	77
Don't know	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{3}{100}$	$\frac{4}{100}$	$\frac{0}{100}$

Q.6 Generally, in presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Deal fairly with all sides	28	65	31	33	8
Tend to favor one side	68	33	65	64	90
Don't know	$\frac{4}{100}$	$\frac{2}{100}$	$\frac{4}{100}$	$\frac{3}{100}$	$\frac{2}{100}$

Q.7 In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Pretty independent	33	69	58	55	58
Often influenced by the powerful	62	29	39	42	38
Don't know	$\frac{5}{100}$	$\frac{2}{100}$	$\frac{3}{100}$	$\frac{3}{100}$	$\frac{4}{100}$

Q.8 Do you think news organizations are covering political leaders more critically, or less critically than, say, ten years ago, or don't you see much of a change?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
More critically	75	87	76	84
Less critically	12	4	12	2
Not much of a change	12	9	12	13
Don't know	<u>1</u> 100	<u>0</u> 100	<u>0</u> 100	<u>1</u> 100

Q.9 Do you think news organizations are covering business leaders more critically, or less critically than, say, ten years ago, or don't you see much of a change?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
More critically	72	62	60	78
Less critically	11	10	14	4
Not much of a change	16	26	26	18
Don't know	<u>1</u> 100	<u>2</u> 100	<u>0</u> 100	<u>0</u> 100

Q.10 To what extent do you see bias in news coverage? A great deal, a fair amount, not too much, or not at all?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
A great deal	8	29	21	42
A fair amount	34	46	38	45
Not too much	55	24	40	13
Not at all	2	1	0	0
Don't know	<u>1</u> 100	<u>0</u> 100	<u>1</u> 100	<u>0</u> 100

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Personal biases/feelings/ opinions show through	24	13	17	18
One-sided bias/only tell one side, not all the facts	13	14	23	5
Biased for or against the powerful, the status quo, the establishment, the wealthy, big business, government	13	14	15	11
Incomplete - too few facts, sources, not thorough enough	11	4	21	14
Liberal/left bias	10	12	8	10
News coverage bias/bias in choosing what topics to cover or not	9	3	8	4
Politically biased towards one party	9	5	6	1
Biased towards dramatic/ sensational news	9	7	20	14
Biased to favor opinion of owner of paper or station	8	3	5	1
Preconceived notions/ predisposed to certain opinions/agendas	7	3	2	5
Social bias - for or against a certain sex, race, etc.	6	4	9	8
Financial/bottom line concerns/profit	6	0	9	2
Negative bias	5	5	5	0
Conservative/right bias	2	1	2	0
Bias shows through in placement/position or order of stories	2	2	2	1
Other	4	5	10	4
None	*	0	0	0
Don't know	10	45	5	44

Q.11 How responsibly do you think news organizations cover stories about the personal and ethical behavior of politicians? Do you think they cover them very responsibly, fairly responsibly, or not very responsibly?

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Very responsibly	12	10	3	6	8
Fairly responsibly	56	71	57	59	48
Not very responsibly	23	19	40	34	43
Not at all responsible	7	0	0	0	0
Don't know	$\frac{2}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{1}{100}$	$\frac{1}{100}$

Q.12 Apart from the way news organizations cover stories about the personal and ethical behavior of politicians, do you think it is in the public interest to know about these things?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Serves public interest	84	78	80	85
Does not serve public interest	10	15	11	9
Don't Know	$\frac{6}{100}$	$\frac{7}{100}$	$\frac{9}{100}$	$\frac{6}{100}$

Q.13 Do you think that most reporters are more ethical, less ethical, or about as ethical with regard to conflicts of interest as public office holders?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
More ethical	50	5	34	15
Less ethical	7	27	10	13
About as ethical	42	56	53	64
Don't know	$\frac{1}{100}$	$\frac{12}{100}$	$\frac{3}{100}$	$\frac{8}{100}$

Q.14 Do you think that most reporters are more ethical, less ethical, or about as ethical in their personal behavior as public office holders?

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
More ethical	17	17	3	8	3
Less ethical	19	11	26	5	15
About as ethical	57	69	62	80	71
Don't know	$\frac{7}{100}$	$\frac{3}{100}$	$\frac{9}{100}$	$\frac{7}{100}$	$\frac{11}{100}$

Q.15 In your opinion, to what extent do corporate owners influence news organizations' decisions about which stories to cover or emphasize? A great deal, a fair amount, not too much, or not at all?

	<u>Press Survey</u>
A great deal	10
A fair amount	22
Not too much	53
Not at all	13
Don't know	$\frac{2}{100}$

Q.16 In your opinion, to what extent do corporate owners influence news organizations' decisions about the way specific stories are covered? A great deal, a fair amount, not too much, or not at all?

	<u>Press Survey</u>
A great deal	8
A fair amount	21
Not too much	54
Not at all	16
Don't know	$\frac{1}{100}$

Q.17 Do you think that corporate emphasis on profits is having a greater effect on news coverage today than in the past, the same kind of effect on news coverage as in the past, or less of an effect on news coverage?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Corporate emphasis on profits is having a greater effect	72	53	59	44
Corporate emphasis on profits is having the same kind of effect	25	34	34	51
Corporate emphasis on profits is having less of an effect	3	7	2	1
Don't know	$\frac{*}{100}$	$\frac{6}{100}$	$\frac{5}{100}$	$\frac{4}{100}$

Q.18 In attempting to attract readers, are newspapers going too far in the direction of entertainment, or not?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Going too far in the direction of entertainment	41	45	61	53
They are not	56	51	36	44
Neither	1	1	0	0
Don't know	$\frac{2}{100}$	$\frac{3}{100}$	$\frac{3}{100}$	$\frac{3}{100}$

Q.19 In attempting to attract viewers, is network television news going too far in the direction of entertainment, or not?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Going too far in the direction of entertainment	57	67	78	68
They are not	40	28	18	27
Neither	1	0	1	0
Don't know	$\frac{2}{100}$	$\frac{5}{100}$	$\frac{3}{100}$	$\frac{5}{100}$

Q.20 In attempting to attract viewers, is local television news going too far in the direction of entertainment, or not?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Going too far in the direction of entertainment	55	53	67	54
They are not	42	39	29	37
Neither	1	2	0	1
Don't know	<u>2</u>	<u>6</u>	<u>4</u>	<u>8</u>
	100	100	100	100

Q.21 How confident are you that a news organization that is owned by a corporate parent can do a good job covering news about the parent company? Are you very confident, somewhat confident, not too confident, or not at all confident?

	<u>Press Survey</u>
Very confident	13
Somewhat confident	42
Not too confident	34
Not at all confident	10
Don't know	<u>1</u>
	100

*Q.22 Here are some possible factors that might explain why news organizations sometimes don't always do as good a job as they should. For each one, tell me how important a reason you think it is, very important, somewhat important, not too important, or not at all important?

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not too Important</u>	<u>Not at all Important</u>	<u>Don't Know</u>	
a. News people lack the skills and background to do a good job.	25	37	21	14	3	= 100
b. Corporate owners put pressure on news organizations that keeps them from doing a good job.	12	31	37	18	2	= 100
c. News people can't keep their personal opinions from showing up in their reporting	21	32	33	12	2	= 100
d. News organizations are so interested in attracting a big audience that they don't do a good job	17	38	25	17	3	= 100
e. Advertisers put pressure on news organizations that keeps them from doing a good job	12	27	33	25	3	= 100
f. News organizations don't want to spend the money to do things right	28	39	18	12	3	= 100
g. Special interest groups put pressure on news organizations that keeps them from doing a good job	10	32	37	18	3	= 100

*Asked of half of the press survey only.

*Q.23 I am going to read a number of possible reasons why some types of news media have lost audience or readership. For each one, please tell me if you think it is a major reason, a minor reason, or not a reason for this problem. First...(INSERT ITEM, CONTINUE WITH REST OF LIST)

<u>Press Survey</u>				
	<u>Major Reason</u>	<u>Minor Reason</u>	<u>Not a Reason</u>	<u>Don't Know</u>
a. The public is not well informed enough to follow serious news	32	42	26	* = 100
b. The press is too concerned with what goes on in Washington, D.C. and on Wall Street	31	40	29	0 = 100
c. The press does not pay enough attention to stories that are meaningful to average Americans	41	36	23	* = 100
d. The public is not interested in serious news	19	37	44	0 = 100
e. The press lacks credibility with the public	32	49	19	* = 100

*Asked of half of the press survey only.

Q.24 Some people say that in covering stories about the personal and ethical behavior of politicians, news organizations are only reporting the news. Others say, that news organizations are driving the controversy itself, by devoting as much coverage to the story as they do. Which view comes closer to your own?

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
News organizations are only reporting the facts	31	46	19	24	16
News organizations are driving the controversy	63	49	77	75	80
Neither	3	3	2	1	1
Don't know	<u>3</u> 100	<u>2</u> 100	<u>2</u> 100	<u>0</u> 100	<u>3</u> 100

Q.25 Do you think press coverage of the personal and ethical behavior of politicians is excessive or not?

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Yes, press coverage of personal and ethical behavior of politicians is excessive	52	46	66	55	62
No, it is not excessive	43	52	33	40	35
Don't know	$\frac{5}{100}$	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{5}{100}$	$\frac{3}{100}$

Q.26 Do you think press coverage of the personal and ethical behavior of politicians helps weed out the kind of people who should not be in office?

	<u>General Population</u>	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Yes, press coverage of personal and ethical behavior of politicians weeds out the kind who should not be in office	60	73	58	65	61
No, it does not weed out	37	24	36	31	35
Don't know	$\frac{3}{100}$	$\frac{3}{100}$	$\frac{6}{100}$	$\frac{4}{100}$	$\frac{4}{100}$

Q.27 Do you think that the sources of income of leading journalists should or should not be subject to public scrutiny?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Leading journalists sources of income should be subject to public scrutiny	51	74	57	53
Leading journalists sources of income should <u>not</u> be subject to public scrutiny	47	22	41	44
Don't know	$\frac{2}{100}$	$\frac{4}{100}$	$\frac{2}{100}$	$\frac{3}{100}$

Q.28 Some people feel that because leading journalists don't hold an official position, their personal lives should not be subject to public scrutiny. Others feel that because leading journalists play a special role in our country, their personal lives should be subject to public scrutiny. Which comes closer to your view?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
Reporters personal lives should not be subject to public scrutiny	52	43	40	42
Because of their special role in society, reporters personal lives should be subject to public scrutiny	46	53	58	58
Don't know	$\frac{2}{100}$	$\frac{4}{100}$	$\frac{2}{100}$	$\frac{0}{100}$

Q.29 For each of the following, please tell me if you feel that, generally, news organizations should forbid this practice for their journalists, discourage this practice for their journalists, or not be concerned about this practice for their journalists?

	<u>Forbid Practice</u>	<u>Discourage Practice</u>	<u>Not be Concerned About practice</u>	<u>Don't Know</u>
a. Journalists accepting speaker fees or honoraria				
General Population	17	31	45	7 = 100
Press Survey	14	39	45	2 = 100
Government Elites	17	38	40	5 = 100
Academic Elites	13	22	63	2 = 100
Business Elites	9	33	57	1 = 100
b. Developing close personal relationships with sources				
General Population	16	39	39	6 = 100
Press Survey	6	50	43	1 = 100
Government Elites	5	42	47	6 = 100
Academic Elites	5	44	45	6 = 100
Business Elites	4	35	61	0 = 100
c. Accepting overseas trips from foreign governments and travel companies				
General Population	33	35	28	4 = 100
Press Survey	57	33	9	1 = 100
Government Elites	37	41	20	2 = 100
Academic Elites	46	37	13	4 = 100
Business Elites	35	47	17	1 = 100

Q.30 What particular stories can you name about the personal and ethical behavior of politicians that did not serve the public interest especially well? (ACCEPT MULTIPLE RESPONSES)

	<u>Press Survey</u>
Gary Hart and Donna Rice affair	19
Dan Quayle	9
Jim Wright	7
Supreme court nominees Bork/Ginsburg	7
John Tower	4
Oliver North/Iran-Contra	3
Ted Kennedy/Chappaquiddick	3
Kitty Dukakis and her drinking/pills	2
Homosexuality in politics/Frank/Foley/Studds	2
Joe Biden and plagiarism	1
Geraldine Ferraro/her husbands problems	1
Jim Bakker/other televangelists	1
Thomas Eagleton	*
Jesse Jackson/personal life/push	*
Other	19
None	1
Don't know	46
	<u>125</u>

Q.31 Next, what particular stories can you name about the personal and ethical behavior of politicians that did serve the public interest especially well? (ACCEPT MULTIPLE RESPONSES)

	<u>Press Survey</u>
Gary Hart and Donna Rice affair	47
Jim Wright	31
Nixon/Watergate	17
Ted Kennedy/Chappaquiddick	13
John Tower	9
Oliver North/Iran-Contra	8
Dan Quayle	7
Joe Biden and Plagiarism	6
H.U.D. scandal/Samuel Pierce	5
Supreme court nominee Bork/Ginsburg	5
Allegations about Buzz Lukens	5
Jim and Tammy Bakker/other televangelists	1
Newt Gingrich	1
Wilbur Mills/Fanne Fox	1
Spiro Agnew	*
Mayor Barry of DC/drugs	*
Ronald and Nancy Reagan	*
Tony Coelho's financial dealings	*
Ed Meese/Wedtech	*
Wayne Hayes	*
Other	28
None	*
Don't know	<u>13</u>
	197

*Q.32 I am going to read you a list of news stories that have been covered by news organizations. For each one, tell me how closely you think the public followed it - very closely, fairly closely, not too closely, or not at all closely?

% Of Public Who Said They Were Following This Story	Very Closely	Press Survey					
		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	Don't Know	
37	a.	The sentencing of Oliver North	69	25	6	*	0 = 100
47	b.	The political upheaval in China	67	29	4	0	0 = 100
52	c.	The Alaska Oil Spill	68	29	3	0	0 = 100
51	d.	The Supreme Court decision on flag burning	68	26	6	0	0 = 100
15	e.	The ethics committee's investigation of Speaker of the House Jim Wright	22	52	24	2	0 = 100
47	f.	The Supreme Court decision on abortion	79	18	3	0	0 = 100
21	g.	The scandal involving the Department of Housing and Urban Development	9	38	47	5	1 = 100
22	h.	The charges that Pete Rose has bet on baseball games	54	37	9	*	0 = 100
14	i.	The divorce between Mike Tyson and Robin Givens	36	37	22	4	1 = 100

*Asked of half of the press survey only.

Q.33 To what extent do news organizations affect which issues the government addresses at any given time? Do they have no effect, only somewhat of an effect, or a very great effect?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
No effect	2	1	1	0
Only somewhat of an effect	46	39	34	30
A very great effect	51	60	65	70
Don't know	<u>1</u> 100	<u>0</u> 100	<u>0</u> 100	<u>0</u> 100

Q.34 As I read a list, please tell me which of the following plays the most influential role in America? (RECORD ANSWER IN FIRST COLUMN BELOW) Which would you say plays the second most influential role in America? (RECORD ANSWER IN SECOND COLUMN BELOW) And how about the third most influential role in America? (RECORD ANSWER IN THIRD COLUMN BELOW)

	<u>Most Influential Role</u>	<u>Second Influential Role</u>	<u>Third Most Influential Role</u>
a. Business leaders			
General Population	26	19	18
Press Survey	22	24	24
Government Elites	5	18	46
Academic Elites	22	28	23
Business Elites	13	15	30
b. Political leaders in Washington			
General Population	28	34	19
Press Survey	45	36	13
Government Elites	39	38	16
Academic Elites	50	27	17
Business Elites	38	39	17
c. The press			
General Population	21	21	22
Press Survey	24	26	33
Government Elites	47	29	14
Academic Elites	15	28	36
Business Elites	42	28	18
d. Religious leaders			
General Population	6	11	21
Press Survey	1	2	11
Government Elites	1	2	9
Academic Elites	0	1	8
Business Elites	0	0	14
e. Entertainment personalities			
General Population	17	12	15
Press Survey	7	11	17
Government Elites	6	11	10
Academic Elites	9	12	10
Business Elites	5	15	16
DON'T KNOW			
General Population	2	3	5
Press Survey	1	1	2
Government Elites	2	2	5
Academic Elites	4	4	6
Business Elites	2	3	4

Now just a few questions about your daily reading and viewing habits.

Q.35 What daily newspaper do you read most often? (RECORD ONE ANSWER IN FIRST COLUMN)

Press Survey

	<u>Read most often</u>
a. New York Times	10
b. Los Angeles Times	2
c. The Wall Street Journal	5
d. The Washington Post	3
e. USA Today	6
f. Other (SPECIFY)	74
g. Don't know	*
	<u>100</u>

Q.36 Which of the following TV network evening news programs do you usually watch? (READ ITEMS, ACCEPT MULTIPLE RESPONSES)

Press Survey

CBS with Dan Rather	23
ABC with Peter Jennings	27
NBC with Tom Brokaw	29
None in particular/It varies Switch around	22
Don't know	*
	<u>101</u>

Q.37 Outside of work, how many hours a day do you spend reading, listening to, or watching the news?

	<u>Press Survey</u>	<u>Government Elites</u>	<u>Academic Elites</u>	<u>Business Elites</u>
1 to less than 2 hours	42	48	53	62
2 to less than 3 hours	35	27	25	24
3 to less than 4 hours	9	6	11	5
4 to less than 5 hours	3	2	3	4
Over 5 hours	1	2	1	0
None	*	1	0	0
Less than 1 hour	10	12	7	4
Don't know	<u>*</u>	<u>2</u>	<u>0</u>	<u>1</u>
	100	100	100	100

Finally, I'd like to ask you a few questions for statistical purposes only.

Q.38 What is your age?

Q.39 What is your race? Are you white, black, or some other?

- 1 White
- 2 Black
- 3 Other
- 0 Don't know

Q.40 CHECK RESPONDENT'S SEX

- 1 Male
- 2 Female

Q.41 What is your job title?

Q.42 Which of the following describes your education level?

- 1 Less than high school education
- 2 High school graduate
- 3 College graduate
- 4 Graduate degree (AFTER COLLEGE)
- 5 Graduate degree incomplete
- 0 Don't know/No answer

Q.43 PLEASE RECORD AND VERIFY PHONE NUMBER

			-				-				
AREA CODE				EXCHANGE				NUMBER			

END OF INTERVIEW. THANK RESPONDENT. THANK YOU VERY MUCH FOR YOUR TIME. HAVE A NICE DAY.

Q.44 CIRCLE NUMBER OF CALL ON WHICH INTERVIEW WAS COMPLETED.

- 1 2 3 4 5

Q.45 WRITE IN DATE THAT INTERVIEW WAS COMPLETED:

____ (MONTH) ____ (DAY)

0-42 Which of the following describes your education level?

- 1 Less than high school education
- 2 High school graduate
- 3 College graduate
- 4 Graduate degree (AFTER COLLEGE)
- 5 Graduate degree incomplete
- 6 Don't know/no answer

0-43 PLEASE RECORD AND VERIFY PHONE NUMBER

AREA CODE			EXCHANGE			NUMBER		

END OF INTERVIEW. THANK YOU VERY MUCH FOR YOUR TIME. HAVE A NICE DAY.

0-44 CIRCLE NUMBER OF CALL IN WHICH INTERVIEW WAS COMPLETED.

1 2 3 4 5

0-45 WRITE IN DATE THAT INTERVIEW WAS COMPLETED:

_____/_____/_____
(MONTH) (DAY)