

Topline

Religion news coverage during the 2008 primary campaign January 1, 2007 – April 30, 2008

1) Overall coverage, entire sample period

Number of campaign stories in 2007: 5657
 Number of religion-focused campaign stories in 2007: 167
 Percent of 2007 campaign stories focused on religion: 2.95%
 Number of campaign stories in 2008: 7729
 Number of religion-focused campaign stories in 2008: 85
 Percent of 2008 campaign stories focused on religion: 1.10%
 Number of campaign stories in 07-08: 13386
 Number of religion-focused campaign stories in 07-08: 252
 Percent of 2007-08 campaign stories focused on religion: 1.88%

Presidential campaign topics, 1/1/07-4/30/08					
Topic	# of stories (broad story) 1/1/07-11/30/07	# of stories (sub-storyline) 12/1/07-12/31/07	# of stories (pres. campaign topic) 1/1/08-4/30/08	total # of stories	% of all campaign stories
Political process	4095	685	6031	10811	80.76%
Religion	82	85	85	252	1.88%
Press and media	58	2	157	217	1.62%
Domestic policy issues	243	49	369	661	4.94%
Foreign policy issues	98	30	226	354	2.64%
Race/gender	33	6	246	285	2.13%
Other	53	138	615	806	6.02%
Total	4662	995	7729	13386	100.00%*

*percentage totals may not always equal 100% due to rounding

Non-political process campaign topics, 1/1/07-4/30/08		
Topic	total # of stories	% of non-political process stories
Religion	252	9.79%
Press and media	217	8.43%
Domestic policy issues	661	25.67%
Foreign policy issues	354	13.75%
Race/gender	285	11.07%
Other	806	31.30%
Total	2575	100.01%

Religion-focused campaign coverage, broad story topic, 1/1/07-4/30/08			
Broad story	% of campaign newshole	# of stories	% of religion-focused campaign stories
Politics and religion	50.36%	133	52.80%
Elections/campaigns/politics	29.33%	74	29.40%
Religion	19.49%	44	17.50%
Election/campaign abuses and scandals	0.82%	1	0.40%
Total	100.00%	252	100.10%

Religion-focused campaign stories, big story sub-storylines, Jan-April 2008	
Sub-storyline	% of religion/campaign newshole
Other	57.23%
Obama's relationship w/Rev. Wright	39.16%
Obama rumors- not patriotic/tied to Islam	1.79%
Florida and Michigan primary 'redo's'	1.03%
Obama's bitter remark	0.67%
Total	99.88%

Coverage of religion in the campaign, % of each sector's newshole (1/1/07-4/30/08)			
Sector	# of religion/cpn. stories	# of campaign stories	% of sector's stories
Newspaper	26	1187	2.2%
Broadcast TV	49	3025	1.6%
Cable TV	126	6217	2.0%
Radio	41	2144	1.9%
Online	10	813	1.2%

Religion-focused campaign coverage over time, 1/1/08-4/30/08		
Month	# of stories	% of all relig/cpn. stories
Jan-07	0	0.00%
Feb-07	10	3.97%
Mar-07	3	1.19%
Apr-07	2	0.79%
May-07	15	5.95%
Jun-07	19	7.54%
Jul-07	4	1.59%
Aug-07	1	0.40%
Sep-07	0	0.00%
Oct-07	13	5.16%
Nov-07	15	5.95%
Dec-07	85	33.73%
Jan-08	12	4.76%
Feb-08	5	1.98%
Mar-08	31	12.30%
Apr-08	37	14.68%
Total	252	99.9%

Religion coverage per candidate (2007 data)						
Candidate	# of cpn. stories Jan-May	# of cpn. stories June	# of cpn. stories July-Dec	# of cpn. stories overall	# of religion stories	% of candidate's cpn. stories about his/her faith
Romney	88	29	163	280	84	30%
Huckabee	7	2	172	181	10	6%
Clinton	294	81	683	1058	4	<1%
Giuliani	162	44	209	415	8	2%
Obama	240	64	270	574	8	1%
Edwards	71	36	100	207	4	2%
Brownback	1	4	8	13	1	8%
Biden	41	5	30	76	1	1%
Richardson	28	4	26	58	1	2%

Religion coverage per candidate (Jan-Apr 2008 data)			
Candidate	# of campaign stories Jan-Apr '08	# of religion stories	% of candidate's cpn. stories about his/her faith
Obama	2840	47	1.65%
Huckabee	263	1	0.38%
Romney	372	3	0.81%
McCain	1332	1	0.08%
Clinton	2505	5	0.20%

Share of religion-focused campaign stories devoted to each candidate (2007 data)		
Candidate	# of religion-focused cpn. stories	% of religion-focused cpn. stories per candidate
Romney	84	50.30%
Huckabee	10	5.99%
Clinton	4	2.40%
Giuliani	8	4.79%
Obama	8	4.79%
Edwards	4	2.40%
Brownback	1	0.60%
Biden	1	0.60%
Richardson	1	0.60%

Share of religion-focused campaign stories devoted to each candidate (Jan-Apr 2008 data)		
Candidate	# of religion-focused cpn. stories	% of religion-focused cpn. stories per candidate
Obama	47	55.29%
Huckabee	1	1.18%
Romney	3	3.53%
McCain	1	1.18%
Clinton	5	5.89%

Percent of campaign stories in which final front-runners were lead newsmakers, 1/1/08-4/30/08		
Candidate	# of campaign stories	% of campaign stories
Obama	2838	41.10%
Clinton	2499	36.19%
McCain	1326	19.20%

Percent of campaign stories dedicated to Jeremiah Wright controversy sub-storyline (1/1/07-4/30/08)	
# of stories	409
# of campaign stories	13386
% of campaign stories	3.06%

Percent of campaign stories dedicated to Jeremiah Wright controversy sub-storyline (March-April 2008)	
# of stories	409
# of campaign stories	3310
% of campaign stories	12.36%

2) Obama-specific data

2007 summary:

Number of campaign stories in 2007 in which Obama was a lead newsmaker: 574
 Number of religion-focused campaign stories in 2007 in which Obama was a lead newsmaker: 8
 Percent of Obama's 2007 campaign stories focused on religion: 1.39%
 Number of religion-focused campaign stories in 2007: 167
 Percent of religion-focused campaign stories in which Obama was a lead newsmaker: 4.79%

Jan-Apr 2008 summary:

Number of campaign stories in 2008 in which Obama was a lead newsmaker: 2840
 Number of religion-focused campaign stories in 2008 in which Obama was a lead newsmaker: 47
 Percent of Obama's 2008 campaign stories focused on religion: 1.65%
 Number of religion-focused campaign stories in 2008: 85
 Percent of religion-focused campaign stories in which Obama was a lead newsmaker: 55.29%

2007-08 combined summary:

Number of campaign stories in 07-08 in which Obama was a lead newsmaker: 3414
 Number of religion-focused campaign stories in 07-08 in which Obama was a lead newsmaker: 55
 Percent of Obama's 07-08 campaign stories focused on religion: 1.61%
 Number of religion-focused campaign stories in 07-08: 152
 Percent of religion-focused campaign stories in which Obama was a lead newsmaker: 36.18%

Obama's religion-focused campaign coverage over time (1/1/07-4/30/08)		
Month	# of religion stories	% of all Obama's religion stories
Jan-07	0	0.00%
Feb-07	2	3.64%
Mar-07	2	3.64%
Apr-07	1	1.82%
May-07	0	0.00%
Jun-07	0	0.00%
Jul-07	0	0.00%
Aug-07	0	0.00%
Sep-07	0	0.00%
Oct-07	0	0.00%
Nov-07	0	0.00%
Dec-07	3	5.45%
Jan-08	3	5.45%
Feb-08	4	7.27%
Mar-08	21	38.18%
Apr-08	19	34.55%
Total	55	100.00%

Obama's religion stories by broad story topic (1/1/07-4/30/08)		
Broad story topic	# of stories	% of stories
Elections/camp./politics	36	65.45%
Election/campaign abuses and scandals	1	1.82%
Politics and religion	14	25.45%
Religion	4	7.27%
Total	55	99.99%

Obama's stories in which Wright was also a lead newsmaker, 1/1/08-4/30/08		
Newsmaker	# of religion stories	% of stories
Obama	47	100%
Wright	22	46.81%

Obama's Philadelphia speech (March 2008) stories by sub-storyline		
Sub-storyline	# of stories	% of stories
Obama's relationship w/Rev. Wright	97	87.39%
Richardson endorses Obama	2	1.80%
Other	12	10.81%
Total	111	100.00%

Obama's speech by presidential campaign topic		
Campaign topic	# of stories	% of stories
Strategy	45	40.54%
Endorsement	2	1.80%
Treatment by the press	1	0.90%
Religion	1	0.90%
Public record (political affiliations)	3	2.70%
Race	57	51%
Other	2	1.80%
Total	111	99.64%

Obama's speech stories by broad story topic		
Broad story	# of stories	% of stories
Elections/campaigns/politics	104	93.69%
Politics and religion	1	0.90%
Race/gender relations	4	3.60%
Press and media	1	0.90%
Religion	1	0.90%
Total	111	99.99%

Obama's speech coverage over time (3/11/08-4/1/08)		
Date	# of stories	% of speech stories
3/11/2008	0	0.00%
3/12/2008	0	0.00%
3/13/2008	0	0.00%
3/14/2008	1	0.90%
3/15/2008	0	0.00%
3/16/2008	1	0.90%
3/17/2008	6	5.41%
3/18/2008	56	50.45%
3/19/2008	21	18.92%
3/20/2008	11	9.91%
3/21/2008	7	6.31%
3/22/2008	0	0.00%
3/23/2008	2	1.80%
3/24/2008	0	0.00%
3/25/2008	1	0.90%
3/26/2008	0	0.00%
3/27/2008	4	3.60%
3/28/2008	1	0.90%
3/29/2008	0	0.00%
3/30/2008	0	0.00%
4/1/2008	0	0.00%
Total	111	100.00%

Coverage of Jeremiah Wright during Obama's speech period (3/11/08-4/01/08)		
Date	# of stories	% of speech stories with Wright as lead newsmaker
3/11/2008	0	0%
3/12/2008	0	0%
3/13/2008	6	9%
3/14/2008	18	27%
3/15/2008	0	0%
3/16/2008	0	0%
3/17/2008	12	18%
3/18/2008	8	12%
3/19/2008	6	9%
3/20/2008	2	3%
3/21/2008	4	6%
3/22/2008	0	0%
3/23/2008	0	0%
3/24/2008	0	0%
3/25/2008	3	4%
3/26/2008	1	1%
3/27/2008	4	6%
3/28/2008	2	3%
3/29/2008	0	0%
3/30/2008	0	0%
4/1/2008	1	1%

3) Romney-specific data

2007 summary:

Number of campaign stories in 2007 in which Romney was a lead newsmaker: 280
 Number of religion-focused campaign stories in 2007 in which Romney was a lead newsmaker: 84
 Percent of Romney's 2007 campaign stories focused on religion: 30.00%
 Number of religion-focused campaign stories in 2007: 167
 Percent of religion-focused campaign stories in which Romney was a lead newsmaker: 50.30%

Jan-April 2008 summary:

Number of campaign stories in 2008 in which Romney was a lead newsmaker: 372
 Number of religion-focused campaign stories in 2008 in which Romney was a lead newsmaker: 3
 Percent of Romney's 2008 campaign stories focused on religion: .81%
 Number of religion-focused campaign stories in 2008: 85
 Percent of religion-focused campaign stories in which Romney was a lead newsmaker: 3.53%

2007-08 combined summary:

Number of campaign stories in 07-08 in which Romney was a lead newsmaker: 652
 Number of religion-focused campaign stories in 2007-08 in which Romney was a lead newsmaker: 87
 Percent of Romney's 07-08 campaign stories focused on religion: 13.34%
 Number of religion-focused campaign stories in 2007-08: 252
 Percent of religion-focused campaign stories in which Romney was a lead newsmaker: 34.52%

Romney's religion-focused campaign coverage over time (1/1/07-2/29/08)		
Month	# of religion stories	% of all Romney's religion stories
Jan-07	0	0.00%
Feb-07	7	8.05%
Mar-07	0	0.00%
Apr-07	1	1.15%
May-07	6	6.90%
Jun-07	5	5.75%
Jul-07	1	1.15%
Aug-07	0	0.00%
Sep-07	0	0.00%
Oct-07	5	5.75%
Nov-07	2	2.30%
Dec-07	57	65.52%
Jan-08	3	3.45%
Feb-08	0	0.00%
Total	87	100.02%

Romney religion stories by broad story topic (1/1/07-4/30/08)		
Broad story topic	# of stories	% of stories
Elections/campaigns/politics	22	25.29%
Politics and religion	51	58.62%
Religion	14	16.09%
Total	87	100.00%

Romney's Houston speech stories by sub-storyline (December 2007)		
Sub-storyline	# of stories	% of stories
Strategy/momentum/performance	4	11.11%
Other	1	2.78%
Personal topics (religion, family, etc.)	31	86.11%
Total	36	100.00%

Romney's speech stories by broad story topic		
Broad story	# of stories	% of stories
Elections/campaigns/politics	14	38.89%
Politics and religion	20	55.56%
Religion	2	5.56%
Total	36	100.01%

Romney's speech stories by story format		
Story format	# of stories	% of stories
Internal staff report w/byline	3	8.33%
Interview with external source	8	22.22%
Standard package w/editing	9	25.00%
Other news outlet	3	8.33%
Interview with staff	4	11.11%
Host monologue/conversation w/audio clips	2	5.56%
Anchor voice-over	3	8.33%
Staff live	3	8.33%
Anchor package w/editing	1	2.78%
Total	36	99.99%

Romney's speech coverage over time (11/29/07-12/20/07)		
Date	# of "speech" stories with Romney as LNM	% of "speech" stories with Romney as LNM
11/29/2007	0	0%
11/30/2007	0	0%
12/1/2007	0	0%
12/2/2007	0	0%
12/3/2007	2	5.56%
12/4/2007	3	8.33%
12/5/2007	0	0%
12/6/2007	22	61.11%
12/7/2007	7	19.44%
12/8/2007	0	0%
12/9/2007	0	0%
12/10/2007	1	2.78%
12/11/2007	0	0%
12/12/2007	0	0%
12/13/2007	0	0%
12/14/2007	0	0%
12/15/2007	0	0%
12/16/2007	0	0%
12/17/2007	0	0%
12/18/2007	0	0%
12/19/2007	0	0%
12/20/2007	1	2.78%
Total	36	100.00%