

Deadlines and Dollars research

Table 1
Late Newscast
Topics in local TV news (% of all time)

	PEJ 5/11/05 (8 late newscasts/1 day)	WFSB 1/23-2/17/06 (20 11 p.m. casts/1 mo.)	WTNH 4/17-5/12/06 (20 11 p.m. casts/1 mo.)
Crime	44%	37%	33%
Accidents	6%	21%	25%
Govt./Infrastructure	13%	5%	8%

Table 2
Story Topics on Local TV News
(By placement within Block 1)

	Crime/Spot News			Government/Infrastructure		
	PEJ	WFSB	WTNH	PEJ	WFSB	WTNH
Story 1	60%	80%	70%	30%	0%	15%
Story 2	57	40	60	32	5	0
Story 3	59	55	65	31	5	5
Story 4	55	60	75	34	5	0
Story 5	50	30	65	37	10	10
Story 6	43	50	65	40	25	10
Story 7	36	50	70	42	15	0
Story 8	32	70	45	39	5	30
Story 9	27	60	40	40	0	10
Story 10	25	45	35	36	0	25

Table 3
Reporter packages vs anchor stories/Block 1
Reporter packages (as percentage of all news stories)

PEJ (5/11/05) (8 casts in 1 day)	WFSB (Jan/Feb 2006) (20 casts at 11pm)	WTNH (Apr/May 2006) (20 casts at 11pm)
45% (late cast)	29% (late cast)	13% (late cast)

Anchor stories (Readers, VOs and VO-SOTs/Block 1)

PEJ	WFSB	WTNH
53%	71%	86%

Reporter packages w/live shots as percentage of all new stories/Block 1

(No live shot category)	(24% live shots)	(9.5% live shots)
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Table 4
3 Night-Side Reporters/11 p.m. newscast

WFSB-TV		WTNH-TV	
(% crime)	(# stories)	(% crime)	(# stories)
Jessica Schneider (58 %)	(17)	Jamie Muro (62 %)	(8)
Jamie Roth (73 %)	(15)	Annie Rourke (20 %)	(20)
Jon Camp (52 %)	(19)	Bob Wilson (50 %)	(16)

Number of stories submitted by other reporters

7 others at WFSB	(12)	5 others at WTNH	(12)
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Table 5
Enterprise stories/Block 1/WFSB-TV

WFSB-TV (Jan. 23- Feb. 1, 2006)		WFSB-TV (Feb. 2-Feb. 17, 2006)
8 days before 'sweeps'		12 days during 'sweeps'
(of 101 stories)		(of 138 stories)
0		11 (8%)
WFSB-TV	Reporters: Roth 2 (night-side)	
	Camp 1 (night-side)	O'Conner 1
	Rocco 1	Bunnell 1
	Besthoff 1	Raff 1
	Sundlun 3	

Enterprise stories/Block 1/WTNH-TV

WTNH-TV (Apr. 17-Apr. 26, 2006)		WTNH-TV (Apr. 27-May 12, 2006)
8 days before 'sweeps'		12 days during 'sweeps'
(out of 186 stories)		(out of 259 stories)
3 (1%)		8 (3%)
WTNH-TV	Reporters: Wilson 2 (night-side)	
	Muro 2 (night-side)	
	Cox 1	
	Cohn 2	
	Baghdady 3	
	Pierce 1	