

Invisible: 1.4 Percent Coverage for Education is Not Enough

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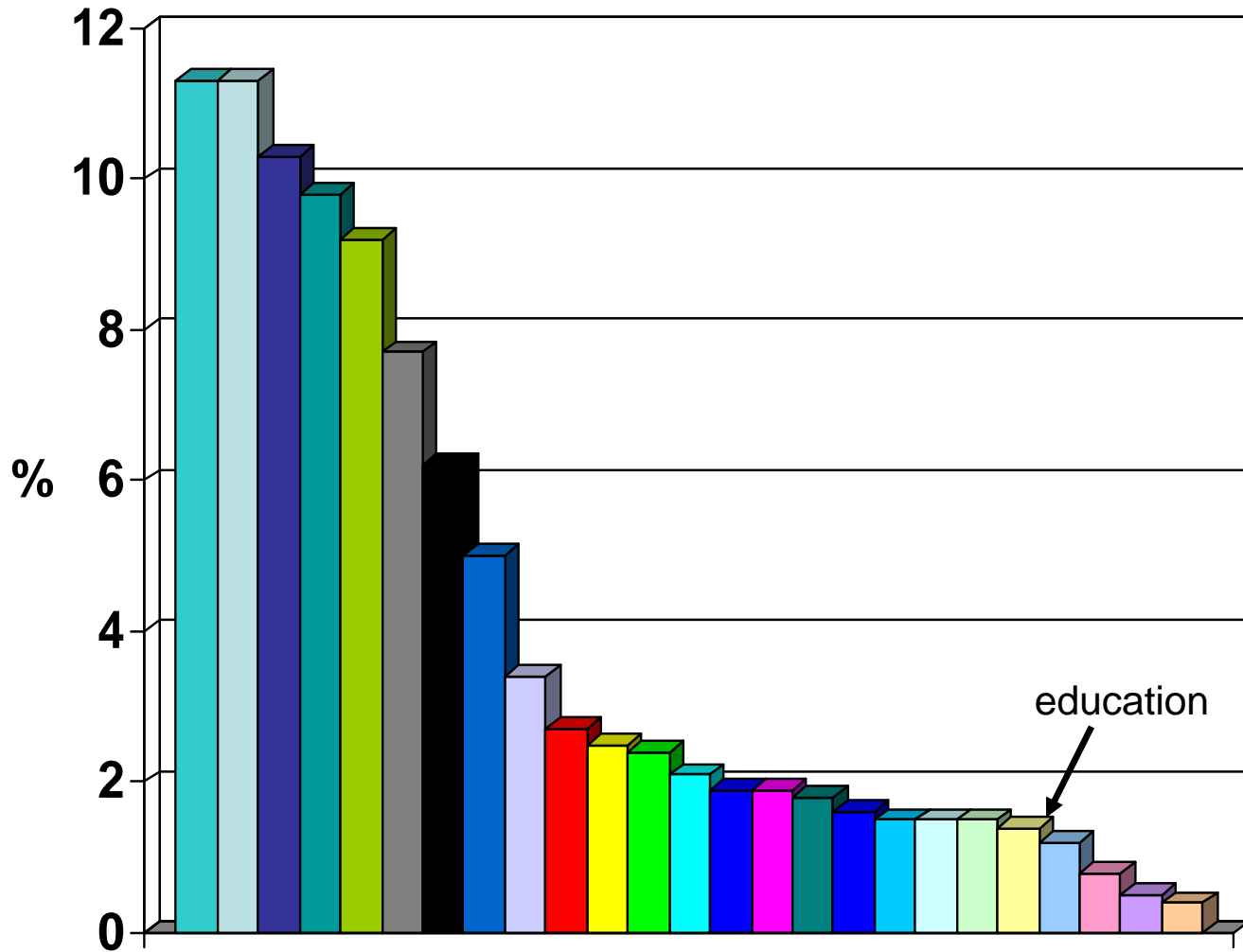


Methodology

- Pew Research Center's Project for Excellence in Journalism
 - Coded content daily from a sample of newspapers, network news, cable news, news and talk radio, and online news
 - Samples are purposeful rather than representative
 - Selection bias for important stories
- Brookings: coded content of all AP education wire stories
- Brookings: qualitative study of blogs and local newspapers

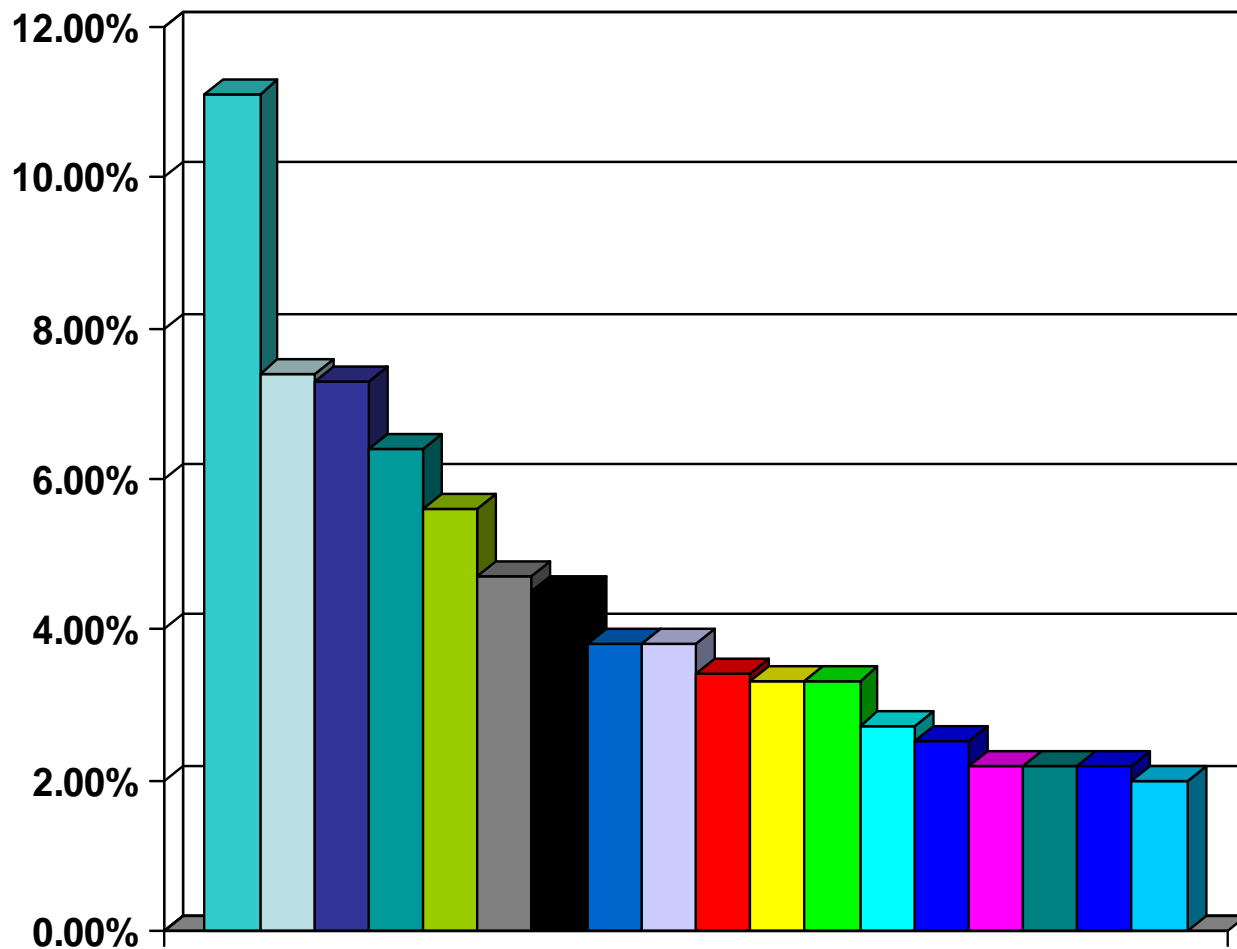
<i>Newspapers</i>	<i>Online</i>	<i>Network TV</i>	<i>Cable</i>	<i>Radio</i>
NY Times	Yahoo news	ABC Good Morning America	CNN daytime	NPR Morning Edition
Washington Post	MSNBC.com	ABC World News Tonight	Situation Room	Rush Limbaugh
Wall Street Journal	NYTimes.com	NBC Today Show	Anderson Cooper 360	Ed Schultz
USA Today	Google news	NBC Nightly News	Lou Dobbs	Randi Rhodes
LA Times	washingtonpost.com	CBS The Early Show	CNN Prime Time	Michael Savage
Kansas City Star	cnn.com	CBS Evening News	MSNBC daytime	Sean Hannity
Pittsburgh Post-Gazette	aol news	PBS Newshour	Hardball	ABC News Headlines
San Antonio Express-News	foxnews.com		Rachel Maddow	CBS News Headlines
San Jose Mercury News	USAtoday.com		The Ed Show	
Herald News	abcnews.com		Countdown	
Anniston Star	BBC News		Fox News special	
Spokesman-Review	Reuters.com		Fox News daytime	
Meadville Tribune			O'Reilly Factor	
			Fox Report with Shepard Smith	
			Hannity (TV)	
			Special Report w/ Bret Baier	

National News Coverage 2009



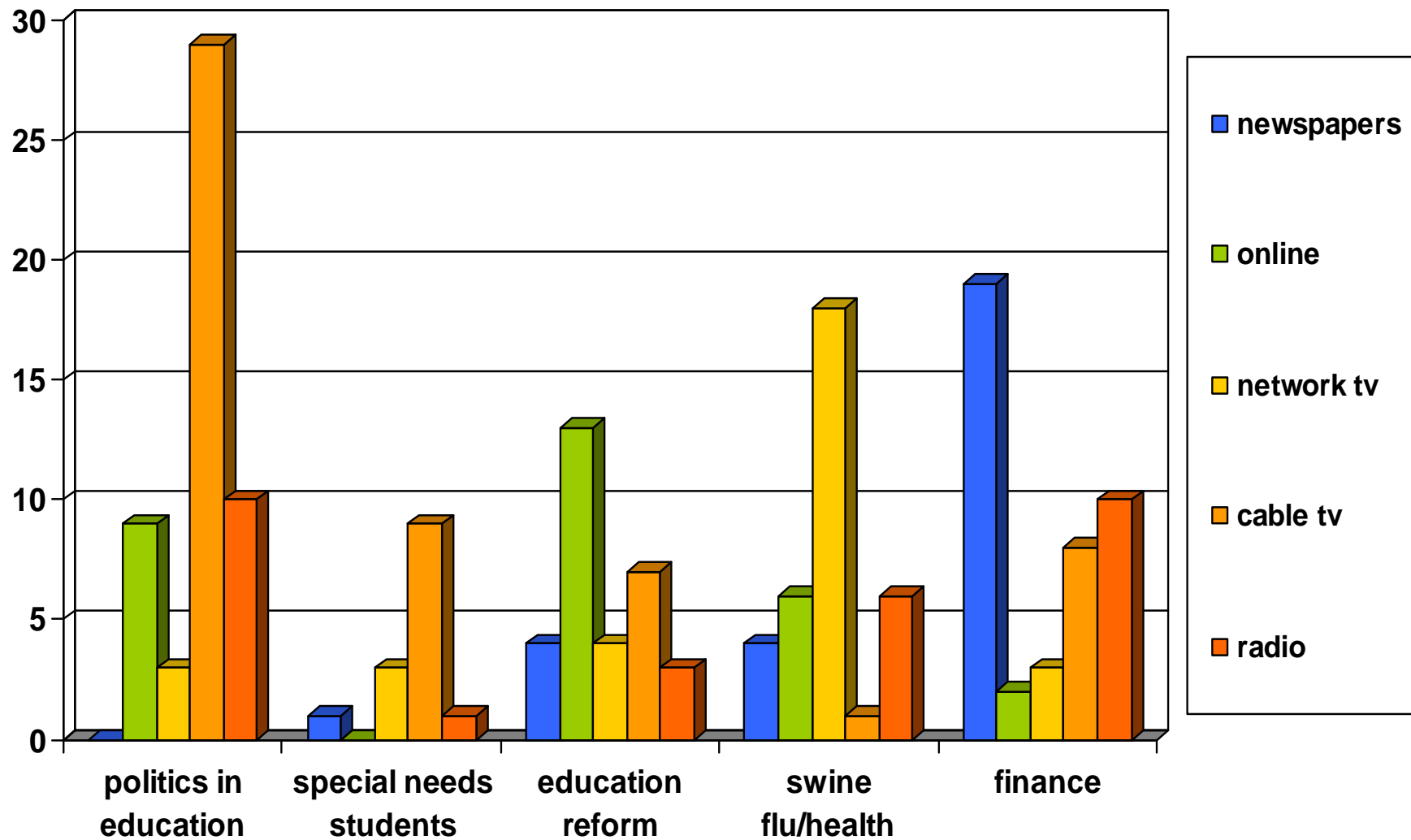
- Government
- Economics
- Foreign (non-U.S.)
- U.S. Foreign affairs
- Health/Medicine
- Business
- Crime
- Campaign/Elections/Politics
- Domestic Terrorism
- U.S. Misc.
- Lifestyle
- Additional domestic affairs
- Celebrity/entertainment
- Race/Gender/Gay issues
- Disasters/accidents
- Court/Legal system
- Media
- Environment
- Science/Technology
- Sports
- Education
- Defense/military (domestic)
- Transportation
- Immigration
- Religion

Education by Topic 2009

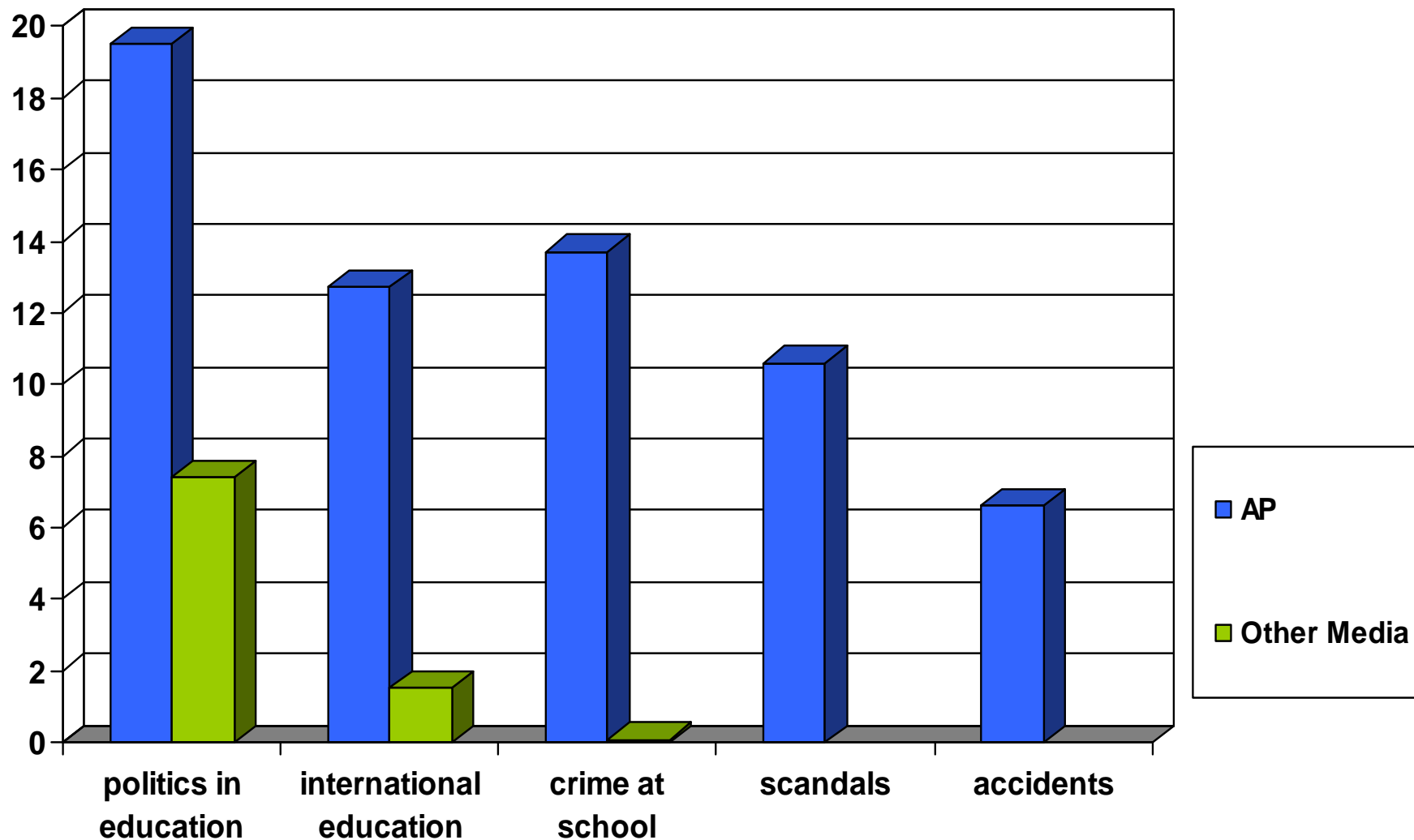


- school finance/budget cutbacks
- politics in education
- swine flu or health
- economic stimulus package
- other
- education reform (general)
- student financial aid
- strip searches/privacy issues
- human interest story
- curricular reform
- school testing or testing results
- tuition
- positive education messages
- admissions
- career prospects
- special needs students
- teacher pay/teacher shortages
- dropout rates/graduation rates

Education Topic by Sector



Associated Press vs. Other Media



Summary

- Education receives scant national media coverage as an important story
- Much education coverage has little to do with learning and instruction, e.g., flu, accidents, scandals, budgets
- There are differences across media sectors in focus, e.g., cable TV & politics; newspapers & finance
- Education research is missing in action
- New media is a sector with substantial innovation, but it is the wild west in terms of editorial standards and it serves niche markets