We code the front page of newspapers for our sample.

1. **Newspapers**

   **First Tier**
   Code 2 out of these 4 every weekday; 1 every Sunday (January 1, 2011-present)
   Code 2 out of these 4 every weekday and Sunday (January 1, 2010-December 31, 2010)

   January 1, 2010 – present
   The New York Times
   Los Angeles Times
   USA Today
   Wall Street Journal

   Code 2 out of these 4 every weekday and Sunday (January 1, 2007-December 31, 2009)
   January 1, 2007 – December 31, 2009
   The Washington Post
   Los Angeles Times
   USA Today
   The Wall Street Journal

   Code every day except Saturday (January 1, 2007 – December 31, 2009)
   The New York Times

   **Second Tier**
   Code 2 out of 4 every weekday; 1 every Sunday (January 1, 2011-present)
   Code 2 out of these 4 every weekday and Sunday (January 1, 2007-December 31, 2010)

   January 1, 2010 – present
   The Washington Post (was Tier 1 from January 1, 2007 – December 31, 2009)
   January 1, 2012 – present
   The Denver Post
   Houston Chronicle
   Orlando Sentinel
January 1, 2011 – December 31, 2011
Toledo Blade
The Arizona Republic
Atlanta Journal Constitution

January 1, 2010 – December 31, 2010
Columbus Dispatch
Tampa Tribune
Seattle Times

January 1, 2009-December 31, 2009
Kansas City Star
Pittsburgh Post-Gazette
San Antonio Express-News
San Jose Mercury News

March 31, 2008- December 31, 2008
The Philadelphia Inquirer
Chicago Tribune
Arkansas Democrat-Gazette
San Francisco Chronicle

The Boston Globe
Star Tribune
Austin American-Statesman
Albuquerque Journal

Third Tier
Rotate between 1 out of 3 every weekday and Sunday (January 1, 2011 – present)

January 1, 2012– present
Traverse City Record-Eagle (MI)
The Daily Herald (WA)
The Eagle-Tribune (MA)

January 1, 2011 – December 31, 2011
The Hour
St. Augustine Record (January 1-October 9, 2011)
Spokesman-Review (October 10-December 31, 2011)
Joplin Globe

Code 1 or 2 out of 3 every weekday and Sunday (January 1, 2010-December 31, 2010)

January 1, 2010 – December 31, 2010
The Day
Rome News Tribune
Ventura News
Code 2 out of 4 every weekday and Sunday (January 1, 2007 – December 31, 2009)

January 1, 2009-December 31, 2009
Herald News
Anniston Star
Spokesman-Review
Meadville Tribune (January 5, 2009-December 31, 2009)
East Valley Tribune (January 1 – 4, 2009)

March 31, 2008- December 31, 2008
New Hampshire Union Leader
The Gazette, Colorado Springs
MetroWest Daily News (March 10 – December 31, 2008)
The Modesto Bee

The Bakersfield Californian
The Sun Chronicle
Star Beacon (January 1, 2007 – February 29, 2008)
Chattanooga Times Free Press
2. Online

For websites we code the top 5 stories on the home page at the time of capture.

On April 28, 2008, we began rotating the time at which we captured websites. We now capture websites between 9-10 am EST and 4-5 pm EST. Prior to that we only captured websites between 9 and 10 am Eastern time.

On January 1, 2009, we added 7 websites into our universe.

On that day, we started rotating our sample so that we code 6 out of the total 12 on any given day, either in the morning or in the afternoon. Previously, we had coded all five original websites every day. For more precise data, refer to our methodology.

Websites are coded Monday – Friday.

CNN.com
Yahoo News
MSNBC.com
Google News
LATimes.com (May 24, 2011 – present)
NYTimes.com (January 1, 2009 – present)
WashingtonPost.com (January 1, 2009 – present)
FoxNews.com (January 1, 2009 – present)
USAToday.com (January 1, 2009 – present)
ABCNews.com (January 1, 2009 – present)
WSJonline.com (January 1, 2010 – present)
HuffingtonPost.com (January 1, 2010 – present)
BBC News (international version) (January 1, 2009 – December 31, 2009)
Reuters.com (January 1, 2009 – December 31, 2009)
AOL News (January 1, 2007 – April 28, 2011)
3. Network TV

For Network, Cable and Radio programming, we code the first 30 minutes of a show.
The exceptions here are Newshour and NPR’s Morning Edition:
For Newshour, we alternate between coding the first and the second 30 minutes.
For Morning Edition, we alternate between the first half hour of the 5 am programming and first half hour of the 6 am programming.

Network TV is coded Monday – Friday.

January 1, 2007 – Present

Morning shows
Code 1 or 2 out of 3 every weekday (May 30, 2011 – present)
Code 2 out of 3 every weekday (January 1, 2010 – May 27, 2011)
  ABC: Good Morning America
  CBS: The Early Show
  NBC: Today Show

Evening news
Code 2 out of 3 every weekday (January 1, 2010 – present)
  ABC: World News Tonight
  CBS: CBS Evening News
  NBC: NBC Nightly News

  Rotate to code 1st half hour one day, 2nd half hour next day, do not code on third day (January 1, 2010 – present)

  PBS – Newshour

We started rotating between first and the second half hours of Newshour on March 31, 2008. Before that date, we only coded the first half hour of this show.

We started rotating the days in which we code network news beginning on January 1, 2010. Prior to this, we had coded the first half hour of each newscast every weekday. (With the exception of Newshour, in which we rotated between the first and second half hours each weekday).
4. **Cable TV**

Cable TV is coded Monday – Friday.

**Daytime**

*March 19, 2007 – Present*

*Code 2 out of these 3 every weekday*

2 – 2:30pm Cable programming for:

- CNN
- Fox News Channel
- MSNBC

*January 1, 2007 – March 16, 2007*

*Code 2 out of these 3 every weekday*

1 – 1:30 pm Cable programming for:

- CNN
- Fox News Channel
- MSNBC

**Early Evening and Prime Time**

When we changed the shows we coded, it was only to reflect programming changes made by the channel for the given time slot.

**CNN**

*Code 1 or 2 out of these 4 every weekday October 3, 2011-present*

*Code 1 or 2 out of these 3 every weekday August 8, 2011 – October 2, 2011*

*Code 1 or 2 out of these 4 every weekday May 30, 2011 – August 5, 2011*

*Code 2 out of these 4 every weekday January 1, 2009 – May 27, 2011*

*Code 3 out of these 4 every weekday January 1, 2007– December 31, 2008*

**5 – 6pm:** The Situation Room *(From October 3, 2011)*

**6 – 7pm:** John King, USA *(From October 3, 2011)*

*November 5, 2007-October 2, 2011:* The Situation Room
*Before November 5, 2007:* Lou Dobbs Tonight

**7 – 8pm:** Erin Burnett OutFront *(From October 3, 2011)*

*March 22, 2010 – October 2, 2011:* John King, USA
*January 11 – March 19, 2010:* CNN Unspecified Show
*November 12, 2009 – January 10, 2010:* CNN Tonight
*November 5, 2007 – November 11, 2009:* Lou Dobbs Tonight
*Before November 5, 2007:* The Situation Room

**8 – 9pm:** Anderson Cooper 360* *(From August 8, 2011)*
Before August 8, 2011, Anderson Cooper 360 airing at its 10pm position was included in the rotation.
10 – 12pm: Anderson Cooper 360 (January 1, 2007-August 5, 2011)

Fox News Channel
Code 2 out of these 4 every weekday January 1, 2009 – present
Code 3 out of these 4 every weekday January 1, 2007– December 31, 2008

6 – 7pm: Special Report with Bret Baier (From January 12, 2009)

7 – 8pm: Fox Report with Shepard Smith

8 – 9pm: The O'Reilly Factor

9 – 10pm: Hannity (From January 12, 2009)

MSNBC
Code 1 or 2 out of these 4 every weekday May 30, 2011 – present
Code 2 out of these 4 every weekday January 1, 2009 – May 27, 2011

6 – 7pm: PoliticsNation (From October 24, 2011)

7 – 8pm: Hardball

8 – 9pm: The Ed Show (From October 24, 2011)
January 24, 2011-October 23, 2011: The Last Word w/ Lawrence O’Donnell
January 1, 2007-January 21, 2011: Countdown w/ Keith Olbermann

9 – 10pm: Rachel Maddow (From September 8, 2008)
Between August 21 and September 8, 2008, this time slot had Convention coverage
July 2, 2007 – August 21, 2008: Dan Abrams  

Before October 24, 2011, 10-11pm slot was included in the rotation.

10 – 11pm:  
April 6, 2009-October 23, 2011: The Ed Show  
November 5, 2008 – April 3, 2009: 1600 Pennsylvania Ave  
March 17, 2008 – November 4, 2008: Race for the White House  
January 1, 2007 – March 14, 2008: Tucker
5. Radio

This sector is coded Monday – Friday.

**News Radio**
*January 1, 2007 – Present*
ABC Radio headlines at 9 am and at 5 pm
CBS Radio headlines at 9 am and at 5 pm

*Starting January 1, 2010, we started rotating ABC and CBS headlines so that we code one set of 9 am and one set of 5 pm headlines. If we code ABC 9 am one day, we will also code CBS 5 pm that evening, and vice versa.*

**NPR**
Morning Edition** (January 1, 2007 – present)**

All Things Considered (January 1, 2010 – present)

* On January 1, 2010, we started rotating between Morning Edition and All Things Considered. At present we code one of the following on any given day:
 5 – 5:30 am Morning Edition
 6 – 6:30 am Morning Edition
 4 – 4:30 pm All Things Considered
 5 – 5:30 pm All Things Considered

For a sample rotation schedule see the Methodology.

** Prior to January 14, 2008, we coded the first half hour of Morning Edition only. On January 14, 2008 we started rotating the times we coded. We either code 5 – 5:30 am or 6 – 6:30 am.

**Talk Radio**

**Conservative Talk Shows**
Code one out of 2 every weekday (January 1, 2010 – present)
Rush Limbaugh
Sean Hannity

**Liberal Talk Shows**
Code every other weekday (January 1, 2010 – present)
Ed Schultz

Before January 1, 2010

Conservative Talk Shows
We started rotating Rush Limbaugh’s program to code it every other day on July 1, 2008. Until that date, we coded this show every weekday.

Rush Limbaugh

*Code one of these 2 every weekday*

Sean Hannity
Glenn Beck (October 5, 2009 – December 31, 2009)

January 1, 2007 – October 4, 2009

Michael Savage

Liberal Talk Shows

*Code one of these 2 every weekday*

Ed Schultz
Thom Hartmann (October 5, 2009 – December 31, 2009)

January 1, 2007 – February 27, 2009 and May 11, 2009 – October 4, 2009

Randi Rhodes

March 2, 2009 – May 8, 2009

Stephanie Miller*

* This show was only coded while Randi Rhodes was off the air.
Total outlets coded:
2012: 25-28 outlets each weekday and 3 newspapers are included only on Sundays.
2010: 28 or 29 outlets each weekday, and 5 or 6 newspapers are included only on Sundays.
2009: 33 or 34 outlets each weekday, and seven newspapers are included only on Sundays.
2008: 34 or 35 outlets each weekday, and seven newspapers were included only on Sundays.
2007: 35 outlets each weekday, and seven newspapers were included only on Sundays.

Note:
All dates are approximate due to the fact that we rotate most outlets during the course of the week. Outlets are generally rotated into our sample on a Monday. But due to rotation, the first day an outlet is coded may not be the day it was introduced into the sample.
Changes to the NCI methodology:

2012
1. At the start of 2012, PEJ updated the weights given to each media sector for 2012 NCI: newspapers (0.19); online (0.30); network TV (0.15); cable TV (0.23); radio (0.12).
2. At the start of 2012, we changed our sample of Tier 2 and Tier 3 newspapers (see above).

2011
1. On May 30, 2011, we made changes to the rotation for CNN and MSNBC samples and the network morning TV sample (see above).
2. At the start of 2011, PEJ updated the weights given to each media sector for 2011 NCI: newspapers (0.20); online (0.30); network TV (0.14); cable TV (0.24); radio (0.12).
3. On January 2, 2011, we changed the way we rotate newspapers. We code ONE paper from each Tier on Sunday. During the rest of the week, we code 2 out of 4 papers from Tiers 1 and 2, and 1 out of 3 from Tier 3.

2010
1. At the start of 2010, PEJ updated the weights given to each media sector for 2010 NCI: newspapers (0.22); online (0.26); network TV (0.15); cable TV (0.24); radio (0.13).
2. On January 1, 2010, we introduced a few changes to our sample:
   In the newspaper sector, we switched out our sample for all tiers. (See above).
   Note that the Washington Post is no longer a Tier 1 newspaper due to low circulation numbers.
   In the online sector, we changed our sample of websites we code. (See above).
3. On January 1, 2010, we started rotating our coding for the New York Times so that we no longer code it every day.
4. On January 1, 2010, we started rotating our Network TV sample (For details about how to rotate now, see above)
5. On January 1, 2010, we reduced the number of radio talk shows we code. Starting on that date, we started coding 2 conservative talkers and 1 liberal talker.
6. On January 1, 2010, we changed the way we rotate radio talk shows: now we code one conservative and one liberal on one day and only a conservative the next.
7. At the start of 2010, we started rotating our sample of radio headlines. Now we code one set of morning headlines and one set of evening headlines every weekday.
8. On January 1, 2010, we introduced All Things Considered into our sample and started rotating its 4 – 4:30pm and its 5 – 5:30pm coverage. For details on how we rotate NPR shows, see the Methodology.
2009

1. At the start of 2009, PEJ updated the weights given to each media sector for 2009 NCI: newspapers (0.25), online (0.23), network TV (0.16), cable TV (0.25), and radio (0.11).

2. On January 1, 2009, we introduced a few changes to our sample:
   In the newspaper sector, we switched out our Tier 2 and Tier 3 sample. (See above).
   In the online sector, we expanded the list of websites we code. (See above).

3. On January 1, 2009, we started rotating our website sample. On that date, we also changed the rotation schedule for prime time slots on CNN and the Fox News Channel. (For details about website rotation, refer to our methodology. For cable rotation, see above).

4. On October 5, 2009, we changed our talk radio sample based on the Talkers Magazine ratings. (See above). For a link to Talkers’ ratings, refer to the Methodology.

5. Beginning on January 1, 2009, PEJ started including audio and video stories for the online sector.

2008

1. On June 16, 2008, PEJ updated the weights given to each media sector for 2008 NCI: newspapers (0.26), online (0.20), network TV (0.18), cable TV (0.24), and radio (0.12). As PEJ launched the Index, the 2007 NCI weights are: newspaper (0.28), online (0.16), network (0.18), cable (0.26), and radio (0.12).

2. On March 31, 2008, we changed our sample of Tier 2 and Tier 3 newspapers. (See above).

3. On July 1, 2008, PEJ started rotating Rush Limbaugh’s radio program to code him every other day. Prior to that, we had been coding Rush Limbaugh every weekday.

4. On April 28, 2008, we began rotating the time at which we capture websites. We capture websites between 9-10am Eastern time and 4-5pm Eastern time. Prior to that we only captured websites between 9 and 10am Eastern time.

5. On March 31, 2008, PEJ began rotating between the first and second half hour of the PBS News’hour. Prior to that we coded only the 1st half hour of Newshour.

6. Beginning on January 14, 2008, coding for NPR’s Morning Edition alternated between the first 30 minutes of the first hour and the first 30 minutes of the second hour. Prior to that, we coded the first half hour of Morning edition only.

7. Beginning the week of Jan 14, 2008, the cycle of NCI/CCI changed from Sunday-Friday to Monday-Sunday.

2007

1. The Lead Newsmaker variable was added to the coding scheme on July 1, 2007.
2. On March 19, 2007 we started coding day time cable shows from 2-2:30 p.m. EST. Prior to this we coded them from 1-1:30 p.m. EST (from Jan 1, 2007-March 16, 2007).