

Topline
Obama's First 100 Days
 Project for Excellence in Journalism
 January 21 – March 21, 2009

Number of Stories Per Outlet				
	Clinton Stories 1993	Bush Stories 2001	Obama 2009 Comparison Sample	Obama 2009 Broader Sample
	# of stories	# of stories	# of stories	# of stories
Total Number of Stories	566	333	362	757
All Print	373	222	206	333
All Newspapers	324	202	176	219
Washington Post	182	100	90	90
New York Times	142	102	86	86
Web Sites				84
Newsweek	49	20	30	30
All Broadcast	193	111	156	424
ABC World News Tonight	56	24	42	42
CBS Evening News	64	26	32	32
NBC Nightly News	38	23	36	36
PBS Newshour	35	38	46	46
Network Morning TV				67
National Public Radio				29
Cable TV				172

Date – Percent of Stories				
	Clinton Stories 1993	Bush Stories 2001	Obama 2009 Comparison Sample	Obama 2009 Broader Sample
First Half	57%	57%	55%	54%
Second Half	43	43	45	46

Topic – Percent of Stories				
	Clinton Stories 1993	Bush Stories 2001	Obama 2009 Comparison	Obama 2009 Broader
All Policy Issues	71%	74%	55%	58%
All Domestic Issues	51	56	39	44
All Foreign/Defense Issues	20	18	16	14
All Profile/Character Issues	26	22	44	41
Other	3	4	1	1
Abortion/Family Planning	1	2	1	*
Budget/Taxes	25	27	n/a	n/a
Business/Economy (non-budget)	6	2	n/a	n/a
Budget/Taxes + Business/Economy Combined	n/a	n/a	30	34
Campaign Finance	1	2	*	*
Defense-US Homeland	2	3	1	2
Education	*	6	*	1
Election Process	-	2	-	-
Environment	*	6	1	1
Gays in the Military	7	-	-	-
Health Care/The Elderly	5	2	2	3
Labor	2	2	-	*
Poverty	1	-	-	-
Religion	-	5	*	*
Science/Technology	1	-	3	3
Women's Rights	1	-	1	*
Domestic Issues Miscellaneous #	1	1	1	2
Foreign Policy & US Intervention	15	14	n/a	n/a
Iraq	n/a	n/a	3	3
Afghanistan	n/a	n/a	3	2
Russia	n/a	n/a	2	1
Middle East Other	n/a	n/a	4	3
Foreign Issues Other	n/a	n/a	2	2
Foreign Trade	3	1	1	1
Personal Profile/Character	4	4	3	2
Pres. Appointments/Nominations	7	3	6	5
Political Skills/Management	11	11	26	26
Political Philosophy/Ideology	4	4	6	5
Obama's Race/Historic Nature of His Presidency	n/a	n/a	4	3
Other	3	4	1	1

Domestic Issues Miscellaneous includes such topics as civil rights/liberties, crimes incidents or trends, crime/gun policy, culture/arts, disasters, immigration, etc.

Frame				
	Clinton Stories 1993	Bush Stories 2001	Obama 2009 Comparison	Obama 2009 Broader
	% of stories	% of stories	% of stories	% of stories
Calendar/Process	3%	3%	3%	3%
Historical Comparisons/Trends	6	3	12	8
Conflict	11	14	6	4
Performance	13	13	10	9
Policy Explored/Explained	35	48	26	31
Reality Check	5	2	-	1
Tactics & Strategy	22	14	39	40
Other	5	3	4	5

Political Arena				
	Clinton Stories 1993	Bush Stories 2001	Obama 2009 Comparison	Obama 2009 Broader
President and:	% of stories	% of stories	% of stories	% of stories
Cabinet/Advisors/VP	10%	5%	9%	9%
Federal Employees/Agencies	3	1	2	3
Congress	14	25	22	24
Courts	1	1	1	1
State Officials/Government	1	2	1	1
Military	2	2	3	3
Foreign Leaders/Affairs/Markets	16	16	13	11
Business/Financial Markets	9	3	6	7
Interest groups (Organized)	4	7	1	2
Citizens/Subgroups (Not Formally Organized)	16	8	31	30
The Media	1	1	1	2
Family & Friends	2	1	1	1
Office of the President	20	27	7	7
Other	1	1	1	1

Underlying Theme				
	Clinton Stories 1993	Bush Stories 2001	Obama 2009 Comparison	Obama 2009 Broader
	% of stories	% of stories	% of stories	% of stories
Leadership Ability/Skills	37%	31%	43%	46%
Core Ideology/Agenda	58	65	50	49
Character/Personality/ Temperament/Honesty	5	4	7	6

Tone				
	Clinton Stories 1993	Bush Stories 2001	Obama 2009 Comparison	Obama 2009 Broader
	% of stories	% of stories	% of stories	% of stories
Positive	27%	22%	42%	37%
Neutral	44	49	38	40
Negative	28	28	20	23
Satire	1	1	n/a	n/a

Top Storylines For Obama Coverage – Comparison Sample			
Rank	Storyline	# of stories	% of stories
1	Stimulus Plan	51	14.1%
2	Leadership Skills/ Agenda	49	13.5
3	Inauguration	31	8.6
4	Cabinet decisions/Top Appointments	30	8.3
5	Obama Budget/National Debt	28	7.7
6	Obama Addresses Joint Session of Congress	13	3.6
7	Obama Administration Other	10	2.8
8 tie	Stem Cell Controversy	9	2.5
8 tie	Iraq Withdrawal Plan	9	2.5
8 tie	Banking Sector Problems and Bailout	9	2.5
8 tie	First Days in Office	9	2.5
8 tie	Economy Other	9	2.5

Top Storylines For Obama Coverage – Broader Sample			
Rank	Storyline	# of stories	% of stories
1	Stimulus Plan	138	18.2%
2	Leadership Skills/ Agenda	83	11.0
3	Cabinet decisions/Top Appointments	51	6.7
4	Obama Budget/National Debt	50	6.6
5	Inauguration	42	5.5
6	Obama Addresses Joint Session of Congress	33	4.4
7	First Days in Office	28	3.7
8	Banking Sector Problems and Bailout	25	3.3
9 tie	Iraq Withdrawal Plan	21	2.8
9 tie	Guantanamo Bay Controversy	19	2.5

Comparative Results by Medium – Percent of Stories

	Clinton Stories 1993			Bush Stories 2001			Obama 2009 Comparison		
	News papers	News week	TV	News papers	News week	TV	News papers	News week	TV
Topic									
Policy Issues	71%	67%	71%	69%	80%	82%	52%	40%	62%
Profile/Character Issues	25	33	25	26	15	16	47	60	38
Other	4	-	4	5	5	2	1	-	1
Frame									
Calendar/Process	2%	2%	5%	3%	5%	1%	1%	3%	4%
Historical Comparisons/Trends	7	8	4	5	5	-	14	30	7
Conflict	10	12	13	7	15	25	4	7	7
Performance	13	16	12	16	10	9	15	-	7
Policy Explored/Explained	38	19	35	51	50	42	27	3	29
Reality Check	5	10	4	2	-	3	-	-	-
Tactics & Strategy	21	29	21	13	15	16	35	43	43
Other	4	4	6	3	-	4	4	13	3
Political Arena									
Cabinet/Advisors/VP	12%	12%	8%	8%	-	2%	10%	3%	10%
Federal Employees/Agencies	2	6	3	1	-	2	2	7	1
Congress	15	6	17	17	30	39	19	13	26
Courts	1	-	2	1	-	-	1	7	-
State Officials/Government	1	-	2	2	5	1	1	3	1
Military	1	-	3	2	-	2	2	-	4
Foreign Leaders/Affairs/Markets	17	19	13	20	15	11	14	7	13
Business/Financial Markets	12	2	5	2	5	5	6	3	7
Interest groups (Organized)	4	6	3	5	25	8	1	-	1
Citizens/Subgroups (Not Formally Organized)	12	12	23	7	-	12	33	33	29
The Media	1	4	-	1	-	-	2	3	-
Family & Friends	1	2	3	1	-	-	2	7	-
Office of the President	19	29	18	32	20	18	8	13	6
Other	2	2	-	1	-	-	1	-	1
Underlying Theme									
Leadership Ability/Skills	34%	51%	39%	32%	15%	31%	39%	37%	49%
Core Ideology/Agenda	60	47	58	63	80	67	53	47	48
Character/Personality/Temperament/Honesty	6	2	3	5	5	2	9	17	3
Tone									
Positive	30%	22%	22%	22%	30%	22%	41%	53%	40%
Neutral	42	39	48	43	35	62	36	23	42
Negative	26	39	30	34	35	16	23	23	17
Satire	2	-	-	1	-	-	n/a	n/a	n/a