

Media Are Big Losers in Election 2008

By Roger Aronoff | November 3, 2008

In one of the worst editorial decisions of this entire campaign, MSNBC, the cable news arm of NBC, used Olbermann and Matthews to anchor the Democratic and Republican conventions.

The verdict is in: the mainstream media were overwhelmingly in the tank for Barack Obama, and did their part to make sure he will be elected. Their polls predict an Obama victory, but the people have a chance to vote against media bias on Election Day.

Former Secretary of State Lawrence Eagleburger calls Obama a “con-man” who intends on buying the election with untraceable and possibly illegal contributions or stealing it through the efforts of ACORN if necessary. If this is the case, then it will be up to John McCain to decide what to do—concede or fight. The outcome could fall into the hands of lawyers for both sides, and it could be weeks or even months till we know for sure.

The evidence of bias in favor of Barack Obama continues to pour in. In the last couple of weeks came studies from the Project for Excellence in Journalism and the **Center for Media and Public Affairs (CMPA)**, neither of which is considered in any way to have conservative leanings. In the [former study](#), they found that, based on coverage from 48 news outlets between the end of the two party’s conventions and the end of the debates, 57% of the stories on McCain were negative, while only 14% were considered positive, while for Obama, those figures were 29% negative and 36% positive.

Surveys show that, by a margin of seven to one, the public thinks that most journalists want Obama to win. Even Democrats, by a six-to-one margin, believe the same. They also saw the bias in favor of Obama during the Democratic primaries and caucuses. The liberal bias cannot be denied.

The **CMPA** reported their [findings](#) last week: “Based on a scientific content analysis of 979 election news stories with 33 hours 40 minutes of airtime that appeared on the ABC, CBS, NBC, and FOX evening newscasts (the first half hour of Fox News Channel’s “Special Report”) from August 23 to October 24,” they determined that “On the broadcast network newscasts, evaluations of Barack Obama and Joe Biden have been over twice as favorable as evaluations of John McCain and Sarah Palin—65% positive versus 35% negative for the Democratic ticket compared to 31% positive versus 69% negative evaluations of the Republican ticket.”

They go on to reveal that Fox’s (the Fox News Channel) premier news show, Brit Hume’s “Special Report,” is both more balanced and more negative than the broadcast network shows. McCain and Palin combined have received 39% favorable and 61% unfavorable comments on Brit Hume’s show, compared to 28% favorable and 72% unfavorable comments about Obama and Biden.

What is particularly significant about these findings is that though the size of their audiences are way down from years back, the three broadcast network news shows are seen by 25 – 30 million viewers a night, while even the highest rated cable news show, “The O’Reilly Factor” averages in the 2 – 3 million range per night. So the power of the old media persists.

The Big Picture

In addition, the CMPA findings do not include CNN or MSNBC, the latter of which has been a virtual infomercial for Obama every night throughout its prime time schedule, repeated throughout the late-night blocks as well. Chris Matthews, Keith Olbermann and Rachel Maddow are clear partisan supporters of Obama, and rarely provide a balanced picture on matters regarding Obama or McCain. In fact, much of the time is spent venomously attacking President Bush, McCain, Sarah Palin, or any other number of Republicans and conservatives. Matthews, to his credit, does invite some people on his show to provide balance. What a concept!

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