ODIHR LEOM MEDIA MONITORING RESULTS
United States of America
General Elections, 5 November 2024

The ODIHR LEOM conducted systematic monitoring of select broadcast and online media from 14 October until 4 November. The monitoring sought to evaluate whether the media provided impartial and balanced coverage of candidates, and political subjects, allowing voters to make an informed choice. Media monitoring included quantitative and qualitative analyses of the coverage, assessing the amount of airtime or the number of characters allocated to each candidate and party, as well as the tone of the coverage.

Quantitative analysis measures the total amount of airtime devoted to relevant political and election related subjects on news and information programmes in the broadcast media, or the total amount of space devoted to the relevant subjects in the print and online media.

Qualitative analysis evaluates the tone in which respective political subjects have been portrayed – positive, neutral or negative.

The monitoring of broadcast media focused on the evening news programmes on public PBS and NPR, and on private television networks – ABC, CBS, NBC. The monitoring also included one-hour programming on cable Televisions CNN (8 PM), Fox News (6 PM), MSNBC (6 PM) and Newsmax (7 PM).

Broadcaster	Program Name
PBS	PBS News Hour
NPR	All Things Considered
ABC	World News Tonight
CBS	Evening News CBS Weekend News 60 Minutes
NBC	Nightly News
CNN	Anderson Cooper 360° The Whole Story with Anderson Cooper Real Time with Bill Maher
MSNBC	The Beat with Ari Melber Saturday show with Jonathan Capehart Sunday show with Jonathan Capehart
FOX News	Special Report with Bret Baier Fox Report with Jon Scott
NewsMax	Rob Schmitt Tonight Greg Kelly This Week The Gorka Reality Check

The monitoring of the online publications covered political and election sections of the New York Times, New York Post, Wall Street Journal and Washington Post.

Explanation of the charts:

- The pie charts display the proportion of airtime or space allocated to contestants, political parties, and other relevant subjects during the defined monitoring period.

- The bar charts present the total coverage duration (in hours and minutes) or character count, with color coding to indicate tone: green for positive coverage, white for neutral coverage, and red for negative coverage.

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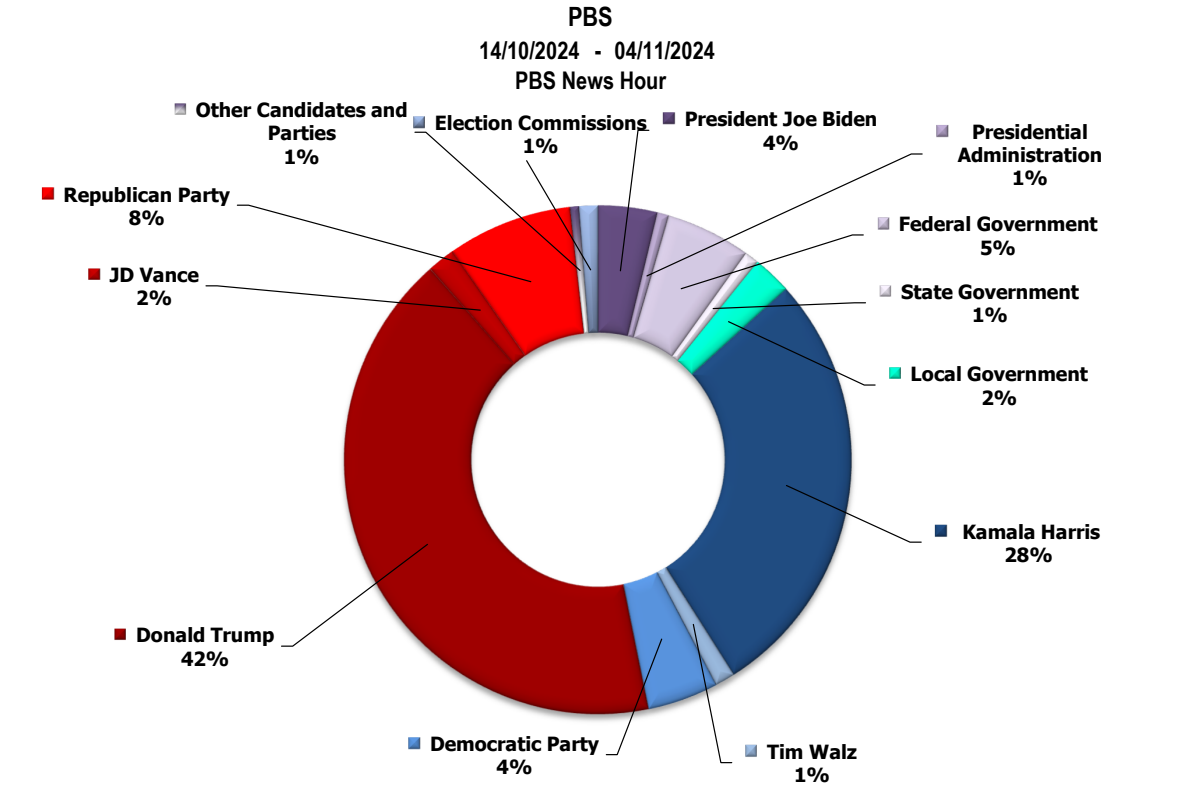

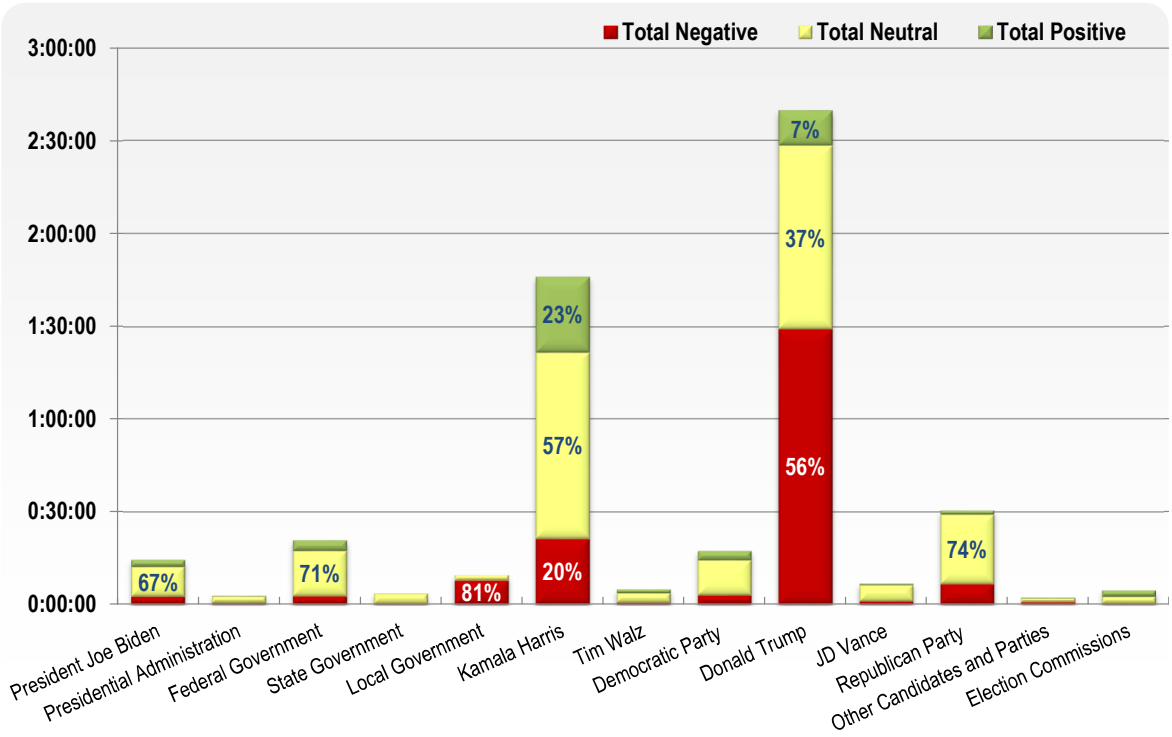

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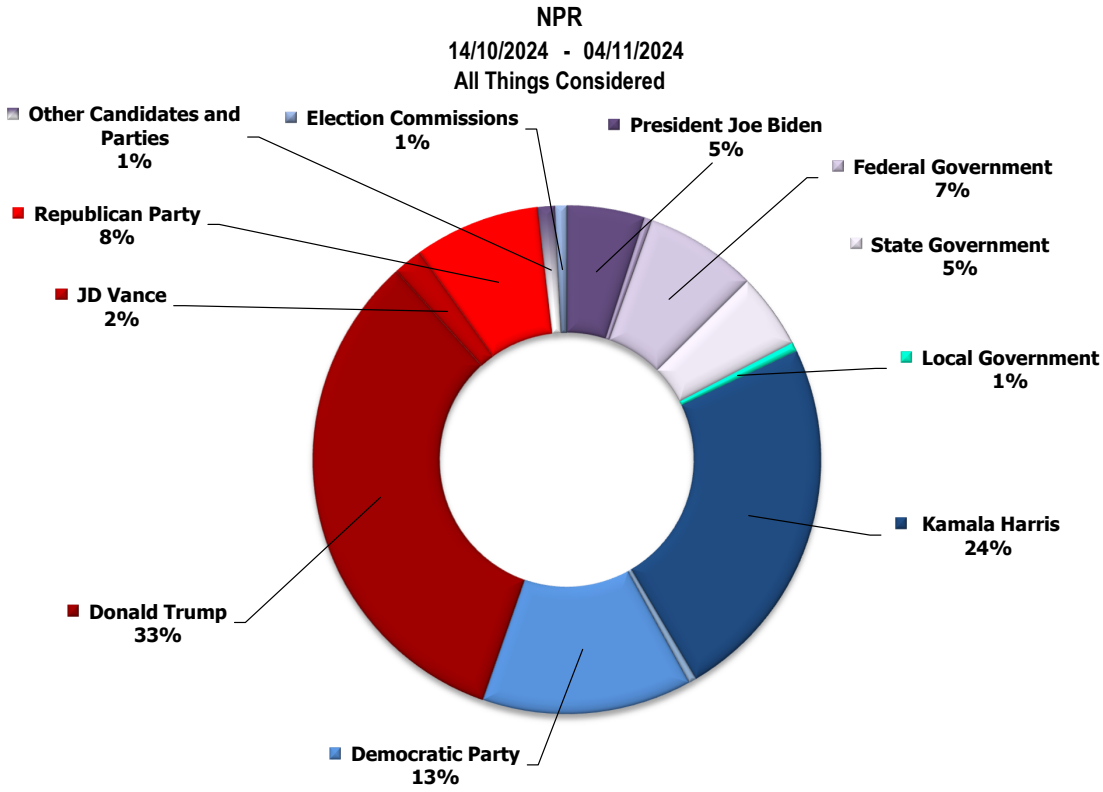

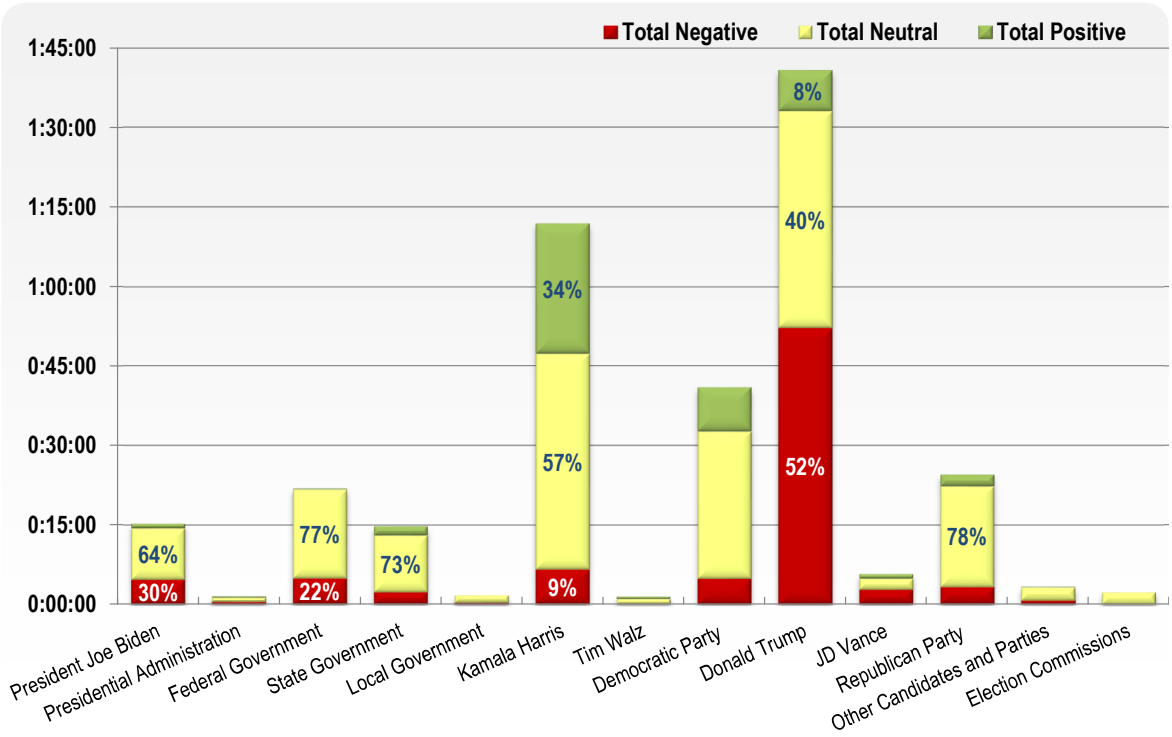

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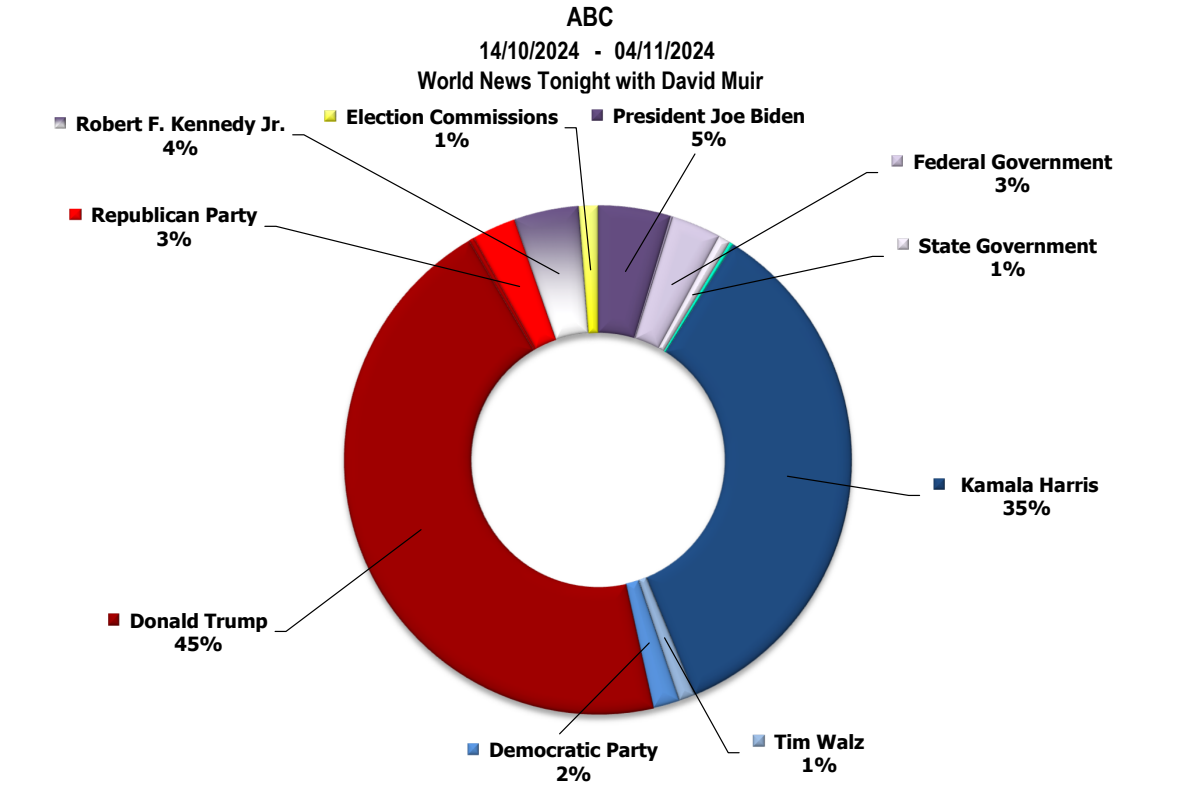

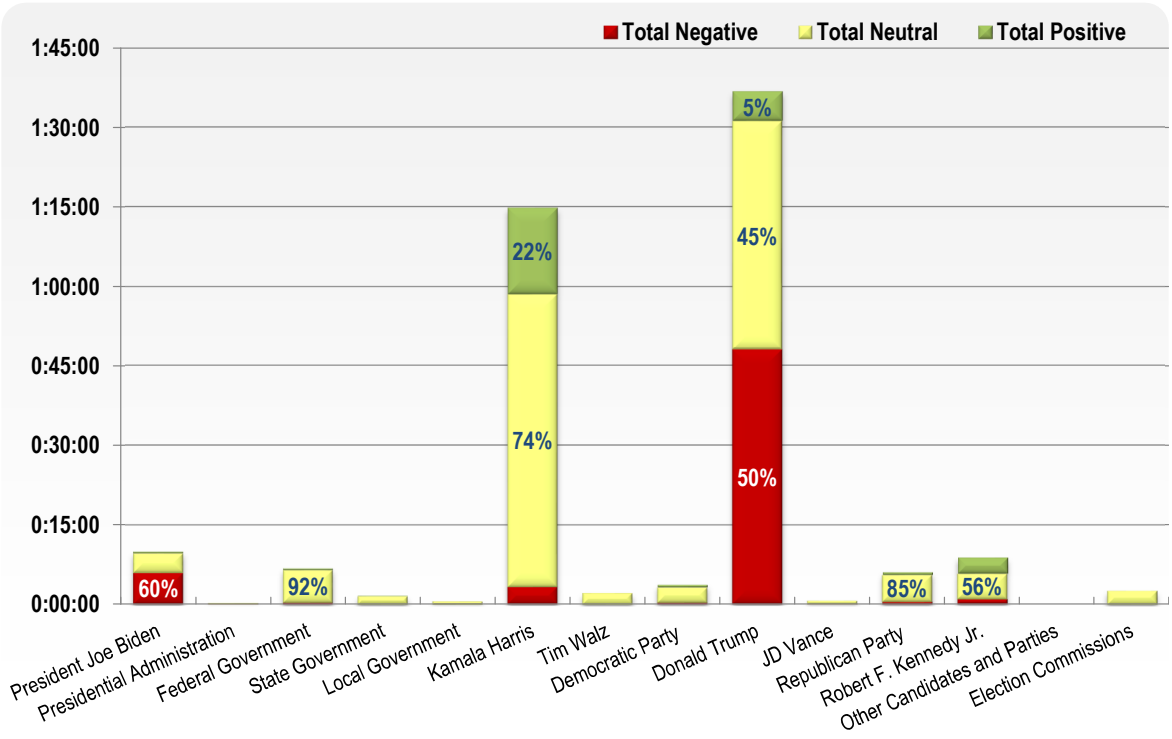

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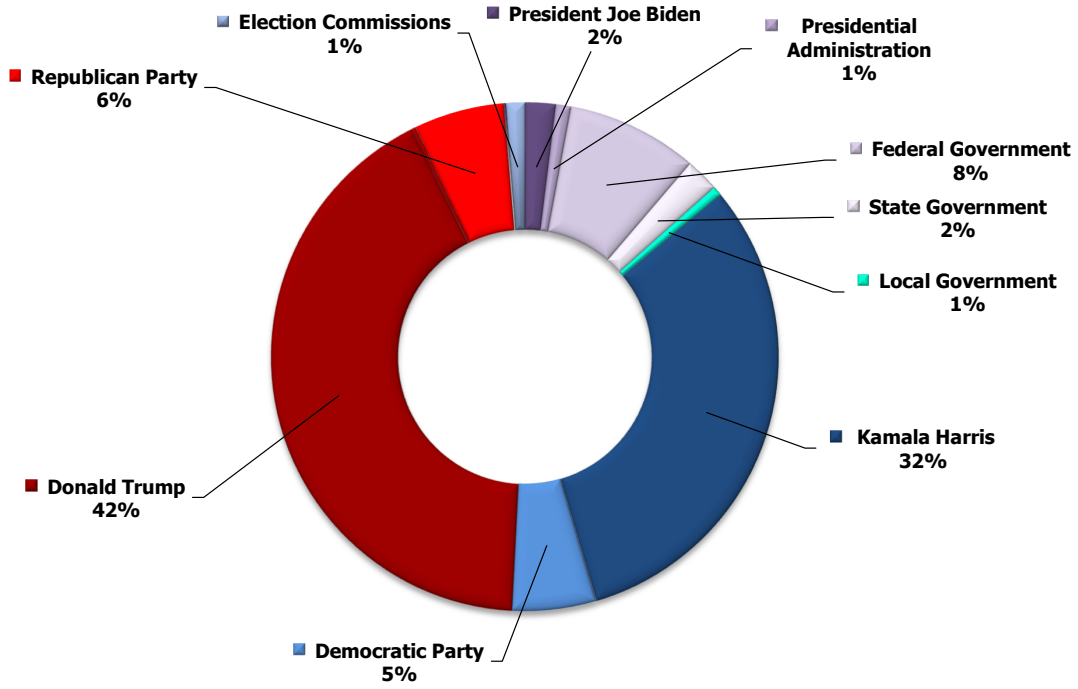
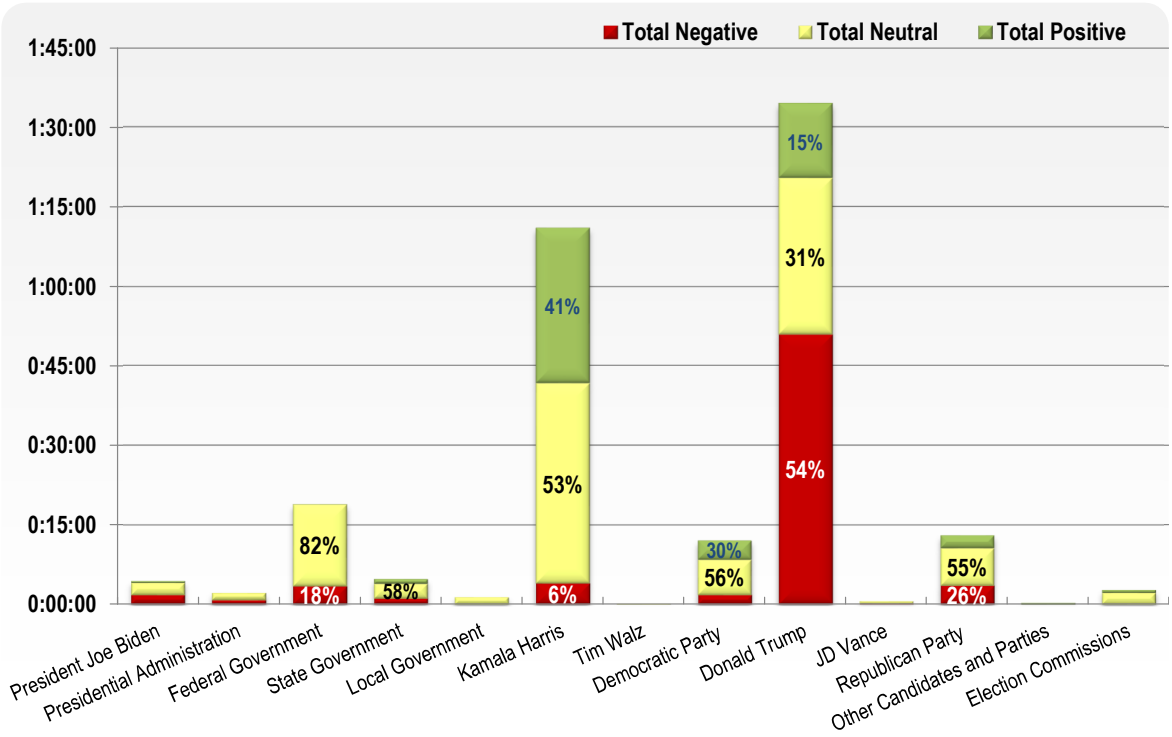
CBS
15/10/2024 - 04/11/2024
Evening News / Weekend News / 60 Minutes





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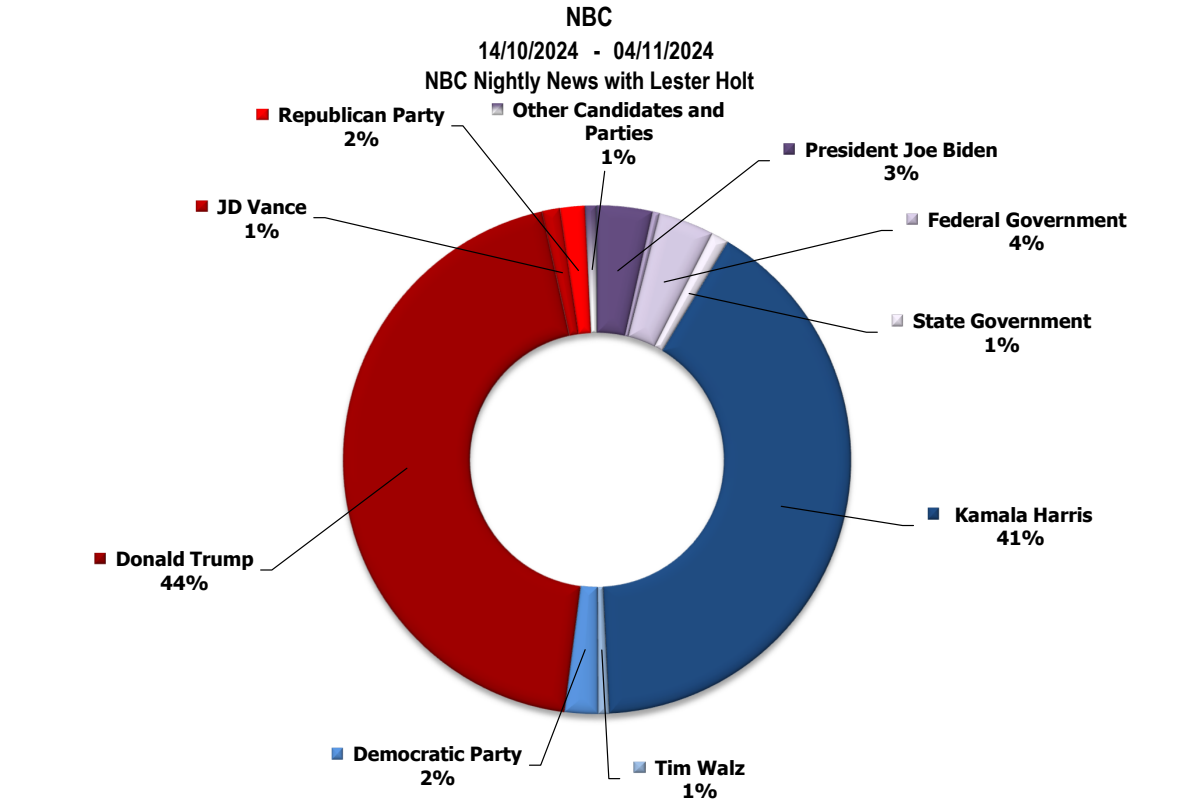

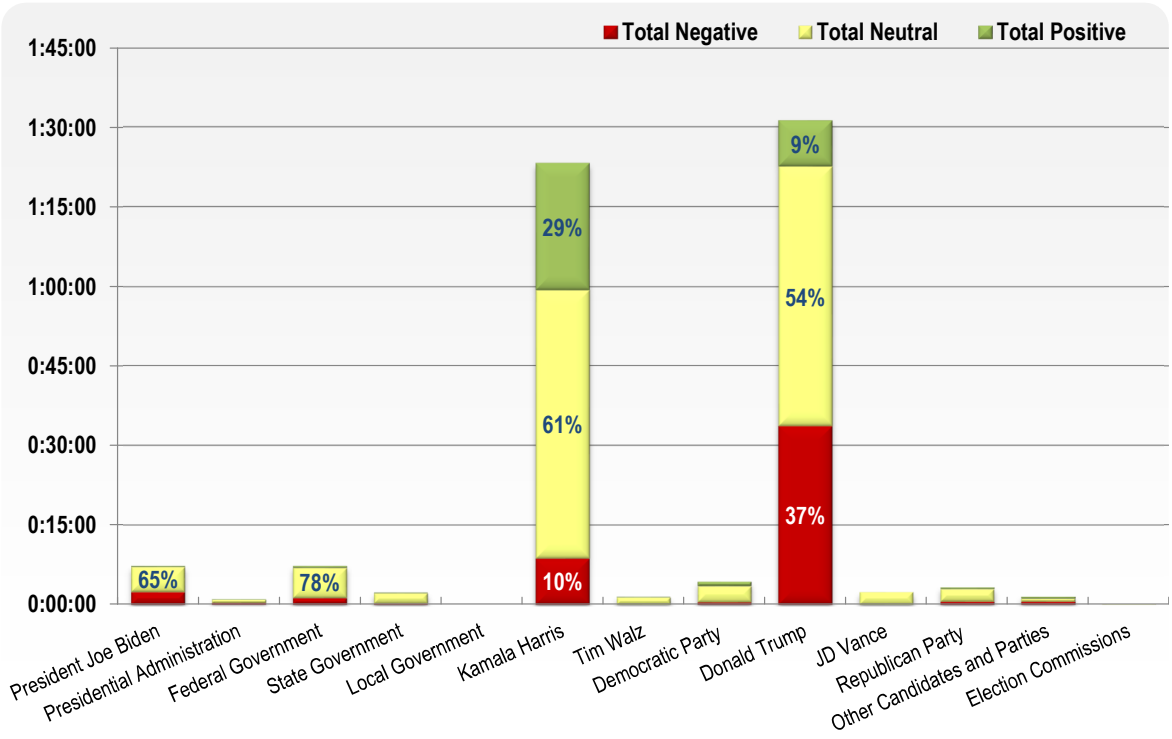

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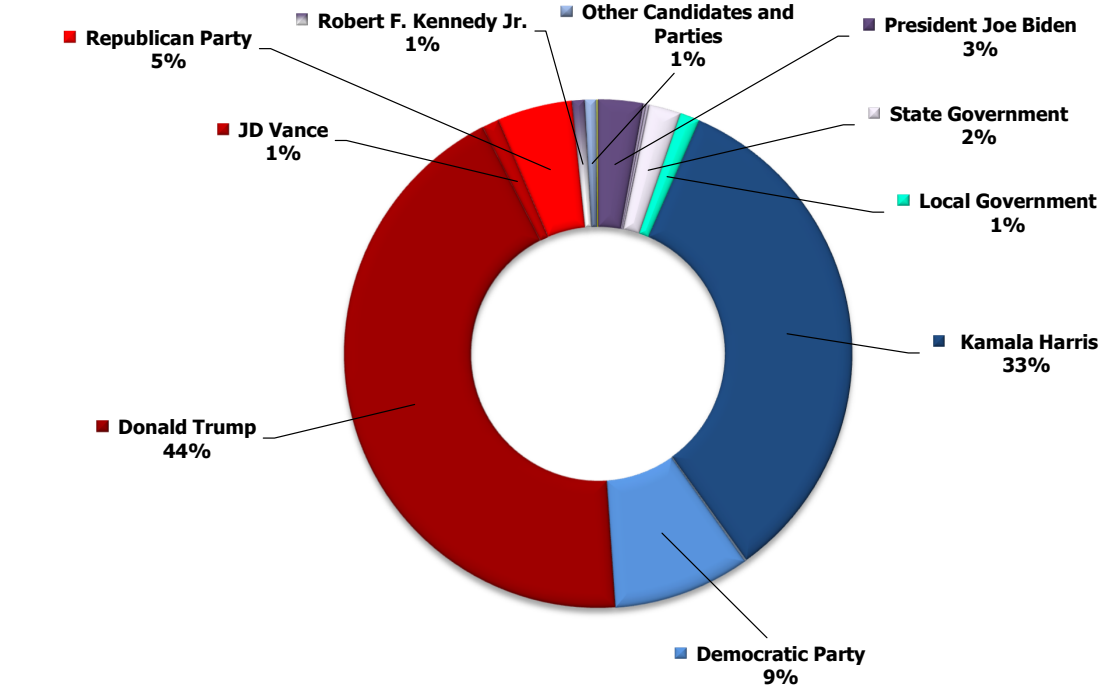
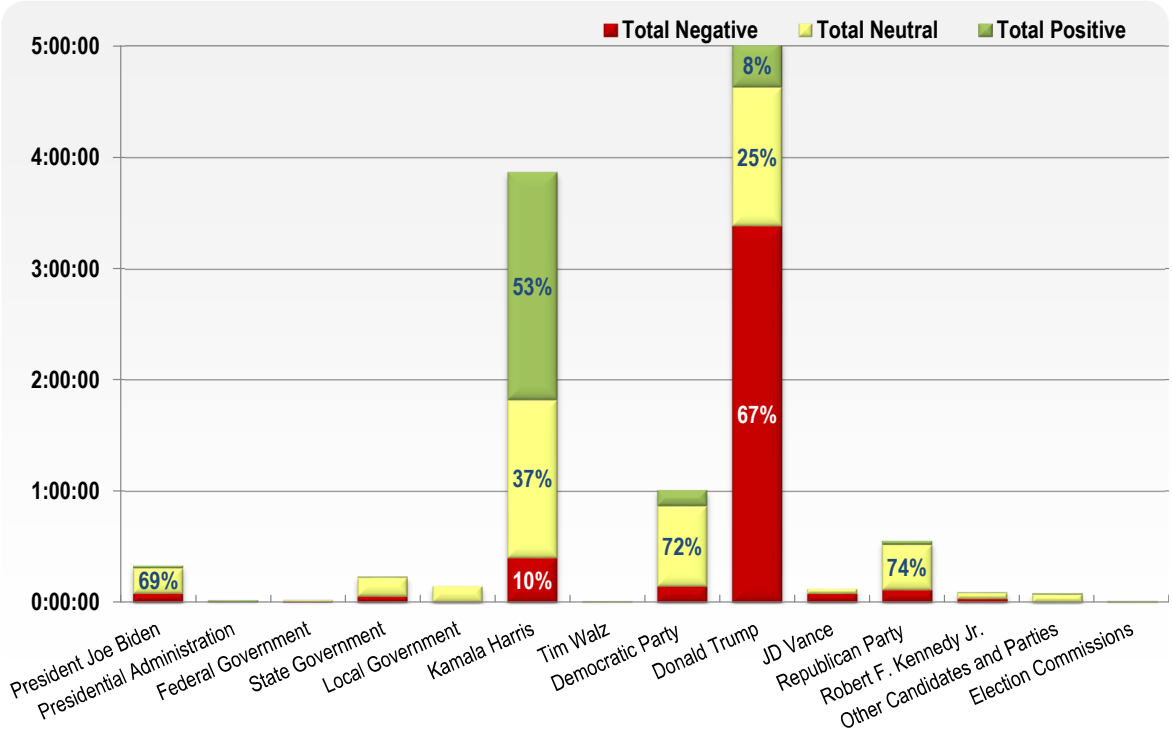
CNN
14/10/2024 - 04/11/2024
Anderson Cooper 360°





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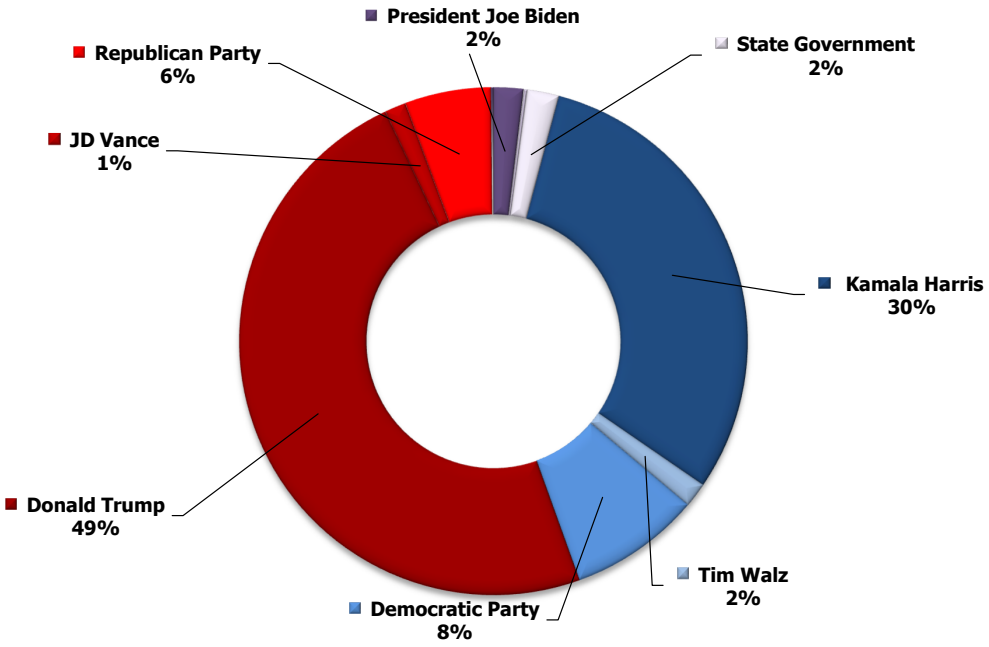
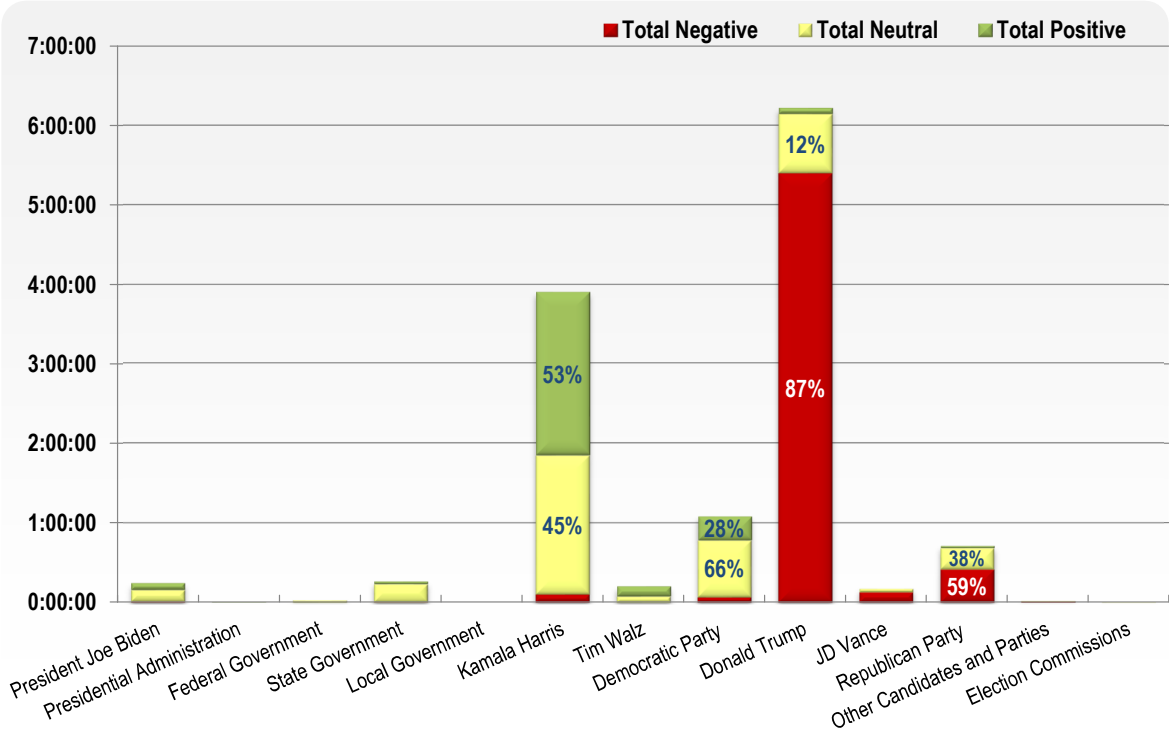
MSNBC
14/10/2024 - 04/11/2024
The Beat with Ari Melber / Saturday and Sunday shows with Jonathan Capehart





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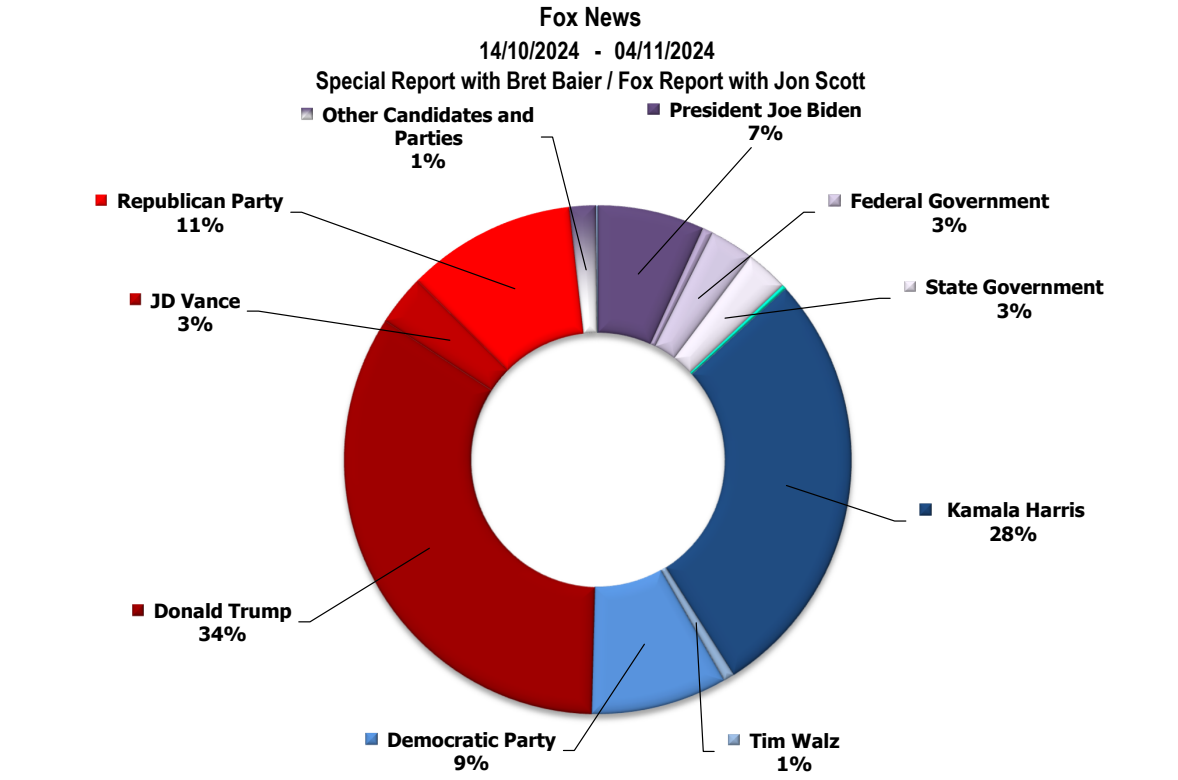

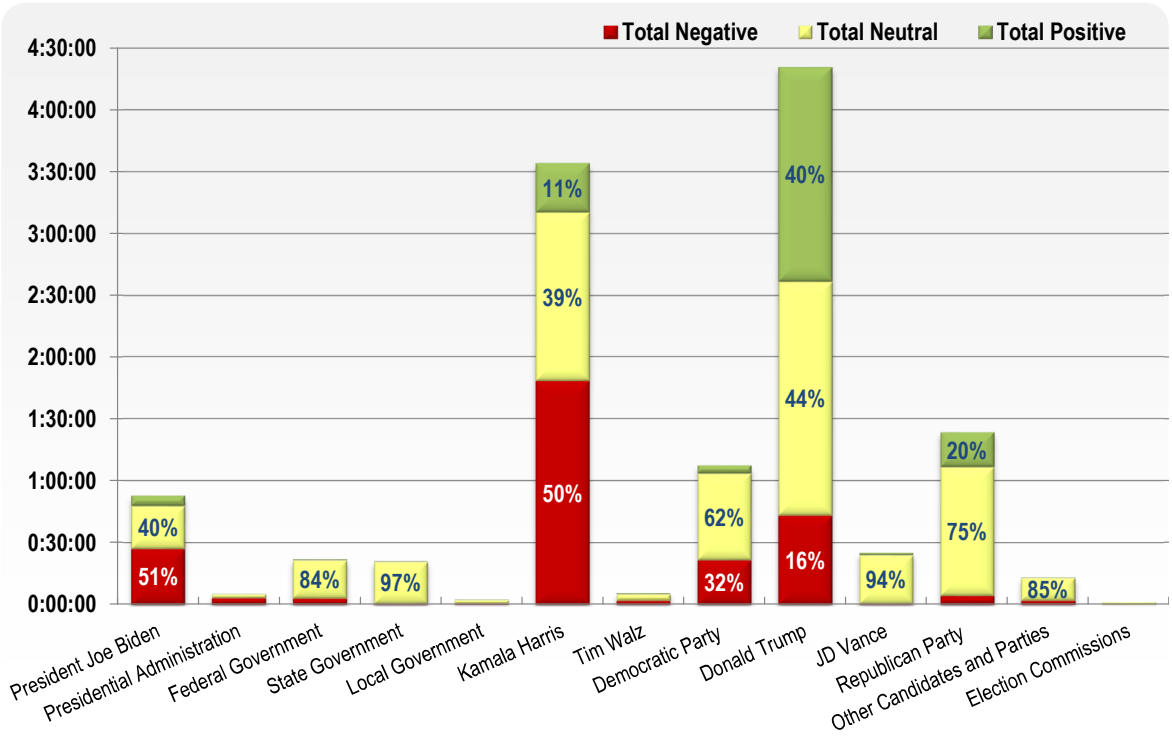

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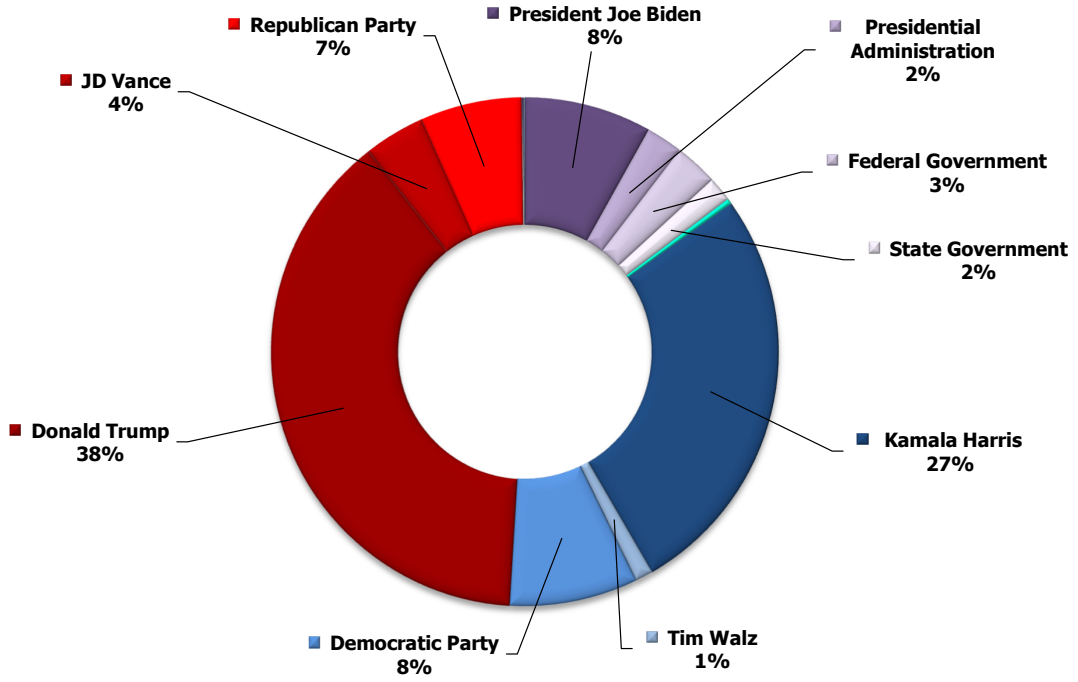
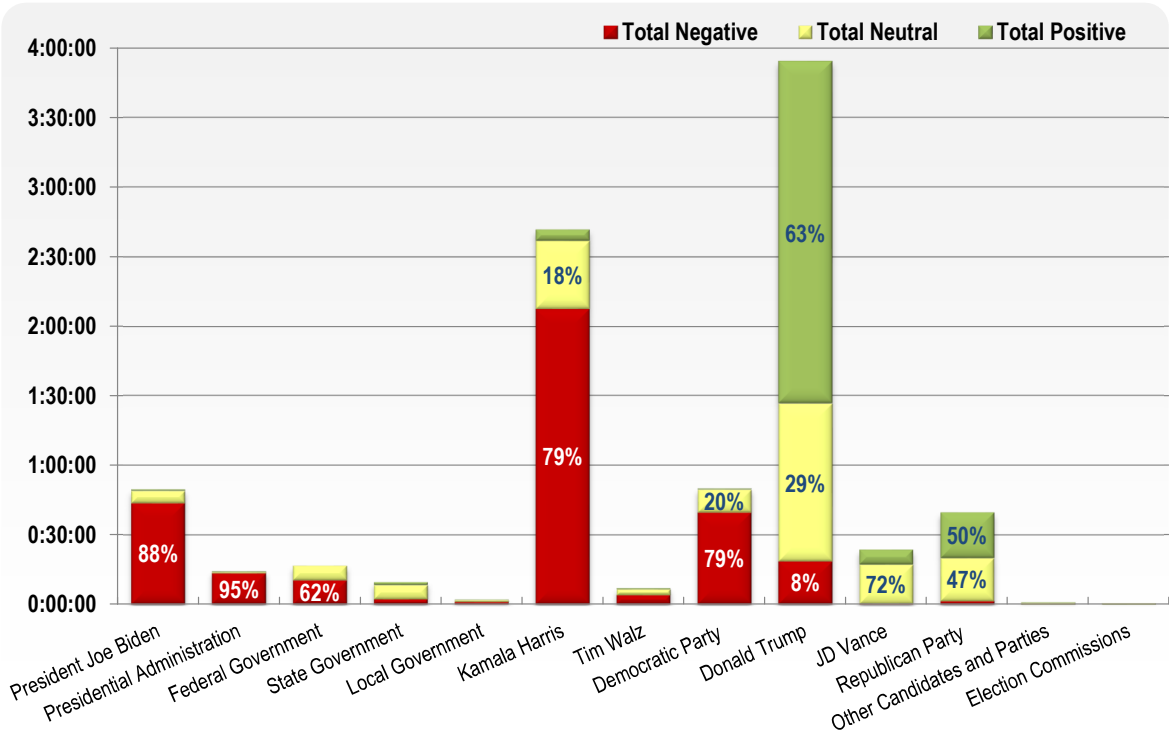
NewsMax
14/10/2024 - 04/11/2024
Rob Schmitt Tonight / Greg Kelly This Week / The Gorka Reality Check





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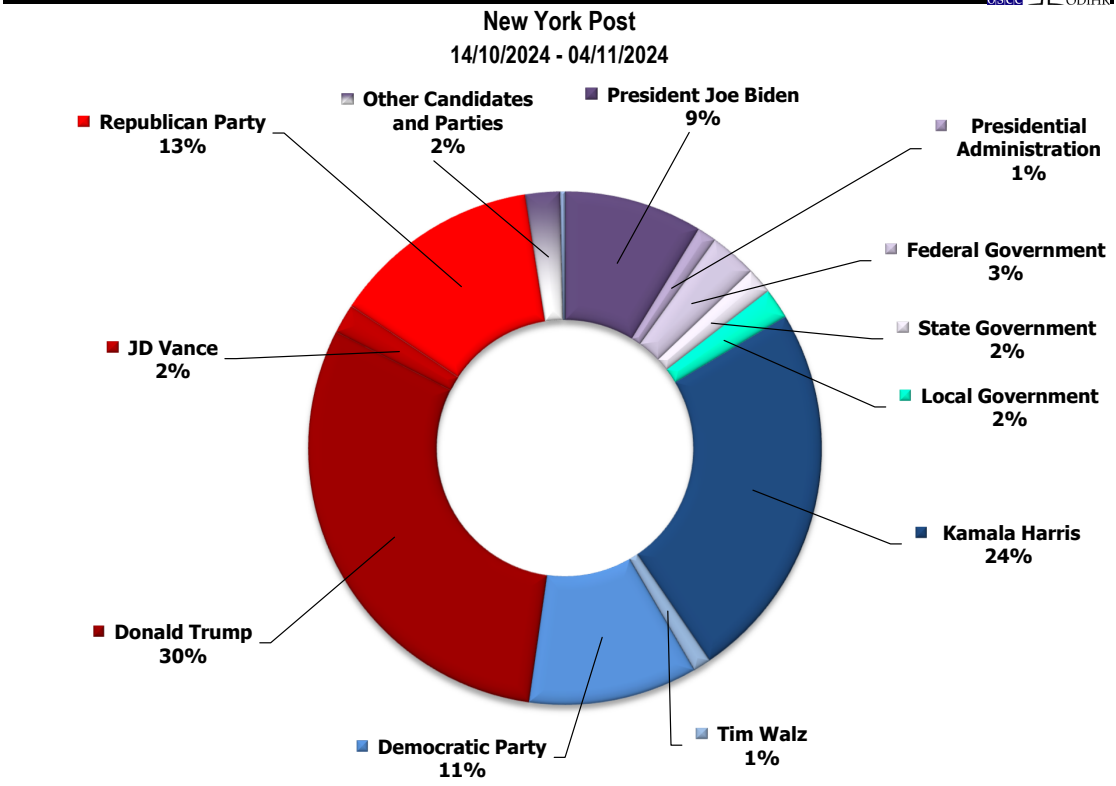

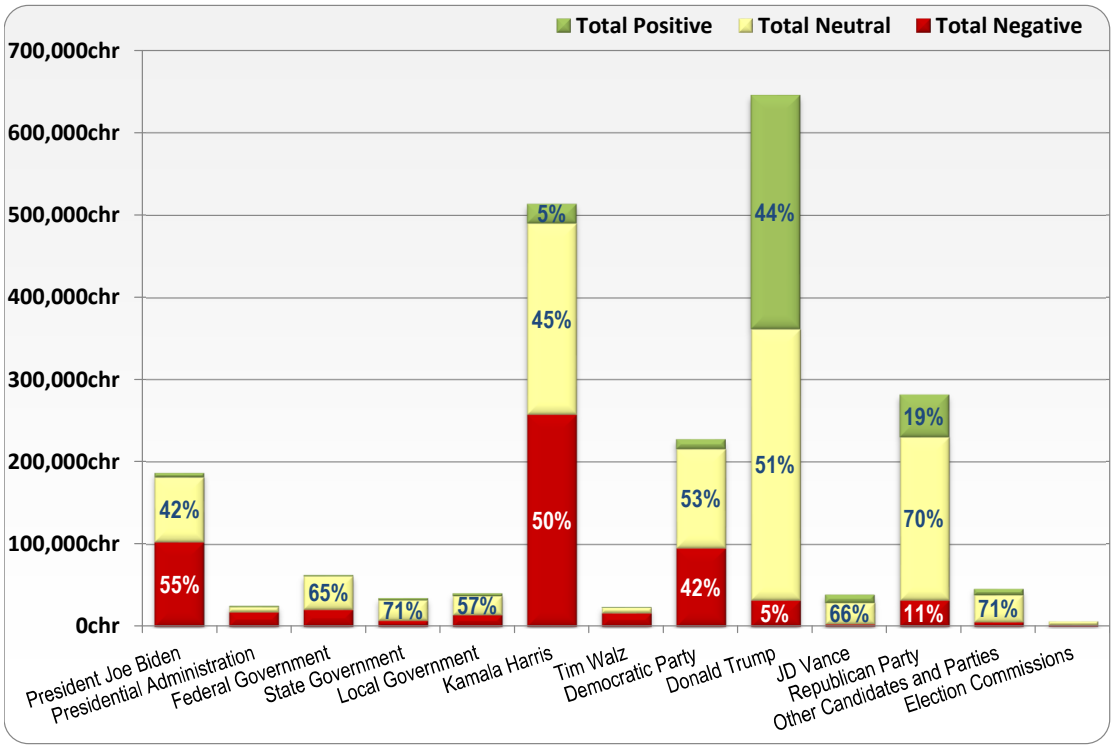

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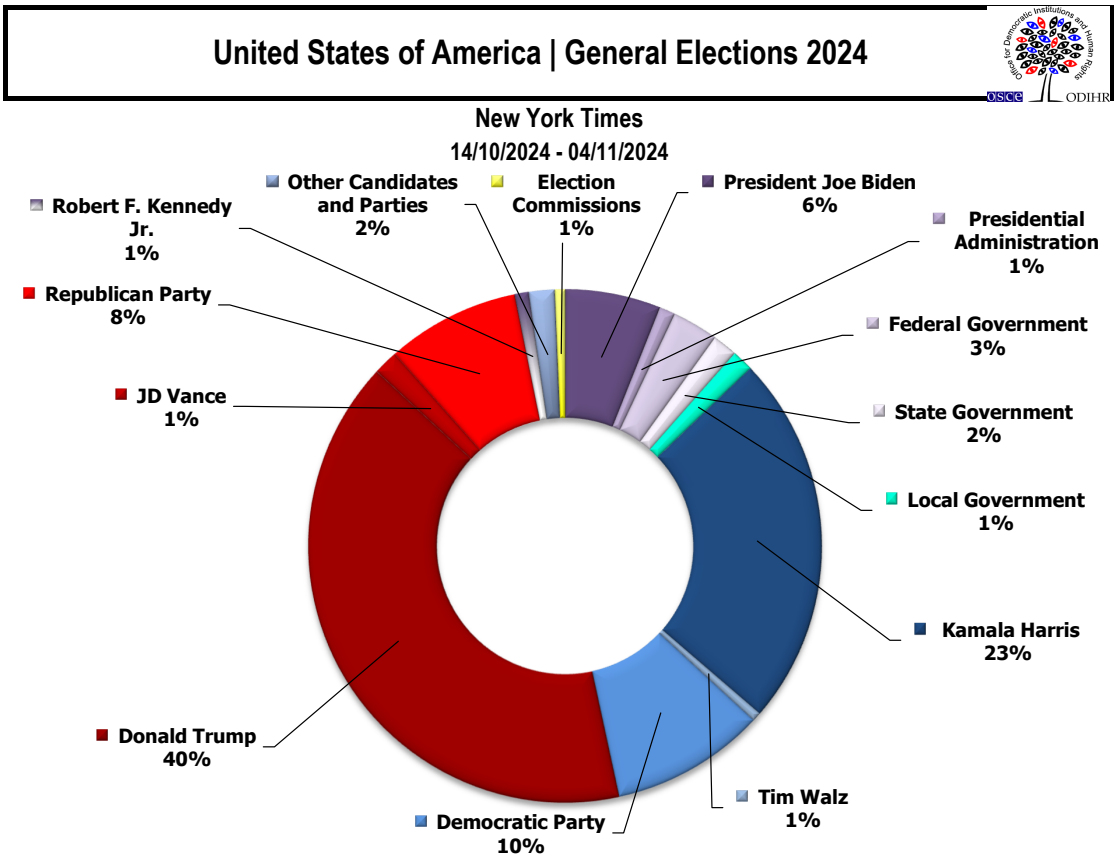

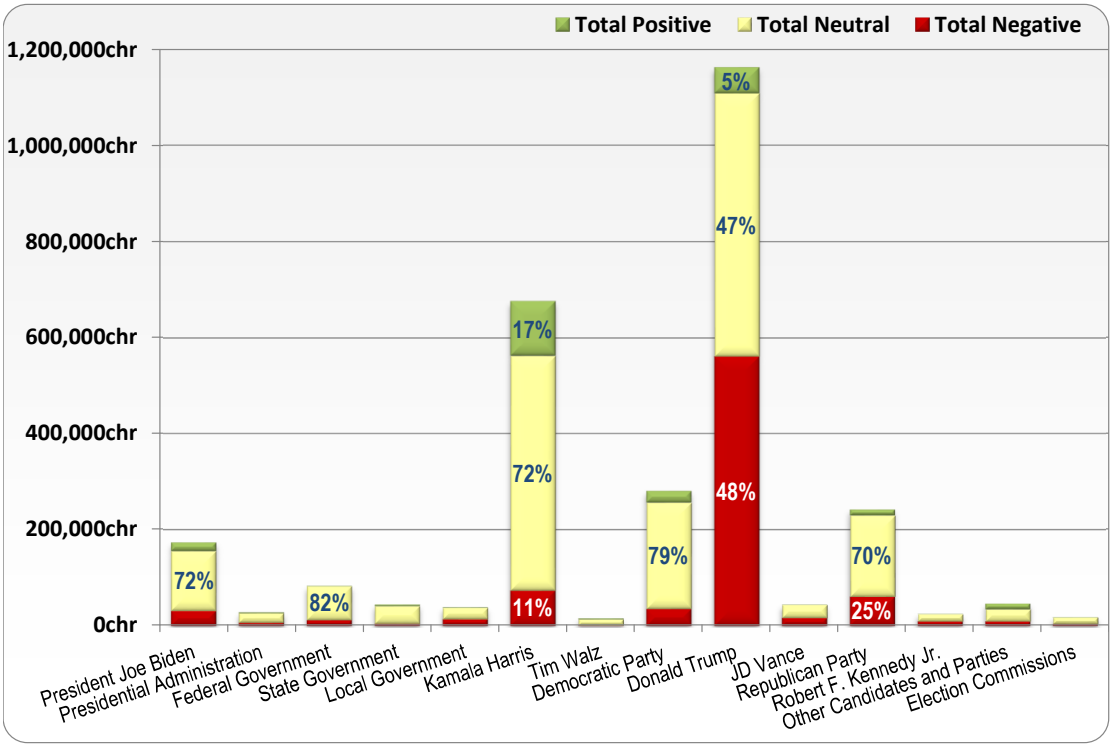

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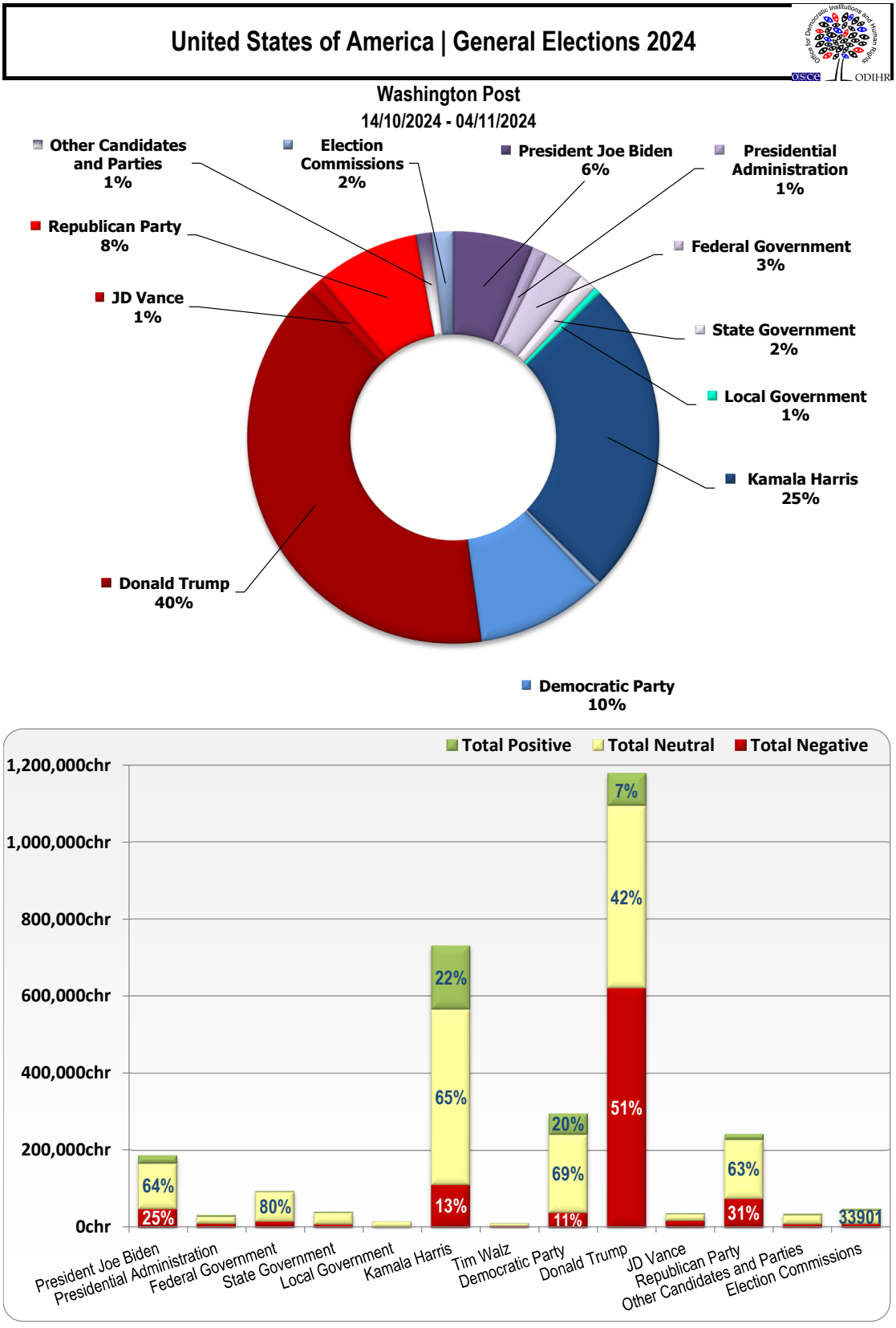

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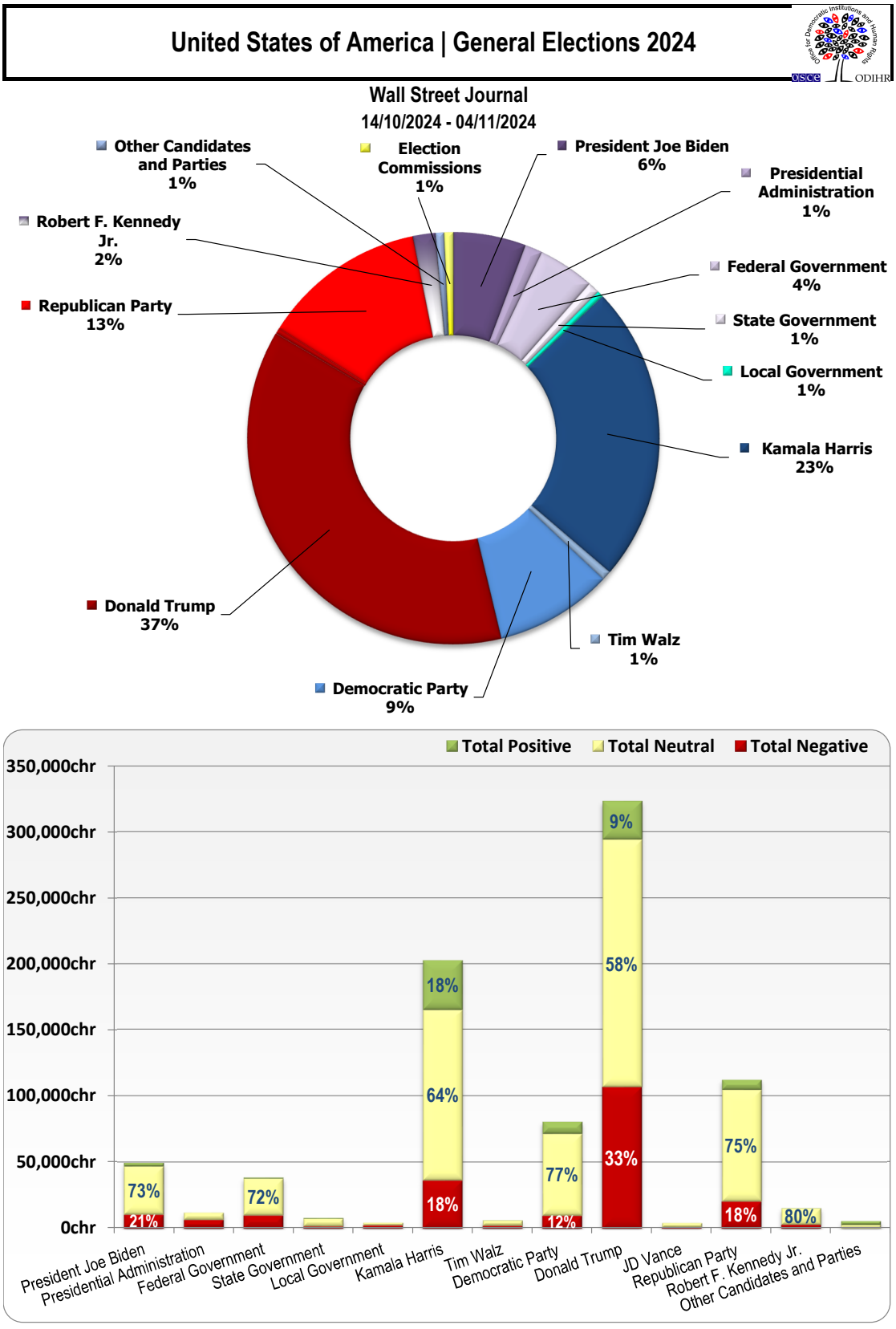

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