Use of the Internet for International News: A Comparative Content Analysis of the
Television Evening Newscasts and Web Videos of the U.S. Stations PBS and NBC and
the German Stations ARD and RTL

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Kristin D. Eckert

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This thesis titled

Use of the Internet for International News: A Comparative Content Analysis of the Television Evening Newscasts and Web Videos of the U.S. Stations PBS and NBC and the German Stations ARD and RTL

by

KRISTIN D. ECKERT

has been approved for

the E. W. Scripps School of Journalism

and the Scripps College of Communication by

Joseph P. Bernt

Professor of Journalism

________________________________________

Gregory J. Shepherd

Dean, Scripps College of Communication

ii
ABSTRACT

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Use of the Internet for International News: A Comparative Content Analysis of the Television Evening Newscasts and Web Videos of the U.S. Stations PBS and NBC and the German Stations ARD and RTL (131 pp.)

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This comparative content analysis examined two weeks without weekends in April 2009 of the U.S. television newscasts PBS NewsHour and NBC Nightly News and the German television newscasts ARD Tagesschau and RTL Aktuell and the relationship to their respective web videos in terms of focus, geographic area, link to television, topic, and format with a special interest in international news. For the 702 stories analyzed it was found that content-wise little is new online; international news online is for the most part imbalanced in terms of topic and geographic area, falling into traditional patterns that neglect the Southern hemisphere. Public-service broadcasters appeared to be the more reliable choice to obtain news on politics and the economy. In addition, different formats of online presentation were found to have evolved between the two countries.

Approved: _____________________________________________________________

Joseph P. Bernt

Professor of Journalism
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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract</td>
<td>iii</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>iv</td>
</tr>
<tr>
<td>List of Tables</td>
<td>viii</td>
</tr>
<tr>
<td>Chapter 1: Introduction</td>
<td>1</td>
</tr>
<tr>
<td>U.S. and German Media Systems</td>
<td>8</td>
</tr>
<tr>
<td>U.S. Broadcast System</td>
<td>9</td>
</tr>
<tr>
<td>U.S. Television Newscasts: PBS NewsHour and NBC Nightly News</td>
<td>13</td>
</tr>
<tr>
<td>PBS NewsHour</td>
<td>13</td>
</tr>
<tr>
<td>NBC Nightly News</td>
<td>17</td>
</tr>
<tr>
<td>German Broadcasting System</td>
<td>19</td>
</tr>
<tr>
<td>German Television Newscasts: ARD Tagesschau and RTL Aktuell</td>
<td>25</td>
</tr>
<tr>
<td>ARD Tagesschau</td>
<td>25</td>
</tr>
<tr>
<td>RTL Aktuell</td>
<td>27</td>
</tr>
<tr>
<td>Chapter 2: Literature Review</td>
<td>29</td>
</tr>
<tr>
<td>International News Flow Factors</td>
<td>29</td>
</tr>
<tr>
<td>Country Comparisons</td>
<td>32</td>
</tr>
<tr>
<td>Homogeneity</td>
<td>33</td>
</tr>
<tr>
<td>Impact on the Audience</td>
<td>34</td>
</tr>
<tr>
<td>Chapter 3: Method</td>
<td>37</td>
</tr>
<tr>
<td>Chapter 4: Findings</td>
<td>40</td>
</tr>
</tbody>
</table>
H1: German stations will air more international news in their newscasts than will U.S. stations. ................................................................. 40
RQ1: How much international news will U.S. and German web videos present? ...... 40
H2: U.S. and German newscasts and U.S. web videos will present geographic areas in an unbalanced way, neglecting the Southern hemisphere. .......................... 44
RQ2: Which geographic areas will German web videos present? ...................... 44
H3: Among U.S. web videos more time than not will have a link to television newscast stories. ................................................................. 48
RQ3: How much time in German web videos will link to television newscast stories? ........................................................................ 48
H4: U.S. and German newscasts will concentrate on politics and economy......... 51
RQ4: Which topics will U.S. and German web videos present? ....................... 51
H5: There will be a shift in format distribution between U.S. newscasts and web videos toward more time invested in interviews and less edited material. .............. 55
RQ5: Which formats will be used in German web videos? .............................. 55

Chapter 5: Discussion ...................................................................................... 59
PBS NewsHour .................................................................................................. 64
NBC Nightly News ............................................................................................... 67
ARD Tagesschau and RTL Aktuell ................................................................. 69
Ethical Concerns ............................................................................................... 73
Online Content ................................................................................................ 73
Lack of Comprehensive International News.................................................. 76

Chapter 6: Conclusion....................................................................................... 82
LIST OF TABLES

Table 1: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Focus of PBS NewsHour and NBC Nightly News in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009 ............................................................... 41

Table 2: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Focus of ARD Tagesschau and RTL Aktuell in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009 .......... 42

Table 3: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Geographic Area of PBS NewsHour and NBC Nightly News in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009 ........................................................................................................... 45

Table 4: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Geographic Area of ARD Tagesschau and RTL Aktuell in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009 ........................................................................................................... 46

Table 5: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Link to Television and Focus of PBS NewsHour and NBC Nightly News Web Videos, April 14 to 18 and April 23 to 27, 2009 ......... 49

Table 6: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Link to Television and Focus of ARD Tagesschau and RTL Aktuell Web Videos, April 14 to 18 and April 23 to 27, 2009 ......................... 50

Table 7: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Topic of PBS NewsHour and NBC Nightly News in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009 ........................................................................................................... 52

Table 8: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Topic of ARD Tagesschau and RTL Aktuell in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009 .......... 54

Table 9: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Format of PBS NewsHour and NBC Nightly News in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009 ............................................................... 56
Table 10: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Format of ARD Tagesschau and RTL Aktuell in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009

................. 57
CHAPTER 1: INTRODUCTION

The choice is between [the instruments’] full, purposeful, and responsible use to enlarge the mutual comprehension of peoples, on the one hand, and, on the other, their incomplete, undirected, and irresponsible use, with the risk of an increase in international hatred and suspicion as a consequence (Commission on Freedom of the Press, 1946).

This concern of the Commission on Freedom of the Press, published in their report *Peoples Speaking to Peoples*, about international news after commercial broadcasting had established itself in the United States, applies equally to the advent of online journalism, the newest outlet of mass media. The same commission had stated that “it is almost universally accepted [that a free press] is a prerequisite of democratic self-government” (Bates, 1995). In its general report *A Free and Responsible Press*, the commission outlined five requirements for mass media: giving a truthful, comprehensive, and intelligent account of the events of the day in a meaningful context; providing a forum for exchange of comment and criticism; conveying opinions and attitudes of groups in society to one another; presenting and clarifying the goals and values of society; and reaching every member of society (Commission on Freedom of the Press, 1947). These partially translate into the five functions that Wright assigned to mass media including surveillance, newsgathering and distribution about the environment “outside
and inside any particular society,” interpretation and prescription, transmission of culture, and entertainment (Wright, 1959).

Similar to Wright, Burkart described the functions of media in the German democratic, free-market system. Burkhart divided them into social, political, and economic functions, overarched by a general information function. The social function includes socialization, social orientation, entertainment/escapism, and integration. The political function includes establishing publicity [Herstellen von Öffentlichkeit], articulation, political socialization and education, and criticism and control. The economic function includes circulation, which is characterized by knowledge transfer, social therapy, and legitimization of capitalism. The economic function further includes regenerative and manorial functions [Herrschaftsfunktion]. The overarching information function includes transfer of secondary experience, objectivity, comprehensibility, and striving for completeness (Burkart, 2002).

Recently the Code of Ethics of the U.S. Society of Professional Journalists demanded of online journalists that they “tell the story of diversity and magnitude of the human experience boldly, even when it is unpopular to do so” (Society of Professional Journalists, 2008). This is crucial because the audience is not only a group of consumers but at the same time a group of citizens with a right to observe the political process and to participate in the expression of opinion (Habermas, 2008). Within the concept of the audience-as-public “broadcasting has nothing to do with the consumerist hedonism [of U.S. commercial broadcasting]” (McCauley, Peterson, Artz, & Halleck, 2003). In terms of news for consumers, long-term PBS journalist Bill Moyers concluded that there is plenty
in the United States, but little for citizens (Moyers, 2004) as the citizenry is reduced to
consumers only (Artz, 2003; Cook, 2003).

Some have seen the information society and its new technology as the advent of a
new democracy (Schejter, 2003). Since the establishment of the Internet as a mass
medium “its most important promise, many loudly declared, was political. New sources
of online information would make citizens more informed about politics.” This was even
reflected in case law: For instance, in 1997 the U.S. Supreme Court highlighted in its case
*Reno v. ACLU* that the Internet has the potential to establish a much more diverse public
sphere (Hindman, 2009). The coverage of 9/11 gave hope to many that the Internet had
become an alternative to traditional media: “This time, the first draft of history was being
written, in part, by the former audience. It was possible – it was inevitable – because of
the publishing tools available on the Internet […]. We were witnessing […] the future of
news” (Gillmor, 2004). In Germany, a similar confidence in the Internet was expressed in
an essay presented during a 2002 convention on German television coverage of
international news. In the essay the author noted that the synergy effects of the Internet
encourage hope for a higher presence of foreign coverage in public and private media. He
stated that within the worldwide Internet topics could be covered for a broad public in a
sustainable way combined with elaborate background reports to accompany television
programs (Schwanebeck, 2003). This enthusiasm about a new technology or medium to
democracy is not new. Similar utopian notions accompanied the advent of film, radio,
television (McChesney, 1999), and more recently, public-service television. This utopian
impulse needed for a healthy media system – which in turn was found to be a prerequisite
for democratic self-government – has now shifted to so-called new media and especially the Internet (Hoynes, 2003).

There are conflicting reports, however, about whether people seek news increasingly on television or online; evidence exists that they use both. A study by the Pew Research Center for the People & the Press showed a trend for U.S. residents having blended television and online sources to obtain news for more than a decade. The study demonstrated that audiences for most traditional news sources have steadily declined with the number of people seeking news online having surged. Especially younger people were among a sizable minority of U.S. residents who are participating in these trends in news consumption (Pew Research Center for the People & the Press, 2008). Two other studies found that people who watched television tended to also visit the station online (Christen & Huberty, 2007; Kim & Johnson, 2006).

The State of the News Media 2009 report of the Project for Excellence in Journalism stated that 2008 was a milestone in the history of the Web as a news destination as the number of people who began to rely on the web as a regular or even main news source jumped. Especially for national and international news, the web surpassed all other media with the exception of television according to a survey of 3,612 U.S. adults between April and June 2008 by the Pew Center for the People & the Press. Mainstream news sites got the lion’s share of the online audience and enjoyed major gains (Project for Excellence in Journalism, 2009g). The telephone survey by the Pew Center showed that the proportion of U.S. residents who say they obtain news online at least three days a week increased to 37% in 2008, up from 31% in 2006. Daily usage increased to 25% in 2008, up from 18% in 2006. As a consequence, 2008 more people
went online for news regularly than watched one of the nightly news broadcasts (29%) (Pew Research Center for the People & the Press, 2008). Especially people 35 years and younger were found to read online news (Christen & Huberty, 2007; Pew Research Center for the People & the Press, 2008). In 2008 particularly young voters and activists fueled an increase in online news consumption (Project for Excellence in Journalism, 2009i). Overall, the percentage of U.S. residents who go online has been stable at 70% to 75% since 2006. But those who go online do so more often, longer, and increasingly seek news (Project for Excellence in Journalism, 2009i).

A similar trend was observed in Germany. Between 1997 and 2009 more Germans used the Internet and they spent increasingly more time online. In 2009 67.1% (43.5 million) of the German population went online (Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland, 2009b), ten times more than in 1997 when 6.5% (4.1 million) of the Germans had used the Internet (Media Perspektiven, 2008). Moreover, in 2008 Germans went online 58 minutes on average per day, up 2 minutes on average per day in 1997 (Media Perspektiven, 2008). Especially 14 to 29 year-olds favored the Internet over television. They spent on average 120 minutes online daily while only watching on average 100 minutes of television daily, which nevertheless still remains the leading medium in Germany for the foreseeable future (Eimeren & Frees, 2009). Between 2003 and 2008 Germans online most often sought national and international news and increasingly have done so with 52% in 2008, up from 48% in 2003. Similarly, German users increasingly obtained regional news with 40% in 2008, up from 36% in 2003 (ARD/ZDF-Onlinestudie, 2008).
Another growing trend in online journalism has been video clips. A Pew study of March 2007 found that 57% of U.S. adult web users watched or downloaded video, 19% on a normal day; among young adults 3 of 4 accessed video. With the exception of the younger audience, the most popular videos were news, and of those the audience preferred professionally produced clips (Pew Internet & American Life Project, 2007).

In Germany, the national representative online study of public-service broadcasters ARD and ZDF for March/April 2009 found that 62% of all German Internet users watched videos via video portals or so-called Mediatheken, media libraries,1 which function as a collective picture and video memory for television stations such as ARD, ZDF, and RTL (Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland, 2009b; Eimeren & Frees, 2009). In 2008, 12% of German users had at least seldom used a Mediathek, 2% had weekly done so, and 52% knew of them. Seven percent of Germans online had used video podcasts and 55% knew of them. The study concluded that video usage online has increased over the years (Eimeren & Frees, 2009), which is a trend that print media has tried to accommodate. A 2008 survey of 46 online newsrooms of German daily newspapers found that every other newspaper web site offered videos with news beyond the region: 58% provided video clips with local news. Only 13% created their own webcasts; two-thirds relied on video supplied by public-service broadcasters ARD and ZDF (Institut der Deutschen Wirtschaft Köln, 2008a).

1 The study started in 1997 and has become a benchmark for the development of Internet use in Germany (Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland, 2009b).
Albeit the influence of online news is still not well understood (Christen & Huberty, 2007), individual cases hinted at the potential influence of the Internet. In one instance it was demonstrated how the Internet increasingly impacted political activity and participation in Korean politics (Kim & Johnson, 2006). An analysis from the 2004 American National Election Studies suggested a direct effect between Internet use and knowledge acquisition no matter how much a user was interested in politics. But Internet use only influenced users to engage in political campaigning and associated activities if they had been poised already to do so before (Xenos & Moy, 2007). “[A]s the Internet is increasingly integrating conventional mass media […] the way that public opinion is formed and expressed is changing considerably. […] It is safe to say that the Internet has become an important platform for expressing opinions and for revitalizing the public sphere” (Debatin, 2007).

In sum, U.S. Americans and Germans increasingly go online, especially younger people. Both populations increasingly seek news and videos online. In the case of the U.S. population there is evidence that users especially seek news videos, which were produced professionally.

Germany was chosen for this study because of two similarities it shares with the United States. First, both are leading economic powers: the United States worldwide with a gross domestic product of over $14.3 trillion/€11 trillion (Congressional Budget Office, 2009) and Germany in Europe with a gross domestic product of over €2.4 trillion/$3.1 trillion (Federal Statistical Office Germany, 2009). Germany, moreover, is also the fourth largest economy worldwide. Second, both have a leading position in terms of population on their respective continents: the United States on the North American continent with a
population of 305 million (U.S. Census Bureau, 2009) and Germany (apart from Russia, which stretches over Europe and Asia) on the European continent with a population of 82 million (Federal Statistical Office and Statistical Offices of the Länder, 2008).

U.S. and German Media Systems

In his analysis of the German and U.S. television markets, Dirk Wenzel, professor for European relations at the University of Pforzheim, probably best expressed the relationship between the broadcast systems of both countries in his book based on his state doctorate [Habilitation], comparing the economic systems of the German and U.S. television markets: “The attempt to export the U.S. broadcast system to Germany shall prove just as unsuccessful as an attempt vice versa.”

The U.S. and German broadcast systems have historically evolved from different intellectual-cultural [geistig-kulturell] roots, which resulted in diverging institutional structures, and in turn, impacted the potential of the development of the systems. The ideas about how to organize each system held by politicians and the population in both countries has differed dramatically over a long period of time. Nevertheless, both countries showed a trend that their plurality of opinion and diversity in content is increasingly regulated by the development of the market rather than by state rules or corporations. Wentzel warned that this development needed surveillance as it would lead to less competition and would increase the risk of monopolistic expression of opinion in both countries (Wenzel, 2002).

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2 The original quotation in German reads: “Der Versuch die amerikanische Rundfunkordnung nach Deutschland zu exportieren, duerfte ebenso erfolglos sein wie ein umgekehrter Versuch” (Wenzel, 2002), translation by author.
U.S. Broadcast System

The U.S. broadcast system is mainly commercial. Unlike public-service broadcasters such as the British Broadcasting Company (BBC) or the German broadcasters ARD and ZDF, federal financial support only contributes a small part to funding for U.S. public-service broadcasting (Kleinsteuber, 1998). The development of the U.S. communication system has been based on the notion of a “marketplace of ideas,” which is anchored in the constitutionally protected freedom of speech and freedom of the press clauses in the first amendment. Over time, however, the marketplace came to dominate the ideas (Peterson, 2003). Similar to the German system, though not as extensive, the rulings of the U.S. Supreme Court have contributed to interpreting the role of media in U.S. society due to a lack of specific media laws. Starting with U.S. Supreme Court judge Oliver Wendell Holmes Jr. in 1919, the press was interpreted as a cornerstone of democracy; a public good that was best served by a “free trade of ideas” (Kleinsteuber, 1998). In the beginning of U.S. broadcasting in the 1920s, a minority radio reform movement, formed by educators, advocated non-profit, public-service broadcasting (Baym, 2000). In the late 1920s U.S. residents called for supervision of radio by the government to preserve national identity, and U.S. values of diversity and freedom of expression (Hilmes & Henry, 2007). But the commercial networks prevailed over these voices and created a dominant commercial system: The Radio Act of 1927 established the commercially oriented Federal Radio Commission (FRC) to handle licensing of frequencies favoring stations, which best served the “public interest, convenience, and necessity” without further defining these three terms (Baym, 2000). Corporate leaders of the industry such as AT&T, General Electric, and Westinghouse
together launched the first broadcast network, NBC, in 1926 (Hilmes & Henry, 2007), and then convinced Herbert Hoover and the FRC that the commercial broadcasting their network provided would best serve the public interest, convenience, and necessity (Baym, 2000). But NBC saw itself in the beginning, more than anything else, as an intermediate making profits by linking sponsor produced shows with ears (and later eyeballs) of the audience; from the start NBC saw radio was an advertisement medium (Hilmes & Henry, 2007). The Communications Act of 1934 transformed the FRC into the Federal Communication Commission (FCC) and the commercial structure became politically and ideologically “sacrosanct” (McChesney, 1999). While the FCC is independent of the government it is influenced by the communication industry and thus has preferred commercial broadcasters over public-service stations (Kleinsteuber, 2004; Wenzel, 2002).

Commercial television established itself in the 1950s and 1960s with advertisers heavily influencing and even producing the programs (Cook, 2003; Hilmes & Henry, 2007). Public-service television was added to the system rather as an afterthought (Schejter, 2003). In reaction to the dominance of commercial broadcasting the Carnegie Commission was established in 1967 to address the issue. The commission came to the conclusion that a well-financed, well-directed educational television system must be created to fulfil the needs of the U.S. public, which were not met by the current system of educational stations because it was found too small and ineffective. The commission developed a vision of public-service television that would advocate diversity and cultural enrichment and so would offer an alternative to commercial television (Carnegie Commission on Educational Television, 1967). Included in the report of the Carnegie
commission was a recommendation to set up a trust fund fueled by a manufacturer’s excise tax on television to assure stable financing and to free the newly created Corporation for Public Broadcasting (CPB) from annual government budgeting and appropriations. But Congress removed the trust fund suggestion from the legislation. Thus, since its start public-service broadcasting never had sufficiently stable federal funding\(^3\) to operate fully and independently of corporate sponsors (Carnegie Commission on Educational Television, 1967; Cook, 2003; Starr, 2003). What gained some freedom from government also caused National Public Radio (NPR) and the Public Broadcasting System (PBS) to cater to the palate of their individual and corporate sponsors (McCaulley et al., 2003). Interestingly, the philanthropic Ford Foundation and the Carnegie Corporation played a critical role in the formation and the development of public-service broadcasting. They believed in social engineering led by an enlightened elite to uphold the status quo of corporate liberalism. The Ford Foundation “virtually invented noncommercial television,” and along with Carnegie “controlled – indeed orchestrated – the rise of public television at each stage of its development” (Baym, 2000). Two years after the creation of CPB and PBS another ruling by the U.S. Supreme Court shaped broadcasting. In the 1969 case of Red Lion Broadcasting Company v. FCC, the court upheld the constitutionality of the fairness doctrine. The FCC had created the doctrine in 1949 and it evolved over the years to require broadcasters to air opposing sides of controversial issues of public interest and to give free airtime for counter statements if

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\(^3\) In 1978, 1987, and 1988 Congress proposed different fees for license holders, license transfer or sales on broadcast equipment to subsidize public television but each time industry lobbyists killed the bill (Starr, 2003).
someone was personally attacked (Hershey, 1987; Kleinsteuber, 2004). In 1987 the FCC changed its mind and abolished the fairness doctrine because it found the principle to be unconstitutionally restricting the free speech of journalists and to stifle debate (Hershey, 1987).  

In sum, the U.S. broadcast system was set up as a hybrid between commercial broadcasting supposedly based on a public-service mandate – but in fact only offering commercial entertainment – without a complete bifurcation of the two, which is not seen as a contradiction to public-service in the United States. Over history, U.S. executives and legislators tried to induce more quality and public-service elements into mass communication such as with the mentioned Radio and Communication Acts, the 1936 Committee of Civic Education (Hilmes & Henry, 2007), and the Hutchins and Carnegie Commissions in 1947 and 1967 respectively. The findings of the Carnegie Commission eventually led to public-service television to maintain media competition (Kiernan & Levy, 1999) and to fill the gaps left by commercial television. More recently, in May 2008, the U.S. Senate stopped additional media consolidation (McChesney & Nichols, 2008). Nevertheless, U.S. society firmly believes in private ownership of cultural institutions, which may explain why only 6 companies ruled the U.S. media landscape in 2000, down from about 50 in 1983 (Berkman & Shumway, 2003). Hilmes counted 5

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4 President Barack Obama has not expressed support for reinstating the fairness doctrine, and two opposing amendments presented in the U.S. Senate in February 2009 have kept the issue in the air. A future FCC ruling, which is expected later in 2009, on new localism requirements would present another chance to revive the fairness doctrine (Eggerton, 2008; Schatz, 2009).

5 Broadcasters believed that too much information and education was not the audience’s desire: “[NBC]’s Blue Network is still overloaded with educational, agricultural and public service features … They are not audience building shows nor do they compel the attention and interest of prospective sponsors and agencies” (Hilmes & Henry, 2007).

U.S. Television Newscasts: PBS NewsHour and NBC Nightly News

PBS NewsHour

As mentioned above PBS was established by the Public Broadcasting Act of 1967, signed into law by President Lyndon B. Johnson on November 7, 1967 (Corporation for Public Broadcasting, 1967a) with the hope that public-service television would revolutionize not only U.S. television but through it U.S. culture and democracy (Baym, 2000). The Public Broadcasting Act stated in point number one of its policy that “it is in the public interest to encourage the growth and development of public radio and television broadcasting, including the use of such media for instructional, educational, and cultural purposes.” The policy also stated to include diversity in its programming, to take creative risks in the public interest, and to address the needs of unserved and underserved audiences, particularly children and minorities (Corporation for Public Broadcasting, 1967b).

The PBS signature newscast NewsHour, which has won Emmy, Peabody, and Columbia-Dupont Awards, emerged in 1975 from a political struggle between public broadcasting and the Nixon administration.6 The NewsHour was scheduled after the

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6 *NewsHour* founder Robert MacNeil said the majority of public-service stations at that time thought that public-service television should not be doing “anything in the public affairs area” because they thought their mission should be cultural and educational programming and entertainment in high taste. The public-service stations argued that commercial television was providing sufficient news (Hickey, 1995). After Robert MacNeil and Jim Lehrer pushed PBS to air the Watergate hearings, PBS enjoyed a boost in popularity, which set the scene for a new kind of newscast. The predecessor of *The NewsHour*, called *The Robert MacNeil Report* first went on
newscasts of the three U.S. networks to complement their coverage by providing an in-depth analysis of the major story of the day\(^7\) (Jarvik, 1997). Since 1983, when PBS expanded the *NewsHour* from half hour to an hour,\(^8\) the newscast has enjoyed a more stable audience than commercial newscasts. Between July 2007 and June 2008 1.1 million viewers\(^9\) watched the newscast in an average minute per night (Project for Excellence in Journalism, 2009a).\(^{10}\) From the start, *The NewsHour* attracted loyal viewers among opinion leaders (Jarvik, 1997). Advertising directors at General Motors viewed the PBS target audience as a group of people who influence the thinking of many others in their community (Starr, 2003). Rob Flynn, *NewsHour* vice president of communications and marketing, said a high proportion of *The NewsHour* viewers are opinion leaders (Jensen, 2008b). In addition, the audience of *The NewsHour* is “quite addicted” to the show (Robertson, 2001). *NewsHour* viewers are more educated and have a higher income than the U.S. public and viewers of commercial newscasts. More than 34% of *NewsHour* viewers have a college degree, compared to 28% of the U.S. public and 23% of the network viewers. More than 30% of *NewsHour* viewers made more than $75,000 annually, compared to 27% of the U.S. public and 24% of the network viewers.

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\(^7\) This followed a tradition at WNET where in the 1960s *New York Times* editor Lester Markel hosted a similar show called *News in Perspective* and also was inspired by the current affairs program *Panorama* at the BBC (Jarvik, 1997) for which Robert MacNeil was a reporter between 1967 and 1971 (Hickey, 1995).

\(^8\) In 1983 when PBS expanded the newscast to an hour, it also added a row of co-hosts, and renamed it *The MacNeill/Lehrer NewsHour* (Jarvik, 1997).

\(^9\) This does not take into account the program’s radio rebroadcasts and international distribution (Jensen, 2009a). As of Oct. 2001 The *NewsHour* was carried by 309 PBS stations and broadcast in Africa, Asia, Latin America, and Europe and by eleven NPR stations (Robertson, 2001).

\(^{10}\) During the 2008/2009 winter season, when viewers yearned for hard news on television on the politics of President Obama, the economy, and events in the Middle East, the *The NewsHour* averaged 1.25 million per night (Dana, 2009).
In opinion polls, the public and journalists have consistently ranked *The NewsHour* among the most trusted nightly newscasts (Jarvik, 1997). A Roper poll found that 63% of the regular audience of *The NewsHour* considered the newscast more credible than ABC, CBS, NBC, and CNN (Hickey, 1995). Others have acknowledged it as a television equivalent to the *New York Times*, the newspaper of record. David Zurawik, media critic of the *Baltimore Sun* for 20 years, wrote recently that with radically increasing financial and technological pressures descending on commercial television news providers “*The NewsHour* becomes more important than ever as a source of information that citizens can trust” (Zurawik, 2009). As chasing eyeballs is not the point of *The NewsHour*, founder Robert MacNeil said that its minority audience might show the future of news: “[y]ou don't have to win to be valid […] *The NewsHour* pioneered narrowcasting, which is going to be everybody’s future anyway” (Hickey, 1995).

Online, PBS quickly built a multi-layered website with web pages for most of its programs featuring content that has been honored by several prestigious Webby awards and has generated a commercially desirable audience (Hoynes, 2003). Between February and July 2000, PBS created a link called “News Summary” that led to an audio version of *The NewsHour* with Jim Lehrer, along with around-the-clock updated news and video clips (Schejter, 2003). The PBS website features a micro-site called *The Online NewsHour*, a hub of news in the form of audio slide shows, video, text, and special sub pages dedicated to such topics as health. As of January 2009 the website of *The
NewsHour listed 115 employees for its television and online staff. The website did not rank among the top 50 news websites in 2008 measured by Nielsen online and Comscore (Project for Excellence in Journalism, 2009a) but attracted about 500,000 unique visitors weekly (Jensen, 2009a), double the number over the previous year (Dana, 2009).

The NewsHour has been owned by MacNeil/Lehrer Productions since 1981. In 1994/1995 Liberty Media Corporation, a division of Tele-Communications Incorporated in Colorado, bought two thirds of the MacNeil/Lehrer Productions Inc. for an undisclosed sum (Jarvik, 1997; Jensen, 2009a).

The funding of The NewsHour and PBS has always been a balancing act and a mixture of different sources. PBS and the CPB provide more than $10 million annually for The NewsHour (Jensen, 2009a). Additional funding for the fiscal year ended in June 2009 of about $8 million came from foundations and $4 million from corporations (Jensen, 2009a). Thanks to a temporary grant from the CPB, the budget of the newscast increased by another $4.3 million to $31.5 million (Project for Excellence in Journalism, 2009a). For fiscal year 2009/2010, however, only $26 million are expected (Project for Excellence in Journalism, 2009a).

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11 Of these 115 employees, 97 work in its Washington D.C. headquarters, five correspondents outside Washington D.C., three in San Francisco, and nine in Denver. (Project for Excellence in Journalism, 2009a).

12 The same year MacNeil retired from the show at age 64. In agreement with Jim Lehrer he was not replaced (Hickey, 1995; Jarvik, 1997).

13 The Bush administration proposed cuts in federal funds for public broadcasting eight times, with Congress restoring the money seven times. The latest attempt came in February 2008, when the Bush administration wanted to cut the $400 million in federal funding in half for the fiscal year ending in June 2009 and wanted to take $220 million from the planned $420 million for fiscal year ending June 2010. In addition, the Bush administration wanted to stop advance funding for 2011 (Jensen, 2008a).

14 For instance, Chevron followed Intel, which signed up in spring 2009, as a major sponsor (Jensen, 2009a). In 2008, PBS had signed a deal with Hulu, an online video platform offering free viewing of FOX, NBC, and ABC series and movies (Newell, 2009), to stream its programs “Nova,” “Wired Science,” “Carrier,” and “American Frontiers” preceded by 30-second advertising clips with half of the revenues going to PBS (Mermigas, June 2008).
Excellence in Journalism, 2009a), leaving a gap of $3.4 million. Because of its financial woes, on June 11, 2009 PBS announced a cut of 45 positions (10% of its staff) and a 3.85% pay cut for employees for the six months following July 1, 2009 (Jensen, 2009b).

Despite the financial struggles, *The NewsHour* has invested more in foreign reporting with the help of grants from the Gruber Family Foundation, the Carnegie Corporation of New York, the Ford Foundation, and the Rockefeller Brothers Fund to send correspondent Margaret Warner to China to cover the earthquake there (Jensen, 2008b). *The NewsHour* does not sustain foreign bureaus but uses video feeds, takes advantage of its proximity to foreign officials, sends its correspondents around the world (Robertson, 2001), and uses newspaper correspondents to supplement coverage from Iraq and Afghanistan (Zurawik, 2009).

*NBC Nightly News*

The National Broadcasting Company (NBC) is among the last providers of hard news on commercial television based on carefully written and edited story packages. Among the three commercial networks it enjoys the largest audience for its signature evening newscast *NBC Nightly News* and for its *NBC Nightly News* micro-site on the MSNBC.com web site15 (Project for Excellence in Journalism, 2008e). NBC was established by the Radio Corporation of America in 1926 (Hilmes & Henry, 2007). It is owned by NBC Universal of which 20% are owned by Vivendi, a French media

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15 *CBS Evening News* came in third among the three networks in 2007 in terms of average audience per night with about 6.3 million (Project for Excellence in Journalism, 2008e). CBSnews.com trailed the web sites of ABC and NBC with 9.2 million unique monthly visitors in 2007, ranking eleventh among most top news websites in 2007 (Project for Excellence in Journalism, 2008g).

NBC maintains 12 foreign bureaus after closing its bureau in Mexico City in 2008. In addition, the network has pulled its full-time reporter from Iraq in 2008 (Project for Excellence in Journalism, 2009c).

NBC Nightly News is the revenue leader among the network evening newscasts: NBC News was estimated to have revenue of around $800 million in 2008. NBC, MSNBC, and MSNBC.com together are said to have earned pre-tax profits of $400 million (Project for Excellence in Journalism, 2009c). NBC Nightly News also led in the number of viewers among the networks with 8.6 million on average per night in 2008, an increase of 3% or about 272,000 viewers from the prior year (Project for Excellence in Journalism, 2009f).

Online, MSNBC.com was the most popular U.S. news web site among all news websites with 38.9 million unique monthly visitors on average between September 2007 and September 2008 according to Nielsen data, three times as many visitors as its network rivals (Project for Excellence in Journalism, 2009d) and a jump up from 29.2

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16 These bureaus are located in Havana, Bangkok, Amman, Baghdad, Beijing, Cairo, Frankfurt, Hong Kong, London, Moscow, Tel Aviv, and Tokyo. After closing its bureau in Mexico City, NBC relies on coverage by Telemundo for South America (Project for Excellence in Journalism, 2009c).
million in 2007 (Project for Excellence in Journalism, 2009f). MSNBC.com was launched in 1996 as a project between Microsoft and NBC; as of early December 2008 more than 200 people worked for the website at its headquarters in Redmond, Washington, in New York, and in Washington, DC (Project for Excellence in Journalism, 2009d) of which only a few are engaged in actual reporting (Project for Excellence in Journalism, 2009k)\textsuperscript{17}. In 2007 a relaunch created more space for videos and photographs (Project for Excellence in Journalism, 2008g). Within the MSNBC website, \textit{NBC Nightly News} has its own micro site with an in-built video player. Among the video categories is a section labeled “Web Only,” which contains 39 dated and chronologically ordered video clips at any given time.

The State of the News Media 2009 report found “virtually no difference in the news agenda” between the three networks (Project for Excellence in Journalism, 2009b), confirming previous results for national and international events coverage on the networks (Hess, 1996; Larson, 1984; Riffe, Ellis, Rogers, Van Ommeren, & Woodman, 1986; Wallis & Baran, 1990). Because NBC is the oldest network, had the highest audience ratings, and revenues on television and online, and with 19.6 minutes aired the longest network newscast (Project for Excellence in Journalism, 2009c), it was chosen for this study to represent the three U.S. networks.

German Broadcasting System

In Germany a dual broadcast systems allows for public-service and private commercial stations. This, however, was not the case from the beginning of the current

\textsuperscript{17} The Project of Excellence in Journalism State of the Media Report 2009 does not state how many are engaged in reporting.
broadcast system after the end of World War II. After 1945, Germans and Allied Forces contemplated the organization of a new broadcast system modeled after existing examples. Two major developments during the late 1940s and early 1950s have defined the current German system: a strong public-service branch organized in a decentralized, federalistic system.

After World War II, Germans argued for the broadcast model used before, during the Weimar Republic, but – similar to the French model – its centralistic character appeared to give too much power to politicians. The U.S. model demanded a functioning economy, which did not exist in the destroyed country. The British public-service system was deemed the best possibility to finance a new German broadcast system and to ensure distance from the government and independence of advertisers. Hugh Carton Green, BBC Director-General and Director of the North West German Broadcaster [Nordwestdeutschen Rundfunk, NWDR], played a dominant role in establishing such a self-administrated, license-fee based system in all Western occupied zones (Mathes & Donsbach, 2004; Meyn, 2004), which was expanded to East Germany after the reunification of Germany in 1990 (Wenzel, 2002).

The decentralized, federalistic character of the system was first established by U.S. forces as they created individual broadcasting institutions in the newly established German states in the U.S. zone. Again, this system was expanded to all other occupied zones and, after reunification, to East Germany and still dominates the character of the German broadcast system today. U.S. forces, however, also expected that later private commercial broadcasters could be established (Kutsch, 1999).
Since the beginning of public-service broadcasting in Germany in 1923/24, the most important source of funding has been a license fee that citizens who own a radio or television set, or both, pay. The fee has increased over time. According to the latest increase, which went into effect on January 1, 2009, every individual pays a monthly base fee of €5.76/$8.07 for each radio and an additional monthly fee of €12.22/$17.14 for a television set, a total of €17.98/$25.20 for both (Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland, 2009). Annual revenue from the broadcast license fee of €143 million/$204 million was expected for 2009 (Institut der Deutschen Wirtschaft Köln, 2008b).

A first attempt to establish a private national television corporation in 1960-61, by German Chancellor Konrad Adenauer, failed since the German federal constitutional court [Bundesverfassungsgericht] declared it unconstitutional in its first broadcasting ruling of 1961 [Rundfunkurteil]. The decision was based on the separation between the limited competence of the federal administration to only regulate the technical structure of broadcasting on one hand and the sovereignty of the states over cultural assets including broadcasting on the other hand. The result was a second national public-service television station, the Zweites Deutsches Fernsehen (ZDF), established by a treaty between all German federal states [Bundeslämder] on June 6, 1961 (Mathes & Donsbach, 2004).

Over the years, the German federal constitutional court [Bundesverfassungsgericht] has refined the duties of German public-service broadcasters in several rulings [Rundfunkurteile]. Similar to the U.S. fairness doctrine, one central concern has been fair and balanced reporting. In two broadcasting decisions in 1961 and
1981 [Rundfunkurteile], the court stated that, consistent with article 5 of the German constitution on the freedom of speech and the freedom of the press, broadcasters are legally bound to provide a minimum of fair balance in their content [Mindestmaß an inhaltlicher Ausgewogenheit], objectivity, and mutual regard (Meyn, 2004). In addition, the 1981 ruling [Rundfunkurteil] determined that diversity can be achieved by the sum of all stations even if individual stations are offering partial programming [Außenpluralität] as opposed to the rule before that each station had to offer diversity within its own program [Binnenpluralität] (Meyn, 2004).

In addition to these rulings [Rundfunkurteile], treaties between the German federal states [Bundeslämder] further defined the task of public-service broadcasters. The twelfth inter-state broadcasting amendment treaty [Rundfunkänderungsstaatsvertrag] signed in December 2008 included the obligatory article 1 paragraph 11, stating that public-broadcasters must provide a comprehensive overview of international, European, national, and regional events in all essential areas of life to advance international understanding and European integration (Rheinland-Pfalz Staatskanzlei, 2008). Within this framework each of the 16 German federal states [Bundeslämder] regulates broadcasting individually (Meyn, 2004). Despite this sovereignty most of the broadcasting laws of the German federal states [Bundeslämder] are similar to each other in the objectives of broadcasting as a fair and balanced medium. For instance, in the Broadcasting Law of North Rhine-Westphalia [Landesrunkfunkgesetz Nordrhein-Westfalen], as amended in 1998, it is spelled out that:
Program [sic] services shall respect the dignity of man and should contribute to strengthening respect for the life, freedom and bodily inviolability, faith and opinions of others. The moral, ideological and religious convictions of the population shall be respected as shall marriage and the family. Program [sic] services should promote fellowship in united Germany, international understanding, discrimination-free togetherness and genuine equality between men and women, uphold peace and social equality, defend the democratic freedoms and be under a duty of truth. No program [sic] may simply portray individual schools of thought one-sidedly or serve a party or group, pressure group, faith or ideology one-sidedly (University of Oxford German Law Archive, 2000).

Over time and after fierce debate between the two major parties in Germany a private commercial sector emerged, turning the public-service duopoly into a dual system. In the 1980s the doctrine of a free market became more prevalent as business people pushed for deregulation to create privately owned stations. During the 1970s the Social Democratic Party of Germany [Sozialdemokratische Partei Deutschlands, (SPD)] governed, siding with the already existing public-service stations. In 1982, however, a government coalition led by the Christian Democratic Union [Christlich Demokratische Union Deutschlands, (CDU)] and its sister party the Christian Social Union [Christlich Soziale Union Deutschlands, (CSU)] favored business and plans to permit commercial broadcasting took off (Humphreys, 1999; Meyn, 2004). Private broadcasting started on January 1, 1984 with the pilot project for cable distribution [Kabelpilotprojekt] (Meyn,
A detailed legal basis for this development was provided retroactively in 1986 when the federal constitutional court [Bundesverfassungsgericht] ruled that in the new dual broadcast system the constitutionality of commercial broadcasting depended on an existing continued key role for public-service broadcasters and a guarantee for the latter’s existence and further development [Bestands- und Entwicklungsgarantie] (Humphreys, 1999). Only as long as the public-service stations would fulfil their duty to provide basic programming service, the breadth and diversity of private commercial broadcasting did not have to comply with equally high demands for its programming (Meyn, 2004). After the reunification of West and East Germany the preamble of the treaty on broadcasting in united Germany [Staatsvertrag über den Rundfunk im Vereinten Deutschland], which went into effect in January 1992, reconfirmed a guarantee for the existence and further development [Bestands- und Entwicklungsgarantie] of public-service broadcasting, including its participation in all new technical advancements (Meyn, 2004).

Each regional public-service institution of the ARD is chaired by a director [Intendant] who is responsible for the program, controlled and aided by a broadcast council [Rundfunkrat], an administrative council [Verwaltungsrat], and in some cases also an advisory council for programming [Programmbeirat]. The councils are composed of representatives from socially significant groups [gesellschaftlich relevante Gruppen] such as cultural bodies, churches, employers’ associations, trade unions, sport associations, media representatives, communities, universities, and political representatives, who are supposed to represent the public interest (Meyn, 2004).

State regulatory authorities [Landesmedienanstalten] control commercial broadcasting to ensure public accountability. The authorities grant licenses and supervise
the programs, albeit retroactively, to guarantee plurality and diversity. In contrast to the public-service institutions and their councils, the *Landesmedienanstalten* are distinct from the broadcasters (Humphreys, 1999). National commercial television stations that offer a generalist program [*Vollprogramm*] are mandated to include information, education, and entertainment to contribute to the process of formation of political opinion (Mathes & Donsbach, 2004).

During a 2002 media convention on international coverage on German television three functions were carved out for international news. These included providing an objective and comprehensive overview of world events (information), orientation about world events (interpretation), and promoting understanding between cultures (political function) (Schwanebeck, 2003).

*German Television Newscasts: ARD Tagesschau and RTL Aktuell*

*ARD Tagesschau*

The public broadcaster ARD, whose abbreviation stands for Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland (English: Consortium of public-service broadcasters of the Federal Republic of Germany) was founded in 1950 as a consortium of 6 regional broadcasting organizations in association with Radio in the American Sector (RIAS). Currently 9 independently working broadcasting organizations form the ARD; together they employed more than 22,500 individuals as of 2006 (Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland, 2008).
Since December 26, 1952, the ARD has broadcast the *Tagesschau* newscast (English: show of the day) with its signature evening version airing at 8 p.m. for 15 minutes without any commercials. In 2007 more than 8.9 million people watched the newscast,\(^{18}\) a market share of 31.9%. Comparitively, in the same year the other national public-service newscast *ZDF heute* was viewed by 5.02 million people, a market share of 18.4% (Media Perspektiven, 2008).

The *Tagesschau* enjoys credibility with the audience based on a reputation of being more complete, reliable, understandable, and professional than private commercial broadcasters. Hermann Meyn, author of the standard work *Massenmedien in Deutschland*, neatly explained the *Tagesschau*: “When at 8 p.m. the gong sounds, it is not a show that starts but a ritual because the *Tagesschau* is an institution, more firmly set in stone than days off on Sunday\(^{19}\)” (Meyn, 2004).

On its homepage the *Tagesschau* features a small built-in video player in the upper right hand corner, which plays a webcast called the *Tagesschau in 100 Sekunden*. The newscast has been available since July 16, 2007 on Eins Extra, a digital information service provided by ARD. Advertised as “in 100 seconds around the world,” the newscast promises to offer headlines about the most important world events (Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland, 2009a). Because of its prominent position the webcast was chosen as the web video element of ARD for this study.

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\(^{18}\) This included the audience of the national ARD station as well as its regional affiliates (Media Perspektiven, 2008).

\(^{19}\) “Wenn um 20 Uhr der Gong ertoent, beginnt keine Sendung, sondern ein Ritual, den die *Tagesschau* ist eine Institution, fester betoniert als der arbeitsfreie Sonntag ” (Meyn, 2004).
Radio Television Luxemburg (RTL) is a commercially funded television channel in Germany established in 1984, the first commercial private station in Germany. RTL is part of the RTL Group. The German media corporation Bertelsmann AG owns 90.3% of the RTL Group, the remaining 9.7% are publicly traded at the stock exchanges in Brussels and Luxemburg. Bertelsmann AG claims for its RTL Group the leading market position in broadcasting and production in Europe. As of December 2008, RTL Group stated revenues of €5.8 billion/$7.8 billion for fiscal year 2008. The Bertelsmann website stated that RTL Group employs 12,360 people (Bertelsmann AG, 2009a). The Bertelsmann AG itself is not publicly traded; but 76.9% are owned by the Bertelsmann Foundation and 23.1% by the German Mohn family. The corporation derives 35% of its business volume from the RTL Group (Bertelsmann AG, 2009b).

As a private national generalist program, RTL is bound to the minimum requirements for information, education, and entertainment as defined by state law (Mathes & Donsbach, 2004). Its signature evening newscast RTL Aktuell is broadcast weekdays at 6.45 p.m. for 15 minutes. In 2007 3.85 million viewers watched the newscast on average per night, a market share of 18.3%, ranking first among all German commercial newscasts. The same year, the second ranking German commercial newscast SAT. 1 News was watched by 1.9 million viewers per night, a market share of 9.9%, followed by the third ranking German commercial newscast ProSieben Newstime with 1.34 million viewers per night, a market share of 5.3% (Media Perspektiven, 2008). On its homepage RTL Aktuell features a built-in webcast player in the upper right hand
corner, which plays *RTL Video News Kompakt*, a summary webcast of about a minute. It is not labeled web-only but was not listed in the RTL television program guide. Because of its prominent position on the homepage of *RTL Aktuell* and its non-existence on television, it was chosen as the web element for RTL for this study.

This study examined how well the leading commercial and public-service newscasts in the United States and Germany explored the opportunities the Internet affords for expanded coverage online, especially in regard to international news. This study focused on international news beyond a nationalistic angle examining how many news web videos of the four networks presented domestic versus international news, especially *without* home country focus and how many of these news web videos of were shovel ware from television newscasts.
CHAPTER 2: LITERATURE REVIEW

International news studies were first conducted in the 1950s and 1960s when especially Scandinavian scholars began researching foreign coverage (Chang, 1998; Kariel & Rosenvall, 1984; Stevenson & Cole, 1984; Wu, 1998). Since then many studies have concentrated on international news flow factors, country comparisons, homogeneity between traditional and new media as well as among traditional and new media respectively, and impact on the audience.

International News Flow Factors

Included among factors found to influence international news were agenda-setting effects, regionalism, geographic size, proximity, eliteness, cultural affinity, and political and economic interest of host countries (Chang, 1998; Kariel & Rosenvall, 1984; Wu, 1998; Wu, 2003). For instance, a content analysis of the New York Times, ABC, CBS, and NBC found that the New York Times covered only about a fourth of a sample of world events; the networks mentioned only about a tenth. This study concluded that events which were deviant from U.S. national values and which occurred in nations of political and economic significance to the United States were more likely to be covered in the news (Shoemaker, Danielian, & Brendlinger, 1991). Of all 138 national elections worldwide held between January 1, 1998 and May 1, 2000, the three U.S. networks and CNN failed to cover 102 at all. The networks thought its audience had little interest in international elections unless a foreign country was perceived as a threat (Golan & Wanta, 2003). The size of a television station was shown to play a role in the amount of
international coverage in a content analysis of tapes and scripts from 14 stations located in Michigan and Oregon. Results found that smaller stations emphasized state and regional news; larger television stations privileged national and world events (Bernstein, Cassara, & Laue, 1990). A 1988 to 1992 study of the three U.S. networks found that 21 countries accounted for 79% of international dateline stories. International news coverage fell into three categories: three fourths of international dateline stories reported about nations of permanent interest to the United States, another dominant topic were crisis regions, and the third category of interest were countries where other important events occurred such as elections, summits, and athletic competitions (Hess, 1996). A 1971 to 1981 study of the three U.S. networks found that a substantial amount of newscast coverage was dedicated to international news: 7 of 17 stories (40%) or 10 minutes of the 22 or 23 minutes of a newscast (45%). Among international stories, however, 27% reported about crisis. In terms of geography, 66% covered Western Europe and the Middle East, but only 15% Asia, Africa, and Latin America combined. These regional differences were found to parallel major U.S. foreign policy. “No clear trend […] toward more broadly-based coverage, involving more nations, especially developing ones” could be found (Larson, 1984). Another content analysis of disaster coverage in a sample of major newspapers, magazines, and U.S. television network news for periods in 1960 and 1984 revealed that the number of deaths in natural disasters and the geographic location of the news affected the amount of coverage received. News about U.S. natural disasters was given disproportionate attention in the U.S. press, but no consistent biases in favor of other parts of the world were found (Singer, Endreny, & Glassman, 1991).

20 Constant regions of interest to the United States at the time of the study included the Soviet Union/Russia, Israel, Great Britain, France, Japan, and Germany (Hess, 1996).
A 1998 textual-critical analysis of one PBS *NewsHour* newscast found that the program focused on international news much more than *NBC Nightly News* and *ABC World News*, but also that *The NewsHour* displayed an emphasis on explicitly pro-U.S. democracy coverage matched by consistent criticism of communism and socialism (Baym, 2000). More recently, a 2006 study by the group Fairness and Accuracy in Reporting (FAIR) found that *The NewsHour* lacked diversity and privileged domestic over international stories by roughly a 3-to-2 ratio (374 to 232). The topic that was covered the most, with 81 segments, was the war in Iraq for which sources that supported staying in Iraq outnumbered voices for withdrawal 5 to 1. The findings echoed a 1990 FAIR study (Rendall & Hollier, 2006). The State of the News Media Report 2009 confirmed that in 2008, *The NewsHour* covered international events far more extensively than the three commercial U.S. networks. *The NewsHour* devoted 23% of its newshole to foreign affairs with and without U.S. focus compared to only 13% of the *NBC Nightly News* newshole. Six of the top ten stories on *The NewsHour* covered international events: the war in Iraq (6% of the newshole), the cyclone in Myanmar, events in Afghanistan and Pakistan, the election in Zimbabwe, and the Israeli/Palestinian conflict (each 1% of the newshole). In contrast, only 3 of the top ten stories on *NBC Nightly News* covered events outside the United States: the war in Iraq (3% of the newshole), the war in Afghanistan, and China (each 1% of the newshole) (Project for Excellence in Journalism, 2009b). No wonder, as U.S. networks withdrew correspondents from Iraq and focused on the national election and the (national) economy. Only 11% of the overall newshole of the three commercial U.S. networks was devoted to foreign affairs, down from 24% in 2007 (Project for Excellence in Journalism, 2009c).
Country Comparisons

In terms of country comparison, a 1984 study, analyzing data from at least three daily newspapers and the main broadcasts from 17 nations around the world, showed more attention was paid to local coverage than to any other region for every country with the exception of Venezuela. Local coverage in most media was followed by coverage of Western Europe and North America (Stevenson & Cole, 1984).

Several studies have compared U.S. and German international news coverage. An April to June 1979 study for the United Nations Educational Scientific and Cultural Organization (UNESCO) by the International Association for Mass Communication Research on international reporting in 29 countries showed that for the two-week sample CBS television newscasts featured on average 4 stories or an average length of 266 seconds of international news per day. In contrast, news on German public television stations ARD and ZDF\(^{21}\) presented on average 14 and 15 stories or an average length of 515 and 530 seconds of international news per day respectively (International Association for Mass Communication Research, 1985). Similarly, in a November to December 2000 study of news practices in 10 different countries, German regional public-service television stations in Berlin and Mainz were found to feature more international politics in their newscasts with 1.8% and 1.4% of the newshole respectively, than local newscasts of television stations in New York and Athens, Ohio, with 1.5% and 0% of the newshole respectively (Reinemann & Eichholz, 2006; Skewes & Black, 2006). More recently a University of Leipzig master’s thesis compared coverage in a two-week

\(^{21}\) This applies only to the Federal Republic of Germany/West Germany, not to the German Democratic Republic/East Germany (International Association for Mass Communication Research, 1985).
universe without weekends of August 2004 between the signature newscasts of German television stations RTL and ARD and U.S. commercial broadcasters ABC and NBC. Whereas RTL and ARD broadcast 49.1% and 50.5% of international news in each newshole respectively, ABC and NBC only presented 35.6% and 38.9% of international news in each newshole respectively (Berger, 2005). An essay presented during a 2002 convention on German television coverage of foreign news concluded about the quality of all German broadcasters – public-service and commercial – that Euro- and ethnocentrism, fetishism for current events, and a taste for the exotic and affliction were major trends among international news stories. In contrast to domestic politics, which played a dominant role in public-service and commercial television newscasts, topics such as the foreign policy of the German administration, politics in foreign countries, and international politics were neglected. Among the four leading German broadcasters ARD, ZDF, RTL, and SAT.1, 70% of political news concentrated on domestic politics, only 3% on German foreign policy, 9% on politics of foreign countries, and 12% on international politics (Schwanebeck, 2003).

Homogeneity

An increased homogeneity in international news between traditional and online media as well as within traditional and new media respectively was reported by numerous studies. In an analysis of over 70,000 stories from 48 separate U.S. media in 2007, only 2 stories dominated a quarter of the newshole: domestically, the 2008 presidential election campaign and, internationally, the war in Iraq. The only other foreign countries mentioned in the news frequently were Iran and Pakistan; only 6% of coverage was
devoted to the rest of the world combined (Project for Excellence in Journalism, 2008f). For the U.S. cable network CNN, Kevin Grieves, a former producer and writer, has said they “[d]o try to repurpose their television content to the Web as much as possible” (Groshek, 2008). Two studies found more similarities than differences in international coverage between ABC, CBS, and NBC (Hess, 1996; Larson, 1984). A July/August 2008 content analysis found that signature evening newscasts of ABC, CBS, and NBC mostly failed to use the Internet to publish original international news in their web-only video sections. From a 2-week-universe of coverage only 73 of 168 stories (43.3%), labeled as web-only by the networks, were original productions for online presentation without a link to television content. Among these 73 stories only 17 stories (23.3%) presented international news without U.S. focus (Eckert & Bernt, 2008). A comparative content analysis of 2 online publications each from Germany, the United States, Great Britain, France, and Russia concluded that they featured a limited scope of news, a tendency toward national politics, and an unused potential for multi-media content (Quandt, 2008). During the 2004 presidential election, a “very strong relationship” was reported between the agenda of blogs and mainstream media (Lee, 2007).

Impact on the Audience

International news coverage represents for most U.S. residents the major and often the only window to other countries (Commission on Freedom of the Press, 1947); and television still remains the main source of international news for the U.S. majority (R. Berger, 2009). Various studies have shown a “discrete but solid impact” of international news on the audience, influencing its perception and public knowledge of
other countries (Wu, 2003). That the presentation of international news on television has had an effect on the audience was shown in a 2004 national poll and content analysis of U.S. network newscasts: The more coverage a nation received, the more likely respondents were to think the nation was vitally important to U.S. interests. The more negative coverage a nation received, the more likely respondents were to think negatively about the nation. Positive coverage of a nation, however, had no influence on public perceptions (Wanta, Golan, & Lee, 2004). In addition, public opinion was found to influence foreign policy (Bennet, Flickinger, Baker, Rhine, & Bennett, 1996; Commission on Freedom of the Press, 1947; d'Haenens, 2003; Golan & Wanta, 2003; Wu, 2003).

This content analysis examined domestic v. international news of the signature television evening newscasts and web videos of the most important public-service and commercial television stations in two countries: PBS and NBC in the United States and ARD and RTL in Germany. Based on the introduction, the literature review, and especially the findings of a 2008 content analysis of NBC Nightly News newscasts and web videos this author conducted, the following 5 hypotheses and 5 research questions were developed:

H1: German stations will air more international news in their newscasts than will U.S. stations.

RQ1: How much international news will U.S. and German web videos present?
H2: U.S. and German newscasts as well as U.S. web videos will present geographic areas in an unbalanced way, neglecting the Southern hemisphere.

RQ2: Which geographic areas will German web videos present?

H3: Among U.S. web videos more time than not will have a link to television newscast stories.

RQ3: How much time in German web videos will link to television newscast stories?

H4: U.S. and German newscasts will concentrate on politics and economy.

RQ4: Which topics will U.S. and German web videos present?

H5: There will be a shift in format distribution between U.S. newscasts and web videos toward more time invested in interviews and less edited material.

RQ5: Which formats will be used in German web videos?
CHAPTER 3: METHOD

For this content analysis, the unit of analysis was the story. Teases; announcements; advertisements; and, in the case of the PBS NewsHour the recap sections, were not coded. Stories were analyzed according to the following categories: focus, geographic area, link to television, topic, and format. Focus was coded for domestic news, international news with home country focus, and international news without home country focus. Coding of geographic areas was based with minor changes on the country list used by the Internet World Stats web site (Internet World Stats, 2008b), which itself is based on the official United Nations list of countries: E.U. Europe, Non-E.U. Europe, North America, Middle East, Asia, Africa, Latin America, Oceania, Multi-Continent, and Other (Internet World Stats, 2008a). For each category a country was noted; each occurrence of Other was described. The category link to television included the subcategories Link to Television and No Link to Television, based on whether the same story appeared (in modified form) in the television newscast of the same network on the same day. The 11 subcategories for topics were a modified mixture of Stempel’s and Quandt’s individual sets (Stempel & Culbertson, 1984; Quandt, 2008): politics, war/foreign relations, economy, accidents/disasters/crime, culture/education/science, social affairs, environment, medicine/health/welfare, sport, human interest/amusement, and other. Format was coded for anchor-read, narrated clip, package/donut, interview, or other. Each occurrence of other was described.

Based on the approaches in Berger (2005) and Stempel (1985) data were collected for a 2-week sample without weekends, for better comparison, from April 14, 2009 to
April 27, 2009 in four ways: First, the NBC Nightly News newscast, ARD Tagesschau in 100 Sekunden webcast, and the RTL Aktuell newscast were downloaded as dated podcasts. Second, the PBS NewsHour newscast was recorded from television with a television capture card that automatically recorded dates. Third, dated web-only video clips of NBC Nightly News (labeled “Web-Only”) on the website http://www.msnbc.msn.com/id/3032619/ were recorded with video capture software. In addition, a screenshot of a summary text, which appeared next to each video when moving the cursor over the video thumbnail, was taken to provide additional information about the video. The RTL Video News Kompakt webcast from http://www.rtl.de/rtlaktuell/rtl_aktuell.php was also recorded with video capture software. Since RTL Video News Kompakt webcasts were not uploaded with a date; the author of this study dated and matched them with the respective RTL Aktuell newscast of the same day. Web videos of the PBS Online NewsHour website were retrieved from the video archive web page http://www.pbs.org/newshour/search_results.html?q=05-04-2009&#x=0&#y=0 by entering the date of the day (e.g. 04-16-2009) while all categories were selected. All videos of that date except for the introductory teases and the recap sections were also captured with video capture software. Fourth, the dated ARD Tagesschau newscast was downloaded from http://www.tagesschau.de/multimedia/sendung/ts10680.html.

The author and two Ohio University students – one German graduate student in journalism proficient in English and one U.S. undergraduate student in journalism proficient in German – tested the coding instrument for this study. Intercoder reliability based on Cohen’s Kappa resulted in overall k=0.91, ranging from k=0.8 for Topic, k=0.9
for Focus, k=0.91 for Geographic Area, k=0.96 for Format to k=0.98 for Link to Television. The author coded all data.
CHAPTER 4: FINDINGS

Overall the 702 analyzed stories amounted to more than 26 hours of news video. Of these, 341 stories or more than 20 ½ hours derived from U.S. broadcasters; 361 stories or 5 ¾ hours derived from German broadcasters. Both countries clearly dedicated more time to news on television than news in web videos. In the United States, PBS presented 143 stories or more than 8 ½ hours of news on television, in contrast to only 52 stories or roughly 6 ½ hours of news in web videos. NBC presented 110 stories or more than 3 hours of news on television, in contrast to only 36 stories or roughly 2 ½ hours of news in web videos. German broadcaster ARD dedicated 121 stories or more than 2 ½ hours to news on television, but only 50 stories or 14 minutes to news in web videos. Similarly, RTL dedicated 141 stories or almost 3 hours to news on television, but only 49 stories or 8 ½ minutes to news in web videos.

H1: German stations will air more international news in their newscasts than will U.S. stations.

RQ1: How much international news will U.S. and German web videos present?

Means were calculated for Focus; the results for U.S. broadcasters PBS and NBC are presented in Table 1, the results for German broadcasters ARD and ZDF are presented in Table 2.
Table 1: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Focus of *PBS NewsHour* and *NBC Nightly News* in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009

<table>
<thead>
<tr>
<th>USA Location and Focus</th>
<th><em>PBS NewsHour</em></th>
<th><em>NBC Nightly News</em></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td><strong>TV</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>3.9</td>
<td>322.3</td>
<td>62.6</td>
</tr>
<tr>
<td>Int. With Home Country Focus</td>
<td>3.0</td>
<td>120.9</td>
<td>23.5</td>
</tr>
<tr>
<td>Int. Without Home Country Focus</td>
<td>3.4</td>
<td>72.0</td>
<td>14.0</td>
</tr>
<tr>
<td>Total</td>
<td>3.5</td>
<td>515.2</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Web</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>7.1</td>
<td>270.2</td>
<td>70.7</td>
</tr>
<tr>
<td>Int. With Home Country Focus</td>
<td>7.9</td>
<td>86.5</td>
<td>22.6</td>
</tr>
<tr>
<td>Int. Without Home Country Focus</td>
<td>8.6</td>
<td>25.7</td>
<td>6.7</td>
</tr>
<tr>
<td>Total</td>
<td>7.8</td>
<td>382.5</td>
<td>100.0</td>
</tr>
</tbody>
</table>

M = Mean in minutes
L = Length in minutes
N = Number of stories

For the two U.S. broadcasters, the average length for domestic news and international news *with* and *without* home country focus was longer for PBS than for NBC on television and online with the exception of one subcategory: Online, NBC had a higher average length for international news *with* home country focus, with 10.4 minutes, than PBS, with 7.9 minutes.

On PBS, domestic news slightly increased from 62.6% of the television newshole to 70.7% of the online newshole. In turn, international news *without* home country focus decreased for PBS from 14% of the television newshole to 6.7% online, a 52% decline. On PBS, international news *with* and *without* home country focus combined accounted for 37.5% on television, online only for 29.3% of coverage.
In contrast, NBC decreased its amount of domestic news from 66.9% on television to 55.4% online but increased international news without home country focus from 10.7% on television to 22.4% online. On NBC, international news with and without home country focus combined accounted for 33.2% on television; online for 44.6% of coverage (Table 1).

Table 2: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Focus of ARD Tagesschau and RTL Aktuell in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009

<table>
<thead>
<tr>
<th>Germany Location and Focus</th>
<th>ARD Tagesschau</th>
<th>RTL Aktuell</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td>TV Domestic</td>
<td>1.3</td>
<td>91.5</td>
<td>60.1</td>
</tr>
<tr>
<td>Int. With Home Country Focus</td>
<td>1.4</td>
<td>32.9</td>
<td>21.6</td>
</tr>
<tr>
<td>Int. Without Home Country Focus</td>
<td>1.0</td>
<td>27.8</td>
<td>18.3</td>
</tr>
<tr>
<td>Total</td>
<td>1.2</td>
<td>152.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Web</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>0.3</td>
<td>7.0</td>
<td>49.4</td>
</tr>
<tr>
<td>Int. With Home Country Focus</td>
<td>0.3</td>
<td>2.6</td>
<td>18.3</td>
</tr>
<tr>
<td>Int. Without Home Country Focus</td>
<td>0.3</td>
<td>4.6</td>
<td>32.3</td>
</tr>
<tr>
<td>Total</td>
<td>0.3</td>
<td>14.1</td>
<td>100.0</td>
</tr>
</tbody>
</table>

M = Mean in minutes
L = Length in minutes
N = Number of stories

For the two German broadcasters, the average length for domestic news, international news with and without home country focus was virtually the same on television and online for ARD and RTL. On ARD, domestic news decreased from 60.1% on television to 49.4% online. In turn, international news without home country focus increased from 18.3% of the television newshole to 32.3% of the online newshole. On
ARD, international news *with* and *without* home country focus combined accounted for 39.9% on television; online for 40.6% of coverage.

On RTL, in contrast, domestic news slightly increased from 64.7% on television to 69.8% online. In turn, international news *with* home country focus decreased from 18.2% on television to 11.4% online. On RTL, international news *with* and *without* home country focus combined accounted for 35.3% on television; online for 30.2% of coverage (Table 2).

H1, stating that German stations will air more international news in their newscasts than U.S. stations, was partly supported: German broadcaster ARD aired more international news *with* and *without* home country focus combined on television (39.9%) than U.S. broadcasters PBS (37.5%) or NBC (33.2%). PBS however aired more international news *with* and *without* home country focus combined on television than RTL (35.3%).

RQ1, concerning the amount of international news in U.S. and German web videos was answered. U.S. public-service broadcaster PBS dedicated 29.3% of its online newshole and U.S. commercial broadcaster NBC 44.6% of its online newshole to international news *with* and *without* home country focus combined. German public-service broadcaster ARD dedicated 40.6% of its online newshole and German commercial broadcaster RTL 30.2% of its online newshole to international news *with* and *without* home country focus combined.
H2: U.S. and German newscasts and U.S. web videos will present geographic areas in an unbalanced way, neglecting the Southern hemisphere.

RQ2: Which geographic areas will German web videos present?

Means were calculated for Geographic Area; the results for U.S. broadcasters PBS and NBC are presented in Table 3, the results for German broadcasters ARD and RTL are presented in Table 4.

NBC dedicated, with 71.6%, the majority of its newshole on television and, with 56.9%, the majority of its newshole online to cover North America, which except for two stories about Canada22 exclusively referred to the United States. Similarly, PBS committed, with 70.7%, the majority of its newshole online to cover North America. In contrast, on television, PBS used exactly half of its newshole to cover multi-country events involving the United Nations, the North Atlantic Treaty Organization, the International Monetary Fund, and World Bank but also to cover interactions between Syria and Iraq, Afghanistan and Iraq, and, Kenya and Somalia. On PBS television, only 31.5% of the newshole covered North America, i.e. the United States.

Spearman’s rho was computed for Geographic Area, based on total length, for PBS NewsHour newscasts and web videos and for NBC Nightly News newscasts and web videos. For the PBS NewsHour and for NBC Nightly News substantial relationships were found ($r_s=.62$, $df=10$, $p<.05$ and $r_s=.73$, $df=10$, $p<.05$ respectively).

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22 One package on April 17, 2009 reported on the increasing number of U.S. students who consider attending or already attend Canadian colleges because of lower costs. The other anchor-read story of April 20, 2009 addressed the efforts of the Canadian government to fight piracy off the coast of Somalia.
Table 3: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Geographic Area of *PBS NewsHour* and *NBC Nightly News* in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009

<table>
<thead>
<tr>
<th>Location and Area</th>
<th>PBS NewsHour</th>
<th>NBC Nightly News</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td>USA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EU</td>
<td>1.4</td>
<td>2.7</td>
<td>0.3</td>
</tr>
<tr>
<td>Non-EU Europe</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>North America</td>
<td>3.9</td>
<td>324.2</td>
<td>31.5</td>
</tr>
<tr>
<td>Middle East</td>
<td>2.3</td>
<td>25.4</td>
<td>2.5</td>
</tr>
<tr>
<td>Asia</td>
<td>3.1</td>
<td>59.6</td>
<td>5.8</td>
</tr>
<tr>
<td>Africa</td>
<td>5.5</td>
<td>44.3</td>
<td>4.3</td>
</tr>
<tr>
<td>Latin America</td>
<td>4.5</td>
<td>54.5</td>
<td>5.3</td>
</tr>
<tr>
<td>Oceania</td>
<td>0.5</td>
<td>4.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Multi-Country</td>
<td>3.6</td>
<td>514.2</td>
<td>50.0</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>2.8</td>
<td>1030.4</td>
<td>100.0</td>
</tr>
</tbody>
</table>

| USA   | 100.0 | 52   | 100.0 | 6.3 | 140.0 | 100 | 36  | 100.0 | 522.5 | 88 |

M = Mean in minutes  
L = Length in minutes  
N = Number of stories

For PBS, coverage of the United States more than doubled from 31.5% of the television newshole to 70.7% of the online newshole. In stark contrast to the PBS television newshole, multi-country news vanished online. Coverage of other geographic areas on PBS television barely registered, ranging from 0% to 5.3% of the television newshole. On PBS online, Asia came close to playing a role with 9.8% of coverage. This coverage mainly focused on U.S.-Pakistani relations and the nuclear efforts of North
Korea. Coverage of all other regions ranged from 0% to 7.6% of the PBS online newshole.

Table 4: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Geographic Area of ARD Tagesschau and RTL Aktuell in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009

<table>
<thead>
<tr>
<th>Location and Area</th>
<th>ARD Tagesschau</th>
<th>RTL Aktuell</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td>TV</td>
<td>1.3</td>
<td>102.3</td>
<td>67.2</td>
</tr>
<tr>
<td>EU</td>
<td>1.2</td>
<td>2.4</td>
<td>1.6</td>
</tr>
<tr>
<td>Non-EU Europe</td>
<td>0.8</td>
<td>5.4</td>
<td>3.6</td>
</tr>
<tr>
<td>North America</td>
<td>0.9</td>
<td>2.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Middle East</td>
<td>1.3</td>
<td>5.1</td>
<td>3.4</td>
</tr>
<tr>
<td>Asia</td>
<td>1.3</td>
<td>3.8</td>
<td>2.5</td>
</tr>
<tr>
<td>Africa</td>
<td>0.9</td>
<td>2.6</td>
<td>1.7</td>
</tr>
<tr>
<td>Latin America</td>
<td>1.4</td>
<td>1.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Oceania</td>
<td>1.3</td>
<td>26.6</td>
<td>17.5</td>
</tr>
<tr>
<td>Multi-Country</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>1.1</td>
<td>152.3</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Web</th>
<th>ARD Tagesschau</th>
<th>RTL Aktuell</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td>EU</td>
<td>0.3</td>
<td>7.7</td>
<td>54.8</td>
</tr>
<tr>
<td>Non-EU Europe</td>
<td>0.3</td>
<td>0.6</td>
<td>3.9</td>
</tr>
<tr>
<td>North America</td>
<td>0.3</td>
<td>0.9</td>
<td>6.0</td>
</tr>
<tr>
<td>Middle East</td>
<td>0.3</td>
<td>0.6</td>
<td>4.5</td>
</tr>
<tr>
<td>Asia</td>
<td>0.3</td>
<td>1.3</td>
<td>9.0</td>
</tr>
<tr>
<td>Africa</td>
<td>0.3</td>
<td>0.5</td>
<td>3.8</td>
</tr>
<tr>
<td>Latin America</td>
<td>0.3</td>
<td>0.5</td>
<td>3.7</td>
</tr>
<tr>
<td>Oceania</td>
<td>0.3</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Multi-Country</td>
<td>0.3</td>
<td>2.0</td>
<td>14.3</td>
</tr>
<tr>
<td>Other</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>0.3</td>
<td>14.1</td>
<td>100.0</td>
</tr>
</tbody>
</table>

M = Mean in minutes  
L = Length in minutes  
N = Number of stories
In contrast to PBS, NBC coverage of the United States decreased from 71.6% of the television newshole\textsuperscript{23} to 56.9% of the online newshole. Coverage of other regions on NBC television played a minor role, ranging from 0% to 8.3% of the NBC television newshole. In contrast, online, Latin America with 18.6% and Asia with 14% of the NBC online newshole played a more important role than on NBC television. All other regions ranged from 0% to 4.3% of the NBC online newshole.

For German broadcasters, the majority of coverage on television and online, ranging from 54.5% to 73.7% of each newshole, was dedicated to the European Union, and this overwhelmingly referred to Germany.\textsuperscript{24}

Spearman’s rho was computed for Geographic Area, based on total length, for ARD Tagesschau newscasts and web videos and for RTL Aktuell newscasts and web videos. For the ARD Tagesschau a substantial relationship was found ($r_s=0.64$, df=10, $p<0.05$) and for RTL Aktuell a marked relationship was found ($r_s=0.89$, df=10, $p<0.05$).

ARD decreased its coverage of the European Union from 67.2% on television to 54.2% online. The only other category that stood out for ARD was multi-country issues with 17.5% of the ARD television newshole and 14.3% of the ARD online newshole. This Multi-Country coverage focused on European Union issues, the United Nations, stories involving two or more European Union countries, and occasionally the United States. All other regions barely played a role, ranging from 0% to 3.6% on ARD television and from 0% to 9% on ARD online.

\textsuperscript{23} Minus the 2 stories about Canada that together consumed less than 3 minutes of the NBC television newshole.
\textsuperscript{24} On ARD television, of 78 EU stories, three reported on Italy, and one each about Spain, Sweden, and the United Kingdom. On ARD Online, of 27 EU stories, one story each reported on Italy, Spain, and Sweden. On RTL television, of 94 EU stories, five reported on Italy, three on France, and one on Romania. On RTL online, of 35 EU stories, two reported on Italy.
RTL coverage of the European Union barely changed with 72.1% on television and 73.7% online. The only other category that stood out for RTL on television was 10.2% of coverage dedicated to North America, which exclusively referred to the United States. For RTL online, the only category that stood out was Multi-Country with 13.9% of the online newshole, mostly focused on issues involving the United Nations, Somalia, and Asian countries. All other regions barely played a role, ranging from 0% to 7.2% of the television newshole and 0% to 5.1% of the online newshole.

H2, stating U.S. and German newscasts and U.S. web videos will present geographic areas in an unbalanced way, neglecting the Southern hemisphere, was supported. All four networks focused mainly on their home country and other Western and Northern nations. Despite multi-country coverage, little attention was paid to the Southern hemisphere, which got most attention on NBC online due to a long interview with Mexican president Felipe Caldeón and coverage of China and Thailand.

RQ2, concerning which geographic areas are covered in German web videos, was answered: ARD and RTL focused on the European Union, which referred in most cases to Germany, and to a smaller extent on multi-country issues involving Western nations.

H3: Among U.S. web videos more time than not will have a link to television newscast stories.

RQ3: How much time in German web videos will link to television newscast stories?

Means were calculated for Link to Television and Focus; the results for U.S. broadcasters PBS and NBC are presented in Table 5, the results for German broadcasters ARD and RTL are presented in Table 6.
Whereas every single PBS story online was identical to stories on television, NBC dedicated 66 of 140 total minutes online to stories without a link to television. The remaining 74 minutes, however, showed that the majority of time was still linked to television content. Interestingly, in terms of numbers of stories, 24 of 36 total NBC stories online had no link to television; only 12 NBC stories online were linked to television content. Among the NBC stories without a link to television, 58.8% covered domestic news, and 36.6% covered international news without home country focus (Table 5).

Table 5: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Link to Television and Focus of PBS NewsHour and NBC Nightly News Web Videos, April 14 to 18 and April 23 to 27, 2009

<table>
<thead>
<tr>
<th>USA</th>
<th>PBS NewsHour</th>
<th>NBC Nightly News</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td>Link and Focus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Link</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>7.1</td>
<td>270.2</td>
<td>70.7</td>
</tr>
<tr>
<td>Int. With Home Country Focus</td>
<td>7.9</td>
<td>86.5</td>
<td>22.6</td>
</tr>
<tr>
<td>Int. Without Home Country Focus</td>
<td>8.6</td>
<td>25.7</td>
<td>6.7</td>
</tr>
<tr>
<td>Total</td>
<td>7.8</td>
<td>382.5</td>
<td>100.0</td>
</tr>
<tr>
<td>No TV Link</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Int. With Home Country Focus</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Int. Without Home Country Focus</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

M = Mean in minutes
L = Length in minutes
N = Number of stories
Similar to PBS, German broadcasters almost exclusively featured stories online that were linked to television content. For ARD, 12.6 of 14.1 total minutes online were linked to television. All 6 ARD stories that had no link to television covered international news with and without home country focus. For RTL, 8.2 of 8.6 total minutes online were linked to television. Of the 3 RTL stories that had no link to television, 2 covered domestic news and one international news without home country focus (Table 6).

Table 6: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Link to Television and Focus of ARD Tagesschau and RTL Aktuell Web Videos, April 14 to 18 and April 23 to 27, 2009

<table>
<thead>
<tr>
<th>Germany</th>
<th>ARD Tagesschau</th>
<th>RTL Aktuell</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link and Focus</td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td>TV Link</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>0.3</td>
<td>7.0</td>
<td>55.1</td>
</tr>
<tr>
<td>Int. With Home</td>
<td>0.3</td>
<td>2.3</td>
<td>18.3</td>
</tr>
<tr>
<td>Country Focus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Int. Without Home</td>
<td></td>
<td></td>
<td>3.4</td>
</tr>
<tr>
<td>Country Focus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>0.3</td>
<td>12.6</td>
<td>100.0</td>
</tr>
</tbody>
</table>

No TV Link

<table>
<thead>
<tr>
<th>Germany</th>
<th>ARD Tagesschau</th>
<th>RTL Aktuell</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link and Focus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Int. With Home</td>
<td>0.3</td>
<td>0.3</td>
<td>18.2</td>
</tr>
<tr>
<td>Country Focus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Int. Without Home</td>
<td></td>
<td></td>
<td>2.2</td>
</tr>
<tr>
<td>Country Focus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>0.2</td>
<td>1.2</td>
<td>100.0</td>
</tr>
</tbody>
</table>

M = Mean in minutes
L = Length in minutes
N = Number of stories

H3, stating that among U.S. web videos more time than not will have a link to television newscast stories, was supported. All PBS web videos were linked to television content; for NBC 74 of 140 total minutes were linked to television stories.
RQ3, concerning how much time in German web videos would link to television newscast stories, was answered. The overwhelming majority of ARD and RTL stories online were linked to television content.

H4: U.S. and German newscasts will concentrate on politics and economy.

RQ4: Which topics will U.S. and German web videos present?

Means were calculated for Topic; the results for U.S. broadcasters PBS and NBC are presented in Table 7, the results for German broadcasters ARD and RTL are presented in Table 8.

Whereas PBS concentrated on politics, war/foreign relations, and economy on television and online, ranging from 17.4% to 31.8% of coverage, NBC spread its time more evenly among four to six topics on television and online, ranging from 10% to 27.6% of coverage.
Spearman’s rho was computed for Topic, based on total length, for *PBS NewsHour* newscasts and web videos and for *NBC Nightly News* newscasts and web videos. For the *PBS NewsHour* a very dependable relationship was found ($r_s=.97$, $df=10$, $p<.05$), for *NBC Nightly News* a marked relationship was found ($r_s=.78$, $df=10$, $p<.05$).

*PBS* focused on politics on television with 31.8% and online with 34.8% of coverage. The other two main topics, economy and war/foreign relations, also only changed slightly between PBS television and online coverage.
NBC on television covered mainly politics with 16.4%, human interest/amusement with 15.9%, accidents/disasters/crime with 14.1%, economy with 12.7%, medicine/health/welfare with 12.6%, and war/foreign relations with 10% of coverage. For NBC online, war/foreign relations stood out with 27.6% and human interest/amusement stories with 24.4% of coverage (Table 7).

ARD and RTL on television and online dedicated their time mainly to politics, economy, accidents/disasters/crime, and war/foreign relations.

Spearman’s rho was computed for Topic, based on total length, for ARD Tagesschau newscasts and web videos and for RTL Aktuell newscasts and web videos. For the ARD Tagesschau and for RTL Aktuell substantial relationships were found (r_s=.6, df=10, p<.05 and r_s=.73, df=10, p<.05 respectively).

ARD most often covered politics with 34.5% of the television newshole and 37.1% of the online newshole. On ARD television, the economy ranked second with 15.4% of coverage. For ARD online, accidents/disasters/crime ranked second with 20.4% of online coverage, followed by the economy with 16.1% of the online newshole.
Table 8: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Topic of *ARD Tagesschau* and *RTL Aktuell* in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009

<table>
<thead>
<tr>
<th>Germany Location and Topic</th>
<th>ARD Tagesschau</th>
<th>RTL Aktuell</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Politics</td>
<td>1.3</td>
<td>52.6</td>
<td>34.5</td>
</tr>
<tr>
<td>Human Interest/Amusement</td>
<td>1.0</td>
<td>13.8</td>
<td>9.1</td>
</tr>
<tr>
<td>Economy</td>
<td>1.4</td>
<td>23.4</td>
<td>15.4</td>
</tr>
<tr>
<td>War/Foreign Relations</td>
<td>1.4</td>
<td>13.8</td>
<td>9.1</td>
</tr>
<tr>
<td>Accidents/Disasters/Crime</td>
<td>1.0</td>
<td>13.7</td>
<td>9.0</td>
</tr>
<tr>
<td>Culture/Education/Science</td>
<td>1.2</td>
<td>8.7</td>
<td>5.7</td>
</tr>
<tr>
<td>Social Affairs</td>
<td>1.5</td>
<td>6.0</td>
<td>3.9</td>
</tr>
<tr>
<td>Environment</td>
<td>1.8</td>
<td>7.2</td>
<td>4.7</td>
</tr>
<tr>
<td>Medicine/Health/Welfare</td>
<td>1.7</td>
<td>10.0</td>
<td>6.6</td>
</tr>
<tr>
<td>Sports</td>
<td>0.8</td>
<td>3.2</td>
<td>2.1</td>
</tr>
<tr>
<td>Total</td>
<td>1.3</td>
<td>152.3</td>
<td>100.0</td>
</tr>
</tbody>
</table>

| Web                                         |    |     |     |    |     |    |     |     |    |     |    |    |
|---------------------------------------------|    |     |     |    |     |    |     |     |    |     |    |    |
| Politics                                   | 0.3| 5.2 | 3.7 | 19 | 38.0| 0.2| 2.7 | 3.2 | 16 | 32.7|  8.0|35 |
| Human Interest/Amusement                   | 0.0| 0.0 | 0.0 | 0  | 0.0 | 0.1| 0.1 | 1.6 | 1  | 2.0 |  0.1|  1 |
| Economy                                    | 0.3| 2.3 | 1.6 | 8  | 16.0| 0.2| 2.0 | 2.3 | 3  | 11  | 22.4|  4.3|
| War/Foreign Relations                      | 0.3| 1.4 | 1.0 | 5  | 10.0| 0.2| 1.0 | 1.2 | 6  | 12.2|  2.4| 11 |
| Accidents/Disasters/Crime                  | 0.3| 2.9 | 2.0 | 10 | 20.0| 0.2| 1.5 | 1.8 | 9  | 18.4|  4.4| 19 |
| Culture/Education/Science                  | 0.3| 0.3 | 2.1 | 1  | 2.0 | 0.2| 0.7 | 0.0 | 4  | 8.2 |  1.0|  5 |
| Social Affairs                             | 0.3| 0.3 | 2.2 | 1  | 2.0 | 0.2| 0.2 | 2.0 | 1  | 2.0 |  0.5|  2 |
| Environment                                | 0.3| 0.3 | 2.0 | 1  | 2.0 | 0.0| 0.0 | 0.0 | 0  | 0.0 |  0.3|  1 |
| Medicine/Health/Welfare                    | 0.3| 0.9 | 6.0 | 3  | 6.0 | 0.3| 0.3 | 2.9 | 1  | 2.0 |  1.1|  4 |
| Sports                                     | 0.3| 0.6 | 3.9 | 2  | 4.0 | 0.0| 0.0 | 0.0 | 0  | 0.0 |  0.6|  2 |
| Total                                      | 0.3|14.1 |

M= Mean in minutes  
L = Length in minutes  
N = Number of stories

RTL television most often covered accidents/disasters/crime with 24.6% of the television newshole followed by politics with 20.3% of the television newshole. For RTL online, politics increased to 32.2% of online coverage ranking first, followed by the economy with 23.3% of online coverage (Table 8).

H4, stating U.S. and German newscasts will concentrate on politics and economy, was partly supported. Politics ranked first with all television newscasts with the exception
of *RTL Aktuell*. The economy only ranked second with ARD television. For PBS, economy ranked third, for NBC and RTL only fourth.

RQ4, concerning the topics of U.S. and German web videos, was answered. PBS online focused on politics, economy, and war/foreign relations. NBC online focused on war/foreign relations and human interest/amusement stories. ARD and RTL online both mainly covered politics, economy, war/foreign relations, and accidents/disasters/crime.

H5: There will be a shift in format distribution between U.S. newscasts and web videos toward more time invested in interviews and less edited material.

RQ5: Which formats will be used in German web videos?

Means were calculated for Format; the results for U.S. broadcasters PBS and NBC are presented in Table 9, the results for German broadcasters ARD and RTL are presented in Table 10.

The format distribution of PBS and NBC differed from each other on television and online.

Spearman’s rho was computed for Format, based on total length, for *PBS NewsHour* newscasts and web videos and for *NBC Nightly News* newscasts and web videos. For the *PBS NewsHour* a marked relationship was found ($r_s=.82$, df=5, $p<.05$), for *NBC Nightly News* a substantial relationship was found ($r_s=.56$, df=5, $p<.05$).

PBS television mostly relied on interviews, which constituted 55.7% of television coverage, and packages, which constituted 35.1% of television coverage. On PBS online,
the time dedicated to interviews increased to 69.2% of online coverage and the time for packages decreased to 29.7% of online coverage.

Table 9: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Format of PBS NewsHour and NBC Nightly News in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009

<table>
<thead>
<tr>
<th>Location and Format</th>
<th>PBS NewsHour</th>
<th>NBC Nightly News</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td>Anchor-Read</td>
<td>0.5</td>
<td>35.4</td>
<td>6.9</td>
</tr>
<tr>
<td>Narrated Clip</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Package/Donut</td>
<td>4.6</td>
<td>181.0</td>
<td>35.1</td>
</tr>
<tr>
<td>Interview</td>
<td>9.0</td>
<td>286.7</td>
<td>55.7</td>
</tr>
<tr>
<td>Other</td>
<td>4.0</td>
<td>121.0</td>
<td>23.0</td>
</tr>
<tr>
<td>Total</td>
<td>4.5</td>
<td>515.2</td>
<td>100.0</td>
</tr>
</tbody>
</table>

| Web                 | M | L | %  | N | %  | M | L | %  | N | %  |
|---------------------|--------------|----------------|-------|
| Anchor-Read         | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Narrated Clip       | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Package/Donut       | 5.2 | 113.4 | 29.7 | 22 | 42.3 | 3.0 | 50.3 | 35.9 | 17 | 47.2 | 163.7 | 39 |
| Interview           | 9.1 | 264.8 | 69.2 | 29 | 55.8 | 8.8 | 44.1 | 31.5 | 5 | 13.9 | 309.0 | 34 |
| Other               | 4.2 | 4.2 | 1.1 | 1 | 1.9 | 3.3 | 45.6 | 32.6 | 14 | 38.9 | 49.8 | 15 |
| Total               | 6.2 | 382.5 | 100.0 | 52 | 100.0 | 5.0 | 140.0 | 100.0 | 36 | 100.0 | 522.5 | 88 |

M = Mean in minutes; L = Length in minutes; N = Number of stories

NBC on television overwhelmingly aired its stories as packages, which represented 78.4% of television coverage. Online, NBC presented its stories more evenly as packages with 35.9% of online coverage, interviews with 31.5% of online coverage, and other formats with 32.6% of online coverage. Of 16 instances of other formats, 12 were interviews that were edited together, one was a live comment, one a long stand-up, one part of a performance, and another one a home-made package shot and narrated by a group of students (Table 9).
ARD and RTL showed a very similar distribution pattern for formats on television and online.

Spearman’s rho was computed for Format, based on total length, for *ARD Tagesschau* newscasts and web videos and for *RTL Aktuell* newscasts and web videos. For the *ARD Tagesschau* and *RTL Aktuell* small but definite relationships were found (rs=.36, df=5, p<.05 and rs=.34, df=5, p<.05 respectively).

ARD television presented 76% of its coverage as packages; the remaining stories were almost evenly presented in form of anchor-read and narrated news. ARD online presented all stories as anchor-read news.

**Table 10: Average Length of Story, Total Length in Minutes, Total Content in Stories, and Percentages for Format of *ARD Tagesschau* and *RTL Aktuell* in Television Newscasts and Web Videos, April 14 to 18 and April 23 to 27, 2009**

<table>
<thead>
<tr>
<th>Germany</th>
<th>Location and Format</th>
<th>ARD Tagesschau</th>
<th>RTL Aktuell</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TV</td>
<td>M</td>
<td>L</td>
<td>%</td>
</tr>
<tr>
<td>Anchor-Read</td>
<td>0.5</td>
<td>18.9</td>
<td>12.4</td>
<td>38</td>
</tr>
<tr>
<td>Narrated Clip</td>
<td>0.8</td>
<td>17.7</td>
<td>11.6</td>
<td>23</td>
</tr>
<tr>
<td>Package/Donut</td>
<td>1.9</td>
<td>115.7</td>
<td>76.0</td>
<td>60</td>
</tr>
<tr>
<td>Interview</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>1.1</td>
<td>152.3</td>
<td>100.0</td>
<td>121</td>
</tr>
</tbody>
</table>

|         | Web                  | M  | L  | %  | M  | L  | %  | N  | %  | L  | N  |
| Anchor-Read | 0.3  | 14.1 | 100.0 | 50 | 100.0 | 0.2  | 6.1  | 71.4 | 34 | 69.4 | 20.2 | 84 |
| Narrated Clip | 0.0  | 0.0  | 0.0  | 0  | 0.0  | 0.2  | 2.4  | 28.6 | 15 | 30.6 | 2.4  | 15 |
| Package/Donut | 0.0  | 0.0  | 0.0  | 0  | 0.0  | 0.0  | 0.0  | 0.0  | 0 | 0.0  | 0.0  | 0 |
| Interview | 0.0  | 0.0  | 0.0  | 0  | 0.0  | 0.0  | 0.0  | 0.0  | 0 | 0.0  | 0.0  | 0 |
| Other | 0.0  | 0.0  | 0.0  | 0  | 0.0  | 0.0  | 0.0  | 0.0  | 0 | 0.0  | 0.0  | 0 |
| Total | 0.3  | 14.1 | 100.0 | 50 | 100.0 | 0.3  | 8.5  | 100.0 | 49 | 100.0 | 0.0  | 22.6 | 99 |

*M = Mean in minutes  
L = Length in minutes  
N = Number of stories*
Similarly, RTL television presented 71% of its coverage as packages. The remaining stories were split between anchor-read and narrated news. RTL online presented news either in the form of anchor-read news, 71.4% of coverage, or as narrated clips, 28.6% of coverage (Table 10).

H5, stating there will be a shift in format distribution between U.S. newscasts and web videos toward more time invested in interviews and less edited material was partly supported. NBC online dedicated more time to (extended) interviews and less edited material. PBS online dedicated more time to interviews but did not present a higher amount of less edited material.

RQ5, concerning which formats are being used in German web videos, was answered. ARD and RTL mainly presented their stories as anchor-read news.
CHAPTER 5: DISCUSSION

In this analysis of the relationship between signature evening newscasts and web videos of the major U.S. and German public-service and commercial broadcasters, four key findings stood out: little is new online, topics and geographic areas within international news on television and online were mostly presented in an imbalanced way and fell into traditional patterns, public-service broadcasters were the more reliable choice for news on politics and the economy, and online presentation formats have evolved differently between the two countries.

First, this study of the relationship between television and online news in the United States and Germany found little is new online: Regardless of country, the only effort to provide original and additional material online by any of the four networks was made by U.S. commercial broadcaster NBC. Its “web-only” section, however, did not completely deserve this label either, given that 74 of 140 minutes of video clips were linked to television. U.S. public-service broadcaster PBS simply chopped its newscast into topical segments and uploaded them as separate web videos albeit not all television material went online, and especially foreign coverage was missing. An editor’s note on the website of the PBS video archive indicated that legal restrictions curtailed *The NewsHour* from uploading certain stories (Public Broadcasting Service, 2009). In a phone interview Annette Miller, director of information and research services of the *PBS NewsHour* explained that most of the video that does not show up online is owned by Independent Television News (ITN) in London or Associated Press Television News (APTN). She said that the *PBS NewsHour* only bought the rights to broadcast ITN and
APTN material on television under the agreements of the North American television rights. These rights do not include other copyrights such as a distribution on the Internet. She added, however, that the *PBS NewsHour* is currently negotiating with ITN to offer some of their reports on the *PBS NewsHour* website (Miller, 2009). On their websites, the German stations ARD and RTL provided their concise webcasts based on television material that barely left room for additional coverage. The overall 9 stories of ARD and RTL online coverage combined that were not linked to television probably resulted from a newscast earlier or later in the day. In case of public-service broadcaster ARD, a yearlong fight with private broadcasters and the European Union about how much content and how much money ARD is allowed for its online activities (Spiegel Online, 2008) was just recently regulated. On June 1, 2009 the 12th inter-state broadcasting amendment treaty [*Rundfunkänderungsstaatsvertrag*] went into effect, prescribing a legally-binding public-value test [*Dreistufentest*] for all content that public-service broadcasters want to archive online for longer than seven days. The act was passed based on concerns that the license-fee financed public-service broadcasters will distort competition online. ARD and ZDF must prove for every program purposed for online eternity that these programs are valuable for society rather than for the stations. This is the case when content complies with the public-service task, contributes to the competition in publication, and is not too expensive to produce. Commercial online media heavily criticized the application of the test as too soft as the media library of the ARD affiliated broadcaster *Norddeutscher Rundfunk* (NDR) was approved for the web archive in its entirety (Kotowski, 2009)\(^{25}\). Other elements such as games and tariff/fee

\(^{25}\) To read more about the German public-value test [*Dreistufentest*] for the Internet content
calculators were determined to be deleted from the ARD website (Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland, 2009c). These restrictions, however, seem to leave no room for public-service broadcasters to upload additional material, exclusively produced for online purposes. Instead of exhausting the potential of the Internet for the benefit of society and license-fee payers, public-service broadcasters in Germany are legally restricted in their online activity based on a fear by commercial broadcasters that the free reign of ARD and ZDF online would distort competition in the broadcasting market.

Second, remarkable but not surprising, all four networks presented mostly domestic news on television and online, the remaining coverage centered on Western countries. The highest percentage for international news without home country focus was achieved by ARD online having such content fill almost a third of its newshole. The public-broadcaster also provided the highest amount of international news with and without home country focus combined: On ARD television international news with and without home country focus combined constituted 39.9% of the newshole and on ARD online it constituted 40.6% of the newshole. Overall, however, coverage on the four analyzed networks concentrated mainly on known hot spots. Coverage of the Middle East

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provided by public-service broadcasters see “ABC of the ARD” web page http://dh.ard.de/abc/main.index_abc searching the index for the keyword “Dreistufentest” and also see the ARD web page http://www.ard.de/intern/dreistufentest/-/id=1086834/qvxjpw/index.html, dedicated to answer questions about the new test and offering a hyperlink to the original text of the 12th inter-state broadcasting amendment treaty [Rundfunkänderungsstaatsvertrag]. For coverage of the debate about the public-value test [Dreistufentest] and its consequences for other media also see the German political weekly magazine Spiegel encyclopedia entry “Elektronische Presse” at: http://wissen.spiegel.de/wissen/dokument/dokument.html?titel=Elektronische+Presse&id=57450159&top=Lexikon&suchbegriff=drei-stufen-test&quellen=%2BBBX%2C%2BSP%2CALME%2C%2BMEDIA&qcrubrik=artikel.
nearly exclusively translated into coverage of the war in Iraq. Coverage of Asia mainly focused on war and crisis such as the Taliban fighters in Pakistan, the war in Afghanistan, civil protests in Thailand, the fall-out from the Mumbai attacks in India, and the nuclear efforts by North Korea. China provided some human-interest stories such as the supposedly new tallest man of the world, the life of scrap peddlers, and the celebration of the 60th anniversary of its navy. Africa was represented mostly by pirate-infested Somalia or South Africa electing its controversial candidate Jacob Zuma as future president. PBS tried to go beyond the obvious Africa coverage to mostly only air another set of typical stories such as food scarcity in Nigeria and the work of an NGO in Uganda. Most remarkably, PBS aired a 9-minute interview with Liberian President Ellen Sirleaf Johnson and reported about a scandal in Uganda in connection with the U.S. company Halliburton. Coverage of Latin America concentrated on Mexico, its fall-out from the swine flu, the war on drugs, and the new U.S. “border czar.” The high amount of content covering Latin America in the case of NBC was achieved by a single 26-minute interview with Mexican President Filipe Caldéron about U.S.-Mexican relations. PBS dedicated half a newscast to U.S.-Cuba relations, another typical hot topic related to Latin America.

Third, public-service broadcasters ARD and PBS dedicated more time to politics on television and online than did commercial broadcasters RTL and NBC, which dedicated a higher amount of time to accidents/disasters/crime and human-interest stories. Indeed, for German commercial broadcaster RTL accidents/disasters/crime ranked first on television with almost a quarter of its newshole so devoted. Interestingly,

26 With the exception of two other typical Middle Eastern hot spots: PBS reported on April 14 and April 20, 2009, on the U.S. journalist jailed in Iran and ARD reported on April 21 on the memorial ceremony of Holocaust victims in Israel.
online in both countries public-service broadcasters approached commercial broadcasting trends and commercial broadcasters followed trends observed in public-service broadcasting. Online, German commercial broadcaster RTL became more hard news oriented by almost abolishing its human-interest stories but paying more attention to politics, the economy, and war/foreign relations. In turn, German public-service broadcaster ARD online doubled its coverage of accidents/disasters/crime. In the United States, commercial broadcaster NBC uploaded more human-interest stories but also increased its coverage of war/foreign relations online. In turn, U.S. public-service broadcaster PBS lost nearly all of its foreign coverage online because of legal restrictions.

Fourth, a different form of news presentation online has evolved in both countries. German webcasts were much shorter than U.S. web videos. Viewers of German webcasts must concentrate to digest the snippets of complex topics at high speed whereas the U.S. audience needs more patience and endurance for web video consumption. Following a trend to provide quick webcasts on the go, German stations ARD and RTL delivered anchor-read and narrated news stories in 14-second and 9-second rhythms respectively. U.S. networks NBC and PBS took their time to present their web videos as minute-long packages and interviews. Due to overwhelmingly uploaded television interview segments, which The NewsHour produced itself, the average length of a PBS web video was almost 6½ minutes. NBC split its online time almost evenly between packages, interviews, and cut-together interviews with an average length of almost 2½ minutes per story.

The results of this study confirmed results of previous studies on the imbalance of international news in the U.S. and German broadcast systems and the unused potential of
the Internet. The following section provides more specific explanations of the coverage of the individual networks.

**PBS NewsHour**

A 1993 interview with *NewsHour* founder Robert MacNeil explained many of the international news tendencies of *The NewsHour*. On one hand, he said, the newscast magnified issues for the U.S. public that the U.S. president found important; on the other hand it forced stories on the U.S. president when it found photogenic and emotional situations such as killed or dying humans or other human rights violations. But, with a decline in the number of foreign bureaus, day-to-day coverage has been left to wire services, and original coverage has become more crisis-driven. Coverage of a foreign event was provided when it was more urgent to avoid lengthy explanations on the background of the country, McNeil said. This would also help the U.S. president to prepare the U.S. public for deployments. Once a foreign story was picked up it was emphasized because of the big economic commitment. Often, however, this concentration on a single story triggered a feedback spiral of media attention causing government attention, which in turn again caused media attention. MacNeil acknowledged an inherent national bias in international news reported on the *NewsHour*, especially during war times. He also noted the role of stereotypes, based on myths derived partly from generations of immigrants. The United States would look at the rest of the world rather “condescendingly and myopically,” he said. Although one job of the reporters was to dispel myths, the stereotypes were used to put stories into known categories, which the U.S. public would understand, said MacNeil in the 1993 interview:
The bigger, the more powerful and the more influential the country, the more it wants to be told information that enforces its own view of the world. America is just beginning – in these last ten years and with the end of the Cold War – to go through some revision of that attitude […] The rest of the world must stand back and say, ‘My God, can't the Americans think of anything else for a while?’ But it's in the nature of the personality and character of this country and its government. This country lurches around very emotionally in its foreign policy (Lee, 1993).

McCauley et al. summarized the dilemma of public-service broadcasting offline and online in the United States: “the challenge […] to become relevant to wider swaths of the overall population without compromising core principles of service in the public interest” (McCauley et al., 2003). Critics contend that The NewsHour needs to return to its original mission to differ fundamentally from commercial media. The market behavior, that has been commercializing public-service institution, has been accelerating since the mid-1990s. Between 1982 and 1999 funds from federal, state, and local public institutions have decreased from 56.9% of PBS revenues in 1982 to 39.4% in 1999. Private sources have been becoming more important; contributions from private business, corporations, and individual subscribers increased from 50% of PBS revenues in 1982 to 60.6% in 1999 (Hoynes, 2003). Since the late 1990s the strategy of PBS has been to brand itself and create its primary asset by adopting business strategies copied from commercial media, making it “increasingly difficult to discern the difference between public broadcasting executives and their counterparts in commercial broadcasting”
Rob Flynn, *NewsHour* vice president of communications and marketing, said that “[n]ow, it’s more a marketing-driven conversation, about audiences, and delivery and engagement” (Jensen, 2008b).

The 1967 report of the Carnegie Commission and founding document of public-service television, however, focused on democratic values. The Public Broadcasting Act of 1967 and its amendments stated that the use of public-service media lays in instructional, educational, and cultural purposes, in sparking debate, in representing unheard voices of minorities, and in covering the diversity of the nation (Corporation for Public Broadcasting 1967a; Corporation for Public Broadcasting 1967b). To fulfill this task *The NewsHour* needs to provide more coverage of underreported voices and countries and to work out an agreement to use the Internet for additional reports, especially for international coverage. The question remains how to ensure that the values people most cherish about PBS and other participatory media models can be applied to significant portions of the Internet (McCauley et al., 2003). Hoynes bemoaned, however, that the current discourse about public-service media has lost its emphasis on the urgency of the contributions of public service broadcasting to a democratic public sphere (Hoynes, 2003).

PBS has been working on solving the problem of a missing linkage between the viewers of the program and its website users. Linda Winslow, *NewsHour* executive producer, acknowledged that many viewers just do not have the time to watch a one-hour broadcast anymore; she said she strives for an online design with individually watchable stories. *The NewsHour* is also searching for an anchor to read a daily webcast to better connect online and broadcast efforts already reflected in newly merged online and
broadcast news desks. *The NewsHour* is working on making its reports more easily distributable on digital platforms and on adding more field reports from its correspondents. A new web and broadcast correspondent will attempt to bridge the gap between television and online coverage. John Boland, PBS chief content officer, said that while the individualistic structure of PBS makes perfect sense internally, is incomprehensible for the audience and contributes to fragmentation not only online but also on television. In September 2009 the newscast will return to a two-anchor format, which it used until 1995 when Robert MacNeil left, to create a more engaging program\(^{27}\) (Jensen, 2009a).

**NBC Nightly News**

The small inroad of increased coverage of international news on *NBC Nightly News* online is a modest start but still too limited: the neglect of foreign correspondence especially since the end of the Cold War begs for a newly revived international news practice. So much catching-up must occur yet that NBC online news contributions are only a drop in the ocean, the more so as it is limited to only a handful of countries and (tragic) events already found in television news coverage. Despite two interesting new employees at *NBC Nightly News*, there is little international news coverage and original online reporting, not to mention original production for online purposes in terms of international news without home country focus. The newscast crew appointed Alexandra Wallace as executive producer in January 2007 because of her time abroad and her advocacy for more foreign news and education (Steinberg, 2007). In addition, on

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\(^{27}\) Seventy-five-year old Jim Lehrer and his one of his co-anchors Gwen Ifill, Judy Woodruff, or Jeffrey Brown will anchor *The NewsHour* (Jensen, 2009a).
November 8, 2007 the network announced that it hired a designated digital journalist for *NBC Nightly News*, Mara Schiavocampo (MSNBC, 2007). In an interview she promoted the *NBC Nightly News* online journalism commitment:

They're not just trying to take the scraps from the cutting room floor. We're doing stuff just for our Web audience. […] [NBC hasn’t] given me any restrictions on format, on style, on content, nothing. All they said was: ‘Do what you do and we will support you’ (Krakauer, 2008).

Pro forma NBC can claim to have web-only features but still too seldom do such insightful pieces appear as an extended interview with Mexican president Felipe Caldéron, background pieces of the NBC news production in China, or reports on how the U.S. government is planting native speakers of Arabic into Middle Eastern chat rooms for digital public diplomacy, examples that the author found in a previous study of *NBC Nightly News* in May/June 2008 (Eckert, 2008).

NBC has neglected its own minimal ethical standards. Upon the birth of NBC, its parent, the Radio Corporation of America, said in a newspaper announcement from September 14, 1926:

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power,
will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America (National Broadcasting Company, 1944).

An NBC news program policy from 1944 expressed similar intent:

Those who exercise a stewardship over the broadcast facilities of this nation have the duty to bring to radio listeners a full and impartial presentation of news and public affairs, and of men and events important to public understanding. The fundamental purpose of news and opinion in a democracy, is to enable the people to know what is happening and to understand events (National Broadcasting Company, 1944).

NBC needs to return to this self-proclaimed standards and a sense of duty toward the public as displayed in the origins of its broadcasting efforts, build upon the public airwaves. The commercially successful broadcaster has the responsibility to return to the public not what is easily sold but what is needed for public understanding.

ARD Tagesschau and RTL Aktuell

Results showed that ARD provided more international and political news than either U.S. broadcaster or RTL. This confirmed a May 2009 research report, which examined the quality of several studies on German television news and concluded that over the past years public-service broadcasting clearly focused on politics whereas commercial broadcasters concentrated on human interest stories with a trend toward
visualizing emotions (Daschmann, 2009). Despite these trends, it was found recently that commercial news in Germany still fulfill the basic standards demanded by the federal constitutional court and contribute to an increase in external news plurality. The German audience also increasingly accepts commercial newscasts. The sum of all commercial news programs, however, still cannot substitute public-service news because of differences in quality. Without public-service news, the quality of news demanded by society would not be guaranteed (Daschmann, 2009).

A 2002 convention on German television coverage of international events concluded that the information, interpretation, and political functions of international news were only partially fulfilled by German broadcasters. Guidelines by the convention suggested, among other items, a stronger presence of reports about Third World countries and especially, in terms of new media, to increasingly consider the Internet to strengthen the dialogue between cultures (Schwanebeck, 2003). So far this suggestion has not been put into practice when it comes to the webcasts provided by RTL and ARD. Copying television material, which in itself is restricted in its international coverage, only perpetuates the current dearth of international news. ARD is trying to fulfill its duty by providing a foreign news magazine called Auslandsspiegel (English: mirror abroad). This program, however, has also followed a trend toward more colorful human-interest stories during the past ten years rather than providing exclusively political and societal coverage (Mükke, 2008).

In a comprehensive 2008 dossier based on his dissertation, Lutz Mükke, journalist, instructor, and PhD candidate at the Institute for Communication and Media Studies at the University of Leipzig, sounded the alarm about the poor state of German foreign
correspondence. German international coverage, he contended, does not keep up with new political and military elites that have been evolving after a changed geopolitical general situation and a new position of Germany after the end of the Cold War. Journalism as a subsystem of democracy needs to accompany these developments critically and must decisively contribute to them. Mükke noted that over the past two decades the content and organization of German foreign correspondence has changed dramatically; numerous foreign correspondents bemoaned increasing hot spot coverage, shortening of reports, and tabloidization. Mükke found two overarching trends: a stronger self-referentiality expressed in increased domestic coverage and more focus on a connection with Germany in foreign coverage on one hand. On the other hand, he noted a drop of exotic depictions of foreign countries as new technology and tourism have broadened the recipients’ field of vision leading to a demand for competent coverage with background information. Because journalistic contributions to foreign correspondence are costly, commercial broadcasters such as RTL contribute little, he said. In contrast, ARD is among the few media in Germany that can afford foreign correspondents. But its international coverage is accompanied by national economic, political, and increasingly military interests of the German federal administration, turning coverage into “utility journalism” \( \text{[Nutzwertjournalism]} \). This results in absurd and distorted patterns of perception, Mükke contended. For instance, 150 German free and permanent foreign correspondents work in Washington, DC whereas only 25 work in all of Sub-Saharan Africa. Overall, 44.9% of all German correspondents are positioned in Europe, 18.2% in the Middle East, 11.4% in Asia, 7.4% in North America, 6.3% in Africa, 5.7% in Latin America, 4.3% in the Commonwealth of Independent States of the
former Soviet Union [GUS-Staaten], and 2.3% in Oceania. In an interview, Markus Bensmann, correspondent in Central Asia, said his area is a blind spot despite German soldiers operating in Uzbekistan or the lobby work of the German administration at the European Union on behalf of the dictator of Uzbekistan. But even more obvious areas of public interest do not get the attention they need. Even as Afghanistan and Iraq have come to mean catastrophes in occidental foreign policy, leading media in Germany remain largely ignorant of the country. Mükke’s critic mainly targeted public-service media, which have a legal mandate to deliver comprehensive information about international events. ARD and ZDF found personnel, airtime, and money to prepare two years ahead of time to cover the recent Olympics. The stations were also able to send 650 employees to China for weeklong reporting. In contrast, ARD and ZDF have not send a single permanent correspondent to Afghanistan but cover the biggest and most expensive war deployment of the German Federal Armed Forces [Bundeswehr] since its inception with visiting reporters and correspondents from New Dehli, Teheran, and Istanbul. It also has been the war with the greatest loss of soldiers in the history of the German Federal Armed Forces. Ulrich Tilgner, highly reputable former Middle East correspondent for the ZDF, quit the public-service broadcaster ZDF because he came to the conclusion German media allowed themselves to be abused by the German government in the war in Afghanistan. He went to Switzerland to enjoy the more neutral status of the country as a better base for his objective reporting. The high fluctuation within the correspondent nets of ARD and ZDF, which are among the densest worldwide, is another problem to establish culture and language competence. Because of fears of labor legislation even serious media have shied away from hiring permanent experts for an area of coverage.
(Mükke, 2008). In the case of Germany, historic reason might play a role in the framing of the war in Afghanistan. As Germans have been hesitant to be involved in any war since the end of World War II, coverage of such a massive deployment might have been kept down by the government and through effects of collaboration with the government such as embedding journalist in the army also by the media. This could have lead to an implicit and complicit coverage that caters to the interests of the government [Hofberichterstattung] rather than delivering critical and comprehensive reports on the events in Afghanistan. Furthermore, the so-called Georgetown effect might have influenced journalists who have been granted access to high-level government representatives involved in war decision: the journalists enjoy their participation in an elite circle to the detriment of objective and critical coverage involving such sources. In addition, following the prediction of Wentzel that the market determines content, foreign correspondence in Germany is also increasingly seen as part of a market economy in which supply and demand determine the topics and journalists see themselves as topical brokers [Themenmakler], an identity, which for instance significantly influenced two thirds of German correspondents in Africa (Mükke, 2008).

Ethical Concerns

Two themes are of ethical concern: the reduced number of web videos and the general lack of comprehensive international reporting to be found there.

Online Content

In 2000 Schejter projected that when video and audio streaming have reached
television and radio quality the Internet will become a carrier of television and radio content but with much more choice than broadcasting offers presently. Until then the Internet would be like flipping through old media (Schejter, 2003). In 2009, despite an increase in video quality, online still feels a lot like old media. Online content mainly mirrors offline content with the present potential of the Internet remaining unused. And most online news is still provided by mass media. “The internet has fully transitioned into what we have traditionally regarded as “old media:” it is now, for most users, a mass medium providing mostly illusory interactivity and mostly illusory diversity” (Paterson, 2006). Additionally, the linking structure online determines what is found: users still cannot easily find much of the Internet content because of this hierarchy (Hindman, 2009). Mainstream news sites still received the lion’s share of the online audience in 2008 (Project for Excellence in Journalism, 2009g).

German journalist Wolfgang Hoffmann-Riem dubbed broadcasting going online in the German journal Funkkorrespondenz a “bankruptcy of dreams.” He questioned if the Internet really brought a broader, more profound consideration of a variety of experiences, value attitudes, behavioral patterns, and information that is easily accessible and usable for citizens. Applying these criteria, Hoffmann-Riem spoke of little evidence for qualitative merit of broadcast media online so far. He urged media politicians to take up the challenges (Hoffman-Riem, 2007). Similarly, Dowe and Märker wrote, in their background report on the United Nations World Summit of the Information Society, that variety in a globalized world can only be maintained if the Internet develops into a force that creates meaning and is able to shape society (Dowe & Märker, 2003). Debatin warned against an increasing colonization and commercialization of online content. He
said that the growing involvement of media conglomerates and the increasing diffusion of broadband suggest that in the future huge portions of the Internet may become a distribution mode in the hands of a few media corporations. He noted the ethical implications of online journalism: increased time pressure, decreased accountability, and digitization inviting misuse of data. He has called for systematic online journalism ethics (Debatin, 2007). An online ethics code developed by the Poynter Institute stresses the new meaningful opportunities of online journalism to serve the users. It declared that it is the journalist’s constitutionally protected duty to explore the potential the Internet holds for journalism and consequently the audience, i.e. the public (PoynterOnline, 2007). Such attempts to ethically reprimand individual journalists are well meant but accomplish little in an environment of corporate media. Roman Berger, former USA correspondent for the Swiss daily newspaper Tages-Anzeiger, sees no hope for the Internet to democratize journalism. Similar to the findings of Bozkowski & de Santos and the analysis of Debatin, Berger argued that the Internet has exacerbated the corporatization of news and has turned into an echo chamber for the recycled messages of traditional big media companies: a density of outlets with nothing new to say. Serious U.S. journalism is being ground between corporate giants vying for profits, and profits only, resulting in journalists forced to cede to the production of hedonistic satisfaction found in a tintinnabulation of entertainment, celebrities, and sensationalistic stories (Berger, 2008).

In addition, uploaded video often lack meta-data, for instance, if a web video is linked to a television story and when the television story was first aired. Often online news video comes without identifying the prominent people in the story via subtitles in the video. Of 20 websites of national broadcasters in the United States, Canada, Great
Britain, Australia, and Germany reviewed by the author in spring 2008, some did not reveal any dates for their clips. Among them was *CBS Evening News*, one of the three U.S. network newscasts, which has since relaunched its website adding information about time and date to its video clips. Another ethically problematic issue is “virtual journalism,” reports manufactured at the desk without having visited the location of an event; a deception not easily detected if the meta-data does not provide a dateline or the dateline is abused (Mükke, 2008).

_Lack of Comprehensive International News_

U.S. foreign news coverage has ebbed and flowed during the past two decades relative to international events. After the Berlin Wall fell in 1989, ending the Cold War in the 1990s, international news decreased sharply but was revived after 9/11 until 2003 when the United States started the war in Iraq. Since then, international news again has diminished. In 2008, the time devoted to international news for the networks was 49% less than in 2003 and 65% less than in 1989 (Project for Excellence in Journalism, 2009c). Despite a slight increase in the quantity of international news online, such as found in this study for *NBC Nightly News*, in terms of quality it is more of the same. Following a market approach, NBC caters to what the audience (allegedly) wants to see. A 2002 Pew survey found that U.S. residents largely ignored stories that had no link to terrorism or the Middle East (Pew Research Center for the People & the Press, 2002). Already in 1993, Robert MacNeil predicted that the advance of technology, that allows access to more places and easier reporting, would trigger a shift in topics toward reporting on physical evidence of human rights abuses, catastrophes, and disparities in
living standards combined with a decrease in the more abstract questions of international policy (Lee, 1993). Roman Berger contented that whole regions of the world have vanished from the news since the end of the Cold War. Paradoxically instead of covering the complex new world of 15 sovereign states with their own culture, politics, religion, and geography that emerged from the collapsed Soviet Union, he said, the number of Western foreign correspondents in Moscow sank. Most radically, he contented, the U.S. networks decreased their attention following the motto: the West has won; the end of history is here. Without an enemy no proxy wars existed in the Third World and no coverage of most of Latin America or Africa was seen as necessary anymore, with the exception of such hot spots as Cuba, Venezuela, or Zimbabwe or wherever a natural calamity struck. Whereas in 1989 the three U.S. networks aired more than 4,000 minutes of foreign coverage, the time shrank by more than half in 2000 to only 1,700 minutes. Berger considered this a tragedy, since television news remains the main source of foreign information for the majority of the U.S. population. The events of 9/11 brought a short boom in foreign coverage, which in fact was crisis reporting by “parachute” journalists, who visited foreign locations only for a short time. Berger viewed this trend as dangerous as coverage of the brief war between Georgia and Russia in 2008 showed. During the beginning of the conflict, online coverage of the German political magazine Spiegel relied on reports based on only one source: Tiflis, the Georgian capital. Parachute journalists became easy prey for PR manipulation, not only a problem of Internet journalism, he noted (Berger, 2009).

A study by the Radio and Television News Directors Association showed that international news was not lost on the audience: On a scale between 1 (don’t really care)
and 5 (really care a lot) international news averaged a 4.1, ranking third among topics of interest, right after weather reports and national news, each 4.2. In contrast, news directors judged the audience’s interest in world events only as a 3, ranking it eighth on their audience’s interest scale (Radio and Television News Directors Foundation, 2006).

The desire of the audience makes sense as the United States is grappling with growing minorities, first and foremost Hispanics; yet, the U.S. networks have not use the Internet to report about a wider range of conditions in Latin America to give U.S. citizens a better understanding of these increasing groups in the midst of their society. Although the effect of media on integration cannot be measured directly, “the representation of immigrants in the media and the depiction of political and societal discourse are important integrative functions able to contribute to dismantling prejudice and social distance” (Zambonini & Simon, 2008). Desire, however, does not necessarily translate into understanding. A Pew biennial survey conducted among 3,002 U.S. adults from April 26 to May 12, 2002, found that broad interest in international news is inhibited by the lack of background information for the public. Sixty-five percent of participants with a moderate to low interest in international news said they do not follow foreign coverage because they lack background knowledge. Only 45% said that they do not follow international news because those events would not affect them. Participants did not connect their lack of background knowledge with missing international coverage in media. Almost two thirds stated that the media did a good or excellent job in international news coverage; 7 in 10 also stated that they were satisfied with the amount of

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28 The original quote in German reads: “Zunächst sind die Repräsentanz von Migranten in den Medien und die Abbildung politischer und gesellschaftlicher Diskurse wichtige integrative Funktionen, die zum Abbau von Vorurteilen uns sozialer Distanz beitragen können” (Zambonini & Simon, 2008).
international news the media offers. The core international news audience, which expressed a strong and consistent interest in international news, however, increased to 16% in 2002, up from 10% in 2000. It consisted of affluent, highly educated people of whom 6 in 10 have travelled abroad. Forty-nine percent of the public followed international news somewhat closely when something happened. Only one third of the public was not interested in international news at all (Pew Research Center for the People & the Press, 2002).

Several studies have tested news knowledge. A five-question current events test among 8 nations by the Times Mirror Center for the People & the Press in 1994 found that the U.S. population knew less than all other publics with the exception of the Spanish. The German public was the best informed. Forty-two percent of U.S. residents answered two or more questions correctly in contrast to 90% of Germans. U.S. residents scored an average of 1.5 correct answers compared to 3.6 for Germans and just slightly above 1.4 for the Spanish. Generally younger people under 35 years scored lower on the quiz in the United States, Canada, and France in contrast to younger people in Germany, Spain, and Italy who knew as much as older people (Times Mirror Center for the People & the Press, 1994). The National Geographic-Roper Public Affairs 2006 Geographic

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29 The U.S. sample was based on telephone interviews of 1,494 adults during January 6-13, 1994 conducted by the Princeton Survey Research Associates. The German sample was based on face-to-face interviews of 1,592 adults conducted by Emnid between January 6 to 23, 1994 (Times Mirror Center for the People & the Press, 1994).

30 Other countries included Spain, Mexico, France, Italy, the United Kingdom, and Canada. Questions asked about North Korea, which threatened to withdraw from the non-proliferation treaty; Serbia, which had conquered Bosnia; Palestinians, who reached peace agreement with Israeli; the President of Russia Boris Yeltsin; and Boutros Boutros Ghali, the Secretary General of the United Nations (Times Mirror Center for the People & the Press, 1994).
Literacy Study found in 510 interviews of a representative sample of 18- to 24-year old U.S. adults that they only showed a limited understanding of the world beyond the U.S. borders. Only 54% answered all of the questions about factual knowledge of important events and locations on a map. Almost two thirds did not find Iraq on a map of the Middle East despite almost constant news coverage since the U.S. invasion in March 2003. One encouraging result was the increasing number of young U.S. adults who went online for world news: 27% in 2006, up from 11% in 2002. The report concluded that young U.S. residents were not prepared for an increasingly global world (National Geographic Education Foundation & Roper Public Affairs, 2006).

Lori Robertson, American Journalism Review senior contributor, considered why U.S. residents were performing so poorly in current event polls on Iraq. A study by the Program on International Policy Attitudes at the University of Maryland found that over a third of those surveyed believed that weapons of mass destruction had been found in Iraq. A January 2003 Knight Ridder poll found that half of its participants thought one or more of the 9/11 hijackers were an Iraqi; over half of the respondents in the April 2003 CBS/New York Times poll said that Saddam Hussein was “personally involved” in the attacks. These results were puzzling, given the extensive coverage before, at the beginning, and during the war in Iraq and results of a survey by the Pew Research Center for the People & the Press that found that 84% of its participants said they followed coverage on Iraq fairly or very closely. Jon Wolfsthal, Deputy director of the Non-Proliferation Project at the Carnegie Endowment for International Peace, said, journalists needed to include more background. Kathleen Hall Jamieson, Director of the Annenberg Public Policy Center of the University of Pennsylvania, said that accurate public
knowledge did increase when the press was doing its job. Among the media professionals and pollsters Robertson interviewed, the majority agreed that the public is often misinformed, particularly about international events. Interviewed editors also concurred that the media have the responsibility to correct misperceptions in the public and to prevent contributing to them (Robertson, 2003).
CHAPTER 6: CONCLUSION

“Seldom have so many with so much covered so little.”

Former CBS anchor Dan Rather (Wallis & Baran, 1990)

Albeit the quotation above does not refer to the Internet, it easily could. On one hand, the difference in the approach to online news videos between U.S. and German stations made it difficult to compare numbers; on the other hand, it is interesting that the difference in news presentation on television and online resulted in similar content. Fear among media professionals and academics, that the Internet will fail to deliver upon the early utopian hope of providing more information for a better democracy, becomes apparent. Already in 1995 MacNeil said, upon parting from The NewsHour: “We can report from anywhere. But we seem to report from fewer places and report more obsessively and hysterically about those things we know will capture the largest audience” (Hickey, 1995). Jennifer Lawson, former PBS executive vice president and independent producer, noted: “Had we known more about how others view us and our policies, I don’t think we would have been so surprised [by 9/11]” (Project for Excellence in Journalism, 2009c).

As of March 31, 2009, nearly a quarter of the population worldwide used the Internet: 1,596,270,108 of 6,710,029,070 people worldwide potentially interacted with

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31 Quotation by Dan Rather in a Time magazine interview about the opulent coverage of the 1988 Democratic National Convention in Atlanta, GA for which CNN alone sent 300 people for gavel-to-gavel coverage. The quotation was printed in an article titled “Party time in Atlanta” published in the Columbia Journalism Review 27:3, p. 27-34 (Wallis & Baran, 1990).

32 In North America 251,290,489 (74.4% of the North American population) used the Internet as of March 31, 2009, a growth of 132.5% between 2000 and 2008 (Internet World Stats, 2009a).
each other online, an increase of more than 340% between 2008 and 2000 (Internet World Stats, 2009). Paradoxically as these virtual meeting points increased, U.S. and German newscasts and web videos devoted little attention to international news without home country focus. Albeit German public-service broadcaster ARD presented more international news in its newscast than did U.S. broadcasters, ARD also neglected the Southern hemisphere and privileged politics, accidents/disasters/crime, human interest/amusement, and economy over topics such as culture/education/science, social affairs, and environment.

The Commission for Freedom of the Press had warned that if mass media were not going to

the limits of [the media’s] potentialities to increase the nations’ knowledge of one another’s characters and purposes, […] these innovations will merely serve to give wider international currency and more rapid dissemination to reports which may increase the distortion and misrepresentation of national conduct, character, and purpose, which have bred wars in the past (Commission on Freedom of the Press, 1946).

Two decades later the National Advisory Commission on Civil Disorders stated that “[b]y and large, news organizations have failed to communicate to both their black and white audiences a sense of the problems America faces and the sources of potential solutions […] This may be understandable, but it is not excusable in an institution that

Europe, 393,373,398 (48.9% of the European population) used the Internet as of March 31, 2009, a growth of 274.3% between 2000 and 2008 (Internet World Stats, 2009b).
has the mission to inform and educate the whole of our society”. The same commission concluded U.S. society was “entitled to demand […] responsibility from the press and conscientious attention by the press to its own deficiencies” (National Advisory Commission on Civil Disorders, 1968). Both commissions recommended establishing new agencies, which would be independent of the U.S. government, to report on the performance of the press among other functions (Commission on Freedom of the Press, 1947; National Broadcasting Company, 1944). Because commercial and public-service mass media affect public opinion (Commission on Freedom of the Press, 1947; Schwanebeck, 2003) a media reform in the United States that defines, establishes, and re-emphasizes public-interest standards in order to supply meaningful news to citizens seems necessary. An investigation into international news in the United States and Germany should be an urgent item of any reform movement as international news coverage carries a special importance in influencing public opinion and foreign policy. Agenda-setting effects of foreign news have a stronger influence than agenda-setting effects of domestic news because most people in the audience do not have an extended knowledge of foreign countries. In the light of the geographical situation of the United States bordered by just two neighbors, journalism should put extra efforts into bringing the world in form of news into the United States. In the German context the expansion of the European Union and NATO, its involvement in the war in Afghanistan, and deployment of German soldiers in Africa and Asia, German residents need to be informed about the new role of the nation and its commitments. Media have privileged access to events, which brings the duty to dig deep not only in domestic soil but everywhere on the globe for its constituents, the public. It is crucial for citizens to
understand how we are linked with each other and how this affects society and ultimately our own lives. Mükke demanded in his concluding remarks that foreign coverage must contribute to the erosion of Euro- and ethno-centric and market-orientated perspectives and in turn enrich the mostly national contexts by presenting other angles. He stated the goal must be the enlightened recipient, who through mass media consumption is able to face the intellectual and cultural challenges of the processes of globalization with the aid of media better than without such help. From academia he demanded an increased examination of the consequences of an accelerated production process that enables copy-and-paste-journalism in foreign coverage (Mükke, 2008).

With the Internet it seemed technically possible to revive the original purpose of media and journalism but it remains a question as to how this great opportunity will be used; positive and negative outlooks still grapple with each other (Dover, 2007; Palser, 2005). But the negative side seems to gain ground. Media critics are concerned about the future of diverse quality information. They urge media companies to invest more in original foreign correspondence and to give more prominence to buying and properly translating original non-English language reporting from around the world instead of relying on a handful of wire services (Dover, 2007). Modern media can be of great value to people who strive to participate fully in the quest for a democratic society and polity, but only if the best knowledge available is easily and universally accessible to all citizens (McCauley et al., 2003). Participation of media in providing better coverage online, however, is partially restricted by legal rulings such as in the case of German public-service broadcasters, financial instability for U.S. public-broadcaster PBS, and a missing financial model online for commercial broadcasters in both countries.
In sum, more users feed on lesser content on television and online, which is especially true for international news. This threatens to lead to an even more dramatic simplification of the world presented in stereotypical pictures of a few countries and might contribute to xenophobia, violence against foreigners, and shortsighted decision-making politically. Ethically, and in case of public-service broadcasters also legally, the news has failed; media is forsaking the only reason it is allowed to exist: providing original international news to present a diverse world in a fair and an exhaustive manner. The birth of the Internet as a mass communication medium for the public is a caesura that begs for a new negotiation of society about the stewardship of the Internet with those who provide information on it.

This study, based on data captured during a 2-week window without weekends in April 2009 could not be more than a snapshot of the ongoing evolution of use of the Internet by U.S. and German television broadcasters. Especially in the choice of U.S. networks, the study did not consider cable channel news provided by CNN, FOX, or MSNBC on one hand and 24-hour German news channels on the other hand. In addition, this content analysis only examined online video elements that were deemed to be most purposeful for this study but did not take other web site elements into account. The websites of all stations offered more than just videos; they also featured in part extensive archives, maps, texts, blogs, photographs, slide shows and other informational elements. As with every content analysis, this study suffers from the limitations that come with quantitative research. Within the framework of this content analysis no interviews or surveys could be conducted about the process of news production within each station to provide a more comprehensive, in-depth, and detailed explanation of the results. Further
research should examine the internal structure of each broadcaster and the production process of news: Are broadcasting and online newsrooms separate or joined? How many journalists are working for the broadcasting and/or online newsroom? How are stories developed – as a media package with stories for broadcasting and online or does either side provide a story, which is then adapted for the other outlet? Two hypotheses could provide a framework for such a study: First, the more cooperation between broadcast and online newsrooms exists, the more homogenous the broadcast and online content will be. Second, the more cooperation between broadcast and online newsrooms exists, the more content will be designed for specific broadcast or online presentation. In this context, it would be interesting to interview NBC designated online journalist Mara Schiavocampo after an analysis of online material before and after her employment. How has website content changed due to her efforts to supply original online content? How does she develop her original online stories? Will broadcasters make use of her material as well? This ultimately raises the question regarding the direction in which information and news flow. In order to find out how stories for the Internet are developed, a newsroom survey with decision makers, in-depth qualitative interviews, and observation of the news production process in the newsroom over a longer period of time will be necessary. This would also require the full cooperation with commercial and public-service broadcasters to grant such access.

Furthermore, more research is needed to examine the relationship between international news on television and online in other countries to compare potentially different approaches to use of the Internet in varying media systems. This could lead to a more extensive analysis of how such different media systems as commercial, public, and
dual models use or restrict the opportunity of online journalism, especially regarding the production of additional and international stories. Research should also focus on content presented in web elements other than video clips. This would provide a more complete picture of contributions by broadcasting to use of the potential of the Internet to provide foreign coverage of public interest.
REFERENCES


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APPENDIX A

Coding Sheet
Coding Rules

Please read all coding rules and category descriptions in this codebook very carefully, if necessary more than once until complete understanding. During coding please check with the codebook if you are not certain in which subcategory a story falls.

Unit of Analysis

The unit of analysis for this content analysis is the story. This means every story is one unit of analysis including anchor intro and anchor tag in the cases of packages/donuts, narrated clips, and interviews. Teases, announcements, advertisements (typically in the beginning of a newscast or before commercial breaks) will not be coded. For instance the news overview presented by NBC Nightly News and PBS NewsHour in the beginning is a succession of teases promoting their top stories. Please do not code these. This also includes the “Recap”-Section of the PBS NewsHour in the very end of the newscast. When two stories report about the same topic but their formats are clearly different, please code them as distinct two units. For instance, PBS could present a package/donut on piracy at the Somalian coast followed by a long interview about the U.S.-Somalian relationship. Please code the first story as one unit marking it as a package/donut and the second story as a separate unit marking it as an interview.

Coding Unit Number (No.)

Please note in chronological succession the number of stories you code starting with “1”.

Date

Please note here the date when the story was broadcasted with double digit numbers for month and day, and four digits for the year, for example: 05-09-2008 for May 9, 2008. The date can be read in the newscast or found in its file name. Be aware,
German date sequenced by day, month, and year; please convert into U.S. date style (i.e. month-day-year).

**Length**

Please note the length of each story in seconds. This can be done by following the running digital clock in the video file player, for example a time code of 01:45-03:15 equals one minute and 30 seconds ergo 90 seconds. For the next story you would start with 03:16 etc.

**1 Network**

Please circle in this category the name of the network, which is showing the story as 1 NBC, 2 PBS, 3 ARD, or 4 RTL.

**2 Location**

Please circle in this category if the story was part of a television newscast or part of the web-only stories/webcast of a network as either 1 Television or 2 Web-Only.

**3 Link to Television**

This category only pertains to the web video clips, please cross out this section on the coding sheet when you code television stories. For web videos, please circle 1 if you have seen a related or very similar story or topic on the same day for the same network on television and online.

**1 Link to Television:** Web videos, which display a topic that appeared in a television newscast story that day.

**2 No Link to Television:** Web videos, which display a topic that did not appear in a television newscast story that day.

**4 Focus**

This category measures the stories attention toward home country and foreign countries. Please circle one of the following subcategories.
1 Domestic: Please circle this category when the news is about German domestic news in the cases or ARD and RTL and about United States domestic news in the cases of ABC and NBC.

For instance:
- German federal parliament, the Bundestag, decides law about Guantanamo inmates
- President Obama appoints new treasury secretary

2 International with Home Country Focus: Please circle this category when in case of ARD and RTL Germany and in case of ABC and NBC the United States is more than just mentioned in a story about a foreign country and also if the story is about a German/United States connection although Germany/United States itself is never mentioned. In case of ARD and RTL stories, this also includes stories about the European Union (EU) and other organizations of which Germany is clearly a member. In case of ABC and NBC stories this subcategory needs to be circled if the story relates to the United Nations or another organization of which the United States is clearly a member.

If you do not know the status of Germany or the United States in respect to an organization and Germany or the United States is not explicitly mentioned, please code as subcategory 3 International without Home Country Focus.

For instance:
- German athletes win bronze medals in ski cup in Croatia
- German men sells house after Austrian example of house lottery
- Representative of Obama administration visits World Economic Forum in Davos

3 International without Home Country Focus: Please circle this category when in case of ARD and RTL Germany is not mentioned or the main subject of a story reporting about a foreign country or international institution without apparent German involvement. Please circle this category when in case of ABC and NBC the United States is not mentioned or the main subject of a story reporting about a foreign country or international institution without apparent US involvement.

For instance:
- Zimbabweans suffer from lack of food and medical care
- The head of state in Iceland steps down
- Taliban rebels fight against Pakistani government forces in Swat-Valley

5 Geographical Area

This category pertains to the location where an event took place, where a story happened. In case of obituaries, please note the place where the person lived or died or her/his birthplace, whichever is most dominant. In case only one location is mentioned in obituaries, please circle this location. Please circle the location according to the geographical area in which the country is listed below. Every place, multiple places, or organization(s) should then be specified in word(s), for instance an event happened in a German city circle 1 E.U. and write “Germany” on the line. Do not fill in city names but only the name of the country in which the city is located. In case you cannot identify the country from a given location or you do not know in which country it is located circle 10 Other and write down the name of the location you could discern from the clip if given. If an institution such as the World Nature Conservancy group, which is constituted of many nations, meets in Barcelona, please code 1 E.U. Spain for location rather than 9 Multi-Country for the organization. If a summit takes place for example in Geneva but the story reports about the Russian policy at the summit, please circle Russia rather than Switzerland. If the place of the topic is more dominant than the place of a summit, please circle the location of a topic, Please familiarize yourself with the countries in the subcategories below and refer to the codebook and the provided map if you are uncertain where a country is located.
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### 7 Latin America (Central, South America, and The Caribbean)

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<td>Papua New Guinea</td>
<td>Vanuatu</td>
</tr>
</tbody>
</table>
Multi-Country

In this category falls everything that involves different countries, continents simultaneously or involves multi-national organizations such as (but not only) E.U., U.N., NATO, ASEAN, CAFTA, NAFTA etc. It also includes the Polar Regions. In case only the home country (Germany/United States) and other country are concerned, please do not circle this category but mark the geographical region of the other country only.

For instance:

- 100 countries found new organization for energy conservation policy
- European Union members struggle with Guantanamo inmate asylum policy

Other

In this category fall stories in which no place was explicitly named, implicitly mentioned or could not otherwise be found in supers or other visual descriptions.

6 Format

This category records the journalistic format in which a story is presented. Please circle one of the following subcategories for each story.

1 Anchor-Read: Anchor-read news is roughly 20 to 45 seconds long, read by the anchor while the anchor is visible or in the background while video, photos, or graphics are shown. The anchor can also be interrupted by one or more sound bite but resumes telling the stories after the sound bites were presented. (This often done by the PBS Newshour.) Be careful, sometimes the anchor reads two different short stories in a row and only the small picture in the background or over the shoulder of the anchor changes. This change
of graphic usually indicates a new story i.e. a new coding unit and you need to give it a
new number and code all categories for the new story. Please also be careful not to
confuse anchor-read news with an anchor intro to a package/donut, narrated clip, or
interview. These need to be coded together with the package/donut, narrated clip, or
interview. This category pertains to news, sports, and weather anchors when they are
clearly guiding the audience through a range of stories or graphics in case of weather
coverage and are visible to the audience at times. It also includes stories in which the
anchor narrates a story that is followed up a sound bite.

2 Narrated Clip: A narrated clip is roughly 20 to 30 seconds long, read by someone else
than the anchor but the narrator not visible because video or graphic is displayed. This
includes weather news in which a narrator explains a row of graphics. Narrated clips
might be introduced by the anchor or not; if the anchor introduces the narrated clip that
please add the time of the anchor intro to the time of the narrated clip.

3 Package/Donut: A package/donut is roughly between one and a half and four minutes
long but could be longer, especially in case of web-only material. The anchor often
introduces the package/donut but the story is told by the voice of a reporter who may
appear in the story and/or give another intro and tag. Usually there is a banner showing
the name of the reporter on the bottom of the screen when a package is aired. If the
anchor asks only two follow-up questions after a reporters’ tag it is still considered part
of a package and not a separate interview. This includes reviews of music, movies,
literature etc.

4 Interview: The anchor conducts an interview with one or more guests. This could be in
or out of the studio and on the phone, live or recorded, the interviewee can be any person
for instance an expert, a woman/man on the street, or another journalist. Usually the
anchor asks three to five questions, the interviewee answers. Sometimes the anchor is
shown but most often the guest can be seen. An interview usually takes between two to
five minutes. Only if a story is followed by more than two questions on the same topic by
the anchor, it is considered an interview. Interviews on a topic that is not connected to a
previous or following story that contain only two questions are also coded in this
category.

5 Other: Everything, which does not fall into format subcategories 1 to 4 such as
comments, unusual breaking news, unusual live coverage, long reporter stand ups, new or
otherwise not clearly distinct formats such as cut-together interviews, raw video, and
snippets from other shows is coded in this subcategory. If a story falls into 5 Other,
please write in one or two words what format you saw.

7 Topic
This category addresses an affair, concern or main idea, which is of public interest and
has been, is, or will be expressed by public media. Please circle only one of the following
subcategories to code the most dominant topic of a story. If more than one topic emerges
during a story, choose the most dominant overarching topic.

1 Politics: Politics is the collective organization, which aims at implementation of
concepts pertaining to the order of social community and realization of goals and values.
The target of politics is the community, state, or nation. Politics is further defined as
every action pertaining to these entities or actions enforced in their names, which bear
consequences for the public and organization of public life. Politics includes governmental and other political acts, actions, practices, and policies at local, state, and national level, the competition between interest groups or individuals including parties, unions, and employers for power and leadership, elections and election campaigns. It also involves the relations or conduct in a particular area of experience dealt with from a political point of view. This excludes war, defense, foreign relations, and diplomacy, which are coded in 3 War/Foreign Relations and single terroristic acts, which are coded in 4 Accidents/Disasters/Crime.

For instance:

- Guenther Beckstein steps down
- Reactions to Beckstein’s move
- CSU leadership crisis
- Metal worker union negotiates with employers
- Stricter banking control law adopted by EU parliament
- New federal law for reimbursement when Deutsche Bahn trains are too late

2 Economy: This includes coverage of general economic and fiscal activity, prices of commodities and natural resources, monetary and currency issues, labor, wages, stock exchanges, the management of companies, reports pertaining to the Federal Reserve, European Central Bank, the World Bank, the International Monetary Fund, and financial and monetary institutions outside of national governments.

For instance:

- Gas prices increase
- Oil price per barrel falls
• European Central Bank does not rise interest rate

• Furniture fair is not suffering from economic downturn

3 War/Foreign Relations: This includes stories about defense and war, i.e. open armed hostile conflict between two or several entities as well as defense, rebellion, and military use of space. This includes conflict between nations as well as civil wars and violent riots within a country. This subcategory also pertains to stories reporting about foreign relations and diplomacy i.e. the art and practice of conducting negotiations or handling affairs without causing hostile feelings between nations and international exchanges of any kind. This includes U.N., NATO, and other multilateral bodies as well as legislation, execution, and jurisdiction on local, state, and national level pertaining to the war on terror, weapons of mass destruction, nuclear weapons, Guantanamo, U.S. led wars in Iraq and Afghanistan, German involvement in Afghanistan, Somalia, and Iraq. Terroristic acts per se belong into category 4 Accidents/Disasters/Crime. 3 War/Foreign Relations also pertains to security personnel and institutions, which guarantee safety for citizens, communities, states, and country including meter maids, police forces, customs, immigrations officers, and army personnel.

For instance:

• German Russian talks in St. Petersburg about increased trade between the two countries

• Upheavals in Thailand

• U.S. embargoes Cuba

• Sri Lankan troops reduce tamil tiger safe havens

• Taliban fight against Afghanistan government
4 Accidents/Disasters/Crime: Manmade accidents and natural disasters i.e. unfortunate, unplanned, and often sudden calamitous events and circumstances causing damages, injuries, and losses such as hurricanes, wild fires, (school) shootings, stampedes, and terroristic acts such as suicide bombings. This subcategory includes all crime stories, criminal proceedings in court; criminal acts against the state including treason, espionage, and terrorism. A crime is (the commission of) an act that is forbidden or the omission of a duty that is commanded by a public law and that makes the offender liable to punishment by that law. This excludes sports related transgression such as doping, which are coded in 9 Sports.

For instance:

- Steve Fosset’s plane wreck found
- Suicide bomber kills 27 in Sri Lanka
- German former post chef Zumwinkel faces trial in criminal court for major tax fraud
- Car crashes into roof of church
- International Trial Court in Den Haag opens first case on Congolese murder suspect
- Terrorists attack hotels in Mumbai

5 Culture/Education/Science: This subcategory pertains to the customary beliefs, traditions, social forms and norms, material traits of a racial, religious, or social groups, the characteristic features of everyday existence shared by individuals in a place or time for instance popular or East coast culture as well as a set of shared attitudes, values, goals, and practices that characterizes an institution or organization. This includes reports
about education on all levels i.e. kindergarten, elementary, middle, and high school, higher and adult education. It also includes classic and contemporary art (music, fine arts, theatre, film etc.) religion, philanthropy, media (including editor’s notes or to correct mistakes of previous broadcasts), and communication laws. This includes science i.e. the systematized knowledge or study of an object discovering general truths or the operation of general laws especially as obtained and tested through scientific method other than defense related which will be coded as 3 War/Foreign Relations and health related which will be coded as 8 Medicine/Health/Welfare.

For instance:

- Stockholm gives alternative Nobel prize to German woman
- A new exhibition has opened in Berlin
- Nobel prize for literature to French author
- German study says Turkish people are not integrated in Germany
- NBC details its efforts to set up coverage for Obama’s inauguration
- Review of the music album Loney Dear by Swedish artist

6 Social Affairs: This relates to human society, the interaction of the individual and the group, human beings as members of society, its moral and social problems pertaining to alcohol, marriage, marriage relations, divorce, birth control, abortion, adoption, sex, homosexuality, gender, feminism, race relations, senior citizenry, medically assisted suicide, genetic research, the death penalty, death, gun control, evolution versus creationism, integration of social groups, minorities, immigration, and civil court proceedings. This category also includes issues connected to the German reunification
and sentiments between the so-called old federal states (former West Germany) and new federal states (former East Germany).

For instance:

- Lawyer loses against Bundesfinanzhof about parliamentarians’ tax advantage in highest court
- East German women protest against unfair retirement payment
- Extreme left wing group demonstrates against unification
- Ban on guns by Obama?
- Californians debate gay marriage

7 Environment: This subcategory includes all circumstances pertaining to the environment, animals, plants, climates, and their protection, energy production (nuclear energy, fossil combustibles, alternative, regenerative energies etc.), raw resources, recycling systems, nature protection areas (water, forests, meadows, grasslands, lake shores etc.), and agricultural issues.

For instance:

- Cows’ feces used to produce electricity
- New solar panels installed on government buildings
- Ohio advocates green energy
- Mountaintop removal in West Virginia on rise
- 100 countries found new energy protection agency

8 Medicine/Health/Welfare: This subcategory pertains to all health, public welfare, social, and safety measures, the well being of the individual or a group in body, mind, or spirit. This includes medical and pharmaceutical findings, institutions and organizations
of the health and pharmacy industries, health insurances, health care providers, accident, retirement, and disability insurance, food safety, and consumer protection.

For instance:

- Commission gives recommendation for new higher health insurance fees
- Gas consumers receive money back after an investigation in high gas prices
- Social security receivers on rise
- New diet approach for men
- German train company, Deutsche Bahn, allegedly spied on private data of employees
- Zimbabweans suffer from hunger and poor medical care

9 Sport: This subcategory includes local, state, national, and international sport i.e. physical activities for pleasure or athletic competition between individuals or groups.

For instance:

- German athletes qualify for Olympia
- Bundesliga season starts
- Spanish police stops doping investigation without result
- Red Sox win
- German handball coach bursts out in anger
- German handball player breaks foot

10 Human Interest/Amusement: This includes weather news, obituaries, animals, cute children, juvenile interest, lottery results, transportation, travel, service, and kicker stories i.e. the last story of a newscast detailing something odd, funny, unusual or otherwise light positive soft news. This subcategory also pertains to entertainment, popular amusement,
celebrity news, Hollywood personality, popular figures, royals, their problems, relationships, engagements, and marriages. It further includes celebrations and holidays.

For instance:

- House owner puts his property into lottery
- Berlin zoo polar bear Knut grows up
- Regular weather forecast

11 Other: This includes topics, which did not fall into subcategories 1 to 10.