

The Information of the Results of 14 March

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Introduction

This article has been included to complete the information about the news treatment of the events and consequences of 11 March. It was felt that it would be useful to take a look, from the point of view of pluralism, at the outcome of an electoral campaign unexpectedly interrupted by the terrorist attacks in Madrid.

This article analyses the time each station devoted to reporting information on the results of 14 March. It indicates the impact of the various election-night specials in terms of audiences. It also mentions the number of live crosses to electoral offices and data centres. The article refers to the speaking time¹ of the political actors and the groups and candidatures to which they belong. Finally, it tackles the actors' participation in morning and afternoon talk shows. The article is based on information from the *Specific Report on Pluralism During The Election Night. General Elections (14 March 2004)* prepared by the Catalonia Broadcasting Council's Content Analysis Service.

The study universe was the election-night specials and the regular news bulletins that reported on how the elections were going and that were aired by the Spanish stations (TVE-1, Tele-5 and Antena 3 TV) and the Catalan station (TV3) after 7.40 p.m. on 14 March 2004. It is important to point out that the differences in terms of territorial sphere affected the attention that each station paid to the different political groups. The article does not include information on the Andalusian regional elections, which took place the same day.

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1. Time Devoted by the Stations

Analysing the real length (without any blocks of advertising) of the news programmes on each station revealed that TV3 was the station that devoted the most time to covering information on election night (just over 5 hours). In second place was TVE-1 (3 hours and 8 minutes). The private stations Tele-5 (2 hours and 58 minutes) and Antena 3 TV (2 hours and 54 minutes) came in, respectively, third and fourth.

The different stations divided this time between election-night specials and regular news bulletins inserted in the middle of the specials. TV3 cut the length of its *Telenotícies vespre* evening bulletin and prioritised the second part of the election-night special, which lasted nearly 4 hours. TVE-1 was an exception with regard to broadcasting election-night specials, as it chose to extend the length of the *Telediario 2* bulletin until election night had ended (the bulletin lasted 2 hours and 26 minutes).

With regard to audiences², TV3 was the audience leader in Catalonia in the news coverage of the election night. Its election-night special was followed by 775,000 viewers (32.5% of the ratings). Audience figures peaked just before 11 p.m., when 1,343,000 people tuned in, garnering 44.8% of the ratings. That was when the station crossed live to the PSOE headquarters, where José Luis Rodríguez Zapatero appeared after his party had been declared the winner. The programme became the most-watched election-night special in the history of TV3. It also attracted more viewers than the election-night specials of the other stations. The Tele-5 special won 17.3% of the ratings, TVE-1 (the exceptionally long *Telediario 2*) won 17.2% and Antena 3 TV won 11.8%. As Table 1 shows, TV3 was the only station that extended its election-night special through to the early hours of the following morning (lasting 1 hour, 24 minutes and 52 seconds). The Spanish stations brought their

Table 49. INews Bulletins Analysed By Station

Station	Programme	Start time (h:min:s)	End time (h:min:s)	Real duration (h:min:s)
TV3	Election-night special (part 1)	19:44:36	20:41:21	00:49:24
	TN vespre	20:41:22	20:55:20	00:13:57
	Election-night special (part 2)	20:58:38	01:24:52	03:57:50
	Total	05:01:11		
TVE-1	Election-night special	19:45:45	20:27:20	00:41:32
	Telediario 2	20:54:15	23:21:25	02:26:47
	Total	03:08:19		
Tele-5	Election-night special (part 1)	19:42:11	20:21:54	00:39:41
	Informativos Tele-5	20:28:24	21:18:44	00:44:30
	Election-night special (part 2)	21:31:42	23:18:40	01:34:44
	Total	02:58:55		
Antena 3 TV	Election-night special (part 1)	19:50:17	20:54:17	00:51:31
	Noticias 2	20:54:22	21:29:59	00:35:37
	Election-night special (part 2)	21:43:51	23:23:25	01:26:59
	Total	02:54:07		
Total all stations		14:02:32		

Source: Catalonia Broadcasting Council

Note: The table counts news time devoted to the general elections without including blocks of advertising. That explains why the difference between *start time* and *end time* does not coincide with *real duration*.

specials to an end shortly after 11 p.m. It is important to point out that the events and consequences of the 11 March attacks meant that television viewing in Catalonia rose to 287 minutes per person on election day³.

In Spain, the most-watched programme was TVE-1's *Telediario 2*, followed by an average of 5,151,000 viewers and representing 28.9% of the ratings. However, this was the station's worst-ever election-day result. Once the results showed that José Luis Rodríguez Zapatero had won the election (after 10.50 p.m.), Tele 5 became the preferred choice of viewers. Its election-night special won 21.5% of the ratings, while that of Antena 3 TV won 13.4%. Between 10 and 11 p.m., the viewing period when the PSOE's victory was confirmed, 18 million people followed the different election-night specials aired by the stations⁴.

2. Live Crosses to Electoral Offices and Data Centres

All of the stations crossed lived to the electoral offices of the

political parties represented in the Lower House during the 7th parliamentary session, as well as to the official data centre in Madrid. The differences in the stations' territorial sphere affected the distribution of the live crosses. TV3 established twice the number of crosses to electoral offices in Catalonia than to electoral offices in the rest of Spain. TVE-1, Tele-5 and Antena 3 TV concentrated most of their crosses on Spanish political groups. With regard to crosses to non-Spanish groups, TVE-1 crossed to the offices of CiU, Tele-5 to CiU, ERC and PNB, and Antena 3 TV to CiU, PNB and CC. Table 50 shows the distribution of crosses by station.

The station that made the most live crosses was Antena 3 TV, with a total of 50. Of these, 42 corresponded to non-Catalan electoral offices (PP, PSOE, IU, PNB and CC), 4 to the CiU and 4 to the official data centre. The number of crosses to the offices of the two main parties in Spain was practically the same (PSOE, 15 and PP, 14). It was the only station that crossed to the Coalición Canarias.

TV3, with 37 live crosses, came second. This was the only

Table 50. Distribution of Crosses by Station.

Station	Crosses to electoral offices in Catalonia					Total	Crosses to electoral offices in the rest of Spain					Total	Data Centre	Total
	PSC	CiU	PPC	ERC	ICV		PP	PSOE	IU	PNB	CC			
TV3	9	5	3	4	3	24	3	8	1	--	--	12	1	37
TVE-1	--	5	--	--	--	5	5	8	5	--	--	18	7	30
Tele-5	--	2	--	2	--	4	10	13	3	2	--	28	3	35
Antena 3 TV	--	4	--	--	--	4	14	15	7	4	2	42	4	50

Source: Catalonia Broadcasting Council

station where the number of crosses to electoral offices in Catalonia (24, corresponding to the five Catalan political formations) exceeded that of crosses to the offices in the rest of Spain (12, divided among PP, PSOE and IU). It also made one live cross to the official data centre.

Next came Tele-5, with 35 crosses. 28 of these were to non-Catalan electoral offices (PP, PSOE, IU and PNB), 4 were divided equally between CiU and ERC, and the three remaining ones were made to the data centre.

TVE-1 had a total of 30 live crosses, bringing it in at fourth place. 18 were to non-Catalan electoral offices (PP, PSOE and IU). The number of crosses to the official data centre (7) exceeded the number of crosses to electoral offices in Catalonia (5, all to CiU).

In terms of the time of the crosses, Tele-5 was the first station to make a live cross, when it joined the official data centre in Madrid at just after 7.43 p.m. It made its first cross to an electoral office at just after 7.53 p.m. when it went to the PP office.

TVE-1 and Antena 3 TV also crossed live for the first time to the official data centre (at just past 7.47 and 7.55 p.m., respectively). The PSOE office was the first electoral office to which TVE-1 crossed, while in the case of Antena 3 TV it was the PP.

TV3 established its first live cross at just past 8.14 p.m., when it connected with the PSC office, and at 10.37 p.m. it crossed to the official data centre in Madrid.

3. Speaking Time of the Political Actors

It is important to mention that the distribution of speaking

Table 51. First Live Crosses by Station

Station	First cross to data centre	First cross to an electoral office
TV3	22:37:26 h	20:14:06 h (PSC)
TVE-1	19:47:40 h	20:10:23 h (PSOE)
Tele-5	19:43:04 h	19:53:24 h (PP)
Antena 3 TV	19:55:09 h	20:02:47 h (PP)

Source: Catalonia Broadcasting Council

time given to each politician was different at each station. TV3 prioritised the politicians of Catalan groups (José Montilla from the PSC and Josep-Lluís Carod-Rovira from ERC). TVE-1 devoted most of its speaking time to members of the Spanish Government (Eduardo Zaplana and Ángel Acebes). The private stations awarded more time to the leaders of the two main parties in Spain (José Luis Rodríguez Zapatero from the PSOE and Mariano Rajoy from the PP). It is also important to mention that José Luis Rodríguez Zapatero, the winner on the night, had more speaking time than Mariano Rajoy.

The politician awarded the most speaking time on TV3 was José Montilla, with 12 minutes and 13 seconds divided among 5 different interventions. Next came Josep-Lluís Carod-Rovira and José Luis Rodríguez Zapatero with just over 7 minutes each. They were followed by Josep Antoni Duran i Lleida (CiU, 6:08), Joan Herrera (ICV-EUiA, 5:40) and Mariano Rajoy (5:31). TV3 had the biggest range of politicians (a total of 34).

At TVE-1, the politicians who topped the list were members of the Spanish Government: Eduardo Zaplana

Table 52. Groups with Speaking Time by Territorial Sphere and Station

Station	Groups of political parties		Other political groups	Total
	In Catalonia	Outside Catalonia		
TV3	5 (PSC, CiU, PPC, ERC, ICV-EUiA)	4 (PP, PSOE, IU, PNB)	1 (Gobierno del Estado)	10
TVE-1	1 (CiU)	3 (PP, PSOE, IU)	1 (Gobierno del Estado)	5
Tele-5	--	3 (PP, PSOE, IU)	1 (Gobierno del Estado)	4
Antena 3 TV	1 (PSC)	2 (PP, PSOE)	1 (Gobierno del Estado)	4

Source: Catalonia Broadcasting Council

(8:18) and Ángel Acebes (8:07), who both intervened on two occasions. In third place came the leader of the PSOE, José Luis Rodríguez Zapatero (5:35), while fourth place went to the leader of the PP, Mariano Rajoy (4:51). The other interventions (6) lasted for less than 4 minutes.

Tele-5 devoted the greatest number of interventions and the most speaking time to José Luis Rodríguez Zapatero (6:45 and 3 interventions). He was followed by Mariano Rajoy (4:52), José Blanco (PSOE, 3:13) and Gaspar Llamazares (IU, 2:42). Tele-5 gave airtime to the fewest politicians (a total of 7).

Finally, Antena 3 TV also gave most of its time to the leaders of the two main Spanish parties: José Luis Rodríguez Zapatero (6:30) and Mariano Rajoy (4:52). They were followed by Carme Chacón (PSC, 3:40) and José Blanco (3:13). The other interventions (6) lasted less than 3 minutes.

4. Speaking Time of the Political Groups

This section sets out the speaking time concentrated by each station on each political group. TV3 awarded speaking time to 10 groups (9 parties or coalitions and 1 group from the Spanish Government). Of these, the PSC accounted for 31.9% of the total speaking time. Then came ERC (15.1%) and CiU (13.4%). The Spanish Government was awarded 0.8% of the speaking time.

42.7% of the speaking time on TVE-1 went to the Spanish Government. This was followed by the PSOE (24.8%) and the PP (18.7%). IU and CiU, with less than 10% each, completed the list of political groups that appeared on TVE-1.

Tele-5 and Antena 3 TV awarded speaking time to 4 groups (3 parties or coalitions and one group from the Spanish Government). The former devoted more than half its speaking time to the PSOE (51.6%), with the PP coming in second (27.4%). Antena 3 TV followed a similar pattern, with percentages of 42.7% and 27.5%, respectively.

Table 52 shows the groups with speaking time by territorial sphere and station. TV3 was the station with the broadest range of political groups, not just from Catalonia but also from across the rest of Spain. The three Spanish stations basically only included Spanish groups.

5. Speaking Time of the Candidatures

As explained in the article *Methodology and Design Processes of the Report on the 11 March Attacks in Madrid*, the concept of *candidature* was introduced to group together the speaking time of the political groups that supported the same candidate to the presidency of the Spanish Government.

The PSOE (either with or without the PSC) obtained the highest number on all the stations, while the PP (either with

Table 53. Percentage of Speaking Time of the Candidatures by Station

Station	Candidatures						
	PP+PPC	PSOE+PSC	CiU	IU+ICV-EUiA	PNB	ERC	Candidatures with speaking time
TV3	17,1	45,6	13,5	8,2	0,5	15,2	6
TVE-1	32,7	43,3	7,8	16,3	--	--	4
Tele-5	29,5	55,5	--	15,0	--	--	3
Antena 3 TV	33,4	66,6	--	--	--	--	2

Source: Catalonia Broadcasting Council

or without the PPC) was second on all the stations. TV3 also gave attention to the following four other candidatures in the following order: ERC, CiU, IU+ICV-EUiA and PNB. TVE-1 gave speaking time to IU and CiU. Tele-5 referred to the IU candidature, while Antena 3 TV did not count any other. Table 53 shows the comparative figures.

6. Interventions of the Actors in Morning and Afternoon Talk Shows

All the stations except TVE-1 aired talk shows analysing the results. However, the composition differed both quantitatively and in relation to the activity of the people involved. TV3's talk shows included 9 people, either from the political forces represented in the Lower House during the 7th parliamentary session (5 political actors) or people unrelated to politics (4, from the sectors of education and culture). The 5 political actors belonged to the five Catalan groups (PSC, CiU, ERC, PPC and ICV-EUiA). The talk shows on Tele-5 and Antena 3 TV only featured non-political actors (i.e., from the cultural or economic sectors). The former featured 3 actors, while the latter featured 5.

Notes

- 1 As indicated in the article *Methodology and Design Processes of the Report on the 11 March Attacks in Madrid*, the concept of speaking time refers to the sum total time of the length of sequences where an actor intervenes as a subject, making an insert (insertion of the actor's image and voice, without any type of locution on the part of the journalist). Speaking time thus measures the direct presence of the actors, with their own voice and image, on the air.
- 2 Information on audience figures was taken from the 16 March 2004 editions of the newspapers *Avui*, *El Punt*, *El País*, *El Periódico* and *ABC*. The newspapers quoted figures from Sofres AM.
- 3 *Avui*, 16 March 2004, p.83
- 4 *El Periódico*, 16 March 2004, p.108.