A Comparative Content Analysis of Marriage Equality in Television News

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Dedications

This thesis is dedicated to the Johnson family and Ms. Alessandra Moreta. Thank you for your unconditional support and encouragement throughout my achievements and adversity. You've supported me in the absence of judgment and disparagement. You are the women I aspire to become and your wisdom is my shining light. Ms. Moreta; thank you for your strength, love, encouragement and support.

Furthermore, on an organizational level, this thesis is dedicated to the Mazzoni Center, William Way Center, Drexel University's Center for LGBT Health, National Lesbian & Gay Journalists Association and Ms. Edie Windsor.

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Abstract

A Comparative Content Analysis of

Marriage Equality in Television News

Chanell Monique Johnson

Here remains a major vehicle for Americans to obtain news content. By using a

massive platform, this medium has shaped policy and debate around controversial issues

throughout its inception. Mainstream news consumption influences opinion and

perception in contentious topics. Throughout the early Twenty-first century, television

news has sustained existing attention to civil rights issues. However, news content has

shifted from demographic civil rights claims to same-sex constitutional rights claims,

termed marriage equality. In 2014, these issues gathered much attention as a result of the

Supreme Court's non-ruling on five states' federal appellate court rulings on gay

marriage— Indiana, Utah, Oklahoma, Virginia and Wisconsin.

Moreover, analytical researchers have charged television news organizations with

inaccurate framing and depiction of same-sex civil rights issues; and diminished dialogue

between editors and reporters in the newsroom who report on the topic (Aarons, Murphy,

The National Lesbian and Gay Journalists, Annenberg School for Communication, 2000).

Researchers assert television news organizations' coverage of marriage equality, and

related issues, highlight a one-two dimensional conflict between official speaking

sources that relegate alternative perspectives by relying on standard historic sources (Moscowitz, 2009). For instance, it is widely recognized that legal, medical, religious and political authorities are sought out field-defined official sources by reporters who can provide an authoritative perspective (Alwood, 1996; Bennet, 2000, Gross, 2001). News coverage often reported conflict among these sources in legal and political developments on marriage equality leaving minimal space for the voices of gay and lesbian citizens most impacted by the controversial debate. Additionally, historically reported events depicted members of the gay and lesbian community as sexually deviant and a threat to social order.

The purpose of this research study is to build upon previous claims in the depiction of marriage equality and those portrayed in news coverage related to the issue. Drawing from results and recommendations for further analysis produced by previous researchers, this comparative quantitative content analytical study examined the change of attention, news' voice narratives, sourcing initiatives and distinctive claims.

The study examined the following national networks: ABC, CBS, NBC, FOX and owned and operated local television stations in Philadelphia, PA, as well as one American 24 hours news channel: CNN. The study examined the networks throughout January 1, 2013 through December 31, 2014.

Variations existed between participating networks in the presentation of news coverage centrally concerned with the topic. However, the results revealed an alteration in packaging and presentation. Emphasis of attention was employed by all networks, albeit, fewer stories did suggest news coverage as a separate or distinctive claim.

Coverage centered in the U.S. relied less on the historical depiction of gays and lesbians as a threat to social order, whereas, international coverage remained resonant in this characteristic. Those fighting for constitutional rights were framed as heteronormative. Heteronormative is strictly defined as the portrayal of gays and lesbians from the perspective of a male-heterosexual prism or the depiction of gays and lesbians as more palatable to a heterosexual society in news coverage. Furthermore, the results indicated official speakers were more likely to present their perspectives in news coverage. However, among the official speaker sources, those in support of marriage-equality were more likely to obtain speaking roles. Lastly, coverage heavily reported 'cultural and societal shifts' on the subject and not a 'cultural divide.'

CHAPTER ONE: INTRODUCTION

During the Twenty-first century, marriage equality increasingly became a mainstream topic across national television news in the United States. News coverage produces visual and linguistic narratives identifying specific gay civil rights issues, such as, the legalizing of same sex marriage. In 2014, national media outlets noticeably heightened domestic and international news coverage of marriage equality with titles that read: "Vote for Same Sex Marriage Would Be 'Grave Injustice': Irish Church" by Reuters, "Slovakia to Hold Referendum on Same-Sex Marriage" by The Associated Press and "Same-Sex Marriage Ruling Echoes as West Virginia Relents and South Carolina Persists" by the New York Times.

Dating back to the 2003-2004 election, the "gay civil rights" topic was the tent pole of political debates. This prompted news-outlets to further expose the topic depicting narratives and visuals to better transmit this controversial topic to the general public. Heightened news awareness of marriage equality provoked action and involvement from nonprofit organizations both supportive and opposed to marriage equality. In 2004, the Defense of Marriage Coalition, a nonprofit organization against gay marriage, executed intense campaigning methods. The Defense of Marriage Coalition was also the driver behind 11 states passing ballots to ban same sex marriage, which ultimately resulted in 31 states banning same-sex marriage throughout the 2006 and 2008 election (Moscowitz, 2010, p. 25). While groups opposed to marriage equality prevailed in their campaign tactics, interviews with informants from the leading national gay rights organizations revealed that activists pursued the marriage agenda as a potential corrective to the images

of gay and lesbian life they had seen in the press and popular culture. The same-sex marriage issue offered opportunities and challenges for activists who struggled to "sell" marriage equality to news audiences and craft "positive" narratives and images about gay and lesbian couples and families (Moscowitz, 2010).

Media analysis showed how coverage of the same-sex marriage debate highlighted a simplistic, two-sided conflict that silenced alternative perspectives; provided a platform for historic homophobic rhetoric; relied on standard, unbalanced (often anti-gay) sources; and framed the issue within "official" institutions of power that have historically criminalized and marginalized the gay community (Moscowitz, 2009). The management, reporting, sourcing and framing of marriage equality, in the news were relatively scrutinized by analysts, scholars and media experts alike. These findings were compared to studies that analyzed the primary stages in the recognition of African Americans in news coverage during the mid-Twentieth century. The concept that news and media representations were always a part of larger hegemonic power structures, marginal groups often conformed to the rules of dominant culture to gain visibility, commonly mistaken as acceptance. Moreover, heteronormativity is a key term coined by cultural study researchers (Battles & Hilton-Murrow, 2002; Dow, 2001; Moscowitz, 2009; Richards, 2013). The concept of heteronormativity provided an explanation in the representation of gays and lesbians as having conformed for a heterosexual audience (Battles & Hilton-Murrow, 2002). Furthermore, scholars have documented a commonly practiced and historically rooted anti-gay tone, labeled "straight news" (Alwood, 1996; Bennet, 2000, Gross, 2001). Alwood (1996) traced news coverage of gays and lesbians in

the press from the 1950s through the 1990s, and argues that much like in early film and television, gays and lesbians in the news have been routinely criminalized as mentally deranged, sexual perverts and radical militants that present a threat to the social order.

Minimal research has been constructed in an effort to bridge findings from an analysis of the strategic construction in the presentation of visual, sound, and framing by news organizations on gay and lesbian topics.

A recent study titled 'Gay Marriage in Television News: Voice and Visual Representation in the Same-Sex Marriage Debate,' was conducted in 2010 and authored by Leigh M. Moscowitz; Assistant Professor at College of Charleston. The study provided insight to the proliferation of same-sex marriage in network television news examining the following networks: ABC, CBS and NBC. According to Moscowitz, the study represented only one piece of how a controversial issue in cultural politics was covered by national television networks. The study covered political and legal events in 2003 and 2004, the time period in which the issue began to gradually attract mainstream media attention. However, the study excluded the FOX Broadcasting Company in its analysis. Fox News would have provided a balance, often exhibiting an opposed perspective, in its news agenda and coverage surrounding the topic. In addition, the study was restricted to network national evening news, excluding locally owned and operated or affiliate stations and various news segments such as morning news coverage.

Researchers have documented the steady growth in the visibility of gay rights issues in media and entertainment programming. Albeit, minimal attention or analysis has focused on the linguistic narrative and image framing of these issues in television news

coverage. The emergence of gays and lesbians in the news represents an understudied area of research (Moscowitz, 2010, p. 25). While scholars and activists have documented a growing visibility on the part of gays and lesbians in the news and an increasingly "favorable" or "balanced" coverage of their issues (Alwood, 1996; Gross & Woods, 1999 as cited by Moscowitz 2010), little attention has been paid to the pattern of images and narratives that define this contemporary era of visibility. For most of society, the news is the window of shaping the identity of communities to the general public by using a massive platform in a heavily penetrated industry. Thus, an analysis measuring how news organizations present these stories is significant in its institutional purpose to inform, educate and enable citizens to make well-informed decisions and perceptions of the ever-changing world in which they inhabit.

Statement of the Problem

Research reveals a pattern in the structure of news. Analysts often attest to the dominant manifestation in an anti-gay tone of news coverage inaccurately depicting marginalized citizens. Framing is the process by which a communication source defines and constructs an issue or controversy and refers to how messages are encoded with meaning so that they can be efficiently interpreted in relationship to existing beliefs or ideas (Tiegreen & Newman, 2008). Whereas, the term 'dominant news frame' is the substantial dependence on the strategic placement of one particular perspective or claim over another. Dominant frames are so widespread within a journalistic culture that they come to be seen as natural and inevitable, with contradictory information discounted as failing to fit preexisting views (Norris, 1995, p. 359). Dominant framing and censorship

in the news is regularly portrayed in cable television news and heavily practiced in political reporting or in the best interest of national security. The journalists who gather content related to marriage equality are confronted with diminished dialogue and complacency in the newsroom.

Structure of news organizations. Throughout history, many professionals have studied the relationship between the makeup of news staff and the makeup up of news content. These professionals have argued that, almost inevitably, mainstream news reflect the worldview of dominant sources of a society (Aarons, Murphy, The National Lesbian and Gay Journalists, Annenberg School for Communication, 2000). Since its inception, news organizations have solely been responsible for accurate news distribution; informing and educating diverse populations of viewers. However, the structure of news organizations have primarily consisted of predominantly Caucasian male reportage. These professionals' viewpoints and voices delegate, diverse topics through their perspectives with minimal involvement in reporting on diverse marginalized communities, such as the impact of particular events directly related to the gay and lesbian communities. Therefore, news room professionals source official perspectives, alienating alternative perspectives. Entman (1993), premise discussed that every communicator constructs a world view through which he or she sees events. The frame is a result of the experiences and perceptions of the individual and it differs from the frames constructed by others with different experiences. According to George Benge, veteran journalist at the Missouri School of Journalism, "There's no substitute, really, for having people on your staff in numbers who have lived a life and who've walked a walk and talked a talk in minority shoes. Until you have, it's very difficult, on a daily basis [to deal

with] the ebb and flow and the give and take of the thousands of things that occur in a newsroom". Given that white, affluent males have historically dominated U.S. institutions, these key decision makers in the newsroom [editors, producers, journalists], reason it is natural that news is filtered through a white male prism (Cleary, 2005).

Broadcast and print gay and lesbian journalists. A report from the Annenberg School for Communication University of Southern California in collaboration with The National Lesbian and Gay Journalists Association conducted a landmark survey, resulting in an 85-page-booklet, during 1990, 1993 and 2000. The report was based on the responses of 363 broadcast and print gay and lesbian journalists; 17 of which identified as bisexual and two as transgender. The survey results found, amongst other issues, discontent over coverage does not appear to be voiced in the newsroom. The data indicated a diminished dialogue between rank-and-file and management about coverage of gay and lesbian issues. A consensus indicated complacency bred by a more open environment for gay journalists; a lack in a sense of urgency that existed in the early-to-mid 1990s (propelled then to a large degree by the AIDS crisis); a "business as usual" resignation by management and rank and file that things are "okay enough;" and some burnout on the subject by gay and lesbian journalists tired of shouldering the burden of being newsroom watchdogs (Aarons, Murphy, The National Lesbian and Gay Journalists, Annenberg School for Communication, 2000). In addition, scholars argue that reporters who pursue diverse topics are often scrutinized on distortion of news and subjectivity. "Efforts to increase diversity of either news staff or news content are sometimes criticized on the grounds that the reformers would distort the news pursuit of "political correctness" (Cropp, Frisby, & Mills, 2003, p. 5). In contrast to reporters, editors of news

organizations propose that when reporters are asked to find more monitory sources for their news stories to broaden coverage of the day's news by seeking out stories that look at a world from a minority viewpoint receive little contribution as the professionals in the newsroom have no personal or professional experience reporting on LGBT topics. Therefore, reporters who cover such topics, resist original research of reporting news by using the "status quo" of narratives and frames or heavily depend on source's sound bite to insert authority of their news coverage.

Episodic and thematic news frames. Framing[1] of all television news coverage have been extensively researched by scholars. Studies involving framing of LGBT issues in the news has gradually experienced analysis and examination. In spring of 2013, Stephen M. Engel, Assistant Professor of Politics at Bates College, analyzed television news coverage of frames related to the ruling in Lawrence v. Texas (2003) examining the pattern, coding of print and televised news coverage of the ruling throughout 2003. Engel found that media discourse framed the ruling in terms of a separate and distinguishable rights claim and one that the majority of the public at the time opposed, namely, same-sex marriage. Given the pattern of media discourse, the research proposed a model of "frame spillover." Spillover refers to how media, given a multifaceted rights agenda, may frame one rights claim in terms of a distinct claim. These findings lead to question news organizations about how marriage equality and evolving issues are framed. Visuals serve as important editorial content that are able to frame issues in powerful ways that words cannot (Messaris & Abraham, 2001). The framing of distinct claims on particular issues

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[1] The process by which a communication source defines and constructs an issue or controversy; refers to how messages are encoded with meaning so that they can be efficiently interpreted in relationship to existing beliefs or ideas.

is not unfamiliar to news' organizations and is more prevalent during the nation's preparation for war which have historically resulted in prior restraint, gag orders and overall censorship of news coverage and distinct claims without objectivity.

Background and Need

There is massive research on the communications theories of gay rights in the news. However, there is minimal evidence of research surrounding the technicalities in reporting on controversial and sensitive issues that encompasses a nation. Technicalities such as dominant framing, dominant bites and an analysis of who represents gay issues as well as those who oppose gay issues/topics in the news provide insight into where the nation is positioned on the diffusion curve and its rate of adoption.

Managing the newsrooms in which content is reported to the public in mass index is a vital role in honoring the pertinence and value of news organizations. Considerable research has revealed the increase in visibility of homosexual news coverage during the Twenty-first century but little research has analyzed or correlated the construction of the coverage as it refers to dominant frames, sound bites and visual bites. In an attempt to confirm or disprove prior research conducted by Leigh M. Moscowitz in 2010 and other scholars, whose findings provide the initial framework for this study, additional examination of the limitations presented in the results have been analyzed which included: four mainstream national network news organizations, their news program subsidiaries in addition one 24 hour American cable news network.

Dominant news frames. Baylor (1996) defines frames as a set of ideas that interpret, define and give meaning to social and cultural phenomena. Furthermore, Baylor proposed that news gatekeepers tend to use frames that are familiar and resonate with both themselves and the public. In gathering footage, news organizations are obligated to frame unbiased actualities related to the coverage by strategically investigating the series of events instead of heavily relying on the "status quo" of "politically correct" images. These contemporary images often encompass same-sex couples standing in line to obtain marriage licenses, the behavior of those who attend pride festivals, and those protesting for various issues. Although these images are contemporary they are often accompanied by a narrative that is dominantly opposed to the topic as journalist depend on a particular group of sources. Earlier research has documented a continuous pattern of granting often heterosexist opposing sources (physicians, psychiatrists, the police, lawyers, congresspersons, etc.) the opportunity to "talk about gay people rather than allowing them to speak for themselves" (Gross & Woods, 1999, p. 349). Bennett argues that coverage of gay and lesbian issues in the news media has been plagued by a "profound imbalance in the power and prestige of sources quoted" (Bennett, 2000, p. 35). Her analysis of *Time* and *Newsweek* over 50 years of coverage of gay issues found that reporters tended to accept at face value the opinions of traditional sources of power, including religious leaders, government officials, politicians and celebrities. The Bennett study attempted to confirm or disprove whether television news organizations use sound bites or dominant frames over a particular group of people.

Regulation of newsrooms. According to the American Society of Newspaper Editors (ASNE), a professional association of ranking news executives in mainstream

newspapers, uncertainty in whether networks invested in programs that recruit and train young professionals in journalism has raised inquiry in the structure of newsroom professionals (Aarons, Murphy, The National Lesbian and Gay Journalists, Annenberg School for Communication, 2000). The National Lesbian and Gay Journalists Association (NLGJA) provides workshops and trainings in reporting on gay and lesbian topics in the news for its members. The pioneer of then-ASNE president, Loren Ghiglione, current director of USC's Annenberg School of Journalism and Leroy Aarons, then executive editor of the Oakland Tribune affirmed this process will create sustainability of journalist accurately trained in the reporting of these issues.

In 2012, the Federal Communications Commission took measures to examine whether media diversity was being accomplished in the marketplace leading to improved diversity in accurate news coverage. The FCC-commissioned literature review found that, given a rapidly changing demographic landscape in the United States, it is essential to refine and extend [news organizations] conceptions of diversity of ownership and participation in the production, distribution and means of access to critical information (Federal Communications Commission, 2012). Under the current FCC mission parameters, the 20-year review of 500 cross-disciplinary sources, had mainly found a severe shortage of research about whether news outlets met the news needs of American communities. Backlash about the federal agency's petitioned involvement in examining America's news organizations quickly surfaced towards the Federal Communications Commission's Chairman Tom Wheeler, from professional associations and prominent columnists within the news industry. Critics charged the FCC with policing America's

newsrooms and attempting to re-impose or repurpose the Fairness Doctrine. Prior to 1987, the Fairness Doctrine required that media stations covered all sides of a controversial issue equally. In practice, it limited the topics discussed on radio – too risky to be sued by one side claiming unequal air time. It was FCC policy that imposed a set of rules and regulations not legislation, therefore, with deregulation the 1949 Fairness Doctrine was repealed. Stations felt increasingly safe to advocate a point of view on divisive topical issues and defend the fairness and independence of their coverage.

Purpose of the Study

The purpose of this thesis study was to disprove the previous research produced by Leigh M. Moscowitz[2], published in the Journal of Broadcasting & Electronic Media/March 2010, by analyzing video news content produced by ABC, CBS, NBC, FOX, CNN and affiliate stations in Designated Market Areas. The study will include marriage equality in states that have removed or upheld the ban on gay marriages between 2013 through 2014 as well as civil rights topics closely related to members of the gay community. Titles of news clips were retrieved from the Lexis-Nexis database Search. The examination of the length of news stories were examined through the Vanderbilt Television News Archive services to accurately report how gay and lesbian civil rights issues are depicted in the news.

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[2] The Moscowitz study provided the foundation for this research. It is the only recent examination that consisted of an in-depth analysis closely related to the depiction of frames and source narratives, in television, involving marriage equality and related topics. There was minimal research produced closely related to the subject within the last five years. Earlier research heavily analyzed print coverage as opposed television news media coverage. This thesis study attempted to correlate the Moscowitz study and its results to reveal the change over time from 2010, when the study conducted, to 2014. The researcher also intended to challenge the claims presented in the Moscowitz study.

Often marginalized groups of people are disconnected to the content presented by the news. Among the marginalized groups of people existed those who identified themselves as gay, lesbian, bisexual or transgender that amounted to approximately nine million adults in the U.S. population in 2011 (Gates, 2011). Citizens who refer to themselves as displaced in news coverage often neglect to consume news on a frequent basis because the viewer can not relate to the content. This adversely affects ratings of news, the pertinence and sustainability of news organizations and the news organization's ability to serve the diverse population in America. Ratings are the driving force for all network television and a decrease in ratings will result in a loss of revenues from advertisers whose goal is garnering the largest reach to relay its message to consumers of all backgrounds.

Previous research found that national news organizations intermediately have improved in relying on status quo reporting of topics related to marriage equality. This study aimed to include news coverage from 19 states who have legalized same sex marriage. By retrieving titles from Lexis-Nexis database Search and Vanderbilt Television News Archive the researcher will analyze frame length, sound bite length, source of sound bite, depiction in frame by category and the representation of those privileged to speak on the topic.

As a result from the findings of the analysis, news organizations may be able to revisit their structure of news coverage as it relates to marriage equality. This research may further assist these organizations to examine whether the structure in how they present the news on marriage equality topics are broadly or narrowly correlated with the

ratings of the program. Furthermore, results from this research may provide insight on the value of journalists experienced in reporting on gay and lesbian issues as well as the importance of an examination in how to present news related to the topic by investing in diverse programs that train journalists in coverage of these issues.

Research Questions

RQ1: Does television news coverage, related to marriage equality and civil rights issues, signify emphasis of attention within the news stories?

RQ2: Are television news organizations' coverage of marriage equality, and related issues, highlight a one-two dimensional conflict between official speaking sources that relegate alternative perspectives by relying on standard historic sources?

RQ3: Does television news equally represent length of time in sound bites reporting on topics related to marriage equality and civil rights issues?

RQ4: Are visuals of gay and lesbians frequently depicted as a chaotic mass, individuals in disruptive mass, and couples in unstructured mass excluding sole identification?

Significance of the Study

The short term benefits of this study provides a tool for organizations to access the impact of the current structure in reporting of news surrounding gays and lesbians. The long term benefits of this study are that it contributes to earlier scholastic research and a rubric for future studies involving similar research topics. This study is significant in the development of journalists in news organizations within a contemporary world where the marginalized groups of citizens are becoming the majority. It allows

organizations to access the true value in diversity in all aspects of operation. According to a separate Pew Research Center study of news content, the sustainability of news organizations heavily depend on viewers and ad spots. Content accurately related to diverse viewers will garner more eyeballs, thus an increase in earnings from advertising dollars (Jurkowitz et al., 2013).

Definitions

19 States refers to the Nineteen states that recognize same-sex marriage during the time this thesis was written: CA, CT, DE, HI, IA, IL, ME, MD, MA, MN, NH, NJ, NM, NY, OR, PA, RI, VT, and WA - plus Washington, D.C. have the freedom to marry for same-sex couples legally (Freedom to Marry, 2014).

B-roll is the extra footage that is not the primary shot, used for montages, background, or cutaways (Kellison, 2006).

Chi-square is a statistical test commonly used to compare observed data with data expected to be obtained according to a specific hypothesis. The chi-square test is always testing what scientific null hypotheses that states the significant difference between the expected and observed result (Penn State Lehigh Valley, n.d.).

Designated Market Area (DMA) is shorthand for designated market area. Nielsen Media Research uses this term to help it generate Nielsen ratings for television stations across the country. Nielsen divides the country into 210 DMAs. These areas represent 210 television media markets (Halbrooks, 2014).

Episodic frame focuses on the immediate event or incident and provides little or no context about underlying issues or context (Tiegreen & Newman, 2008).

Federal Communication Commission (FCC) federal origination that regulates interstate and international communications by radio, television, wire, satellite and cable in all 50 states, the District of Columbia and U.S. territories. An independent U.S. government agency overseen by Congress, the commission is the United States' primary authority for communications law, regulation and technological innovation (Federal Communications Commission, 2014).

Framing is a quality of communication that leads others to accept one meaning over another. It is the process by which a communication source defines and constructs an issue or controversy; refers to how messages are encoded with meaning so that they can be efficiently interpreted in relationship to existing beliefs or ideas. Further, framing is the process of highlighting particular features of an issue by way of downplaying less prominent features that allow the most important information to be filtered out from the substantial amount of information surrounding a dispute (Tiegreen & Newman, 2008).

Gay Civil Rights Issues encompass marriage to same-sex couples, equal employment opportunity; EEO, gay rights, health care, and gender equality also identified as top civil rights issues (Snedeker & Koszorus, 2010). Gay civil rights issues also include: Constitutional amendment, equal rights, adoption law/policy, AIDS epidemic, American tradition and family values, religious disciplinary, workplace discrimination and sexual crime/violence.

Heterosexist is discrimination against, insensitivity toward, or prejudicial stereotyping of, homosexuals by heterosexuals.

News tone the perspectives of news stories; positive, negative, balanced, or neutral on gay marriage-marriage equality or other associated topics.

Reliability refers to the extent to which an instrument consistently measures what is was intended to measure (Bui, 2014).

Scotts Pi a coefficient commonly used for reporting the level of agreement or correspondence between coder's assessments in establishing coder reliability (Neuendorf, 2002).

Survey instrument a measurement instrument or data collection tool used to measure changes in dependent variables or variables of interest (Bui, 2014).

Thematic frame focuses on the big picture, for instance, by providing statistics, expert analysis or other information to help the public view the event in a broader context (Tiegreen & Newman, 2008).

Visual Bite a brief recorded images broadcast over television news programs (Kellison, 2006).

Limitations

Because of the locality of the study penetrating a Designated Market Area and analyzing affiliate network stations, this study is limited to a content analysis of English programming only. In addition, there are hundreds of local programming news segments in light of the nature of this study. A time constraint in analyzing all segments will present a limitation. Accessibility of local news programming may limit the amount of content analyzed thus affecting the quantity of sample material. The accessibility of ratings for specific markets and stations may provide a limitation and affect the comparisons of ratings topic-specific coverage. Lastly, due to the time frame of analyzing 24 months of coverage, a time constraint may propose a limitation in this study.

Ethical Considerations

This thesis abides by the policies, standards and requirements set forth by Drexel

University's Institutional Review Board and Thesis Manual; retrieved from Drexel

University Office of Graduate Studies. The researcher is aware of the high sensitivity of

the topic and took all necessary precautions and consideration in conducting and

reporting on the proposed research topic.

CHAPTER TWO: LITERATURE REVIEW

In 2010, a study was conducted on "Gay Marriage in Television News: Voice and Visual Representation in the Same-Sex Marriage Debate" by Leigh M. Moscowitz, Assistant Professor at College of Charleston, published in Journal of Broadcasting & Electronic Media, formerly known as Journal of Broadcasting until 1984.

In 1989, the American Society of Newspaper Editors (ASNE) conducted the first survey of gay and lesbian print journalist that assessed their workplace conditions as well as coverage of gay and lesbian issues. In 1993, the National Lesbian and Gay Journalist Association (NLGJA) and the Radio and Television News Directors Foundation (RTNDF) conducted a second survey that included broadcast journalist, broadcast news directors and producers. In 1999, the USC's Annenberg School of Journalism and the Ford Foundation collaborated on a third survey under the direction of Leroy F. Aarons the former Oakland Tribune executive editor, founder of the National Lesbian & Gay Journalists Association (NLGJA) and former visiting professor of the USC's Annenberg School for Journalism.

In contrast to television analyses, in 2010, the Department of Radio-Television, College of Communications, Arkansas State University, USA, Department of Communication, The University of Dayton, USA, and the Department of Telecommunication and Film, The University of Alabama, USA conducted content analytic study examined two newspapers: The *New York Times* and the *Chicago Tribune*. The study investigated the newspapers' approach to their coverage of gay

marriage and related issues. The study analyzed what kinds of specific political or social topics related to gay marriage were highlighted in the news media after the Massachusetts Supreme Judicial Court ruled in November 2003.

The purpose of the "Gay Marriage in Television News: Voice and Visual Representation in the Same-Sex Marriage Debate" study was to fill a void in previous research and to investigate the augmentation in the visibility of gays and lesbians in the media, coverage of this community's issues and examined patterns in narratives, sources and visual representations (Moscowitz, 2010).

The purpose of the study from the Annenberg School for Communication University of Southern California titled "Lesbians and Gays in the Newsroom 10 years later", was to evaluate how the perceptions of lesbian and gay journalists have changed in the last decade, stimulate debates, provoke discussion, foster change and help the entire industry reexamine was to improve gay and lesbian coverage in the news. Moreover, the purpose of this study was threefold: to assess how lesbians and gays are treated in present-day newsrooms; to assess cover- age of lesbians and gays by news institutions; and to assess the degree of change over the past 10 years (Aarons, Murphy, The National Lesbian and Gay Journalists, Annenberg School for Communication, 2000).

The purpose of the Department of Radio-Television, College of Communications, Arkansas State University, Department of Communication, The University of Dayton, the Department of Telecommunication and Film and the University of Alabama study examined whether the debates over gay marriage legitimization are framed by news organizational ideologies in terms of equal rights versus morality (Pan, Meng, & Zhou, 2010, p. 634). The study analyzed two mainstream and influential newspapers and

examined the structure in how news sources were framed in the coverage of gay

marriage, based upon the newspapers' perspectives and ideologies.

For the purpose of the Literature review, hereafter, this thesis will refer to the

author's last name of each study in identifying which study is being discussed and

reviewed.

Television study. The participants in the Moscowitz study included the following

national television networks: America Broadcasting Company (ABC), Columbia

Broadcasting System (CBS) and National Broadcasting Company (NBC). The "Big

Three" networks were selected provided that it is the most frequented outlet for viewers

to consume news content. Furthermore, ABC, CBS and NBC evening-news' audience

was estimated to garner 23 million viewers (Moscowitz, 2010) trumping cable news

channels during primetime (Project for Excellence in Journalism, 2009). In total, 93

broadcast news packages were selected: 38 from ABC, 26 from CBS and 29 from NBC.

The Moscowitz study investigated a 20-month time frame from June 2003–

January 2005. The study was concerned with sourcing patterns, sound bite length and

visual representation of gay and lesbians in the same-sex marriage debate. The broadcast

news packages were categorized as voice sources and visual sources.

The study used the Lexis-Nexis database search engine to retrieve broadcast news

packages from ABC, CBS and NBC. The study used key terms to narrow the results. The

key terms encompassed: ''same-sex marriage'' or ''gay marriage,''. Lexis-Nexis

database returned 300 results. The study further limited the returned results from June

2003–January 2005. The study limited the results to exclude stories that did not include

both sound bites and moving images considered "b-roll". The study analyzed 12,419

seconds-or-approximately 207 minutes, of material. Lastly, the study eliminated results that were 20 seconds or less. The tangible recorders were retrieved from Vanderbilt Television Archives.

Voice sources. There were three dependent variables that were measured in this study: voice sources, visual sources and representation. Voice sources were further measured according to the primary identity from which they spoke (Moscowitz, 2010). These sources were then labeled as political figure, gay rights activist or gay couple. Researcher used a stopwatch to measure the length of voice sources, visual sources and representation. Researcher also selected independent samples, T-test for equality of means that measured differences in sound and image bite.

Visual sources. Visual Representation was categorized as two units of analysis. The first unit of analysis is the description of the frame. The frames were labeled as "Chaotic Mass", "Individuals in a Mass", "Couples in Mass", "Couples as the Primary Focus of the Frame", "Representation from Popular Culture" and Other. Visuals of Chaotic Mass shows individuals in a parade or protest. Visuals of Couples in a Mass shows mass wedding ceremonies. Visuals of private ceremonies were considered "Couples as the Primary Focus of the Frame". Lastly, footage that did not fit into the above categories was labeled as other.

Visual sources frame characteristics. The second unit of analysis included gay and lesbian couples categorized as "Couples as the Primary Focus of the Frame". The study recorded the couple's demographic traits and their news-portrayed activities. Race was coded under four categories: ''same-race Caucasian'' couple, ''same-race couple of color,'' and ''mixed race'' couple. Those who were undetermined were coded as other.

Couples were coded as either a gay male couple (male-male), a lesbian couple (female-female) or other. In addition, the study also analyzed if the primary couple was privileged to speak, the duration speaking and the duration of the frame.

Television data analysis. An independent coder was utilized to assist in coding the news content in the Moscowitz study. The researcher and independent coder examined 15 percent of the total census. Intercoder reliability was tested against the Krippendorff's alpha test, which yielded 87 percent agreement for all categories combined (Moscowitz, 2010). The coded data was analyzed using the statistical software program SPSS. Following, the statistical test One-way ANOVA was used to examine the length of the sound bite.

Television voice analysis results. The results indicated that political figures dominated the sources cited in gay marriage stories. In addition to political figures, the White House press spokesperson and the President of the United States George W. Bush contributed over ten percent. Conservative activists contributed just over 13 percent. Gay rights activists and those objectively asked to comment contributed 8.2 percent. Gay and lesbian couples garnered 16.8 percent. Among the sources in favor of gay marriage news coverage privileged the perspectives of those speaking on behalf of gay couples rather than gay couples themselves (Moscowitz, 2010). The results indicated "gay allies[3]" were given the longest duration to speak averaging 34.4 seconds due to a particular story concentrated on a gay couple's daughter. Following, "gay allies", academics, analysts and media personnel averaged 10.8 seconds in speaking duration. Conservative activists,

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[3] Moscowitz defines "gay allies" as heterosexual friends or family members of a gay or lesbian couple

Political figures, President George W. Bush, White House press representatives, and religious figures averaged between 7.3 second and 10.1 seconds.

Sourcing patterns indicated that President George Bush was most cited in news coverage concerning gay marriage than gay rights activists. Although gay and lesbian couples garnered 16.8 percent of the sources used in news coverage, they spoke excessively less than straight allies and marginally less than social and political figures. Furthermore, gay and lesbian couples were visually represented in news stories, however, only 20 percent were presented to speak. Even those who were cited by the news spent the majority of their time silent in b-roll (Moscowitz, 2010).

Television visual analysis results. The results showed gay and lesbian couples in 85 percent of visuals. Gays and lesbians were selected as the primary focus of the frame in 68.8 percent of visuals. Couples in mass were shown in 16.1 percent of visuals. In these images, couples were shown getting married, engaging in their homes or domestic spaces, caring for children and partaking in public activities such as shopping.

Visual sources frame characteristics results. Lastly, in measuring racial and gender diversity in news coverage concerning gay marriage, the results indicated Caucasian Gay Couples dominated the visual focus of news coverage while lesbian couples dominated both categories: visual and verbal. Overall, mixed couples were most privileged to provide their opinions and were also visually dominant in leading both the Caucasian male couples and lesbian couples. In comparison, couples of color appeared in less than three percent of news coverage. Couples of color, in which both partners were from communities of color, were given no opportunity to speak and appeared on camera less (8.7 seconds) than mixed-race couples and white couples.

Gay Marriage in Television News: Voice and Visual Representation in the Same-Sex Marriage Debate" research ABC, CBS and NBC news coverage between June 2003–January 2005 on the topic showed gay and lesbian people as visually resonant. However, there remains an inconsistency between the speaking and non-speaking roles of gays and lesbians selected to voice their opinions. While gays and lesbians served less in speaking roles of news coverage, the news communicated important narratives about gay marriage and gay and lesbian life through assuming opinions and visual. In addition, news coverage has transitioned its historical devious representation of the LGBTQ community from visuals of protesters, mass unidentifiable and impersonal crowds at gay festivals, or a LGBT member combating the HIV Virus to visuals of heteronormativity. Thus, the news has moved away from the "status quo" of imagery of the LBGT community. Lastly, people of color, who identify as LGBT, are marginalized and displaced by news coverage with no visual or voice representation.

Print media study. The content analysis conducted by Arkansas, Dayton and Alabama Universities examined two national leading newspapers; *New York Times* and the *Chicago Tribune* between November 18, 2002, and November 18, 2004. The time period was further divided into four segments and two separate periods. The first time period examined was between November18, 2002, to November 18, 2003 and the second time period analyzed news stories between November 18, 2003, - November 18, 2004. The first segment included 91 stories in the *New York Times*. The second segment included 128 in the *Chicago Tribune*. The third segment covered 712 news stories in The *New York Times* and the fourth section included 596 in the *Chicago Tribune*.

Furthermore, to establish the validity of sampling, the study utilized a systematic sampling strategy. Therefore, enabling the skip interval from a sampling frame 30 news stories were selected from the *New York Times* and 32 from the *Chicago Tribune* in the first period. In the second period, 29 news stories were generated from the *New York Times* and the *Chicago Tribune*. Overall, a total of 120 news stories were selected and coded in the study, with 59 news stories in the *New York Times* and 61 in the *Chicago Tribune.*

Print media analysis. The University study employed a coding instrument in its content analysis of the New York Time and the Chicago Tribune. The coding instrument was implemented to distinguish the story type, story source, location of news stories, news approach, news value, framing type of news stories, relational space, ideology of news source orientation, description of gay and lesbian partnerships, and characteristics of persons who appeared in news stories, in order to examine the news perspectives of gay marriage (Pan, Meng, & Zhou, 2010, p. 636). Furthermore, the coding instrument was divided into the following focal categories topic, news approach, news tone, framing types of news story, framing types of news story, Ideology of source orientation, and Persons.

Two graduate assistants coded the materials in this content analysis in the University study. One coded all 120 news stories from the sample, and the other coded 30 news stories selected randomly, which was approximately 25% of sampling. The researchers used Scott's pi generalized formula (1955) to calculate the inter-coder reliability on each coding category. According to the study, the overall reliability of Scott's pi value was about .87. Specific reliability for each variable is in the following:

.96 for story location, .93 for story source, .83 for story type, .91 for topic associated with gay marriage, .84 for news approach, .86 for news tone; .86 for framing type of news story, .88 for relational space, .83 for ideologies of source orientation, .84 for description of gay and lesbian partnerships, and .87 for persons who appeared and made statements in news stories (Pan, Meng, & Zhou, 2010, p. 637).

Print media results. In analyzing the difference in reporting on gay issues between the *New York Times* and the *Chicago Tribune*, the results of the content analysis found that four major topics were heavily reported by both newspapers; Constitutional amendment 26.6% for the *New York Times* and 27.2% for the *Chicago Tribune,* equal rights 33.6% and 19.1% respectively, American tradition and family values 17.5% and 22.2% separately, and religious disciplinary 11.9% and 19.8%. The *New York Times* frequented stories that influenced equal rights while the *Chicago Tribune* defended topics concerning American tradition, family values and religious disciplinary views. The analysis also examined the quantity of sources who were pro-gay or anti-gay in the leading newspapers. Before and after the Massachusetts Supreme Judicial Court ruling in November 2003 legalizing gay marriages, the *New York Times* experienced an increase in both anti-gay sources and pro-gay sources while the *Chicago Tribune* experienced no significant increase in either source.

In examining the source of news stories, before the court ruling. The *New York Times* frequented unofficial-speaking people, including elite and ordinary people, as major sources. After the ruling, the source of official-speaking people increased. In contrast, the *Chicago Tribune* also increased its sources of official-speaking people as well as official written documents also increased intensely. In analyzing the perspective

on gay marriage by the newspaper the assessment asserted the *New York Times* use more liberal sources 44.1%; whereas, *Chicago Tribune* used conservative sources 39.3%. Furthermore the content analysis examined the alteration of tone in the *New York Times* and *Chicago Tribune* covering the issue of gay marriage. The analysis affirmed the *New York Times* assumed a more optimistic tone at 64.4%; while the *Chicago Tribune* adopted a negative tone with 50.8% according to the result of the chi-square tests which indicated the statistical significance, X2 (3,120)=40.18, p<.001. Lastly, the analysis examined the reporting patterns of the topic, using Chi-square tests, before and after the Massachusetts Supreme Judicial Court ruling in November 2003. After the court ruling the *New York Times* transitioned from opinion-based 53.3% to information-based 75.9%. The newspapers also changed from empathy, emphatic frame based reporting, 63.3% to distance-based, episodic frame reporting, 65.5%. The *Chicago Tribune* showed a significant difference before and after the Massachusetts court ruling.

According to the Arkansas, Dayton and Alabama Universities' study, the *New York Times* emphasized human rights and equality in its news reporting. In contrast, the *Chicago Tribune* frequently highlighted issues concerned with American and family values and positioned religious disciplinary in the debate over gay marriage. In addition, overall the *Chicago Tribune* reported less on gay marriage stories whose topics involved the gay community. The Massachusetts court ruling increased coverage of same-sex related topics in the *New York Times*, whereas, the court ruling had little influence on the *Chicago Tribune's* reporting on related topics. The perspectives of homosexuals also increased in the *New York Times* after the court ruling. The *Chicago Tribune* remained constant in showing no increase in homosexual sources. However, both newspapers

increased governmental sources after the ruling. Lastly, both the *New York Times* and *Chicago Tribune* avoided topics associated with HIV/AIDS and the gay community.

      Multidimensional internal media study. In comparison to the Moscowitz study, the Aaron' study measured the internal operations of newsroom organizations by soliciting volunteer participants who are gatekeepers or occupy mainstream newsrooms in the print and broadcast industries. This study used a survey instrument[4].

      Multidimensional media analysis. The Aaron's study solicited print, broadcast and new media journalist that occupy mainstream newsroom organizations. According to the literature, participants in this survey were recruited from the NLGJA[5] membership list, from postcards distributed at the 1999 NLGJA convention, from copies of surveys sent to NLGJA chapters and fliers distributed by ASNE[6] and RTNDF[7] to be posted in newsrooms nationwide. In total, the participants included 363 broadcast and print gay and lesbian journalists. The demographics of participants were self-identified as the following: 62 percent of the respondents were print journalists; 27 percent in television; seven percent in radio; two percent in new media or online journalists; and two percent in both print and broadcast. Managers consisted of 24 percent and occupied management positions in their news organizations. Seventy-six percent did not occupy management positions. Fifty-nine percent of the participants in the print industry self-identified as male and 41 percent as female. In Broadcast, 84 percent self-identified as male and 16

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[4] Three variables assessed on survey instrument: "treatment in newsroom," "news coverage," and "degree of change over 10 years."
[5] National Lesbian and Gay Journalists Association
[6] American Society of News Editors
[7] Radio-Television News Directors Foundation

percent as female. Among the participants, 69 percent self-identified as Gay, 26 percent self-identified as Lesbian, five percent self-identified as Bisexual, and one percent self-identified as Transgender. Furthermore, 15 percent of the participants were 30 years old or younger, 41 percent were between the ages of 31-40, 32 percent were between the ages of 41-49, 10 percent were between the ages 50-59 and two percent of the participants were 60 years old or older. Last of all, a marginal eleven percent of participants identified themselves as people of color, which totaled 39 professionals. Five percent identified as Latino, three percent as African American, two percent as Native American and one percent as Asian American.

In the Aaron's study, gay and lesbian journalists were asked to assess their own workplace experiences, conditions and news coverage of gay and lesbian issues. Solicited participants were provided with a survey by request and could respond by ground mail, email or online. Forty percent of respondents used ground mail and 60 percent submitted the survey online.

There were primarily three variables measured in the Aaron's study. The first variable was an assessment in how lesbians and gays were treated in the newsroom during the year 2000 and preceding years. The second variable assessed news coverage by lesbians and gays. Lastly, the third variable assessed the degree of change in comparing the results from prior surveys. Participants in this survey were recruited from the NLGJA membership list, from postcards distributed at the 1999 NLGJA convention, from copies of surveys sent to NLGJA chapters and fliers distributed by ASNE and RTNDF to be posted in newsrooms nationwide (Aarons, Murphy, The National Lesbian

and Gay Journalists, Annenberg School for Communication, 2000). There were a total of 363 respondents to the online survey instrument that contained 61 questions.

In comparison to the Moscowitz study, the Aaron's study employed a survey distributed through solicitation through the Internet. The survey instrument collected the opinions and factual experiences from lesbian and gay mainstream journalists in the newsroom who report on homosexual issues and/or represent the gay community. The questions found on the survey ranged from "yes" or "no" questions and five point Likert scale[8] questions which assessed the range of cognitive contribution from respondents and their experiences in the newsroom. Following the survey, follow-up interviews were conducted over the telephone with respondents. The interviews were conducted by Washington, D.C., journalist Chris Bull. The interviews were an effort to further understand trends revealed through the overall survey response.

Multidimensional media results. In the survey, major trends and findings were discovered among the results. In the newsroom, 90% of respondents asserted they enjoy an increase in freedom in the newsroom stating their employers' awareness of their sexuality. The journalists also agreed current coverage of the topic was fair to poor especially involving local issues affecting the lesbian and gay communities. These journalists also emphasized that mainstream news organizations react to stories that reach national consideration but pay less attention to the gay and lesbian communities in the specific DMA in which local news stations operate. In addition, coverage of lesbian and gays of color were rated at the very lowest level. Furthermore, respondents stated derogatory statements were still heavily exercised in their places of employment. In

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[8] A scale measuring the degree to which people agree or disagree with a statement

reference to spousal health benefits, respondents stated same-sex health benefits

increased but are far from universal. The survey illuminated that communication between

lesbian and gay staff members and managers to pitch and encourage coverage of a lesbian

and or gay news story/issue had little or no growth or decline compared to the early

1990s. Lastly, among the major trends and findings, the topic of HIV/AIDS related topics

experienced a steady decline in news topics reported about the gay community.

Moreover, the quantity and quality of news stories related to gay and lesbian topics were

analyzed through the survey instrument. Respondents found serious fault with the

completeness in reporting on gays and lesbians in their news organizations. In print, a

trivial 16 percent strongly agreed that news coverage about lesbian and gay issues were

proactive, 54 percent disagreed or strongly disagreed, and 30 percent selected neutral. In

broadcast journalism, only 15 percent agreed or strongly agreed that coverage was

proactive while 38 percent disagreed. Interestingly, 46 percent of broadcast journalists

remained neutral. Moreover, respondents were asked if their editors asked them for

advice regarding same-sex topics. According to the survey results, communication

between broadcast managers and journalists had sharply declined due to changing

standards thus management devoted less time asking for advice. According to

Communications Professor Larry Gross of the University of Pennsylvania, the rate of

decline between print and broadcast journalism is due to "space" as air time for broadcast

news is 22 minutes whereas, a newspaper is a tangible medium.

　　　　Overall, the survey illuminated progression in some areas and regression in others

as it related to lesbians and gays in the newsroom, their experiences in work

environments and a comparison with the 1990, 1993 and 2000 survey. This survey

provided insight to the internal processes in communicating and reporting of gay and lesbian issues in the newsroom.

In the "Ten Year Survey", Aaron's study, the researchers concluded an increase in workplace conditions for gay and lesbian journalists who assert they are comfortable revealing their sexualities in the workplace. However, the journalists also asserted a concern over rank and file and diminished dialogue between reporters and editors or decision makers. The respondents emphasized a void in coverage of issues that are relevant to the gay communities stating national news coverage trumps individual community coverage. Lastly, in comparing the 1990, 1993 and 2000 survey, the results revealed an increase in topics about gay marriage but little attention to individual community accomplishments. Furthermore, the survey discovered an absence of gays and lesbians in the newsroom and as sources in researched topics related to the gay community.

The Moscowitz television study, Arkansas, Dayton and Alabama Universities' print study and Aaron's internal media study, all sought to capture the underlining influence in reportage of newsroom media. In lieu of influences, the above-identified studies underlined key factors in the approach employed by news organizations as either Conservative or Liberal. Conservatism is a set of political, economic, religious, and other social beliefs characterized by emphasis on the status quo and social stability, religion and morality, liberty and freedom, the nature of inequality of human beings, self-discipline and sanctity, the uncertainty of progress, obedience to authority, and the weakness of human reason (Pan, Meng, & Zhou, 2010, p. 634). Fred N. Kerlinger, behavioral scientist and author of Foundations of Behavioral Research (1984); defines

Liberalism as a set of political, economic, religious, and other social beliefs that

emphasizes freedom of the individual, constitutional participatory government and

democracy, the rule of law, free negotiation, discussion and tolerance of different views,

constructive social progress and change, egalitarianism and the rights of minorities,

secular and rational approaches to social problems, and positive government action to

remedy social deficiencies and to improve human welfare (Kerlinger, 1984). This

comparative analytical thesis study will examine these claims and measure the degree to

which television news frequented a conservative or liberal structure in the presentation of

news content and depiction of marriage equality and related topics.

CHAPTER THREE: METHODOLOGY

Researchers have progressively assessed the narrative and visual inferences of gay
and lesbians in a variety of media discourse. More generally, an analysis of user
generated content examined race, class, gender, and sexual orientation in the 2010
YouTube-based "It Gets Better Project" founded by Dan Savage. The study employed a
multimodal critical discourse analysis and application of Collins' (2000) matrix in a
domination framework of data participants in the project offered about their own
identities' (Phillips, n.d.). In addition, researchers have measured the structure and
depiction of news frames exercising various methodologies. Multiple media platforms
agree, events related to gays and lesbians received minor coverage but increasingly more
than prior decades. The results from these researchers indicate a void in communication
between editors and journalist, narratives in national leading newspapers and implications
of television news frames. However, the subject continues to present an understudied
field of research correlating the results from previous findings.

This thesis study is a quantitative comparative analysis. The study analyzed the
structure of the following: top four broadcast network television news, digital news and a
24 hour American cable news network. The study is primarily concerned with television
news coverage of marriage equality and topics labeled as gay and lesbian civil rights
issues. In addition to the national leading television networks, this study examined
Philadelphia Pennsylvania's Designated Market Area television station's news coverage
of the above-mentioned topics. The networks examined were ABC, CBS, NBC, FOX and
CNN. The Philadelphia Pennsylvania stations examined included: WPVI, KYW-TV,
WCAU and WTFX. The Cable News Network (CNN) is 24 hours American basic cable

and satellite television channel owned by Turner Broadcasting System a subdivision of Time Warner Inc. This study investigated the following units of analyses: frequency of frames, length[9] of sound bites and the depiction of frame and source of narrative(s). Emphasis of attention in the story distinguished if there was an overall pattern influenced by a consensus practiced by the networks. The Lexis-Nexis database, was utilized to retrieve the titles from news segments produced by the networks. The researcher accessed the network's search function to retrieve archival footage of the designated news clip titles with the central goal to decode, emphasize the frames' source of narratives and analyze the depiction of gays and lesbians in news frames. All data was coded and categorized into themes related to the research questions.

Setting. The study took place at the Drexel University University-City location in the W. W. Hagerty Library. The library is located in West Philadelphia, PA. W.W. Hagerty Library, named after former Drexel University President William Walsh Hagerty (Lee, 2014). Hagerty Library contains three levels. Hagerty Library's first floor holds reference and circulation desks help, resources and technology. As described on the website, the lower level of Hagerty Library houses computer classrooms and computer labs, journals in compact shelving, and group study space. The second floor of Hagerty Library houses the circulating book collection, and provides quiet study space. Training took place at Hagerty Library's enclosed reserved room study space. Pre-testing took place at various City of Philadelphia Public Libraries and the researcher's primary office. The Free Library of Philadelphia has 54 branches throughout the city. Most of the study

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[9] Impression of time measured by sound bite and frequency

took place at the Free Library of Philadelphia due to the availability, accessibility and convenience in location.

Participants. The sampling procedure used by the researcher was a purposive sample[10]. The news segments were restricted to include ABC, CBS, NBC FOX and CNN. The restriction also included WPVI, KYW-TV, WCAU and WTFX; the broadcasts network's owned and operated television stations located in Philadelphia Pennsylvania. The search procedure further included the terms "Same-sex marriage", "gay", "lesbian" and "homosexual" in the title or body of the transcript. The sample was then limited to exclude news clips shorter than 30 seconds and no longer than five minutes. The segments comprised all television day parts as defined by the Nielsen Media Research glossary. Furthermore, the sample must have met the following criteria: provide visuals, narratives, and identifiable sources.

The news segments selected in the study were from the top four Broadcast Television Networks and a 24-hour American cable news channel. The networks compete with one another in demographics typically targeting adults 18-49. However, FOX skews an older audience in its demographic, adults 25-54. Collectively these networks garner the largest reach covering multiple regions or Designated Market Areas.

Nielsen. According to Nielsen's 2014 Advance National TV Household Universe Estimate (UE), there are over 115 million television households in the United States. Nielsen estimated 294 million persons age 2 and older live in these TV homes (The Nielsen Company, 2013). In July 2006, the biennial news consumption survey by the Pew Research Center for the People and the Press, conducted among 3,204 adults, found

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[10] Researcher selected individual-representative news clips that met the criteria set forth in this study.

that on an average day 81% of Americans access the news. Fifty-seven percent of those

Americans watch television news compared to 60% of Americans in 1993, resulting in

Television being American's favorite news platform (FRONTLINE, 2007). The Pew

Research Center for the People and the Press study reported network's news garnered the

following via the measurement instrument; 15 percent watched NBC Nightly News, 14

percent-9 million, watched ABC World News Tonight, and 13 percent watch the CBS

Evening News, and 2.4 million (Johnson, 2004) people watched The O'Reilly Factor on

FOX News. More recently in 2013, a study by Gallup, Inc., a research-based, global

performance-management consulting company with over 75 years of experience with its

global reach (Gallup, 2014), asserts while audiences have an abundance of sources at

their disposal to acquire and consume news content (Saad, 2013), television remained the

main source of news for Americans, dominating the Internet. The Gallup study

encompassed a poll of 2,048 adults in the United States between the age of 18-65 and

older. The poll was conducted between the dates June 20-24, 2013. The results found that

55% of Americans privileged television news as their primary news source, leading the

Internet, at 21% (Saad, 2013). Fox News and CNN were the leading networks

individually named among respondents garnering eight percent and seven percent

correspondingly. Further, as of August 2013 Nielsen estimated 99,292,000 households

received the CNN channel with a total coverage of 86.95% television households

(Seidman, 2013).

Philadelphia Pennsylvania is the fourth largest consumer media market in the

United States as measured by Nielsen Media Research with a population of 7,507,406

persons 2+. In October 31-November 27, 2013 Nielsen Universe estimated 2,260,400

total households in the Philadelphia metro area and 3,060,000 DMA households with a

total NSI of 4,069,200. Neilson Universe also estimated 2,190,470 television households

in the Philadelphia metro area and 2,963,500 television households with a total NSI of

3,928,510 forecasted in 2014. In addition, Neilson estimated 21.1 percent of African

American television households and 6.5 percent of Hispanic television households in the

Philadelphia metro area. There were approximately nine percent of African American

television households and eight percent Hispanic television households in Philadelphia's

Designated Market Area. There were 41.7 percent African American television

households in Philadelphia's total service area and 10.3 percent Hispanic television

households respectively; the estimated penetration of the fourth largest market area as of

January 1, 2014.

      Intervention. The independent variables measured by this study consisted of

establishing intercoder reliability[11] in the content analysis. This study solicited a Juris

Doctor[12] (J.D.) candidate independent coder. The researcher participated in the coding

process. The independent coder evaluated the characteristics of the unit of analyses,

which were the news clips, to measure consistency and arrive at the same conclusion.

Reliability is based on an assessment of to what degree the independent coders agree

when expressed as deviations from their means (Lombard, Snyder-Duch, & Bracken,

2010). In other words, reliability is the extent to which a measuring procedure yields the

same results on repeated trials (Neuendorf, 2002). Moreover, according to Tinsley and

Weiss, intercoder agreement measures the extent to which the different coders tend to

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[11] Reliability refers to the extent to which an instrument consistently measures what is was intended to measure.

[12] Professional doctorate and first professional graduate degree in law.

assign the exact same rating to an object. This study instituted the following eight steps to properly assess and report intercoder reliability. The researcher selected multiple indices, obtained Cronbach's Alpha[13] to calculate the index and indices, selected an appropriate minimal accepted level of reliability[14], assessed the reliability informally proceeding coder training, assessed reliability formally after the pilot test and coding of the full sample. Lastly, the researcher reported intercoder reliability in a precise and detailed manner (Appendix B). An acceptable level of reliability in the study prevented dismissal of data and results by skeptical reviewers, critics and researchers who reference this study or who wish to replicate this study. Additionally, intercoder reliability was established to prevent ambiguous reporting or non-reported data to avoid inappropriate decisions made by the researcher. The guidelines used for establishing intercoder reliability were drawn from Mathew Lombard, "Temple University, Practical Resources for Accessing and Reporting Intercoder Reliability in Content Analysis Research Projects" and "The Content Analysis Guidebook" by Kimberly A. Neuendorf.

Measurement Instrument indices. The researcher developed and provided an observation document equipped with a series of descriptive questions and indices. The document was provided to the independent coder. The researcher also collected and incorporated similar questions presented by the Leigh M. Moscowitz study in an attempt to compare the findings of the content analysis. The questionnaire was designed to analyze the units of analyses, categorize elements of the news segment and provide a description in patterns reserved by news organizations. To calculate the selected indices

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[13] Internal consistency reliability statistical test for multiple items in an index measure (Neuendorf, 2002).
[14] Reliability coefficient of .70

the researcher used Cronbach's Alpha. The researcher used the Service Provisioning

System Software (SPSS) predictive analytics software to calculate Cronbach's Alpha.

Validity and reliability. An independent coder was solicited to analyze the

selected units. The coder was instructed to examine the content and mark appropriate

correspondents on the provided measurement instrument (Appendix A). The coder was

also provided with coding instructions per the codebook. Based on the characteristics of

variables the researcher chose multiple indices of intercoder reliability. The

characteristics of the variables included their levels of measurement related to the

research questions. The levels of measurement incorporated impression of time,

description of frame and source of narratives. The researcher used statistical software,

Cronbach's Alpha, to calculate indices. The researcher assessed the reliability informally

during coder training by collecting a small sample of units, independent from the

consensus, to be coded. The coding instrument and assessment document were refined

until the coders reached an adequate level of agreement. Following the assessment of

reliability during the coder training, the researcher formally assessed reliability during the

pilot test. A random sample of 13 units were selected. As a result of not reaching accurate

reliability during the pilot test, the researcher conducted additional coder training. The

researcher also reexamined the coding instrument; resulting in a total of two revisions.

After achieving reliability levels during the pilot test, the researcher used an additional

representative sample to access reliability of the full sample to be coded. The

representative sample consisted of 14% (18 units) of the overall complete sample. The

duration of coding the representative sample was conducted over 180 minutes. The

results of the reliability levels during the coding of the complete sample have been disclosed in this study. Coding disagreements, in the reliability sample, were resolved by first discussing the disagreements amongst coders. However the researcher did not, in any way, provide consultation or guidance during the pilot test nor coding of the full sample.

Procedures and location. The title(s) of the units were collected from the Lexis-Nexis database. The units of analyses were accessed from the network's archival search feature per its product's website. The coders coded the units in a secluded academic environment at Drexel University Hagerty Library. The coders also coded the units at the Free Library of Philadelphia and the researcher's primary office location. The researcher provided multiple training sessions to the independent coder. The training session(s) lasted a duration of 90 minutes per session. Coding of the pilot lasted approximately 130 minutes, excluding 10 minute break-intervals. The coding of the complete sample resulted in 180 minutes excluding break-intervals. The independent coder was provided with instructions per the designed code book, and was administered a coding instrument. The coding instrument consisted of indexes, categories and descriptive questions about the units of analysis correlated to this study's research questions. The code book encompassed precise definitions and instructions. The coders observed and analyzed two units per case respectively: ABC (2), WPVI (2) CBS (2), KYW-TV (2) NBC (2), WCAU (2) Fox (2), WTFX (2), CNN (2) in the representative sample. Coder one, solicited independent coder, coded 37% of the total census: ABC (7), WPVI (5) CBS (5), KYW-TV (5) NBC (6), WCAU (5) Fox (6), WTFX (6), CNN (3). Coder two, researcher, coded 63 % of the total census: ABC (6), WPVI (7) CBS (13), KYW-TV (6) NBC (9), WCAU

(9) Fox (10), WTFX (7), CNN (16). The total clips coded were 131. There were no posttest phases in this study.

      Data analysis. This study encompassed a strategic procedure that categorized data through coding which allowed the data to be grouped and labeled. The collected data were transcribed and categorized in relation to the research questions and developing themes. The categories were further divided and grouped to examine the characteristics of the units of analyses. Specific questions were selected to answer the research questions. A coding method was used to organize data from the units of analyses into a quantity of themes addressing the issues around the research questions. Data from the units of analyses were then compared with the results of the Moscowitz's study "Gay Marriage in Television News: Voice and Visual Representation in the Same-Sex Marriage Debate."

CHAPTER FOUR: RESULTS

To investigate and analyze the research questions this study examined national news broadcast, local television news broadcasts and a 24 American Cable News channel (ABC, CBS, NBC, FOX, WPVI, KYW-TV, WCAU, WTFX and CNN) over a 24-month time frame about topics categorized as gay and lesbian civil rights issues and marriage equality. The study's time frame consisted of January 2013 through December 2014. Content Analysis; as described by Neuendorf (2002), is the systematic objective, quantitative analysis of message characteristics. This methodology was employed to investigate the formation of theory from observation of messages and coding of messages in national and local broadcast news. Deeply rooted in social scientific inquiry, this interpretive analysis involved; analytical categories, cumulative, comparative analysis; and the formulation of types and conceptual categories. In addition to an interpretative analysis, this study also relied upon a critical analysis historically conducted in a tradition of cultural studies that has been a widely used method for the analysis of media messages (Newcomb, 1987).

To obtain the news stories, the Lexis-Nexis database, was utilized to retrieve the titles from news segments produced by the national networks. The researcher accessed the network website's search function to retrieve archival footage of the designated news clip titles with the primary goal to code and analyze the structure; and to emphasize the frame and source of narratives. To retrieve news story titles and transcripts the researcher accessed the Vanderbilt Television News Archive database. The Vanderbilt Television News Archive, an operation of the Vanderbilt University Libraries, is a system that

creates, preserves and provides access to news broadcasts from American national television networks. In operation since August 5, 1968, its mission is to preserve content for future generations and to provide the broadest access of such content within the scope of copyright limitations (Vanderbilt University Television News Archive, 2014). The initial advanced search of the phrase "same-sex marriage" through the Vanderbilt Television News Archive database returned approximately 550 titles. The researcher further refined the search to only include the designated dates: January 1, 2013 through December 31, 2014.The search results returned 86 items. More specifically, ABC returned 20 items, CBS returned 20 items, NBC returned 20 items, FOX returned zero items and CNN returned 26 items. A Boolean search of the phrase/key terms "gay and lesbian" within the designated timeframe: January 1, 2013 through December 31, 2014 accessed through the Vanderbilt Television News Archive database returned approximately 10,742 titles. Moreover, ABC returned 3,484 items, CBS returned 1,807 items, NBC returned 2,133 items, FOX returned three items and CNN returned 2,796 items. Following the search of appropriate titles within this study's restrictions, the researcher accessed each network's website to retrieve footage of news titles within the purposed timeframe. In addition, the researcher also accessed Philadelphia Pennsylvania's local news websites to retrieve footage. WPVI: 6abc.com/video, an ABC owned and operated television station, returned 14,237 items for "same sex marriage." KYW-TV: philadelphia.cbslocal.com, a CBS owned and operated television station retuned 845 headlines for "same sex marriage video." WCAU: nbcphiladelphia.com, an NBC owned and operated station, returned over 100 items for "same sex marriage." The researcher further restricted the search results to only include video during 2014. The

 search results then returned 18 items. WTFX: myfoxphilly.com, a FOX News owned and operated station, returned 50 video items for "same sex marriage." This study then eliminated content only marginally concerned with gay and lesbian civil rights issues.

This study is primarily concerned with analyzing news sourcing decisions and visual representations that include images captured in b-roll. Content that excluded b-roll was included in this study. To analyze such key decisions in the presence or absence of gays and lesbians in b-roll stories that were limited to an anchor voice-over with very little or no visual support were included. After all restrictions were met and satisfied, (N = 131) stories were selected that represented national and local news content strategically concerned with gay and lesbian civil rights issues: ABC (13), WPVI (12) CBS (19), KYW-TV (11) NBC (15), WCAU (14) Fox (16), WTFX (13), CNN (19) with a total of (N = 81) national news stories and (N = 50) local news stories. The entire population of stories, labeled as a census, was selected for analysis. In total, 16,883 seconds, or approximately 281 minutes of news material was analyzed using seven different units of analysis: emphasis of news story (N = 45), event of news story (N = 387), thematic (N = 64) and episodic distinction (N = 67), each source cited in the news story (N = 261), duration of source cited (N = 261), visual representation of source in the news package (N = 305) , b-roll of gays and lesbians in the news story (N = 80), each gay or lesbian individual (N = 80)/ couple (N = 80), that appeared as the focus of a shot. All television day parts were collected in this study. The most frequented day part analyzed amongst all participating networks was early fringe (M-F): 4:30 p.m. to 7:30 p.m. yielding just below half of all day parts (Appendix C).

An analysis of the data yielded from the coding instrument revealed findings within the boundaries of the research questions. Data yielded from the coding instrument were grouped to correspond to the research questions and were examined. The researcher measured three areas of analyses that assisted the revelation of major themes and patterns. The first area of analysis included the complete data set. The second area of analysis compared national networks to local networks findings. Finally, the third area of analysis compared findings across all participating networks (Appendix D).

Research question one asked: Does television news coverage, related to marriage equality and civil rights issues, place emphasis of attention within the news stories. The question on the measurement instrument that corresponded with research question one was question '3.' Question 3 asked whether voice or visual suggested where the story fits within the news program. The purpose of research question one was to measure significance and attention.

Each unit of analysis[15] was examined in nominal measurement i.e. Breaking News, Our Top Story. All news in the complete census placed emphasis in approximately (37%) of news coverage: (5%) Breaking News Report, (2%) Special News Report, (19%) Live Footage, (9%) Developing/Happening Now, (1%) National Headline, and (1%) Alert News. Of the national and local news in the total census, the remainder did not place emphasis in coverage concerning gay and lesbian civil rights issues.

Local news ($N = 50$), placed emphasis in (37%) of news stories. Whereas, national news *(N=81),* placed emphasis in (28%) of news stories. Moreover, in local

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[15] Unit of analysis is the news story collected in the data set.

news, there was no way to determine emphasis in (52%) of news stories, in comparison to national news, there was no way to determine emphasis in (72%) of news stories. In summary, local news placed emphasis in approximately half of the reported news stories, while national news placed emphasis in approximately (30%) of reported news stories.

More specifically, a cross analysis of the networks revealed CBS placed zero emphasis in ($N = 18$) news stories, NBC placed (7%) emphasis, ABC placed (31%), WPVI placed (33%), KYW-TV placed (55%), WCAU placed (50%), FOX placed (50%), CNN placed (53%) and WTFX placed the highest emphasis in coverage of gay and lesbian same sex issues constituting (54%). A chi-square test of independence was performed to examine the relation between networks and emphasis (Appendix F). The relation between these variables was significant, X^2 (48, $N = 131$) = 69.92, p <.05. Table 1 displays the percentage each network placed in emphasis by category.

Table 1 Emphasis of News Stories by Network

Emphasis of News Clip	Name of Network									Total
	ABC	WPVI	CBS	KYWTV	NBC	WCAU	FOX	WTFX	CNN	
Alert News							1%			1%
Breaking News Report	1%			1%				1%	2%	5%
Developing /Happening Now Story				2%		2%	2%	2%	2%	9%
Live Footage	2%	3%		2%	1%	4%	2%	2%	4%	19%
National Headline								1%		1%
No Way to Determine	7%	6%	14%	4%	11%	5%	6%	5%	7%	64%
Special Report							2%			2%
Total	10%	9%	14%	8%	11%	11%	12%	10%	15%	100%

To provide an impression of the type of story news media covered relating to gay and lesbian civil rights issues, the coding instrument was designed to capture the category of event for each unit of analysis. The question on the measurement instrument that examined this data was question '2'. Question 2 asked 'what was the primary event of the news story'[16]. The purpose of this point of analysis assisted in identifying the category of events news media portrayed in marriage equality issues. It also assisted in analyzing what events related to gays and lesbians that news organizations factored as 'newsworthy.' Within the predetermined time frame, January 1, 2013 through December 31, 2014, the data revealed television news organizations covered the following set of events: 8.4% Sports[17], 3.8% Hate Crime, 3.1% Economic Development, 2.3% Technology[18], .8% Community[19], 4.6% Discrimination/Access, Family 6.9%, International 7.6%, Politics 62.6%. Within the category of Politics: Same Sex Marriage State 50.4%, Same Sex Marriage Benefits 7.6%, SCOTUS[20] 13%, Outing of public figure's sexual orientation 6.9% and Transition in Conservative Views 8.4%. Events that did not fall within the coded categories constituted 4.6%.

The data revealed a pattern in the category of coverage national and local networks reported. External to politics, national networks were more likely to cover the following genres: Sports, Family and International. National news coverage of the

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[16] There were news stories among all networks that condensed multiple events in one clip that met the criteria for the measurement instrument as a 'primary event,' providing multiple responses to one question.

[17] Stories involving the first gay NBA player Jason Collins and the first gay athlete drafted into the NFL Michael Sam.

[18] An example of Stories involving Technology such as ABC network Facebook Adds New Gender Options for Users and CBS network OkCupid dating site blocks Firefox over gay rights.

[19] Stories involving education and social services.

[20] Supreme Court of the United States

National Football League and National Basketball League applied 10 news stories to sports coverage. In addition, national news coverage were more likely to report on events related to family. The category of family included feuds amongst Public Figure's immediate family members regarding same sex marriage. For example, former Vice President Dick Cheney was frequently covered by national networks focusing on the family feud between daughter Liz Cheney, opposed to same sex marriage, and daughter Mary Cheney, married to same sex partner. National news labeled the frequented coverage of the Cheney Family as ABC 'The Cheney's Modern Family,' CBS 'Cheney Sisters' Public Battle,' and CNN 'Cheney: Daughters' Feud Unfortunate.' The series of coverage began in 2013 during Liz Cheney's run for the Republican Senate primary in Wyoming. National networks were also more likely to report on International coverage of marriage equality issues. The data revealed national news reported 10 units of analysis. Furthermore, national news organizations were more likely to report on International topics related to marriage equality issues. International coverage included Brazil, Russia London, Rome and France. A total of 10 stories, divided among the national networks, yielded results. More narrowly focused, ABC, CBS and CNN presented two international stories respectively. However, NBC reported a maximum of four international stories in this study.

In comparison, external to the category labeled politics, local news was more likely than national news to report on Hate Crimes. A chi-square test of independence was performed to examine the relation between local news and category of event 'Hate Crimes' (Appendix F). The relation between the variables was significant X_2 (1, $N = 131$)

= 8.42, *p* <.01. Table 2 and Table 3 exhibit the category of events national and local news were more likely to cover. The events in table 2 contain Sports, Hate Crimes, Family and International news. Sports coverage comprised of stories related to the National Basketball League and the National Football League, for example the first gay NBA player Jason Collins and the first gay athlete drafted into the NFL Michael Sam. 'Hate Crime' stories involved coverage of threats, harassment, or physical harm motivated by prejudice against someone's sexual orientation or identity. Coverage of 'Family' included public figures' immediate family dealings with same-sex marriage or a gay and lesbian family as the sole interviewee of a news story. 'International' coverage strictly encompassed coverage external to the United States. The events in table 3 contain the 'Supreme Court of the United States' and 'Transition in Conservative Views.' SCOTUS coverage was predominantly concerned with same-sex marriage state bans either lifted or upheld. Lastly, 'Transition in Conservative Views captured coverage pertaining to those who initially opposed same-sex marriage who have changed their perspective in support of same-sex marriage.

In this study, the data revealed news organizations were more likely to report on political events, than any other categorical event, about marriage equality and related issues. Collectively, (63%) of the news stories were primarily concerned with politics. However, there was a slightly marginal difference in the frequency between national and local news.

Table 2 National and Local Networks and Event of News Story

_____

% of Total

		Network		Total
		National	Local	
Event Sports	No	54%	37%	92%*
	Yes	8%	1%	8%
Total		62%	38%	100%

		Network		Total
		National	Local	
Event Hate Crime	No	62%	34%	96%
	Yes		4%	4%**
Total		62%	38%	100%

		Network		Total
		National	Local	
Event Family	No	55%	38%	93%
	Yes	7%		7%**
Total		62%	38%	100%

		Network		Total
		National	Local	
Event International	No	54%	38%	92%
	Yes	8%		8%*
Total		62%	38%	100%

a. Empty cells indicate data was not applicable.
*p < .05
** P < .01

National news were more likely to report on political events (36%), whereas local news reported less than (28%). Fifty percent of the census constituted Same Sex Marriage by state. Coverage was heavily intensive in Arizona, California, Delaware, Hawaii, Illinois, Minnesota, Missouri, New Jersey, New York, Pennsylvania, Rhode Island, Texas, Utah, Virginia and Wyoming. The context of coverage was primarily concerned with state legislation, state Supreme Court and major actors within each state. Moreover coverage

was centrally concerned with states that upheld and/or lifted same sex marriage bans. The Supreme Court of the United States received majority coverage in national news. However, the event also received coverage in local news.

Lastly, the event labeled 'transition in conservative views' surfaced from multiple revisions to the measurement instrument. Within pilot testing of the data and several rounds of reliability testing, the category appeared as a theme in national news coverage. The variable was defined as public figures, whom were traditionally opposed to marriage equality, that have transitioned their perspectives and henceforward openly supportive. In this study, key figures were President Barack Obama, Senator Rob Portman, former, U.S. senator, secretary of state and first Lady Hillary Clinton and former Vice President Dick Cheney. In addition, national news networks presented the following news stories: Fox 'Prominent conservatives declare support of marriage equality,' CNN 'GOP support for gay marriage,' NBC Catholic Bishops Say Gays Have 'Gift and Qualities' to Offer' and 'Did the GOP Lose the 'Culture Wars'?

Editors in the newsroom decide key factors in creating a news package and are often met with decision making challenges such as, what is the issue, whom to source and what facts to emphasize with instituted objectivity. As identified by Gamson & Modigliani (1989), combined these choices create a frame that indicates what the viewing audience should find important (Gamson & Modigliani, 1989, p. 1-37 as cited by Tiegreen & Newman, 2008). Therefore, framing is the process of highlighting particular features of an issue by way of downplaying less prominent features that allow the most important information to be filtered out from the substantial amount of information surrounding a dispute (Tiegreen & Newman, 2008).

Table 3 National and Local Networks and Event of Political News Story

		Audience		
		National	DMA	Total
Event SCOTUS	No	50%	37%	87%
	Yes	11%	2%	13%*
Total		62%	38%	100%
		Audience		
		National	DMA	Total
Event Transition in Conservative Views	No	53%	38%	92%
	Yes	8%		8%**
Total		62%	38%	100%

Note. Empty cells indicate data was not applicable.
*$p < .05$
** $P < .01$

Moreover, television news' frames may be categorized as primarily episodic or thematic. According to the Dart Center for Journalism and Trauma, episodic frames predominantly focus on the immediate media event as a distinctive and separate claim; it provides minimal context about the underlying issue. In comparison, thematic frames emphasize the larger picture by providing statistics, historical value and similar layered information to assist the news consumer to view the event in a broader context.

The question on the measurement instrument that corresponded with the findings of episodic and thematic framing was question '4.' Question 4 asked did the news story use graphics. Table 4 details each participating network and position on graphics. The question further asked what type of graphic the unit presented to assist in endorsement. The measurement instrument was designed to capture on screen statistics, newspaper

articles, quotes from key players, poll research and social media text. The purpose of this question was to determine if marriage equality and related issues were contextualized in a broader scope or as one distinctive claim.

Furthermore, the measurement instrument asked to determine if the graphic was supportive, opposed or neutral based upon the description in the code book. Graphics that fell outside of the scope of the measurement instrument were classified as other/undetermined. A chi-square test of independence was performed to examine the relation between graphics and the participating networks in this study (Appendix F). The relation between the variables was significant $X2$ $(1, N = 131) = 11.50$, $p < .01$.

In this study, $(N = 102)$ graphics were presented to endorse the news story. National news produced $(N = 79)$ graphics. Local news presented marginally less graphics in news stories reporting on marriage equality and related issues

An analysis was performed to determine which reported categorical event were graphics more likely to exist. The results revealed stories centrally concerned with 'Family,' 'Same Sex Marriage State,' and 'Transition in Conservative Views,' were more likely, than all other events covered, to present a form of thematic frames. Further, an analysis was performed to examine if a particular event was more likely to produce a specific category of graphics.

Table 4 Network and Graphics

Name of Network * Graphics

% of Total

		Graphics		
		No	Yes	Total
Name of Network	ABC	5.3%	4.6%	9.9%
	WPVI	5.3%	3.8%	9.2%
	CBS	4.6%	9.2%	13.7%
	KYWTV	5.3%	3.1%	8.4%
	NBC	0.8%	10.7%	11.5%
	WCAU	9.2%	1.5%	10.7%
	FOX	5.3%	6.9%	12.2%
	WTFX	6.9%	3.1%	9.9%
	CNN	8.4%	6.1%	14.5%
Total		51.1%	48.9%	100.0%**

** $P < .01$

Opposed social media posts (2.3%) were strongly correlated with 'Hate Crimes.'

News reportage intensively frequented supportive social media text (10%) in sports' stories such as the first gay athlete drafted into the NFL. Social media posts were endorsed by sports commissioners and star players. 'Family' was also strongly correlated with supportive social media text. Finally, 'Outing of Public Figures' were more likely to receive backing from supportive social media text. Whereas, all 'Political' stories were less likely to present supportive social media text than all other category of events covered in the sample.

Data (8%) was highly seen in news coverage about 'Transition in Conservative Views.' For example, NBC's news story titled 'Portman joins leading Republicans in supporting gay marriage' positioned the story around factual information as a measurement for reasoning and discussion.

'Same Sex Marriage State' and 'SCOTUS' exhibited a strong relationship with maps (8%). Coverage often displayed maps of states where same sex marriage bans were lifted or upheld. While maps were less likely to endorse stories about 'Community.'

Conversely, news stories that reported on 'Discrimination' and 'Transition in Conservative Views' heavily relied on charts (3%). Charts were used to emphasize those associated with an organization or party who supported an issue over those who were opposed. For example, news stories presented a comparison chart of those who supported the entry of gay Boy Scouts but rejected the notion of allowing gay Boy Scout leaders.

The results revealed reporting on stories related to economic development strongly correlated with on screen statistics (5%). For example, networks covered stories that exemplified the impact of gay and lesbian spending on weddings and forecasted increased profit for businesses in the nuptial industry.

Within national and international news coverage Gallup polling (1%) regularly provided a platform for stories concerned with 'Transition in Conservative Views' of all other story events.

On screen graphics of newspapers (4%) were more likely to be presented in stories about 'family.' For instance, "the Cheney feud" as labeled by news organizations, presented visuals of the *New York Posts'* and *Washington Post's* front page coverage of

the event. In another example, news coverage of the story 'White Ohio Woman Sues over Sperm from Black Donor' presented visuals of the *New York Post's* front page coverage of the event.

Supportive on screen quotes (5%) produced a strong relationship within news stories about SCOUTUS over all other news events. While opposed or neutral on screen quotes, (14%) and (1%) respectively, did not produce a measurable relationship with any news event and was insignificant.

Stories reported on 'Discrimination' and 'International' events related to marriage equality correlated with supportive official documents (2%). Whereas, opposed official documents (4%) were more present in 'Technology' and 'Transition in Conservative Views' events. In contrast, opposed official documents did exemplify a relationship in the absence of the item endorsement in 'Same Sex Marriage State.'

Research question two asked does television news organizations' coverage of marriage equality, and related issues, highlight a two-dimensional conflict between official speaking sources[21] that relegate alternative[22] perspectives by relying on standard historic sources. The question on the measurement instrument that corresponded with research question two was question '5.' Question 5 asked to identify the origin of the presented speaker. The purpose of research question two was to examine the category of sources presented to speak to reveal key factors, patterns and themes in packaging new stories on marriage equality and related issues. Furthermore, the scope of the research

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[21] Reporters tend to seek out field-defined official sources. Official speaking sources provide an authoritative perspective: physicians, psychiatrists, the police, lawyers, legislators, pastors etc.
[22] Members of the gay and lesbian communities and those who represent them.

question was to exonerate and emancipate previous claims that television news provides a massive platform for historic homophobic rhetoric; relying on standard, unbalance (often anti-gay) sources (Moscowitz, 2009). Each speaking voice was categorized (1) according to the tag line identified in the news story, (2) their primary identity from which they spoke and (3) the context in which they spoke: "Opposed", "Supportive" or "Neutral/Fact-based" and the duration.

This study grouped speaking sources in the following categories: (1) "official speaking sources", (2) "representatives of the gay and lesbian community" and (3) "members of the gay and lesbian community." For the purpose of descriptively coding news stories, the census data categories included supportive sources, opposed sources and neutral/fact-based sources and were grouped determined by their assigned code.

Official speaking sources categorized as opposed were strictly defined as those that defended the conventional values of marriage, compared and/or described members of the gay and lesbian community in a negative context and/or denounced the rights of the United States Constitution to members of the gay and lesbian communities.

The first category, labeled as official speaking sources, contained Political Figures, Legal Figures, President Barack Obama, Academic/Legal/Political Analysts, Religious Figures, White House Representatives and Sports Figure Representatives (Appendix E). Table 5 displays the official speaking sources in this study. National and local broadcast television news collectively presented ($N = 128$) of official speaking sources. All official speaking roles that fell outside of the measurement categories were categorized as "Other/Undetermined Official Speaker."

The relation between the 'event of the news story' and political figures presented to speak was examined. Of the political figures presented as speaking sources, (15%) were opposed to marriage equality and related issues. The analysis revealed, networks were more likely to present 'opposed' political figures in political event news stories over supportive and/or neutral political figures.

Additionally, national and local news were less likely to present supportive political figures, (21%) of category one, in news stories related to SCOTUS. A chi-square test of independence was performed to examine the relation between supportive political figures and stories covering SCOTUS (Appendix F).

In addition, opposed political figures were also more likely to be presented in news stories concerned with Same Sex Marriage State bans lifted or upheld than supportive political figures (Appendix F). The relation between the variables was significant X_2 (1, N = 131) = 5.31, p <.05. Table 6 details supportive, opposed and neutral political figure sources and topic of event.

In a cross analysis of all individual participating networks in this study, the data revealed a pattern in presenting supportive political figures. NBC and its Philadelphia owned and operated local station, WCAU, equally presented (5%) of supportive political figures in coverage of marriage equality and related issues.

Table 5 Official Speaking Sources

Frequencies

		Official Source						
		Political	Legal	Obama	Analysts	Religious	Sports[a]	Total
Responses	N	48	21	7	34	13	4	128
	Percent	36.7%	16.0%	5.3%	26.0%	9.9%	3.1%	97.8%[a]

Note. White House Representatives were cited .08% in one news story.
a. Sports = 1 (.08%) is added in the table's total. (2.2%) of official speakers, "Other/Undetermined," fell outside of the measurement categories.

Although FOX and its Philadelphia owned and operated local station, WTFX,

equally presented a smaller margin of supportive political figures in news coverage,

approximately (1%), the analysis revealed these networks were less likely to source this

category of speaking sources in topics related to marriage equality over all other

networks, excluding ABC. Table 7 displays supportive political speaking sources across

all networks in this study. A chi-square test of independence was performed to examine

the relation between networks and the category of 'supportive' political figure speaking

sources (Appendix F). The relation between these variables was significant, X^2 (8, N =

131) = 16.07, p <.05.

Table 6 Official Speaking Sources and Event

		Event Politics		Total
		No	Yes	
PF Supportive	No	40	63	103
	Yes	9**	19	28
Total		49	82	131
		Event Politics		Total
		No	Yes	
PF Opposed	No	47	65	112
	Yes	2	17**	19
Total		49	82	131
		Event Politics		Total
		No	Yes	
PF Neutral	No	49	81	130
	Yes	**	1	1
Total		49	82	131

a. cells are rounded in the table

** $P < .01$

For the purpose of this study, the code book defined analysts as an expert commentator in a specified field. An analysis requires extensive knowledge in their perspective field. For example, a legal analyst offers expert opinion on a variety of policies, provides advice, and recommendations for proposed legislation and interprets rulings brought down by court justices. The variable 'analyst' was only selected if the news package presented the title in an on-screen visual tag-line or if the anchor verbally identified the source as an analysts.

Table 7 Supportive Political Figures

		Political Figure (Supportive)		
		No	Yes	Total
Name of Network	ABC	9.2%	0.8%	9.9%
	WPVI	6.1%	3.1%	9.2%
	CBS	11.5%	2.3%	13.7%
	KYWTV	5.3%	3.1%	8.4%
	NBC	6.9%	4.6%	11.5%
	WCAU	6.1%	4.6%	10.7%
	FOX	11.5%	0.8%	12.2%
	WTFX	9.2%	0.8%	9.9%
	CNN	13.0%	1.5%	14.5%
Total		78.6%	21.4%	100.0%

FOX and CNN equally presented approximately (2%). A chi-square test of independence was performed to examine the relation between networks and the category of "opposed" analysts speaking sources presented in the news package (Appendix F). The relation between these variables was significant, X^2 (8, N = 131) = 16.71, p <.05.

The second category, labeled "representatives of the gay and lesbian community," contained sources labeled as Gay Rights Activists and Gay Ally. National and local television news combined presented ($N = 16$) speaking sources from category two. Category two produced the smallest margin among the categories of speaking sources. In this study, networks relied on Gay Rights Activists, ($N = 7$), in (5%) of news stories

collectively. In speaking sources, networks relied more on Gay Allies, ($N = 9$) in (7%) of news stories.

In comparison to category one, 'Official speaking sources,' networks presented President Obama and Gay Rights Activists equally in stories related to marriage equality. However, the least frequented source was Sports Figure/Representatives.

The third category, labeled "members of the gay and lesbian community," contained sources labeled as Gay/Lesbian Couple and Gay/Lesbian Citizen. National and local television news presented ($N = 71$) speaking sources from category three. Although the results revealed television news presented ($N = 71$) category three speaking sources, Gay and Lesbian Couples were presented to speak in (30%) of the total census and Gay/Lesbian citizens were presented to speak in (24%) of the census.

Moreover, the results yielded a strong relation between category three speaking sources and the event/topic of news stories in the census. In the total census, Gay and Lesbian couples were more likely to speak in news stories involving politics. Within political news stories, couples were more likely to speak in news stories contextually concerned with state bans that were upheld or lifted. Fifty percent of all news stories collected in this study covered the topic. Couples were presented as speaking sources in (21%) of the news stories, whereas (29%) of Couples were not presented as speaking sources. In addition, the data revealed, within the (50%) of news stories that did not report on the topic, but were correlated to marriage equality and related issues, (41%) of gay and lesbian couples were not presented as speaking sources. Table 8 displays Gay and Lesbian couples as speaking sources in Same Sex Marriage 'State' stories. A chi-

square test of independence was performed to examine the relation between Gay and

Lesbian Couples as speaking sources and stories covering Same Sex Marriage 'State'

(Appendix F). The relation between the variables was significant $X2$ $(1, N = 131) =$

10.18, $p < .01$.

Table 8 *Members of the Gay and Lesbian Community Speaking Sources*

Gay/Lesbian Couple * Event Same Sex Marriage State

		Gay/Lesbian Couple		
		No	Yes	Total
Event Same Sex Marriage	No	41.2%**	8.4%**	49.6%**
State	Yes	29.0%**	21.4%**	50.4%**
Total		70.2%**	29.8%**	100.0%**

** $P < .01$

Question 5 on the measurement instrument contained two dimensions. The

question also asked to examine the duration in which the source spoke. The purpose was

to detect if frequented speakers also served equal impression of time to provide their

perspective.

To answer research question three "Does broadcast national and local network

television news equally denote length of time in sound bites reporting on topics related to

marriage equality and related issues?"; the duration of speaking time was recorded in

nominal measurement: zero the source did not speak, one source spoke low, two source

spoke medium and three source spoke high. Each coder was provided parameters to determine the length of a sound bite. The code book and coding instrument defined a sound bite as one complete sentence.

A comparative analysis between categories one, two and three was conducted. Official speaking sources were presented in (97.8%) of the total census. Official speakers were categorized as speaking low, medium and high. The data revealed television news presented a low duration of category one speaking sources over the source speaking medium or high. Table 9 displays the percent of categories and duration of speakers. Category two, representatives of the gay and lesbian community, spoke the least. The duration of speakers were presented the greatest in the low grouping.

Category three, members of the gay and lesbian community, were presented to speak in (54%) of news stories. The data revealed the duration of speakers was the greatest in the low grouping and the least in the high group. The analysis produced a pattern among the three categories. While sources were presented to speak frequently, the duration of speaking time was less than one complete sound bite thus speaking low.

Overall, official speaking sources were frequented the most. The total in duration among the low group, medium group and high group, independently, was greater than all other categories excluding members of the gay and lesbian community who spoke low (24%). In other words, the least frequented group of official speakers was 'high' in duration (23%). The official speakers who spoke high were less frequented than categories two, 'representatives of gay and lesbians,' and three 'members of the gay and lesbian communities.' Therefore, in this study, national and local news presented official

speaking sources over alternative perspectives, but did provide opportunities for

alternative perspectives to present their narratives.

Table 9 Duration of Category One Speaking Sources

Official Speaking Voices

	Valid		
	Low	Medium	High
Percent	49%	28%	23%

Representatives of Gay and Lesbians

	Valid		
	Low	Medium	High
Percent	8%	3%	2%

Members of Gay and Lesbian Community

	Valid		
	Low	Medium	High
Percent	24%	18%	13%

Note. In category two: 95% of Gay Rights Activists did not speak. 93% of Gay Ally did not speak. In category three: 70% of Gay and Lesbian Couples did not speak and 76% of Gay and/or Lesbian Citizens did not speak.

Research question four asked are visuals of gay and lesbians often depicted as a

chaotic mass, individuals in disruptive mass, and couples in unstructured mass excluding

sole identification. More descriptively, the question solicits whether gay and lesbians

were depicted as lacking structure, rebellious, or conformed to the heteronormative

portrayal of mainstream society. Moscowitz defines chaotic mass as festivities of a gay

pride parade, protest, mass wedding or private ceremony. Question '7' on the

measurement instrument corresponded with research question four. Question '7' asked to what activities gays and lesbians were engaged in during visual b-roll.

The description of activities gay and lesbian subjects were engaged with during b-roll were coded in 26 distinctive categories. For the purpose of this thesis the categories have been assigned an umbrella heading. Henceforth, the umbrella heading will detail each subgroup. The categories the umbrella heading included were: Domestic Day-to-Day[23], Public Out-and-About[24], Public/Political-Call to Action[25] and Other[26]

Historically, gays and lesbians were visually shown in news stories either as a chaotic mass: a pride parade or a protest, as individuals in a mass, as couples in mass (i.e., a mass wedding ceremony), as couples as the primary focus of a shot (i.e., a private ceremony), or as representations from popular culture in entertainment media (Moscowitz, 2007).

In this study, 'Public/Political-Call to Action' garnered the highest frequency in the depiction of gay and lesbians. Gay and lesbians were frequently shown in Court [rooms] (25%), Mass Wedding (21%), Protesting (16%), Private Wedding Ceremony (15%), Celebrating (15%), displaying Marriage Licenses as the primary shot of a frame (14%), engaged at a Media Event (12%), Rallying for change (8%), Press Conference (5%) and lastly, Arrested as a result of a protest (4%). However, (18%) of news stories

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[23] Parenting, Cooking, Cleaning
[24] Walking public Street, Sports Arena, Coffee Shop/Restaurant, Gay Bar or Gay Establishment
[25] Protest, Arrested, Rally, Press conference, Media Event, Court House, Private Ceremony, Mass Wedding Ceremony, Celebrating, Exhibiting Legal Marriage License
[26] Gay Parade, Physically injured or Injuries, Religious Setting

did not signify gay and lesbians in b-roll. Table 10 displays the categories of frames that depicted gay and lesbians in this study.

An analysis of the historical depiction of gay and lesbians in news frames was examined. The results indicated gays and lesbians shown as criminalized mentally deranged, sexual perverts and radical militants that present a threat to the social order produced a strong relation in international coverage of marriage equality and related issues.

Table 10 Gay and Lesbians Depicted in B-Roll

	Valid	
Gay and Lesbian in B-Roll	N	%
Domestic Day-to-Day	8	7%
Public Out and About	31	25%
Call to Action	194	135%
Other	10	8%
Absent in B-Roll	24	18%

The correlation revealed depicted frames of gays and lesbians being arrested, protesting for equal civil rights and physically injured. A chi-square test of independence was performed to examine the relation between historical depictions of gays and lesbians and international news coverage (Appendix F). The relation between the variables was significant $X2$ (1, N = 131) = 6.85, p <.01. In this study, local news did not report international news events. However, the absence of international news coverage on the

local level revealed an expected result, hence local news is primarily concerned with the

local community. Of the national news networks each reported on international events.

However, within the news package all participating networks represented the historical

depiction of gays and lesbians. In contrast, news coverage of U.S. marriage equality and

related issues emphasized less depiction of gays and lesbians as defiant or disorderly.

CHAPTER FIVE: DISCUSSION

Historically television news coverage of marriage equality and related issues were demonstrated as a simplistic, two-sided conflict between official speaking sources, absent of alternative perspectives. Gays and lesbians in the news were routinely demonstrated as disruptive, disorderly and a threat to social order. The concept of heteronormativity to explain the depictions of the gay community were heavily relied upon to make homosexuality more palatable to a straight audience. Furthermore, in gathering footage, news organizations were obligated to frame unbiased actualities related to the coverage by strategically investigating the series of events instead of heavily relying on the "status quo" of "political correct" images. Due to untried reporters, unfamiliar with issues surrounding the gay and lesbian community, often resisted original research in reporting news by using the "status quo" of narratives and frames or deeply depended on source's sound bite to insert authority of news coverage. News packages often did not emphasize the significance of marriage equality and positioned the news material as one distinct claim or as a separate and distinguishable rights claim.

Various studies have documented the gradual growth in the visibility of gay rights issues in media and entertainment programming. However, minimal research has been performed in an effort to bridge findings from an analysis of the structure in the presentation of visual, sound, and framing by news organizations on gay and lesbian topics therefore, resulting in an understudied field of research.

The purpose of this quantitative comparative content analysis was to validate previous research conducted by Leigh M. Moscowitz published in the Journal of Broadcasting & Electronic Media/March 2010. The study analyzed video news content produced by national and local television networks. Four mainstream national television news networks ABC, CBS, NBC, FOX and an American 24 hour cable news network: CNN were analyzed. The study also examined the local owned and operated stations in Philadelphia, PA: WPVI, KYW-TV, WCAU and WTFX. Moreover, the purpose of this study was intended to examine attention or analysis on the management, reporting, sourcing and framing of marriage equality in television news coverage.

Major Findings. This thesis study's Null Hypothesis suggested "Television news did not place emphasis in stories regarding marriage equality and civil rights issues." The findings in this study rejected the proposed Null Hypothesis. In fact, the results revealed television news placed emphasis of attention in 37% of news stories. However, local news placed marginally greater emphasis in marriage equality news stories. Television news coverage placed the greatest emphasis in coverage of 'same sex marriage state' 22%. Followed by SCOTUS 7%.

Television news reported more on political events related to marriage equality. Stories heavily reported on state marriage law bans that were either upheld or lifted. However, the results revealed minimal coverage extended to benefits[27] to families through the legalization of same sex marriage. Networks were primarily concerned with the initial event or SCOTUS' non-ruling, retroactively requiring states in those cases to

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[27] Family Benefits, Housing Benefits, Death Benefits, Medical Benefits, Government Benefits, Employer Benefits

uplift same-sex marriage bans. The minimal news coverage that extended to benefits, were highly correlated with news stories regarding the plaintiffs of Prop 8, i.e. Edie Windsor.

Television news presented official speaking sources slightly greater than members of the gay and lesbian community and substantially greater then representatives of marriage equality and civil rights issues. Thus, news did not ultimately mute alternative perspectives on the reported topic. In addition, although official speaking sources contributed the most in presented speakers, those in support of marriage equality 54% exceeded speakers opposed and neutral; 35% and 9% respectively.

Previous research asserted television news heavily relied on the status quo of the depiction of gay and lesbians in b-roll. The analysis performed in this comparative study revealed gays and lesbians were less likely to be shown engaged in gay pride festivities or gay bars. The result indicated significant progress in the portrayal of gays and lesbians in mainstream news coverage. It is also consistent with prior research that implied news coverage, of the gay and lesbian community, as heteronormative; an agenda heavily pursued by gay rights activists (Moscowitz, 2009).   However, members of the gay community were often shown standing in line to retrieve marriage licenses or displaying marriage licenses as the primary shot of a news frame, faceless crowds of protesters or those rallying for equal rights protection. Contrary, news frequently displayed frames of protestors opposed to marriage equality in faceless crowds or disorderly. Moreover, previous researchers have keyed the term heteronormativity as a description of how news constructed frames to present gays and lesbians as more palatable to mass audiences. This

depiction of coverage was insignificant and rarely presented constituting only 25% of news frames.

In comparison to international news, coverage centered in the U.S. fared less in the historical depiction of gays and lesbians as criminalized mentally deranged, sexual perverts and radical militants that present a threat to the social order. The economic factor that influenced the concentrated coverage of gay and lesbians in international news was the 2014 Winter Olympics, known as the XXII Olympic Winter Games, held in Sochi, Russia. The 2014 Winter Olympics were performed during the time frame of this study.

Moreover, although networks reported minimal coverage of gays and lesbian as disruptive, news did frequent official speakers' verbal comparisons of gays and lesbians in an unfavorable context. The terminology official speakers used was offensive and demeaning however, reporters often countered these statements in support of marriage equality. For instance, in an interview on Friday, Oct. 4, 2013 Pennsylvania's governor Tom Corbett compared gay marriage to incest in a news interview with CBS21 in Harrisburg. This news event reached local stations covered in this thesis study and national networks. Although this analogy of marriage equality made headlines across most news mediums, television networks counteracted the statement with packaging a news story by way of presenting the governor's apology instead of heavily reporting on the initial event.

The following are the comparisons that were regularly presented contextually in news coverage that compared gays and lesbian as: a "humiliation to children";

"Polygamists"; participants of "Incest"; "Gifted/Special, "Adulterers"; and lastly "Immoral."

Additionally, gays and lesbians, as the primary speaking source of news events, recurrently described themselves as 'second class citizens' fighting for constitutional equal rights that are extended to all Americans. Television networks capitalized on the comparison that was often mentioned in news coverage related to marriage equality. Furthermore, marriage equality was commonly compared to Roe vs. Wade (Fox), and the Voting Rights Act of 1965 (NBC).

Lastly, national networks used frames of news events interchangeably in reporting on marriage equality. For example, NBC presented frames the CNN network included in its news package. Yet, NBC provided the voice over narrative for the package. Therefore, networks may not source primary sources, instead present coverage from other existing networks who've covered the story or privilege stock footage over initiating primary sourcing. Moreover, national news networks and its owned and operated stations overlapped in news coverage. Identical news stories were reported locally and nationally. This practiced occurred less frequently than interchangeable frames between networks.

Limitations

The researcher was unable to retrieve content from Vanderbilt due to monetary means and access. The researcher resulted to accessing the archival search feature on networks' websites. Due to the inability to retrieve content from the Vanderbilt Television Archives TV News Search & Borrow program, the census of data ranged in

topics related to marriage equality. The structure of the news package from CNN differed from ABC, CBS, NBC and FOX. Furthermore, FOX network had fewer news segments relating to marriage equality. In addition, the researcher focused on local news coverage specifically in the Philadelphia Pennsylvania market to further provide an impression of marriage equality in a narrower scope. The researcher attempted to collect identical news stories across all networks. However, the researcher found that the networks choose which stories were repurposed on their websites. Stories that were reported during air-time were often not repurposed on the internet. This limitation also resulted in a wide range of topics external to marriage equality but related to same sex civil rights issues.

Recommendations for Future Research

Based on the results of this content analysis there are several recommendations for future research. Primarily, some of the limitations defined may be eliminated. To improve the comparison analysis between networks, the complete census of data should be retrieved from one collective source: Vanderbilt Television Archives TV News Search & Borrow. Secondly, the researcher suggests a minimum of two independent coders, perhaps professionally experienced with cultural law studies and statistics, decode the data; and exclude the researcher. In addition, journalists' narratives, such as the introduction of the news story, selected terminology used to describe the event and commentary should also receive examination. Also, dependent upon time restrictions, the researcher suggests soliciting an informational interview with editors within the newsroom for perspective. Lastly, future studies could examine a wider time frame to provide a greater impression of the transition in cultural views and topics pertaining to marriage equality and related civil rights issues.

Conclusion

Four major conclusions can be made from this study. The first conclusion is television news provided emphasis of attention signifying importance of marriage equality and the cultural shift within the topic. Events reported have expanded beyond legal disputes between feuding political parties. Second, members of the gay and lesbian community are marginalized less in news coverage and are shown as members of a greater society. Third, gays and lesbians are able to provide perspectives on topics that impact their constitutional rights verses enabling representatives as primary speakers and defenders. Lastly, although official speakers are presented more often than all other speakers their voices were primarily in favor of marriage equality and defended the rights of same sex couples.

In an attempt to correlate results from previous research this thesis study compared findings to conclusions indicated by Leigh M. Moscowitz published in the Journal of Broadcasting & Electronic Media/March 2010. The Moscowitz study results indicated "that even among sources cast typically within the ''gay voice,'' in favor of gay marriage, newsmakers privileged the perspectives of those speaking on behalf of couples rather than couples themselves." The results further indicated "gay and lesbian couples wishing to marry, those who paradoxically had the most at stake on the issue, were given the least amount of news time to speak." Comparatively, in this thesis study, the results revealed representatives of gay and lesbian marriage equality and related issues spoke far less than members of the gay and lesbian community. Therefore, television news may

have become more trusting in gay and lesbians as primitive speaking sources, presenting their opinions, and as representatives of themselves.

In addition, the Moscowitz study results indicated Political figures, were most often cited albeit averaged among the lowest speaking times of all sources. The political voice was given about the same degree of weightiness as were the perspectives of religious figures, and legal figures. While in this thesis study, Political figures were cited the most (36.7%) and presented the highest duration in the impression of speaking time amongst the 'Official Speaker' members. Additionally, Legal and Religious figures were not equal to Political figures in speaking sources nor in duration of speaking length.

Furthermore, the Moscowitz study results indicated gay and lesbian couples spoke far less than their straight allies, and slightly less than most other social and political actors. These finding are in concurring agreement with the results revealed in this thesis study.

Lastly, the Moscowitz study termed dominant visual displays of gay and lesbian couples as "coupledom." The study results indicated a transition in historical representations of faceless crowds of gays and lesbians to identified couples as the primary focus of the shot or sole individuals of a frame. Moreover, the preferred visual frames that conform gay and lesbians in a normality perspective were presented. These findings were also presented in this thesis study across all participating networks.

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Appendices

Appendix A: Measurement Instrument

- Version One
- Version Two
- Code Instructions

VERSION ONE:

FRAMING LEGISLATIVE DEBATE: CONTENT ANALYSIS OF GAY AND LESBIAN LOCAL AND NATIONAL BROADCAST TELEVISION NEWS COVERAGE CODING SHEET

Link _____   Coder #

                                                         _____

Story Number: _____   Type: _____

Date: _____   Network: _____

Length: _____   Headline: _____

Part I: Structure of News Story

1. Which Network Provided the Story? Please circle One
   - □ ABC News/WPVI
   - □ CBS News/KYW-TV
   - □ NBC News/WCAU
   - □ Fox News/WTXF-TV
   - □ CNN

2. Social Media Share (Please write the number of shares next to social media handle)

   Facebook   Twitter   Gmail

   StumbleUpon   Favorites   Tumblr

   Pinterest   Google   Email App

   LinkedIn   Blogger   Delicious

   Y! Mail   Outlook   PrintFriendly

   AOL Mail   LiveJournal   WordPress
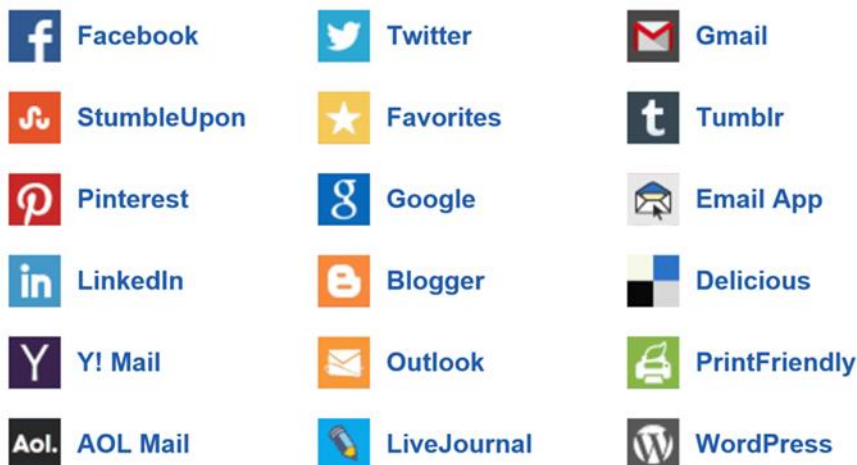
   □ No social media handle available

3. Was/Were the news anchor(s) identifiable?
   Yes

   No

4. Were there social media handles present on the screen to identify an anchor or source? I.e. Ticker or Tagline

Yes

No

5. From what city, state did the story originate?

_____

6. What is the topic of the story?

Don't Ask Don't Tell

Religion

Sports

Hate Crime

Economic Development

Technology

Education/Community/Advocacy (Circle which applies)

Discrimination/Access (Circle which applies)

Domestic/Family

International

Politics

- o   Same-Sex Marriage State
- o   Same-Sex Marriage Benefits
- o   SCOTUS
- o   Self-Outing of Public Figure or Relatives

Other

_____

7. Does the audio suggest where the story fits within the news program?

Our Top Story Tonight

Breaking News Report

Special Report

Live Footage

Exclusive

Developing/Happening Now Story

No Way to Determine

8. Where was the story placed within the news segment?
    □   Within the first 10 minutes of the half hour

    □   Between 10 minutes and 20 minutes

    □   During the last 10 minutes

    □   No way to Determine

9. Did the segment use external reporting?
    □   Yes

    □   No

10. Did the segment use a corresponding anchor or affiliate? I.e. Washington anchor/affiliate?
    Yes

       Please identify: _____

    No

11. Did the anchor quote a source absent from the story?
    Yes

                    o   Verbal or On-screen or Both (circle one)

       Please identify: _____

    No

12. Did the segment use graphics to assist or endorse story?
    □   Yes
    □   No

    Social Media Post
                    o   Opposed
                    o   Supportive
    Data
                    o   Map
                    o   Charts
                    o   Graphs
    Statistics
                    o   Nielsen
                    o   Gallup Poll
                    o   Pew Research
    Newspaper (NY Times, Washington Post, Other)

Quote (not from social media)

Official Document

Other

        Please Describe:

_____

13. How frequently did the segment use graphics?

  □ Very Few Graphics (1-2)

  □ Moderate Graphics(3-4)

  □ High Graphics (5 or more)

14. How many resources went into the package?

  □ Very Few (1-2)

  □ Moderate (3-4)

  □ High (5 or more)

<div align="center">Part II: Structure of Frames</div>

15. What Sources were cited?

  ☐ Political figure **(Supportive) (Opposed) (Neutral)**

  ☐ Legal figure: Lawyer/Judge/Attorney General **(Supportive) (Opposed) (Neutral)**

  ☐ Gay/lesbian couple

  ☐ Anti-gay person

  ☐ President Barack Obama

  ☐ Sports Representative

  ☐ Gay rights activist

  ☐ Academic/legal/political analyst **(Supportive) (Opposed) (Neutral)**

  ☐ Crowd/group **(Supportive) (Opposed) (Neutral)**

  ☐ Religious figure **(Supportive) (Opposed) (Neutral)**

  ☐ Vox Pop **(Supportive) (Opposed) (Neutral)**

  ☐ White House representative **(Supportive) (Opposed) (Neutral)**

  ☐ Gay ally

  ☐ Uncoupled gay or lesbian citizen

☐ Journalist/reporter **(Supportive) (Opposed) (Neutral**)

☐ Other/undetermined

Please Describe:

_____

16. How long did the Source Speak in the Story? Identify **(Supportive) (Opposed) (Neutral)**

How long did the Source Speak in the Story?			
	Low	Medium	High
Political figure	○	○	○
Legal figure- Lawyer/Judge/Attorney General	○	○	○
Gay/lesbian couple	○	○	○
Anti-gay person	○	○	○
President Barack Obama	○	○	○
Gay rights activist	○	○	○
Academic/legal/political analyst	○	○	○
Crowd/group	○	○	○
Religious figure	○	○	○
Vox Pop	○	○	○
White House representative	○	○	○
Gay ally	○	○	○
Uncoupled gay or lesbian citizen	○	○	○
Journalist/reporter	○	○	○
Other/undetermined	○	○	○

17. What Sources were seen?
    ☐ Political figure **(Supportive) (Opposed) (Neutral)**

    ☐ Legal figure: Lawyer/Judge/Attorney General **(Supportive) (Opposed) (Neutral)**

    ☐ Gay/lesbian couple

    ☐ Anti-gay person

    ☐ President Barack Obama

    ☐ Sports Representative

    ☐ Gay rights activist

    ☐ Academic/legal/political analyst **(Supportive) (Opposed) (Neutral)**

    ☐ Crowd/group **(Supportive) (Opposed) (Neutral)**

    ☐ Religious figure **(Supportive) (Opposed) (Neutral)**

☐ Vox Pop **(Supportive) (Opposed) (Neutral)**

☐ White House representative **(Supportive) (Opposed) (Neutral)**

☐ Gay ally

☐ Uncoupled gay or lesbian citizen

☐ Journalist/reporter **(Supportive) (Opposed) (Neutral)**

☐ Other/undetermined

18. How long were sources Seen in the Story? Identify **(Supportive) (Opposed) (Neutral)**

How long were sources *Seen* in the Story?			
	Low	Medium	High
Political figure	○	○	○
Legal figure-Lawyer/Judge/Attorney General	○	○	○
Gay/lesbian couple	○	○	○
Anti-gay person	○	○	○
President Barack Obama	○	○	○
Gay rights activist	○	○	○
Academic/legal/political analyst	○	○	○
Crowd/group	○	○	○
Religious figure	○	○	○
Vox Pop	○	○	○
White House representative	○	○	○
Gay ally	○	○	○
Uncoupled gay or lesbian citizen	○	○	○
Journalist/reporter	○	○	○
Other/undetermined	○	○	○

19. What visual category did Gays and Lesbians represent in news media B-Roll?

    Mass wedding ceremony

    Private wedding ceremony

    Physically injured or injuries

    Domestic day-to-day

    Public out-and-about

    ☐ Public/Political/Call to Action

    ☐ Other _____

20. What activities were Gays and Lesbians engaged in during Visual B-Roll

21.
- □ Gay Parade
- □ Protest

  Gay parenting

  Press conference/Media Event
- □ Cooking/Eating a meal
- □ Court House
- □ Walking public street/Public Park/Sports Arena
- □ Shopping Mall
- □ Coffee Shop/Restaurant
- □ Gay bar or gay establishment
- □ Other

  _____

Part III: Segment Demographics

22. What is the Race of the "Featured" Voice of the Individual/Couple Represented from the Gay Community?

American Indian/Alaskan		Asian/Pacific Islander		Black/African American	
□	Individual	□	Individual	□	Individual

Hispanic/Latino		White/Caucasian		Other/Undetermined	
□	Individual	□	Individual	□	

- □ Same-race Caucasian couple
- □ Same-race couple of color
- □ Mixed race Couple
- □ No one from Gay Community
- □ Other/Undetermined Couple

23. Were African Americans presented to speak?

  Less than 10 seconds

  Between 20-30 seconds

  30 seconds or more

  Not privileged to speak

24. How frequently did the reporter cut to frames opposed to gay and lesbian social issues?

  Low (1-4)

  Medium (5-9)

  High (10 or more)

25. How frequently did the reporter cut to frames in support of gay and lesbian social issues?

    Low (1-4)

    Medium (5-9)

    High (10 or more)

26. Please determine the overall TONE of the news segment.

    □ Positive

    □ Negative

    □ Equal/Balanced/Neutral

    Comments:

    _____

    _____

    _____

    _____

    _____

    _____

    _____

Version Two:

Story # _____   Type: _____   Network _____   Date _____ Length
_____   Coder # _____   (Ratio

Measurement)   Part I: Structure of News Story

27. From what city, state did the story originate?

_____

28. What is the topic of the story?

Religion

Sports

Hate Crime

Economic Development

Technology

Education/Community/Advocacy (Circle which applies)

Discrimination/Access (Circle which applies)

Family

International

Politics

- o   Same-Sex Marriage State
- o   Same-Sex Marriage Benefits
- o   SCOTUS
- o   Self-Outing of Public Figure or Relatives
- o   Conservative Change of Heart

Other

_____

29. Does audio or visual suggest where the story fits within the news program?

Our Top Story Tonight

Breaking News Report

Special Report

Live Footage

Exclusive

Developing/Happening Now Story

No Way to Determine

30. Did the segment use graphics to assist or endorse story? (Nominal Dichotomous)

□ Yes

□ No

Social Media Post

- o Opposed
- o Supportive

Data

- o Map
- o Charts
- o Graphs

Statistics

- o Gallup Poll
- o Pew Research

Newspaper (NY Times, Washington Post, Other)

Quote (not from social media) **Opposed/Supportive/Neutral**

Official Document **Opposed/Supportive/Neutral**

Other

Please Describe:

_____

Part II: Structure of Frames:

31. How long did the Source Speak in the Story? (Ordinal) Identify **(S., O., N.,)**

How long did the Source Speak in the Story?

	Low	Medium	High
Political figure	○	○	○
Legal figure- Lawyer/Judge/Attorney General	○	○	○
Gay/lesbian couple	○	○	○
Anti-gay person	○	○	○
President Barack Obama	○	○	○
Gay rights activist	○	○	○
Academic/legal/political analyst	○	○	○
Crowd/group	○	○	○
Religious figure	○	○	○
Vox Pop	○	○	○
White House representative	○	○	○
Gay ally	○	○	○
Uncoupled gay or lesbian citizen	○	○	○
Journalist/reporter	○	○	○
Other/undetermined	○	○	○

32. How long were sources Seen in the Story? (0rdinal) Identify **(S., O., N.,)**

How long were sources *Seen* in the Story?

	Low	Medium	High
Political figure	○	○	○
Legal figure- Lawyer/Judge/Attorney General	○	○	○
Gay/lesbian couple	○	○	○
Anti-gay person	○	○	○
President Barack Obama	○	○	○
Gay rights activist	○	○	○
Academic/legal/political analyst	○	○	○
Crowd/group	○	○	○
Religious figure	○	○	○
Vox Pop	○	○	○
White House representative	○	○	○
Gay ally	○	○	○
Uncoupled gay or lesbian citizen	○	○	○
Journalist/reporter	○	○	○
Other/undetermined	○	○	○

33. What activities were Gays and Lesbians engaged in during Visual B-Roll

34.
- □   Private Ceremony/Mass Wedding Ceremony **(Circle One)**
- □   Domestic Day-to-Day **(Circle One)**
  -     Parenting
  -     Cooking/Eating a meal/Dishes
- □   Public out-and-about **(Circle One)**
  -     Walking public Street/Public Park/Sports Arena
  -     Coffee Shop/Restaurant
  -     Gay bar or gay establishment
- □   Public/Political/Call to Action **(Circle One)**
  -     Protest/Rally
  -     Press conference/Media Event
  -     Court House
- □   Gay Parade
- □   Physically injured or Injuries
- □   Religious Setting
- □   Display Marriage License
- □   Standing in line to Wed
- □   Other

_____

35. How frequently did the reporter cut to frames opposed to gay and lesbian social issues? (Ordinal)

  Low (1-4)

  Medium (5-9)

  High (10 or more)

36. How frequently did the reporter cut to frames in support of gay and lesbian social issues? (Ordinal)

  Low (1-4)

  Medium (5-9)

  High (10 or more)

37. Were the Key Frames/Phrases (Key Frames: Dominant News Frame)

  □ Positive

  □ Negative

  □ Equal/Balanced/Neutral

Part III: Segment Demographics

38. What is the Race of the "Featured" Voice of the Individual or Couple Represented from the Gay Community? (Nominal Categorical)

39.

☐ American Indian/Alaskan Individual	☐ Asian/Pacific Islander Individual	☐ Black/African American Individual
☐ Hispanic/Latino Individual	☐ White/Caucasian Individual	☐ Other/Undetermined

☐ Same-race Caucasian couple

☐ Same-race couple of color

☐ Mixed race Couple

☐ No one from Gay Community

☐ Other/Undetermined Couple

40. Were African Americans privileged to speak who identified as Homosexual?

Less than One Sound Bite

One Sound Complete Sound Bite

Two or More Sound Bites

Not privileged to speak

Coding Instructions

Coding Instructions: You have successfully passed coder training and inter-coder-reliability coding and you are now ready for the Big Leagues!! Please read the coding instructions below:

1. Please be as descriptive as possible. It is okay to scribble in additional notes and information
2. Please pay close attention to the emphasis placed on importance of the story. Networks will briefly mention emphasis of story or briefly show emphasis
   a. Emphasis is place prior to the start of the story i.e. "Our top story tonight" or "Developing Now" or "Live Footage"
      i. The anchor usually voices the story's importance
   b. Emphasis placed prior to start of the story with voice over is usually displayed quickly before the start of the clip.
      i. It is also place on the screen (upper right, lower thirds or "on-screen" tag-lines).
3. When completing the chart that asked "how long the source spoke and how long the source was seen…" please write next to each source selected "*Opposed*" source or "*Supportive*" source. (Please see examples, jpeg, below) *please resist from identifying sources as "anti-gay" or "pro-gay source."*
   a. This gives texture to the data and will enable other published media analysts, who will use our research, to make a distinction between frames and perspective on position concerning the topic and sources in news packages.
   b. Ps. this thesis will be published by Drexel University and placed in trade articles etc.
4. Since you are familiar with the coding instrument and the questions asked I suggest using scrap paper to scribble answers to questions you know are on the coding document.
5. Please feel free to re-watch the clip if you do not remember what was shown (unfortunately after a while it seems clips begin to merge but I am 100% confident you are a descriptive and detailed coder!)
   a. Please do not throw out your scrap paper that will also be scanned and included in the thesis "Data and Results Chapters."
6. Please feel free to code in intervals if a break is needed. Your brain and body will definitely let you know when you need to a break.
   a. Please track the amount of time you spend coding during each session and report the date and time spent coding each session at the bottom on the Excel sheet.

7. Please reference the definitions uploaded in a separate document on Google Drive and below prior to each coding session you perform. Link to journalism news definitions: http://thenewsmanual.net/Resources/glossary.html#R

8. The length of some clips were not available. Please time the clips using a stop watch on your phone, a wrist watch or other option.

9. Please add categories if the category does not exist for a question. Write as many descriptive notes as you like.

10. Lastly, THANK YOU for all of your help!!!! If you have any questions please contact the researcher anytime.

How long were sources *Seen* in the Story?

...the Story? (Ordinal)

	Low	Medium	High
Political figure	◉ *Beh* *Anti*	○	◉ *Portman Pro*
Legal figure- Lawyer/Judge/Attorney General	○	○	○
Gay/lesbian couple	○	○	○
Anti-gay person	○	○	○
President Barack Obama	○	○	○
Gay rights activist	○	○	○
Academic/legal/political analyst	◉	○	○
Crowd/group	○	○	○
Religious figure	○	○	○
Vox Pop *Anti*	◉ *Anti*	○	○
White House representative	○	○	○
Gay ally	○	○	○
Uncoupled gay or lesbian citizen	○	○	○
Journalist/reporter	○	○	○
Other/undetermined	○	○	○

What activities were Gays and Lesbians engaged in during Visual B-Roll
Private Ceremony/Mass Wedding Ceremony (Circle One)

Part II: Structure of Frames: How long did the Source Speak in the Story? (Ordinal)

How long did the Source Speak in the Story?

	Low	Medium	High
Political figure	O	O	O
Legal figure- Lawyer/Judge/Attorney General	O	O	O
Gay/lesbian couple *widut*	O	O	✗
Anti-gay person	O	O	O
President Barack Obama	O	O	O
Gay rights activist	O	O	O
Academic/legal/political analyst	O	O	O
Crowd/group	O	O	O
Religious figure	O	O	O
Vox Pop	O	O	O
White House representative	O	O	O
Gay ally	O	O	O *Pro*
Uncoupled gay or lesbian citizen *widow*	O	O	⟲
Journalist/reporter	O	O	O
Other/undetermined	O	O	O

5. How long were sources Seen in the Story? (Ordinal)

Definitions

1. Vox Pop- Broadcasting interviews with members of the public on a television programing

2. Agenda Setting Hypothesis - the idea that people are easily susceptible to media influence; media would control public opinion by focusing attention on selected issues while ignoring others.

3. Agenda Setting - The role played by mass communication media in establishing the salient issues and images to which the public reacts. Agenda setting is process by which issue proponents work to gain the attention of media professionals, the public and public policy makers.

4. Agenda-Setting Theory: States that the menu of news and other information made available to the public by media decision-makers ultimately defines what is considered significant.

5. Teaser- Television Slang. A short scene or highlight shown at the beginning of a film or television show to attract the audience's attention.

6. Resources- B-roll, multiple anchors, expert professional(s) i.e. military leaders, politicians, and other institutional "experts.

7. Graphics- Data, Maps, Social Media, Statistics

8. Sound Byte- A short audio or video clip taken from a speech or press conference and broadcast especially during a news report. Traditional standard: two complete sentences.

9. Frame - Journalists must constantly decide which facts to include or emphasize, whom to use as sources, and what is really "at issue" (Gamson & Modigliani, 1989) in reporting a story. These choices combine to create a frame that both supports the story (like the frame of a house) and defines what belongs inside (like a picture frame), and thereby signals what news consumers should find important. Broadly speaking, news frames can be classified as predominantly "episodic" or "thematic" (Iyengar, 1993, p. 369).

10. Framing- This process of emphasizing certain features of an issue by cropping or downplaying less prominent features allows the most important information to be filtered out from the large pile of information surrounding the dispute.

11. News Frames

    a. "episodic" - focus on the immediate event or incident and give little or no context about underlying issues or context.

    b. "thematic" - focus on the big picture, for instance, by providing statistics, expert analysis or other information to help the public view the event in a broader context.

12. Media Framing - Media framing is the process by which an issue is portrayed in the news media. Media frames provide boundaries around a news story and determine what is and is not newsworthy or notable.

13. Framing Theory- Framing theory suggests that how something is presented (the "frame") influences the choices people make.

14. Framing – Framing is a quality of communication that leads others to accept one meaning over another. It is the process by which a communication source defines and constructs an issue or controversy; refers to how messages are encoded with meaning so that they can be efficiently interpreted in relationship to existing beliefs or ideas.

    a. Frames are abstract notions that serve to organize or structure social meanings.

b. Frames influence the perception of the audience.
c. Frames are cognitive shortcuts that people use to help make sense of complex information.
d. Frames help us to interpret the world around us and represent that world to others.
e. Frames help the viewer organize complex phenomena into coherent, understandable categories.
f. Frames provide meaning through selective simplification, by filtering people's perceptions and providing them with a field of vision for a problem.

15. Framing Techniques: Fairhurst and Sarr (1996):

- Metaphor: To give an idea or program a new meaning by comparing it to something
- Stories (myths and legends): To frame a subject by anecdote in a vivid and memorable way.
- Traditions (rites, rituals and ceremonies): To pattern and define an organization at regular time increments to confirm and reproduce organizational values.
- Slogans, jargon and catchphrases: To frame a subject in a memorable and familiar fashion.
- Artifacts: To illuminate corporate values through physical vestiges (sometimes in a way language cannot).
- Contrast: To describe a subject in terms of what it is not.
- Spin: to talk about a concept so as to give it a positive or negative connotation.

16. **Strategic Frame Analysis:** A model uniting the social and cognitive sciences that seeks to identify the dominant frames of how the public understands issues and the dynamic role that the media plays in creating and activating particular frames.

Remember:

- If the news segment cuts to the same frame more than once it may be considered a dominant frame. However you must determine if it is a dominant frame and not solely rely on frequency. You can also determine if the frame or source shown is the dominant news frame by the timing the duration the frame was shown or source was shown.
  - Same applies for "how long were sources seen"
  - My personal yet painstaking method is to count "one Mississippi, two Mississippi" (= "one second, two seconds) when a new source is shown/speaking
  - I scribble it down on a piece of paper next to the source's description/name (or how ever I remember them maybe a piece of clothing etc. just for note taking

- - purposes so I can remember when it's time to answer the coding sheet and I do not have to re-watch the clip).
  - Then I compare the amount of time each source was shown/spoke on screen etc. to all sources who were shown/spoke on screen during the one particular clip.
- If the news segment cuts to the same source more than once the same applies even if the source's voice is only heard.
- A sound bite is two complete sentences:
  - One complete sentence (or less) = less than one sound bite= source spoke low
  - Two complete sentences= one sound bite= source spoke medium
  - Three or more sentences= 1+ sound bite = more than one sound bite which means the source spoke high

  THANK YOU! THANK YOU! THANK YOU!!!

With a variable like this, and only short visualization, it would not be a surprise that coders would sometimes miss a person that should be counted or that they make judgment errors. However, the difference between counting 19 or 20 casualties in a report is not so large. As long as this variable is treated as a ratio variable, these kind of small disagreements should not be considered too problematic. In the example, it is clear that there are quite some differences between coders, usually small differences, becoming larger when the number of casualties increases.

Additional Definitions location: Google Drive:

Definitions:

Please also see additional definitions at the bottom of the "coder instructions" document

19 States refers to the Nineteen states that recognize same-sex marriage during the time this thesis was written: CA, CT, DE, HI, IA, IL, ME, MD, MA, MN, NH, NJ, NM, NY, OR, PA, RI, VT, and WA - plus Washington, D.C. have the freedom to marry for same-sex couples legally (Freedom to Marry, 2014).

B-roll- is the extra footage that is not the primary shot, used for montages, background, or cutaways (Kellison, 2006).

DMA- Designated Market Area DMA is shorthand for designated market area. Nielsen Media Research uses this term to help it generate Nielsen ratings for television stations across the

country. Nielsen divides the country into 210 DMAs. These areas represent 210 television media markets (Halbrooks, 2014).

FCC- is the acronym for the Federal Communication Commission regulates interstate and international communications by radio, television, wire, satellite and cable in all 50 states, the District of Columbia and U.S. territories. An independent U.S. government agency overseen by Congress, the commission is the United States' primary authority for communications law, regulation and technological innovation (Federal Communications Commission, 2014).

Frames- or 'Framing' an aspect of composition of an image in the cameras frame; visual of footage captured. The framing can range from a close-up to an extreme long shot (Kellison, 2006). Framing research that grew from sociological foundations refers to the "frames in communication" (Chong & Druckman, 2007, p. 106; Druckman, 2001). The framing effects research, on the other hand, grew from psycho- logical foundations and studied the processes involved in the formation of the audience frame (Druckman, 2004; Iyengar, 1991; Nelson, Clawson, & Oxley, 1997; Borah, 2011b)

Framing types of news story- how news stories were framed in terms of empathy, distance, or other. For example, did the reporters display sympathy or sympathized with the gays and lesbians in news stories and/or be emotionally involved with gay marriage while reporting the gay marriage stories. If not, did the reporters use an objective approach while they described the gay marriage stories?

Gay Civil Rights Issues- marriage to same-sex couples, equal employment opportunity; EEO, gay rights, health care, gender equality also identified as top civil rights issues (Snedeker & Koszorus, 2010). Gay civil rights issues also include: Constitutional amendment, Equal rights, Adoption law/policy, AIDS epidemic, American tradition and family values, Religious disciplinary, Workplace discrimination and Sexual crime/violence

Heterosexist- discrimination against, insensitivity toward, or prejudicial stereotyping of, homosexuals by heterosexuals. Conform to heterosexual culture appearance etc. instead of being oneself for acceptance for others' to identify the person as normal and therefore accept them to show gay and lesbians engaged in everyday lifestyle activities to conform them as normal.

Ideology of source orientation- the position of news sources on gay rights. In general, people who held conservative ideologies were represented to protect American values and traditions. By contrast, liberals were described as those who were open-minded to defend gay rights.

LGBT- Lesbian, Gay, Bisexual and Transgender sometimes LGBTQA 'Questioning and Allies'

News approach- the category of function that was represented in news stories, including the presentation of information, the expression of opinion, or other.

News tone- the perspectives of news stories; positive, negative, balanced, or neutral on gay marriage or other topics associated with gay marriage.

NLGJA- The National Lesbian and Gay Journalists Association; an American professional association dedicated to unbiased coverage of gay/lesbian issues in the media. (Aarons & Murphy, 2000).

Relational space- the categories of sources that were cited as well as whose voices were provided in news stories. This category contained official-speaking people, unofficial-speaking people (elite or ordinary), official written documents, unofficial documents (e.g., elite, ordinary, or others). More specifically, official-speaking people served for governmental institutions (e.g., president, mayors, state governances, senators, or officials). Elites were those opinion leaders who did not serve for the government (e.g., professors, scholars, or professionals in some specific areas).

Sound Bite- a brief recorded statement (as by a public figure) broadcast especially on a television news program (Kellison, 2006).

Topic- association with gay marriage, gay civil rights issues and/or content relating to the gay community. Topic includes specific political or social issues and involves; Constitutional amendment, human rights, adoption of laws or policy, AIDS epidemic, American values, traditions and family institution, religious disciplinary, workplace or job discrimination, sexual crime or violence, military service, and other

Visual Bite- a brief recorded images broadcast over television news programs (Kellison, 2006).

VNR- Video News Releases Video news releases, also known as prepackaged news stories, are video segments created or funded by private corporations or government agencies to be indistinguishable from standard news programs

Appendix B: Intercoder Reliability

- Scale: Event
- Scale: Emphasis
- Scale: Graphics
- Scale: Graphics Description
- Scale: Length of Political Figure Sound Bite
- Scale: Length Political Figure Source Shown
- Scale: Length of Sound Bite Legal Figure
- Scale: Length Source Shown Legal Figure
- Scale: Length of Sound Bite Lesbian Gay Couple
- Scale: Length Source Shown Gay Lesbian Couple
- Scale: Length of Sound Bite Anti-Gay
- Scale: Length Source Shown Anti-Gay
- Scale: Length of Sound Bite Gay Rights Activists
- Scale: Length Source Shown Gay Rights Activists
- Scale: Length Source Shown Academic Legal Political Analysts
- Scale: Length Source Shown Crowd
- Scale: Length of Sound Bite Religious Figure
- Scale: Length Source Shown Religious Figure
- Scale: Activities of Gay and Lesbians Represented in B-roll

Scale: Event

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.930	2

Item Statistics

	Mean	Std. Deviation	N
Event	8.8333	4.16215	18
Event	8.8333	3.89947	18

Scale: Emphasis

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded^a	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.965	2

Item Statistics

	Mean	Std. Deviation	N
Emphasis	5.3889	2.06195	18
Emphasis	5.2778	2.08088	18

Scale: Graphics

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.944	.944	2

Item Statistics

	Mean	Std. Deviation	N
Graphics Q4.1	1.5000	.51450	18
Graphics Q4.1	1.4444	.51131	18

Scale: Graphics Description

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.858	2

Item Statistics

	Mean	Std. Deviation	N
Graphic Description	9.6111	4.29964	18
Graphics Description	8.7778	4.74720	18

Scale: Length of Political Figure Sound Bite

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.987	2

Item Statistics

	Mean	Std. Deviation	N
Political Figure	.6667	1.02899	18
Political Figure	.6111	1.03690	18

Scale: Length Political Figure Source Shown

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded^a	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.888	2

Item Statistics

	Mean	Std. Deviation	N
Political Figure	.8333	1.24853	18
Political Figure	.8889	1.27827	18

Scale: Length of Sound Bite Legal Figure

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.916	2

Item Statistics

	Mean	Std. Deviation	N
Legal Figure	.3333	.68599	18
Legal Figure	.4444	.98352	18

Scale: Length Source Shown Legal Figure

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.844	2

Item Statistics

	Mean	Std. Deviation	N
Legal Figure	.3889	.77754	18
Legal Figure	.3333	.68599	18

Scale: Length of Sound Bite Lesbian Gay Couple

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.984	2

Item Statistics

	Mean	Std. Deviation	N
Gay/Lesbian Couple	.7778	1.21537	18
Gay/Lesbian Couple	.8889	1.36722	18

Scale: Length Source Shown Gay Lesbian Couple

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.918	2

Item Statistics

	Mean	Std. Deviation	N
Gay/Lesbian Couple	.8333	1.24853	18
Gay/Lesbian Couple	.8333	1.24853	18

Scale: Length of Sound Bite Anti-Gay

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excludedª	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.940	2

Item Statistics

	Mean	Std. Deviation	N
Anti-Gay	.1667	.51450	18
Anti-Gay	.1111	.47140	18

Scale: Length Source Shown Anti-Gay

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.934	2

Item Statistics

	Mean	Std. Deviation	N
Anti-Gay	.1667	.38348	18
Anti-Gay	.2222	.54832	18

Scale: Length of Sound Bite Gay Rights Activists Q5.

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	2

Item Statistics

	Mean	Std. Deviation	N
Gay Rights Activists	.5000	.92355	18
Gay Rights Activists	.6111	.97853	18

Scale: Length Source Shown Gay Rights Activists

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.821	2

Item Statistics

	Mean	Std. Deviation	N
Gay Rights Activists	.3333	.68599	18
Gay Rights Activists	.3889	.69780	18

Scale: Length Source Shown Academic Legal Political Analysts

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.889	2

Item Statistics

	Mean	Std. Deviation	N
Academic/Legal/Political Analysts	.4444	.85559	18
Academic/Legal/Political Analysts	.3889	.84984	18

Scale: Length Source Shown Crowd

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.924	2

Item Statistics

	Mean	Std. Deviation	N
Crowd	.4444	.78382	18
Crowd	.3889	.77754	18

Scale: Length of Sound Bite Religious Figure

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.934	2

Item Statistics

	Mean	Std. Deviation	N
Religious Figure	.3333	.84017	18
Religious Figure	.4444	1.04162	18

Scale: Length Source Shown Religious Figure

Case Processing Summary

		N	%
Cases	Valid	18	100.0
	Excluded[a]	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.987	2

Item Statistics

	Mean	Std. Deviation	N
Religious Figure	.5556	1.04162	18
Religious Figure	.5000	1.04319	18

Scale: Activities of Gay and Lesbians Represented in B-roll

Case Processing Summary

		N	%
Cases	Valid	29	93.5
	Excluded[a]	2	6.5
	Total	31	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	2

Item Statistics

	Mean	Std. Deviation	N
Q6 B-Roll	4.0414	1.94652	29
Q6 B-Roll	4.0414	1.94652	29

Appendix C: Percent of Day Parts

- Pie graph of Network and Day Part

DayPart

Legend:
- Morning (M-F): 7:00 a.m. to 9:00 a.m.
- Daytime (M-F): 9:00 a.m. to 4:30 p.m.
- Early fringe (M-F): 4:30 p.m. to 7:30 p.m.
- Prime time access (M-Sat): 7:30 p.m. to 8:00 p.m.
- Prime time (M-Sat): 8:00 p.m. to 11:00 p.m.
- Late news (M-F): 11:00 p.m. to 11:30 p.m.
- Late fringe (M-F): 11:30 p.m. to 1:00 a.m.
- Late night (M-Sun): 1:00 a.m. onwards.
- No Way to Determine
- Early Morning 4:00 a.m. to 7 a.m.
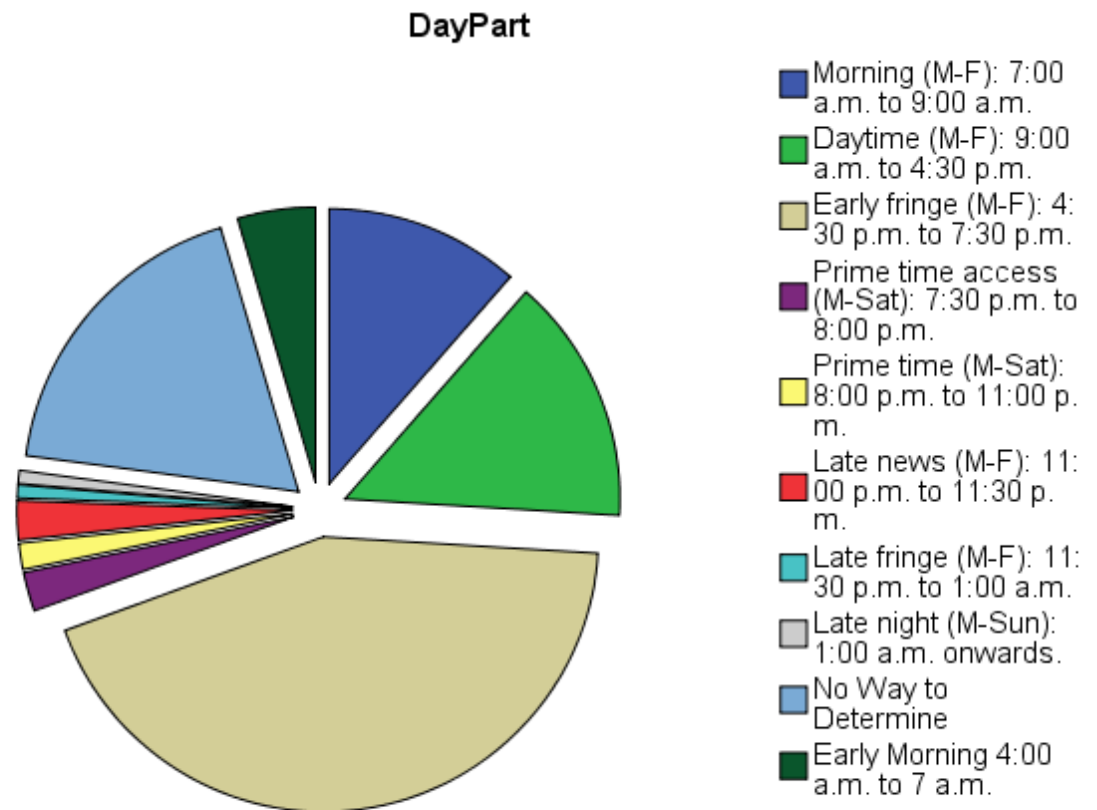
The complete data coded consisted of the following percentages in day parts: Morning (M-F): 7:00 a.m. to 9:00 a.m. (11%); Day time (M-F): 9:00 a.m. to 4:30 p.m. (15%); Early fringe (M-F): 4:30 p.m. to 7:30 p.m. (44%); Prime time access (M-Sat): 7:30 p.m. to 8:00 p.m. (2%); Prime time (M-Sat): 8:00 p.m. to 11:00 p.m. (2%); Prime time (Sun): 7:00 p.m. to 11:00 p.m. (2%); Late news (M-F): 11:00 p.m. to 11:30 p.m. (1%); Late fringe (M-F): 11:30 p.m. to 1:00 a.m. (1%); Late night (M-Sun): 1:00 a.m. onwards.(1%); Early Morning 4:00 a.m. to 6 a.m. (5%) and No way to determine (18%).

Appendix D Name of News Programs

- ABC
- WPVI
- CBS
- KYW-TV
- NBC
- WCAU
- FOX
- WTFX
- CNN

Show Title

Name of Network: ABC

- ABC GOOD MORNING AMERICA
- ABC WORLD NEWS
- ABC WORLD NEWS TONIGHT
- ABC WORLD NEWS NOW
- ABC NO WAY TO DETERMINE
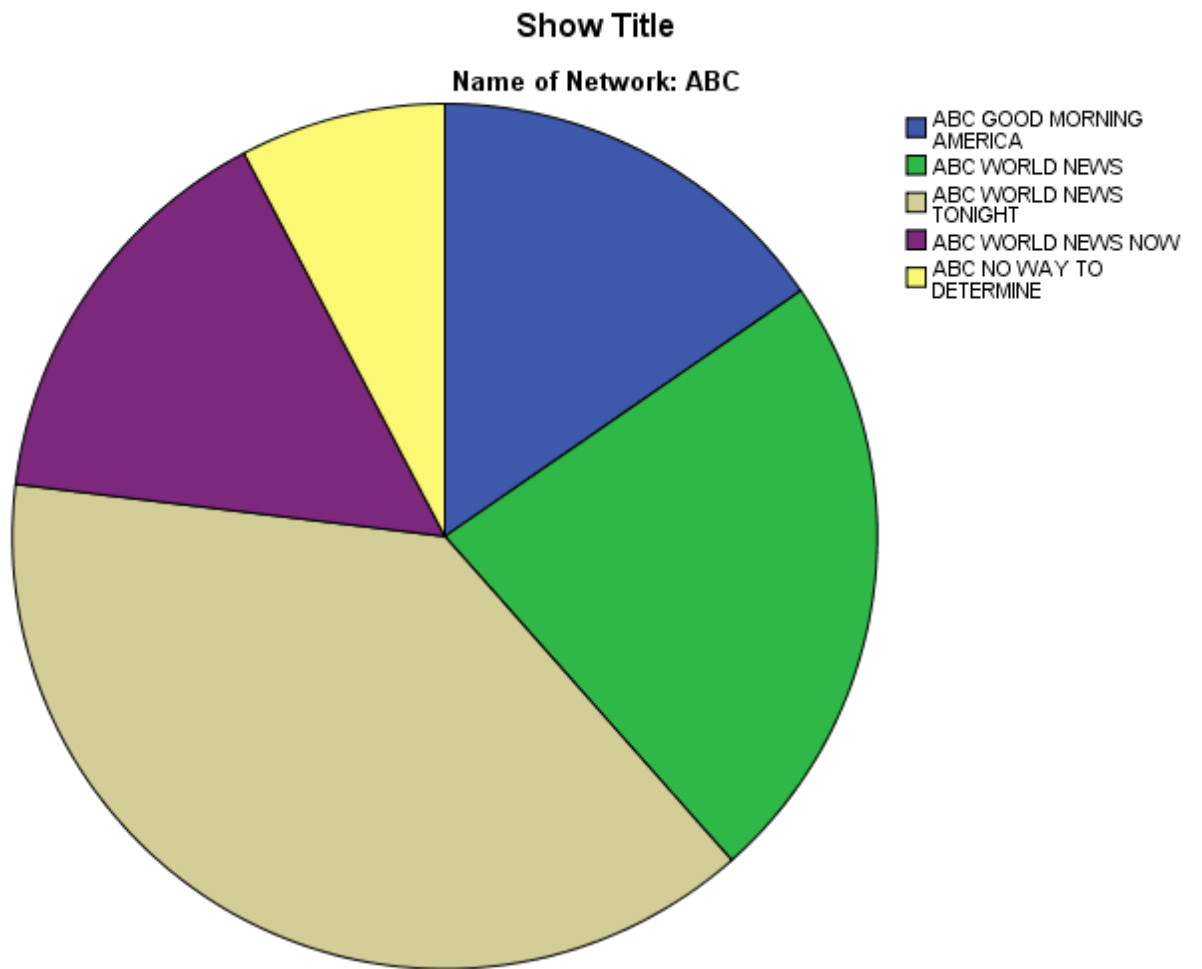
Name of Network			Frequency	Percent	Valid Percent	Cumulative Percent
ABC	Valid	ABC GOOD MORNING AMERICA	2	15.4	15.4	15.4
		ABC WORLD NEWS	3	23.1	23.1	38.5
		ABC WORLD NEWS TONIGHT	5	38.5	38.5	76.9
		ABC WORLD NEWS NOW	2	15.4	15.4	92.3
		ABC NO WAY TO DETERMINE	1	7.7	7.7	100.0
		Total	13	100.0	100.0	

Show Title

Name of Network: WPVI

■ WPVI ABC ACTION NEWS
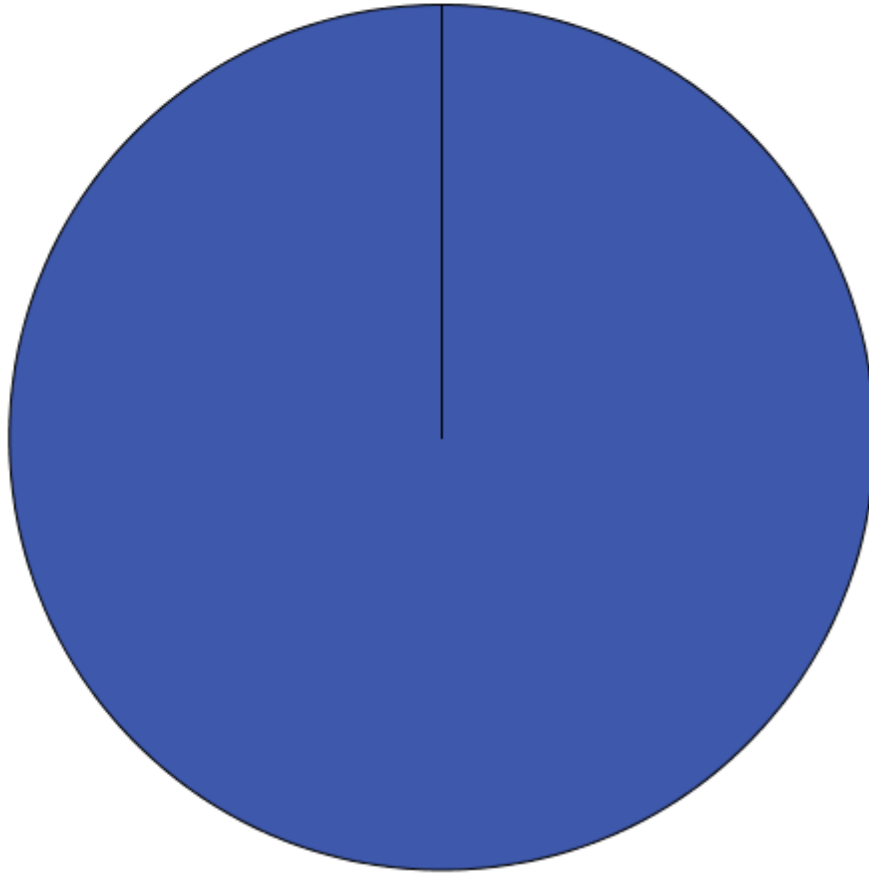
Name of Network			Frequency	Percent	Valid Percent	Cumulative Percent
WPVI	Valid	WPVI ABC ACTION NEWS	12	100.0	100.0	100.0

Show Title

Name of Network: CBS

■ CBS THIS MORNING
■ CBS UP TO THE MINUTE
■ CBS EVENING NEWS
■ CBS NO WAY TO DETERMINE
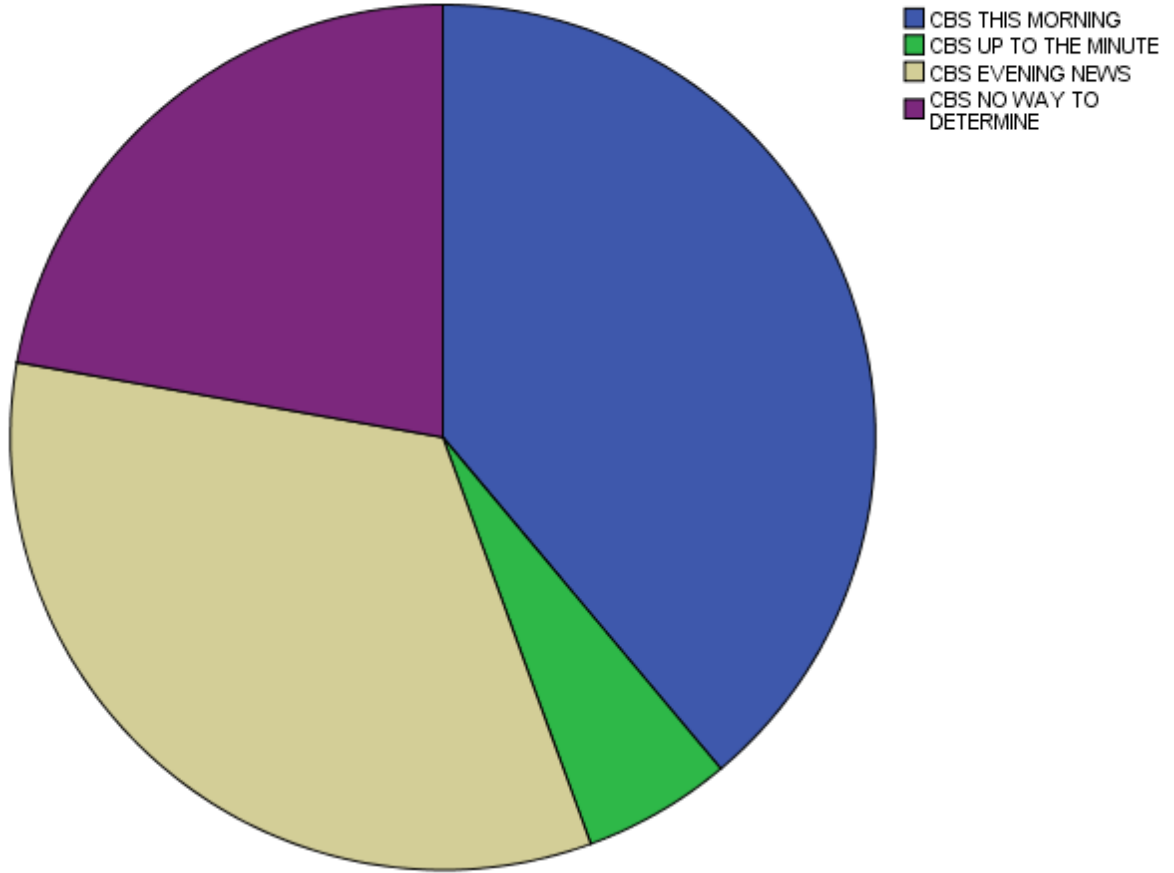
Name of Network			Frequency	Percent	Valid Percent	Cumulative Percent
CBS	Valid	CBS THIS MORNING	7	38.9	38.9	38.9
		CBS UP TO THE MINUTE	1	5.6	5.6	44.4
		CBS EVENING NEWS	6	33.3	33.3	77.8
		CBS NO WAY TO DETERMINE	4	22.2	22.2	100.0
		Total	18	100.0	100.0	

Show Title

Name of Network: KYWTV

■ KYW-TV CBS 3 EYE WITNESS NEWS
■ KYW-TV CBS 3 DIGITAL UPDATE
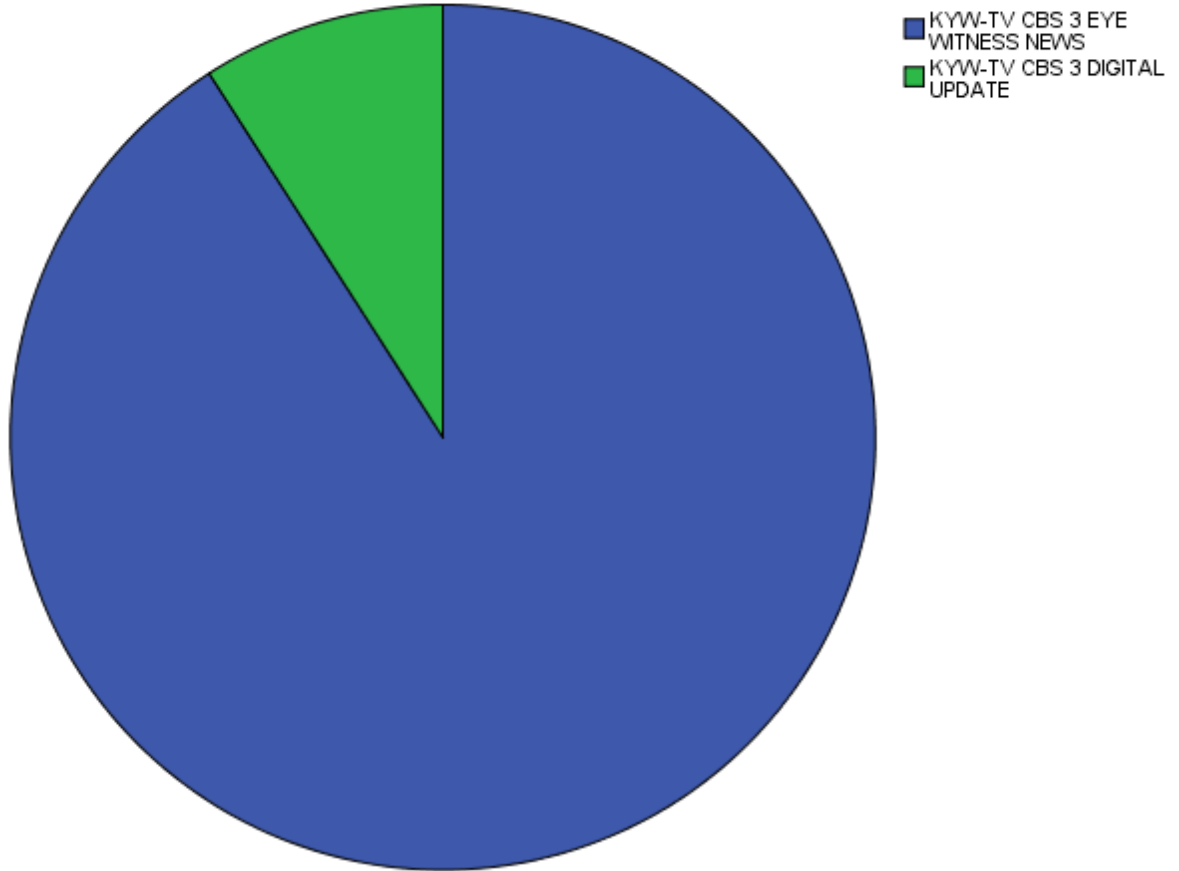
Name of Network			Frequency	Percent	Valid Percent	Cumulative Percent
KYWTV	Valid	KYW-TV CBS 3 EYE WITNESS NEWS	10	90.9	90.9	90.9
		KYW-TV CBS 3 DIGITAL UPDATE Total	1	9.1	9.1	100.0
			11	100.0	100.0	

Show Title

Name of Network: NBC

■ NBC TODAY SHOW
■ NBC NIGHTLY NEWS
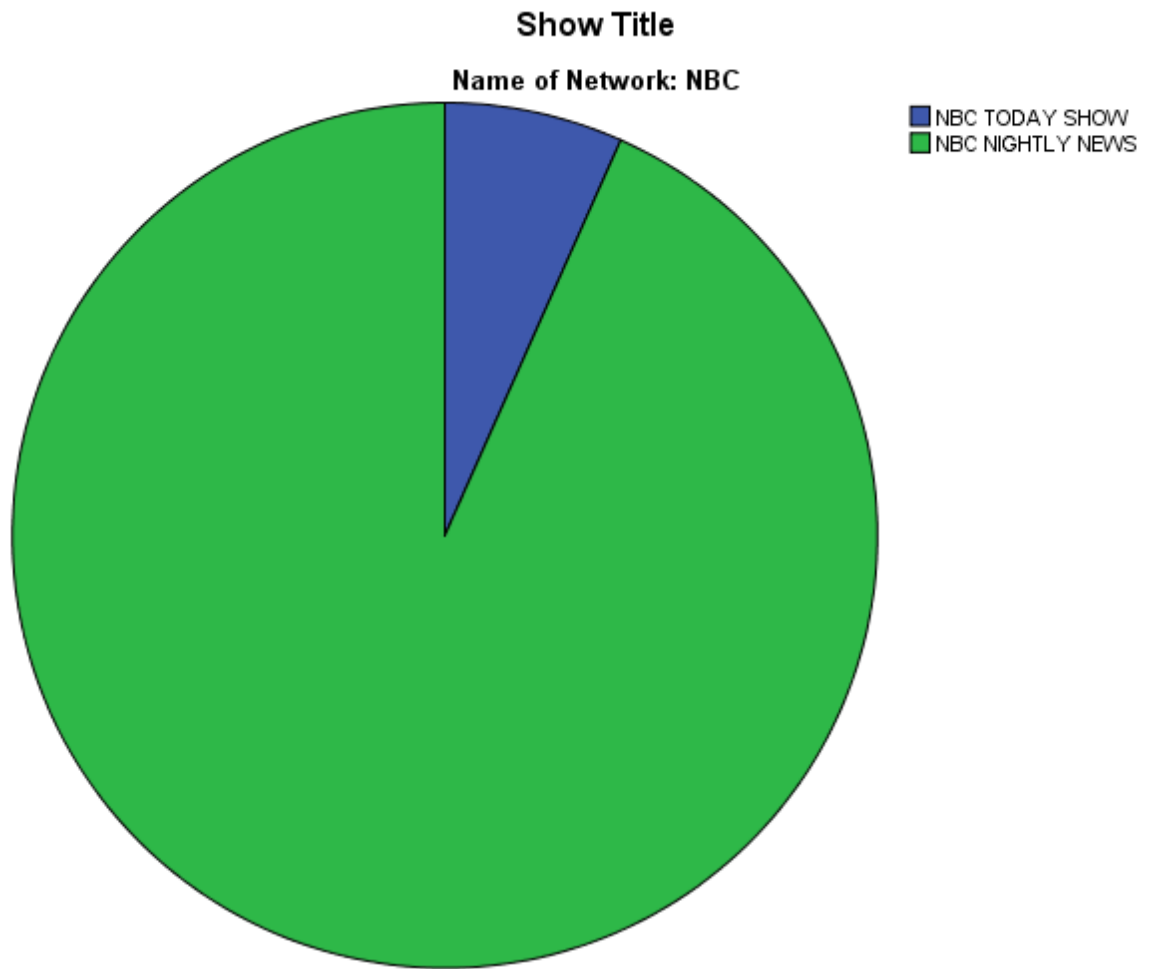
Name of Network			Frequency	Percent	Valid Percent	Cumulative Percent
NBC	Valid	NBC TODAY SHOW	1	6.7	6.7	6.7
		NBC NIGHTLY NEWS Total	14	93.3	93.3	100.0
			15	100.0	100.0	

Show Title

Name of Network: WCAU

■ WCAU NBC 10
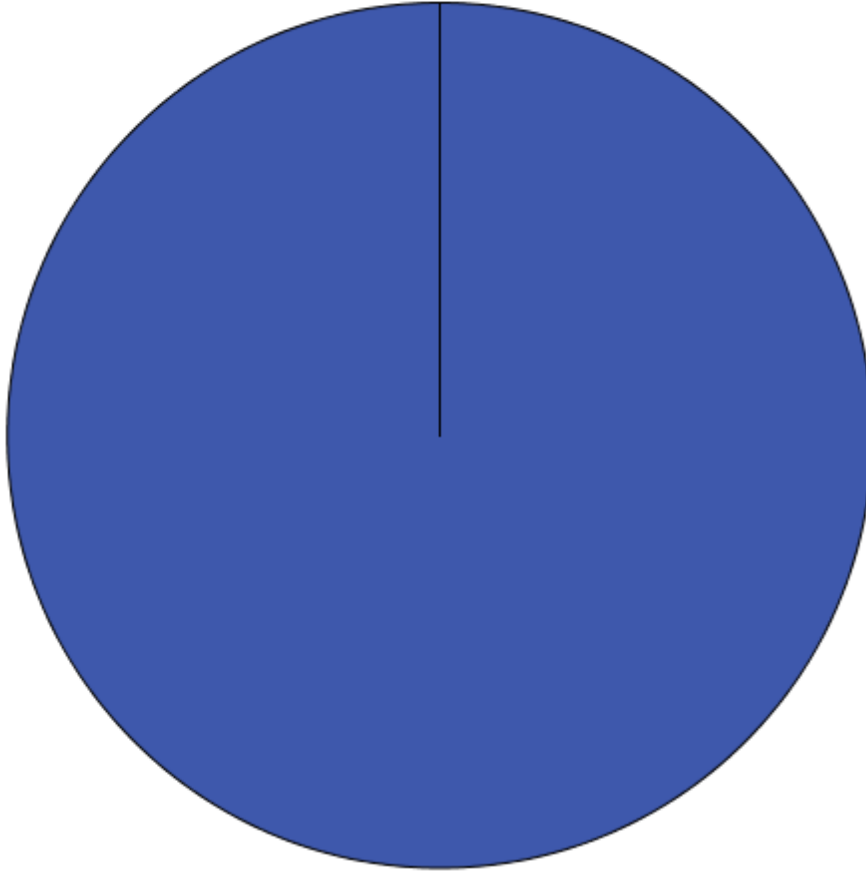
Name of Network			Frequency	Percent	Valid Percent	Cumulative Percent
WCAU	Valid	WCAU NBC 10	14	100.0	100.0	100.0

Show Title

Name of Network: FOX

Legend:
- FNC HAPPENING NOW
- FOX AMERICAN NEWS ROOM HQ
- FOX AMERICA NEWS HEADQUATERS
- FOX SPEACIAL REPORT WITH BRET BAIER
- FOX AMERICAN LIVE WITH MEGYN KELLY
- FOX BUSINESS INSIDER DIGITAL
- FOX NO WAY TO DETERMINE
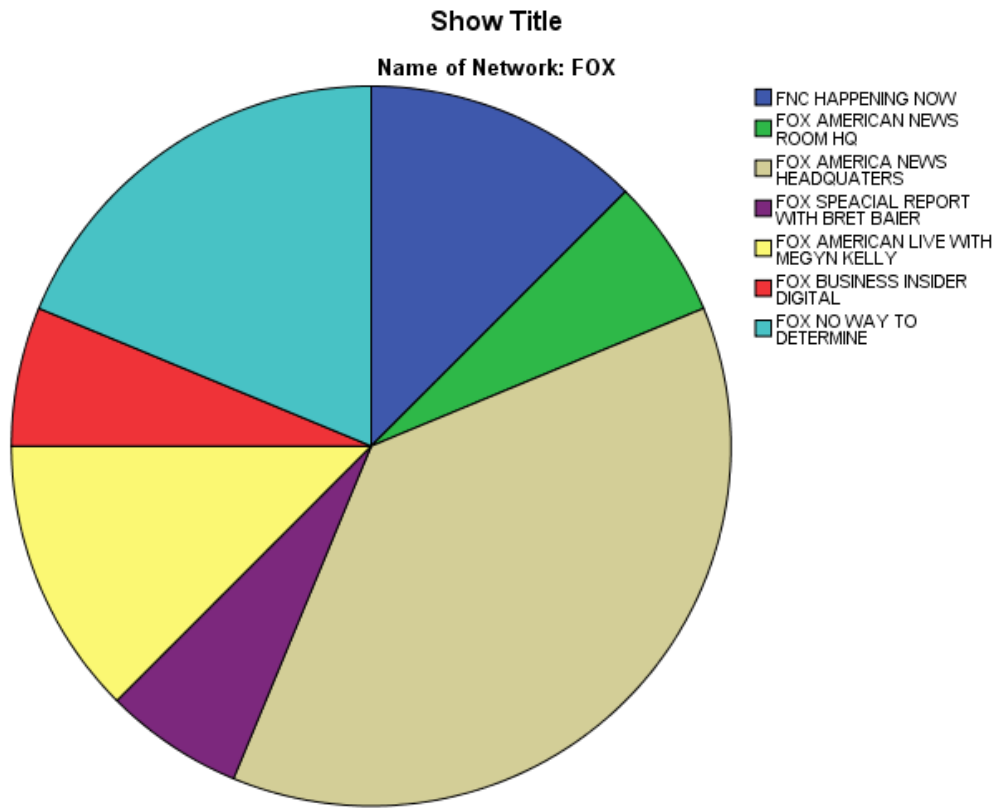
FOX	Valid					
		FNC HAPPENING NOW	2	12.5	12.5	12.5
		FOX AMERICAN NEWS ROOM HQ	1	6.3	6.3	18.8
		FOX AMERICA NEWS HEADQUATERS	6	37.5	37.5	56.3
		FOX SPEACIAL REPORT WITH BRET BAIER	1	6.3	6.3	62.5
		FOX AMERICAN LIVE WITH MEGYN KELLY	2	12.5	12.5	75.0
		FOX BUSINESS INSIDER DIGITAL	1	6.3	6.3	81.3
		FOX NO WAY TO DETERMINE	3	18.8	18.8	100.0
		Total	16	100.0	100.0	

Show Title

Name of Network: WTFX

- ■ WTFX GOOD DAY
- ■ WTFX 29 NEWS
- □ WTFX 29 NO WAY TO DETERMINE
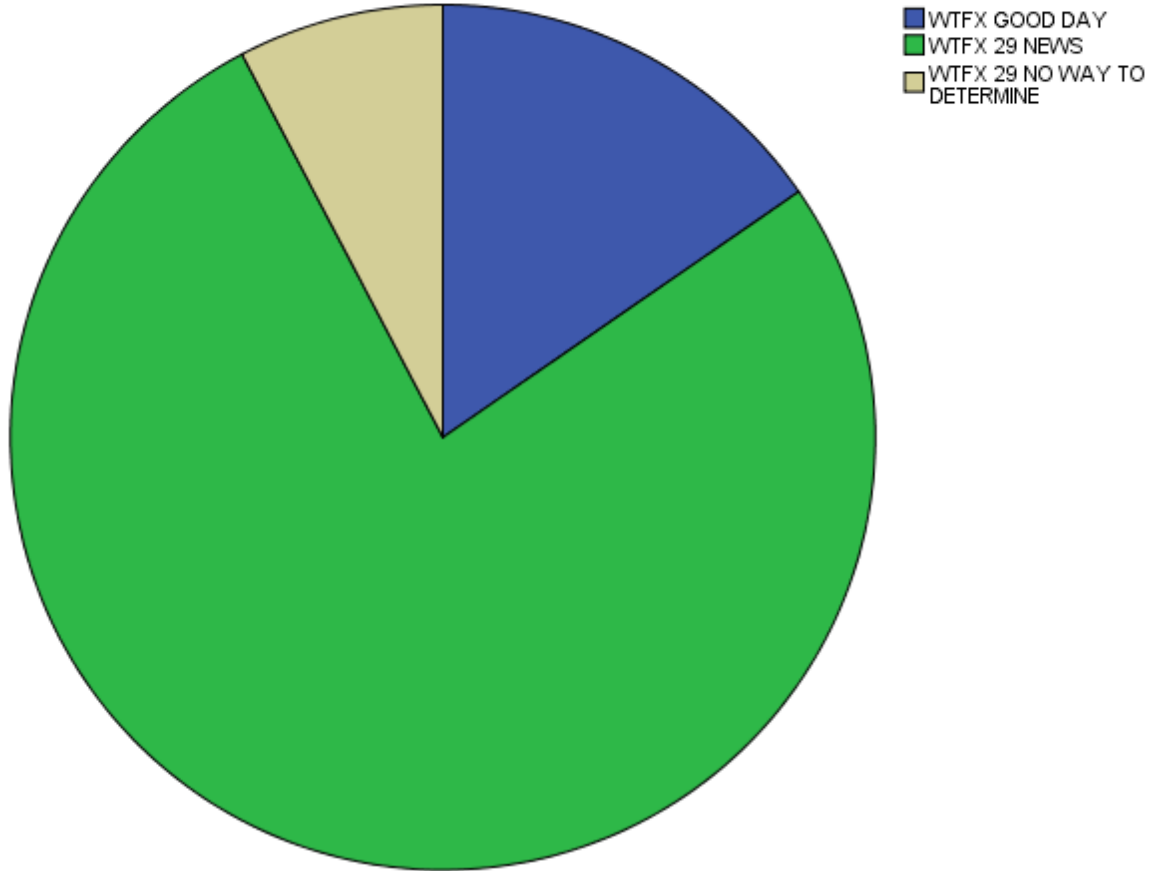
Name of Network			Frequency	Percent	Valid Percent	Cumulative Percent
WTFX	Valid	WTFX GOOD DAY	2	15.4	15.4	15.4
		WTFX 29 NEWS	10	76.9	76.9	92.3
		WTFX 29 NO WAY TO DETERMINE Total	1	7.7	7.7	100.0
			13	100.0	100.0	

Show Title

Name of Network: CNN

Legend:
- CNN STARTING POINT
- CNN THE SITUATION ROOM
- CNN EARLY START
- CNN OUT FRONT
- CNN NO WAY TO DETERMINE
- CNN NEWSROOM
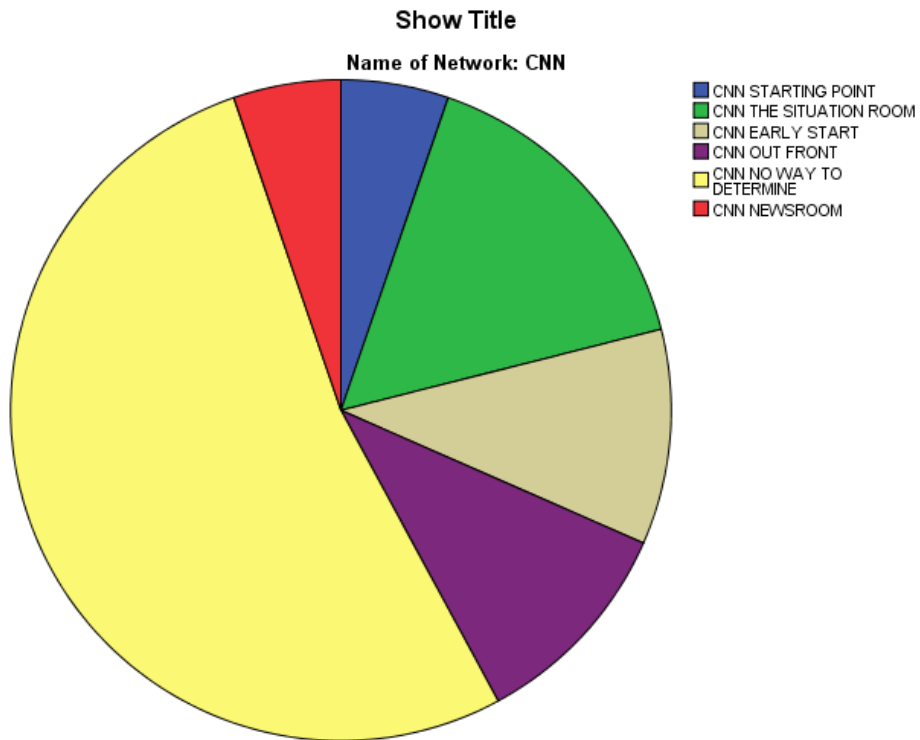
Name of Network			Frequency	Percent	Valid Percent	Cumulative Percent
CNN	Valid	CNN STARTING POINT	1	5.3	5.3	5.3
		CNN THE SITUATION ROOM	3	15.8	15.8	21.1
		CNN EARLY START	2	10.5	10.5	31.6
		CNN OUT FRONT	2	10.5	10.5	42.1
		CNN NO WAY TO DETERMINE	10	52.6	52.6	94.7
		CNN NEWSROOM	1	5.3	5.3	100.0
		Total	19	100.0	100.0	

Appendix E: Category One: Official Speakers

- Supportive Political Speaker
- Opposed Political Speaker
- Neutral/Fact Base Political Speaker
- Supportive Legal Figure
- Opposed Legal Figure
- Neutral/Fact Base Legal Figure
- Supportive President Barack Obama Speaker
- Opposed President Barack Obama Speaker
- Supportive Academic/Legal/Political Analysts Speaker
- Opposed Academic/Legal/Political Analysts Speaker
- Neutral/Fact Base Academic/Legal/Political Analysts Speaker
- Supportive Religious Figure Speaker
- Opposed Religious Figure Speaker
- Neutral/Fact Base Religious Speaker
- Supportive White House Representative Speaker
- Supportive Sports Figure/Representative Speaker

Political Figure (Supportive)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	103	78.6	78.6	78.6
	Yes	28	21.4	21.4	100.0
	Total	131	100.0	100.0	

Political Figure (Opposed)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	112	85.5	85.5	85.5
	Yes	19	14.5	14.5	100.0
	Total	131	100.0	100.0	

Political Figure (Neutral/Fact Base)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	130	99.2	99.2	99.2
	Yes	1	.8	.8	100.0
	Total	131	100.0	100.0	

Legal Figure (Supportive)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	119	90.8	90.8	90.8
	Yes	12	9.2	9.2	100.0
	Total	131	100.0	100.0	

Legal Figure (Opposed)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	124	94.7	94.7	94.7
	Yes	7	5.3	5.3	100.0
	Total	131	100.0	100.0	

Legal Figure (Neutral/Fact Base)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	129	98.5	98.5	98.5
	Yes	2	1.5	1.5	100.0
	Total	131	100.0	100.0	

President Obama (Supportive)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	126	96.2	96.2	96.2
	Yes	5	3.8	3.8	100.0
	Total	131	100.0	100.0	

President Obama (Opposed)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	129	98.5	98.5	98.5
	Yes	2	1.5	1.5	100.0
	Total	131	100.0	100.0	

Academic/Legal/Political Analysts (Supportive)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	117	89.3	89.3	89.3
	Yes	14	10.7	10.7	100.0
	Total	131	100.0	100.0	

Academic/Legal/Political Analysts (Opposed)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	119	90.8	90.8	90.8
	Yes	12	9.2	9.2	100.0
	Total	131	100.0	100.0	

Academic/Legal/Political Analysts (Neutral/Fact Base)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	123	93.9	93.9	93.9
	Yes	8	6.1	6.1	100.0
	Total	131	100.0	100.0	

Religious Figure (Supportive)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	124	94.7	94.7	94.7
	Yes	7	5.3	5.3	100.0
	Total	131	100.0	100.0	

Religious Figure (Opposed)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	126	96.2	96.2	96.2
	Yes	5	3.8	3.8	100.0
	Total	131	100.0	100.0	

Religious Figure (Neutral/Fact Base)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	130	99.2	99.2	99.2
	Yes	1	.8	.8	100.0
	Total	131	100.0	100.0	

White House Representative (Supportive)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	130	99.2	99.2	99.2
	Yes	1	.8	.8	100.0
	Total	131	100.0	100.0	

Sports Figure/Representative (Supportive)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	127	96.9	96.9	96.9
	Yes	4	3.1	3.1	100.0
	Total	131	100.0	100.0	

Appendix F: Chi Square Tests

- Emphasis of Network
- Event of News Coverage: Sports
- Event of News Coverage: Hate Crime
- Event of News Coverage: Family
- Event of News Coverage: International
- Event of News Coverage: Opposed Political Figure
- Event SCOTUS : Political Figure (Supportive)
- Event Same Sex Marriage State : Political Figure (Opposed)
- Political Figure (Supportive) : Event Same Sex Marriage State : Political Figure (Opposed)
- Name of Network : Graphics
- Event Family : Graphics
- Event Same Sex Marriage State : Graphics
- Event Transition in Conservative Views : Graphics
- Event Hate Crime : Graphic (Opposed) Social Media
- Event Family : Graphic (Supportive) Social Media
- Event Sports : Graphic (Supportive) Social Media
- Event Homosexual Outing : Graphic (Supportive) Social Media
- Event Politics : Graphic (Supportive) Social Media
- Event Transition in Conservative Views : Graphic Data
- Event Same Sex Marriage Benefits : Graphic Map
- Event SCOTUS : Graphic Map
- Event Community : Graphic Type Map

- Event Discrimination/Access : Graphic Charts
- Event Transition in Conservative Views : Graphic Charts
- Event Economic Development : Graphic Statistics
- Event Transition in Conservative Views : Graphic Gallup Poll
- Event Family : Graphic News Paper
- Event SCOTUS : Graphic Quote (Supportive)
- Event Discrimination/Access : Graphic Official Document (Supportive)
- Event International : Graphic Official Document (Supportive)
- Event Technology : Graphic Official Document (Opposed)
- Event Transition in Conservative Views : Graphic Official Document (Opposed)
- Event Same Sex Marriage State : Graphic Official Document (Opposed)
- Event Discrimination/Access : Graphic Official Document (Supportive)
- News Stories :Graphics
- Engaged/Activities of Gays and Lesbians in Frames Protest : Event International
- Engaged/Activities of Gays and Lesbians in Frames Arrested : Event International
- Engaged/Activities of Gays and Lesbians in Frames Physically Injured : Event International
- National Networks : Event International

Emphasis of Network

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	69.924[a]	48	0.021
Likelihood Ratio	63.801	48	0.063
Linear-by-Linear Association	5.219	1	0.022
N of Valid Cases	131		

a. 54 cells (85.7%) have expected count less than 5. The minimum expected count is .08.

Event of News Coverage: Sports

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.302[a]	1	0.038		
Continuity Correction[b]	3.062	1	0.08		
Likelihood Ratio	5.198	1	0.023		
Fisher's Exact Test				0.051	0.033
Linear-by-Linear Association	4.269	1	0.039		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.20.

b. Computed only for a 2x2 table

Event of News Coverage: Hate Crime

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.421[a]	1	0.004		
Continuity Correction[b]	5.918	1	0.015		
Likelihood Ratio	9.956	1	0.002		
Fisher's Exact Test				0.007	0.007
Linear-by-Linear Association	8.357	1	0.004		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.91.

b. Computed only for a 2x2 table

Event of News Coverage: Family

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.965[a]	1	0.015		
Continuity Correction[b]	4.355	1	0.037		
Likelihood Ratio	9.06	1	0.003		
Fisher's Exact Test				0.013	0.011
Linear-by-Linear Association	5.92	1	0.015		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.44.

b. Computed only for a 2x2 table

Event of News Coverage: International

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.683[a]	1	0.01		
Continuity Correction[b]	5.047	1	0.025		
Likelihood Ratio	10.12	1	0.001		
Fisher's Exact Test				0.013	0.007
Linear-by-Linear Association	6.632	1	0.01		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.82.

b. Computed only for a 2x2 table

Event of News Coverage: Opposed Political Figure

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.857[a]	1	0.009		
Continuity Correction[b]	5.58	1	0.018		
Likelihood Ratio	8.055	1	0.005		
Fisher's Exact Test				0.009	0.006
Linear-by-Linear Association	6.805	1	0.009		
N of Valid Cases	131				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.11.

b. Computed only for a 2x2 table

Event SCOTUS: Political Figure (Supportive)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.311[a]	1	0.021		
Continuity Correction[b]	3.95	1	0.047		
Likelihood Ratio	8.842	1	0.003		
Fisher's Exact Test				0.023	0.012
Linear-by-Linear Association	5.27	1	0.022		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.63.

b. Computed only for a 2x2 table

Event Same Sex Marriage State: Political Figure (Opposed)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.827[a]	1	0.028		
Continuity Correction[b]	3.799	1	0.051		
Likelihood Ratio	5.003	1	0.025		
Fisher's Exact Test				0.045	0.025
Linear-by-Linear Association	4.79	1	0.029		
N of Valid Cases	131				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.43.

b. Computed only for a 2x2 table

Chi-Square Tests

Political Figure (Opposed)		Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
No	Pearson Chi-Square	.015[c]	1	0.903		
	Continuity Correction[b]	0	1	1		
	Likelihood Ratio	0.015	1	0.903		
	Fisher's Exact Test				1	0.547
	Linear-by-Linear Association	0.015	1	0.904		
	N of Valid Cases	112				
Yes	Pearson Chi-Square	11.633[d]	1	0.001		
	Continuity Correction[b]	8.241	1	0.004		
	Likelihood Ratio	13.525	1	0		
	Fisher's Exact Test				0.002	0.002
	Linear-by-Linear Association	11.02	1	0.001		
	N of Valid Cases	19				
Total	Pearson Chi-Square	.807[a]	1	0.369		
	Continuity Correction[b]	0.469	1	0.493		
	Likelihood Ratio	0.809	1	0.369		
	Fisher's Exact Test				0.401	0.247
	Linear-by-Linear Association	0.8	1	0.371		
	N of Valid Cases	131				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.89.

b. Computed only for a 2x2 table

c. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.75.

d. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.84.

Name of Network: Graphics

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.229[a]	8	0.002
Likelihood Ratio	27.282	8	0.001
Linear-by-Linear Association	1.097	1	0.295
N of Valid Cases	131		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.37.

Event Family: Graphics

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.199[a]	1	0.013		
Continuity Correction[b]	4.598	1	0.032		
Likelihood Ratio	6.95	1	0.008		
Fisher's Exact Test				0.016	0.014
Linear-by-Linear Association	6.151	1	0.013		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 4.40.

b. Computed only for a 2x2 table

Event Same Sex Marriage State: Graphics

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.413[a]	1	0.011		
Continuity Correction[b]	5.559	1	0.018		
Likelihood Ratio	6.467	1	0.011		
Fisher's Exact Test				0.014	0.009
Linear-by-Linear Association	6.364	1	0.012		
N of Valid Cases	131				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 31.76.

b. Computed only for a 2x2 table

Event Transition in Conservative Views: Graphics

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.222[a]	1	0.022		
Continuity Correction[b]	3.881	1	0.049		
Likelihood Ratio	5.584	1	0.018		
Fisher's Exact Test				0.028	0.023
Linear-by-Linear Association	5.182	1	0.023		
N of Valid Cases	131				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.37.

b. Computed only for a 2x2 table

Event Hate Crime: Graphic (Opposed) Social Media

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.286[a]	1	0.007		
Continuity Correction[b]	1.381	1	0.24		
Likelihood Ratio	3.046	1	0.081		
Fisher's Exact Test				0.111	0.111
Linear-by-Linear Association	7.231	1	0.007		
N of Valid Cases	131				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is .11.

b. Computed only for a 2x2 table

Event Family: Graphic (Supportive) Social Media

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.925[a]	1	0.015		
Continuity Correction[b]	3.446	1	0.063		
Likelihood Ratio	4.089	1	0.043		
Fisher's Exact Test				0.046	0.046
Linear-by-Linear Association	5.879	1	0.015		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .89.

b. Computed only for a 2x2 table

Event Sports: Graphic (Supportive) Social Media

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	16.959[a]	1	0		
Continuity Correction[b]	12.898	1	0		
Likelihood Ratio	10.79	1	0.001		
Fisher's Exact Test				0.001	0.001
Linear-by-Linear Association	16.83	1	0		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.09.

b. Computed only for a 2x2 table

Event Homosexual Outing: Graphic (Supportive) Social Media

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12.883[a]	1	0		
Continuity Correction[b]	9.07	1	0.003		
Likelihood Ratio	8.125	1	0.004		
Fisher's Exact Test				0.006	0.006
Linear-by-Linear Association	12.785	1	0		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .89.

b. Computed only for a 2x2 table

Event Politics: Graphic (Supportive) Social Media

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	13.739[a]	1	0		
Continuity Correction[b]	11.591	1	0.001		
Likelihood Ratio	13.738	1	0		
Fisher's Exact Test				0	0
Linear-by-Linear Association	13.634	1	0		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.86.

b. Computed only for a 2x2 table

Event Transition in Conservative Views: Graphic Data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.569[a]	1	0.01		
Continuity Correction[b]	3.88	1	0.049		
Likelihood Ratio	4.412	1	0.036		
Fisher's Exact Test				0.039	0.039
Linear-by-Linear Association	6.519	1	0.011		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .84.

b. Computed only for a 2x2 table

Event Same Sex Marriage Benefits: Graphic Map

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.083[a]	1	0.024		
Continuity Correction[b]	2.253	1	0.133		
Likelihood Ratio	3.216	1	0.073		
Fisher's Exact Test				0.08	0.08
Linear-by-Linear Association	5.045	1	0.025		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .50.

b. Computed only for a 2x2 table

Event SCOTUS: Graphic Map

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.216[a]	1	0.001		
Continuity Correction[b]	8.296	1	0.004		
Likelihood Ratio	7.941	1	0.005		
Fisher's Exact Test				0.006	0.006
Linear-by-Linear Association	11.13	1	0.001		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.43.

b. Computed only for a 2x2 table

Event Community: Graphic Type Map

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.993[a]	1	0.001		
Continuity Correction[b]	2.267	1	0.132		
Likelihood Ratio	5.041	1	0.025		
Fisher's Exact Test				0.084	0.084
Linear-by-Linear Association	10.909	1	0.001		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .08.

b. Computed only for a 2x2 table

Event Discrimination/Access: Graphic Charts

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.808[a]	1	0.016		
Continuity Correction[b]	1.026	1	0.311		
Likelihood Ratio	2.675	1	0.102		
Fisher's Exact Test				0.132	0.132
Linear-by-Linear Association	5.764	1	0.016		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .14.

b. Computed only for a 2x2 table

Event Transition in Conservative Views: Graphic Charts

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	13.553[a]	1	0		
Continuity Correction[b]	6.909	1	0.009		
Likelihood Ratio	6.593	1	0.01		
Fisher's Exact Test				0.018	0.018
Linear-by-Linear Association	13.45	1	0		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .25.

b. Computed only for a 2x2 table

Event Economic Development: Graphic Statistics

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	19.476[a]	1	0		
Continuity Correction[b]	10.231	1	0.001		
Likelihood Ratio	7.641	1	0.006		
Fisher's Exact Test				0.01	0.01
Linear-by-Linear Association	19.327	1	0		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .18.

b. Computed only for a 2x2 table

Event Transition in Conservative Views: Graphic Gallup Poll

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.993[a]	1	0.001		
Continuity Correction[b]	2.267	1	0.132		
Likelihood Ratio	5.041	1	0.025		
Fisher's Exact Test				0.084	0.084
Linear-by-Linear Association	10.909	1	0.001		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .08.

b. Computed only for a 2x2 table

Event Family: Graphic News Paper

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.918[a]	1	0.003		
Continuity Correction[b]	4.347	1	0.037		
Likelihood Ratio	4.771	1	0.029		
Fisher's Exact Test				0.038	0.038
Linear-by-Linear Association	8.85	1	0.003		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .34.

b. Computed only for a 2x2 table

Event SCOTUS: Graphic Quote (Supportive)

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.632[a]	1	0.006		
Continuity Correction[b]	4.583	1	0.032		
Likelihood Ratio	5.132	1	0.023		
Fisher's Exact Test				0.029	0.029
Linear-by-Linear Association	7.574	1	0.006		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .78.

b. Computed only for a 2x2 table

Event Discrimination/Access: Graphic Official Document (Supportive)

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.587[a]	1	0.002		
Continuity Correction[b]	1.938	1	0.164		
Likelihood Ratio	3.642	1	0.056		
Fisher's Exact Test				0.09	0.09
Linear-by-Linear Association	9.514	1	0.002		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .09.

b. Computed only for a 2x2 table

Event International: Graphic Official Document (Supportive)

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.170[a]	1	0.023		
Continuity Correction[b]	0.869	1	0.351		
Likelihood Ratio	2.613	1	0.106		
Fisher's Exact Test				0.147	0.147
Linear-by-Linear Association	5.131	1	0.024		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .15.

b. Computed only for a 2x2 table

Event Technology: Graphic Official Document (Opposed)

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.286[a]	1	0.007		
Continuity Correction[b]	1.381	1	0.24		
Likelihood Ratio	3.046	1	0.081		
Fisher's Exact Test				0.111	0.111
Linear-by-Linear Association	7.231	1	0.007		
N of Valid Cases	131				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is .11.

b. Computed only for a 2x2 table

Event Transition in Conservative Views: Graphic Official Document (Opposed)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.750[a]	1	0.009		
Continuity Correction[b]	3.154	1	0.076		
Likelihood Ratio	3.976	1	0.046		
Fisher's Exact Test				0.056	0.056
Linear-by-Linear Association	6.698	1	0.01		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .42.

b. Computed only for a 2x2 table

Event Same Sex Marriage State: Graphic Official Document (Opposed)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.278[a]	1	0.022		
Continuity Correction[b]	3.391	1	0.066		
Likelihood Ratio	7.21	1	0.007		
Fisher's Exact Test				0.028	0.028
Linear-by-Linear Association	5.238	1	0.022		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.48.

b. Computed only for a 2x2 table

Event Discrimination/Access: Graphic Official Document (Supportive)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.587[a]	1	0.002		
Continuity Correction[b]	1.938	1	0.164		
Likelihood Ratio	3.642	1	0.056		
Fisher's Exact Test				0.09	0.09
Linear-by-Linear Association	9.514	1	0.002		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .09.

b. Computed only for a 2x2 table

News Stories: Graphics

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.505[a]	1	0.001		
Continuity Correction[b]	10.317	1	0.001		
Likelihood Ratio	11.754	1	0.001		
Fisher's Exact Test				0.001	0.001
Linear-by-Linear Association	11.417	1	0.001		
N of Valid Cases	131				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 24.43.

b. Computed only for a 2x2 table

Engaged/Activities of Gays and Lesbians in Frames Protest: Event International

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.281[a]	1	0.002		
Continuity Correction[b]	6.75	1	0.009		
Likelihood Ratio	6.936	1	0.008		
Fisher's Exact Test				0.01	0.01
Linear-by-Linear Association	9.21	1	0.002		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.60.

b. Computed only for a 2x2 table

Engaged/Activities of Gays and Lesbians in Frames Arrested: Event International

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	38.610[a]	1	0		
Continuity Correction[b]	28.677	1	0		
Likelihood Ratio	17.421	1	0		
Fisher's Exact Test				0	0
Linear-by-Linear Association	38.315	1	0		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .38.

b. Computed only for a 2x2 table

Engaged/Activities of Gays and Lesbians in Frames Physically Injured: Event International

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	15.175[a]	1	0		
Continuity Correction[b]	7.816	1	0.005		
Likelihood Ratio	6.999	1	0.008		
Fisher's Exact Test				0.015	0.015
Linear-by-Linear Association	15.059	1	0		
N of Valid Cases	131				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .23.

b. Computed only for a 2x2 table

National Networks: Event International

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.683[a]	1	0.01		
Continuity Correction[b]	5.047	1	0.025		
Likelihood Ratio	10.12	1	0.001		
Fisher's Exact Test				0.013	0.007
Linear-by-Linear Association	6.632	1	0.01		
N of Valid Cases	131				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.82.

b. Computed only for a 2x2 table