



Toplines

Kaiser Family Foundation/Princeton Survey Research Associates International

AIDS at 21: Media Coverage of the HIV Epidemic 1981-2002



Methodology

Media sources were selected to present a meaningful assessment of content presented by news outlets widely available to the public. Selections were made on both a geographic and a demographic basis, as well as diversity of ownership.

Print sources

Sources chosen: *The New York Times*, *The Wall Street Journal*, *The Washington Post*, and *USA Today* were selected to represent publications most likely to be circulated among policy makers and the public on a nationwide basis. The *Los Angeles Times*, *The Miami Herald*, and the *San Francisco Chronicle* were selected to provide an examination of how coverage might or might not have differed between and among distinct metropolitan areas that were particularly hard-hit by the HIV/AIDS epidemic. *The London Times* was selected to provide a contrast between U.S. news media and a non-U.S. publication. (Note: unless otherwise noted, all findings included here are based on U.S. media sources only.)

Quantification and Sampling: Assessment began by quantifying the articles that appeared in each publication from January 1, 1981 through December 31, 2002. The LEXIS-NEXIS database was used to quantify coverage for all publications except *The Wall Street Journal*, for which the Dow Jones DataBase was utilized, and *The Miami Herald*, which was accessed via the DIALOG database.

Search Language: Search language was designed to cast the widest net possible re: capturing pertinent stories. Within NEXIS, the preliminary sample for each newspaper was established on the same day in September 2002. These searches encompassed the January 1, 1981 – August 31, 2002 timeframe. In May, 2003, a supplemental search was conducted to capture stories that appeared between September 1 and December 31, 2002. The following search language was utilized:

SUBJECT("AIDS & HIV") OR Hlead((gay and cancer or sarcoma or virus or immun! Or pneumocystis or cytomegalovirus or lymphadenopathy) or (homosexual and cancer or sarcoma or virus or immun! or pneumocystis or cytomegalovirus or lymphadenopathy) or (Kaposi!) or (Karposi!) or ALLCAPS(plural(AIDS) or HIV)

For *The London Times*, additional searches were run, to account for the different use of capitalization in referring to HIV/AIDS. The language for these additional searches was:

SUBJECT("AIDS & HIV") OR Hlead((gay and cancer or sarcoma or virus or immun! Or pneumocystis or cytomegalovirus or lymphadenopathy) or (homosexual and cancer or sarcoma or virus or immun! or pneumocystis or cytomegalovirus or lymphadenopathy) or (Kaposi!) or (Karposi!) or (plural(AIDS) or HIV)

This language captured all stories where any of the designated search terms was in the headline or lead percentage of the article; and all stories indexed by NEXIS via any of the search terms. Comparable language was used to search the *Wall Street Journal* and *Miami Herald* databases in February 2003 to establish the respective totals for those publications. Their respective search terms were:

Miami Herald/Dialog: *(ns=GHIV OR (HLP=(AIDS or HIV)))*
Wall Street Journal/Factiva: *S(HIV or AIDS)/LP, TI, DE*

The New York Times, *The Washington Post*, and *The Wall Street Journal* were accessible via electronic database searches for the complete timeframe. The *San Francisco Chronicle* is also included for the entire 1981-2002 study period, via a combination of NEXIS searches and the paper's in-house archives. Other papers were phased-in based on availability as follows: *The Miami Herald* (1983); *The London Times* (1985); *Los Angeles Times* (1985); *USA Today* (1989).

Methodology (continued)

In order to reach the project target that 90% of all cases be drawn from print sources, a stratified sampling plan was implemented. Because the amount of coverage was limited during earliest part of the study's timeframe, and the number of searchable newspapers was limited, ALL stories available during that period (1981-1984) were selected for full coding. During peak years of coverage (1985-2000), sample was constructed by selecting every 7th story within each newspaper. For the remaining years (2001-2002), story selection was returned to total-universe levels, and all stories for all newspapers were selected.

Screening and Inclusion: Newspaper stories were first screened for inclusion. False drops, letters to the editor, news digests, etc. were removed from the sample. Each case was then examined to determine whether or not HIV/AIDS topics and issues were prominently featured within the story. When necessary, coders used the following rule to make those decisions: If 50% or more of the article was direct reporting on HIV/AIDS topics, that story was included/fully coded; OR if 33% of the article PLUS the headline (not the sub headline) was direct reporting on HIV/AIDS topic, that story was included/fully coded.

The resulting newspaper sample totaled 8,783 stories, including 8,173 stories from U.S. newspapers and 610 stories from The London Times.

Broadcast sources

Quantification and Sampling: Broadcast news stories from ABC World News Tonight, CBS Evening News, and NBC Nightly News were acquired from the Vanderbilt University Television News Archives. To review all stories that appeared January 1, 1981 - December 31, 2002, the Vanderbilt Archives were searched for all stories where the index monograph included the terms "HIV" or "AIDS". Supplemental searches were applied to the 1981-1984 database, utilizing the following additional search terms: "gay and cancer", "gay and virus", "homosexual and cancer", "homosexual and virus", "Karposi", "pneumocystis", "cytomegalovirus" or "lymphadenopathy". This resulted in a total universe of 2,522 stories. Because network news programs produce a relatively small number of stories as compared to their newspaper counterparts, a higher percentage of stories were selected for the sample. With an established target of 10% of the projects total sample to be drawn from broadcast sources, ALL stories available during the earliest part of the study's timeframe, (1981-1984) were selected. To construct the sample for the remaining years (1985-2002), every 3rd story was selected.

Screening and Inclusion: After viewing by senior staff, false hits were eliminated using the established inclusion rule.

The resulting network news sample totaled 882 stories.

Weighting and Data Analysis

Prior to data analysis, cases representing the 1985-2000 sample were weighted in order to bring those years up to full value in the dataset. The analysis cited in this report is based on the weighted dataset.

Intercoder reliability

Intercoder reliability measures the extent to which coders, operating autonomously, code or classify the same story in the same way. Intercoder reliability tests were performed throughout this study, with senior staff acting as the control coder; no significant differences were found to exist on a recurring basis. Selected stories were double-coded in their entirety, and overall intercoder reliability exceeded 85% for all variables.

Notes on Topline

Variable definitions are included in the topline with each variable. Values less than .5 percent are indicated by an asterisk (*) while a dash (-) indicates a value of zero. Some results will not add to 100% due to rounding.

1. SOURCE (Designates the newspaper or broadcast in which the story appeared)

<u>PRINT</u>	<u>Total U.S. Media (number)</u>	<u>U.S. Print (number)</u>	<u>U.S. Broadcast (number)</u>	<u>Total London Times (number)</u>
London Times				610
Los Angeles Times	1813	1813	-	-
Miami Herald	1293	1293	-	-
New York Times	1574	1574	-	-
San Francisco Chronicle	1507	1507	-	-
USA Today	385	385	-	-
Wall Street Journal	474	474	-	-
Washington Post	1127	1127	-	-

<u>BROADCAST</u>	<u>Total U.S. Media (number)</u>	<u>U.S. Print (number)</u>	<u>U.S. Broadcast (number)</u>	<u>Total London Times (number)</u>
ABC World News Tonight	298	-	298	-
CBS Evening News	300	-	300	-
NBC Nightly News	284	-	284	-

2. DATE (Designates the date on which the story was broadcast or published)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
1981-1986 (Early Years)	14	13	18	13
1987-1990 (AZT)	35	35	33	40
1991-1995 (Magic Johnson)	31	31	30	24
1996-1999 (PIs/Combo therapy)	13	13	12	14
2000-2002 (Global AIDS)	<u>8</u>	<u>8</u>	<u>6</u>	<u>10</u>
	100	100	100	100

3. STORY LENGTH (Designates the length of broadcast stories in numbers of seconds, and in print stories in number of words)

<u>PRINT</u>	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
Less than 150 words	17	18	-	22
150-399 words	28	30	-	38
400-699 words	23	24	-	24
700-1199 words	18	19	-	11
1200 words and above	9	9	-	5
 <u>BROADCAST</u>				
Up to 30 seconds	2	-	36	-
31 seconds to 2 minutes	2	-	26	-
Longer than 2 minutes	<u>2</u>	-	<u>38</u>	-
	100	100	100	100

4. PLACEMENT/POSITION (Designates the position of the story within the broadcast or publication)

<u>PRINT</u>	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
Page One	7	7	-	*
National/International	28	30	-	71
Editorial	3	3	-	2
OP ED /Commentary	2	2	-	5
Business	7	7	-	5
Metro/Local/Regional	27	29	-	*
Sports	3	3	-	*
Style/Life	10	10	-	6
Sunday - Week in Review	1	1	-	*
Sunday Magazine	*	*	-	0
Weekly Section - Health/Science	2	2	-	0
Arts & Culture	4	4	-	5
Other	1	1	-	5
 <u>BROADCAST</u>				
Top Third of broadcast	2	-	29	-
Middle Third of broadcast	3	-	50	-
Bottom Third of broadcast	<u>1</u>	-	<u>22</u>	-
	100	100	100	100

5. WIRE SERVICE/BYLINE (Designates whether the story was filed/broadcast by a staff reporter or drawn from wire services)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
Staff reporter(s)	78	77	100	97
AP Wire	9	9	0	0
Bloomberg Business News	*	*	0	0
Chicago Tribune Service	0	0	0	0
Gannett	*	*	0	0
Knight-Ridder	*	*	0	0
LA Times Wire Service	1	1	0	0
Medical News Service	*	*	0	0
NY Times Wire Service	1	1	0	0
Religious News Service	*	*	0	0
Reuters	1	1	0	0
UPI	3	3	0	0
Washington Post	*	*	0	0
Combo - News Service/Staff	5	5	0	0
OP/ED - Non-Staff	2	2	0	2
Other Wire Service	*	*	0	*
Don't Know/Can't Tell	*	<u>1</u>	<u>0</u>	<u>*</u>
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

6. **DATELINE** (Designates the dateline from which the story was filed)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
All Non-U.S. Datelines	6	6	10	94
<i>All U.K. Datelines</i>	1	1	1	86
<i>All Other Non-U.S.</i>	6	5	10	8
All U.S. Datelines	94	94	89	6
<i>All California</i>	33	35	7	2
<i>Los Angeles</i>	19	20	3	2
<i>Sacramento</i>	1	1	0	0
<i>San Francisco</i>	11	12	4	*
<i>California-Other</i>	2	2	1	0
<i>All D.C. Area</i>	23	23	17	2
<i>Washington, D.C.</i>	22	23	16	2
<i>Maryland/Virginia</i>	1	1	1	0
<i>All Florida</i>	12	12	2	0
<i>Miami</i>	9	10	1	0
<i>Orlando</i>	*	*	0	0
<i>Tallahassee</i>	*	*	0	0
<i>Florida - Other</i>	2	2	1	0
<i>All NY/Conn./NJ</i>	20	17	55	2
<i>New York City</i>	18	16	54	2
<i>NY/Conn./NJ - Other</i>	1	1	1	0
<i>All Other U.S. Datelines</i>	<u>6</u>	<u>6</u>	<u>8</u>	<u>*</u>
	100	100	100	100

7. **TIMELINE EVENT/RECURRING LEAD** (Designates the story's connection, if any, to major events on the HIV/AIDS timeline)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
Not a Timeline Event	59	60	43	61
Drug Prices/Patent Debates	1	1	*	1
Global Epidemic	1	1	1	2
HIV/AIDS in Africa	2	2	2	5
Living w/HIV/AIDS	5	5	2	4
U.N. and AIDS	1	1	1	1
Reagan Admin/Agencies /Campaign response	2	2	1	0
Bush (41) Admin/Agencies /Campaign response	1	1	2	0
Clinton Admin/Agencies /Campaign response	1	1	1	0
Bush (43) Admin/Agencies /Campaign response	*	*	0	0
Other Presidential Campaigns response	*	*	*	*
Initial CDC Reports	*	*	*	0
Official Designation re: "AIDS"	*	*	*	0
Denver Principles	0	0	0	0
HIV Virus Isolated	1	1	1	0
San Francisco Bathhouses Closed	*	*	*	0
Rock Hudson & AIDS	1	1	1	*
AIDS and Blood Supply	4	4	6	10
Ryan White & AIDS	1	1	3	*
International AIDS Conference(s)	3	3	9	4
Ray Family/Florida	1	1	1	0
AIDS Memorial Quilt	1	1	1	0
Presidential Commission on AIDS	1	1	1	*
AIDS and U.S. Immigration	1	1	1	0
Helms Amendment	*	*	0	0
AZT	2	2	4	3
AIDS Activism/ACT UP	2	2	1	0
AIDS Vaccine Development	2	2	4	3
World AIDS Day	1	1	2	2
National Commission on AIDS	1	*	1	0
Kimberly Bergalis and AIDS	1	1	2	1
Magic Johnson and AIDS	3	3	3	1
Arthur Ashe and AIDS	1	1	1	0
Pres. Advisory Council on HIV/AIDS	*	*	*	0
Protease Inhibitors/Antiretrovirals	2	2	3	1
Global Fund	*	*	*	*
	100	100	100	100

8. STORY TRIGGER (Designates the action, event, or editorial decision that triggers the publication or broadcast of the story)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
Spontaneous/Unplanned News/Action	3	3	3	2
Investigation	*	*	1	*
Enterprise	6	6	9	3
Poll Results Released	1	1	1	1
Research/Report Released	13	12	20	14
Incremental Fact(s)/Story Update	3	3	4	2
Anniversary News	1	1	*	*
Trial Balloon	*	*	0	0
Editorial	*	*	0	*
Analysis/Interpretation	6	6	*	8
Preview/Curtain-Raiser	9	9	2	8
Exec. Govt. Action	2	2	3	*
Fed. Govt. Agency Action	4	3	9	1
State/Local/Municipal Govt. Action	5	5	1	*
Law Enforcement Agency Action	2	2	1	1
Litigation/Legal/Judicial Action	6	6	4	7
Congressional Action	2	2	1	*
State/Municipal Legislative Action	1	1	*	0
Non-U.S. Govt. Action	2	2	3	22
Newsmaker Action/Event (non-govt.)	17	17	18	16
Newsmaker Statement (non-govt.)	9	9	7	11
Newsmaker Statement (govt.)	7	6	9	2
Candidate Action	*	*	*	0
New Emerging Figure	1	1	1	*
Other	*	*	0	0
	100	100	100	100

9. STORY CONTEXT (Designates the overall context in which the story is presented)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
Business/Economic	5	5	2	7
Charitable/Fundraising				
Efforts	8	8	1	6
Crime/Trial/Civil Lawsuit	7	7	4	7
Cultural	7	7	2	6
Foreign Policy	*	*	1	1
Human Interest	8	8	9	7
Medical/Research	18	17	31	22
Public Health	23	23	26	26
Political Story	16	16	17	14
Social Issues	5	5	5	3
Sports	2	2	2	*
Unique/Bizarre Event	1	1	*	1
Other	*	*	0	*
	100	100	100	100

10. DOMINANT HIV/AIDS TOPIC (Designates the specific dominant HIV/AIDS topic within the story)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
Transmission	10	10	12	17
Prevention/Protection	13	13	11	13
Testing	6	6	7	8
Treatment	5	5	8	3
Prevalence/Epidemiology				
/Surveillance/Projections	8	7	11	12
Research	11	11	18	9
Funding/Financing	15	16	7	15
Other HIV/AIDS				
Issues/Topics	28	29	24	18
Other	3	3	2	4
	100	100	100	100

11. GLOBAL PERSPECTIVE (Identifies the presence or absence of a global perspective within the story)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
U.S. Perspective Only	86	86	80	7
Combo, U.S. and other specific perspective	7	7	9	16
U.S. and Global Perspective	3	3	3	1
Non-U.S., Non-Global Perspective	4	4	7	11
Global w/out U.S. Perspective	1	1	27	1
London Times Story <u>only</u> / UK perspective	<u>*</u> 100	<u>*</u> 100	<u>0</u> 100	<u>64</u> 100

12. AFFECTED POPULATION (Designates population on which the story is focused re: HIV/AIDS)

	<u>Total U.S.</u> <u>Media (%)</u>	<u>U.S.</u> <u>Print (%)</u>	<u>U.S.</u> <u>Broadcast (%)</u>	<u>Total London</u> <u>Times (%)</u>
All HIV Positives	27	27	32	13
Bisexuals	0	0	0	0
<i>Bisexual men specified</i>	0	0	0	0
<i>Bisexual women specified</i>	0	0	0	0
Injection Drug Users	2	2	1	1
Health Care Professionals	3	3	3	5
Hemophiliacs	1	1	1	5
Heterosexuals	1	1	1	2
Homosexuals	1	1	*	1
<i>Gay men specified</i>	2	2	3	1
<i>Lesbian women specified</i>	*	*	0	0
Infants/Children	4	4	5	3
Men	*	*	0	*
Minorities	1	1	1	*
<i>African-American specified</i>	1	1	*	*
<i>African-American men specified</i>	*	*	0	0
<i>African-American gay men specified</i>	*	*	0	0
<i>African-American women specified</i>	*	*	*	0
<i>Latino specified</i>	*	*	0	0
<i>Latino men specified</i>	*	*	0	0
<i>Latino gay men specified</i>	*	*	*	0
<i>Latino women specified</i>	*	*	0	0
Poor/impoverished	1	1	*	*
Prostitutes	1	1	1	1
Teenagers	2	2	3	1
<i>Gay teenagers specified</i>	*	*	0	0
Women	2	2	2	3
Young Adults	1	1	*	1
Non-U.S. Populations	3	3	3	29
<i>African nation populations specified</i>	2	2	4	5
<i>Asian nation populations specified</i>	1	1	1	*
Unique Circumstances Participant	15	15	13	12
US Population (general)	16	17	13	3
World Population (general)	3	3	3	5
Other	<u>10</u>	<u>10</u>	<u>9</u>	<u>9</u>
	100	100	100	100

13. OPTIMISM/PESSIMISM (An evaluation of the innuendo and interpretation by the journalist or newsmakers in discussing the dominant AIDS/HIV topic within each story)

	<u>Total U.S.</u> <u>Media (%)</u>	<u>U.S.</u> <u>Print (%)</u>	<u>U.S.</u> <u>Broadcast (%)</u>	<u>Total London</u> <u>Times (%)</u>
Optimistic	27	27	24	19
Neutral/ambiguous	33	33	38	32
Pessimistic	23	22	30	31
Not Applicable	<u>17</u>	<u>18</u>	<u>8</u>	<u>18</u>
	100	100	100	100

14. DRAMA LEVEL (Designates the extent to which the story uses text or video to enhance the dramatic impact of the story)

	<u>Total U.S.</u> <u>Media (%)</u>	<u>U.S.</u> <u>Print (%)</u>	<u>U.S.</u> <u>Broadcast (%)</u>	<u>Total London</u> <u>Times (%)</u>
No anecdotes/negligible drama	67	68	52	68
Some drama	20	19	25	19
High drama	<u>13</u>	<u>12</u>	<u>23</u>	<u>14</u>
	100	100	100	100

15. FACE OF HIV/AIDS (For broadcast stories only, records individual/group/population that receives most coverage in the video or still photo images)

	<u>Total U.S.</u> <u>Media (%)</u>	<u>U.S.</u> <u>Print (%)</u>	<u>U.S.</u> <u>Broadcast (%)</u>	<u>Total London</u> <u>Times (%)</u>
All HIV Positives			7	
Bisexuals			0	
<i>Bisexual men specified</i>			*	
<i>Bisexual women specified</i>			0	
Injection Drug Users			1	
Health Care Professionals			20	
Hemophiliacs			0	
Heterosexuals			*	
Homosexuals			*	
<i>Gay men specified</i>			3	
<i>Lesbian women specified</i>			0	
Infants/Children			2	
Men			*	
Minorities			1	
<i>African-American specified</i>			0	
<i>African-American men specified</i>			*	
<i>African-American gay men specified</i>			0	
<i>African-American women specified</i>			0	
<i>Latino specified</i>			*	
<i>Latino men specified</i>			0	
<i>Latino gay men specified</i>			*	
<i>Latino women specified</i>			0	
Poor/impoverished			0	
Prostitutes			*	
Teenagers			3	
<i>Gay teenagers specified</i>			0	
Women			1	
Young Adults			*	
Non-U.S. Populations			2	
<i>African nation populations specified</i>			2	
<i>Asian nation populations specified</i>			1	
Unique Circumstances Participant			7	
Broadcast Story – Crowd Scene Only			3	
Broadcast Story/Graphics Only			24	
Broadcast Story/ Read Only			6	
Montage			<u>15</u>	
			100	

16. EDUCATIONAL COMPONENT (An evaluation of the informational/educational component of each story)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
Passing reference	27	27	26	31
Some information	7	7	6	5
Primarily a consumer info/education story	3	3	3	2
No consumer info/education	<u>64</u>	<u>64</u>	<u>66</u>	<u>61</u>
	100	100	100	100

17. KAISER FAMILY FOUNDATION CITE (Designates the appearance of the Kaiser Family Foundation, in any form, or individuals speaking as representatives of the Kaiser Family Foundation, in the news story)

	<u>Total U.S. Media (%)</u>	<u>U.S. Print (%)</u>	<u>U.S. Broadcast (%)</u>	<u>Total London Times (%)</u>
KFF Mentioned	*	*	0	*
KFF Not Mentioned	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
	100	100	100	100



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