

MEDIA ACCOUNTABILITY PROJECT



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	Column Inches*		Column Inches		Total Counted Inches	* Not Counted*
	<u>For Hillary</u>	<u>%</u>	<u>for Trump</u>	<u>%</u>		<u>Column Inches Neutral</u>
Tuesday, October 25	57.5	100%	0	0%	57.50	38
Wednesday, October 26	143	93%	10	7%	153.00	45
Thursday, October 27	112	100%	0	0%	112.00	60
Friday, October 28	54.5	73%	20.5	27%	75.00	20
Saturday, October 29	70.5	52%	64.5	48%	135.00	17.5
Sunday, October 30	124.5	77%	38	23%	162.50	279.5
Monday, October 31	29	45%	35	55%	64.00	0
Tuesday, November 1	23	65%	12.5	35%	35.50	23
Wednesday, November 2	102	84%	19.5	16%	121.50	0
Thursday, November 3	85	77%	26	23%	111.00	45
Friday, November 4	58.5	61%	37	39%	95.50	125
Saturday, November 5	23	37%	38.5	63%	61.50	30
Sunday, November 6	77	61%	49.5	39%	126.50	194.5
Monday, November 7	43	100%	0	0%	43.00	40
Totals	1002.5	74%	351	26%	1353.50	917.5

Column Inches are measured in the physical newspaper, not online at Cincinnati.com

*Stories explicitly against one candidate count as inches for the other candidate.

*In some cases if stories are both positive and negative inches are split between both candidates.

Numbers have been rounded, and results are based on opinion of EmpowerU Fact Checkers.