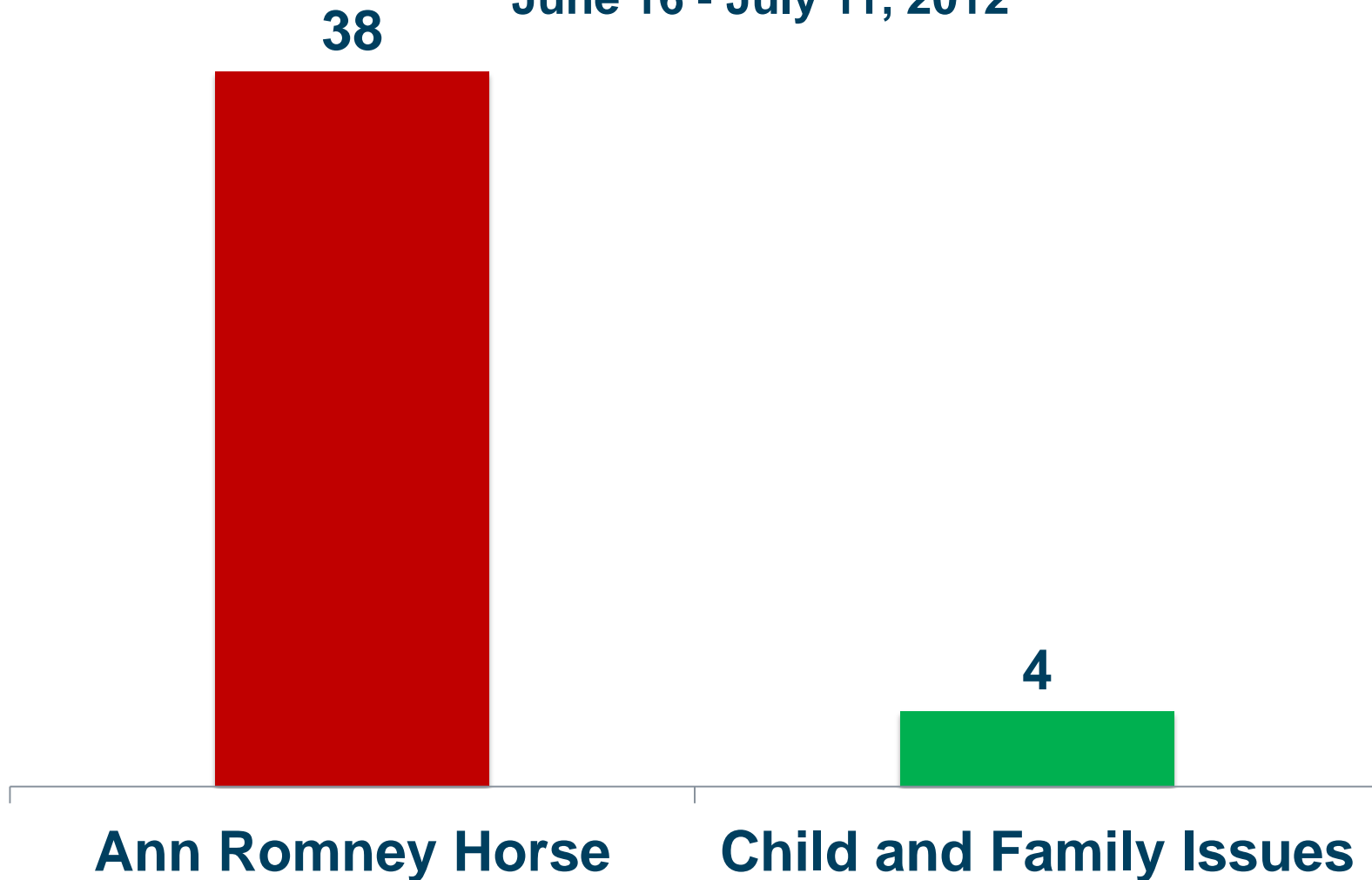


Missing from the Conversation:
*How Children and Families Are Left Out of Elite
Discourse—An Analysis of Campaign 2012*

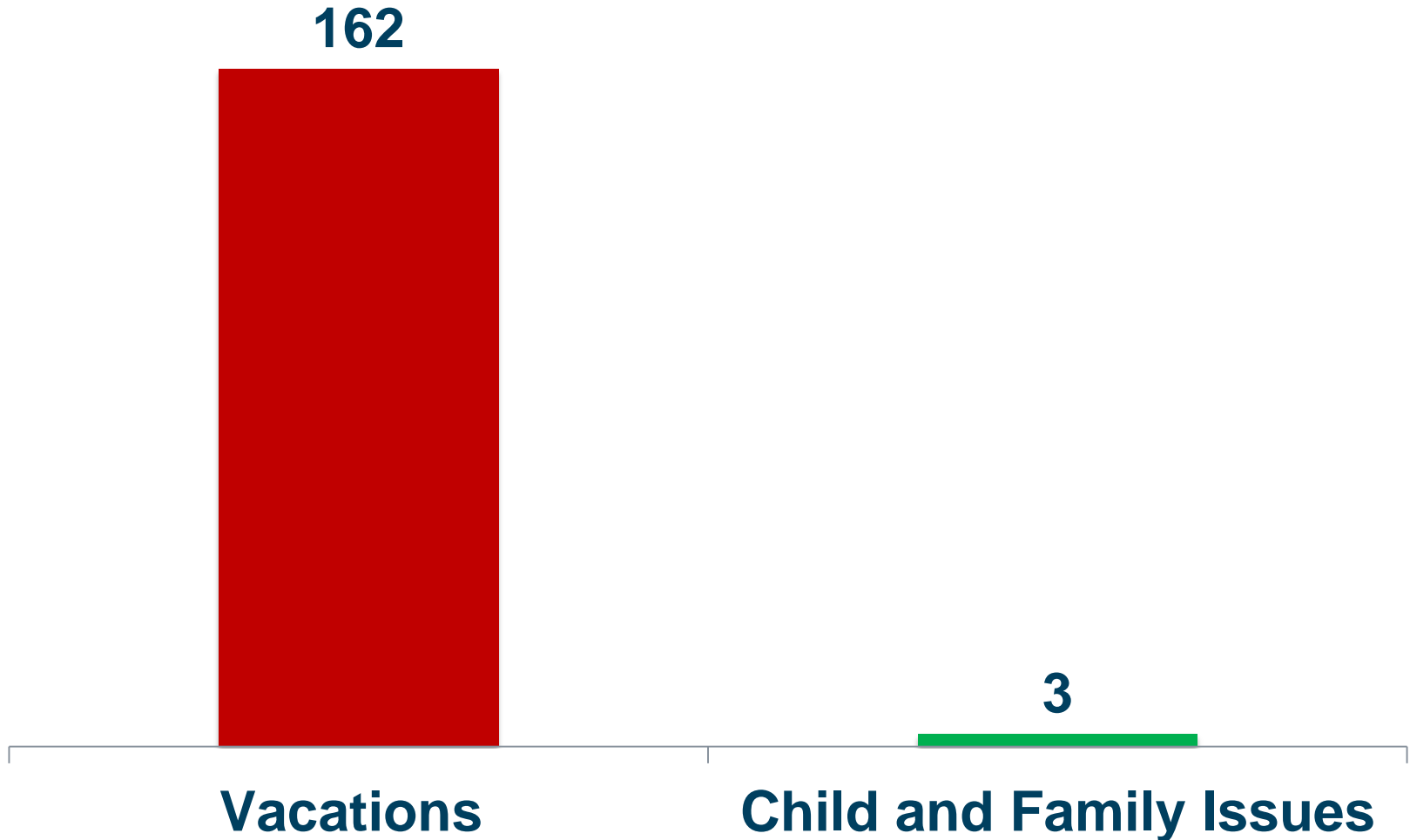
Methodology

- Media analysis by Freedman Consulting
- Compared coverage of child and family issues in the context of the 2012 presidential campaign to:
 - Coverage of other topics in politics and entertainment
 - Coverage of important short-term and long-term issues in context of campaign
- Nexis search of all wire and media sources and articles sorted for basic relevance
- June 2012 – July 2012

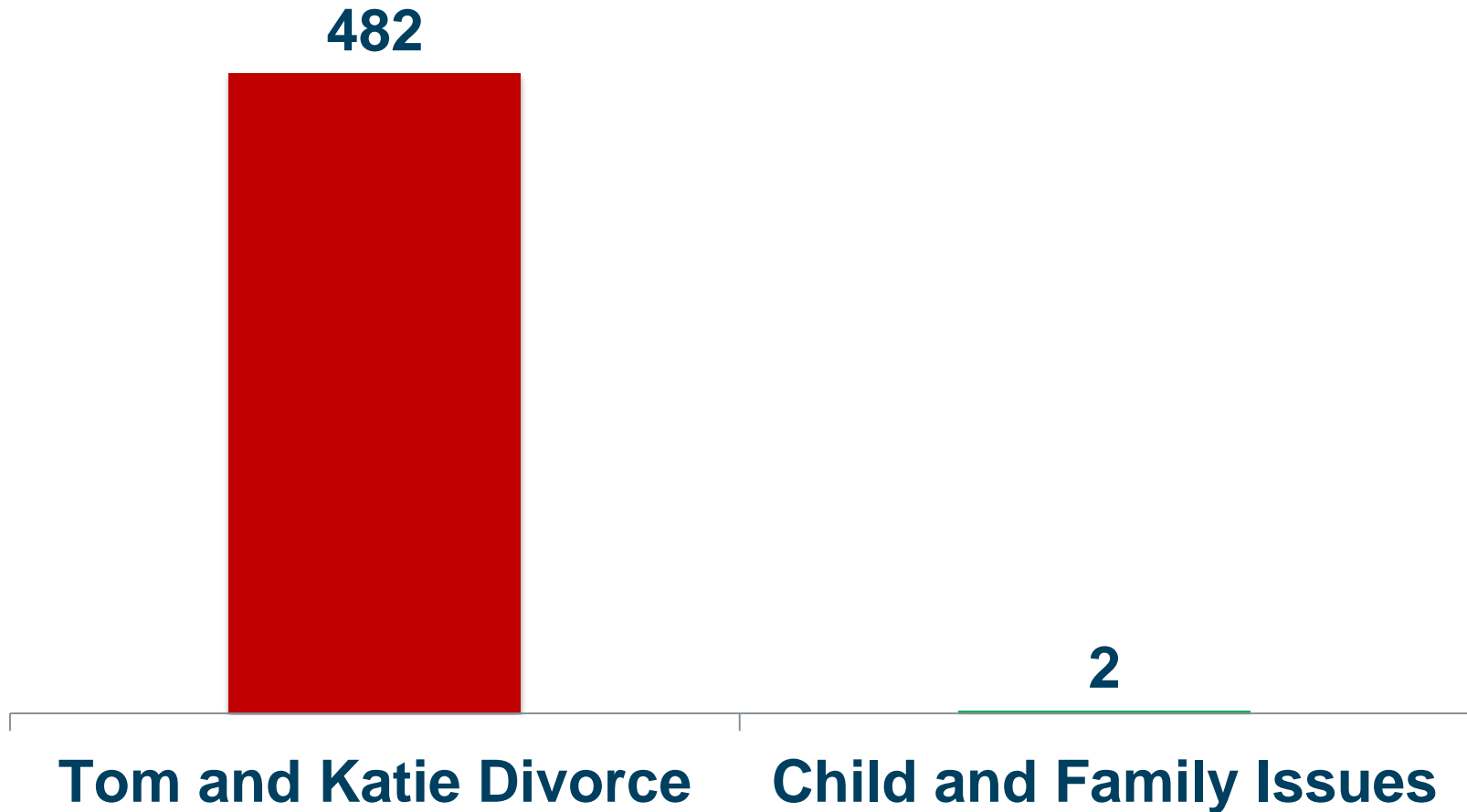
Versus Coverage of Ann Romney's Olympic Horse
June 16 - July 11, 2012



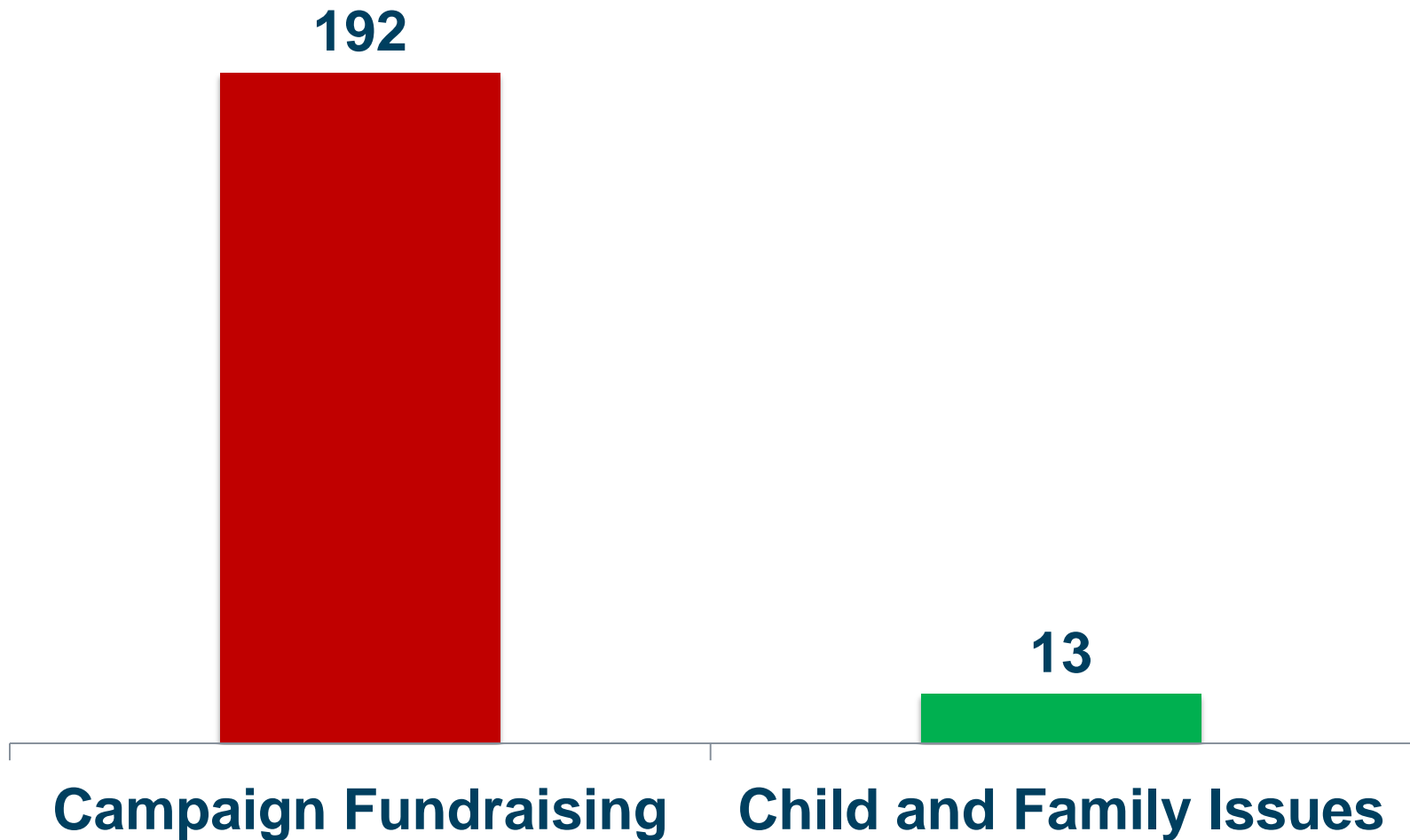
**Versus Coverage of Candidate Vacations
June 26 - July 11, 2012**



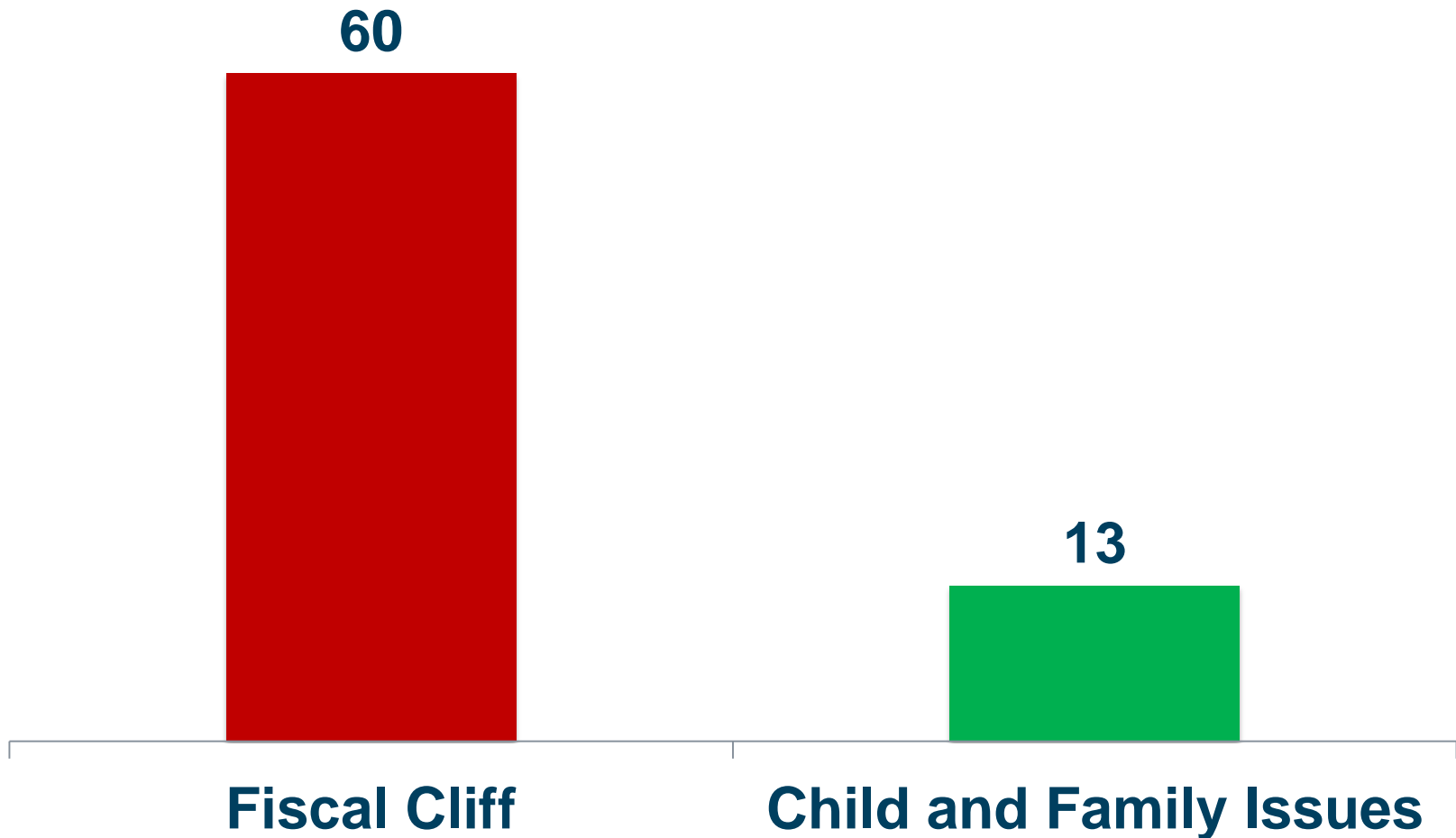
**Versus Coverage of Tom Cruise and Katie Holmes
Divorce
June 29 - July 11, 2012**



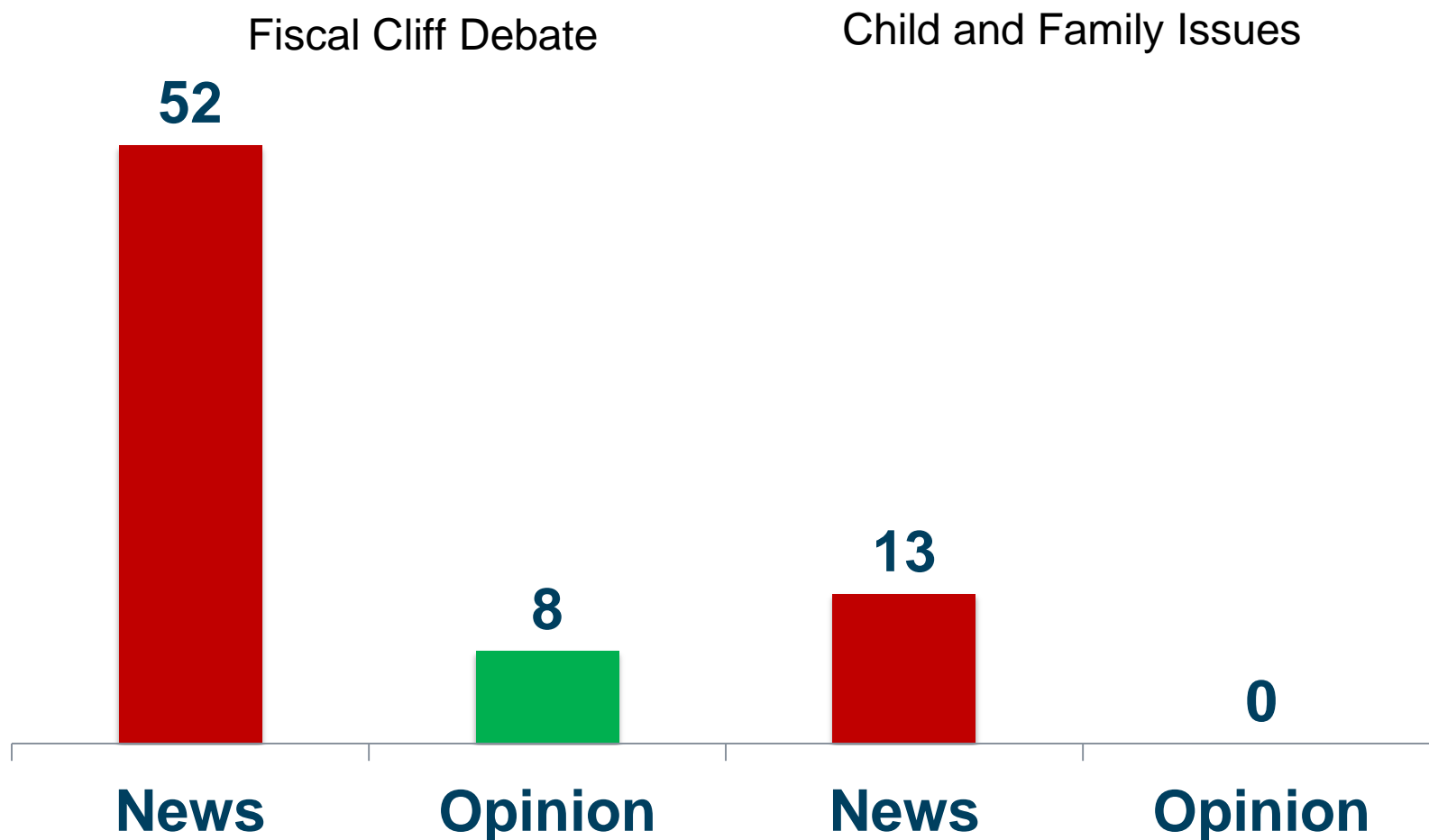
Versus Coverage of Campaign Fundraising June 6 - July 11, 2012



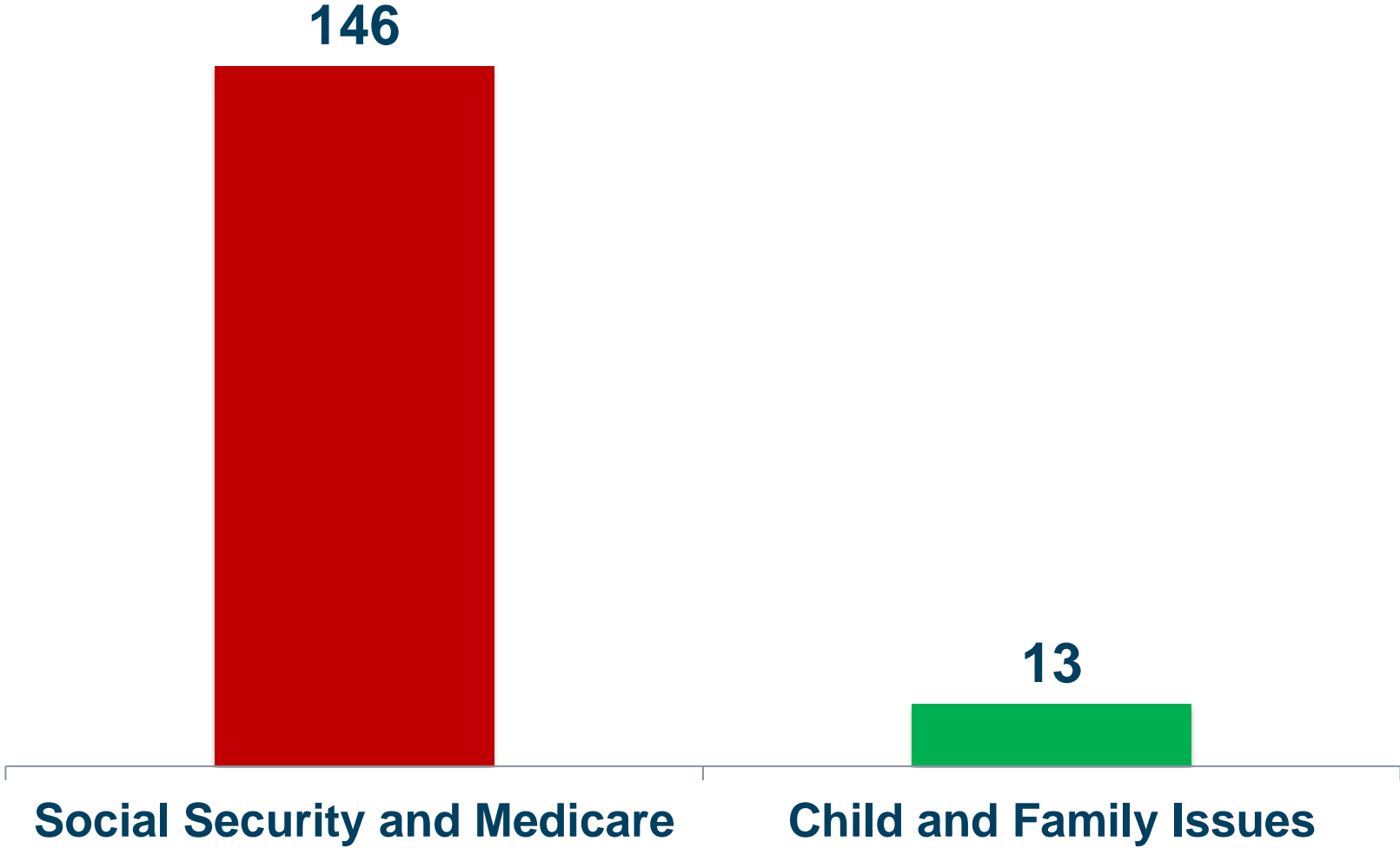
Versus Coverage of Fiscal Cliff June 6 – July 11, 2012



Fiscal Cliff Debate and Child and Family Issues: News Coverage Versus Opinion June 6 - July 11, 2012

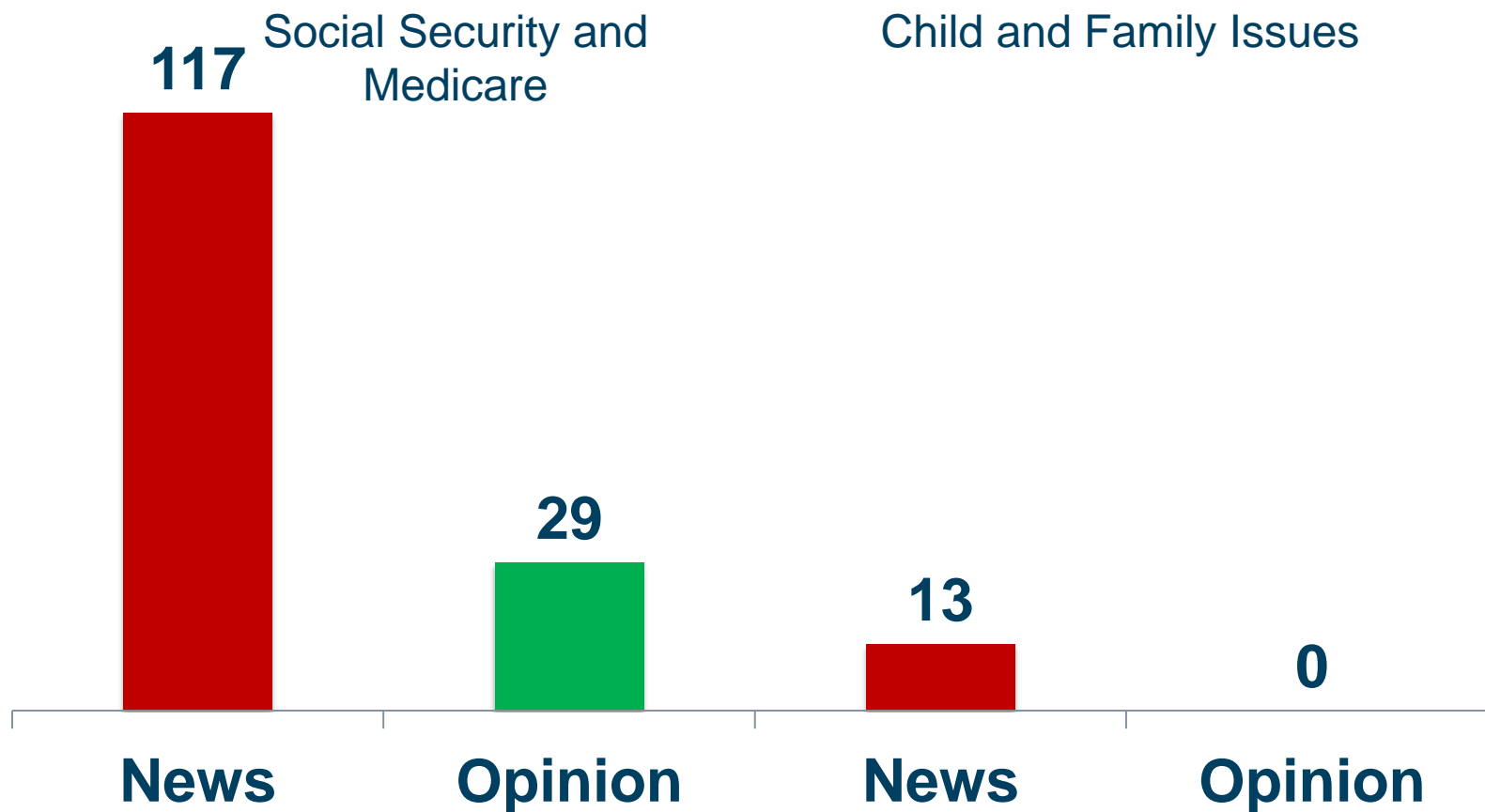


Versus Coverage of Social Security and Medicare June 6 - July 11, 2012



Social Security and Medicare and Child and Family Issues:

News Coverage Versus Opinion June 6 - July 11, 2012



Other Issues Dominated Debates

CHART ONE: QUESTION AREAS FROM THE FIRST TWENTY REPUBLICAN PRESIDENTIAL DEBATES

	<u>#</u>	<u>%</u>
National Security, Foreign Policy, Defense	205	19.8%
Candidate Electability/Record/Qualifications/Consistency	187	18.0%
Jobs/Unemployment/Economy	186	17.9%
Government's Role Regarding Social Values/Family Values	107	10.3%
Federal Debt/Bailouts/Subsidies/Earmarks	106	10.2%
Immigration Policy	78	7.5%
Health Care/Obamacare	65	6.3%
Energy/Higher Education/Housing	53	5.1%
Social Security/Medicare	33	3.2%
Education/Child Health/Welfare/Poverty	17	1.6%
Child Protection/Early Childhood/Children with Disabilities	0	0.0%
Total	1037	100.0%

Source: Voices for
America's Children
content analysis of
Republican primary
debates

Appendix

Search Terms

- **Children and Family Policy:** ((Obama OR Romney) AND (Presiden! OR Campaign!) AND ((child! OR famil!) w/15 (issue! OR polic!)))
- **Ann Romney's Horse:** (Ann Romney AND (horse OR dressage OR Rafalca))
- **Candidate Vacations:** ((Romney OR Obama) w/10 vacation)
- **Cruise/Holmes Divorce:** (Katie Holmes OR Tom! Cruise OR TomKat) AND (divorc! OR Split OR (End! AND marriage))
- **Campaign Fundraising:** ((Romney OR Obama) and Campaign and million and (RNC or DNC or Republican National Committee or Democratic National Committee) and fundraising)
- **Fiscal Cliff:** ((Obama OR Romney) AND w/50 (Fiscal cliff OR taxmagedon))
- **Social Security and Medicare:** (Obama OR Romney) AND w/50 (Social Security OR Medicare)