TABLE III
Results of Maximum Likelihood Estimation

Media outlet	Period of observation	Estimated ADA score	Standard error
ABC Good Morning America	6/27/97– 6/26/03	56.1	3.2
ABC World News Tonight	1/1/94– 6/26/03	61.0	1.7
CBS Early Show	11/1/99– 6/26/03	66.6	4.0
CBS Evening News	1/1/90– 6/26/03	73.7	1.6
CNN NewsNight with Aaron Brown	11/9/01– 2/5/04	56.0	4.1
Drudge Report	3/26/02– 7/1/04	60.4	3.1
Fox News' Special Report with Brit Hume	6/1/98– 6/26/03	39.7	1.9
Los Angeles Times	6/28/02–12/29/02	70.0	2.2
NBC Nightly News	1/1/97– 6/26/03	61.6	1.8
NBC Today Show	6/27/97– 6/26/03	64.0	2.5
New York Times	7/1/01– 5/1/02	73.7	1.6
Newshour with Jim Lehrer	11/29/99– 6/26/03	55.8	2.3
Newsweek	6/27/95– 6/26/03	66.3	1.8
NPR Morning Edition	1/1/92– 6/26/03	66.3	1.0
Time Magazine	8/6/01– 6/26/03	65.4	4.8
U.S. News and World Report	6/27/95– 6/26/03	65.8	1.8
USA Today	1/1/02– 9/1/02	63.4	2.7
Wall Street Journal	1/1/02– 5/1/02	85.1	3.9
Washington Post	1/1/02– 5/1/02	66.6	2.5
Washington Times	1/1/02– 5/1/02	35.4	2.7
Average		62.6	