NINJA TURTLES TOP POP CULTURE NEWSMAKERS
LITHUANIA TOP STORY OF MONTH, FOREIGN NEWS MOST IMPORTANT FIFTH CONSECUTIVE MONTH

Events overseas are overshadowing the importance of domestic news to the public. Americans are ten times more likely to cite an international news story (40%) than a domestic one (4%) as the most important event of the month. This is the fifth month in a row that Americans have named overseas stories more often than U.S. based ones as the most important news of the period.

George Bush's high approval ratings, despite very low ratings for handling of domestic issues may reflect the unusual dominance of foreign news. (See Son of Teflon story.)

Americans saw the struggle for Lithuanian independence as the single most important news event of the month and it was the story most closely followed by the public in March. Twenty-nine percent of Times Mirror's sample said they followed news about Lithuania's attempts to secede from the Soviet Union and Moscow's measures to prevent it. This level of attentiveness is almost identical to the attention paid to the top story out of Eastern or Central Europe in each of the four preceding months.

For perspective, 29% is a considerably higher percentage than watch top rated shows, such as Roseanne or the Cosby show.

Nearly the same percentage reported that they followed very closely news about the tragic fire in the Bronx social club (28%), but compared to Lithuania (23%) fewer said that the Bronx fire was the single news story they followed most closely in March (12%). Interest in the conflagration that took the lives of 87 people, most of whom were Honduran, was almost twice as high among blacks (50%) as among whites (26%). Blacks also expressed more interest than whites in three other top stories this month: news about the death of Hank Gathers, the NCAA basketball tournament and the Greyhound bus strike. Each story was followed very closely by about four in ten blacks, but by only one in four whites.

A political story from a small state, also commanded substantial public attention nationwide. Twenty-three percent of the public said they followed very closely news about attempts to pass a severely restrictive abortion law in Idaho. Interest in this story was less than was recorded in November (37%), when there was a flurry of reporting about attempts to change laws in a *number* of states around the country. However, this is a significant registration of public interest for a story that only received a modest amount of coverage on network evening news in March. As found previously, interest in abortion news was significantly greater among women, especially, college-educated women.

Twenty-one percent of Times Mirror's sample reported they had been following very closely discussions about German reunification. However among serious news consumers, those who represent the core audience for quality magazines, NPR and MacNeil Lehrer, German reunification captured the close attention of 44%. Among this segment of consumers who are most knowledgeable and attentive, only Lithuania was more closely followed (52%), while the Idaho abortion story got about the same high rating as talk of a reunited Germany (45%).

The major economic news of the month fared less well. Nationwide, only 17% followed very closely news of trade talks with the Japanese and many fewer paid very close attention to Congressman Dan Rostenkowski's budget plan (10%). Even considering the percentage who said they paid *fairly* close attention to these stories, less than a majority of Americans paid *any* attention to this news. In fact, only three in ten serious news consumers reported following stories about the trade talks or the Rostenkowski plan very closely.

Hollywood news during Oscar month didn't get much play from the public. Just 10% followed news about the Academy Awards and *only 2%* followed news of Tom Cruise's marital breakup which was a dominant story in gossip sheets.

The level of public information about people in the news and important news concepts was spotty this month. While six in ten knew who John Poindexter is, only 20% knew Louis Farrakhan. The Muslim leader's identification score was only 43% among blacks in the survey.

American policy with regard to Lithuania was unclear to many. While those who knew that the U.S. had not recognized the Baltic state as an independent country outnumbered those who did (47% to 23%), as many as 30% said they did not know what American policy was.

The Hazelwood verdict was known to a two-thirds majority of the public (66%), but only 13% knew the significance of April 22 (Earth Day).

Ted Kennedy, not Richard Gephardt is most often named as the Washington Democrat who has been especially critical of the President. But three out of every four Americans knew what vegetable (broccoli) is no longer being served at the White House.

The Gephardt-Bush flap is truly a Beltway story. Kennedy even gets more mentions as the President's most persistent critic than the Missouri Congressman from serious news consumers and Democrats.

In a month without a lot of breaking national news, the public gave the press middling ratings. News coverage of the NCAA basketball tournament got better than average ratings from those who followed that story most closely, while news coverage of the Idaho abortion battle received the lower ratings that coverage of an abortion story usually evokes.

POP CULTURE NEWSMAKERS

Lately, the American public has heard more about the Teenage Mutant Ninja Turtles than famous rock stars, Academy Award winners, Grammy winners or even more than it has heard about the Simpsons, (the other new TV cartoon phenomenon).

No fewer than 74% of Times Mirror respondents said they had heard a lot recently about the Turtles. Paula Abdul, and fired CBS sportscaster, Brent Musburger were mentioned by 49% and 48%, respectively. Slightly fewer (44%) mentioned hearing a lot about Madonna and the Simpsons recently.

Oscar award winning Jessica Tandy was recalled by 37%, followed by Yankee owner George Steinbrenner (30%) and Grammy winner, Bonnie Raitt (25%).

Twenty-four percent said they had heard a lot about Spike Lee lately; 22% said the same of Jerry Tarkanian but teen tennis star, Jennifer Capriati was so rated by only 9%, just ahead of Dana Delaney's 7%.

Age counts the most in who's heard a lot about whom. There's an extreme falloff in hearing a lot about almost all pop culture figures among those fifty years of age and older. The principal exceptions to this are awareness of Jessica Tandy and George Steinbrenner. The most extreme cases of it are for the Turtles, the Simpsons, Bonnie Raitt, Paula Abdul and Spike Lee.

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	Lithuania	Proposals Made by Congressman Rostenkowski	Discussions About German Reunification	Death of Hank Gathers	Attempts in Idaho to Change Abortion Laws	N
Total	29	10	21	26	23	(1,212)
Sex						
Male	35	13	27	26	21	(597)
Female	23	8	16	26	26	(615)
Race						
White	30	10	22	24	23	(1,063)
Non-white	16	11	18	38	26	(140)
Age						
Under 30	20	7	16	31	20	(295)
30-49	27	7	18	24	22	(506)
50+	36	16	29	26	28	(398)
Education						
College graduate	38	14	34	25	33	(314)
Other college	32	10	23	32	28	(314)
High school grad.	25	9	17	25	19	(406)
Less than h.s. grad.	21	10	14	22	18	(171)
Region						
East	31	10	23	24	20	(271)
Midwest	31	11	21	30	27	(321)
South	26	11	23	24	23	(367)
West	27	10	17	27	23	(250)
Party ID						
Republican	33	12	27	27	26	(403)
Democrat	27	10	21	30	24	(387)
Independent	28	9	18	22	22	(345)
Serious News Consumers	52	30	44	34	45	(176)
All Others	25	8	18	25	20	(1,036)

Question: *Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely.*

CONTINUED...

... CONTINUED

	Greyhound Bus Drivers' Strike	NCAA Basketball Playoffs	Trade Issues	Fire at a New York Social Club	Academy Awards	Tom Cruise's Separation From Wife
Total	23	24	17	28	10	2
Sex						
Male	23	31	24	27	8	1
Female	23	18	11	29	12	3
Race						
White	22	23	18	26	9	2
Non-white	34	32	12	44	20	2
Age						
Under 30	20	28	10	28	12	5
30-49	21	24	14	24	8	1
50+	28	22	26	34	12	1
Education						
College graduate	18	33	22	21	10	2
Other college	22	27	15	27	10	1
High school grad.	25	23	16	33	10	3
Less than h.s. grad.	26	14	17	30	11	1
Region						
East	23	23	16	34	10	2
Midwest	26	26	18	30	9	2
South	24	25	17	28	10	2
West	18	21	18	20	14	1
Party ID						
Republican	20	26	22	26	9	2
Democrat	29	24	18	34	13	2
Independent	20	21	11	23	10	3
Serious News Consumers	25	35	30	38	11	1
All Others	23	22	15	27	10	2

Question: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely.

PRESS COVERAGE RATINGS OF NEWS STORIES

STORY FOLLOWED MOST CLOSELY

	Lithuania	Possible German Reunifi- cation	Death of Hank Gathers	Idaho Abortion Bill	NCAA Basketball Playoffs	Social Club Fire
Excellent	21	17	28	14	43	27
Good	60	66	54	53	45	51
Only Fair	12	15	14	26	8	17
Poor	3	1	1	2	0	3
Don't know	4	1	3	5	4	2
	----	----	----	----	----	---
	100	100	100	100	100	100

PRESS PERFORMANCE

	MAY 1989	JUL 1989	AUG 1989	SEP 1989	OCT 1989	NOV 1989
Excellent	19	26	25	19	32	41
Good	43	42	45	50	45	41
Only Fair	24	21	21	22	18	13
Poor	10	10	8	7	3	3
Don't Know	4	1	1	2	2	2
	----	----	----	----	----	----
	100%	100%	100%	100%	100%	100%

	DEC 1989	JAN 1990	FEB 1990	MAR 1990	APR 1990
Excellent	22	33	23	26	23
Good	45	48	50	48	54
Only Fair	25	14	19	20	16
Poor	6	3	5	4	4
Don't Know	2	2	3	2	3
	----	----	----	---	---
	100%	100%	100%	100%	100%

Question: *In general, how would you rate the job the press has done in covering* ***(STORY FOLLOWED MOST CLOSELY IN Q.8)****; excellent, good, only fair, or poor?*

SURVEY METHODOLOGY

The survey results are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among 1,212 adults, 18 years of age or older, during the period of April 5-8, 1990. Interviewing services were provided by The Gallup Organization. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

THE QUESTIONNAIRE

INTERVIEWER NOTE: PLEASE FAMILIARIZE YOURSELF WITH THE RESPONSE CATEGORIES

Q.1   What do you think is the most important news event that happened in the nation
       or in the world last <u>month</u> - in March? **(DO NOT READ)**

<u>International Stories</u>   40
Lithuania's declaration of independence from
  the Soviet Union and Moscow's actions in response   21
Developments in Germany, including the E. German
  elections and discussion of German reunification   7
Independence for Namibia and the transfer of power
  to a black president   *
Political changes taking place in the Soviet Union
  <u>(NOT including mentions of Lithuanian independence)</u> 5
Other mentions of political changes taking place in
  Eastern and Central Europe <u>(NOT including mentions</u>
  <u>of E. German elections and German reunification)</u>   5
The fall of the coalition government in Israel   *
The trial of Imelda Marcos of the Philippines   *
Discussions between the American and Japanese
  governments about trade issues   *
The release of Nelson Mandela   2

<u>Domestic stories</u>   4
The proposal made by Congressman Dan Rostenkowski
  to cut the budget deficit through a combination
  of tax increases and spending freezes   *
The Greyhound bus drivers' strike   *
The baseball players strike   *
The NCAA basketball playoffs   1
The death of Hank Gathers, a college basketball
  player, during a game   *
The death of 87 people in a fire at a social club in
  the Bronx, New York   1
The passage of a new child care bill in the House
  of Representatives   0
The attempt in Idaho to pass a bill that would
  severely restrict abortions   1
The environment/disasters/spills   2
OTHER (SPECIFY)   10
DON'T KNOW   43
REFUSED   *
NONE   2
                                                        100

9

NOW I WANT TO ASK YOU JUST A FEW QUESTIONS ABOUT A PERSON IN THE NEWS – NOT EVERYONE WILL HAVE HEARD OF THIS PERSON.

Q.2   Do you happen to know who John Poindexter is?

    84   Yes ---------------------> **(IF "YES" ASK:)** Who is he? **(DO NOT READ)**

       +QNo   60   Rear Admiral, former official
       *   on trial for his role in the
      16S1   Iran-Contra scandal
       *
    ___ .QDon't know/Refused   +QIncorrect answer
    100   24S1
                                                  ___ .QDon't know/Refused
                                                   84

Q.3   Do you happen to know who Louis Farrakhan is?

    27   Yes ---------------------> **(IF "YES" ASK:)** Who is he? **(DO NOT READ)**

       +QNo   20   Black Muslim leader
      73S1
    ___ .QDon't know/Refused   +QIncorrect answer
    100   7S1
                                                  ___ .QDon't know/Refused
                                                   27

Q.4   Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. **(READ AND ROTATE LIST)**

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK
a. Lithuania's declaration of independence from the Soviet Union and Moscow's response	29	39	16	16	* =100
b. The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit.	10	22	26	42	* =100
c. Discussions about German reunification	21	36	16	26	1 =100
d. The death of Hank Gathers, a college basketball player, during a game	26	34	21	19	* =100
e. The attempt in Idaho to pass a bill that would severely restrict abortions	23	33	19	24	1 =100
f. The Greyhound bus drivers' strike	23	44	21	12	* =100
g. The NCAA basketball playoffs	24	16	14	46	* =100
h. Discussions between the American and Japanese governments about trade issues	17	30	27	26	* =100
i. The death of 87 people in a fire at a social club in the Bronx, New York	28	38	20	13	1 =100
j. The Academy Awards	10	21	22	47	0 =100
k. Tom Cruise's separation from his wife	2	7	17	73	1 =100

11

Q.5   Which <u>one</u> of the stories I just mentioned, have you followed most closely?
      (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)

		Story Followed Most Closely
a.	Lithuania's declaration of independence from the Soviet Union and Moscow's response	23
b.	The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit.	1
c.	Discussions about German reunification	9
d.	The death of Hank Gathers, a college basketball player, during a game	8
e.	The attempt in Idaho to pass a bill that would severely restrict abortions	9
f.	The Greyhound bus drivers' strike	8
g.	The NCAA basketball playoffs	11
h.	Discussions between the American and Japanese governments about trade issues	3
i.	The death of 87 people in a fire at a social club in the Bronx, New York	12
j.	The Academy Awards	1
k.	Tom Cruise's separation from his wife	1
	CAN'T SAY/REFUSED/DON'T KNOW	<u>14</u> 100

12

Q.6 Of all the stories mentioned, which of them, if any, received too much
     coverage? **(DO NOT READ LIST, ACCEPT MULTIPLE RESPONSES, BE SURE TO   PROMPT FOR "ANY OTHERS")**

		Received Too Much Coverage
a.	Lithuania's declaration of independence from the Soviet Union and Moscow's response	5
b.	The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit.	1
c.	Discussions about German reunification	2
d.	The death of Hank Gathers, a college basketball player, during a game	6
e.	The attempt in Idaho to pass a bill that would severely restrict abortions	5
f.	The Greyhound bus drivers' strike	2
g.	The NCAA basketball playoffs	6
h.	Discussions between the American and Japanese governments about trade issues	*
i.	The death of 87 people in a fire at a social club in the Bronx, New York	2
j.	The Academy Awards	6
k.	Tom Cruise's separation from his wife	15
	CAN'T SAY/REFUSED/DON'T KNOW	28
	NONE	25

13

Q.7 In general, how would you rate the job the press has done in covering **(STORY FOLLOWED MOST CLOSELY IN Q.5)**; excellent, good, only fair, or poor?

		STORY FOLLOWED MOST CLOSELY					
		Lithuania	Possible German Reunification	Death of Hank Gathers	Idaho Abortion Bill	NCAA Basketball Playoffs	Social Club Fire
23	Excellent	21	17	28	14	43	27
54	Good	60	66	54	53	45	51
16	Only Fair	12	15	14	26	8	17
4	Poor	3	1	1	2	0	3
3	Don't know/ Refused	4	1	3	5	4	2
100		100	100	100	100	100	100
		(299)	(102)	(93)	(110)	(155)	(125)

Q.8 As I read a list of names tell me if this is someone you have heard a lot about <u>recently</u>, someone you have heard of but <u>not heard a lot about recently</u> or someone you have <u>never heard of</u>?

		Heard A Lot About Recently	Heard of But Not Recently	Never Heard of	Don't Know
a.	Madonna	44	48	8	*=100
b.	Jennifer Capriati	9	9	82	*=100
c.	The Simpsons	44	14	41	1=100
d.	Jerry Tarkanian	22	9	69	*=100
e.	Jessica Tandy	37	29	34	*=100
f.	Dana Delaney	7	17	75	1=100
g.	George Steinbrenner	30	44	25	1=100
h.	Paula Abdul	49	24	27	*=100
i.	Brent Musburger	48	16	35	1=100
j.	Bonnie Raitt	25	18	57	*=100
k.	Teenage Mutant Ninja Turtles	74	7	19	*=100
l.	Spike Lee	24	18	58	*=100

Q.9   Do you approve or disapprove of the way George Bush is handling his job as president?

    74   Approve

    16   Disapprove

    <u>10</u>   Don't know/Refused
   100

NOW I WANT TO ASK YOU JUST A FEW MORE QUESTIONS ABOUT TOPICS IN THE NEWS - NOT EVERYONE WILL HAVE HEARD ABOUT THESE.

Q.10   As far as you know, has the United States recognized Lithuania as an independent nation, or not?

    23   Yes

    47   No

    <u>30</u>   Don't know
   100

Q.11   Can you tell me why April 22nd is a special day this year? **(DO NOT READ)** IF Yes, ask: Why is it special?

    13   Earth Day

    15   Incorrect answer

    <u>72</u>   Don't know
   100

Q.12   As far as you know, what was the outcome of the trial of Joseph Hazelwood, the captain of the Exxon Valdez? Was he found guilty of the most serious charges made against him, or was he found not guilty of the most serious charges?

    13   Guilty of most serious charges

    66   Not guilty of most serious charges

    <u>21</u>   Don't know
   100

NOW, A FEW QUESTIONS ABOUT PRESIDENT BUSH.

Q.13 Overall, are you optimistic or pessimistic that President Bush will make progress in solving the country's long term problems?

    64   Optimistic

    29   Pessimistic

    7   Don't know/Refused

    100

Q.14 How would you rate the job President Bush is doing in dealing with the country's <u>long term economic problems</u>? Would you say he's doing an ... **(READ)**

    5   Excellent

    34   Good

    46   Only Fair

    11   Poor job

    4   Don't know/Refused

    100

Q.15 How would you rate the job President Bush is doing in dealing with the country's <u>long term health care problems</u>? Would you say he's doing an...
      (READ)

    2   Excellent

    18   Good

    42   Only Fair

    29   Poor job

    9   Don't know/Refused

    100

Q.16   How would you rate the job President Bush is doing in dealing with the
        country's long term education problems? Would you say he's doing an... **(READ)**

    5   Excellent

    27   Good

    43   Only Fair

    18   Poor job

    7   Don't know/Refused
   100

Q.17   How would you rate the job President Bush is doing in dealing with the
        country's long term environmental problems? Would you say he's doing an...
        (READ)

    4   Excellent

    28   Good

    39   Only Fair

    21   Poor job

    8   Don't know/Refused
   100

Q.18   Overall, what do you think is more important to President Bush: keeping things
        the way they are so that the good things about the country are preserved, OR
        making changes so that the country's problems are solved? Just your
        impression.

    34   Keeping things the way they are

    55   Making changes

    3   **BOTH (VOL)**

    8   Can't say/Refused
   100

Q.19　A prominent Democrat in Washington has been especially critical of President Bush. Do you happen to know has it been...**(READ AND ROTATE CATEGORIES 1-3 RECORD ONLY ONE ANSWER)**

    25   Edward Kennedy?

    20   Richard Gephardt?

     8   Thomas Foley?

    47   Don't know/Refused

    100

Q.20　President Bush recently announced that he did not like and would no longer eat a certain vegetable - do you happen to know what vegetable that was? If Yes, Ask: What vegetable was that?

    76   Broccoli

     4   Other vegetable

    20   Don't know/Refused

    100

TIMES MIRROR DATABASE
PUBLIC ATTENTIVENESS TO MAJOR NEWS STORIES
(1986 - 1990)

PERCENT FOLLOWED
VERY CLOSELY

80   Explosion of the Space Shuttle Challenger (July 86)

73   Destruction caused by the San Francisco earthquake (Nov 89)

69   Little girl in Texas who was rescued after falling into a well (Oct 87)
60   Invasion of Panama (Jan 90)
60   Destruction caused by Hurricane Hugo (Oct 89)

58   U.S. air strikes against Libya (July 86)
53   Crash of a United Airlines DC-10 in Sioux City, Iowa (Aug 89)
52   Alaska Oil Spill (May 89)
51   Supreme Court decision of flag burning (July 89)
50   Opening of the Berlin Wall between East and West Germany (Nov 89)
50   Flight of the space shuttle (Oct 88)

49   Murder of Marine Lt. Col. Higgins in Lebanon, and negotiations to free the other hostages in
            the mideast (Aug 89)
49   Drought and its effects on American farmers (Aug 88)
48   TWA hostage crisis that took place last summer in Beirut, Lebanon (July 86)
47   Political upheaval in China (July 89)
47   Supreme Court decision on abortion (July 89)
46   Nuclear accident at Chernobyl in the Soviet Union (July 86)
43   News about the presidential campaign in 1988 (Oct 88)
42   Hot weather this summer and the greenhouse effect (Aug 88)
42   Downing of an Iranian passenger plane by a U.S. Navy ship (Aug 88)
40   Bush administration's plan to deal with this country's drug problem (Sept 89)
40   The stock market crash (Oct 87)

39   News about the presidential campaign in 1988 (Aug 88)
38   Drug use and efforts to combat it (Jan 90)
38   U.S. Navy escort of Kuwaiti oil tankers in the Persian Gulf (Sept 87)
37   U.S. Navy escort of Kuwaiti oil tankers in the Persian Gulf (Oct 87)
37   Stories about Dan Quayle, the Republican Vice-Presidential candidate (Aug 88)
37   Sentencing of Oliver North (July 89)
35   Attempts to change the abortion laws (Dec 89)
35   Hijacking of the Achille Lauro cruise ship in the Mediterranean (July 86)
35   Explosion and fire on the U.S. Battleship Iowa (May 89)
34   The war between the Colombian government and the major drug traffickers (Sept 89)
33   Crash of the Colombian airliner near Kennedy airport in New York (Feb 90)
33   Congressional hearings about the Iran-Contra affair (Sept 87)
33   Guilty verdict in the trial of televangelist Jim Bakker (Oct 89)

PERCENT FOLLOWED
VERY CLOSELY

31   The World Series (Oct 88)
31   Flight of East German refugees to West Germany (Oct 89)
31   Oliver North trial (May 89)
30   Freeing of jailed black South African leader Nelson Mandela (March 90)
30   Banishment of Pete Rose from baseball for life (Sept 89)
30   The Democratic convention (Aug 88)

**29   LITHUANIA'S DECLARATION OF INDEPENDENCE FROM THE SOVIET UNION
          AND MOSCOW'S RESPONSE (APRIL 90)**
29   Suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a
          black man (Feb 90)
29   Political changes taking place in Czechoslovakia, Hungary and East Germany (Jan 90)
29   Political changes in East Germany and the flight of refugees to West Germany (Nov 89)
29   Attack and sexual assault on a female jogger in Central Park, New York, by a
          group of youths (May 89)
29   Failed coup attempt against Panamanian strongman Noriega (Oct 89)
**28   THE DEATH OF 87 PEOPLE IN A FIRE AT A SOCIAL CLUB IN THE BRONX,
          NEW YORK (APRIL 90)**
28   Political changes taking place in the Soviet Union (March 90)
28   Arrest of Washington's Mayor Barry on drug use charges (Feb 90)
28   The revolution in Romania (Jan 90)
28   Political changes taking place in Czechoslovakia, Hungary and East Germany (Dec 89)
28   Problems at nuclear reactor plants (Oct 88)
28   The end of Gary Hart's candidacy and the Donna Rice allegations (Sept 87)
27   Acquittal of the owners of the McMartin Day Care Center in California who were charged with
          sexually abusing children (Feb 90)
27   The NFL playoffs (Jan 90)
27   The Republican convention (Aug 88)
**26   THE DEATH OF HANK GATHERS, A COLLEGE BASKETBALL PLAYER, DURING A
          GAME (APRIL 90)**
26   Political changes taking place in Czechoslovakia, Hungary and
          East Germany (Feb 90)
26   Passage in Congress of a bill to bail out ailing savings and loan institutions (Aug 89)
25   Supreme Court's hearing of arguments in a Missouri abortion case (May 89)
24   THE NCAA BASKETBALL PLAYOFFS (APRIL 90)
**23   THE ATTEMPT IN IDAHO TO PASS A BILL THAT WOULD SEVERELY RESTRICT
          ABORTIONS (APRIL 90)**
23   THE GREYHOUND BUS DRIVERS' STRIKE (APRIL 90)
23   Discussion of the reunification of Germany (March 90)
23   The World Series (Nov 89)
22   President Bush's visit to Colombia to attend a drug summit (March 90)
22   The Super Bowl (Feb 90)
22   Letter bombings of federal judges (Jan 90)
22   Discoveries made by the spacecraft Voyager 2 (Sept 89)
22   Trial of televangelist Jim Bakker (Sept 89)
22   April hijacking of a Kuwaiti airplane by Shiite Moslems (May 88)
22   Cease fire in the war between Iran and Iraq (Aug 88)
22   News about the presidential campaign in 1988 (May 88)

PERCENT FOLLOWED
VERY CLOSELY

22   Charges that Pete Rose has bet on baseball games (July 89)

21   DISCUSSIONS ABOUT GERMAN REUNIFICATION (APRIL 90)

21   Political changes taking place in Czechoslovakia, Hungary, East Germany
        and other countries of Eastern and Central Europe (March 90)

21   The scandal involving HUD (Aug 89)

20   The Gorbachev/Bush summit (Dec 89)

20   Attempts by the U.S. government to depose General Noriega in Panama (May 88)

20   Post-season baseball playoffs (Oct 89)

19   Elections in Nicaragua (March 90)

19   Coup attempt against the Filipino government (Dec 89)

19   Attempts in Congress to repeal the new catastrophic health insurance plan (Oct 89)

19   Incidents of racial violence in New York City and Virginia Beach (Sept 89)

19   Discussions of a U.S. Soviet arms agreement (Sept 87)

18   Senator Moynihan's proposal to cut social security taxes (Feb 90)

18   The stock market crash (May 88)

18   Conflict in the Middle East between Palestinians and the Israelis in the
        occupied territories (May 88)

17   DISCUSSIONS BETWEEN THE AMERICAN AND JAPANESE GOVERNMENTS ABOUT TRADE
        ISSUES (APRIL 90)

17   A custody case involving a mother who went to jail and a little child taken to New Zealand by
        her grandparents (March 90)

17   Nomination of Robert Bork to serve on the U.S. Supreme Court (Sept 87)

16   Dispute between the President and Congress over allowing Chinese students to remain in
        America (Feb 90)

15   Education Summit held by Bush and the nation's Governors (Oct 89)

15   Ethics committee's investigation of Speaker of the House Jim Wright (May 89)

15   News about the Democratic candidates for the presidential nomination (Oct 87)

15   Conflict of interest allegations about Attorney General Ed Meese (May 88)

15   The scandal involving HUD (July 89)

14   Renewed fighting between government and the rebels in El Salvador (Dec 89)

14   House approval of a cut in the capital gains tax (Oct 89)

14   Spy scandal involving a U.S. Diplomat in Vienna (Aug 89)

14   Coverage of Democratic and Republican candidates for the Presidential nomination (Sept 87)

14   Pending divorce between Mike Tyson and Robin Givens (Oct 88)

13   Civil unrest and ethnic violence in Soviet Azerbaijan (Feb 90)

13   Resumption of fighting in Nicaragua between the Contras and government forces (Nov 89)

13   Elections in Virginia, New Jersey, New York City and other localities (Nov 89)

13   News about the Republican candidates for the Presidential nomination (Oct 88)

12   Marital breakup of Donald and Ivana Trump (March 90)

12   Solidarity's role in governing Poland (July 89)

11   Legalization of banned black opposition groups in South Africa and the promise to free
        Nelson Mandela (Feb 90)

10   Japanese purchase of Rockefeller center in New York City (Dec 89)

10   THE SPENDING AND TAX PROPOSALS MADE BY CONGRESSMAN DAN ROSTENKOWSKI
        TO HELP REDUCE THE BUDGET DEFICIT (APRIL 90)

10   THE ACADEMY AWARDS (APRIL 90)

PERCENT FOLLOWED
VERY CLOSELY

9   Bankruptcy of Drexel Burnham Lambert Inc. (March 90)
9   Trial of Hotel owner Leona Helmsley for tax evasion (Sept 89)
9   Stories about the 20th anniversary of the Woodstock Music Festival (Aug 89)
6   The visit to the United States of Vaclav Havel, the new president of Czechoslovakia (Mar 90)
6   Trip of high ranking officials to China (Jan 90)
6   The scandal involving the Japanese Prime Minister and other high ranking officials (May 89)
6   The scandal involving Congressman Barney Frank and a male prostitute (Oct 89)
2   TOM CRUISE'S SEPARATION FROM HIS WIFE (APRIL 90)