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Study: Political Ads Dominate Hawaii Evening News Broadcasts

Hawaii voters "saw more ads than information" when watching televised news broadcasts prior to the 2012 primary and general elections, according to a study by the nonpartisan, nonprofit [Common Cause Hawaii](#) and Media Council Hawaii.

The two-part study, "Media, Money & Democracy: Political Campaign Advertising and Hawaii Television News in the 2012 Elections," explores political news coverage and political commercials. The study analyzed the evening newscasts on **KHON**, **KITV**, **KFVE**, **KGMB** and **KHNL**.

(Note: KITV is Civil Beat's media partner.)

"We reach a sad conclusion about our local news and its implications for voters and viewers in our democracy," said **Chris Conybeare**, president of Media Council Hawaii. "Large amounts of money for paid advertising overwhelmed political journalism. Content of commercials aired within newscasts went unchecked. Consequently, Hawaii voters lacked critical information at a time they needed it most."

Read Civil Beat's related story, [Editor's Desk: Honolulu TV News Falls Short in Study of Political Coverage](#).

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Photo: Collage of 2012 TV ads. (PF Bentley/Civil Beat)

—Chad Blair

Posted on | [03/23/2014](#) at 9:31AM HST (4 weeks ago)

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