

POLITICIANS' VISIBILITY

The unpleasant has received more coverage than the pleasant.

Leaders	Newspaper (% of election news)	TV (% of prime pime ^{**} election news)
Varun Gandhi	5.6	10.5
LK Advani	6.2	5.62
Sonia Gandhi	3.6	3.4
Lalu Prasad	2.7	3.18
Rahul Gandhi	4	3.14
Manmohan Singh	3.2	3.09
Narendra Modi	3.6	2.45
Mayawati	2.7	2.11
Jayalalithaa	0.6	0.79
Chiranjeevi	1.7	0.54

Study period: 1 Mar to 30 Apr
(*Prime time is 7-11 pm)

Source: CMS Media Lab