

MEDIA ADVISORY



THE FOUNDATION FOR
DEMOCRATIC ADVANCEMENT

Alberta PC and Wildrose Parties Receive Lion's Share of Media Coverage During 2012 Provincial Election

The Alberta Progressive Conservative Party (PC's) and the Wildrose Alliance Party received almost twice the coverage than the other seven registered parties during the last two weeks of the 2012 Alberta provincial election. The [Foundation for Democratic Advancement \(FDA\)](#), a non-partisan organization that advances fair and transparent democratic processes, found that the Alberta PC's and the Wildrose received 65.2 per cent of the total media exposure compared to only 34.8 percent for the seven other registered parties. Five of these seven parties had 4.1 per cent of total exposure. The data was collected from two major corporations for each medium (print, radio, television)

Key points gleaned from the study:

- The Alberta PC's and Alberta Wildrose Parties received a combined 62 per cent of the print coverage as compared to the other political parties.
- The PC party alone received 41 per cent of the radio coverage during the election period comprising almost half the news stories during that period.
- The Alberta PC's and Alberta Wildrose Parties received a combined 64 per cent of the television coverage as compared to the other political parties comprising more than half of the news stories during that period.
- The FDA has found that a clear positive correlation exists between the amount of media exposure and the election results for each party.

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About the FDA

The Foundation for Democratic Advancement ("FDA")'s mission is to advance fair and transparent democratic processes wherever elections occur. The FDA believes that fairer electoral systems and a more informed public will help ensure the election of candidates who truly represent the will of the people. The FDA fulfills its mission by performing detailed electoral audits on political candidates and parties to inform the public, objectively and impartially, about their electoral choices. Also, the FDA audits electoral legislation in terms of fairness and equity.

Media Report:

[FDA Media Report of the 2012 Alberta Election](#)