

## **INTRODUCTION**

The three month period of our review, from April 23, 2002 through July 24, 2002 covers (1) news articles and (2) Editorials and Other Opinion pages.

**APPENDIX A** is a chronological tabulation of news articles, headlines, size, page location, photos, and comments. It also indicates whether the article feature is Pro-Israel, Pro-Palestinian, or Neutral. The information in APPENDIX A is the basis for PRIMER's analysis of news article features. The paragraphs that follow describe salient points about the features.

- **Size**

The size of an article is based on the length of the article and the font size of the title (i.e., headline). It is usually the case that the length of the article will be long, medium or short consistent with the font size of the headline.

- **Page**

The page number identifies the location of the article. The page number is indicative of the amount of attention the article may receive and the newspaper's intent in attracting readers' interest to it. An article that appears on page A1 (the front page) as well as the inside pages, is defined as a front-page article only, unless there is a compelling reason to identify the inside article or headline as another citation.

- **Photo with article**

A photo portrays an image to the reader that serves as important input to the formulation of the reader's opinion. A large, front-page photo often carries significant impact.

- **Pro-Israel/Pro-Palestinian**

An article feature that is labeled "Pro-Israel" or "Pro-Palestinian" was supportive of, or favored that party's position, actions, or cause. In addition, an article may be characterized as favorable to one side because it was simply unfavorable to the other. The "Pro" category when applied to the article text, is based on a broad evaluation of the entire article. It may, however, contain "Anti" segments such as opinion, distortions, inaccuracies, etc.

- **Neutral**

If the article is characterized as neutral under "Comments," it properly presents both the Israeli and Palestinian positions. However, it may contain "Anti" content such as omissions, distortions, etc, but without significantly tilting toward one side versus the other.

- **Comments**

A brief description of the text and photos is described. It explains the basis of the "Pro" or "Neutral" evaluation. The length and absence of a detailed explanation in the "Comment" column does not alter the essence of PRIMER's category evaluation.

- **APPENDIX A Key Classification**

Columns identified as Title Of Article; Size; Page; Photo w/article are classified as follows: N = neutral; I = Pro-Israel; P = Pro-Palestinian; L =large; M = medium; S = small; f = front; i = inside.

The classification under the article Size and Page is assigned the same designation as the article text. Similarly, the photo size and location are assigned the same classification as the photo image. Thus the size or location classification in APPENDIX A does not necessarily reflect whether the size or location is, unto itself, biased. For example, an article that presents an issue that is important to, and favors one side, but is published deep into the newspaper on an inside page, results in an unfavorable or biased location.

APPENDIX B is a chronological tabulation of opinion page articles that analyzes and categorizes each article as "Neutral," "Pro-Israel," or "Pro-Palestinian." The four areas of review include Editorials, Letters to the Editor, OP-ED/Commentary, and Political Cartoons. The "Comments" column provides a brief description of the text, and explains the basis of the "Pro" or Neutral" category. The length or absence of a detailed explanation in the "Comments" column does not alter the essence of PRIMER's evaluation. Please refer to the above discussion of APPENDIX A for an explanation of "Pro-Israel," "Pro-Palestinian," and "Neutral" categories.

- **APPENDIX B Key Classification**

The column identified as Type refers to the following classification of features: 1 = Editorial; 2 = Letters to the Editor; 3 = OP-ED/Commentary; and 4 = Political Cartoon.