ANALYZING
NEWSPAPER CONTENT
A HOW-TO GUIDE

Including National Comparison Data for U.S. Daily Newspapers

By
Stacy Lynch & Limor Peer, Ph.D.

READERSHIP INSTITUTE
Media Management Center at Northwestern University

Table of Contents

Introduction: Why Measure Content?

This guide is intended for anyone who wants to establish a reliable measure of what news and information is appearing in a newspaper and in what proportions.

Far from being just an academic exercise, it can have actionable results. It's a good way of bringing hard evidence to discussions about "we run too much of this" or "we don't publish enough of that." It can allow newspapers to compare themselves to competitors, and against newspapers of a similar size nationally.

It can help inform decisions about resource allocation. And, if repeated at appropriate intervals, it allows you to track content over time to measure readership-building changes that you make to editorial content.

As part of the Impact study, the Readership Institute embarked on the largest content analysis ever completed. It looked at 100 different newspaper titles analyzing 47,000 different stories in 700 issues. This guide passes along the well-tested methods and tools used in that study, as well as national baselines for comparison.

Content analysis does not need to involve laboriously measuring every piece of news/information in the paper over an extended period of time. If you follow the scientific sampling methods presented here, and apply the guidelines with care and consistency, you will gain a reliable picture with which you can make informed decisions.

Part I: Getting Started

Estimating Time

While content analysis is not difficult, you must be prepared to devote the time required to do it properly and to assign diligent people to the project.

A project manager should take charge of the content analysis to see it through to completion. The project manager's main qualification is a commitment to the quality of the data and a meticulous personality. The challenge in content analysis is making sure that everyone is following the rules and coding in the same way. A proactive approach is the only way to ensure quality, because even if people seem to understand procedures, that's no substitute for actually checking their work.

We recommend putting together a team of between five and 10 people (depending on the newspaper's size) to do the work under the supervision of a project manager. Content analysis is a skill that improves with practice so it's best if the team commits for the duration of the analysis. The more people you have cycling in and out, the greater the potential for inconsistent results. Don't limit yourself to just newsroom staff. Well-trained interns, local college students and other non-newsroom staff can be equally good.

The time needed to analyze a week's newspaper content depends on the size of the newspaper (see table below). The more stories, listings and content promotions that are printed in a typical week, the more time it takes to complete analysis. Coding speed also increases with experience, so if someone can dedicate 10 hours to coding, they will be more productive than two people who dedicate five hours.

Hours Needed for Content Analysis

	Newspaper Circulation Size				
	10,000-25,000	25,000-50,000	50,000-100,000	100,000-200,000	200,000 +
Preparing newspapers for analysis	10	12	14	21	21
Training	3	3	3	3	3
Examining stories	37	44	49	50	58
Listings, promotion & structure	15	15	18	20	25
Data entry	6	8	9	9	9.5
Total Project Time*	71	82	93	103	117
Time per person (team of 10)	10	11	12	13	14.5

 * Total project time excludes data analysis, which can vary substantially, and overall project management time.

First allow two to three hours to prepare each edition of the paper for analysis. This may seem excessive but it's absolutely necessary. Then estimate the total number of stories to be analyzed (see chart below). The story analysis is the most time-intensive and consumes most of the time. A reasonable coding speed is 15 stories per hour – three minutes per story without

interruption. A proficient reader can code up to 45 stories per hour but only after many hours of practice.

Analysis of listings, content promotion and overall newspaper structure requires between two to three hours per edition studied.

Also include time for initial training – we recommend three hours.   It's probably the most valuable time in the whole process.   See page 10 for a trainer's guide on how to lead such a session.

Please note that the time estimates shown exclude general organization and analysis of results, which vary by newspaper. As was mentioned before, the project manager needs to be appointed to supervise the entire project.

Tabulation and analysis time varies greatly depending on the level of detail desired. Basic analysis can be completed in approximately 10 hours, time needed can expand to hundreds of hours for very detailed analysis.

Setting Goals and Designing Questions

Setting Goals

Before starting, be clear on objectives.   What are you hoping to learn? Do you have any areas of coverage that you want to focus on? How detailed do you want the information to be? Will you look at seven-day averages only, or will you want to look at Sunday separately? Will you want to look at certain story types in detail – food coverage, for example? All of these questions determine not only the questions you ask but also the quantity of stories that should be analyzed.

This guide offers an "off the shelf" approach to content analysis. Part II includes complete instructions and all the forms necessary. By following these protocols you will be able to compare yourself to other daily newspapers. Seeing how your newspaper compares with the industry, for example, may very well be one of your goals. If that is the case, we strongly urge you to use these same questions. In this guide, we include instructions and forms designed to measure key dimensions of content including:

- Story theme (main topic)
- Geographic focus (local, state, national focus)
- Treatment (narrative, inverted pyramid style)
- Origin (staff vs. wire etc.)
- Visual presentation
- Diversity of sources and photos
- Overall newspaper structure
- Content promotion
- Listings

In combination, these questions allow you to talk about how many local business stories vs. national business stories are run, how many have photographs and how many were taken off the wire and many other things. The flexibility allows a wide range of possibilities. The sampling recommendations are also geared to evaluate the overall proportion of different story types and how they compare to a national sample.

If you have additional goals you will need to make adjustments and design additional questions. Information on how to design questions that address these additional goals follows in the next section. Otherwise, you can skip the next section.

Designing New Measures

If you have content analysis goals beyond the ones mentioned above, you can add questions or take a different sample. You may decide to be more specific in local coverage, breaking down news from different counties or towns. There may be a topic of ongoing coverage unique to your area that you may want to identify as its own theme. Any variation is possible.

Before getting started, first be selective in what you want to study. Content analysis works best when you focus on a few key elements. Also recognize that designing questions can become complex. As you think of new questions you'd like to ask, make sure that the idea you want to measure is clear. If it doesn't have some logic behind it that you can explain in one

sentence and some concrete attributes you could find in the newspaper, it's probably not measurable.

The idea must also be capable of objective measurement. There are a lot of interesting aspects of content that are so subjective that there's no way to create firm guidelines that coders can apply consistently, both as individuals and amongst themselves. A good example is trying to measure whether a story is "positive" or "negative." Occasionally a content analysis attempts to measure positive or negative coverage but it usually is very narrowly defined and is often problematic and costly.

It's also helpful to decide whether what you're trying to measure is "latent" or "manifest" content. Manifest content refers to concrete things that you can point to in the text of the story – for example how many times a certain word appears, or how many different people are quoted. Latent content doesn't have those same concrete cues and is usually the more subtle result of many different things. Writing style is a good example of latent content. It might be difficult to point to a specific word or sentence that makes a story "lively" but it is contained in the story nevertheless. In general, manifest content is much easier to measure than latent content. Latent content analysis requires extensive training and reliability testing and should be approached with caution.

Even more difficult than deciding what you want to measure is creating categories. Whole books have been devoted to the subject (see Appendix I) but here are a few guidelines:

1. Categories should be mutually exclusive. Make sure that they don't overlap.
2. Make sure there are meaningful differences between rating categories. Fine distinctions between categories or ratings cause confusion and make results unreliable. A good example would be asking people to rate stories as: not local, somewhat local, primarily local or completely local. You can bet that coders will get confused between "somewhat" and "primarily" and would sit and wonder what a "completely" local story would be.
3. Make sure there's a category for everything. If there's no category, coders will try to force stories into inappropriate categories and distort results.
4. Only create separate categories for things you see often. Don't create a new category specifically for a unique column that runs once a week. The goal is to be able to classify stories 95 percent of the time. There will always be 5 percent of the stories that are odd – create an "other" category and use it judiciously.

These last two points may seem to be at odds. It's a balancing act between having too few categories and miscoding stories and having too many and creating confusion. The best answer is to test categories using real stories. By coding a few dozen stories it will become clear very quickly if you have too many stories that don't have a category or categories without any stories in them at all.

Once you feel like you've got a good handle on what you're going to measure, and what the possible answers for that measurement are, test it. Ask five to 10 people to read five or 10 typical stories and code them. Everyone should come up with the same coding categories 75 percent of the time. If they don't, you may need to reduce the number of categories to eliminate overlap and make the definitions clearer. If that doesn't help, you may be measuring something that's just too unreliable.

Deciding How Many Newspapers and Stories to Study

We recommend studying a week's worth of newspapers, looking at a proportion of stories, overall structure, listings and content promotion. This allows a very thorough look at a newspaper in the most efficient way. Although tempting, studying a month of newspapers isn't significantly more reliable than a week's worth of papers. Additionally, it isn't necessary to study every story to get a valid understanding of what a newspaper contains: good sampling can do that.

If you want to be very thorough, you can repeat your analysis several times, waiting a few months between samples. This would give you a broader base from which to draw conclusions and let you track changes over time.

Selecting Copies of Your Newspaper for Analysis

The goal should be to select typical issues with a normal mix of coverage. Avoid monumental news events that radically change coverage, major holidays, extraordinary special sections or anything else that alters more than ten percent of content from the usual mix. Also avoid major internal events. For example, don't pick the week that a quarter of the staff is on vacation or the week that the new computer system goes on line.

You'll want to select a representative week, but in order to minimize the distortion one major news event might cause, do not select consecutive days. We recommend selecting every third day until you have an example of every day of the week. This will correct for any normal differences in news that naturally happen.

For the Impact study we studied a final home/city edition of the newspaper. Select whatever edition you would consider most typical of your coverage and make sure that you have all sections. If you choose, you can study multiple editions of a section (to look at zoning). Before adding more work to the process, make sure that content is truly different enough to make it worthwhile. As you collect the papers, get two complete copies of the paper (put one set of papers in a cabinet somewhere just in case something happens to the original used for analysis).

Deciding How Many Stories to Read

We recommend you read only a portion of the stories in these seven days of newspapers. The proportion of stories recommended follows. Appendix B, "Story Assignment Sheets," will help you achieve a random sample of stories while also showing you how to divide the work among five different readers. If you follow these lists, you will automatically have the correct proportion.

	Newspaper Circulation Size				
	10,000-25,000	25,000-50,000	50,000-100,000	100,000-200,000	200,000 +
Total Stories Per Week	504	645	800	894	1137
Recommending Sampling Ratio	70%	68%	65%	60%	50%
Total Stories for Analysis	350	450	520	540	570

Preparing the Newspaper for Analysis

Defining and Numbering Stories

There are several different parts of a newspaper that will be analyzed (i.e. stories, listings, content promotion and overall structure). This section will explain the story analysis procedures. Instructions for studying listings, content promotion and overall structure appear at the end of this section.

The first step in analysis is to go through the newspaper and identify all the stories, differentiating them from the listings and content promotion. At first glance, this may seem like an unnecessary step, but it's critical for consistency and even distribution of work.

Newspapers are composed of various types of content including stories, advertisements, listings and graphics. The differences between these categories can be sometimes confusing. Stories must meet the following criteria:
1. Longer than two inches in length. On a standard-sized column it can be measured with a ruler.
2. Must be written in complete sentences with a central theme.
3. Must *not* be part of a paid advertisement.
4. Must be a complete story, not a promotional reference for a full story contained elsewhere.

Stories are often confused with listings, which are clearly editorial in content but must be analyzed in a different way. The reason for differentiating listings from stories is that listings often cover many different topics in one section, can have many authors etc. Refer to page 11 for instructions on how to measure listings.

How to Handle Briefs, Q & A Columns and Similar Formats

Many times, several short stories and briefs share a common header, e.g. "Police News," "Around the City" etc. Each brief, so long as it meets the minimum two-inch length, should be considered as a complete, distinct story. If a story or brief is less than two inches, it should not be counted as a story although other briefs under the same header that do meet the minimum length requirement should be included.

Question and answer columns and advice columns such as 'Dear Abby' or 'Ann Landers' should be treated as one story. The same should be done with celebrity and gossip columns that may contain multiple sections but have a general topic and one identified author.

Stories Do Not Include

- Content promotion references that lead to stories elsewhere
- Sports agate
- Stand-alone photographs or graphics
- Death, birth, engagement, wedding or anniversary notices that are submitted

- TV and movie listings
- Stock price listings
- Weather maps
- Crosswords or comics
- Horoscopes
- Community listings or advertisement content, which must be paid for

Next you will learn how to number stories. All editorial content that is not considered a story including weather maps, agate type and other such content is considered a listing. Details on how to handle listings appear on page 10.

Numbering Stories

Before numbering, make sure that you have a complete edition of the newspaper and that sections are in the correct order. Remove pre-printed advertisements and then verify, using the printed index on the front page, that all sections are there.

Now you're ready to number stories. Begin numbering each story starting on the front page. Each time you find a new headline, write a numeral to the immediate left of the headline. Number each story consecutively, from page to page, from section to section – don't start renumbering from one at the start of each section. Number from top to bottom, left to right – being systematic reduces the chance for skipping stories. A few guidelines:
- If a story jumps, number it only on the first page it appears.
- Keep a ruler handy and ignore stories less than 2" in length.
- If you accidentally skip a story, don't re-number everything to keep it consecutive, just give it the next available number and make a notation at the bottom of the front page where the "out of order" stories can be found.
- Watch out for advertisements that look like stories.

We encourage you to look at Appendix A for real examples of story and non-story content. These examples show various types of listings that can be mistaken for stories.

A typical newspaper's daily story count:

	Newspaper Circulation Size				
	10,000-25,000	25,000-50,000	50,000-100,000	100,000-200,000	200,000 +
Mon-Saturday	68	88	110	121	153
Sunday	96	117	140	168	219
Weekly Total	504	645	800	894	1137

Highlighting Listings and Content Promotions

Go back through the papers and, using a highlighter, scan each page and draw a box around each listing. Listings should not have been counted as stories and should not be part of a story. Listings are defined as editorial content that is not a story, not a paid advertisement, presented as a collection of numbers and other information and is not in complete sentences. (For additional examples see Appendix A). A few guidelines:

- Listings are usually in smaller type, "agate," and often are seen in long columns.
- Frequently-seen listings include sports scores, stock prices, entertainment listings, church directories and similar information.
- Listings can include graphics and photographs such as the weather map.
- Statistics and numbers included in the text of a story are not listings. Listings must be a stand-alone feature.
- Be careful of paid-advertisements that might appear to be listings. Examples include: classified ads, personals, paid death notices and other obviously advertisement areas.
- If it's unclear if a group of listings are paid advertisements or not, consider them editorial listings (readers probably don't know the difference either).

Once you've highlighted listings, go back through the paper using a different color highlighter and draw a box around each content promotion (be sure to use a different highlighter color than with the listings or it will be difficult to differentiate between the two). Content promotion is very broadly defined as anything that:

- Highlights a content item contained elsewhere in the newspaper.
- Highlights a content item that will be published in a future edition or on the website.
- Promotes the newspaper overall using the brand name of the paper.
- Promotes any service or feature of the newspaper including circulation sales, classified ad sales etc.

Content promotion includes (but is not limited to):
- The main flag (i.e. the title) of the newspaper.
- Refers, skyboxes, rails and many other front-page bits about inside content.
- All indices, front page or otherwise.
- House advertisements of any sort.
- All contact information having to do with the newspaper itself.
- All advertisements for any of the newspaper's subsidiary publications.

Content promotion does not include:
- Author e-mail address at the end of articles
- Spacer ads contained in the classified section
  This last exclusion is arbitrary and is done basically to simplify the work. Everyone runs a quantity of small filler ads that are almost impossible to count. Although real, we don't include them.

Now you've prepared the newspapers for analysis. You've identified the stories that will be studied as well as all the listings and content promotion. Now it's time to organize the coders and get started.

Selecting and Training Coders

You've selected your papers and are ready to start. Analyzing the listings, content promotion and overall structure is a straightforward task that one or two people could do in a few hours. Analyzing the stories is much more laborious and requires a team to work on it.

We recommend recruiting a group of between five and 10 people to analyze and code the identified stories, with smaller newspapers working with a smaller coder team.

Select people who, in the course of their daily work, show good judgment. It is extremely important that they also be people who can follow rules and who are detail-oriented. Avoid people who are too intimately involved in producing the paper and who will be able to step back from it and code it objectively.

There's a rule-of-thumb about this type of work: 80 percent of the mistakes will come from one coder. Often, it's not the person who asks the most questions or spends the most time learning the process. It's usually the person who says that she understands but doesn't and makes the same two or three mistakes on every story that she codes.

Having people work as a group will help with some of this: people can discuss problem stories as they code and learn together. Nevertheless, you will still need to spot-check work. Just select a few stories randomly and check to make sure that the decisions make sense. Keep doing it throughout the coding process and it will greatly improve results.

Once you have the newspapers prepared for analysis and a crew of people set to help you, there's one last step before starting – that's training.

Convene the group of coders for an hour-long meeting to review the definitions and procedures. Go over the coding sheet and talk about what each question means and how to collect the information.

Then practice on five or 10 example stories from your newspaper. Everyone should practice coding them on their own. Then go through each story and talk about how they were categorized – this is extremely helpful in making sure that everyone understands the definitions. Everyone can code the example stories using the forms and then discuss as a group any doubts or confusion. This is usually enough to make sure that everyone understands.

We encourage you to take additional steps to ensure that personal bias and difference of interpretation are minimized. Please see Appendix C for more important information about how to ensure consistency in coding among coders.

As we mentioned before, we strongly recommend coding be performed in a group setting. Gather people together in a conference room for three-hour blocks. Not only will the project be done faster, it will also increase consistency among the coders.

Dividing the Work Load

The next step is to assign stories for each person to analyze. It's important to have several people work on each paper – and each section. This is because it is inevitable that coders will be a bit inconsistent. Some may have more strict standards about what a "feature" story is than others. Others may simply be a bit confused about how a term is defined and may make incorrect assumptions. If only one person read all the sports stories and they misunderstood something, sports data will look very strange and you won't know why. If several people read sports, even if one of them doesn't understand a point, distortion will be minimized and you'll still be able to make fair comparisons.

We've put together "story assignment" sheets in Appendix B. We assume that five different coders will work on the project (but you can split them up additionally for more people). Coder 1 just reads down his or her column and analyzes those stories. She sees that she needs to read story 18, finds story 18 in the newspaper and fills out a sheet. It's that simple. This automatically gives you the correct sampling percentage (depending on your size) and randomizes story analysis.

Part II: Using Readership Institute Tools

The Readership Institute, as part of its overall study of readership, developed the following tools to measure content. They were used to analyze more than 47,000 stories in 100 different newspapers across the United States. They have been modified slightly for ease of use and to improve consistency. Please feel free to use them, in total or in part.

There are four sections below, corresponding to the analysis instruments:
- Stories in the newspaper
- Overall newspaper structure
- Listings
- Content promotion

At the first part of each section you will find the analysis form that you should fill out. For stories, make one copy of the form for each story that you plan to analyze. For the structure analysis, listings and content promotion you will need only one copy for each edition of the newspaper.

Following each form you will find instructions and definitions on how to use the form. Be sure to read through all instructions before beginning. The instructions explain, question by question, what should be measured and how.

We recommend giving each person coding stories the following materials:

- Story analysis forms for each story they will examine
- Story analysis instructions and definitions
- Quick reference code list
- Ruler

For those who will analyze structure, listings and content promotion
- Newspaper structure analysis instructions
- Listings instructions & worksheet
- Content promotion analysis instructions & worksheet
- Scrap paper and pencil
- Highlighters
- Calculator
- Ruler

The sheets have been set up for easy data entry. In each blank insert a numeral or a checkmark (as appropriate). For more information on data entry, see "Part III: Reviewing and Interpreting Data" on page 29.

Story Analysis Form

Make one copy of the following form for each story you plan to analyze. To determine how many stories to analyze (and which ones to analyze) refer to Appendix B.

Each question has a blank that must be filled out. Instructions for how to fill out each blank appear in the next section. We have also created a "quick reference" sheet that can be photocopied for each coder.

Story Analysis Form

_____ **Story ID**

_____ Coder

_____ Data Entry

Front Page of Newspaper

_____ Yes = 1; No =2

Section Front

_____ Yes = 1; No =2

_____ Section (USE CODE)

_____ Quadrant (USE CODE)

"Go and Do" Information

_____ Yes = 1; No =2

Jump

_____ Yes = 1; No =2

Photos & Graphics

_____ # Graphics

_____ # Color Graphics

_____ # Photographs

_____ # Color Photographs

Photo Diversity

_____ # with visible faces

_____ # with faces of color only

_____ # with white faces only

_____ # with white & face of color

_____ Total Area (Measure in square inches)

_____ Photo Area (Measure in square inches)

Origin:
_____	1.	Wire/News Service
_____	2.	Staff
_____	3.	Reader
_____	9.	Unknown

Geographic Focus:
_____	1.	Local
_____	2.	State/Regional
_____	3.	National
_____	4.	International
_____	9.	None

Treatment:
_____	1.	General News
_____	2.	Feature
_____	3.	Commentary/Criticism
_____	9.	Other

Theme: _____ USE CODE

Subtheme: _____ USE CODE

Sources:

_____ # of sources quoted

_____ # of officials/celebrities

_____ # of ordinary people

_____ # of identifiably male

_____ # of identifiably female

_____ # of _g_ender unidentifiable

General Reaction:
        (1 = negative…..10 = positive)

How interesting was the story?
1   2   3   4   5   6   7   8   9   10

How clear and understandable was the writing?
1   2   3   4   5   6   7   8   9   10

How emotionally engaging was the story?
1   2   3   4   5   6   7   8   9   10

Is this a story you would _choose_ to read?
1   2   3   4   5   6   7   8   9   10

Story Analysis Form Instructions

Fill out one form per story.
Below you will find definitions of each question and how to answer them.

Story ID

Newspaper Date (6 digit) – Story # (2 digit)
November 11, 2001 newspaper story 4 would be: 111101-04
If analyzing more than one newspaper title, add another code at the front indicating paper.
For example 2-111101-04

Coder

Initials of coder

Data entry

Initials of data entry person

Front Page

Mark 1 if the story starts on the front page, 2 if it doesn't. If a story starts on the front page and continues inside, it's still front page. This does not include promotion of the item on the front page (if a skybox refers to a story inside, it does not count as a front page story).

Section Front

Mark 1 if the story starts on a section front, 2 it if doesn't. If a story starts on the section front and continues inside, it's still a section front. This does not include promotion of the item on the section front (if a skybox refers to a story that doesn't appear on the section front, it does not count as a section front story).

Section

Mark the section that the story appears in from the list below using the appropriate number. A section is a stand-alone entity, not just a themed page. Be careful *not* to confuse the *story's content* with the *section in which it appears*. (Note: you can modify this list to reflect your newspaper specifically.)

1. Front Section
2. Local, State & Regional News
3. Sports
4. Business
5. Food
6. Lifestyle
7. Weekend Entertainment
8. Family & Parenting
9. Youth-oriented
10. Education
11. Home, Garden & Real Estate
12. Books
13. Editorial/Opinion
14. Fashion
15. Sunday Magazine (non-syndicated)
16. Science or Health
17. Computers & Technology
18. Travel
19. Classified
20. Other

15

Quadrant
> Mark the location where the story starts on the page. If the story extends across two quadrants, mark where the majority of the headline appears.

1	**2**
3	**4**

"Go and Do" Information
> Includes:
> - Times, dates and places where events will occur.
> - Phone numbers to call and make reservations, join in etc. and not just with the author.
> - Website URLs of non-newspaper sources of information.
> - Recipes.
> - Author phone number and e-mail is NOT go and do information.

Jump
> A story is said to have "jumped" when it is continued on another page – usually with a tag such as "see Tree Page 8" at the end. Jumping applies only to the text of the story itself and doesn't apply to a promotional bit (like a skybox) that may appear independently of the story.

Graphics
> Graphs, charts and any non-photograph visuals used to help tell the story; note total number of graphics and the number that appear in color.

Photo
> Mark the total number of photographs and the number of color photographs.

Photo Diversity
> - Mark the number of photographs with visible faces.
> - Mark the number of photographs that include only a face of color (which includes black, Asian, Hispanic, Native American etc.)
> - Mark the number of photographs that include only a white face.
> - Mark the number of photographs that include both white faces and faces of color.

Total Area
> Measure the total area of the story in square inches. Include headlines, photographs, graphics and any other material relating to the story. If a story jumps, include material before and after jump.

Photo and Graphics Area
> Measure and total the area of all photographs and graphics in the story in square inches. Round to the nearest square inch.

Origin/Source of Story

      1. **Wire/News Service:** stories from the AP, Reuters or any other news service. We also include stories credited to another newspaper (not the home newspaper).

      2. **Staff:** stories with or without a byline that are identified as coming from the newspaper. Includes "special to" and correspondents of the newspaper.

      3. **Reader:** use only on *either* editorial pages where readers write columns or letters to the editor, *or* in cases where stories are specifically identified as being written by readers.

      4. **Unknown:** use when the source of the story is not stated.

Geographic Focus

      Relative to the paper being published, determine the general focus of the story. In case of doubt, think through the following questions to clarify:
            1. Is a specific locality, state, region, or nation identified in the story?
            2. Is the story significantly more interesting to state, region, national or international readers?
            3. Does the story seem to be tailored for people from a certain locality, region, state or nation?

      By answering these questions, the geographic focus should become clear. Remember that although mention of specific geographic areas is important to note, it can sometimes be misleading. For example, there may be mention of the United Nations in New York, but that doesn't mean that it's a New York story. Similarly legislation can be passed in Washington, D.C., which deals directly with a local issue. It's important to consider what makes the story newsworthy, and, more specifically, why is it in *this* newspaper?

Treatment
      The way that the story is written, not to be confused with the subject of the story.

   1. **General News:** any story that emphasizes facts of a recent event. Often uses a straight news or inverted pyramid style of writing.

   2. **Feature:** longer, more reflective tone; often humorous or entertaining. Can be on a serious subject but tries to tell a story rather than just regurgitate a series of facts.

   3. **Commentary/Criticism:** any story that offers a first-person opinion or is a stated opinion of the newspaper, e.g. editorials, opinion or advice pieces, art, music and entertainment criticism and product advice *etc*.

   4. **Other**

Themes

Most stories are complex and therefore involve more than one theme. You need to decide which theme is most prominent. The questions to ask are: What is this story really about? What is the main point in the story? What is the central concept described in the story? To answer these questions, use the following guidelines:

1. Look at the actions or developments in the story, rather than the context in which they occur.

2. Focus on why this story is in the paper at all – usually something has to happen (a news peg) that can give you a clue on how to classify the story.

3. If you cannot decide between two themes (or more) you can resort to paragraph counting (i.e. choose the theme that has more paragraphs in the story).

4. Use headlines or section heads as clues only: a story in the Business section is more than likely to include information relating to business, but it should not necessarily be coded as "business" for theme.

5. Discuss the story with another coder if you're still uncertain.

Example:
A story about the theft of the Oscar statues can be seen as a police/crime/courts/legal story or as an entertainment story. In this case we would select the police/crime theme because that is the main occurrence in the story; the act of theft is what the story is about. The fact that it happened in the context of entertainment (and that it possibly appeared in a section on entertainment), should not lead you to code the theme as entertainment.

Sources

This is a time-consuming question and should be considered optional. Count the number of sources directly quoted in the story (references do not count). Count the number of officials quoted, the number of ordinary people, identifiably male and female. Gender identification should depend on more than name, also look for pronouns such as he or her etc.

General Reaction

Also an optional portion. Can give a general view of what's in the newspaper and identify stories for later discussion and teaching examples.

Quick Reference Code List

Themes

1. Politics/government/war (*select subcategory)*
    - 101. Police/crime/courts/legal
    - 102. Business, Economics & Personal Finance
    - 103. War/International Conflict
    - 104. Education
    - 105. Elections
    - 106. City planning, land use
    - 107. Other
2. Police/crime/courts/legal
3. Natural disaster/accident
4. Business, Economics & Personal Finance
5. Sports (*select subcategory*)
    - 501. Women's sports
    - 502. Recreational
    - 503. High School
    - 504. College
    - 505. Professional
    - 507. Other
6. Entertainment (*select subcategory*)
    - 601. Movies
    - 602. Television
    - 603. Pop Music
    - 604. Fine Arts
    - 605. Books
    - 606. Celebrity News
    - 607. Other
7. Parenting and Relationships
8. Science and Technology
9. Health, fitness & medicine
10. Education
11. Automotive
12. Leisure Travel
13. Environment and Weather
14. Religion/Spirituality
15. Ordinary People
16. Home, Garden and Real Estate
17. Food
18. Community Announcements (including weddings, events etc.)
19. Obituaries
20. Fashion and Beauty
21. Other

Sections

1. Front Section
2. Local, State & Regional News
3. Sports
4. Business
5. Food
6. Lifestyle
7. Weekend Entertainment
8. Family & Parenting
9. Youth-oriented
10. Education
11. Home, Garden & Real Estate
12. Books
13. Editorial/Opinion
14. Fashion
15. Sunday Magazine (non-syndicated)
16. Science or Health
17. Computers & Technology
18. Travel
19. Classified
20. Other

Quadrants

1	2
3	4

Structure, Listings and Content Promotion Analysis Worksheets

In addition to studying the story content, it's helpful to look at the overall organization of the newspaper as well as the listings and content promotion. Make one copy of the analysis worksheet for each week of newspapers you plan to study.

Below you will find a series of forms & instructions:
- structure analysis (for counting sections and total content)
- listings tabulation sheet and worksheet (for counting and tabulating agate listings)
- content promotion tabulation sheet and worksheet (for counting and tabulating content promotion).

Unlike story analysis, which requires a team of coders, one or two people can complete this analysis in a relatively short amount of time.

Structure Analysis

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Total # of pages							
Total # of stand-alone sections							
# of Stories							
# of Full-Color Pages							
Inventory of Sections							
Front	☐	☐	☐	☐	☐	☐	☐
Local, State & Regional	☐	☐	☐	☐	☐	☐	☐
Sports	☐	☐	☐	☐	☐	☐	☐
Business	☐	☐	☐	☐	☐	☐	☐
Food	☐	☐	☐	☐	☐	☐	☐
Lifestyle	☐	☐	☐	☐	☐	☐	☐
Weekend Entertainment	☐	☐	☐	☐	☐	☐	☐
Family & Parenting	☐	☐	☐	☐	☐	☐	☐
Youth-oriented	☐	☐	☐	☐	☐	☐	☐
Education	☐	☐	☐	☐	☐	☐	☐
Home, Garden & Real Estate	☐	☐	☐	☐	☐	☐	☐
Books	☐	☐	☐	☐	☐	☐	☐
Editorial/Opinion	☐	☐	☐	☐	☐	☐	☐
Fashion	☐	☐	☐	☐	☐	☐	☐
Sunday Magazine (non-syndicated)	☐	☐	☐	☐	☐	☐	☐
Sunday Magazine (syndicated)	☐	☐	☐	☐	☐	☐	☐
Science or Health	☐	☐	☐	☐	☐	☐	☐
Computers & Technology	☐	☐	☐	☐	☐	☐	☐
Travel	☐	☐	☐	☐	☐	☐	☐
Comics	☐	☐	☐	☐	☐	☐	☐
Classifieds	☐	☐	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐	☐	☐

Listings Tabulation

Listings	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category							
Sports							
Stocks							
Television							
Movies							
Entertainment							
Obituaries							
Comm. Announcements							
Other							
Total							
Count by category							
Sports							
Stocks							
Television							
Movies							
Entertainment							
Obituaries							
Comm. Announcements							
Other							
Total							

Data can be tabulated using included Excel spreadsheet or manually using following worksheets

Listings Analysis Worksheet

This sheet will help you calculate totals listings. Once you've highlighted all of the boxes of listings, fill out the each line with the size in square inches and the type. Use one worksheet per issue of the paper. You can also use a spreadsheet for quick tabulation.

Number	Area (in square inches)	Type*
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

* Type = 1=sports, 2=stocks, 3=tv, 4=movies, 5=entertainment, 6=obituaries, 7=community announcements, 8=other

Content Promotion Tabulation

Content Promotion	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category							
General							
Same-day Content							
Upcoming Content							
Web Site							
Total							
Count by category							
General							
Same-day Content							
Upcoming Content							
Web Site							
Total							

Data can be tabulated using included Excel spreadsheet or manually using attached worksheets

Content Promotion Analysis Worksheet

This sheet will help you calculate the content promotion totals. Once you've highlighted all of the promotion items, fill out the each line with the size in square inches and the type. Use one worksheet per issue of the paper. You can also use a spreadsheet for quick tabulation.

Number	Area	Type*
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

* Type: 1=same-day content, 2=upcoming content, 3=website, 4=general promotion

Newspaper Structure Analysis Instructions

Overall Structure

The inventory of your newspaper should provide a detailed and itemized list of the publication's components. Use the "Structure Analysis" chart to tabulate all data. For each newspaper day, count the number of:

Stories

You should have a total story count already from the story numbering process. Refer to the last numbered story in each day's newspaper.

Stand-alone sections

Must be stand-alone sections, do not count themed pages.

Color pages

Spot color or four-color pages count. Include pages that have any color editorial or advertising content.

Total pages

You must measure the total number of printed pages in your edition. If you publish a mixture of broadsheet and tabloid sections, convert them to all to broadsheet pages.

1. Count the number of standard pages. That should be each page on each printed side. Set aside non-standard sized pages for now.
2. Measure the size of a standard page in inches. Calculate the area of standard page. A typical broadsheet page might be 22.5 inches high by 13.3 inches wide for 295 square inches per page.
3. For each non-standard section measure the size of each page and multiply it by the number of pages. Then divide by the standard page area for the standard page equivalent.

$$\frac{\text{Page Count x Page Size}}{\text{Standard Page Area}} = \text{Standard Page Equivalent}$$

4. Convert all non-standard pages to a standard size and total the number of pages.

Inventory of sections

Under "Inventory of Sections" check the box for each day a particular section appears in the newspaper. Write the names of sections not listed in "Other" and check the appropriate boxes.

Listings Analysis Instructions

If you haven't already done so, mark all the listings in the paper using a highlighter. Scan each page and mark all listings by drawing a box around it. Listings should not have been counted as stories. Listings are defined as editorial content that are not stories, not paid advertisements, presented as a collection of numbers and other information and not in complete sentences. (For additional examples see Appendix A). A few guidelines:

- Listings are usually in smaller type, "agate," and often are seen in long columns.
- Frequently-seen listings include sports scores, stock prices, entertainment listings, church directories and similar information.
- Listings can include graphics and photographs, such as a weather map
- Statistics and numbers that are part of story are not listings. Listings must be stand-alone.
- Be careful of paid-advertisements that might appear to be listings. Examples include: classified ads, personals, paid death notices and other obviously advertisement areas.
- If it's unclear if a group of listings are paid advertisements or not, consider them editorial listings (readers probably don't know the difference either).

Once you've marked each listing, go back through and code each one. Measure the size of the listing and give it a code according to the following scheme. Write both the square area and the listings type in the newspaper itself – it makes it easier to keep track and correct errors later. Then go back and tabulate the listings using an Excel spreadsheet or the attached worksheet.

Listings Codes:

1. Sports
2. Stocks
3. Television
4. Movies
5. Entertainment
6. Obituaries
7. Community Announcements
8. Other

Content Promotion Analysis Instructions

If you haven't already done so, mark all the content promotions in the paper using a highlighter (use a different color than you did with listings). Scan each printed page and draw a box around each content promotion item. Content promotion is very broadly defined as anything that:

- Highlights a content item contained elsewhere in the newspaper
- Highlights a content item that will be published in future edition or on the website
- Promotes the newspaper overall using the brand name of the paper
- Promotes any service or feature of the newspaper including circulation sales, classified ad sales etc.

Content promotion includes (but is not limited to):
- The main flag (i.e. the title) of the newspaper
- Refers, skyboxes, rails and many other front-page bits about inside content
- All indices, front page or otherwise
- House advertisements of any sort
- All contact information having to do with the newspaper itself
- All advertisements for any of the newspaper's subsidiary publications

Content promotion does not include:
- Author e-mail address at the end of articles
- Spacer ads contained in the classified section
  > This last exclusion is arbitrary and is done basically to save the sanity of coders. Everyone runs a quantity of small filler ads that are almost impossible to count. Although real, we don't include them.

Once you've identified all the content promotion items, go back and code each once in the same way you've coded listings. Measure the square area of each content promotion item and write it adjacent to the item. Also mark the type of item using one of the following codes:

1. Same Day Content (item promotes content that is in that day's edition)
2. Upcoming Content (item promotes content that will be in a future edition)
3. Web site Promotion (item promotes the newspaper's Web site)
4. General Promotion (item promotes the paper as a whole)

After you have marked each item, total the area of all content promotion for each category. Record totals in your "Content Promotion Tabulation" chart. Repeat this process for each day's newspaper. (Instead of using the "Content Promotion Tabulation" chart, you may want to tabulate totals in an Excel spreadsheet.)

In addition to recording area, please count the total number of content promotion items for each category. Repeat this process for each day's newspaper.

Part III: Reviewing and Interpreting Data

The final step in content analysis is the step where all of your hard work finally pays off: computing results and interpreting the data. The analysis of the data requires a basic statistical knowledge and ability to work with SPSS or Excel software. Analysis requires calculating percentages and averages and can involve doing chi-square tests and comparing means. If your staff doesn't have the capabilities, most local colleges or universities may be able to help. Contact the sociology or communications department and they may be able to put you in touch with a student or faculty member who can complete the required analysis.

Before analysis begins the data must be organized. The story data must be put into a spreadsheet or statistics program to allow rapid computations. The structure, listings and content promotion analysis requires virtually no computation or analysis.

Before you begin analyzing your data, make sure that you are comfortable with their reliability. By now you should have an idea about the quality of the coding (Appendix C explains how to build in tests for, and how to measure, the reliability of the coding done by your group). This is a crucial step! If different coders cannot independently replicate each other's coding, your data will be seriously and justifiably questioned.

Make sure that the data entry is done carefully and, if time allows, double-check it for accuracy.

Organizing Story Data for Analysis

Once you've collected your story data, the first step is entering it into an Excel or Lotus spreadsheet or other data analysis software. (This applies to the *story* data only – the structure, listings and content promotion does not need computation.) Most analysis involves simple computation, something that can be completed with a spreadsheet program like Excel. More complex analysis may require SPSS or similar data analysis program.

The spreadsheet should be set up with a row for each story that you analyzed and a column for each question (variable) that you asked. All data entered should be in numbers or codes – it makes sorting and analysis much easier. This is an example of how the spreadsheet should be set up (these are only the first few variables):

ID	Coder	Data Entry	Front Page	Section Front	Section	Quadrant	Go & Do	Jump	Graphic #
030601-1	SL	BS	1	2	2	1	2	2	0
030601-2	SL	BS	2	1	3	2	2	2	1
030601-3	SL	BS	2	2	3	2	1	2	0

Basic Computations

The statistical analysis used in most content analysis is not sophisticated, but must be completed by someone who is comfortable working with numbers.

We suggest that you first run a frequencies procedure on all variables (see more resources in Appendix D). This allows you to see how many cases (i.e., stories) you have in each category for each variable. For example, you'll be able to know how many stories are in the front section, how many are in each of the other sections, how many have jumps, how many are national stories, how many are originated by wire services, and so on. Use this procedure also to see if anything looks out of the ordinary. If it does, go back to the data and make sure this is not due to an error in data entry.

Geographic focus

		Frequency	Percent
Valid	**local**	211	35.5
	state&region	71	12.0
	national	195	32.9
	international	58	9.8
	none	58	9.9
	Total	596	100.0

In this table, we see that about 36% of the newspaper's stories have a local focus, 12% have state/regional focus, about 33% have a national focus, about 10% have an international focus, and about 10% have no geographic focus at all.

The frequencies procedure will also let you see the distribution of some variables – the minimum, maximum, mean, median, standard deviation, as well as how many missing cases you have. This applies only to variables that count (interval-level variables), not those that categorize (nominal-level variables). For example, number of graphics, number of photos, total area of the story, area of photos and graphics, and so on.

Statistics
Story area

N	Valid	596
	Missing	0
Mean		51.9608
Median		36.0000
Std. Deviation		53.0428
Minimum		6.00
Maximum		752.00

Here we see that the newspaper has a total of 596 stories, none missing data. The average story area is about 52 square inches with a standard deviation of about 53 square inches, the median (half the stories are more and half less) is 36 square inches. The shortest story is 6 square inches and the longest is 752 square inches.

The basic frequencies should give you a general picture of what the data look like. You'll be able to answer questions such as: How many stories do we typically run in the front section? What percent of the stories includes graphics? How many local, national, or international stories do we publish? What percent of our stories is about arts? What percent is about crime?

The data can address even more sophisticated questions, such as, what percent of the politics stories we publish is local? Or, in what geographic focus do we rely heavily on wire services? You can use a cross-tabulation procedure for that purpose (see more resources in Appendix D). This will give you the count and percent of stories for each cell of the two variables, geographic focus and story origin.

Geographic focus and Story source crosstabulation

Geofocus		Source of story				
		wire	staff	reader	unknown	Total
local	Count	11	164	9	27	211
	% within geofocus	5.21	77.73	4.27	12.80	100.00
	% within Source of story	4.60	58.78	31.03	52.94	35.28
state&region	Count	22	39	6	4	71
	% within geofocus	30.99	54.93	8.45	5.63	100.00
	% within Source of story	9.21	13.98	20.69	7.84	11.87
national	Count	139	41	8	9	197
	% within geofocus	70.56	20.81	4.06	4.57	100.00
	% within Source of story	58.16	14.70	27.59	17.65	32.94
international	Count	38	17	3	1	59
	% within geofocus	64.41	28.81	5.08	1.69	100.00
	% within Source of story	15.90	6.09	10.34	1.96	9.87
none	Count	29	18	3	10	60
	% within geofocus	48.33	30.00	5.00	16.67	100.00
	% within Source of story	12.13	6.45	10.34	19.61	10.03
Total	Count	239	279	29	51	598
	% within geofocus	39.97	46.66	4.85	8.53	100.00
	% within Source of story	100.00	100.00	100.00	100.00	100.00

This table tells us, for example, that stories with a national geographic focus rely most heavily on wire services, that most staff stories have a local geographic focus, that reader-generated stories vary in their geographic focus, and that international stories also rely heavily on wire services. In the "Total" column and row, the table also shows, more generally, the frequencies for the categories of Source of story and Geofocus.

You may want to conduct a statistical test to see whether the differences in the cells of the above table are significant. A good test is the chi-square test, which calculates how different the actual cell distribution is from the expected distribution (see more resources in Appendix D).

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	220.713[a]	12	.000
Likelihood Ratio	250.467	12	.000
Linear-by-Linear Association	5.352	1	.021
N of Valid Cases	598		

[a] 3 cells (15.0%) have expected count less than 5. The minimum expected count is 2.86.

Look at the Pearson Chi-Square row, at the right column: It tells you the probability that the cell distributions are different than expected. If you see a number less than .01, the probability is very high. A number less than .05 is also acceptable. Any number higher than .05 indicates that the cells are not significantly different from each other. In the above example, we can conclude that Source of story and Geofocus categories are *not* independent.

Comparing Yourself to Other Newspapers

Next, you may want to compare your results with other newspapers. Or you may want to compare your present results with prior findings. Obviously, you should make sure you are comparing the same variable, that the coders' instructions were identical, and that it was measured in exactly the same way – otherwise you'll find yourself comparing apples to oranges, and your conclusions will not be valid.

In Appendices E-K you will find national comparison data. The data is presented by circulation size. Circulation size is defined as an average 7-day circulation. The data presented in these industry averages was collected using the same protocols as those presented in this report. The newspapers studied were published during March of 2000 from a randomized national sample of newspapers ranging in size from 10,000-600,000 average daily circulation.

As you compare your content with that of other newspapers, remember that there are very few absolutes in newspaper content – it takes judgment to decide what the results mean for your newspaper. Similarly, the national average should not be considered a recommendation.

Part IV: Additional Resources

Appendix A: Story Definition Examples

Appendix B: Story Assignment Sheets

Appendix C: Evaluating Consistency & Reliability

Appendix D: Literature About Content Analysis

Appendix E: Story Analysis National Comparison Data: Monday-Saturday

Appendix F: Story Analysis National Comparison Data: Sunday

Appendix G: Structure Analysis National Comparison Data, Newspapers 10,000-25,000 Circ.

Appendix H: Structure Analysis National Comparison Data, Newspapers 25,000-50,000 Circ.

Appendix I: Structure Analysis National Comparison Data, Newspapers 50,000-100,000 Circ.

Appendix J: Structure Analysis National Comparison Data, Newspapers 100,000-200,000 Circ.

Appendix K: Structure Analysis National Comparison Data, Newspapers 20,000+ Circ.

Appendix A: Story Definition Examples

        The following examples illustrate what types of content are considered stories, and what types are not. The distinction between stories and non-stories is not as clear as it may sound, and these examples may help clarify confusion.

These three items, titled, respectively, "Lady Jackets," "Killed" and "Market in Brief," are not included as stories. They guide people to longer features inside the newspaper but are not stories in themselves. They frequently appear on the front page and on the fronts of sections.

LADY JACKETS

TJ Lady Jackets advance in the Region 3, Class 4A basketball playoffs with a 57-49 win over Livingston. 1C

IN THE NEWS

KILLED

Two Houston firefighters die in the line of duty fighting a fire at a McDonald's restaurant in southwest Houston. 1C

MARKET IN BRIEF

February 14, 2000
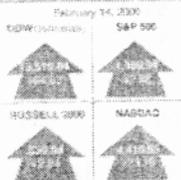
NYSE diary

Advances	1,475	New highs	92
Declines	1,558	New lows	233
Unchanged	498		
Volume	1,128,659,150		

Nasdaq diary

Advances	2,132	New highs	252
Declines	2,900	New lows	128
Unchanged	819		
Volume	1,596,635,200		

4C-5C

CAMILLA, Ga. (AP) — Tornadoes descended on rural Georgia early Monday, ripping people from their beds and piling up mobile homes. At least 22 people were killed and more than 100 were hurt.

Dozens of houses and mobile homes in the southwest Georgia town of Camilla were flattened, their metal and siding mangled and strewn across yards and streets.

"All you heard was a roar woo-woo-woo," said Johan Jones, whose mobile home south of Camilla was thrown on its side. He said he freed his 14-year-old son, who was pinned under a washing machine, and they crawled out a window.

"All I could see was that everything was demolished. People were hollering and crying 'Where's my child?'" he said.

The tornadoes struck short...

36

ON STAGE

THE ADDING MACHINE Elmer Rice's American Expressionist satire about a society reduced to numbered automata. Pitt -Theatre's workshops, Universityy of Pittsburgh Studio Theatre, Cathedral of Learning, Oakland. Ends Sun. Fri.-Sat. 8 p.m.; Sun. 2 p.m. 412-624-PLAY

AND THE WORLD GOES ROUND Kander & Ebb's musical with songs from their Broadway and television careers. New Castle Playhouse at State Theater, 202 E. Long Ave., New Castle. Through March 5. Fri.-Sat. 8 p.m.; Sun. 3 p.m. 724-654-3437.

BALM IN GILEAD Lanford Wilson's play about nocturnal street characters. Philip Chosky Theatre, Purnell Center for the Arts, Carnegie Mellon campus, Oakland. Through Feb. 26. Tues.-Sat 8 p-m.; Feb. 26 at 2 p.m. 412-2682407.

B*I*R*D*S Jay Breckenridge's adaptation of Aristophanes' comedy. Heritage Players at Bethel Park Commu= nity Center, 5151 Park Ave. Through Feb. 27. Fri.-Sat. 8 p.m., Sun. 2 p.m. 412-835-0797.

BLACK HISTORY MONTH CELEBRATION Poetry, plays, music and dance. New Horizon Theater, Woff Hall, East Liberty Lutheran Church, 5707 Penn Ave. Through Feb. 27. Fri.-Sat. 7:30 p.m.; Sun. 3 p.m. 412-431-0773.

BLITHE SPIRIT Noel Coward's ghostly comedy. Westmoreland Academy of Performing Arts in Science Hall Theatre on Westmoreland County Community College campus, Youngwood. Through Feb. 27. Fri.-Sat. 8 p.m., Feb. 27 at 2 p.m. 724-925-4264.

THE CARDIGANS A musical incorporating many favorite oldies tunes such as "in the Still

SURE Audience-participation murder mystery at Holiday Inn-Airport. Thurs. 7 p.m. 412-262-3600 Ext. 1042.

THE DEADLY DEMISE OF THE DISCO DIVA A murder occurs at Studio 86, a hot disco, and it's up to the audience to guess whodunit. Mayhem, Music & Comedy Productions at , Spaghetti Warehouse in the Strip District, Thurs., 412-2671-6511; and Bourbon Street Square, Camp Horne Road, weekends, 724-934-5847. Through Feb.

THE ELEPHANT MAN and SIDE SHOW Two Broadway hits dealing with the rejection of the unusual, running in repertory. Playhouse Conservatory Company (student productions) at the Playhouse, 222 Craft Ave., Oakland. Through March 5. Wed.-Sat. 8 p.m.; Sun. 2 and 7 p.m. 412-621-4445.

FRIDAY NIGHT IMPROVS Audience-participation comedy improv show. Studio Theater, basement of Cathedral of Learning, Oakland. Fri. 11 p.m. 412363-1904.

FROGS, LIZARDS, ORBS AND SLINKYS Fantasies and illusions such as a worm performing impossible acrobatics and larger-than-life orbs and Slinky toys rolling, leaping and seesawing across the stage. Pittsburgh International Children's Theater at Moon High School, Fri. 5:30 and 7:30 p.m.; Mt. Lebanon High School, Sat. 11 a.m. and 2 p.m-; Byham Theater, Downtown, Sun. 1:30 p.m. 412-3215520.

THE **GRAPES OF WRATH** Stage version of John Steinbeck's novel about a sharecropping family during the Dust Bowl. Starlight Productions at Stephen Foster Memorial Theatre. Through Feb. 27. Wed.-Sat. 8 p.m.; Sun. 2 p.m. 412-624-PLAY

Support Groups   j

A.A GROUPS: 8 p.m., First United Methodist Church, Larkin and Jerome streets; room 6, Midland Community Center, 2001 George St.; For more Information call 695-2975. ,

A.A. GROUP: 7 p.m., Memorial Presbyterian Church, room 54, Allen Street entrance.

ALANON: 8 p.m., no smoking, room 53, Memorial Presbyterian Church, 1310 Ashman St.

SEXUAL ASSAULT survivors support group: 6:30-8:30 p.m., confidential. Child care available. Interested women may call 835-6771 .

DIGNITY/Tri-Cities: 7-9 p.m., a support group for gay men and lesbians. Call (517) 799-2527 for program and location.

ALTERNATIVES TO Violence, men's group: 6-8 p.m.; for more Information call 835-6773.

EMOTIONS ANONYMOUS: 7 p.m., Christ United Methodist Church, 4267 Two Mile Road, Bay City (one-half mile south of Meijer store.) A 12-step program for those experiencing anxiety, low selfesteem and fear.

GAMBLERS ANONYMOUS and Garr, Anon meeting: 7-9 p.m., Rodeitcher's in Freeland (comer of Midland and Freeland roads). For more information, call 1-800-484-1019 or (517) 832-0491.

WEDNESDAY

ALANON: 10 a.m., room 7, Midland Community Center, 2001 George St.

SEXUAL ASSAULT Group of Gladwin County: 10

These are three examples of *listings*. Often appearing under the heading of "guides" or "logs"; listings are almost always less than 2" and in clipped, incomplete sentences.

Police news

injured doing better

Jeffrey L. Saylor, 36, of Coleman was in good condition Monday morning after a two-car collision on Friday afternoon, reports the Midland County Sheriff's Office.

His passengers - Tessa L Saylor, 7, ofBeaverton, Bethany A Lewandowski, 7 and Allie M. Lewandowski, 5, both of Midland were all released fiom Mid Michigan Medical Center, according to a hospital official.

Saylor was driving northbound on M-18 near US-10 at 4:05 p.m. He lost control of his 1989 yellow Ford, crossed the centerline and was struck at an angle by Teresa Parcher's 1989 red Ford. Parcher was driving southbound on M-18.

The sheriffs office plans to cite Saylor with violating the basic. speed law and driving with an expired license. Parcher does not have a driver license and there is no record of her ever applying for one.

Midland teen i*ured

A 16-year-old Midlander was injured when the teen's car hit a bridge rail Friday night, according to the Midland County Sheriffs Office.

Carly J. Riselay of Midland, was treated at MidMichigan Medical Center and released, according to a hospital official.

Riselay was driving south-bound on Patterson Road near Miller Road at 6:17 p.m. Riselay was passed by another vehicle, lost control and hit a bridge rail.

Midland woman hurt

A 51-year-old woman was injured when she lost control of her vehicle on Friday morning, reports the Midland County Sheriffs Office.

Carol A Palmateer, of Midland was treated at MidMichigan Medical Center and released, according to a hospital official.

Palmateer was driving eastbound on Miller Road near Poseyville Road at 9:03 a.m., when she lost control of her car and struck a ditch.

Palmateer was cited with violating the basic speed law.

2 teens hurt in crash

Two 17-year-olds were hurt in a three-car collision Saturday evening, reports the Midland Police Department.

Neither Eran Durkarski, 17, nor Greg M. Altimore, 17, sought medical treatment.

Durkarski was driving southbound on South Saginaw Road near Rodd Street at 4:30 p.m. The traffic signal was red for South Saginaw and green for Rodd. Durkarski failed ' to stop for the light, entered the intersection, struck Altimore's 1990 red Pontiac and Daniel B. Bassett's 1985 bur-

---

In this collection of *briefs*, each story should be measured and, if longer than 2", counted individually. The longer, more narrative approach differentiates these items from listings.
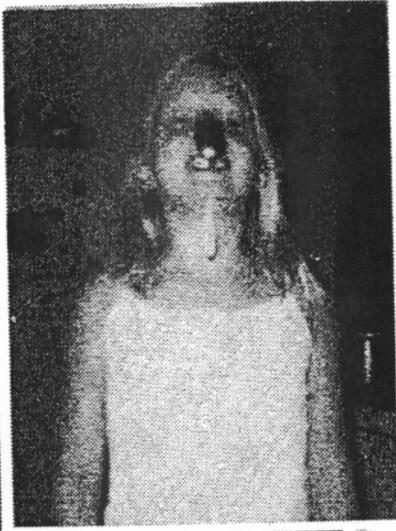
Keep up with what's happening in the world at the Time For Kids site. Also, exchange ideas with kids, voice your opinions and answer surveys. At

Expectant parents
Check out wHnv.verybestbaby.com. It offers information or, prenatal health, infant care and nutrition. It also provides mothers-to-be with a pregnancy nutrition tracker and with weight trackers for

Everyone
Parents, teachers and kids can tur to the American Library Association's Web site to view recommended fists for the best books; videos, Web sites and other media for children and teens. Visit

These two examples of *listings* might be deceiving because of their layout. Although they have larger type, photographs and graphics, their length and style identify them as listings.

LOCAL SPORTS IN BRIEF

Roscommon tops Meridian

SANFORD - Stephaine Smith was 7 of 7 serving with five service points for Meridian's volleyball team in its 15-7, 15-9 loss to visiting Roscommon on Monday.

Meridian (17-11-4 overall, 8-4 Jack Pine Conference) was also led by Emily Ledergerber with 10 of 12 serving and three aces. Carly Moe was 31 of 32 setting, and Kelly Kryzanowicz had four blocks in the win.

The Mustangs will travel to Farwell Wednesday.

Chemics get easy win

FLINT - Midland High's volleyball team recorded an easy 15-2, 15-3 victory over host Flint Southwestern Academy on Monday.

Christine Hansen and Chantal Robinson each picked up four kills in the wins, while Jaime Whitman tallied five aces and 10 assists on the night.

The Chemics improve to 29-13-8 on the year and will host Flint Northern Wednesday.

Creek game reset for Saturday

Bullock Creek has rescheduled its Tri-Valley Conference West basketball game with Swan Valley for Saturday at 6:30 p.m. The game will be played at Swazi Valley.

It was originally scheduled for last Friday but was postponed due to bad weather. The Lancers host St. Charles tonight.

39

This is a familiar example of an *advice column* that is treated as one continuous story although it contains several different sections. The same rule applies to Q&A formats, or small columns that link bits of gossip together. A key identifier for these specialty columns is the single author.

Dear Abby
Calendar tasteless but not against law

DEAR ABBY: Here we go again.
Bles
esid being disrespectful, could it be construed as sexual harassment when a business establishment that caters to men and women hangs a calendar depicting nude or almost nude women in a conspicuous place?

My husband has one of those calendars in his office in a white-collar business that is patronized by male and female clients.

When I or my daughter, adult sons, grandson or granddaughters go to an auto repair shop, gas station or tire shop that displays girlie calendars, I am embarrassed and offended. My company has seminars regarding sexual harassment, and we are informed that this is a form of it. I do not allow it in my office. It is disrespectful, and I don't want to be part of a lawsuit.

Please don't get me wrong, Abby. There is nothing wrong with nudity - it just doesn't belong in a public place.
- OFFENDED IN PALATINE, ILL.

-DEAR OFFENDED: It may be in poor taste, but it is not against the law. As a member of the public, you are free to take your business elsewhere if the "calendar art" offends you:-However, if you had to WORK in that environment, and if there was also demeaning conduct that was severe and pervasive, it might be considered

bers and a few friends about his condition.

His sister, "Winifred," traveled 150 miles to come to the hospital, even though she was told there was no need for her to be there. I was very upset with her presence. I wanted ~ some private time with my husband in the pre-op room, but within minutes, Winifred ushered herself in. I became upset and told her so. However, she refused to go back to the public waiting room.

While in the waiting room, during my husband's surgery Winifred asked me if I would like to "talk about" the way I was acting. I told her I had wanted private time with my husband. She said I was selfish, that she is dearly fond of her brother. Abby, in the nine years we've owned our home, I can count on one hand the number of times Winifred has visited us. For the past year she has lived only 150 miles away.

Winifred has three children and a granddaughter to go home to, but what would my son and I have if my husband didn't make it? She would have lost her brother, but our lives would be drastically changed.

Fortunately, my husband does not have cancer. Do you think I was selfish requesting private time with my husband?
- **BELIEVES IN THE RIGHT TO PRIVACY DEAR BELIEVES:** Your sisterin-law was frightened over the possibility of losing her brother, and probably felt guilty for not visiting him more in the past. Although you -were understandably upset, you could have acted with a little more sensitivity. She is your husband's sister, not a stranger.

She, too, could have been more sensitive to your request, and left you and your husband alone after making her presence known.

Since your husband appears to be healthy and the crisis is past, I urge you to bury the anger and resentment you feel toward each

Write to Abby at P.O. 69440, Los Angeles, CA 90069.

Appendix B: Story Assignment Sheets

There are hundreds of stories in a typical newspaper and it's not necessary to read all of them. We recommend reading a proportion of stories ranging between 50 and 70 percent of the stories – depending on your circulation size. Use the sheet labeled for your newspaper's circulation size.

The following sheets determine which stories will be analyzed (in the proper sampling ratio for each circulation size) and also to divide stories between five coders. Simply assign each coder a number and have them read the stories in the column below.

The first 10 stories of each newspaper were automatically selected to ensure complete coverage of the Front Page.

Use the same sheet for each day of the week – simply start again with number one. The sheets were designed to accommodate a maximum number of stories. Disregard story assignments in excess of the number of stories actually published on a given day.

Story Assignment Sheet
Newspapers 10,000-50,000 circulation
70% Sampling Rate

Coder 1	Coder 2	Coder 3	Coder 4	Coder 5
1	2	3	4	5
6	7	8	9	10
11	12	13	14	17
18	20	21	23	24
25	27	28	29	31
32	33	34	35	36
38	39	41	43	44
45	47	48	50	51
53	54	55	56	57
59	60	61	62	63
65	66	67	68	69
70	72	73	74	75
79	80	81	84	85
86	88	89	90	92
93	94	95	97	98
99	101	102	103	105
106	107	108	112	115
116	117	118	119	121
123	124	125	126	128
129	131	132	135	137
138	139	140	141	143
145	146	149	150	151
152	153	154	155	156
157	159	161	162	165
166	167	168	169	170
171	172	173	174	175
177	178	179	180	181
182	183	185	186	187
188	189	193	194	196
198	199	200		

Story Assignment Sheet
Newspapers 50,000-100,000 circulation
65% Sampling Rate

Coder 1	Coder 2	Coder 3	Coder 4	Coder 5
1	2	3	4	5
6	7	8	9	10
11	13	15	16	17
18	19	20	21	23
25	26	27	28	30
31	33	34	35	37
38	39	42	44	46
50	51	52	53	54
57	58	60	61	62
67	68	69	72	73
74	75	78	81	82
85	87	88	89	90
93	94	98	100	102
103	105	107	110	111
113	114	118	120	121
122	123	125	126	127
128	129	131	133	134
135	136	137	139	143
145	147	149	150	152
153	154	158	160	161
162	165	168	170	171
172	173	174	175	176
178	180	181	182	183
184	185	186	190	192
193	194	195	197	198

Story Assignment Sheet
Newspapers 100,000-200,000 circulation
60% Sampling Rate

Coder 1	Coder 2	Coder 3	Coder 4	Coder 5
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
17	18	19	21	22
25	26	28	29	30
31	32	33	35	38
39	40	44	46	47
49	50	51	52	53
54	55	56	57	58
59	60	62	63	64
65	67	69	71	74
75	77	78	79	82
83	84	88	90	91
93	97	99	101	102
103	104	105	106	107
108	109	110	111	114
115	116	119	120	121
122	123	124	126	128
131	132	133	135	136
137	138	139	140	141
143	145	146	147	148
151	152	153	154	156
158	159	162	164	165
166	167	168	169	174
175	176	177	178	179
180	181	183	184	186
188	189	190	191	193
195	198	199	200	201
203	204	205	208	209
210	212	213	214	215
216	217	218	219	221
223	225	227	228	231
232	233	234	235	236
237	238	239	240	241
242	243	245	246	247
249	250			

Story Assignment Sheet
Newspapers 200,000 + circulation
50% Sampling Rate

Coder 1	Coder 2	Coder 3	Coder 4	Coder 5
1	2	3	4	5
6	7	8	9	10
11	13	17	18	19
21	22	25	26	28
29	31	36	37	40
42	45	46	47	48
49	50	51	54	58
59	60	61	62	65
69	70	71	73	75
76	77	78	79	80
82	86	87	88	91
92	96	100	103	105
109	110	112	113	114
116	118	119	120	122
125	127	130	131	132
133	136	140	142	143
144	148	149	150	151
152	153	160	162	164
167	169	172	173	176
179	181	186	187	189
190	192	193	195	196
198	201	203	204	205
207	208	210	212	213
216	217	220	221	223
224	227	231	232	235
236	237	242	244	250
254	255	257	260	262
263	264	267	270	272
274	276	278	279	280
281	282	283	284	286
291	294	295	296	301
302	303	304	305	312
313	317	320	321	323
328	329	333	334	335
336	337	338	340	342
343	345	353	355	

Appendix C: Evaluating Consistency & Reliability

Reliability in coding newspaper stories is extremely important for the validity of your analysis. Inter-coder reliability refers to the consistency, or agreement, of coding between coders. High inter-coder reliability means that coder X would code a given story the same way coder Y did. The idea is that anyone (trained or not!) reading the newspaper should observe the same content and categorize it in the same way. Without high inter-coder reliability you are open to criticism of bias. Here are some tips for increasing inter-coder consistency:

1. Invest time upfront to avoid problems later: We cannot over-stress the importance of training the coders. Coders should first code a few stories (say, 3-5) in pairs, or a small group. They should then code several stories by themselves (say, 8-10), and compare and discuss their decisions with the group. This will allow coders to get familiar with the coding scheme, understand its logic, and ensure the procedure is free from hidden assumptions or idiosyncrasies. It will also give you a chance to refine instructions or definitions if any seem problematic. Of course, if you did change or clarify anything in the coding sheet or instructions, all coders must be made aware of this. Coders should go through this process several times *if necessary*, until you are convinced they all agree how to code any given story.

2. Have a small number of coders: A diverse, but small group of coders is ideal. This way, different perspectives can be taken into account during the training period, but the group will not be so big that it is difficult to manage.

3. Limit the coding to a short time period: Collecting the data in a relatively short time has obvious benefits – especially in terms of attrition. But it can also increase your inter-coder reliability. Coding becomes easier and faster with time and it will be more consistent if coders don't have to re-learn it.

4. Keep the workspace away from daily tasks: Setting up a separate room for a content analysis project is also a good idea. It keeps the coders focused on the task, eliminates shuffling papers around and, most importantly, gives coders a common space to raise questions or decide whether there's a need for refining a coding rule.

Measuring inter-coder reliability

Finally, there are scientific ways to measure inter-coder reliability. This can be done in two ways, and the best is a combination of both.

1. All coders code the same set of stories: A random sample of stories is distributed among all coders, and then coding is compared for those stories.

2. An expert coder codes a set of stories: A random sample of stories (usually 10%-20% of the total number of stories) is coded independently by an expert, and then coding is compared for those stories.

The actual calculation of inter-coder reliability involves a mathematical formula that takes into account chance agreement among coders. For further information about calculating inter-coder reliability see the reading list in Appendix D.

Appendix D: Literature About Content Analysis

THE PRACTICE OF SOCIAL RESEARCH (6TH EDITION).
Author: Earl Babbie.
Publisher: Belmont, California: Wadsworth Publishing Company, 1992
ISBN: 0534155766

RESEARCHING COMMUNICATIONS: A PRACTICAL GUIDE TO METHODS IN MEDIA AND CULTURAL ANALYSIS.
Author: David Deacon.
Publisher: London: Arnold; New York: Oxford University Press, 1999
ISBN: 0340731931
        0340596856 (pbk.)

MASS COMMUNICATION RESEARCH METHODS.
Author: Anders Hansen.
Publisher: Basingstoke: Macmillan Press, 1998.
ISBN: 0333617096
        033361710X (pbk)

ANALYZING MEDIA MESSAGES: USING QUANTITATIVE CONTENT ANALYSIS IN RESEARCH.
Author: Daniel Riffe, Stephen Lacy, Frederick G. Fico.
Publisher: Mahwah, N.J.: Lawrence Erlbaum, 1998.
ISBN: 0805820183 (cloth: alk. paper)
        0805820191 (pbk.: alk. paper)

TEXT ANALYSIS FOR THE SOCIAL SCIENCES: METHODS FOR DRAWING STATISTICAL INFERENCES FROM TEXTS AND TRANSCRIPTS.
Author: Carl W. Roberts.
Publisher: Mahwah NJ. : Lawrence Erlbaum, 1997
ISBN: 0805817344 (alk. paper)
        0805817352 (pbk. alk.paper)

MASS MEDIA RESEARCH: AN INTRODUCTION.
Author: Roger D. Wimmer, Joseph R. Dominick. (5th edition)
Publisher: Belmont, California: Wadsworth Publishing., 1997.
ISBN: 0534244742

Appendix E-K: National Comparison Data: Industry Averages

       The following tables present the results of a national content analysis conducted by the Readership Institute using the same protocols as presented in this report. The results reflect the content of a randomized selection of U.S. daily newspapers ranging in size from 10,000-600,000 average daily circulation. Results have been presented in five standard circulation ranges, which are clearly marked at the top of each sheet.

       Whenever possible the results are presented as a range equal to one standard deviation of the average. This will allow newspapers to determine whether their content is typical of those of their size. *These should not be interpreted as recommendations. They are merely averages.* It is up to each individual to determine the appropriate mix of content.

       Please note: Some slight modifications from the original study have been made in this report. None of the changes will substantially alter the results. In those cases where additions were made after that national study was completed comparison data may not be available.

Appendix E: Story Analysis National Comparison Data: Monday-Saturday
Appendix F: Story Analysis National Comparison Data: Sunday
Appendix G: Structure, Listings and Content Promotion National Comparison Data, Newspapers 10,000-25,000 Circ.
Appendix H: Structure, Listings and Content Promotion National Comparison Data, Newspapers 25,000-50,000 Circ.
Appendix I: Structure, Listings and Content Promotion National Comparison Data, Newspapers 50,000-100,000 Circ.
Appendix J: Structure, Listings and Content Promotion National Comparison Data, Newspapers 100,000-200,000 Circ.
Appendix K: Structure, Listings and Content Promotion National Comparison Data, Newspapers 200,000+ Circ.

Appendix E: Story Analysis
National Comparison Data: Monday-Saturday

	10-25K	25-50K	50-100K	100-200K	200K+
Front Page of Newspaper (%)	6.2-9.6	4.6-6.3	3.8-5	3.1-4.7	2.3-4.3
Quadrant 1	34.4-38.5	33.9-38.6	35.4-39.8	36.3-41.9	35.7-40.8
Quadrant 2	21.3-24.4	19.9-24.9	21.4-27.2	22.3-27.7	22.5-25.7
Quadrant 3	24.7-28.6	24.1-28.1	20.3-25.3	19.8-24.8	20.6-23.9
Quadrant 4	12.6-15.5	13.3-17.2	13.8-16.7	11.6-15.6	13.5-17.2
"Go and Do" Information (%)	8.1-13.2	7.1-10.7	7.3-9.9	6.8-9.2	7.1-9.9
Jump (%)	8.2-11.4	8.5-13.9	10.1-13.7	12.4-16.6	8.6-14.2
Photos & Graphics					
# Graphics	0-1.6	0-.2	.1	.1-.2	.1
# Color Graphics	Data Not Available				
# Photographs	.3-.4	.3-.4	.4-.5	.4-.6	.4-.5
# Color Photographs	Data Not Available				
Photo Diversity					
# with identifiable faces	Data Not Available				
# with faces of color only	Data Not Available				
# with white faces only	Data Not Available				
# with white & face of color	Data Not Available				
Total area (inches)	31.8-39.4	31.8-35.8	32.3-36.9	38.5-42.5	34.3-39.5
Photo area (inches)	15.9-19.4	15.9-19.7	16.5-19.3	16.9-21.7	15.9-18.5
Origin (%)					
Wire/News service	51.8-61	54.3-63.1	52-59.6	47.6-54	40.3-46.7
Staff	25.35-33	24.4-31.2	28-34.6	33.2-40	41.3-46.5
Reader	3-5.8	3.2-6.4	4.9-6.9	4.2-6.2	4.4-6.2
Unknown	7.4-13	5.6-11.6	5.1-8.9	4.8-10	5.5-9.1
Geographic focus (%)					
Local	32.9-41.5	30.2-38.8	29.6-37.6	29.3-34.3	31.7-37.5
State/Regional	14.9-20.9	12.6-18	11.9-17.9	14.2-17.4	11.3-16.9
National	34.7-40.9	37.8-44.5	38.6-44.4	49.2-54.6	36.5-42.1

Story Analysis National Comparison Data: Monday-Saturday

	10-25K	25-50K	50-100K	100-200K	200K+
Geographic focus (%)					
International	5.2-8.8	7.7-9.3	8.5-11.5	14.2-17.4	10.3-13.7
None	0	0	0	0	0
Treatment (%)					
General news	68.6-75.4	67.6-75.6	68.4-73.6	68.8-73.2	66-70.8
Feature	13.5-19.5	13.5-19.5	14.2-18.6	13.6-16.4	16.4-19
Commentary/Criticism	8.7-11.8	8.2-12	9.8-12.3	11-14.4	11.3-14.7
Other	.73-1.7	1-2.6	.9-1.9	.7-1.9	.6-1.2
Theme (%)					
Politics/Government/War*	17.6-20.8	17.2-21.2	17-21.4	18.2-20.2	17.4-20.4
Police/Crime/Courts/Legal	9.2-12.4	9.6-12	10.4-13.2	10.9-13.9	10.1-11.9
Natural Disaster/Accident	2.2-3.8	2.5-3.5	2.3-3.3	2.3-2.9	2.2-3.4
Business, Economics & Personal Finance	5.4-9.6	6.3-10.3	8-10	8.5-11.1	9.5-12.1
Sports*	18.8-24	19.5-23.7	20.3-24.9	21.8-23.8	20.9-24.7
Entertainment					
Movies	1.2-2.2	2-2.8	1.6-2.4	1.6-2.4	1.6-2.4
Television	.9-1.9	1.4-2.6	1.6-2.4	1.6-2.4	1.3-2.1
Pop Music	.5-1.1	.7-1.3	.7-1.3	1.1-2.9	1.1-1.7
Fine Arts	1.5-2.9	1.2-2.2	1.4-2.2	1.4-2.2	2.3-3.3
Parenting & Relationships	2.1-3.1	2-3	1.8-2.6	1.7-2.1	1.8-2.8
Science & Technology	.9-1.7	1.1-1.9	1.4-2.2	1.7-2.7	1.7-2.3
Heath, Fitness & Medicine	3.1-4.5	3.3-4.7	2.9-3.9	2.5-3.7	2.9-3.9
Education	3.1-4.9	2.7-4.3	2.6-3.4	1.9-3.1	1.7-2.5
Automotive	.1-.7	.1-.7	.3-.7	.5-1.5	.5-.7
Leisure Travel	.3-.7	.2-.6	.3-.7	.3-.7	.2-.6
Environment and Weather	1.3-2.7	1.5-2.9	1.4-2.4	1.3-2.1	1.2-2
Religion/Spirituality	1.9-3.3	1.6-2.4	1.8-2.8	1.6-2.2	1.5-2.1
Ordinary People	1.2-2.2	1.2-1.8	1.3-1.9	1.1-1.7	.8-1.2
Home, Garden & Real Estate	.8-2.2	.8-2.6	.9-1.9	1.2-2	1.4-2.6
Food	.7-1.9	1-1.8	1.1-1.7	1-1.6	1.3-2.3
Community Announcements (including weddings, events, etc.)	4.4-8.8	2.8-5.6	2.2-3.8	1.6-3	1.6-2.8
Obituaries	.1-.7	.2-1.2	.2-1	.5-1.1	.9-1.7
Fashion and Beauty	0-.4	.1-.5	.2-.6	.1-.5	.2-.4
Other	1.3-2.3	1.2-1.8	1.4-2.2	.9-1.5	1-1.6

*See subthemes on the next page

Story Analysis National Comparison Data: Monday-Saturday

	10-25K	25-50K	50-100K	100-200K	200K+
Subthemes %					
Politics/Government/War					
Police/Crime/Courts/Legal	3.3-17.5	2.7-13.7	5.8-19.8	5-13	1.1-10.1
Business, Economics & Personal Finance	12-30	14.6-30.2	8.7-25.1	6.7-18.7	12.6-33.8
War/International Conflict	.4-9	1.6-12.4	0-8.2	3.7-13.1	2-8.2
Education	0-5.8	0-2.2	0-1.8	0-5.9	.1-4.1
Elections	0-14.5	1.6-7.6	1.3-5.9	.2-4.6	2.2-7.8
City Planning, Land Use	0-2.3	0-1.8	0-2.3	0-.8	0-3.8
Other	.3-5.5	0-3.5	1.2-8.4	1.7-8.1	1-7.8
Sports					
Recreational	1.9-7.5	1.3-4.3	2-4.6	2.2-5	.6-2.4
High school	11.5-22.3	6.4-12.4	5-11	5.3-11.7	5.2-9.3
College	22-35.8	22.4-32.8	23-32.6	24.6-40.6	27.5-39.7
Professional	32.7-44.5	41.2-53.2	42.9-54.6	34.1-52.9	38.8-49.4
Women's sports	5.3-13.1	7.9-14.3	5.6-13	6.4-12.8	13.9-8.9
Sources*					
# of sources quoted	5.2-6.8	4.8-6.8	4.9-6.7	5.9-7.7	5.9-7.9
# of officials/celebrities	3-3.6	2.8-3.4	3.2-3.8	3.7-4.5	3.7-4.5
# of ordinary people	1.1-1.7	1.1-1.7	1.1-1.7	.8-1.6	1.2-1.8
# of identifiably male	2.5-3.5	2.7-3.7	3-4.2	3.3-4.7	3.6-4.8
# of identifiably female	.6-1	.7-1.1	.8-1.2	.8-1.4	1.1-1.3
# of gender unidentifiable	.5-1.1	.2-.6	0-.4	.1-.1	.1-.5
General reaction*					
How interesting was the story?	5.9-7.1	5.8-7	5.6-6.8	6.1-6.9	5.8-6.8
How clear and understandable was the writing?	7.8-9	7.8-8.6	7.4-8.4	7.4-8.2	7.1-8.1
How emotionally engaging was the story?	4.8-6.2	4.4-5.8	4.1-5.5	4.8-5.8	4.5-5.5
Is this a story you would choose to read?	5.5-6.7	5.4-6.6	5.2-6.4	5.8-6.4	5.6-6.4

* This data is from front page stories only

Appendix F: Story Analysis
National Comparison Data: Sunday

	10-25K	25-50K	50-100K	100-200K	200K+
Front Page of Newspaper (%)	3.7-6.1	2.7-5.1	1.9-3.3	1.0-2.6	1.5-2.9
Quadrant 1	36.8-44.3	35.9-43.6	36.6-43.1	40.1-46.9	39.6-46.8
Quadrant 2	21-27.5	20.6-30	18.2-25.4	20.2-27.2	21.1-27.6
Quadrant 3	20-26.4	21.3-27.6	20.9-25.8	18.6-24.5	14.9-22.4
Quadrant 4	9.7-14.3	8.6-14.4	12.4-17.5	8.4-14.2	10.3-17.3
"Go and Do" Information (%)	8-14.6	7.6-11.6	8.4-15	9.8-15.4	8.1-12.1
Jump (%)	6.5-11.5	9.1-15.7	9.1-13.7	11.3-16.5	11-15
Photos & Graphics					
# Graphics	0-.2	.1-.1	.1-.1	.1-.1	.1-.1
# Color Graphics	Data Not Available				
# Photographs	.3-.5	.4-.6	.5-.7	.5-.7	.6-.8
# Color Photographs	Data Not Available				
Photo Diversity					
# with identifiable faces	Data Not Available				
# with faces of color only	Data Not Available				
# with white faces only	Data Not Available				
# with white & face of color	Data Not Available				
Total area (inches)	36.6-45	41.3-48.7	42.5-51.1	49.6-61.6	50.2-59.4
Photo area (inches)	18.5-24.5	19.1-24.3	18.6-24.6	20.9-26.9	20.7-27.3
Origin (%)					
Wire/News service	53-67	52.7-64.5	53.1-62.7	46.6-57.2	36.7-49.3
Staff	22.8-32.2	29.2-35.4	26.7-33.1	33.4-43.2	41.2-52
Reader	.94-4.3	2.9-6.3	3-6.2	3.1-6.5	3-6
Unknown	5.4-14	3.9-10	4.5-10.7	3-7	3.3-7.7
Geographic focus (%)					
Local	28.7-42.7	30.3-40.3	21.7-37.5	22-33	30.1-40.9
State/Regional	12.6-22.4	11.6-21.2	12.2-23	13.2-22.4	11.5-19.7
National	31.2-44	35.6-41.3	35.9-44.3	37.9-47.1	32.3-40.3
International	5.7-12.7	7.4-12	8.4-12.4	9.9-14.7	9.6-15.6
None	0	0	0	0	0

Story Analysis National Comparison Data: Sunday

	10-25K	25-50K	50-100K	100-200K	200K+
Treatment (%)					
General news	58.6-72.2	56.4-66.6	55-66	47.1-58.9	47.9-61.9
Feature	18.3-31.5	21-28.8	20.6-29	19.8-32	24.5-36.1
Commentary/Criticism	6.2-10.2	9.2-14	10.2-15.2	13.8-23	11.1-16.1
Other	.1-2.9	.4-3.6	.4-3.6	1.3-3.9	.2-2.2
Theme (%)					
Politics/Government/War*	13-20.6	14.7-19.3	12.3-19.1	13.2-17.2	12.3-16.3
Police/Crime/Courts/Legal	6.4-10	5.9-11.7	8.2-11.6	5.6-7.6	5.2-6.6
Natural Disaster/Accident	2.8-5	2.2-4	1.8-3.8	2.7-3.7	1.8-2.2
Business, Economics & Personal Finance	4.8-8.6	6-10	5.5-8.7	4.9-8.1	6.9-10.5
Sports*	18.6-24.8	18.1-24.7	21.6-27	24.3-30.7	25.2-26.2
Entertainment					
Movies	.5-1.7	.5-1.5	.6-1.6	.2-1	.7-1.9
Television	.7-2.7	1-2	.6-1.6	1.4-2.6	.4-1.4
Pop Music	.3-1.7	1.5-2.5	.4-1.2	.2-2.2	.9-2.1
Fine Arts	2.3-4.5	3-6.4	4.1-6.1	5.2-8.2	5-6.2
Parenting & Relationships	2-4	1.7-3.5	2.4-4	2.3-3.3	2.1-3.7
Science & Technology	.8-2.4	.1-3.6	1.1-2.9	1.6-2.6	1.8-3.6
Heath, Fitness & Medicine	1.4-3.2	1.4-3.2	.8-2.8	1.4-2.8	1.1-2.5
Education	2.5-5.3	2.5-5.3	2.2-3.8	1.4-2.6	1.3-2.3
Automotive	0-1	.2-1.2	.1-.9	0-.5	0-.6
Leisure Travel	.4-2	1.6-3	2.2-4.6	3.4-5.9	3.7-6.3
Environment and Weather	1.9-5.1	1.9-3.9	2.1-3.9	2-3.6	1-2.4
Religion/Spirituality	.6-3.2	.5-1.3	.6-2	.5-1.3	.9-2.1
Ordinary People	1.6-5	1.2-3	.9-2.7	1-1.8	.8-2
Home, Garden & Real Estate	1-4.2	2.3-5.3	2.2-5.6	2.7-5.3	2.2-7.2
Food	.1-1.1	.1-.9	0-1.1	0-.4	.7-2.9
Community Announcements (including weddings, events, etc.)	2.8-9.6	1.4-4.2	1.5-4.1	1.5-3.7	1.1-2.9
Obituaries	.1-1.3	0-.8	.3-1.5	.2-1.8	.5-1.5
Fashion and Beauty	0-.5	.1-1.5	0-.8	0-.4	.4-1.4
Other	.6-2.2	1.3-3.5	1.5-2.5	.9-2.1	.8-2

*See subthemes on next page

Story Analysis National Comparison Data: Sunday

	10-25K	25-50K	50-100K	100-200K	200K+
Subthemes %					
Politics/Government/War					
Police/Crime/Courts/Legal	3.2-17.4	2.7-13.7	5.9-19.7	5-13	1.1-10.1
Business, Economics & Personal Finance	12-30	14.6-30.1	8.7-25.1	6.7-18.7	12.6-33.8
War/International Conflict	.4-9	1.7-12.3	0-8.3	3.7-13.1	2-8.2
Education	0-5.8	0-2.1	0-1.7	.1-5.7	.1-4.1
Elections	0-14.5	1.6-7.6	.4-5.8	.2-4.6	2.2-7.8
City Planning, Land Use	0-2.2	0-1.8	0-2.3	0-.8	0-3.7
Other	.2-5.4	0-3.4	1.2-8.4	1.7-8.1	1-7.8
Sports					
Recreational	.4-14.2	1.1-14.1	.7-7.5	2.1-8.1	1.4-7.2
High school	5-18.2	6.9-22.3	2.6-14.6	5.5-16.5	10-19.6
College	23.4-47	15.9-39.5	22.7-40.9	28.5-44.3	17-32.2
Professional	25.6-49.3	31.1-52.7	32.5-52.9	34.7-49.3	38.6-53.6
Women's sports	2-13	1.4-13.2	4.5-15.3	1.3-7.9	5-15
Sources*					
# of sources quoted	4.3-8.5	6.6-8.6	5.7-9.9	7.2-12.8	9-13.6
# of officials/celebrities	2.8-4	2.9-4.3	3.2-4.4	4.4-6.4	4.6-6.4
# of ordinary people	.9-2.5	.8-2.6	.9-2.9	1-3.4	.9-4.9
# of identifiably male	2.6-4.8	2.7-5.1	3.5-5.5	3.8-7.6	4.4-8.6
# of identifiably female	.6-1.6	.8-1.6	.9-2.1	.8-2.4	1.2-2.2
# of gender unidentifiable	0-.5	0-.2	0-.2	0-.4	.1-.3
General reaction*					
How interesting was the story?	6.2-8	5.6-7.6	6.6-7.6	6.1-7.3	5.7-7.7
How clear and understandable was the writing?	7.6-9.4	8.1-8.9	7.4-8.4	7.6-8.6	5.6-8.6
How emotionally engaging was the story?	4.8-6.8	4-6.6	5.2-6.6	5.2-6.6	4.7-6.7
Is this a story you would choose to read?	5.5-7.5	4.8-6.8	5.8-7	5.8-7	5.6-7.6

* This data is from front page stories only

Appendix G: Structure, Listings and Content Promotion Data, Newspapers 10,000-25,000 Circulation

Structure Analysis: Newspapers 10,000-25,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Total # of pages	19.2-25.2	19.0-28.9	24.3-31.2	22.0-33.6	27.9-42.6	29.1-40.2	45.8-58.1
Total # of stand-alone Sections	2.1-3.3	2.0-3.3	2.4-3.4	2.1-3.4	3.0-4.3	2.8-3.9	4.5-5.9
# of Stories	29.8-38.9	33.2-44.5	37.7-46.9	34.7-48.7	41.0-57.7	43.3-54.9	53.9-66.6
# of Full-Color Pages	2.7-4.5	2.1-5.6	2.7-4.7	2.8-6.1	4.7-9.4	4.4-8.5	5.9-11.6
Inventory of Sections (%)							
Front	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Local, State & Regional	7.2	9.5	9.5	13.1	12.4	12.4	7.5
Local	2.1	13.3	12.3	8.5	15.1	9.3	22.7
State	3.2	7.3	7.3	10.2	11.0	5.2	15.1
Sports	79.7	72.5	79.8	74.2	78.1	92.1	93.9
Business	9.3	13.1	2.9	6.6	2.9	0.0	40.8
Food	3.2	0.0	31.6	0.0	0.0	0.0	4.0
Lifestyle	14.5	5.8	11.4	22.7	33.7	9.3	63.4
Weekend Entertainment	0.0	0.0	0.0	0.0	7.3	0.0	9.1
Family & Parenting	0.0	1.1	0.0	0.0	0.0	0.0	14.3
Youth-oriented	2.1	3.7	0.0	0.0	0.0	0.0	0.0
Education	0.0	0.0	0.0	3.7	3.7	0.0	0.0
Home, Garden & Real Estate	6.1	2.9	1.9	3.7	13.9	6.9	14.3

Structure Analysis: Newspapers 10,000-25,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Inventory of Sections (%)							
Books	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Editorial/Opinion	0.0	0.0	0.0	0.0	0.0	0.0	11.2
Fashion	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunday Magazine	0.0	0.0	0.0	0.0	0.0	0.0	5.3
Science or Health	0.0	3.7	2.9	0.0	0.0	2.7	0.0
Computers & Technology	0.0	0.0	0.0	0.0	3.7	0.0	0.0
Travel	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Comics	0.0	0.0	0.0	0.0	0.0	0.0	10.5
Classified: general	14.5	16.5	18.7	16.2	30.1	24.3	47.5
Classified: auto	0.0	0.0	0.0	5.6	2.9	8.3	6.3
Classified: real estate	0.0	0.0	0.0	0.0	2.9	5.7	10.7
Classified: jobs	0.0	0.0	0.0	0.0	2.9	1.5	6.3

Listings Tabulation: Newspapers 10,000-25,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category*							
Sports	153.9-251.7	168.8-269.3	175.8-286.5	179.7-271.6	150.2-247.7	205.0-288.8	228.8-378.5
Stocks	0.0-27.0	72.0-263.4	61.4-253.9	69.8-263.1	71.0-262.6	141.8-448.8	14.9-307.0
Television	0.0-217.9	39.3-98.1	38.6-94.3	38.9-94.2	0.0-401.4	0.0-323.4	0.0-564.9
Movies	0.0-9.8	0.0-13.4	0.0-14.9	0.0-30.3	7.9-48.3	0.0-19.0	0.0-17.6
Entertainment	0.0-14.8	2.9-13.8	2.2-47.7	0.0-95.5	26.1-186.8	10.5-31.6	21.7-77.8
Obituaries	52.0-122.5	79.9-142.6	62.7-119.2	66.6-122.3	55.3-101.9	49.0-89.6	62.8-108.3
Community Announcements	47.7-109.0	30.7-102.3	36.6-276.2	41.3-144.6	72.6-234.7	126.8-308.4	210.0-454.0
Other	0.6-74.0	0.0-13.2	0.4-21.0	7.5-55.4	0.0-49.9	5.4-96.3	5.1-109.0
Total	392.5-669.8	521.7-784.1	575-915	572.3-902.4	665.1-1199.9	814.5-1275.6	827.3-1620.4

* area in square inches

Content Promotion Tabulation: Newspapers 10,000-25,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category*							
General	130.5	153.7	156.0	117.4	175.1	187.9	229.2
Same-day Content	29.8	34.0	34.4	34.3	53.7	43.4	56.0
Upcoming Content	17.6	36.9	19.5	41.8	33.0	37.6	20.1
Web Site	21.8	18.8	16.8	13.0	26.0	24.0	35.8
Total	199.8	243.5	226.7	206.4	287.8	293.0	341.1
Count by category							
General	6.9	9.0	8.3	7.2	10.7	10.5	13.3
Same-day Content	5.0	4.4	4.9	4.9	5.4	5.5	6.9
Upcoming Content	1.4	1.4	1.0	1.9	1.4	1.3	1.7
Web Site	3.2	3.7	4.1	3.0	5.3	4.3	4.6
Total	16.5	18.4	18.3	17.0	22.8	21.6	26.5

* area in square inches

Appendix H: Structure, Listings and Content Promotion Data, Newspapers 25,000-50,000 Circulation

Structure Analysis: Newspapers 25,000-50,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Total # of pages	25.9-31.2	25.8-34.7	31.9-40.4	32.3-41.8	36.9-50.9	31.4-49.6	58.6-78.9
Total # of stand-alone Sections	3.0-4.1	3.2-4.3	3.7-4.7	3.9-4.7	3.9-5.1	3.7-4.8	5.7-6.9
# of Stories	43.9-55.3	48.4-60.8	52.6-62.4	51.9-63.9	53.5-67.3	50.0-62.4	65.9-84.1
# of Full-Color Pages	4.6-6.6	4.6-6.7	5.3-7.3	5.6-9.3	6.4-11.0	6.2-11.6	7.5-13.0
Inventory of Sections (%)							
Front	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Local, State & Regional	21.2	25.0	29.2	27.3	33.6	21.6	28.0
Local	14.8	41.6	31.2	29.2	27.1	34.5	40.5
State	10.4	6.2	6.2	4.1	0.0	4.3	6.4
Sports	91.8	85.5	95.9	100.0	87.6	95.7	100.0
Business	29.4	12.5	35.5	29.1	20.7	6.5	64.0
Food	4.1	2.3	52.0	4.1	0.0	6.5	0.0
Lifestyle	33.2	37.5	22.8	33.4	41.8	19.7	82.8
Weekend Entertainment	0.0	0.0	0.0	14.9	22.8	0.0	0.0
Family & Parenting	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Youth-oriented	0.0	4.1	0.0	0.0	0.0	0.0	0.0
Education	4.1	0.0	6.2	0.0	0.0	0.0	0.0
Home, Garden & Real Estate	0.0	0.0	0.0	0.0	22.8	23.8	19.3

Structure Analysis: Newspapers 25,000-50,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Inventory of Sections (%)							
Books	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Editorial/Opinion	0.0	0.0	0.0	0.0	0.0	0.0	17.2
Fashion	0.0	0.0	0.0	0.0	2.3	0.0	0.0
Sunday Magazine	0.0	0.0	0.0	0.0	0.0	0.0	6.4
Science or Health	8.5	0.0	4.1	10.4	0.0	4.3	0.0
Computers & Technology	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel	0.0	0.0	0.0	4.1	0.0	0.0	4.2
Comics	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Classified: general	8.5	16.6	24.8	33.3	37.5	45.3	72.2
Classified: auto	0.0	4.6	0.0	2.3	12.5	8.6	8.9
Classified: real estate	0.0	0.0	4.1	0.0	4.1	8.9	25.4
Classified: jobs	0.0	0.0	0.0	0.0	0.0	0.0	4.2

Listings Tabulation: Newspapers 25,000-50,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category*							
Sports	235.9-338.7	221.5-298.4	241.2-335.5	281.6-382.0	256.4-421.5	274.0-363.3	305.5-429.2
Stocks	0.0-58.6	214.1-493.5	190.3-385.5	199.0-491.8	216.2-498.9	238.5-532.8	218.1-658.8
Television	100.2-177.0	93.8-172.4	96.2-174.4	95.5-159.9	34.0-703.6	84.8-152.3	0.0-285.3
Movies	0.0-28.6	0.0-29.3	0.0-35.6	8.5-44.3	3.8-202.1	0.0-41.1	0.9-33.5
Entertainment	0.0-16.7	0.9-25.9	0.0-20.4	9.5-163.7	63.4-268.0	1.9-28.3	18.7-106.6
Obituaries	64.4-138.5	109.2-212.2	106.1-177.5	93.8-162.4	96.2-155.4	94.0-165.4	82.4-136.2
Community Announcements	80.1-191.6	35.5-92.7	26.1-266.5	58.4-167.9	75.8-193.4	101.1-267.1	238.7-562.8
Other	1.6-48.4	8.3-50.7	6.2-71.6	0.0-59.6	13.4-84.8	9.0-39.9	33.3-123.0
Total	607.6-861.9	833.4-1225.1	889-1243	949.1-1419.7	1193.2-2093.6	960.8-1428.0	1312.2-1872.0

* area in square inches

Content Promotion Tabulation: Newspapers 25,000-50,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category*							
General	105.3	161.2	120.6	138.7	180.5	179.0	293.2
Same-day Content	42.9	45.8	51.3	72.0	82.1	59.8	88.9
Upcoming Content	10.7	18.8	23.8	77.2	42.9	25.2	71.2
Web Site	9.7	39.0	20.3	11.3	38.9	26.0	54.7
Total	168.7	264.8	216.0	299.3	344.4	290.1	508.0
Count by category							
General	6.2	9.8	9.2	7.4	11.4	9.7	14.0
Same-day Content	7.4	5.8	7.0	7.2	7.9	7.6	10.8
Upcoming Content	1.9	1.9	1.7	2.8	2.1	1.6	2.6
Web Site	2.8	5.4	5.2	4.6	7.3	7.6	5.8
Total	18.2	22.9	23.2	22.1	28.6	26.6	33.1

* area in square inches

Appendix I: Structure, Listings and Content Promotion Data, Newspapers 50,000-100,000 Circulation

Structure Analysis: Newspapers 50,000-100,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Total # of pages	33.6-45.6	37.9-47.3	42.5-51.5	45.6-54.9	60.5-76.9	54.7-83.5	86.9-115.5
Total # of stand-alone Sections	4.1-5.1	4.3-5.4	4.6-5.5	4.9-5.8	5.2-6.7	5.1-6.4	7.4-8.7
# of Stories	53.1-68.2	62.6-74.2	63.3-78.8	63.3-77.3	73.9-87.0	65.7-78.8	82.6-96.8
# of Full-Color Pages	6.1-9.0	6.6-9.9	7.1-12.0	6.4-12.3	11.2-20.1	9.9-25.9	12.5-17.7
Inventory of Sections (%)							
Front	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Local, State & Regional	40.9	20.8	25.2	25.2	25.2	29.1	41.1
Local	37.8	53.5	49.6	53.5	53.5	41.4	41.9
State	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sports	95.6	100.0	100.0	100.0	100.0	100.0	100.0
Business	37.3	68.1	68.1	72.4	71.9	64.2	83.5
Food	4.4	4.4	37.8	16.2	0.0	0.0	0.0
Lifestyle	40.9	49.1	33.4	50.4	70.5	41.6	86.9
Weekend Entertainment	0.0	0.0	0.0	8.2	32.7	20.1	0.0
Family & Parenting	3.9	3.9	3.9	16.0	3.9	3.9	3.9
Youth-oriented	0.0	4.4	0.0	3.9	3.9	0.0	0.0
Education	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home, Garden & Real Estate	0.0	0.0	0.0	4.4	4.4	24.5	46.0

Structure Analysis: Newspapers 50,000-100,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Inventory of Sections (%)							
Books	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Editorial/Opinion	0.0	3.9	3.9	3.9	0.0	0.0	16.9
Fashion	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunday Magazine	4.4	0.0	4.4	4.4	4.4	4.4	13.1
Science or Health	8.7	12.1	11.9	0.0	0.0	0.0	4.4
Computers & Technology	16.2	4.4	0.0	0.0	0.0	0.0	4.4
Travel	0.0	0.0	3.9	3.9	3.9	4.4	33.9
Comics	0.0	0.0	0.0	0.0	0.0	0.0	16.2
Classified: general	38.3	25.7	42.6	46.0	50.2	74.4	70.0
Classified: auto	0.0	0.0	0.0	4.4	17.0	12.1	28.8
Classified: real estate	0.0	0.0	0.0	0.0	0.0	20.6	12.6
Classified: jobs	0.0	0.0	0.0	0.0	0.0	20.6	16.9

Listings Tabulation: Newspapers 50,000-100,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category*							
Sports	375.5-524.9	325.7-459.1	343.0-558.3	379.7-515.7	378.6-511.9	418.0-590.7	484.5-632.5
Stocks	0.0-30.8	418.8-719.6	423.8-708.4	372.6-708.6	388.9-659.4	534.4-831.5	169.3-758.9
Television	119.0-179.1	131.9-194.0	125.1-187.4	135.0-191.6	153.3-246.4	0.0-851.5	8.8-86.3
Movies	0.0-29.6	5.1-48.4	3.0-36.6	8.2-73.8	50.4-131.9	5.0-43.8	0.7-53.4
Entertainment	0.0-36.5	0.0-26.8	0.9-12.9	18.0-206.4	257.0-592.8	6.8-43.8	74.0-195.2
Obituaries	90.3-180.8	128.9-231.9	163.8-260.4	153.6-275.0	122.5-214.2	126.9-213.2	108.9-208.0
Community Announcements	71.3-216.3	66.9-175.8	44.6-144.4	49.1-165.1	3.8-189.3	68.8-148.2	187.7-451.1
Other	10.9-78.2	2.9-76.4	12.4-47.4	0.6-81.8	6.2-82.5	8.8-116.0	44.9-139.7
Total	824.4-1111.2	1293.7-1715.8	1358-1715	1429.3-1905.6	1702.4-2286.7	1523.2-2415.1	1454.8-2149.2

* area in square inches

Content Promotion Tabulation: Newspapers 50,000-100,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category*							
General	157.0	149.9	146.5	137.6	202.0	302.9	303.4
Same-day Content	56.0	92.1	85.4	80.8	137.0	110.7	120.9
Upcoming Content	13.6	23.6	54.0	34.4	109.8	31.8	50.6
Web Site	56.0	75.7	31.9	63.9	50.0	127.1	75.1
Total	282.6	341.3	317.8	316.7	498.8	572.4	550.0
Count by category							
General	8.8	11.5	10.0	9.3	14.1	14.6	15.5
Same-day Content	9.2	10.8	9.9	10.6	11.9	10.5	11.0
Upcoming Content	2.1	2.2	2.8	2.2	3.2	2.2	2.4
Web Site	8.2	6.8	3.9	6.3	8.4	8.4	7.1
Total	28.3	31.2	26.7	28.4	37.7	35.7	35.9

* area in square inches

Appendix J: Structure, Listings and Content Promotion Data, Newspapers 100,000-200,000 Circulation

Structure Analysis: Newspapers 100,000-200,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Total # of pages	47.7-58.5	45.1-54.4	51.4-69.4	61.3-83.2	76.2-99.5	77.4-109.7	135.3-172.6
Total # of stand-alone Sections	5.1-6.3	4.5-5.7	5.2-6.7	5.3-6.6	5.9-7.5	5.9-7.3	9.6-11.7
# of Stories	56.2-69.6	63.3-74.3	70.8-85.3	72.6-88.3	81.9-104.2	70.1-88.3	101.9-114.6
# of Full-Color Pages	7.9-13.4	7.1-9.6	8.7-12.6	8.4-15.1	14.8-24.7	15.0-29.1	21.2-32.3
Inventory of Sections (%)							
Front	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Local, State & Regional	55.8	72.7	72.6	64.2	63.1	53.7	72.6
Local	19.0	37.9	27.4	28.5	38.0	28.4	35.8
State	17.9	0.0	0.0	8.4	8.4	0.0	8.4
Sports	91.6	91.6	91.6	100.0	100.0	100.0	100.0
Business	53.6	73.7	64.3	83.2	73.7	83.2	100.0
Food	0.0	0.0	63.2	28.4	0.0	0.0	0.0
Lifestyle	65.3	65.3	55.9	46.4	64.3	64.2	100.0
Weekend Entertainment	0.0	0.0	0.0	9.5	64.2	9.5	0.0
Family & Parenting	0.0	0.0	0.0	9.5	0.0	8.4	9.5
Youth-oriented	8.4	8.4	0.0	0.0	0.0	0.0	0.0
Education	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home, Garden & Real Estate	0.0	0.0	0.0	0.0	8.4	27.4	71.5

Structure Analysis: Newspapers 100,000-200,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Inventory of Sections (%)							
Books	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Editorial/Opinion	9.5	0.0	0.0	0.0	0.0	0.0	73.7
Fashion	0.0	0.0	0.0	8.4	0.0	0.0	0.0
Sunday Magazine	0.0	0.0	0.0	0.0	0.0	0.0	19.0
Science or Health	26.3	8.4	0.0	0.0	0.0	0.0	0.0
Computers & Technology	19.0	0.0	0.0	0.0	9.5	0.0	0.0
Travel	0.0	0.0	0.0	0.0	0.0	0.0	82.1
Comics	0.0	0.0	0.0	0.0	9.5	0.0	35.8
Classified: general	65.3	55.9	46.4	36.8	73.7	91.6	83.2
Classified: auto	0.0	0.0	0.0	46.4	27.4	35.8	27.3
Classified: real estate	0.0	0.0	0.0	0.0	9.5	19.0	37.9
Classified: jobs	0.0	0.0	0.0	0.0	0.0	0.0	45.3

Listings Tabulation: Newspapers 100,000-200,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category*							
Sports	369.7-540.3	371.3-597.7	389.6-600.7	389.3-646.9	375.8-678.0	440.6-768.2	585.0-1,123.8
Stocks	2.3-108.0	755.7-1,218.5	753.3-1,178.9	777.3-1,123.2	756.9-1,179.9	547.0-2,160.2	203.1-1,165.2
Television	152.7-248.7	167.6-258.4	156.5-246.8	137.1-219.3	146.6-243.3	63.1-184.4	29.5-172.1
Movies	9.8-45.1	5.7-41.2	10.1-48.7	8.7-248.7	90.5-233.0	12.4-50.6	7.9-77.1
Entertainment	0.0-37.7	4.1-24.5	0.0-229.9	16.9-608.1	177.0-562.6	0.0-214.6	48.0-168.7
Obituaries	144.6-258.7	216.8-332.3	214.2-359.5	181.2-300.0	210.8-336.7	175.1-265.1	245.4-369.0
Community Announcements	118.9-372.8	16.7-89.4	32.5-238.4	73.7-286.5	83.5-414.6	90.1-226.5	387.9-578.6
Other	35.2-155.9	8.8-22.5	50.1-172.7	2.9-42.4	10.9-42.5	29.6-119.8	117.6-344.0
Total	1020.3-1577.6	1733.2-2398.1	1970-2678	1995.7-3066.4	2372.6-3169.9	1713.3-3603.6	2221.1-3402.0

* area in square inches

Content Promotion Tabulation: Newspapers 100,000-200,000 Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category							
General	136.6	248.1	231.1	234.3	183.4	330.7	372.2
Same-day Content	63.8	82.8	79.4	105.4	119.8	76.8	114.3
Upcoming Content	16.7	31.8	16.0	32.6	28.1	35.4	39.9
Web Site	37.6	42.6	44.4	32.5	43.9	119.4	71.2
Total	254.7	405.4	371.0	404.8	375.1	562.3	597.6
Count by category							
General	8.6	10.7	11.2	12.1	13.1	14.0	15.6
Same-day Content	9.9	11.5	11.0	12.7	11.9	11.1	16.3
Upcoming Content	2.0	2.2	1.3	2.3	2.2	3.2	3.7
Web Site	3.7	4.2	5.5	5.6	5.0	6.1	5.9
Total	24.2	28.5	29.0	32.8	32.2	34.4	41.5

Appendix K: Structure, Listings and Content Promotion Data, Newspapers 200,000+ Circulation

Structure Analysis: Newspapers 200,000+ Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Total # of pages	45.8-68.4	56.3-74.3	73.1-101.3	68.1-86.2	91.3-126.3	85.7-139.3	187.5-248.3
Total # of stand-alone Sections	5.1-6.4	5.1-6.7	6.2-7.6	5.6-7.2	6.2-7.7	5.7-7.3	11.0-13.8
# of Stories	73.6-88.4	79.8-96.4	90.7-109.9	90.5-118.1	104.0-126.7	82.6-115.1	124.2-157.7
# of Full-Color Pages	8.4-11.7	6.5-11.1	10.6-17.6	5.9-15.8	11.4-16.6	9.1-27.2	27.3-52.8
Inventory of Sections(%)							
Front	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Local, State & Regional	53.0	47.0	53.8	53.8	53.8	47.0	60.6
Local	26.5	26.5	32.5	32.5	33.3	19.7	40.2
State	20.5	20.5	13.7	20.5	13.7	0.0	12.9
Sports	100.0	93.2	100.0	100.0	100.0	100.0	100.0
Business	60.6	87.1	93.2	80.3	86.3	72.7	100.0
Food	0.0	0.0	47.8	6.8	6.8	6.8	20.5
Lifestyle	81.1	87.1	87.1	74.3	80.3	59.8	79.5
Weekend Entertainment	0.0	0.0	0.0	26.5	47.0	12.9	13.7
Family & Parenting	6.0	0.0	0.0	0.0	0.0	6.8	19.7
Youth-oriented	0.0	0.0	6.8	0.0	0.0	0.0	6.8
Education	0.0	6.8	0.0	0.0	0.0	0.0	0.0
Home, Garden & Real Estate	0.0	0.0	13.7	0.0	18.9	40.2	33.3

Structure Analysis: Newspapers 200,000+ Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Inventory of Sections (%)							
Books	0.0	0.0	0.0	0.0	0.0	0.0	13.7
Editorial/Opinion	0.0	0.0	0.0	0.0	0.0	0.0	74.3
Fashion	0.0	0.0	0.0	6.8	0.0	0.0	6.8
Sunday Magazine	0.0	0.0	0.0	0.0	6.8	0.0	33.3
Science or Health	6.8	19.7	6.8	0.0	0.0	0.0	0.0
Computers & Technology	6.8	13.7	0.0	0.0	7.3	0.0	20.5
Travel	6.8	6.8	6.8	6.8	0.0	6.8	94.0
Comics	0.0	0.0	0.0	0.0	0.0	0.0	7.3
Classified: general	47.0	41.0	67.5	54.6	61.4	59.0	79.5
Classified: auto	6.8	0.0	20.5	20.5	19.7	53.8	53.8
Classified: real estate	0.0	0.0	0.0	6.8	6.8	20.5	59.8
Classified: jobs	6.8	0.0	0.0	0.0	0.0	0.0	74.3

Listings Tabulation: Newspapers 200,000+ Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category*							
Sports	545.4-784.8	400.7-571.0	471.9-627.5	501.6-788.5	485.7-659.3	643.8-839.8	724.2-1,027.4
Stocks	3.9-31.9	827.8-1,262.8	889.5-1,219.7	907.7-1,236.4	858.3-1,181.4	985.6-1,633.9	377.4-1,201.6
Television	173.0-238.9	196.3-279.6	200.4-309.4	151.2-263.8	208.4-305.0	198.0-296.8	0.0-774.6
Movies	31.0-130.0	13.7-94.8	9.1-99.0	20.8-156.8	146.2-384.9	32.5-160.3	0.0-111.8
Entertainment	0.4-11.2	3.8-33.3	13.2-31.0	0.0-394.9	263.8-977.7	10.0-43.5	115.4-350.2
Obituaries	146.4-306.0	203.5-390.2	214.1-398.5	200.5-380.3	170.7-348.3	122.3-278.9	226.8-442.9
Community Announcements	44.8-92.9	37.6-142.7	1.6-168.6	16.7-141.3	8.1-294.5	25.6-106.7	59.6-316.4
Other	0.0-33.4	12.5-59.0	15.7-122.9	17.8-224.1	14.0-253.9	59.0-166.8	229.4-409.0
Total	1103.9-1467.3	1889.0-2640.3	2069-2723	2242.1-3124.8	2711.8-3848.4	2380.3-3223.1	2263.5-3870.7

* area in square inches

Content Promotion Tabulation: Newspapers 200,000+ Circulation

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Area by category*							
General	270.1	254.6	290.3	249.4	325.9	293.8	721.7
Same-day Content	80.2	141.1	150.4	112.1	186.7	122.0	309.8
Upcoming Content	25.9	55.7	66.2	91.2	73.1	47.7	132.6
Web Site	43.5	63.0	82.8	59.3	130.4	82.7	251.5
Total	419.7	514.4	589.6	512.0	716.1	546.2	1415.5
Count by category							
General	8.8	14.5	14.1	11.3	18.8	16.0	35.2
Same-day Content	9.9	16.5	13.9	13.6	19.0	13.2	22.2
Upcoming Content	1.7	2.6	1.8	2.9	2.7	1.8	6.2
Web Site	3.5	8.2	7.3	6.6	9.0	6.5	12.5
Total	23.8	41.7	37.1	34.4	49.5	37.6	76.2

* area in square inches