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PUBLIC ATTITUDE REGARDING LOCAL SMALL CITY  
DAILY NEWSPAPER SERVICE.

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PUBLIC ATTITUDE REGARDING LOCAL  
SMALL CITY DAILY NEWSPAPER SERVICE

by

Michael David Reichgut

Submitted to the  
Faculty of the College of Arts and Sciences  
of The American University  
in Partial Fulfillment of  
the Requirements for the Degree  
of  
Master of Arts

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## TABLE OF CONTENTS

| CHAPTER | PAGE   |
|---------|--|
| I       | PURPOSE, BACKGROUND DATA AND SURVEY METHOD..... 1                        |
| II      | BIOGRAPHICAL AND CENSUS DATA.....10                                      |
| III     | LOCAL NEWSPAPERS: Background, Circulation<br>and Readership Data.....25  |
| IV      | LOCAL NEWSPAPERS: Reader Attitude Data.....31                            |
| V-      | MEDIA INFORMATION: Out-of-Town Newspapers<br>and Other Media Data.....39 |
| VI      | SUMMARY: Comments and Recommendations.....50                             |
|         | BIBLIOGRAPHY.....57  |

## LIST OF TABLES

| TABLE   | PAGE |
|---|------|
| I Radio Stations Providing Service to Frederick.....  | 13   |
| II Daily Newspapers Available to Frederick.....       | 14   |
| III Age Composition: Frederick vs. U.S.....           | 16   |
| IV Marital Status: Frederick vs. U.S.....             | 17   |
| V Age Composition: U.S. vs. Frederick.....            | 18   |
| VI Age Composition: Survey.....                       | 18   |
| VII Prospective Population Growth.....                | 19   |
| VIII Occupational Composition.....                    | 21   |
| IX Biographical Data - Survey Group.....              | 22   |
| X Circulation Data - News and Post.....               | 26   |
| XI Sample Press Run Data - News and Post.....         | 27   |
| XII Circulation Distribution Data-News and Post.....  | 28   |
| XIII Household Local Newspaper Subscription.....      | 29   |
| XIV Local Newspaper Reading By Subject.....           | 29   |
| XV Local Newspaper Advertisement Reading.....         | 30   |
| XVI Local Newspaper Importance.....                   | 31   |
| XVII Quantity of News Reported.....                   | 35   |
| XVIII Out-of-Town Newspaper Received.....             | 39   |
| XIX Out-of-Town Newspaper Reading by Subject.....     | 41   |
| XX Local Newspaper Reporting.....                     | 42   |
| XXI Information Obtained from Various Media-Time..... | 44   |
| XXII Time Spent With Various Media.....               | 47   |
| XXIII Average Time Spent With Various Media.....      | 49   |

## LIST OF FIGURES

| FIGURE |   | PAGE |
|--------|---|------|
| 1.     | Questionnaire.....  | 5    |
| 2.     | Sample Letter.....  | 8    |
| 3.     | Geographic Relationship of Frederick,<br>Baltimore and Washington, D.C..... | 11   |

## CHAPTER ONE

### PURPOSE, BACKGROUND DATA AND SURVEY METHOD

The investigator's hypothesis is that local small city daily newspapers are providing an important and necessary service to their communities. It is believed, however, that a void is currently being left by the local daily which can and should be filled. This service is needed and sought by the newspapers readers. These readers must presently seek this additional information from large metropolitan or "National" newspapers or from magazines, radio or television.

The readers desire and expect their local newspaper to improve its ability to explain, predict and inform them of the events of the day. The seeking of additional or supplementary information in itself is commendable, but when it is necessary because this information is not provided where it could and should be by the local newspaper, then an undesirable situation arises. As a result, the attitude of the public toward their local newspapers is not as strong as it might or should be.

The local newspaper plays an important role in the lives of the members of the community and, therefore, should and must provide the services expected, desired and needed. The duties and responsibilities of a small local daily newspaper are increasing with the demand for better information about our complex world. Editors may feel they have accomplished their job if the basic news has been reported to their readers. This, however, is not the situation if their readers are still seeking

additional information from other sources that the small city newspapers could provide. It is, therefore, necessary for these editors to expand their news coverage, and inform their readers what the news means as well as just "what it is."

The "average" reader only reads about 200 to 250 words a minute which is considered relatively slow. Surveys have shown that the "average" reader spends about 30 to 45 minutes a day with his newspaper.<sup>1</sup> Since his vocabulary generally is limited, long sentences may tend to confuse him as do plain "cold hard facts." He wants and needs to know, as concisely as possible, what is happening but of most importance why and what it means.

A small city daily newspaper is not expected to be a New York Times but the editor must not permit it the liberty of becoming complacent about its role in the community. Nearly everyone in a small city or town reads the local newspaper at least for the "next door news." This Survey will show that because the local newspaper is not providing the necessary services that it can and should provide, the readers must seek additional information from other sources on state, regional, national and international news.

The results of the Survey, designed, executed and tabulated by the author will further show that, due to this lack of service,

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<sup>1</sup>John Hohenberg, The Professional Journalist (New York: Holt, Rinehart & Winston, 1961), p. 13.



the public attitude of the readership toward their local newspaper is not as strong or positive as it might or should be. Primary data for this Study were gathered by use of a direct mail questionnaire.

To the best of the author's knowledge no other research has been attempted in this area of study. The survey group was selected in accordance with the methods and guides set forth in Survey Research<sup>2</sup> by Backstrom and Hursh. The Survey was designed, as are all surveys, to gather information about a large number of people by interviewing a few of them. The purpose of survey research is to estimate the characteristics of a population. A survey is, therefore, only an estimate, within a given sample error, of the universe. "The size of the population has little bearing on sample size whenever the sample size is less than 5 percent of the population"<sup>3</sup> i.e. - Five Percent of the population of the sample city (Frederick, Md.) is 1,087 people ( $21,744^4 \times 5\%$ ) or more than the size of the survey group selected for the Survey.

---

<sup>2</sup>Charles H. Backstrom and Gerald D. Hursh, Survey Research (n.p.: Northwestern University Press, 1963), passim.

<sup>3</sup>ibidem, p. 28.

<sup>4</sup>U. S. Census of Population, General Population Characteristics, Maryland, PC [1]-22B (Washington: Government Printing Office, 1960), p. 19.

Research is the seeking of information which leads to knowledge. "Empirical knowledge in our time is generally respected. If it is carefully sought and honestly presented, it deserves that respect--if only because it endeavors to add a degree of predictability to the social order."<sup>5</sup>

Personal-interview surveys are expensive in time and money and it is felt that no additional validity would have been given the Survey if this method had been employed. It was determined that for this Study the sampling procedure which would provide the most valid results for the cost and practicality involved would be the random sample method. The random sample mail questionnaire method was used to obtain the desired information. Most direct-mail organizations agree that a 2 to 3 percent return is very good with an exceptional high of 6 to 7 percent. The response to the authors direct-mail survey was a remarkable 34.5 percent. A reproduction of the Survey Questionnaire is shown as Figure 1. Figure 2 is a copy of the cover letter sent with each questionnaire. A postage-paid envelope was included in every mailing piece.

The survey group was selected following the instructions and methods for validity set forth in Survey Research<sup>6</sup> and under the auspices and guidance of Dr. Ray E. Hiebert, Chairman, Department of Journalism, Public Relations and Broadcasting, American University, Washington, D.C., who also assisted in the preparation of the survey questionnaire.

---

<sup>5</sup>Backstrom, op. cit., p. 5.

<sup>6</sup>Backstrom, passim.

Please answer all questions. Place in the postage paid envelope provided and return as soon as possible. THANK YOU!

-----

Biographical information

- 1) Head of Household  
 A. Are you married? Yes \_\_\_ No \_\_\_ If so, how long? \_\_\_ years.  
 B. Age (check one) 20-35 \_\_\_ 51-75 \_\_\_  
 36-50 \_\_\_ Over 75 \_\_\_
- 2) Residence  
 A. Are you a native of Frederick? Yes \_\_\_ No \_\_\_  
 B. If not, how long have you lived in Frederick? \_\_\_ years.  
 C. Are you a native of Maryland? Yes \_\_\_ No \_\_\_
- 3) Occupation (check one)  
 Unskilled \_\_\_ Skilled \_\_\_ White Collar \_\_\_ Professional \_\_\_
- 4) Family yearly income (check one)  
 Under \$5,000 \_\_\_ \$5,000 to \$15,000 \_\_\_ Over \$15,000 \_\_\_
- 5) Education completed (check one)  
 High School \_\_\_ College \_\_\_ Post Graduate \_\_\_

Newspaper Service

NOTE: There are no right or wrong answers to the following questions. Please read each question fully before answering.

- 6) Do you subscribe to or purchase a local newspaper? Yes \_\_\_ No \_\_\_
- 7) What is the name of the newspaper? \_\_\_\_\_
- 8) When you read your local newspaper what news do you read first? second? third?  
 International News \_\_\_ What the Headlines are \_\_\_  
 Local and State News \_\_\_ Other News \_\_\_  
 National News \_\_\_
- 9) Do you subscribe to or purchase an out-of-town newspaper? Yes \_\_\_ No \_\_\_  
 No \_\_\_. What is the name of the out-of-town newspaper? \_\_\_\_\_
- 10) List in order the sections of the out-of-town newspaper you read (first, second, third, etc.)  
 Amusements \_\_\_ Comics \_\_\_ Society \_\_\_  
 Business \_\_\_ Front Page \_\_\_ Nat'l News \_\_\_  
 Classified \_\_\_ Sports \_\_\_ Other \_\_\_

(Please turn to next page)

(Page 2)

- 11) Is your local newspaper an important part of  
 A. your community? Yes \_\_\_ No \_\_\_  
 B. your family's life? Yes \_\_\_ No \_\_\_
- 12) Does your local newspaper  
 A. participate in city events? Yes \_\_\_ No \_\_\_  
 B. take a firm stand on questions of city improvement? Yes \_\_\_ No \_\_\_  
 C. lead the way for just causes? Yes \_\_\_ No \_\_\_  
 D. report enough LOCAL news? Yes \_\_\_ No \_\_\_  
 E. report enough STATE news? Yes \_\_\_ No \_\_\_  
 F. report enough NATIONAL news? Yes \_\_\_ No \_\_\_  
 G. report enough INTERNATIONAL news? Yes \_\_\_ No \_\_\_
- 13) Do you believe what you read in your local newspaper?  
 Yes \_\_\_ No \_\_\_
- 14)\* How much news do you receive from  
 A. your local newspaper? All \_\_\_ Most \_\_\_ Some \_\_\_ Very Little \_\_\_  
 B. an out-of-town newspaper? All \_\_\_ Most \_\_\_ Some \_\_\_ Very Little \_\_\_  
 C. radio and television? All \_\_\_ Most \_\_\_ Some \_\_\_ Very Little \_\_\_  
 D. magazines? All \_\_\_ Most \_\_\_ Some \_\_\_ Very Little \_\_\_
- 15) Do you read the advertisements in your local newspapers?  
 Yes \_\_\_ No \_\_\_
- 16) Do you find it difficult to understand the news reported by your local newspaper? Yes \_\_\_ No \_\_\_
- 17) How much time do you spend each day (average)  
 A. reading your local newspaper? \_\_\_ hours \_\_\_ mins.  
 B. reading an out-of-town newspaper? \_\_\_ hours \_\_\_ mins.  
 C. listening to radio? \_\_\_ hours \_\_\_ mins.  
 D. viewing television? \_\_\_ hours \_\_\_ mins.  
 E. reading magazines? \_\_\_ hours \_\_\_ mins.
- 18) Are there any areas in which you feel your local newspaper should improve?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- 19) Are there any areas in which you feel your local newspaper is outstanding?

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- 20) Other comments: \_\_\_\_\_

---

Thank you very much for your time and assistance. Watch your local newspaper in the next few months for the results of this research project.

PLEASE RETURN THESE FORMS IN THE ENVELOPE PROVIDED...TODAY!

THANK YOU!

- \* It was found necessary to disregard the responses to Question 14 of the Survey as the respondents did not fully comprehend the Question and therefore duplicated their answers so often that the tabulation could not be considered statistically significant. The error lies in the way in which this Question was worded and placed before the Survey group.

4600 Connecticut Avenue, N.W.  
Washington, D.C. 20008

Dear Head of Household:

You have been selected to participate in a special public attitude survey being conducted for the Journalism/Public Relations Department of American University, Washington, D.C.

You and several hundred other residents of the Frederick area are being asked to complete the enclosed questionnaire and return it in the POSTAGE PAID envelope provided.

NO names are required on any of the forms. This is NOT a test but a survey to determine the service provided by your local newspapers. There are no right or wrong answers. But, it is very important that you answer all of the questions to the best of your ability.

IT IS MOST IMPORTANT THAT THE QUESTIONNAIRE BE RETURNED BY DECEMBER 28, 1965 OR SOONER IF POSSIBLE.

The data obtained from this survey will be used as part of a graduate research project. The questionnaire should only take a few minutes to complete.

Your assistance and cooperation is truly appreciated.

Sincerely,

Michael D. Reichgut

FIGURE 2

SAMPLE LETTER

For the statistical analysis of this Study a 95 confidence limit (in 95 out of 100 samples the value is true) was considered acceptable and a random sample tolerated error of 8 percent was used in computing the necessary sample size.<sup>7</sup>

The distribution of the survey group and its correlation to the universe is discussed in Chapter Two of this Study. We are, thus, able to make statistical inferences about the population (universe) based on the sample group. Unless otherwise noted in this Study "average" is defined as the arithmetic mean of a series -- the sum of a series of measures (responses) divided by the number of measures, i.e.  $M = \frac{\sum X^8}{N}$ .

---

<sup>7</sup>ibidem, pp. 32-33.

<sup>8</sup>M. J. Nelson et al., Statistics (New York: Dryden Press, Inc., 1956), p. 13.

## CHAPTER TWO

### BIOGRAPHICAL AND CENSUS DATA

The city of Frederick is the economic and administrative center of Frederick County, Maryland. The city of Frederick, hereinafter referred to as Frederick, is located at a junction point on the Federal Interstate Highway System, 48 miles west of Baltimore, Maryland, and 45 miles north of Washington, District of Columbia.

The geographic location of Frederick, with respect to the metropolitan areas of Baltimore and Washington as well as nearby smaller communities, is shown in Figure 3. Although Gettysburg (34 miles) and Hagerstown (25 miles) are located closer than either Baltimore or Washington, there is no statistically measurable influence in this Study from either of these cities.

Frederick can be reached by several modern highways including U. S. Interstate 70-N from Baltimore and U. S. Interstate 70-S from Washington and by common-carrier passenger service, bus and railroad, or via the municipal airport which is situated just east of the city.

Frederick has two daily newspapers, the Frederick Post (morning) and the News (evening), and three local radio stations, WFMD, WFMD-FM and WMHI.

Frederick is located within good reception of nine television stations located in Baltimore, Maryland, Washington, D.C., and Lancaster and York, Pennsylvania. Both AM and FM radio reception is received from the three local stations as well



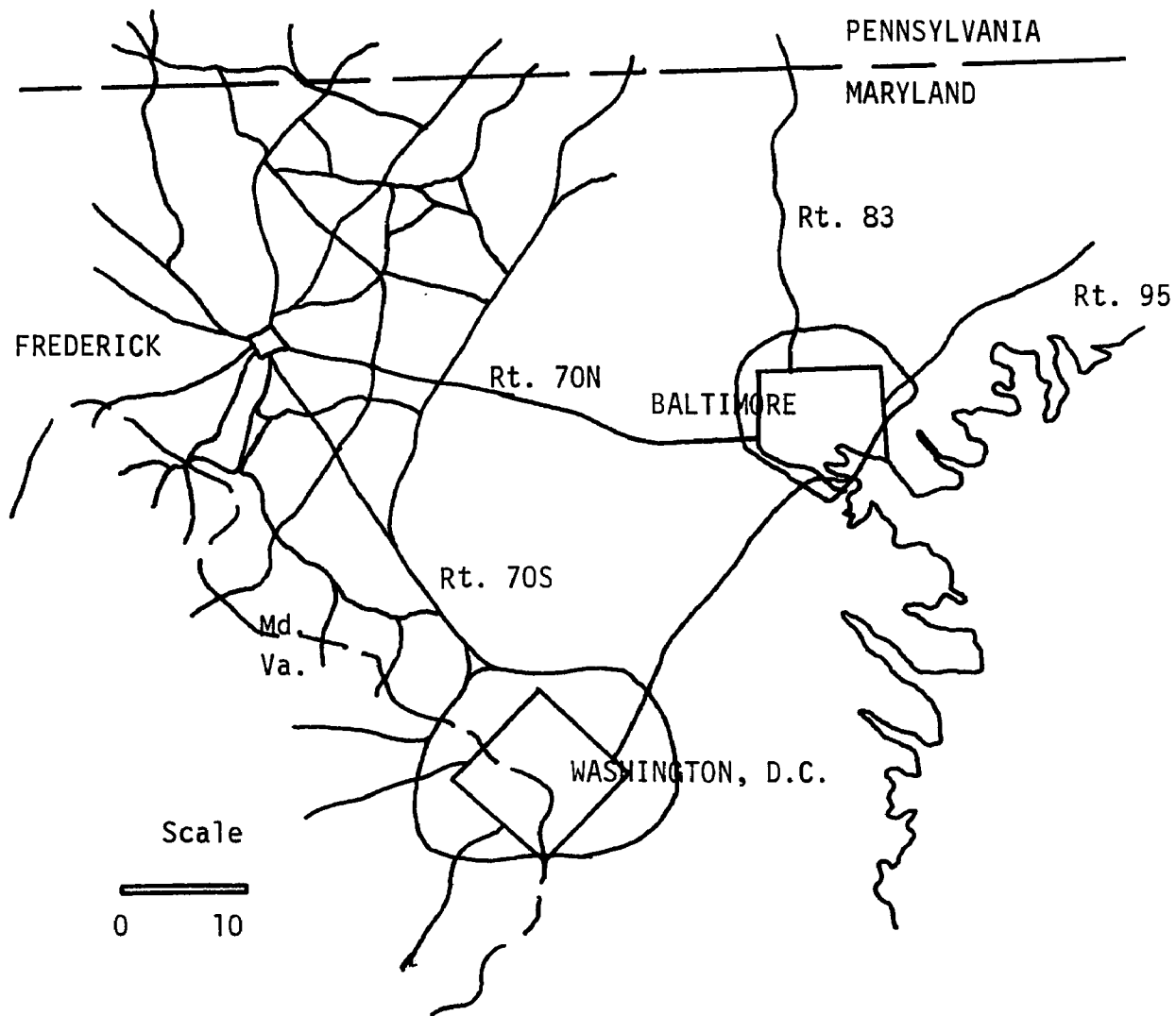


FIGURE 3  
GEOGRAPHIC RELATIONSHIP OF  
FREDERICK, BALTIMORE AND WASHINGTON, D.C.

as stations in Baltimore, Washington and several small communities in Maryland, West Virginia and Pennsylvania as shown in Table I.

Service from many nearby newspapers is available to Frederick including three in Washington, three in Baltimore, five county newspapers as well as newspapers in several communities near Frederick (Table II). Newspaper service also is available from several "national" Newspapers, i.e., New York Times, National Observer, Wall Street Journal.

Frederick is a self-contained city with a U. S. Census population of 21,744 persons in 1960. It is the fifth largest city in Maryland, in number of persons, excluding the Baltimore and Washington Metropolitan areas.<sup>9</sup> Frederick has a slightly older average-population than does the State of Maryland or the United States. The median age for Frederick in 1960 was 30.6 years whereas the state average was 28.7 and for the nation 29.5 years.<sup>10</sup> These are not, however, exceptionally large differences. The proportions of the other age groups are also relatively close.

The 1960 U. S. Census figures show that Frederick's population under 15 years of age was 28.3% whereas the Maryland average was 32.0% and the national average was 31.3%. Persons 45 years and older comprised 30.6% of the Frederick population

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<sup>9</sup>U.S. Census, op. cit., p. 5.

<sup>10</sup>Julian Tarrant, Comprehensive Master Plan for City of Frederick, Maryland (Cincinnati, Ohio: Ladiolas Seago and Associates, 1964), p. 9.

TABLE I  
RADIO STATIONS PROVIDING SERVICE TO FREDERICK\*

| <u>Location</u>                 | <u>Station</u>   |
|---------------------------------|--|
| Baltimore, Maryland.....        | WFBR<br>WAQE, WAQU-FM<br>WFMM (FM)<br>WAYE<br>WITH, WITH-FM<br>WBAL, WBAL-FM<br>WRBS (FM)<br>WBMD<br>WSID, WSID-FM<br>WCAO, WCAO-FM<br>WWIN<br>WCBM, WCBM-FM<br>WCBC, (FM)<br>WEBB |
| Bethesda, Maryland.....         | WUST<br>WGMS, WGMS-FM<br>WJMD (FM)   |
| Bladensburg, Maryland.....      | WPGC, WPGC-FM  |
| Gaithersburg, Maryland.....     | WHMC   |
| Hagerstown, Maryland.....       | WARK, WARK-FM<br>WHAG<br>WFEJ, WJEJ-FM   |
| Silver Spring, Maryland.....    | WQMR, WGAY (FM)  |
| Wheaton, Maryland.....          | WDON   |
| Washington, D. C.....           | WASH (FM)<br>WMAL, WMAL-FM<br>WOL, WOL-FM<br>WOOK<br>WRC, WRC-FM<br>WTOP, WTOP-FM<br>WWDC, WWDC-FM   |
| Martinsburg, West Virginia..... | WEPM, WEPM-FM  |

---

\*Spot Radio Rates and Data (Skokie, Illinois:  
Standard Rate and Data Service, Inc., March 1, 1966), passim.

TABLE II  
DAILY NEWSPAPERS AVAILABLE TO FREDERICK\*

| <u>Location</u>                  | <u>Newspaper(s)</u>                             |
|----------------------------------|---|
| Washington, D.C.....             | Daily News<br>Post-Times Herald<br>Evening Star |
| Baltimore, Maryland.....         | News American<br>Sun (Morning)<br>Evening Sun   |
| Hagerstown, Maryland+.....       | Herald (Morning)<br>Mail (Evening)              |
| Chambersburg, Pennsylvania+..... | Public Opinion                                  |
| Gettysburg, Pennsylvania+.....   | Times   |
| Waynesboro, Pennsylvania+.....   | Record Herald                                   |
| Martinsburg, West Virginia+..... | Journal   |

---

+Published in communities close enough to have some possible relationship to Frederick.

Weekly and semi-weekly newspapers not listed.

\*Newspaper Rates and Data (Skokie, Illinois: Standard Rate and Data Service, Inc., March 1, 1966), passim.

as compared to 26.2% for Maryland and 29.3% for the country.<sup>11</sup>

"Since 1940 the trends in respect to various age groups in Frederick have borne a fairly close relationship to those in the United States as a whole."<sup>12</sup> The comparisons shown in Tables III and IV demonstrate how closely the Frederick population breakdown resembles that of the nation and, therefore, may be considered as a valid sample for the universe. The age composition figures for Frederick and the nation are compared in Table V. Table VI shows the response to the Survey question regarding the age of the head of the household. Since the U.S. Census of age classifications and those of the Survey are not similar, no valid comparisons may be drawn. It should be noted that the higher marital status of those in the Survey may be accounted for because the U.S. Census considers all persons over 14 years old and the Survey only considered the marital status of the head of the household.

In the decade covered by the 1960 U. S. Census reports Frederick experienced a 20% population increase. This growth was due to about 14% by natural increase (births less deaths) and 6% by in-migration. This 20% increase constituted a growth higher than for the nation (18.5% increase).<sup>13</sup> The prospective population growth for Frederick is shown in Table VII.

---

<sup>11</sup>Tarrant, op. cit., idem.

<sup>13</sup>ibidem, p. 7.

<sup>12</sup>ibidem, p.10.

TABLE III  
AGE COMPOSITION  
FREDERICK VS. UNITED STATES, 1960\*

| <u>Ages</u>      | <u>United States</u> | <u>Frederick</u> |
|------------------|----------------------|------------------|
| 0-4.....         | 11.3%                | 10.3%            |
| 5-14.....        | 19.8                 | 18.0             |
| 15-19.....       | 7.4                  | 8.1              |
| 20-44.....       | 32.2                 | 33.0             |
| 45-64.....       | 20.1                 | 20.9             |
| 65 and over..... | 9.2                  | 9.7              |

---

\*ibidem, p. 10c.

TABLE IV  
MARITAL STATUS  
FREDERICK VS. UNITED STATES\*

|   |  | <u>Frederick</u>     | <u>United States</u>               |
|---|--|----------------------|------------------------------------|
| Persons, 14 years old<br>and older..... | 15,895   | 100.0%               | 100.0%                             |
| - Single.....                           | 3,648  | 23.0                 | 21.9                               |
| - Married.....                          | 10,413   | 65.5                 | 67.5                               |
| - Widowed or<br>divorced.....           | 1,834  | 11.5                 | 10.6                               |
|   | 1960 U.S. Census<br>(Persons 14 Years Old and Older) |                      | Survey - Head of<br>Household Only |
|   | <u>Frederick</u>                                     | <u>United States</u> | <u>Frederick</u>                   |
| Married.....                            | 65.5%  | 67.5%                | 83.5%                              |
| Single,<br>Widowed or<br>Divorced.....  | 34.5%  | 32.5%                | 14.7%                              |
|   | -----  | -----                | -----                              |
|   | 100.0%   | 100.0%               | 100.0%                             |

\*ibidem, p. 12a.

TABLE V  
AGE COMPOSITION\*  
1960 U. S. CENSUS

| <u>Age</u>     | <u>U. S.</u> | <u>Frederick</u> |
|----------------|--------------|------------------|
| 20-44.....     | 32.2%        | 33.0%            |
| 45-61.....     | 20.1%        | 20.9%            |
| 65 - over..... | 9.2%         | 9.7%             |

TABLE VI  
AGE COMPOSITION: SURVEY

| <u>Age</u>     | <u>Head of Household</u> |          |
|----------------|--------------------------|----------|
|                | <u>R</u>                 | <u>%</u> |
| 20-35.....     | 42                       | 25.6     |
| 36-50.....     | 62                       | 37.8     |
| 51-75.....     | 50                       | 30.5     |
| Over 75.....   | 1                        | .6       |
| No Answer..... | 9                        | 5.5      |
|                | <hr/>                    | <hr/>    |
|                | 164                      | 100.0    |

---

R - Number of Responses

\*ibidem, p. 10c.



TABLE VII  
 PROSPECTIVE POPULATION GROWTH  
 FREDERICK, MARYLAND

| <u>Approximate<br/>Year</u> | <u>Range</u> | <u>Population</u> | <u>Increase</u> | <u>% Increase</u> |
|-----------------------------|--------------|-------------------|-----------------|-------------------|
| 1960.....                   | -            | 21,744            | 3,600           | 20                |
| 1970.....                   | High         | 27,000            | 2,500           | 10                |
|                             | Low          | 25,000            | 2,000           | 9                 |
| 1980.....                   | High         | 32,000            | 2,000           | 7                 |
|                             | Low          | 28,000            | 2,000           | 8                 |
| 1960-80.....                | High         | 32,000            | -               | 47                |
|                             | Low          | 21,744            | -               | 28                |

---

\*ibidem, p. 9B.

Approximately three-fourths of the total population of Frederick are natives of Maryland.<sup>14</sup> The Survey response showed 61.6% as natives of Maryland, 35.3% from out of state and 3.1% did not answer the question. Forty-two and six-tenths percent of those responding in the Survey were natives of Frederick.

Table VIII compares major occupation figures according to the 1960 U.S. Census as to those of the survey group. The major difference is no doubt due to the misnomer of occupational status by those surveyed. The comparison, however, obviously reflects the presence of Fort Detrick which employs large numbers of professional and technical people, and of the educational and medical centers located in Frederick.

The tabulated biographical information obtained from the survey group is shown in Table IX.

---

<sup>14</sup>ibidem, p. 11.

TABLE VIII  
OCCUPATIONAL COMPOSITION

|                   | <u>Frederick Census*</u> | <u>Survey</u> |
|-------------------|--------------------------|---------------|
| Professional..... | 15.1%                    | 34.2%         |
| White Collar..... | 32.3                     | 29.9          |
| Skilled.....      | 41.9                     | 28.0          |
| Unskilled.....    | 5.3                      | 5.5           |
| No Answer.....    | 5.4                      | 2.4           |
|                   | <hr/>                    | <hr/>         |
|                   | 100.0%                   | 100.0%        |

---

\*ibidem, p. 12c.

TABLE IX  
BIOGRAPHICAL DATA - SURVEY GROUP

Head of Household

Question 1

|                               | <u>R</u>                                  |   |
|-------------------------------|---|---|
| (A) Are you Married?..... Yes | 140                                       | 85.4%                                     |
| No                            | 24  | 14.6                                      |
|                               | <hr style="width: 50%; margin: 0 auto;"/> | <hr style="width: 50%; margin: 0 auto;"/> |
|                               | 164                                       | 100.0%                                    |

If so how long

| <u>Number of Years Married</u> | <u>R</u>                                  | <u>%</u>                                  |
|--------------------------------|---|---|
| 1-10.....                      | 38  | 28.5                                      |
| (1-5).....                     | (21)                                      | (15.8)                                    |
| (6-10).....                    | (17)                                      | (12.7)                                    |
| 11-20.....                     | 39  | 29.3                                      |
| 21-30.....                     | 32  | 24.1                                      |
| 31-40.....                     | 15  | 11.3                                      |
| 41-50.....                     | 9   | 6.8                                       |
|                                | <hr style="width: 50%; margin: 0 auto;"/> | <hr style="width: 50%; margin: 0 auto;"/> |
|                                | 133                                       | 100.0                                     |

|             |   |
|-------------|---|
| No Answer   | 10  |
| Not Married | 21  |
|             | <hr style="width: 50%; margin: 0 auto;"/> |
|             | 31  |

|                         | <u>R</u>                                  |   |
|-------------------------|---|---|
| (B) Age.....            |   |   |
| 20-35 yrs.              | 42  | 25.6%                                     |
| 36-50                   | 62  | 37.8                                      |
| 51-75                   | 50  | 30.5                                      |
| Over 75                 | 1   | .6  |
| No Answer               | 9   | 5.5                                       |
|                         | <hr style="width: 50%; margin: 0 auto;"/> | <hr style="width: 50%; margin: 0 auto;"/> |
| R - Number of Responses | 164                                       | 100.0%                                    |

TABLE IX (continued)

23

Question 2

|  |           | <u>R</u> |        |
|--|-----------|----------|--------|
| (A) Are you a Native of<br>Frederick?..... | Yes       | 70       | 42.7%  |
|  | No        | 90       | 54.9   |
|  | No Answer | 4        | 2.4    |
| R - Number of Responses                    |           | 164      | 100.0% |

(B) If not, how long have  
you lived in Frederick?

|                         | <u>R</u> | <u>%</u> |
|-------------------------|----------|----------|
| 1-10 years.....         | 54       | 60.0     |
| (1-5).....              | (35)     | (38.9)   |
| (6-10).....             | (19)     | (21.1)   |
| 11-20.....              | 17       | 18.9     |
| 21-30.....              | 8        | 8.9      |
| 31-40.....              | 6        | 6.7      |
| 41-50.....              | 3        | 3.3      |
| Over 51.....            | 2        | 2.2      |
| R - Number of Responses | 90       | 100.0    |

No Answer 74

|   |           | <u>R</u> |        |
|---|-----------|----------|--------|
| (C) Are you a Native of<br>Maryland?..... | Yes       | 101      | 61.6%  |
|   | No        | 56       | 34.1   |
|   | No Answer | 7        | 4.3    |
| R - Number of Responses                   |           | 164      | 100.0% |

TABLE IX (continued)

24

| <u>Question 3</u>    |                                    | <u>R</u> |        |
|----------------------|------------------------------------|----------|--------|
| Occupation           | Professional.....                  | 56       | 34.2%  |
|                      | White Collar.....                  | 49       | 29.9   |
|                      | Skilled.....                       | 46       | 28.0   |
|                      | Unskilled.....                     | 9        | 5.5    |
|                      | No Answer.....                     | 4        | 2.4    |
|                      |                                    | <hr/>    | <hr/>  |
|                      |                                    | 164      | 100.0% |
| <br>                 |                                    |          |        |
| <u>Question 4</u>    |                                    |          |        |
| Family yearly income | under \$5,000.....                 | 26       | 15.9%  |
|                      | \$5,001 to \$15,000..              | 113      | 68.9   |
|                      | Over \$15,001.....                 | 16       | 9.8    |
|                      | Retired.....                       | 5        | 3.1    |
|                      | No Answer.....                     | 4        | 2.3    |
|                      |                                    | <hr/>    | <hr/>  |
|                      |                                    | 164      | 100.0% |
| <br>                 |                                    |          |        |
| <u>Question 5</u>    |                                    |          |        |
| Education Completed  | High School.....                   | 84       | 51.2%  |
|                      | College.....                       | 36       | 21.9   |
|                      | Post Graduate.....                 | 27       | 16.5   |
|                      | Did not finish<br>high school..... | 5        | 3.1    |
|                      | No answer.....                     | 12       | 7.3    |
|                      |                                    | <hr/>    | <hr/>  |
|                      |                                    | 164      | 100.0% |

R - Number of Responses

## CHAPTER THREE

### LOCAL NEWSPAPERS: BACKGROUND, CIRCULATION AND READERSHIP DATA

The two local newspapers, published in Frederick, are The News (Evening) and the Frederick Post (Morning). These newspapers are published daily, except Sunday, January 1, Memorial Day, July 4th, Labor Day, Thanksgiving Day, and Christmas Day. Both newspapers are owned and operated by the same company. The President is Mr. George B. Delaplaine, Sr., and the Managing Editor for both publications is Mr. James K. Hazel.

Both newspapers are the same except for slight variations in the coverage of local news (time difference) and the updating of national and international news from the wire services. The editor of The News is Mr. Robert Harper and the editor of the Frederick Post is Mr. Paul Haley. The advertising space is sold only as a unit in both The News and Post combined.

The news was established in 1883, the Post in 1910 and each currently sells for \$.05 per copy.<sup>15</sup> Pertinent Audit Bureau of Circulation (ABC) figures for the News and Post are shown in Tables X, XI and XII.

Of the 164 households surveyed 158 (96.3%) received one or both the local newspapers. Two (1.0% did not receive either newspaper and four (2.0%) gave "no answer." Many households received both Frederick newspapers. The News, however, was read in twice

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<sup>15</sup>Audit Bureau of Circulation Report (Chicago, Illinois: Audit Bureau of Circulations, November, 1964), p. 2.

TABLE X  
THE FREDERICK POST AND NEWS CIRCULATION DATA\*

| <u>Net Paid<br/>Circulation</u> | <u>Total</u> | <u>City(a)<br/>Zone</u> | <u>Retail<br/>Trading Zone</u> (b) | <u>Other</u> |
|---------------------------------|--------------|-------------------------|------------------------------------|--------------|
| Post (Morning)                  | 11,685       | 1,396                   | 9,116                              | 1,173        |
| News (Evening)                  | 9,925        | 6,818                   | 2,540                              | 567          |
| Post and News                   | 21,610       | 8,214                   | 11,656                             | 1,740        |

(a) AREA INCLUDED IN CITY ZONE is that area within the corporate limits of Frederick, in Frederick County, Maryland.

(b) AREA INCLUDED IN RETAIL TRADING ZONE extends north to Emmitsburg, Md., northeast to Westminster, Md., east to Mount Airy, Md., southeast to Laytonsville and Washington Grove, Md., south to Poolesville, Md., southwest to Leesburg, Va. and Brunswick, Md., west to Burkittsville, Md., northwest to Sabillasville, Md., and includes, with exception of city zone:

In Maryland - Frederick County, in CARROLL County, districts 1 Taneytown, 2 Uniontown, 7 Westminster, 9 Franklin, 10 Middleburg, 11 New Windsor, 12 Union Bridge and 13 Mount Airy; in HOWARD County, district 4 Lisbon; and in MONTGOMERY County, districts 1 Laytonsville, 2 Clarksburg, 3 Poolesville, 6 Darnestown, 9 Gaithersburg, 11 Barnesville and 12 Damascus.

In Virginia - in LOUDON County, districts of Jefferson, Leesburg, Lovettsville and Mount Gilead.

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\*ibidem, pp. 2-3.



TABLE XI  
 SAMPLE NET PRESS RUN AND TIME OF EDITIONS\*

Morning Issue for Tuesday, September 22, 1964:

| <u>Edition</u> | <u>Press Time</u> | <u>Date Printed</u> | <u>Issue Dated</u> | <u>Net Press Run</u> | <u>City Zone</u> | <u>Approx. Retail Trading Zone</u> | <u>Distribution All Other</u> |
|----------------|-------------------|---------------------|--------------------|----------------------|------------------|------------------------------------|-------------------------------|
| 1st            | 1:45AM            | 9/22                | 9/22               | 12,125               | 12%              | 79%                                | 9%                            |

Evening Issue for Tuesday, September 22, 1964:

| <u>Edition</u> | <u>Press Time</u> | <u>Date Printed</u> | <u>Issue Dated</u> | <u>Net Press Run</u> | <u>City Zone</u> | <u>Approx. Retail Trading Zone</u> | <u>Distribution All Other</u> |
|----------------|-------------------|---------------------|--------------------|----------------------|------------------|------------------------------------|-------------------------------|
| 1st            | 2:38PM            | 9/22                | 9/22               | 10,500               | 77%              | 18%                                | 5%                            |

(The above figures include spoiled in distribution, free copies, and unsold allowances.)

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\* ibidem, p. 3.

TABLE XII  
SUMMARY OF CIRCULATION DISTRIBUTION\*

MORNING

|  | Carriers<br>and<br>Dealers | Mail  | Total  |
|--|----------------------------|-------|--------|
| SUMMARY  |                            |       |        |
| Total Maryland.....                                    | 2,015                      | 8,780 | 10,795 |
| Total Virginia.....                                    | 10                         | 248   | 258    |
| Total All Other<br>States.....                         | 5                          | 281   | 286    |
| Total Military Service-<br>Destination<br>Unknown..... |                            | 13    | 13     |
|  | 2,030                      | 9,322 | 11,352 |

EVENING

|  | Carriers<br>and<br>Dealers | Mail | Total | Combined<br>Daily |
|--|----------------------------|------|-------|-------------------|
| SUMMARY  |                            |      |       |                   |
| Total Maryland.....                                    | 8,935                      | 409  | 9,344 | 20,139            |
| Total Virginia.....                                    |                            | 40   | 40    | 298               |
| Total All Other<br>States.....                         |                            | 257  | 257   | 543               |
| Total Military Service-<br>Destination<br>Unknown..... |                            | 9    | 9     | 22                |
|  | 8,935                      | 715  | 9,650 | 21,002            |

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\* ibidem, p. 8

as many households as was the Post (Table XIII).

TABLE XIII

## HOUSEHOLD LOCAL NEWSPAPERS SUBSCRIPTION

|                   |       |        |
|-------------------|-------|--------|
| News.....         | 120   | 65.3%  |
| Post.....         | 63    | 31.7   |
| Non Received..... | 2     | 1.0    |
| No Answer.....    | 4     | 2.0    |
|                   | <hr/> | <hr/>  |
|                   | 199*  | 100.0% |

\*This figure is larger than the total number of households surveyed because many received both local newspapers.

Table XIV shows the reading habits of the survey group. As would be expected the headlines were read first, nearly three times as often as the next classification (local and state news). It appears, however, that local and state news is considered the most important news classification followed closely by the front page headlines. National news was the next most important area of interest followed by international news.

TABLE XIV

## LOCAL NEWSPAPER READING BY SUBJECT

|                    | Read 1st |          | Read 2nd |          | Read 3rd |          | Importance<br>Factor |
|--------------------|----------|----------|----------|----------|----------|----------|----------------------|
|                    | <u>R</u> | <u>%</u> | <u>R</u> | <u>%</u> | <u>R</u> | <u>%</u> |                      |
| Headlines.....     | 87       | 53.0     | 9        | 5.5      | 2        | 1.2      | 98                   |
| Local & State..... | 31       | 18.9     | 54       | 32.9     | 24       | 14.6     | 109                  |
| International..... | 12       | 7.3      | 24       | 14.6     | 22       | 13.4     | 58                   |
| National.....      | 6        | 3.7      | 27       | 16.5     | 43       | 26.2     | 76                   |
| Other.....         | 2        | 1.2      | 9        | 5.5      | 26       | 15.9     | 37                   |
| No Answer.....     | 26       | 15.9     | 41       | 25.0     | 47       | 28.7     |                      |
|                    | <hr/>    | <hr/>    | <hr/>    | <hr/>    | <hr/>    | <hr/>    |                      |
|                    | 164      | 100.0    | 164      | 100.0    | 164      | 100.0    |                      |

R = Number of Responses

Nearly 85 percent (84.1%) of the survey group reported they read the advertisements in their local newspaper. This shows that the advertisers are "reaching the public" by placing their message in the local newspaper. This is especially true since the same advertising is sold as a "unit" for both newspapers. Eleven percent of the survey group do not read the advertisements while five percent (4.9%) did not answer the question (Table XV).

TABLE XV

## LOCAL NEWSPAPER ADVERTISEMENT READING

Q. Do you read the advertisements in your local newspapers?

|                |       |        |
|----------------|-------|--------|
| Yes.....       | 138   | 84.1%  |
| No.....        | 18    | 11.0   |
| No Answer..... | 8     | 4.9    |
|                | <hr/> | <hr/>  |
|                | 164   | 100.0% |

CHAPTER FOUR

LOCAL NEWSPAPERS:  
TREADER ATTITUDE DATA

Over 50 percent (54.3%) of the survey group feel their local newspaper plays an important part in their family life and nearly 90 percent (87.2%) of the survey group feel it plays an important part in the community. Table XVI shows the statistical tabulation of the responses to Question 11 of the Survey.

TABLE XVI  
LOCAL NEWSPAPER IMPORTANCE

| Q. Is your local newspaper an important part of | <u>Yes</u>            |          | <u>No</u> |          | <u>No ..</u><br><u>Answer</u> |          |
|---|-----------------------|----------|-----------|----------|-------------------------------|----------|
|   | <u>R</u>              | <u>%</u> | <u>R</u>  | <u>%</u> | <u>R</u>                      | <u>%</u> |
|   | A. your community?... | 143      | 87.2      | 8        | 4.9                           | 13       |
| B. your family?.....                            | 89                    | 54.3     | 58        | 35.3     | 17                            | 10.4     |

R - Number of Responses

The importance of the local newspaper was further reaffirmed by the responses to Question 12 wherein 87.2 percent feel their newspaper is active in city events. However, less than 50 percent (47.6%) feel their newspaper takes "a firm stand on questions of city improvement," and only 45.1 percent feel it "leads the way for just causes." The following quotes received from respondents explain their feelings regarding this situation:

Q. Are there areas in which your local newspaper should improve?

"Take lead on local questions."

"Lead the way for just causes and support the laboring man for better wages in Frederick."

"Support of local athletic groups."

"To be more outspoken and less in the power of the politician."

"Coverage of local club events."

"Should be more active in sponsoring local improvements and should be a leader in opposing bad legislation, poor schools, inadequate housing, etc."

"Better editorials."

"More and better editorial columns by informed persons."

"More criticism on city activities."

"Make a stand on local issues, and report all news even though it pertains to people who have pull."

"Become more progressive and not just less than a good newspaper."

These comments demonstrate the importance of the local newspaper to the citizens and to their community. The readers are deeply concerned with the role taken by their newspaper. This does not imply that the local newspaper is lacking in good service to its readers but rather that it could provide more. Question 19 inquired about "areas in which the local newspaper is outstanding." Comments of the Survey Group, included the following:

"Hunting and fishing column written until recently several times weekly by Lefty Kreh was outstanding and I am not a sportsman." However - "This columnist unfortunately for us has moved to greener pastures."

"Reporting of some local news."

"I thoroughly enjoy certain columns of local interest by Fort Detrick News, etc."

"Classified section."

"I think our paper is very good."

"The Ad sections are very useful."

"Reporting of social events on a local basis and the reporting of achievements of young people in such things as 4-H and Farmers of America."

"High School activity coverage, throughout the County."

"For a town the size of Frederick, I feel that our News and Post does a fine job of news coverage."

These quotes confirm the original hypothesis as those surveyed were very desirous of more balanced news coverage and the following comments point this up more fully:

"If anything, (more) international and national news. That is why I buy the Evening Star."

"Better reporting on national news and wide state coverage."

"More national and international news."

"World News and Sports."

"More highlights of events of State and National news."

"Give more complete coverage of facts in national and international news."

"More national interest items."

"National and international news is very lightly covered. This paper is a 'local' local paper."

"Definitely the state and national news is very scant and local news is usually strong."

"More State, National and International news and better coverage of all sport events."

The newspaper has several fundamental functions of which the basic three are: (1) to inform its readers objectively about events in their community, across the nation and internationally; (2) to comment editorially on the news and to interpret the news for their readers; (3) to provide the means whereby

persons can advertise their goods or services. Other important roles of the newspaper are to campaign for desirable and necessary civic projects, to provide entertainment through special features, comic strips and various columnists, and overall to serve the reader as an information bureau and "champion of his rights." When a newspaper performs all or most of these functions well, it is then an integral part of the community and is fulfilling its responsibilities.

In 1962, Philip M. Wagner, editor of the Baltimore, Maryland Sun newspaper, summed up the situation and offered one solution when he said: "It seems to me that the answer - insofar as the press can provide an answer - lies not in more information but in a better choice of information. This means more discriminating reporting, and a much more discriminating use of reporters....It means not, to be sure, in such well-loved categories of news entertainment (for entertainment they are, however badly this may reflect on the tastes of the human race) as fires, floods, murder, crime in general, and high-voltage divorces - but in the journalism that tries to show the direction of contemporary history."

Table XVII shows the opinion of the survey group regarding the reporting of various areas of news by their local newspaper.

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<sup>16</sup>Philip M. Wagner, "What Makes a Really Good Newspaper and Why They Are So Rare," Harper's, (June, 1962), p. 20.



TABLE XVII  
QUANTITY OF NEWS REPORTED

| Q. Does your local newspaper           | <u>Yes</u> |          | <u>No</u> |          | <u>No Answer</u> |          |
|--|------------|----------|-----------|----------|------------------|----------|
|  | <u>R</u>   | <u>%</u> | <u>R</u>  | <u>%</u> | <u>R</u>         | <u>%</u> |
| report enough local news?..            | 122        | 74.4     | 32        | 19.5     | 10               | 6.1      |
| report enough state news?..            | 118        | 72.0     | 31        | 18.9     | 15               | 9.1      |
| report enough national news?.....      | 96         | 58.5     | 55        | 33.6     | 13               | 7.9      |
| report enough international news?..... | 96         | 58.5     | 52        | 31.7     | 16               | 9.8      |

R = Number of Responses

Since a daily average of over one hour and thirty minutes is devoted to reading newspapers, it is important to consider what people read and when. Schramm and White, Factors in Newspaper Reading, report that news reading generally increases with age, with education and with economic status.<sup>17</sup> "News reading increases very rapidly through the teens, reaches a peak somewhere between the ages of 30 and 50, and thereafter drops off slightly."<sup>18</sup> By failing to provide the services desired by their subscribers it appears that the local small city newspapers could suffer loss in circulation and loss of prominence in community. This is especially true where the newspapers of large metropolitan cities are readily available.

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<sup>17</sup>Wilbur Schramm and David M. White, "Age, Education, Economic Status: Factors in Newspaper Reading", Journalism Quarterly, XXVI (1949), p. 150.

<sup>18</sup>idem.

Residents of small communities will come to depend more and more on metropolitan newspapers and other media for their information. "A reader comes in later years to use a newspaper less and less for entertainment, more and more for information and serious viewpoints on public affairs."<sup>19</sup>

Nearly 90 percent (88.4%) of the survey group do not find it difficult to understand the news reported by their local newspaper. The 7.3 percent of the survey group that found difficulty with the newspaper gave the following reasons:

"Most articles other than those from the wire and syndicated services give the impression they are written by high school freshmen rather than professional staff writers."

"Printing accuracy - many errors apparent."

"We...say that we read our paper to see what news the editor hasn't heard yet."

"Try to correct errors in printing. There is not much evidence of accurate proof reading."

"News is split up too much. Too small print."

"There are too many mistakes and too many misspelled words."

"Feel it could be better organized."

"More and better editorial columns by informed persons."

"More accurate reporting - print photo right side up. Correct identification."

"They don't print all of the facts."

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<sup>19</sup>ibidem, p. 153

"Misspelled words and putting Columns under wrong Columns on Continuing Pages."

"The local paper is too mixed. It never seems to finish an article completely."

"Most of the time articles are cut in half to save space, very disturbing."

These statements demonstrate that a large part of the confusion is attributed to the poor mechanics of the newspaper such as spelling, inverted photographs, etc., which should easily be corrected by a little extra time spent by the proofreaders.

Although improvement in the newspaper is desired by many, 77.4 percent "believe what they read in their local newspaper." Many of those who "don't believe all I read" no doubt feel this way partly because of the confusion and difficulty in reading the newspaper, i.e. - if they spell incorrectly how can they (the newspaper) report the facts accurately? Charles E. Swanson in his study, What the People Think a Newspaper Should Be, stated that the readers "asked for facts, for information they could 'trust' in making their decisions."<sup>20</sup> This expectation of "accurate" and "true" information was reflected in the comment of one man who said, "Our newspaper editor should be as well educated (and informed) as a university president."<sup>21</sup>

The people surveyed by Swanson further pointed out that "the way for the survival of newspapers like the Daily (small city daily) is as ongoing, dynamic institutions in their cities."<sup>22</sup>

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<sup>20</sup>Charles E. Swanson, "What the People Think A Newspaper Should Be," *Journalism Quarterly* ( May, 1949 ), p. 180.

<sup>21</sup>idem.

<sup>22</sup>ibidem, p. 179.

The Survey clearly shows that the people of Frederick find it necessary to seek additional information from other sources. They desire and expect their local newspaper to improve its ability to explain, predict and fully inform them of the events of the day. The seeking of additional or supplementary information in itself is commendable but when it is necessary because this information is not provided where and how it could and should be by the local newspaper, then an undesirable situation arises. The Survey shows that over 70 percent of the people find it necessary to purchase an additional newspaper from an out-of-town source to fulfill this need. Ben Bagdikian summarized the situation when he wrote:

"A prudent publisher need not be impelled by altruistic motives to meet his social obligation, though such an impulse is a commanding one in men who make great papers. Where a daily fails to provide good local reporting it is also failing to exploit its potential as a carrier of advertising in the widest market area. Where it fails to present adequate national and world reporting, it is in danger of losing a small but profitable portion of its audience to the newsmagazines and to the spreading serious national papers."<sup>23</sup>

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<sup>23</sup>Ben Bagdikian, "Why Dailies Die," The New Republic, (April 16, 1962), p. 23.

CHAPTER FIVE

MEDIA INFORMATION:

OUT-OF-TOWN NEWSPAPERS AND OTHER MEDIA DATA

Seventy-one percent (70.7%) or nearly three-fourths of the survey group finds it necessary to seek additional news information by reading one or more out-of-town newspapers. Twenty-seven percent do not seek additional information from an out-of-town newspaper. Less than two percent (1.8%) gave no answer. Of the non-local newspapers the Washington Post is read in nearly three times as many households as the next non-local newspaper, The Baltimore Sun. Table XVIII graphically shows the various non-local newspapers which are received by the sample group.

TABLE XVIII

OUT-OF-TOWN NEWSPAPERS RECEIVED

| <u>Out-of-Town Newspapers Read</u> | <u>Newspapers Received</u> |
|------------------------------------|----------------------------|
| Washington Post.....               | 69                         |
| Baltimore Sun.....                 | 24                         |
| Baltimore News-American.....       | 19                         |
| Washington Star.....               | 6                          |
| Other Newspapers**.....            | 14                         |
|                                    | 132*                       |

\*Several households received two or more out-of-town newspapers. Total number of households receiving out-of-town newspapers was 116.

\*\*Other Newspapers received included...

|                          | <u>Number of Households</u> |
|--------------------------|-----------------------------|
| New York Times.....      | 5                           |
| Wall Street Journal..... | 4                           |
| National observer.....   | 1                           |

|                                | <u>Number of Households</u> |
|--------------------------------|-----------------------------|
| Fairmont Times (W. Va.).....   | 1                           |
| Ellicott City Times (Md.)..... | 1                           |
| Washington Daily News.....     | 1                           |
| Hagerstown Herald (Md.).....   | 1                           |

Table XIX shows the reading habits of the survey group with regard to the out-of-town newspapers received. As expected, the front page was most often read first as well as being "most read" in the various breakdowns. It is most important to consider that "all things being equal" the front page of the Baltimore and Washington newspapers are mostly concerned with national and international news. This I believe would hold true for most major metropolitan newspapers except in the time of a regional or local crisis. The survey group confirmed their strong desire for additional news in the areas of national and sports news by their responses to Question 12 of the Survey, which is tabulated in Tables XIX and XX.

Of the 96.5 percent of the survey group who received one or both of the local newspapers, 87.6 percent spent one hour or less and 9.1 percent spent between one and two hours per day reading either or both newspapers. It is interesting to note that not one respondent spent more than two hours with the local newspaper.

Of the 116 households who received one or more out-of-town newspapers, 59.2 percent spent one or less hours, and 9.1 percent two or more hours seeking additional information to supplement that provided by their local newspapers. Statistical analysis of

TABLE XIX  
OUT-OF-TOWN NEWSPAPER READING BY SUBJECT

Q. List in order the sections of the out-of-town newspaper you read first, second, third.

|             | <u>Read First</u> |            | <u>Read Second</u> |            | <u>Read Third</u> |            | <u>Importance<br/>Factor</u> |
|-------------|-------------------|------------|--------------------|------------|-------------------|------------|------------------------------|
|             | <u>R</u>          | <u>%</u>   | <u>R</u>           | <u>%</u>   | <u>R</u>          | <u>%</u>   |                              |
| Front Page. | 75                | 64.7       | 21                 | 18.1       | 5                 | 4.3        | 101                          |
| Sports..... | 17                | 14.7       | 22                 | 18.9       | 22                | 18.9       | 61                           |
| National... | 8                 | 6.9        | 37                 | 31.9       | 28                | 24.1       | 73                           |
| Comics..... | 4                 | 3.4        | 12                 | 10.3       | 14                | 12.1       | 30                           |
| Business... | 3                 | 2.6        | 9                  | 7.8        | 19                | 16.4       | 31                           |
| Amusements. | 0                 | 0          | 0                  | 0          | 6                 | 5.2        | 6                            |
| Classified. | 0                 | 0          | 1                  | .9         | 3                 | 2.6        | 4                            |
| Society.... | 0                 | 0          | 3                  | 2.6        | 5                 | 4.3        | 8                            |
| Other.....  | 2                 | 1.7        | 3                  | 2.6        | 5                 | 4.3        | 10                           |
| No Answer.. | <u>7</u>          | <u>6.0</u> | <u>8</u>           | <u>6.9</u> | <u>9</u>          | <u>7.8</u> |                              |
|             | 116               | 100.0      | 116                | 100.0      | 116               | 100.0      |                              |

R = Number of Responses

TABLE XX  
LOCAL NEWSPAPER REPORTING

| Q.  | <u>Yes</u> |          | <u>No</u> |          | <u>No Answer</u> |          |
|---|------------|----------|-----------|----------|------------------|----------|
|   | <u>R</u>   | <u>%</u> | <u>R</u>  | <u>%</u> | <u>R</u>         | <u>%</u> |
| A. participate in city events?.....                         | 143        | 87.2     | 11        | 6.7      | 10               | 6.1      |
| B. take a firm stand on questions of city improvement?..... | 78         | 47.6     | 70        | 42.6     | 16               | 9.8      |
| C. lead the way for just causes?.....                       | 74         | 45.1     | 60        | 36.6     | 30               | 18.3     |
| D. report enough LOCAL news?.....                           | 122        | 74.4     | 32        | 19.5     | 10               | 6.1      |
| E. report enough STATE news?.....                           | 118        | 72.0     | 31        | 18.9     | 15               | 9.1      |
| F. report enough NATIONAL news?.....                        | 96         | 58.5     | 55        | 33.5     | 13               | 8.0      |
| G. report enough INTER-NATIONAL news?.....                  | 96         | 58.5     | 52        | 31.7     | 16               | 9.8      |

R = Number of Responses



the information sources and the average time spent with each is tabulated in Tables XXI, XXII and XXIII.

TABLE XXI  
 AVERAGE TIME SPENT OBTAINING INFORMATION FROM VARIOUS MEDIA

|                                 | <u>1-15</u><br><u>minutes</u> |          | <u>15-30</u><br><u>minutes</u> |          | <u>30-45</u><br><u>minutes</u> |          | <u>45 minutes-</u><br><u>1 Hour (1)</u> |          |
|---------------------------------|-------------------------------|----------|--------------------------------|----------|--------------------------------|----------|---|----------|
|                                 | <u>R</u>                      | <u>%</u> | <u>R</u>                       | <u>%</u> | <u>R</u>                       | <u>%</u> | <u>R</u>                                | <u>%</u> |
| A) Local<br>Newspaper....       | 34                            | 20.7     | 58                             | 35.4     | 8                              | 4.9      | 42                                      | 25.6     |
| B) Out-of-Town<br>Newspaper.... | 18                            | 11.0     | 38                             | 23.2     | 10                             | 6.1      | 31                                      | 18.9     |
| C) Radio.....                   | 16                            | 9.8      | 25                             | 15.2     | 5                              | 3.1      | 34                                      | 20.7     |
| D) Television...                | 2                             | 1.2      | 15                             | 9.1      | 1                              | .6       | 28                                      | 17.2     |
| E) Magazines....                | 21                            | 12.8     | 3                              | 1.8      | 40                             | 24.4     | 9                                       | 5.5      |

R = Number of Responses

(1) One hour responses included

TABLE XXI (continued)

|                                  | <u>1-2</u><br><u>hours(2)</u> |          | <u>2-3</u><br><u>hours(3)</u> |          | <u>4 hours</u> |          | <u>5 hours</u> |          |
|----------------------------------|-------------------------------|----------|-------------------------------|----------|----------------|----------|----------------|----------|
|                                  | <u>R</u>                      | <u>%</u> | <u>R</u>                      | <u>%</u> | <u>R</u>       | <u>%</u> | <u>R</u>       | <u>%</u> |
| A) Local<br>Newspaper.....       | 15                            | 9.1      | 0                             | -        | 0              | -        | 0              | -        |
| B) Out-of-Town<br>Newspaper..... | 13                            | 7.9      | 2                             | 1.2      | 0              | -        | 0              | -        |
| C) Radio.....                    | 18                            | 11.0     | 6                             | 3.7      | 3              | 1.8      | 4              | 2.4      |
| D) Television.....               | 42                            | 25.6     | 29                            | 17.7     | 15             | 9.1      | 5              | 3.1      |
| E) Magazines.....                | 4                             | 2.4      | 1                             | .6       | 1              | .6       | 1              | .6       |

R = Number of Responses

(2) Two hour responses included

(3) Three hour responses included

TABLE XXI (continued)

|                                  | <u>6 hours</u> |          | <u>7 hours<br/>or more</u> |          | <u>No time</u> |          | <u>No answer</u> |          |
|----------------------------------|----------------|----------|----------------------------|----------|----------------|----------|------------------|----------|
|                                  | <u>R</u>       | <u>%</u> | <u>R</u>                   | <u>%</u> | <u>R</u>       | <u>%</u> | <u>R</u>         | <u>%</u> |
| A) Local<br>Newspaper.....       | 0              | -        | 0                          | -        | 2              | 1.2      | 5                | 3.1      |
| B) Out-of-Town<br>Newspaper..... | 0              | -        | 0                          | -        | 0              | -        | 32               | 19.5     |
| C) Radio.....                    | 5              | 3.1      | 4                          | 2.4      | 13             | 7.9      | 31               | 18.9     |
| D) Television.....               | 4              | 2.4      | 0                          | -        | 10             | 6.1      | 13               | 7.9      |
| E) Magazines.....                | 0              | -        | 0                          | -        | 15             | 9.1      | 32               | 19.6     |

R = Number of Responses

TABLE XXII  
NUMBER OF HOURS SPENT WITH VARIOUS MEDIA

|                                | <u>One Hour</u> |          | <u>Two Hours</u> |          | <u>Three Hours</u> |          |
|--------------------------------|-----------------|----------|------------------|----------|--------------------|----------|
|                                | <u>R</u>        | <u>%</u> | <u>R</u>         | <u>%</u> | <u>R</u>           | <u>%</u> |
| A) Local Newspaper.....        | 142             | 86.6     | 15               | 9.1      | 0                  | -        |
| B) Out-of-Town Newspapers..... | 97              | 59.2     | 13               | 7.9      | 2                  | 1.2      |
| C) Radio.....                  | 80              | 48.8     | 18               | 11.0     | 6                  | 3.7      |
| D) Television.....             | 46              | 28.1     | 42               | 25.6     | 29                 | 17.7     |
| E) Magazines.....              | 102             | 62.2     | 9                | 5.5      | 4                  | 2.4      |

|                                | <u>Four Hours</u> |          | <u>Five Hours</u> |          | <u>Six Hours</u> |          |
|--------------------------------|-------------------|----------|-------------------|----------|------------------|----------|
|                                | <u>R</u>          | <u>%</u> | <u>R</u>          | <u>%</u> | <u>R</u>         | <u>%</u> |
| A) Local Newspaper.....        | 0                 | -        | 0                 | -        | 0                | -        |
| B) Out-of-Town Newspapers..... | 0                 | -        | 0                 | -        | 0                | -        |
| C) Radio.....                  | 3                 | 1.8      | 4                 | 2.4      | 5                | 3.1      |
| D) Television.....             | 15                | 9.1      | 5                 | 3.1      | 4                | 2.4      |
| E) Magazines.....              | 1                 | .6       | 1                 | .6       | 0                | -        |

R = Number of Responses

TABLE XXII (continued)

|                                | <u>Seven or<br/>More Hours</u> |          | <u>No<br/>Time</u> |          | <u>No<br/>Answer</u> |          |
|--------------------------------|--------------------------------|----------|--------------------|----------|----------------------|----------|
|                                | <u>R</u>                       | <u>%</u> | <u>R</u>           | <u>%</u> | <u>R</u>             | <u>%</u> |
| A) Local<br>Newspaper...       | 0                              | -        | 2                  | 1.2      | 5                    | 3.1      |
| B) Out-of-Town<br>Newspapers.. | 0                              | -        | 20                 | 12.2     | 32                   | 19.5     |
| C) Radio.....                  | 4                              | 2.4      | 13                 | 7.9      | 31                   | 18.9     |
| D) Television..                | 0                              | -        | 10                 | 6.1      | 13                   | 7.9      |
| E) Magazines...                | 0                              | -        | 15                 | 9.1      | 32                   | 19.6     |

R = Number of Responses

TABLE XXIII  
NUMBER OF HOURS SPENT WITH VARIOUS MEDIA

|                                   | <u>Total Time Reported<br/>for Survey Group*</u> | <u>Average<br/>Response</u> |
|-----------------------------------|--|-----------------------------|
| A) Local<br>Newspapers.....       | 115 hours 30 minutes                             | 44+ Minutes                 |
| B) Out-of-Town<br>Newspapers..... | 94 hours 0 minutes                               | 50+ Minutes                 |
| C) Radio.....                     | 198 hours 15 minutes                             | 1 hour<br>39+ Minutes       |
| D) Television.....                | 316 hours 45 minutes                             | 2 hours<br>15+ Minutes      |
| E) Magazines.....                 | 105 hours 30 minutes                             | 54+ Minutes                 |

\*Maximum time calculated for each group per number of responses.

## CHAPTER SIX

### SUMMARY:

#### COMMENTS AND RECOMMENDATIONS

People crave order, resist chaos and seek information. Even if they did not actively seek information, it would be virtually impossible for the average person in our modern society to go through the day without coming into contact with at least one form of the mass media of communication. If one medium (in this Study the local small city daily newspaper) does not provide the necessary and desired information, the readers will seek it elsewhere. This situation can result in the small city daily newspaper losing status in the minds of their readers. Newspapers, as with other media, must create and maintain an interest on the part of their potential readers. The reader "must be made to feel that he has a need to ...read ... various offerings. The mass communicator tries to make as many people as possible feel this need and to reinforce it so that, ideally, it will become more or less a permanent part of routine communications behavior."<sup>24</sup>

The hypothesis, confirmed by this Study, predicted that small city daily newspapers provide an important and necessary service to their communities. There are, however, areas of service which their readers desire but are not currently provided by their newspapers. As a result, the readers' attitude

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<sup>24</sup>Robert C. O'Hara, Media for the Millions (New York: Random House, 1961), p. 214.



toward their newspaper is not as strong as it might or should be. This may result in a growing distrust of the local newspaper. This by no means infers that this is the case for every small city daily newspaper but rather reflects this possibility on a general basis. Possibly the editors of these newspapers should each ~~rev~~iew their service so they will not lose the faith of their readers. A survey by Elmo Roper and Associates indicates that fewer people in 1964 (23%) believed what they read in newspapers than in 1959 (32%).<sup>25</sup> This in itself is a very dangerous situation because "the newspaper in all its forms...is the basic medium of mass communications in the world today. Its stories and advertisements have the lasting power of the printed word and the advantage of distribution in some form to almost every community."<sup>26</sup> If readers find less and less of what they want to know in their local newspaper then this could result in growing disbelief.

There is constant and continuing contest between the various media, and other activities, for the attention of the individual. Many individuals may read a newspaper or magazine while watching television or listening to radio, unless what they are reading is so interesting, complete and attention getting,

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<sup>25</sup>Elmo Roper and Associates, The Public's View of Television and Other Media, 1959-1964, (New York: Television Information Office, March 15, 1965), p. 3.

<sup>26</sup>Edwin Emery et al. (eds.), Introduction to Mass Communications (New York: Dodd, Mead & Co., 1960), p. 210.

that he has no time for a division of attention. Interest can be created by providing something the other newspapers and media do not have. "Surveys made in areas where the reader has a choice of papers show that if he purchases only one paper, the purchase is made on the basis of one or more features that the competition does not have."<sup>27</sup>

We must consider, however, that there are very few competing daily newspapers left. Ben Bagdikian reports that in 1920 there were 552 cities with competing dailies as compared to only 60 now,<sup>28</sup> and this is with 1,763 dailies being published in the country today.<sup>29</sup>

Raymond B. Nixon reports that the country is far from the saturation point in newspaper circulation.<sup>30</sup> It is more important today than ever before that newspapers fulfill the services expected, needed and sought by their readers. "The monopoly paper tends ironically to show not the strong hand of individualism but the dead hand of standardization."<sup>31</sup>

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<sup>27</sup>ibidem, p. 45.

<sup>28</sup>Bagdikian, op. cit., p. 17

<sup>29</sup>"What's Wrong with the Press?," Newsweek Magazine November 29, 1965, p. 55.

<sup>30</sup>Raymond B. Nixon, "Who Will Own the Press in 1975?," Journalism Quarterly, Winter 1955, pp. 10-20.

<sup>31</sup>"What's Wrong" op cit., p. 56.

While syndicates provide a Reston, a Considine or a Lippmann to newspapers that otherwise could not afford them on their own, too often the editor substitutes the packaged column for his own or local viewpoint. "Too many editors," says Alexander Bodi, editor of The Palo Alto Times," look upon syndicated columnists to express the strongest opinions while they themselves write only innocuous editorials. In effect, they are giving away their birthright."<sup>32</sup>

We must then consider what makes a newspaper good. Joseph Barbato suggest the following list of criteria in order of importance.<sup>33</sup>

1. Unbiased, objective treatment of news.
2. Accuracy.
3. Complete news coverage.
4. Fidelity to the public interest.
5. Judgment in the selection of news.
6. Strong editorial policy.
7. Good writing, style.
8. Carry viewpoints conflicting with paper's own.
9. Layout, typography.'
10. Give readership what it needs
11. Give readership what it wants.

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<sup>32</sup>ibidem, p. 57.

<sup>33</sup>Joseph A. Barbato, "What is a Good Newspaper?," The Quill, October 1965, p. 24

I wonder, however, if Number 10 above is not the same as all the other criteria listed? Buch Buchwack of the Honolulu Advertiser writes that the newspaper "should offer such an attractive reading package to a diverse audience that for a person to finish his day without it will be like going through a day without brushing one's teeth."

A local newspaper must do a good job in its own house but must not stop at its own front door. The editor of a Rhode Island newspaper feels that a newspaper is good when it becomes "excited about and interested in, the 'small' things in its own area as well as a Cuban missile crisis; and which tries to capture the 'feel of the town,' recognizing that the high school honor roll and athletics teams are more important than what's going on in Huntsville or Yankee Stadium."<sup>35</sup> "The first duty of a newspaper is to inform," said Robert C. Natson of the Portland Oregonian. "A good newspaper is a 24-hour record of events, local, national and international, that are of importance to the readers of that newspaper."<sup>36</sup>

This Study has shown that there is reader interest in areas which are currently not being fully covered by their local newspapers. The results of this Study will hopefully open the door to further research in this area. What the readers want in various areas could be measured by a Reader-Interest test such as those developed by Facts Consolidated in San Francisco. The question is: How many people are interested

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<sup>35</sup>ibidem, p. 25

<sup>36</sup>idem.

in what kind of feature or news and to what degree? Charles L. Bigelow, research associate of Facts Consolidated, explains that the testing is relatively simple, "The editor indicates the page or section with which he is immediately concerned, thereby defining the objectives of the study and limiting the 'what kinds.' The reader indicates 'how much' he is interested in each item shown him. The research worker merely records, for each item, 'how many' respondents express each degree of interest. That is all there is to the absolute measurement of reader-interest."<sup>37</sup> Perhaps a very simple solution to a pressing problem is in the hands of editors.

This Study should give editors of small city daily newspapers, the Frederick newspapers imparticularly, a better and clearer insight into what their readers are seeking and how they (the editors) can improve their services and in what areas.

This Study supported the hypothesis of the author and demonstrates how this newspaper and possibly others may improve their standing in the community and how to keep reader attitude in their favor. The small city daily newspaper is an integral and important part of our way of life and anything, including complacency on the part of the editor, which holds the newspaper back from fulfilling its total obligations is wrong and this irresponsibility can only lead to conflict with the aims, concerns,

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<sup>37</sup>Charles L. Bigelow, "The Absolute Measurement of Reader-Interest," Journalism Quarterly, XXIII (1946), pp. 280-281.

and desires of the community which the newspaper is serving.

The author feels that there are areas of service which still need improvement and expansion in order to provide as full and complete service as possible. The most important concept resulting from this Study is the need for a better balance of news coverage by the local newspapers.

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