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PUBLIC RELATIONS IN PRINT: A STUDY AND PROFILE OF PUBLIC  
RELATIONS-GENERATED NEWS STORIES THAT APPEAR  
IN DELAWARE VALLEY DAILY NEWSPAPERS

By  
Mark R. Marmur

A Thesis

Submitted in partial fulfillment of the requirements of the  
Master of Arts Degree  
of  
the Graduate School  
at  
Rowan University  
May 27, 2004

Approved by \_\_\_\_\_  
Professor

Date Approved 5-27-04

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## **ABSTRACT**

**MARK R. MARMUR  
PUBLIC RELATIONS IN PRINT: A STUDY AND PROFILE OF PUBLIC RELATIONS-  
GENERATED NEWS STORIES THAT APPEAR IN DELAWARE VALLEY DAILY  
NEWSPAPERS**

**2004**

**Thesis Advisor: Dr. Donald Bagin  
Corporate Public Relations Graduate Program**

The purpose of this study was to examine public relations practice's impact on journalism throughout the Delaware Valley through analysis of journalistic attitudes about public relations and the success of public relations practice on publicity for Rowan University.

The study analyzed the results of a regional survey given to editors and reporters at 25 daily newspapers throughout the Delaware Valley. The study also included an analysis of publicity gained by Rowan University through its Office of University Relations over a two-month period.

The study found that although a majority of Delaware Valley daily newspaper editors and reporters see public relations practitioners as an asset and resource to their profession, they do not feel that these resources play a major role in news formation. In contrast, the second study, an analysis of publicity gained by Rowan University, found that a majority of information released through the Office of University Relations was used as a resource in daily publication news formation.

The study shows a disconnect between the attitudes of Delaware Valley daily print media journalists and the reality of a University Relations office's publicity impact over a two-month period.

## **MINI-ABSTRACT**

**MARK R. MARMUR**

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GENERATED NEWS STORIES THAT APPEAR IN DELAWARE VALLEY DAILY  
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## ACKNOWLEDGMENTS

This work is dedicated to my parents, Jack and Kathy Marmur, who formed me into the person I am today. Throughout my entire education, they have shown me time and again how far hard work can take you in life. Everything that I have achieved and will achieve in life would be impossible without them.

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# Chapter One

## Introduction

Public relations is an industry that is ever-changing and constantly evolving to remain on the cutting edge of communication. The industry utilizes new media and vehicles on a constant basis to carry the messages of its clients, organizations and companies. Media such as the internet and broad band communication now carry an increasing number of messages that once were strictly confined to print and broadcast media.<sup>1</sup> However, public relations practitioners still rely heavily on the print media to carry their messages to their audiences.

In the wake of the events of September 11, 2001, newspapers experienced a drastic rise in readership. In September of that year, MSNBC reported that the New York Times saw its newsstand circulation shoot up 37 percent and other publications around the country witnessed similar results in readership.<sup>2</sup>

A general assumption exists within the public relations industry that newspapers have been allocating less and less space for editorial copy than they once did.<sup>3</sup> The idea that fewer column inches exist in daily newspapers remains a deterrent for many public relations practitioners when pitching stories about products, events, announcements, etc. to these publications.

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<sup>1</sup> Hoffman, Greg. "How to Get Your Name in a Headline Just Like This One." Credit Union Journal 7 (May 2003): 4.

<sup>2</sup> "Boom Is A Double-Edged Sword For PR." PR News 57 (December, 2001): n.p.

<sup>3</sup> Payne, Katie Delahaye. "When the Going Gets Tough: Four Tips on Doing PR and Measurement When Your News Is Just Not Getting Out." The Measurement Standard (March, 2003): <http://www.themeasurementstandard.com/issues/303/eng/painetroubledtimes303.asp>.

This study will attempt to provide hard evidence that editorial copy space exists within the columns of daily print media in the Delaware Valley. The study will also show that newspapers depend upon public relations-generated news to fill column inches on a daily basis. And finally, this study will attempt to prove the idea that well-crafted and well-written public relations work stands the best chance of receiving coverage in a daily publication in the Delaware Valley and beyond.



The Need for a Study Examining Public Relations Practice  
and its Impact on Daily Print Media Coverage in the Delaware Valley

With a rebirth of daily newspapers and print media post-9/11, a new opportunity exists for public relations practitioners to gain access to coveted column inches. A boom in readership for daily newspapers creates a need for reporters and editors to provide more information for their readers each day. This creates a challenge for journalists to gather more and more information, and then process that material into clear and concise news stories to fill the pages of their newspapers each day. The reality for newspapers today is that reporters and editors spend most of their time processing information, not gathering it. Although many reporters deny it, most of the information that appears in the mass media comes from public relations sources that provide a constant flow of information.<sup>4</sup>

This research will show the value of public relations practice to newspapers and reporters who rely heavily on public relations practitioners as sources for their stories and to build visibility for the clients that they represent. Sharla Feldscher, president of Sharla Feldscher Public Relations in Philadelphia states:

“The public relations professional should be a reliable resource for print reporters. The press releases we send to the appropriate writers can certainly fill a need for them in covering their "beat." If PR people do their "homework" by developing appropriate press lists, by building relationships with reporters who cover a particular subject area, by providing well-written press releases and expert sources for the media, we will definitely support the needs of the writer and that newspaper. We will also build opportunities for visibility for those people or organizations we represent. The more reliable a PR person, the more helpful he or she is to helping a newspaper fill its pages with stories the public wants to read.”

“As an example, consider entertainment writers. They need to know about new shows coming in town. We do public relations for the Merriam Theater. Press kits are prepared and distributed about four weeks before a show opens. A theater writer

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<sup>4</sup> Wilcox, Dennis L. Public Relations Writing and Media Techniques . 301. New York: Addison-Wesley Educational Publishers, 2001.

or critic looks at the press kit and considers if the performer is someone he or she would like to interview. They have ample time to plan and make arrangements for interviews. We have performed a valuable task to support the work of those reporters and to ensure more visibility for our client”

Edward Moore, associate director of the National School Public Relations Association, says that this study will help public relations practitioners understand how effective public relations messages help to form news coverage and content. Moore wrote:

“Little meaningful public data exists that helps correlate the direct relationship of publicity and background materials prepared by public relations professionals with resulting news coverage. While it is quite easy to determine if PR materials have influenced or helped to influence the media’s decision to cover a story, few practitioners have a calculable understanding of just how their materials actually help to influence the content and focus of the resulting coverage. The practice of public relations would benefit significantly from meaningful study of just how documents prepared to convey its information, messages and points of view actually help to shape news media coverage and editorial comment”

This research would also serve as a benchmark and a way for public relations practitioners to show the value of the practice of public relations to top managers and clients and, in part, to measure the effectiveness of their efforts. Jennifer Johnston, public relations director for the Township of Cherry Hill, N.J., says:

“Communicators must show the value of their efforts to top management. Public relations is a social science and measurement is crucial in showing the worth of communication efforts as they relate to the bottom line. Whether it's launching a new product, demonstrating good corporate citizenship, or announcing a key event - media efforts must be measured by communicators, shared with management and interpreted for them.

If communicators cannot show worth to an organization, they are subject to being cut when the annual budget is made, or an in-house public relations department may be cut and the work outsourced to a firm. By demonstrating value, strong media relations, strong writing and sound judgment of what is newsworthy, a practitioner helps to ensure his or her viability within an organization.

In regard to relationship building, the ability to get consistent media placement and build media rapport, paired with the ability to then analyze the placement and share the results with top management, this is essential to demonstrating the value of public relations to an organization.”

Anne Sceia Klein, president of Anne Klein and Associates, a public relations firm based in Marlton, N.J., believes that a number of factors dictate whether public relations practice gains coverage in daily newspapers. Klein states:

“If sufficient space exists in the paper for news features or softer features, then a well-conceived PR program that shows the benefits to the community or a segment of the community will still be covered. No matter how well crafted the program, if it’s self-serving, it won’t get coverage.

I would also say that if you are in the news, and you are getting covered, well-thought out message points will receive coverage and position your organization in the light you intended.”

Many public relations practitioners have stated that although crafting effective messages that are eventually distributed to newspaper reporters and editors is very important to gaining coverage, the factor that ultimately determines exposure is the practitioner’s relationship with the journalist.

Gene Terry, manager of media relations for the American Cancer Society’s Pennsylvania Division, says:

“As a non-profit organization, the American Cancer Society is a source that editors and reporters turn to for information regarding health issues that can affect anyone. In order to get our message into daily newspapers in the Delaware Valley, we must do a number of things from start to finish. We do spend a lot of time crafting effective messages that speak to our audiences and effective messages play an important role in gaining coverage for your organization. But really, for us, the pitch to the editor or the reporter is what makes or breaks the story gaining coverage in daily newspapers. We need to make reporters and editors realize why their audience and readership need to know the information that we provide. We also build relationships with the editors and reporters that work on our beat. They know that when we pick up the phone and call them with something or send them information that it will be news and not fluff.”

Dan O’Neill, manager of Business Development for the Brownstein Group, a full-service public relations firm located in Philadelphia, Pa., states:

“Even though writing is a vital tool for a public relations practitioner selling a story to a reporter, it is their relationship and the pitch that they present to the reporter that seals the deal whether the story gets space in a daily newspaper. You have to make it clear to the reporter that their readership needs your story and that your information will impact their readers.”

A need clearly exists for this study, not only because so little current and formal research exists to illustrate public relations practice’s impact on the Delaware Valley’s daily newspaper coverage, but also because the findings of the study can be utilized by public relations practitioners on a variety of levels. This study will help to prove or disprove general statements and assumptions that have been held by public relations practitioners and journalists for years in regard to print media coverage, journalistic sources of information and criteria for effective public relations messages.

### The Purpose of This Study

This study serves three main purposes. The first purpose is to provide factual evidence that clearly defines the relationship between effective public relations practice and Delaware Valley daily newspaper coverage. This study will be the first analysis to specifically study the impact of public relations practice on newspaper coverage in this geographic area.

The second purpose is to gain data that will show the value of public relations practice to newspaper reporters and editors who rely heavily on public relations practitioners as sources for their stories. Journalists and public relations practitioners have held a long-standing love-hate relationship. Although many journalists have a general distrust of public relations practitioners, many say they still rely on them for information.<sup>5</sup>

Finally, this research will serve as a benchmark and a way for public relations practitioners to show the value of the practice of public relations to top managers and clients and, in part, to measure the effectiveness of their efforts. Practitioners have said that one of their biggest challenges is to communicate results of public relations efforts to those unfamiliar with the practice.

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<sup>5</sup> Wilcox, Dennis L. Public Relations Writing and Media Techniques. New York: Addison-Wesley Educational Publishers, 2001.

## Procedures

### Secondary Research

The study began with extensive secondary research using databases of journal articles, trade publications, newspaper articles, etc. to examine the relationship between public relations and the daily print media, newspaper content, journalistic sources of information and information regarding newspapers within the geographic Delaware Valley.

### Primary Research

The study's primary research will reveal two types of information that will help draw a conclusion to the question of how important and effective public relations practice is to gaining coverage in Delaware Valley's daily newspapers.

First, the study will examine the perceptions and opinions of editors and reporters at Delaware Valley's 25 daily newspapers. The first portion of the study will measure editors and reporters perceptions of newspaper content and their opinion of public relations practitioners' impact on that content.

The second section of the study will examine the effectiveness of public relations practice at Rowan University's Office of University Relations.

### Survey to Managing Editors & Reporters

A list of 25 daily newspapers was generated using Bacon's MediaSource Internet research tools at www.bacons.com through a subscription used by University Relations at Rowan University. The list was narrowed using a limiting variable of the Delaware Valley. The Delaware Valley defined for this study includes the geographic area that makes up Delaware, Bucks, Chester, Montgomery, and Philadelphia Counties in Pennsylvania, Burlington, Camden and Gloucester Counties in New Jersey, and Wilmington County in Delaware.

The survey was designed and written to elicit editors' and reporters' attitudes of public relations practitioners, their practice, and their impact on news content.

### Analysis of Rowan University's Office of University Relations

An audit was conducted analyzing Rowan University's Office of University Relations news release distribution and subsequent publication of the information in print media.

### Analysis and Conclusion

An analysis and conclusion of both research techniques discussed within this chapter can be found within chapters four and five of this report.

### Delimitations of the Study

The study was limited to 200 reporters and editors from 25 daily newspapers within the Delaware Valley. The editors and reporters were chosen through a non-scientific, non-random sampling of members listed through Bacon's MediaSource Research Module at [www.bacons.com](http://www.bacons.com).

The study was also limited to the examination of print media coverage of one organization, Rowan University through the University's Office of University Relations. The study was conducted using press clippings and was limited to a two-month period from January 1, 2004 through March 1, 2004. The study also limited the press clippings to those strictly collected by practitioners in the University's Office of University Relations and excluded press clippings provided by Garden State Press Clipping Bureau to the office.



## Definitions

Daily newspaper- A publication, issued each day of the week, containing current news, editorials, feature articles, and usually advertising. A sheet or sheets of paper printed or electronically published and distributed for conveying intelligence of passing events, advocating opinions, etc.; a public printed or electronically distributed publication that circulates news, advertisements, proceedings of legislative bodies, public announcements, etc.<sup>6</sup>

Hard news- News that deals with current serious topics or events that appear in daily newspapers.<sup>7</sup>

Soft news- News that does not deal with serious topics or events. This type of news is generally reported in the form of a feature story in a newspaper.<sup>8</sup>

Breaking news- A news story that continuously unfolds as the media reports the event or occurrence. A short news announcement concerning an on-going news story.<sup>9</sup>

Editor- One who produces, from edere to publish: cf. F. [ˈe]diteur.] One who edits; esp., a person who prepares, superintends, revises, and corrects a newspaper for publication. A person responsible for the editorial aspects of newspaper.<sup>10</sup>

Reporter- One who reports. Specifically, one who reports speeches, the proceedings of public meetings, news, etc., for newspapers.<sup>11</sup>

Newspaper circulation- The number of people who receive the newspaper, numbers differ on Sunday of each week.<sup>12</sup>

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<sup>6</sup> "Newspaper." The American Heritage Dictionary of the English Language, Fourth Edition.

<sup>7</sup> "Hard News." [www.freedictionary.com](http://www.freedictionary.com).

<sup>8</sup> "Soft News." [www.freedictionary.com](http://www.freedictionary.com).

<sup>9</sup> "Breaking News." [www.freedictionary.com](http://www.freedictionary.com).

<sup>10</sup> "Editor." Webster's Revised Unabridged Dictionary, © 1996, 1998 MICRA, Inc.

<sup>11</sup> "Reporter." Webster's Revised Unabridged Dictionary, © 1996, 1998 MICRA, Inc.

## Definitions (Continued)

Public relations- A management function enabling organizations to achieve relationships with their various audiences through an understanding of audience opinions, attitudes and values.<sup>13</sup>

The Philadelphia Inquirer- Serves the Pennsylvania suburbs, the city of Philadelphia and southern New Jersey with a circulation of 365,000 daily and 730,000 on Sunday (19<sup>th</sup> largest daily newspaper in the United States and 8<sup>th</sup> largest newspaper on Sunday).<sup>14</sup>

The Courier Post- Serves southern New Jersey (Camden, Burlington and Gloucester Counties) with a circulation of 89,000 daily and 110,000 Sunday.<sup>15</sup>

The Gloucester County Times- Serves Gloucester County, located in southern New Jersey with a circulation of 25,000 daily and 28,000 on Sunday.<sup>16</sup>

Delaware Valley- Defined as the geographic area that makes up Delaware, Bucks, Chester, Montgomery, and Philadelphia Counties in Pennsylvania, Burlington, Camden and Gloucester Counties in New Jersey, and Wilmington County in Delaware.

Readership- The mass of a particular group of readers.<sup>17</sup>

Audit Bureau of Circulations- The Audit Bureau of Circulations is a not-for-profit organization established in 1914 to be the world's pre-eminent self-regulatory auditing organization responsible to advertisers, advertising agencies, and the media they use, for the

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<sup>12</sup> Marnie, Eva. "A Study of The Changing Face of Newspaper Journalism and its Effect on Public Relations." Master's Thesis, Rowan University, 2002.

<sup>13</sup> Litwin, M. Larry. "P.R. Definitions." Introduction to Public Relations. Rowan University: Sept. 2000.

<sup>14</sup> Marnie, Eva. "A Study of The Changing Face of Newspaper Journalism and its Effect on Public Relations." Master's Thesis, Rowan University, 2002.

<sup>15</sup> Marnie, Eva. "A Study of The Changing Face of Newspaper Journalism and its Effect on Public Relations." Master's Thesis, Rowan University, 2002.

<sup>16</sup> Marnie, Eva. "A Study of The Changing Face of Newspaper Journalism and its Effect on Public Relations." Master's Thesis, Rowan University, 2002.

<sup>17</sup> Marnie, Eva. "A Study of The Changing Face of Newspaper Journalism and its Effect on Public Relations." Master's Thesis, Rowan University, 2002.

### Definitions (Continued)

independent verification and dissemination of our members' circulation, readership, and audience information.<sup>18</sup>

Public relations-generated- Information disseminated from a public relations practitioner or function to a member of the media (reporter or editor) with the intention of gaining coverage in a daily newspaper.

Media Hit or Hit – A media hit is a group's documented mention in a news story either in a transcript, print publication, or broadcast tape.<sup>19</sup>

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<sup>18</sup> Audit Bureau of Circulations web site: <http://www.accessabc.com>.

<sup>19</sup> Community Anti-Drug Coalitions of America web site: <http://cadca.org/CoalitionResources/med-gloss.asp>.

## Chapter Two

### Review of Related Research

The author reviewed the most important previous works related to this study and applicable to the relationship between newspaper journalism and the practice of public relations.

Extensive research was conducted using the Rowan University Campbell Library electronic databases which search books, videos, academic journals, web sites, newspaper and magazine articles. The subjects and keywords searched under were “journalism,” “journalism research,” “journalism coverage,” “newspapers,” “newspaper research,” “newspaper coverage,” “newspaper content analysis,” “content analysis,” “news resources,” “news reporting,” “media,” “media coverage,” “public relations,” “public relations coverage,” “publicity,” “information dissemination,” and “public relations information dissemination.”

The search engines used through Rowan University’s Campbell Library were Pro Quest Digital Dissertations, Sociological Abstracts, Ebsco Host – ERIC, Lexis-Nexis and Internet Explorer.

Internet web sites were also used to gather related research. These sites included the Pew Center for Civic Journalism’s web site at [www.pewcenter.org](http://www.pewcenter.org), [www.journalism.org](http://www.journalism.org), [www.poynteronline.org](http://www.poynteronline.org) and [www.naa.org](http://www.naa.org).

Two college textbooks, “Public Relations Writing and Media Techniques” by Dennis L. Wilcox and “Effective Public Relations” by Cutlip and Center were used for related research. These books were used for background research in this study.

## Journalists' Perception of Public Relations Practice

Journalism and public relations coexist within the communication industry and their relationship with each other has been called into question on a regular basis. Many experts hold different beliefs regarding the perception journalism and public relations professionals hold for each other and their respective professions. The following research reveals the attitudes and perceptions journalists hold toward public relations.

Studies have found a correlation between public relations education and journalists' perception of public relations. In 1991, Frederick William Cropp at California State University conducted a study to analyze newspaper editors' perceptions of public relations practitioners. Cropp mailed surveys to city, business and sports editors at each of the 121 daily newspapers in California. The study found that although journalists' perception of public relations practitioners was negative, the general tone of responses was less negative than in previous studies. The research also found that journalists who had taken one or more college courses in public relations had a statistically significant positive effect on editors' perceptions of public relations and its practitioners. This study also concludes that a shift toward more neutral responses by journalists might be interpreted as a shift to a less adversarial relationship between journalists and public relations practitioners.<sup>20</sup>

Another study, conducted in 1996 by David Manifold at the University of Southern Mississippi, analyzed the attitudes of daily newspaper business writers toward public relations practitioners in the business sector. This study attempted to build off past studies in the 1970s, 1980s and early 1990s that had shown business public relations practitioners lack credibility with business journalists. When compared with the past studies, the investigation

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<sup>20</sup> Cropp, Frederick William. "Editors' Perceptions of Public Relations Practitioners." MAI 29/03 356 (Fall 1991).

revealed that business public relations practitioners had yet to substantially improve their credibility with business journalists.<sup>21</sup>

Research has also shown journalists believe public relations practitioners lack understanding of journalism. A 1999 study by Lee Bollinger at the University of South Carolina investigated the relationship between public relations and media relations writers at a South Carolina university and 16 key reporters and editors at 10 daily newspapers in South Carolina. The study revealed that the journalists felt that people working in media relations lacked a true understanding of what journalism is all about. The investigation also revealed information that journalists refuse to label the relationship they sometimes have with public/media relations professionals if such labeling suggests in any way a collaborative or partnering one.<sup>22</sup>

Studies have also been conducted outside the United States analyzing journalists' perceptions of public relations practitioners. A 1995 study conducted by Brian Biggar at Carleton University in Canada exposed the same type of perception as that found in the United States: a general negative view of public relations by journalists. The study, a survey of 58 daily newspaper, radio and television news editors, found "a preponderance of negative views among editors towards public relations." The investigation revealed that editors believed public relations practitioners held news values different from their own. Comparing this study to those conducted in the United States, Canadian editors agree with American journalists in their critical assessment of public relations.<sup>23</sup>

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<sup>21</sup> Manifold, David James. "An Analysis of Attitudes of Daily Newspaper Business Writers Toward Public Relations Practitioners in Business." DAI-A 58/01 16 (July 1997).

<sup>22</sup> Bollinger, Lee. "Exploring the Relationship Between the Media Relations Writer and the Press: An analysis of the Perceptions, Goals and Climate of Communication." DAI-A 60/07 2271 (January 2000).

<sup>23</sup> Biggar, Brian John. "PR Flacks and Media Hacks: Public Relations and the News Media." Mai 34/06 2103 (December 1996).

## Public Relations-Generated News Content

Public relations plays a key role as an information subsidiary for newspapers everyday. However, a debate exists regarding how large a role public relations practitioners play as sources of information for journalists.

In an article published in the February 11, 2002 issue of *The San Diego Union-Tribune*, Gina Lubrano defines the debate by stating:

“The public relations industry often assists journalists with information and access to sources for articles. Yet, to journalists, the key is newsworthiness, not that the story is being touted by someone who is being paid – or has volunteered – to do so.”<sup>24</sup>

Lubrano’s statement defines both sides of the argument in two sentences. Public relations practitioners and proponents argue that the media relies heavily on public relations for information to help fill column inches and time on the air. Journalists and those in the media argue that public relations plays a limited role in story formation and as a major source of information.

Julia Hobsbawm, chairwoman of Hobsbawm Macaulay Communications in England is an advocate of public relations and strongly argues that journalism relies heavily on public relations. She states:

“Journalism loves to hate PR. It has become the norm in the media to knock us, whether for spinning, controlling access, approving copy or protecting clients at the expense of the truth. Yet journalism has never needed public relations more, and PR has never done a better job for the media. Given that a (conservative) estimate of 75% of entertainment stories and 50 to 80% of news and business stories emanate from public relations, it is understandable that journalists can resent their reliance on us.”<sup>25</sup>

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<sup>24</sup> Lubrano, Gina. “Public Relations and Newspapers.” *The San Diego Union-Tribune* Opinion, Pg. B-7 (February 11, 2002).

<sup>25</sup> Hobsbawm, Julia. “Why Journalism Needs PR.” *The Guardian Online* (November 17, 2003) <http://media.guardian.co.uk/mediaguardian/story/0,7558,1086527,00.html>



Author and public relations executive David Michie shares Hobsbawm's assertion that journalism strongly benefits from public relations practitioners as sources of information.

Michie states in his book *The Invisible Persuaders*:

“Even though the British are probably the most cynical and sophisticated connoisseurs of advertising in the world, the majority are seriously deluded about the process by which news items reach their eyes and ears.

Why are they deluded? Because they entertain the giddy notion that the news they consume is generated entirely by journalists. Their visions of noisy newsrooms of reporters, jabbering down telephones and beavering away on stories, may not be far removed from reality; but quite how those journalists get hold of their stories to begin with is not a question often asked. In fact, as PR luminary Quentin Bell would tell you, 80 per cent of what appears in the business pages, and 40 - 50 per cent of general news, has been produced or directly influenced by PR practitioners. "The interesting part" according to Bell, "is that the media have double standards. They are highly dependent on us, but they won't admit to the influence of PR.”<sup>26</sup>

The previous two arguments are not made without merit. International studies help to support the claim that journalism strongly depends upon public relations as an information resource.

One such study, conducted in 1992 in Australia, surveyed 417 journalists and editors in Sydney, Melbourne, Brisbane and Canberra found 86% reported ‘Very Frequent’ contact from PR practitioners. Also, the research revealed more than 74% reported receiving 20 or more PR communications (news releases, phone calls, faxes, etc.) per week.<sup>27</sup>

Another study, also conducted in Australia in 1992, measured the application of news releases as information sources for print media:

“The study tracked 150 news releases from 27 different companies and organizations and content analysis was undertaken of the media in which the journalists were employed over a 12-month period. Articles were identified using a national press clipping service which provided 2,500 articles on the topics of the news releases from the selected media.”

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<sup>26</sup> Michie, David. *The Invisible Persuaders*. London: Bantam Press, April 1998.

<sup>27</sup> McNamara, Jim R. “The Impact of PR on the Media.” 6. Australia, 2002.

The study found:

- 768 stories (31%) were wholly or partly based on the news releases (including exact extracts or facts and figures without alternative attribution). While 360 (47%) of these were published in trade or specialist media, 245 stories (32%) of PR-based stories were published in national, state or capital city media;
- Up to 70% of the content of some small trade, specialist and suburban media was PR-sourced;
- Only nine news releases out of 150 tracked (1.2%) were not used at all by the media;
- The average usage rate of news releases was seven times each;
- One news release (on a Lindeman Wines product) was published in 69 newspapers, many with a photograph provided by the PR firm.

“This study was undertaken using strict word and content matching methodology. Where facts were quoted, these were not counted as PR sourced if an alternative source was identified or possible. The results were considered to be conservative.”<sup>28</sup>

Yet another study, conducted more recently in Australia, further supports the claim that journalism utilizes public relations as a foundation for information used in publications:

“A more recent analysis of media content has been carried out by Clara Zawawi as part of a PhD thesis. Zawawi conducted an analysis of 1,163 articles published by three leading metropolitan newspapers, *The Courier-Mail*, *Sydney Morning Herald* and *The Age* to identify the origin of media stories. Her research was able to confirm the origin of 683 of the articles, of which 251 (37%) were directly the result of public relations activity. Furthermore, Zawawi found that surveys, papers and submissions sent to journalists with the intent of gaining media coverage could also be regarded as PR and these accounted for another 88 articles. In total, she concluded that 47% of articles in these three major metropolitan media were the result of PR activity.”<sup>29</sup>

Although more recent studies have been conducted outside the United States, the earliest research was conducted in this country.

In 1973, L.V. Sigal classified the sources of 1,146 stories in the *Washington Post* and *New York Times* and found that:

“around 75% resulted from what he called ‘information processing’ as opposed to proactively researched information. He concluded that 50% of the stories came from routine sources such as official proceedings as well as press releases and press conferences. Another 16% came from unofficial sources such as briefings, leaks, meetings or conferences. Only

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<sup>28</sup> McNamara, Jim R. “The Impact of PR on the Media.” 6. Australia, 2002.

<sup>29</sup> McNamara, Jim R. “The Impact of PR on the Media.” 6. Australia, 2002.

26% of news, according to Sigal, resulted from enterprise reporting, interviews or the journalists' own analysis.”<sup>30</sup>

Another study, conducted by Jericho Promotions of New York City, found that:

“of 2,432 journalists responding, 38 percent said they got at least half of their story ideas from public relations people. The percentage was even higher among editors of lifestyle, entertainment and health sections of newspapers.”<sup>31</sup>

These studies clearly show that public relations practitioners and their materials are valuable assets to journalists as sources of information to help fill column inches in daily newspapers.

According to Dennis L. Wilcox, professor of Communication at San Jose State University's School of Journalism and Mass Communication:

“Public Relations materials save media the time, money, and effort of gathering their own news. Indeed, no medium—including *The New York Times*—has enough reporters to cover all the available news. As one editor of the *San Jose Mercury News* once said, ‘publicists are the newspaper’s unpaid reporters.’”<sup>32</sup>

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<sup>30</sup> Wilcox, Dennis L. Public Relations Writing and Media Techniques . 301. New York: Addison-Wesley Educational Publishers, 2001.

<sup>31</sup> Wilcox, Dennis L. Public Relations Writing and Media Techniques . 301. New York: Addison-Wesley Educational Publishers, 2001.

<sup>32</sup> Wilcox, Dennis L. Public Relations Writing and Media Techniques . 301. New York: Addison-Wesley Educational Publishers, 2001.

## **Chapter Three**

### **Primary Research**

The study's primary research will reveal two types of information that will help draw a conclusion to the question of how important and effective public relations practice is to gaining coverage in Delaware Valley's daily newspapers.

First, the study will examine the perceptions and opinions of editors and reporters at Delaware Valley's 25 daily newspapers. The first portion of the study will measure editors and reporters perceptions of newspaper content and their opinion of public relations practitioners' impact on that content.

The second portion of the study will examine the effectiveness of public relations practice at Rowan University's Office of University Relations.

### Survey to Managing Editors & Reporters

A list of 25 daily newspapers was generated using Bacon's MediaSource Internet research tools at [www.bacons.com](http://www.bacons.com) through a subscription used by University Relations at Rowan University. The list was narrowed using a limiting variable of the Delaware Valley. The Delaware Valley defined for this study includes the geographic area that makes up Delaware, Bucks, Chester, Montgomery, and Philadelphia Counties in Pennsylvania, Burlington, Camden and Gloucester Counties in New Jersey, and Wilmington County in Delaware.

A small postcard was designed and used to contact 200 editors and reporters from these daily newspapers through mail distribution. Each editor and reporter was contacted through mail informing them of the study and asking for their participation. The postcard was completed and sent March 10, 2004.

The survey was designed and written to elicit editors' and reporters' attitudes of public relations practitioners, their practice, and their impact on news content. The author constructed the survey instrument after conducting a literature review through resources at Rowan University's Campbell Library. The questionnaire was reviewed by Professor M. Larry Litwin, University Relations Director Joe Cardona and Rowan University Professor Emeritus Donald R. Gallagher. The survey was pre-tested by Professor M. Larry Litwin's Introduction to Public Relations class of 35 Rowan University students.

The research tool was sent to 200 editors and reporters out of a possible 768 editors and reporters at 25 Delaware Valley daily newspapers. The survey was sent through mail distribution March 13, 2004 and respondents were given a deadline for reply by April 1, 2004. The recipients were chosen based upon the criteria that the reporter or editor wrote or

worked on stories in the “news,” “business,” “healthcare,” or “crime” sections of each publication. The initial mailing elicited 54 responses from the 200 editors and reporters who were sent this survey. A follow-up e-mail message was written and sent to the 200 editors and reporters chosen for the study in an attempt to obtain a larger response from the sample. An additional 17 responses were elicited from this e-mail message, bringing the total number of completed surveys to 71 responses. Upon receipt of the completed survey, the results were collected and analyzed.

The author hand-coded the 71 surveys. He used the Statistical Package for Social Sciences (SPSS) software to analyze the data from which he derived findings, drew conclusions and made recommendations.

### Analysis of Rowan University's Office of University Relations

An audit was conducted analyzing Rowan University's Office of University Relations news release distribution and subsequent publication of the information in print media.

The analysis was conducted over a two-month period, January and February 2004. All news releases sent to the media over that period were collected and organized chronologically. Next, news clippings from the same time period were collected and organized in the same manner.

The two sets of information were then analyzed against each other to measure how much information that had been sent by the Office of University Relations had been used by journalists in print media. These results and analysis appear in chapters four and five of this study.

## Analysis and Conclusion

The results of the two studies were collected and analyzed using the Statistical Package for Social Science (SPSS) software. Once a full analysis was made of both studies, conclusions were drawn from the research. These results can be found in chapters four and five of this study.



## Chapter Four

### Research Data

The author conducted a two-pronged study to determine the scope and impact of public relations practice on newspaper content among Delaware Valley daily newspapers. The first study examined editors' and reporters' perceptions of newspaper content and their opinion of public relations practitioners' impact on that content. The second study examined the effectiveness of public relations practice at Rowan University's Office of University Relations over a two-month period.

### Survey to Managing Editors & Reporters

The author sent a mail survey to 200 editors and reporters among the Delaware Valley's 25 daily newspapers.

Specifically, the study sought to determine answers to the following questions from newspaper editors and reporters:

- When developing newspaper story ideas, what types of sources do newspaper editors and reporters use?
- How do sources, such as public relations practitioners, contact newspaper editors or reporters?
- How frequently do newspaper editors and reporters use public relations practitioners as sources for hard news (breaking news) stories?
- How often do newspaper editors and reporters use public relations practitioners as sources for soft news (feature) stories?

- How important is the development of a relationship between a newspaper reporter and a public relations practitioner in working together?
- How does this relationship affect the likelihood that a story pitched by a public relations practitioner to a newspaper editor or reporter will get coverage?
- How important is the written quality of a news release sent by a public relations practitioner to a newspaper editor or reporter in gaining coverage?
- How many story ideas do newspaper editors and reporters receive from public relations practitioners on a daily basis?
- What is the best communication tool a public relations practitioner can use to pitch (recommend) a story idea to a newspaper editor or reporter?
- How important are public relations practitioners to newspaper editors or reporters when gaining information and possible story ideas?
- What percentage of stories released by public relations practitioners to newspaper editors or reporters are newsworthy?
- Do newspaper editors and reporters value public relations practitioners as an asset to their profession?
- Do newspaper editors or reporters have a distrust of public relations practitioners on any level?
- Do newspaper editors and reporters feel they depend upon public relations practitioners to help them fill and/or shape news content in their publication?
- What percentage of stories appearing in daily newspapers are generated through public relations practice by practitioners?

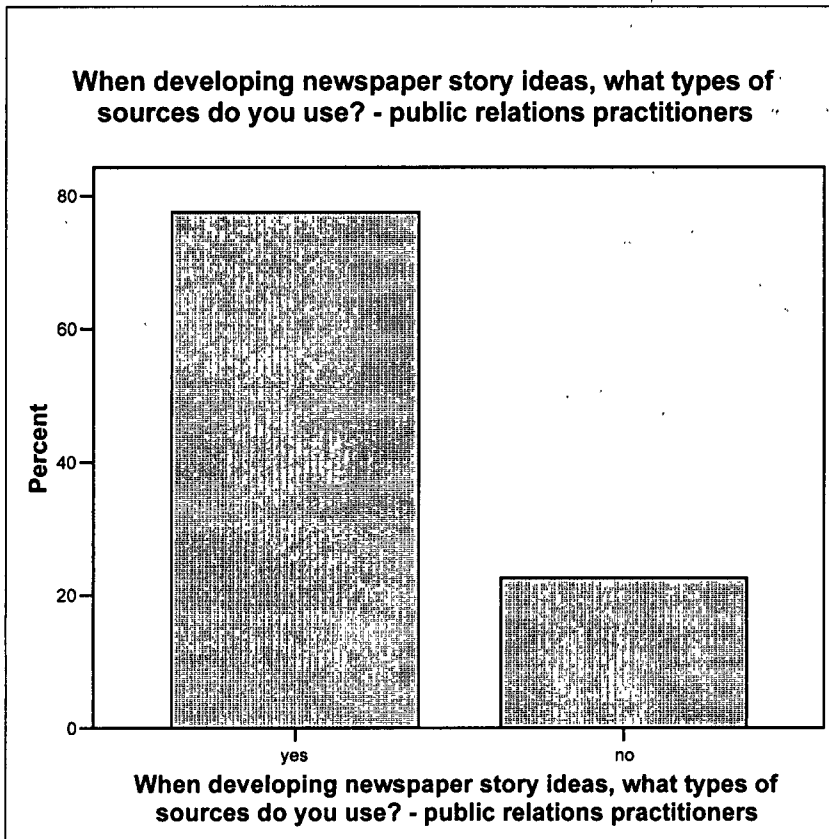
Of the 200 editors and reporters who were contacted for this study, 71 returned the mail survey. All 71 surveys were completed by the respondents in their entirety and the author used each survey for this study.

In this chapter, the author presents the survey results. He also presents a question-by-question breakdown, frequency and percentages, of how the 71 newspaper editors and reporters answered the survey. The author also included graphs to illustrate responses by newspaper editors and reporters.

Questionnaire responses

Q1A When developing newspaper story ideas, do you use public relations practitioners as sources?

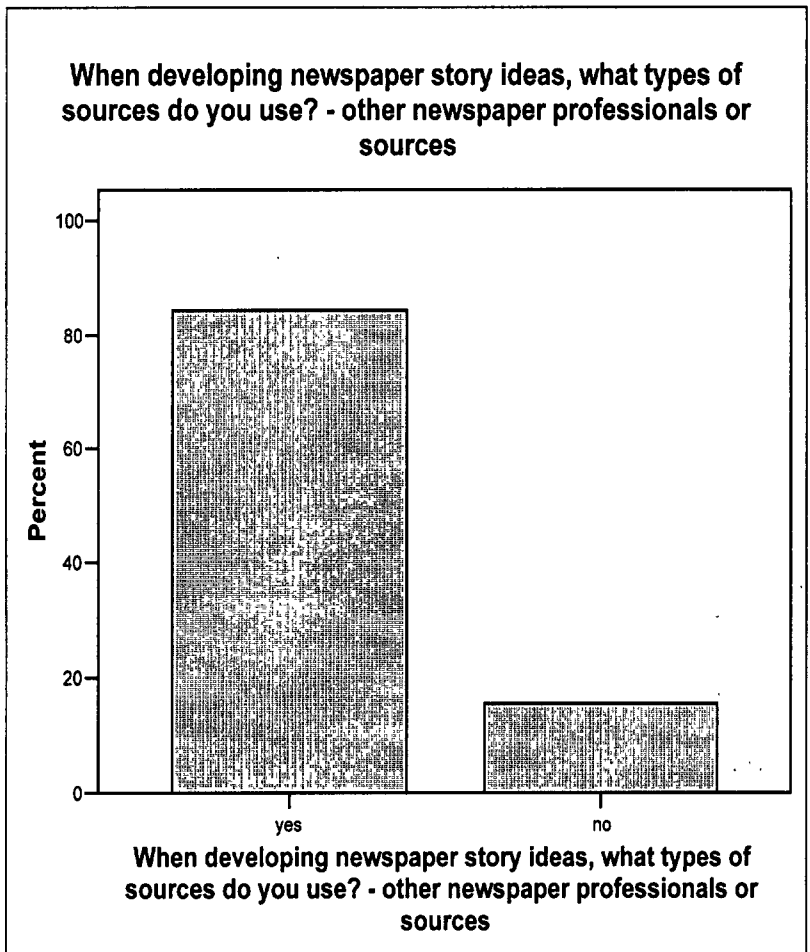
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	55	77.5	77.5	77.5
no	16	22.5	22.5	100.0
Total	71	100.0	100.0	



Q1A When developing newspaper story ideas, do you use public relations practitioners as sources?

Q1B When developing newspaper story ideas, do you use other newspaper professionals as sources?

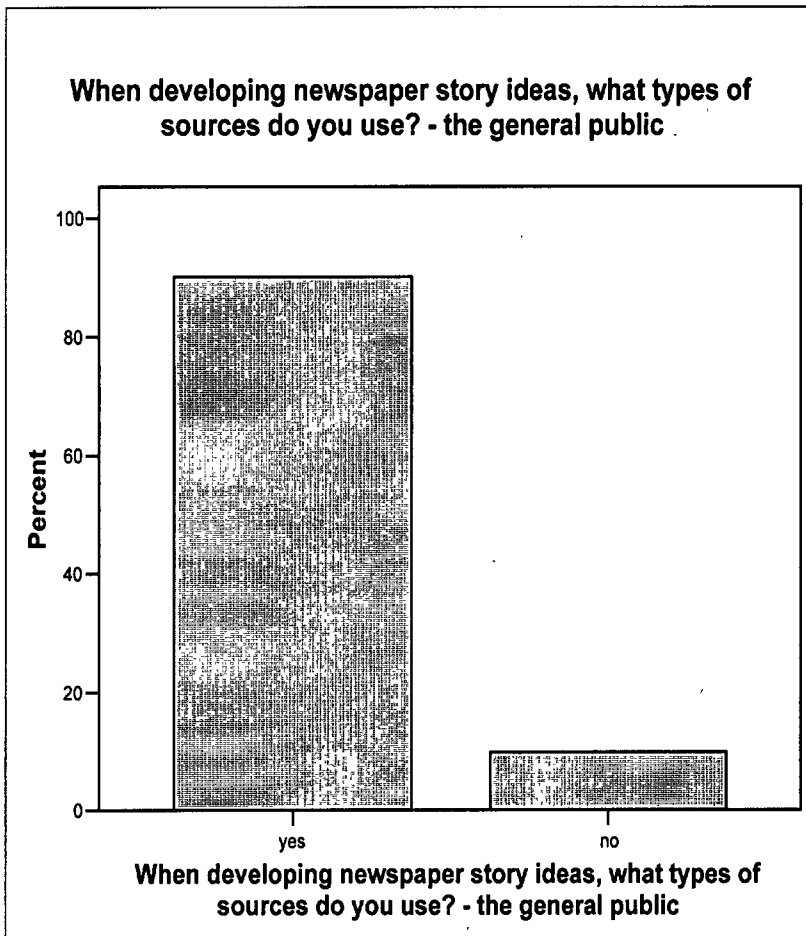
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	60	84.5	84.5	84.5
no	11	15.5	15.5	100.0
Total	71	100.0	100.0	



Q1B When developing newspaper story ideas, do you use other newspaper professionals as sources?

Q1C When developing newspaper story ideas, do you use the general public as a source?

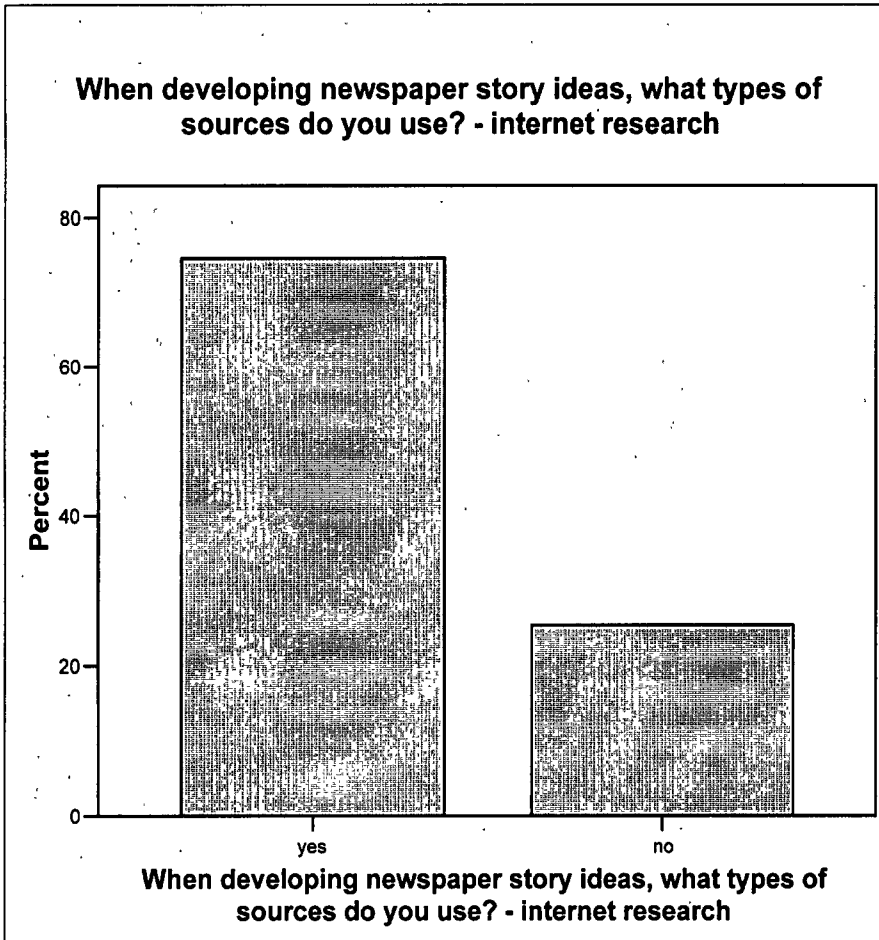
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	64	90.1	90.1	90.1
no	7	9.9	9.9	100.0
Total	71	100.0	100.0	



Q1C When developing newspaper story ideas, do you use the general public as a source?

Q1D When developing newspaper story ideas, do you use internet research for sources?

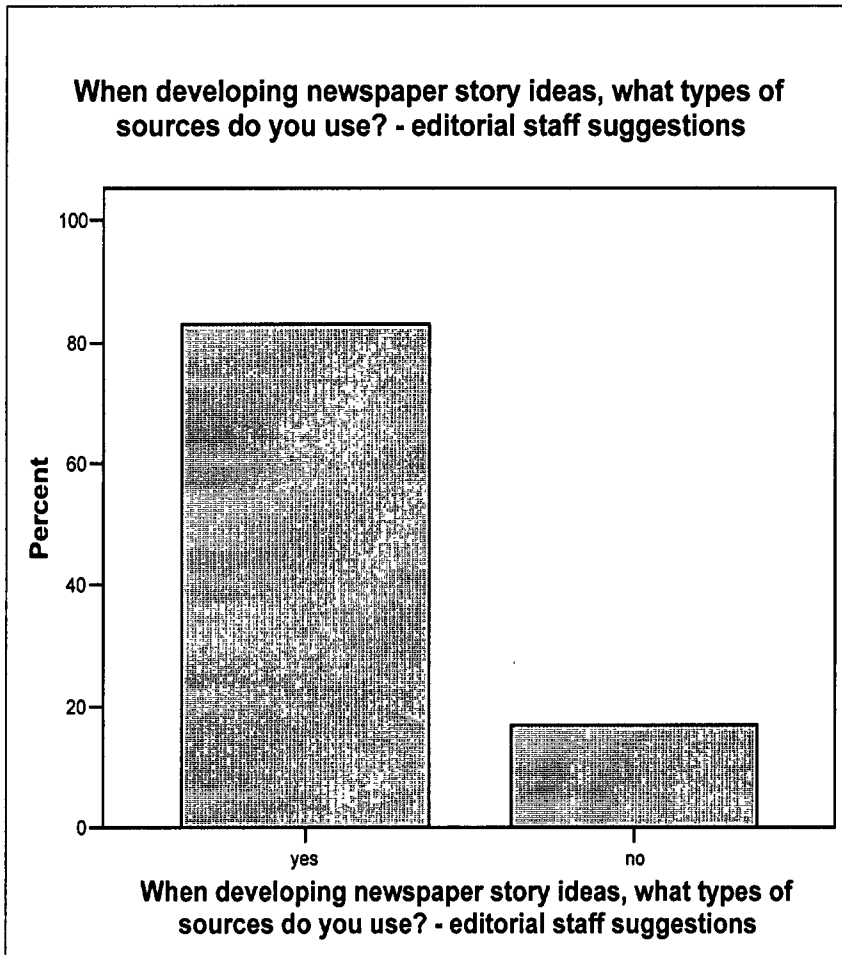
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	53	74.6	74.6	74.6
no	18	25.4	25.4	100.0
Total	71	100.0	100.0	



Q1D When developing newspaper story ideas, do you use internet research for sources?

Q1E When developing newspaper story ideas, do you use editorial staff suggestions as sources?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	59	83.1	83.1	83.1
no	12	16.9	16.9	100.0
Total	71	100.0	100.0	

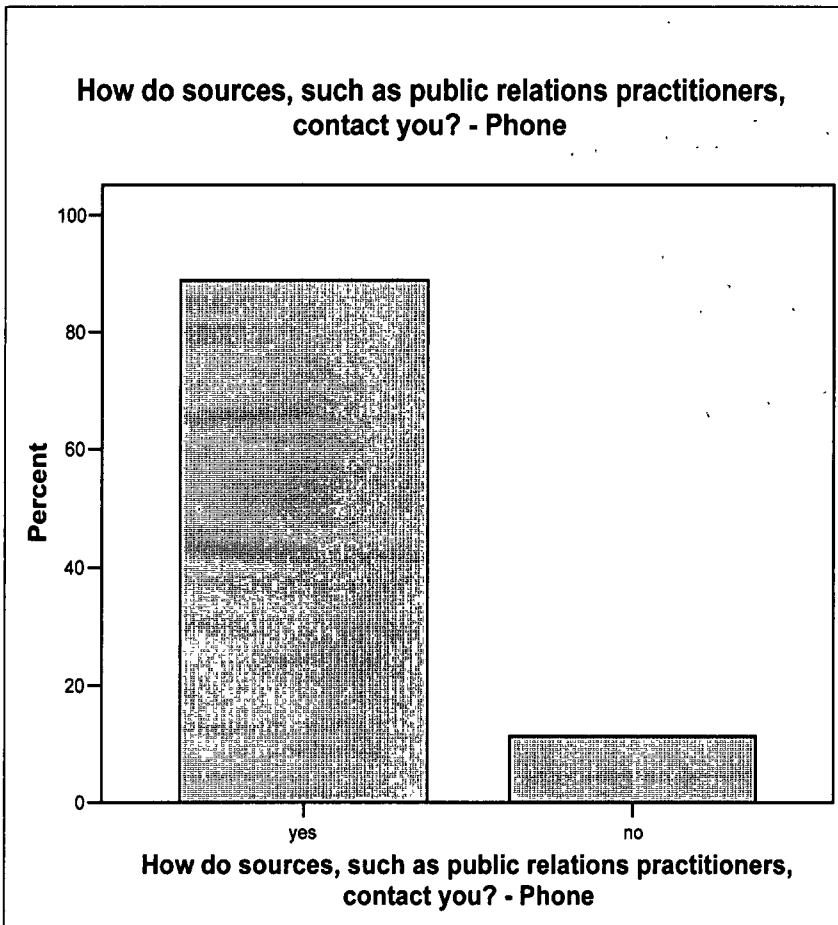


Q1E When developing newspaper story ideas, do you use editorial staff suggestions as sources?



Q2A Do sources, such as public relations practitioners, contact you by phone?

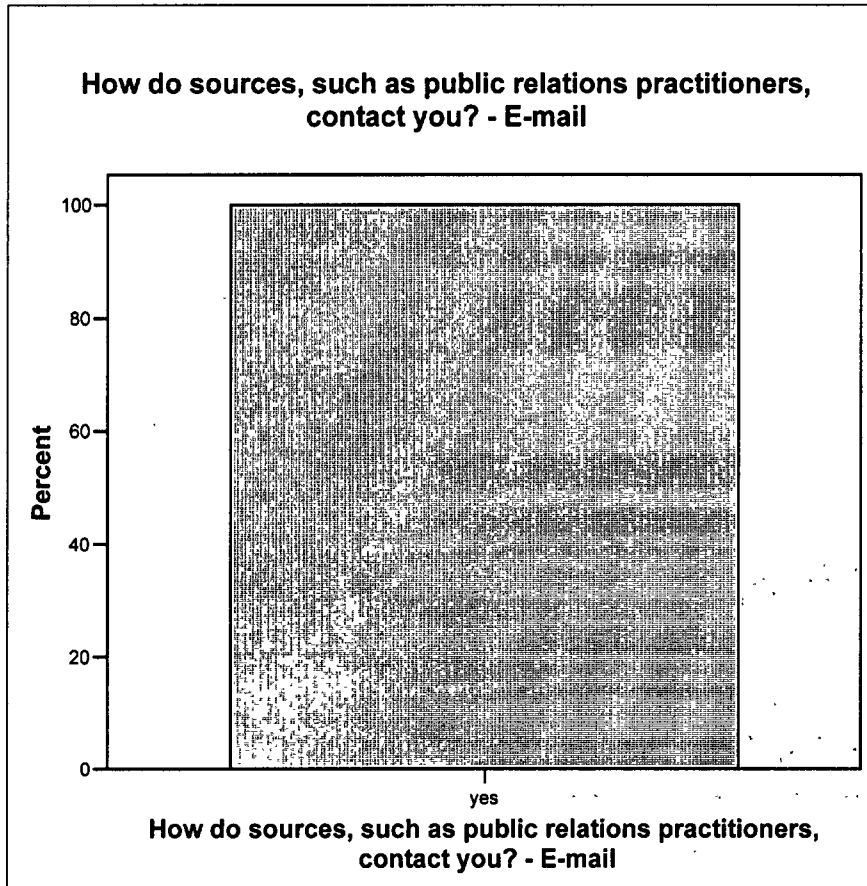
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	63	88.7	88.7	88.7
no	8	11.3	11.3	100.0
Total	71	100.0	100.0	



Q2A Do sources, such as public relations practitioners, contact you by phone?

Q2B Do sources, such as public relations practitioners, contact you by e-mail?

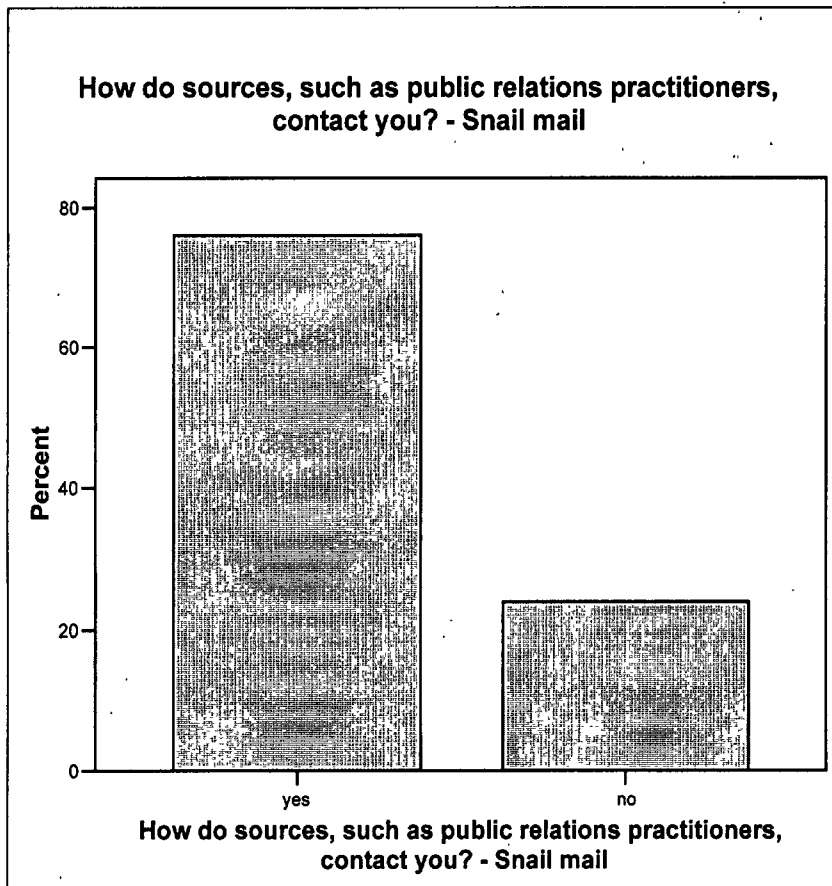
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	71	100.0	100.0	100.0



Q2B Do sources, such as public relations practitioners, contact you by e-mail?

Q2C Do sources, such as public relations practitioners, contact you by snail mail?

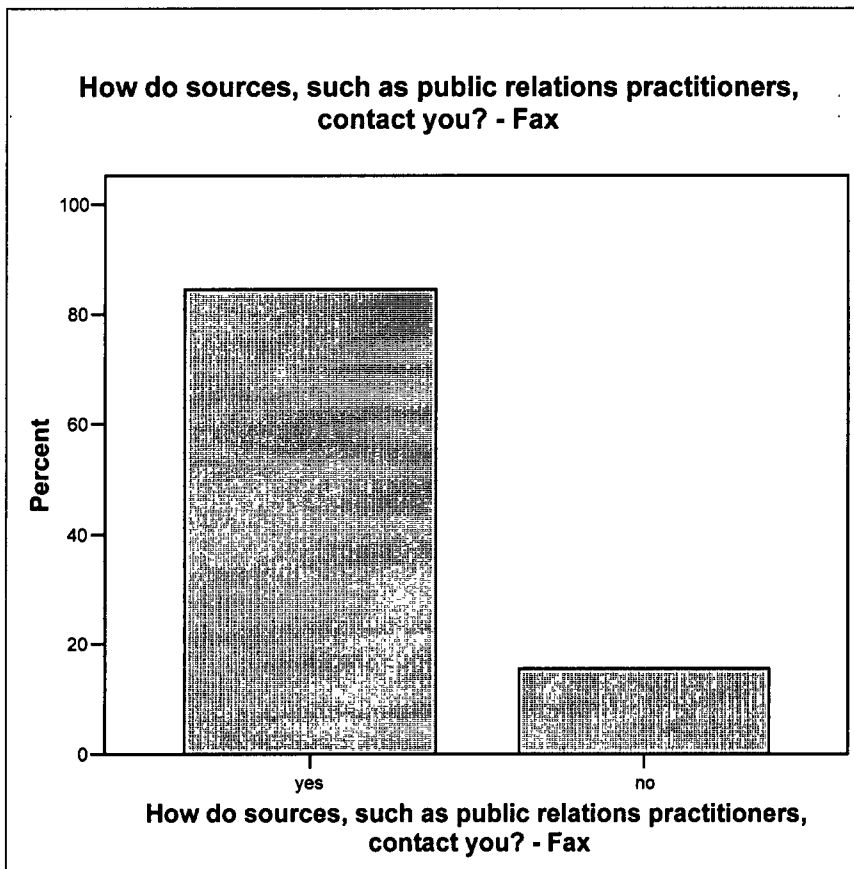
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	54	76.1	76.1	76.1
no	17	23.9	23.9	100.0
Total	71	100.0	100.0	



Q2C Do sources, such as public relations practitioners, contact you by snail mail?

Q2D Do sources, such as public relations practitioners, contact you by fax?

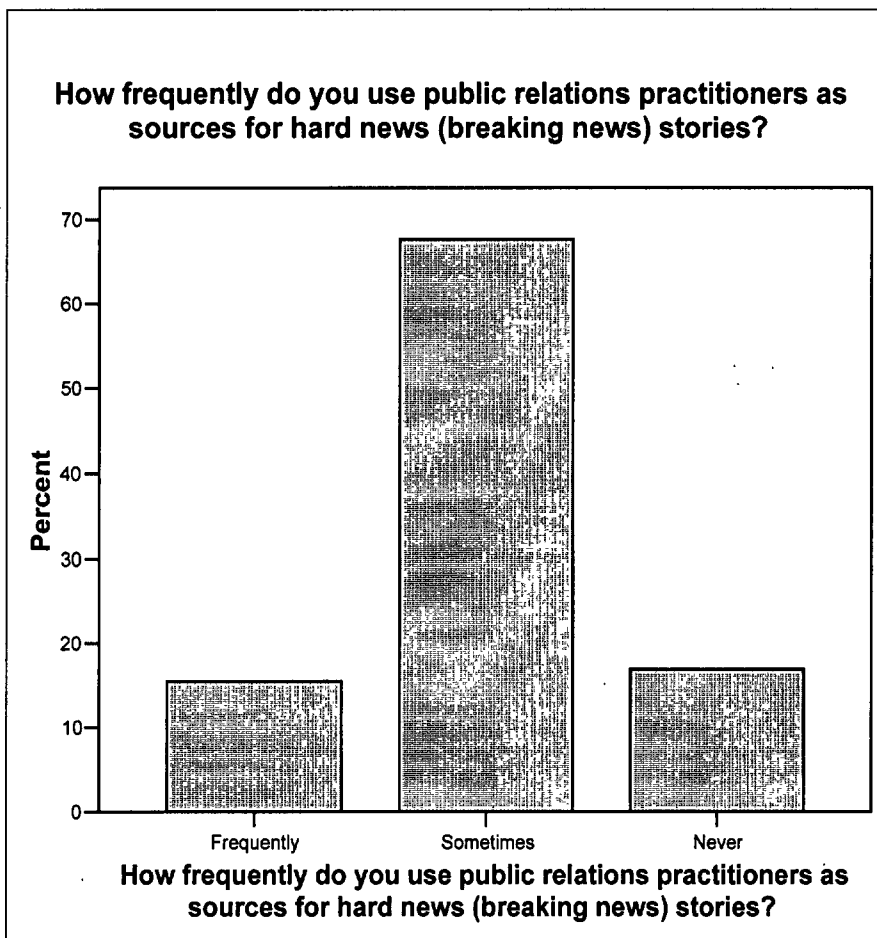
	Frequency	Percent	Valid Percent	Cumulative Percent
yes	60	84.5	84.5	84.5
no	11	15.5	15.5	100.0
Total	71	100.0	100.0	



Q2D Do sources, such as public relations practitioners, contact you by fax?

Q3 How frequently do you use public relations practitioners as sources for hard news (breaking news) stories?

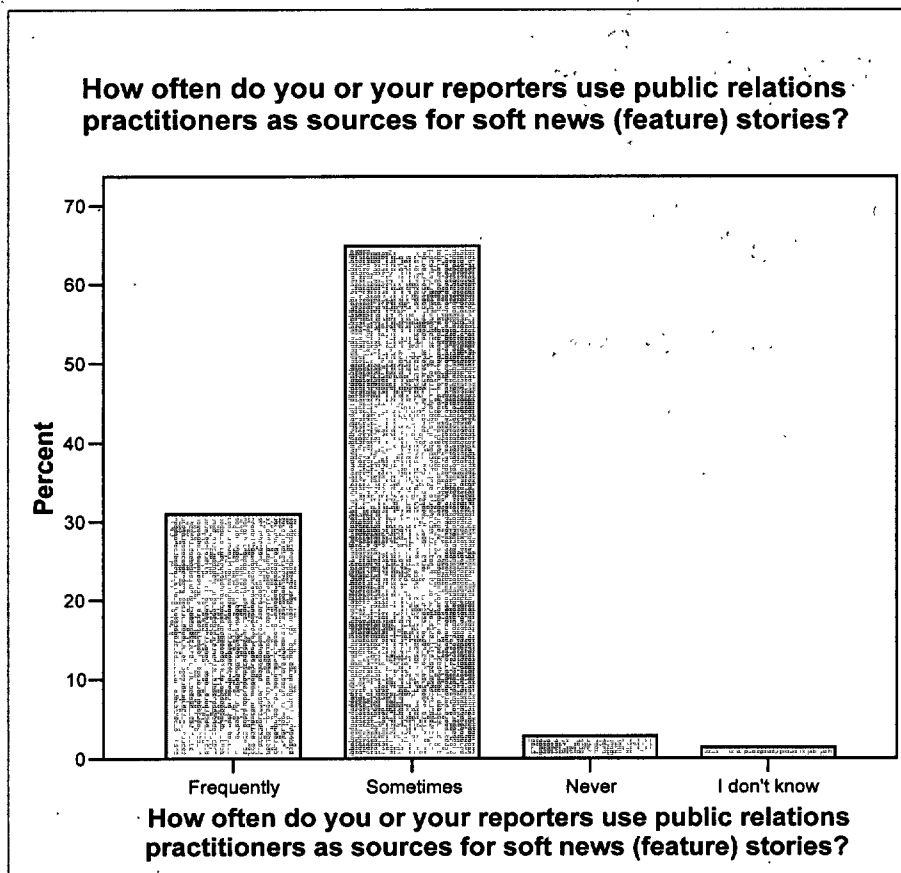
	Frequency	Percent	Valid Percent	Cumulative Percent
Frequently	11	15.5	15.5	15.5
Sometimes	48	67.6	67.6	83.1
Never	12	16.9	16.9	100.0
Total	71	100.0	100.0	



Q3 How frequently do you use public relations practitioners as sources for hard news (breaking news) stories?

Q4 How often do you use public relations practitioners as sources for soft news (feature) stories?

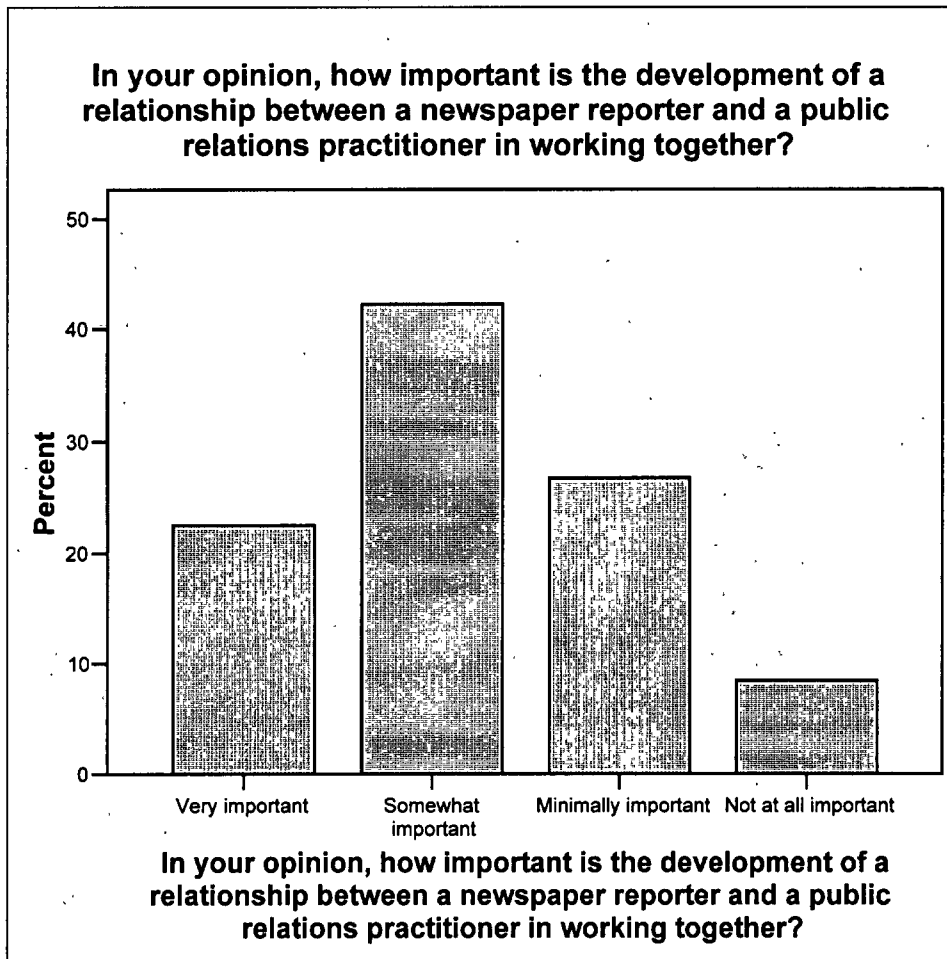
	Frequency	Percent	Valid Percent	Cumulative Percent
Frequently	22	31.0	31.0	31.0
Sometimes	46	64.8	64.8	95.8
Never	2	2.8	2.8	98.6
I don't know	1	1.4	1.4	100.0
Total	71	100.0	100.0	



Q4 How often do you use public relations practitioners as sources for soft news (feature) stories?

Q5 In your opinion, how important is the development of a relationship between a newspaper editor or reporter and a public relations practitioner in working together?

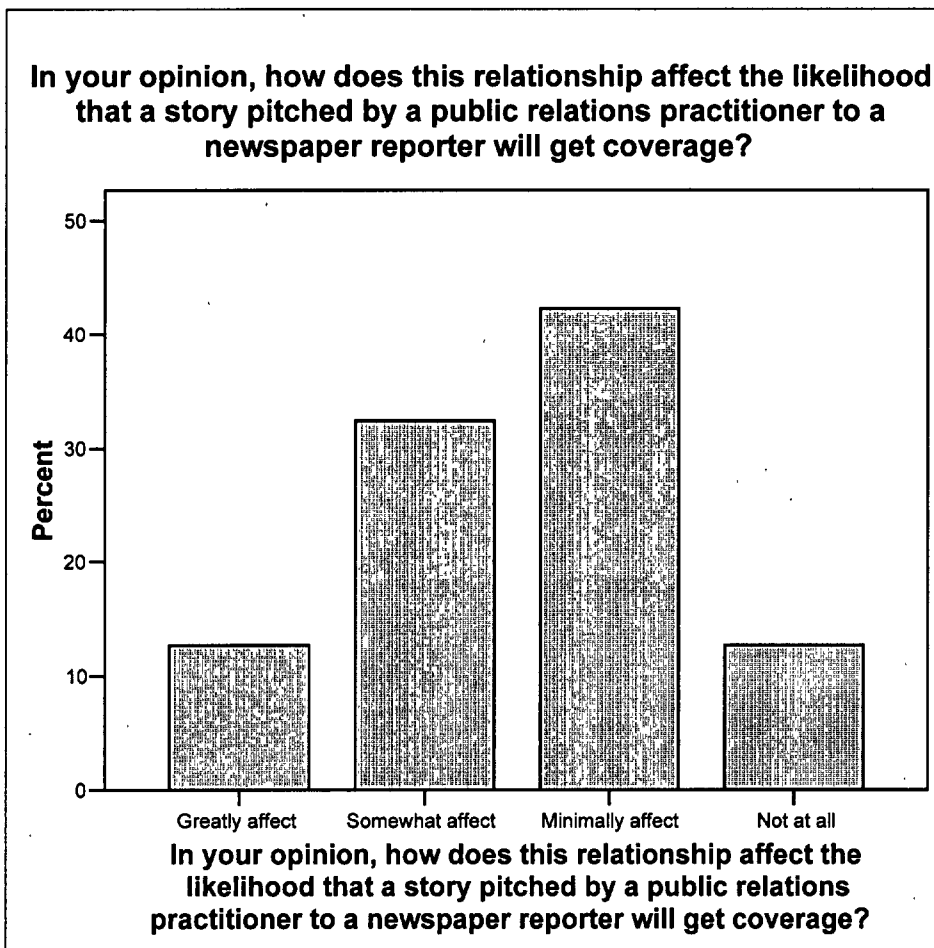
	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	16	22.5	22.5	22.5
Somewhat important	30	42.3	42.3	64.8
Minimally important	19	26.8	26.8	91.5
Not at all important	6	8.5	8.5	100.0
Total	71	100.0	100.0	



Q5 In your opinion, how important is the development of a relationship between a newspaper editor or reporter and a public relations practitioner in working together?

Q6 In your opinion, how does this relationship affect the likelihood that a story pitched by a public relations practitioner to a newspaper editor or reporter will get coverage?

	Frequency	Percent	Valid Percent	Cumulative Percent
Greatly affect	9	12.7	12.7	12.7
Somewhat affect	23	32.4	32.4	45.1
Minimally affect	30	42.3	42.3	87.3
Not at all	9	12.7	12.7	100.0
Total	71	100.0	100.0	

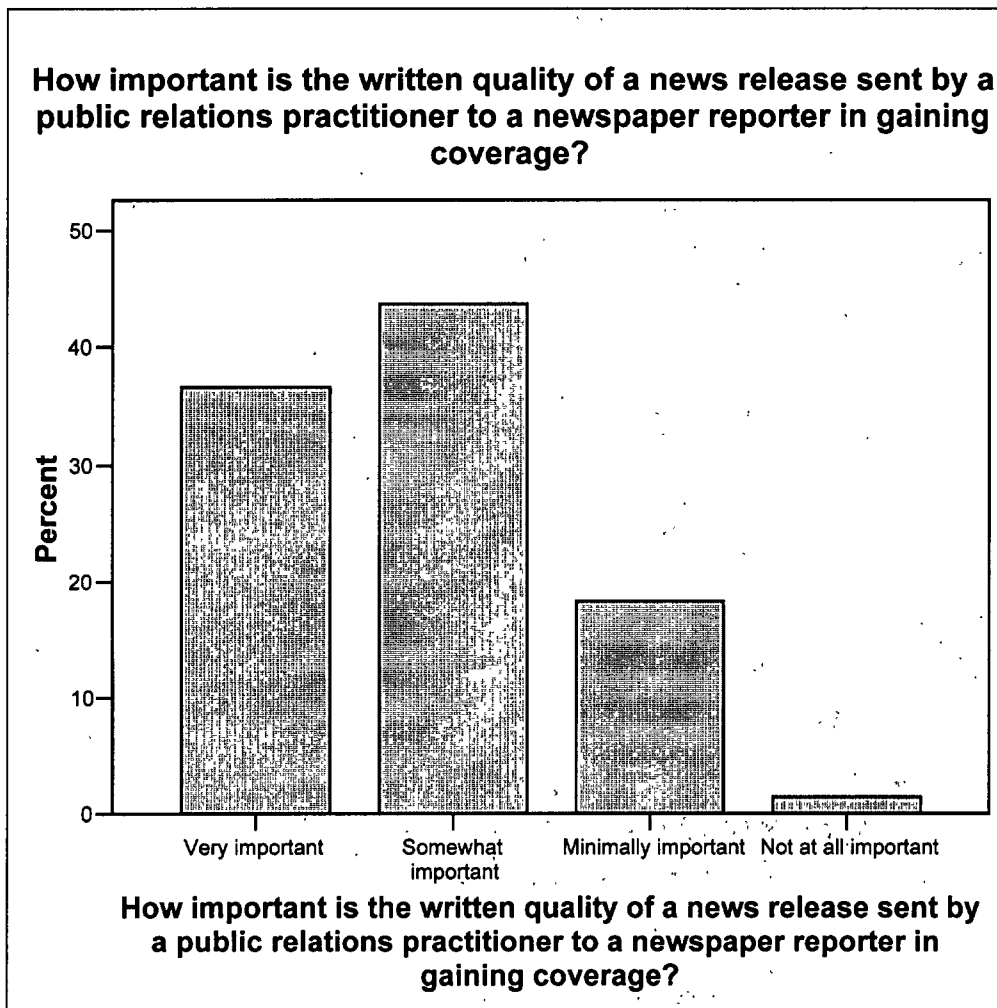


Q6 In your opinion, how does this relationship affect the likelihood that a story pitched by a public relations practitioner to a newspaper editor or reporter will get coverage?



Q7 How important is the written quality of a news release sent by a public relations practitioner to a newspaper editor or reporter in gaining coverage?

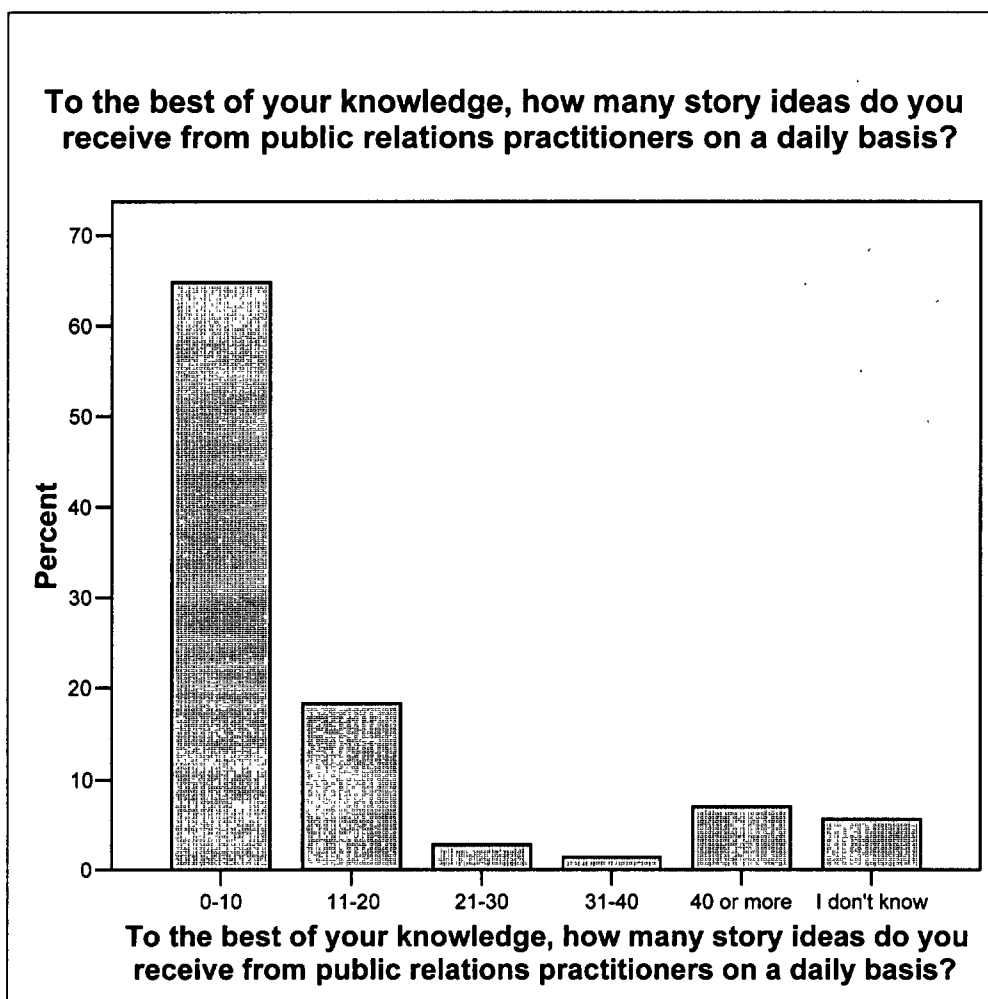
	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	26	36.6	36.6	36.6
Somewhat important	31	43.7	43.7	80.3
Minimally important	13	18.3	18.3	98.6
Not at all important	1	1.4	1.4	100.0
Total	71	100.0	100.0	



Q7 How important is the written quality of a news release sent by a public relations practitioner to a newspaper editor or reporter in gaining coverage?

Q8 To the best of your knowledge, how many story ideas do you receive from public relations practitioners on a daily basis?

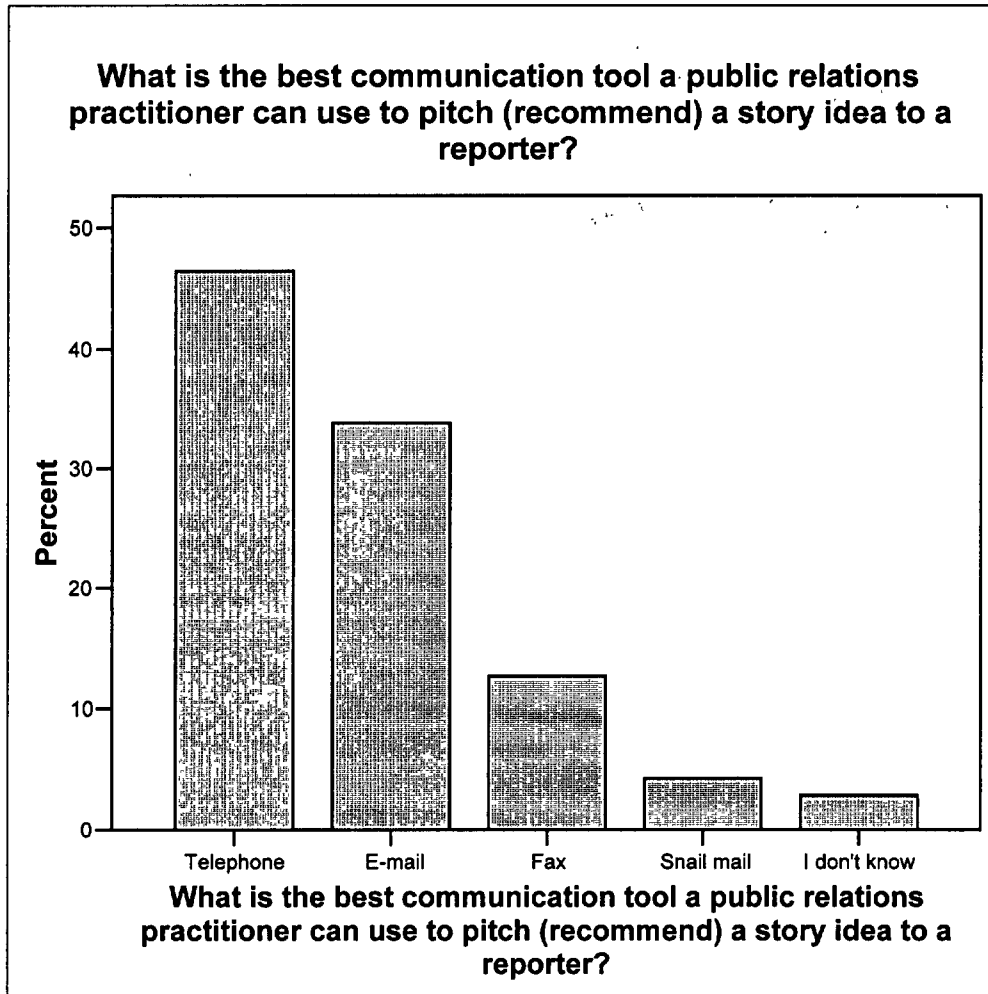
	Frequency	Percent	Valid Percent	Cumulative Percent
0-10	46	64.8	64.8	64.8
11-20	13	18.3	18.3	83.1
21-30	2	2.8	2.8	85.9
31-40	1	1.4	1.4	87.3
40 or more	5	7.0	7.0	94.4
I don't know	4	5.6	5.6	100.0
Total	71	100.0	100.0	



Q8 To the best of your knowledge, how many story ideas do you receive from public relations practitioners on a daily basis?

Q9 What is the best communication tool a public relations practitioner can use to pitch (recommend) a story idea to a newspaper editor or reporter?

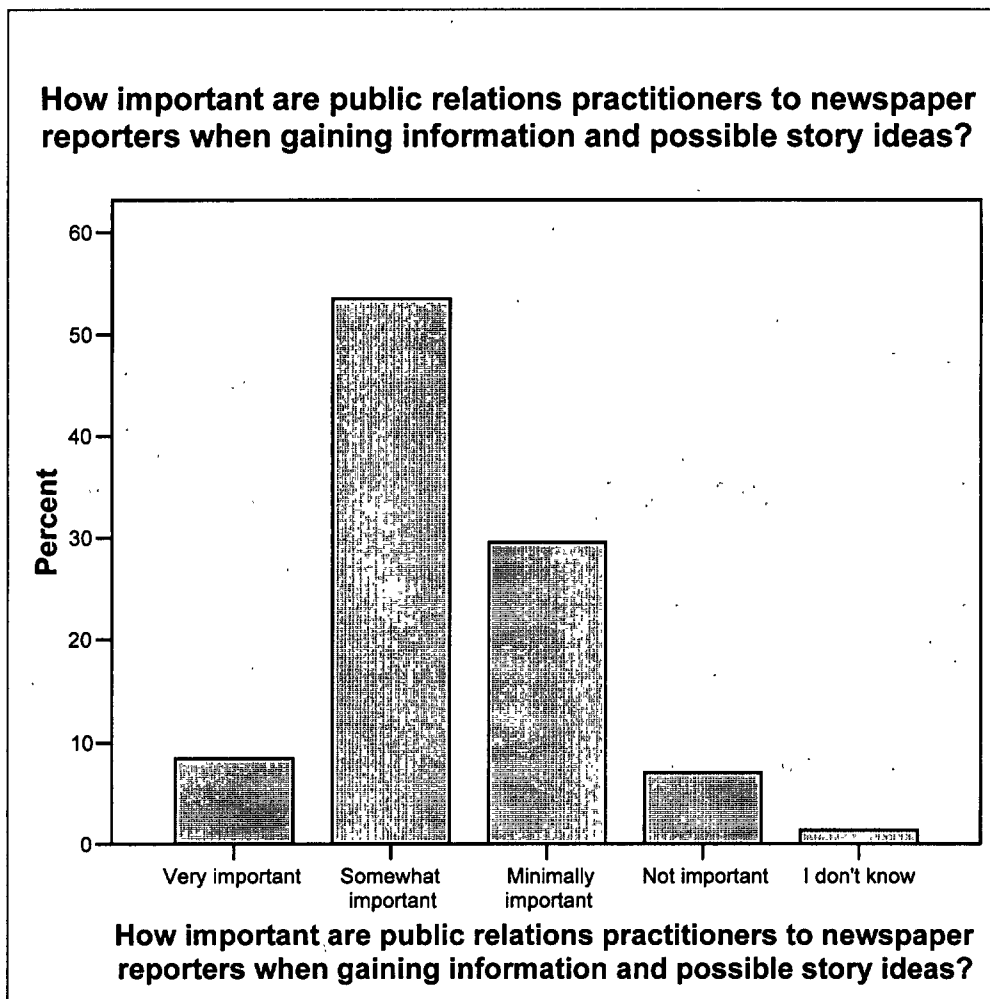
	Frequency	Percent	Valid Percent	Cumulative Percent
Telephone	33	46.5	46.5	46.5
E-mail	24	33.8	33.8	80.3
Fax	9	12.7	12.7	93.0
Snail mail	3	4.2	4.2	97.2
I don't know	2	2.8	2.8	100.0
Total	71	100.0	100.0	



Q9 What is the best communication tool a public relations practitioner can use to pitch (recommend) a story idea to a newspaper editor or reporter?

Q10 How important are public relations practitioners to newspaper editors or reporters when gaining information and possible story ideas?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	6	8.5	8.5	8.5
Somewhat important	38	53.5	53.5	62.0
Minimally important	21	29.6	29.6	91.5
Not important	5	7.0	7.0	98.6
I don't know	1	1.4	1.4	100.0
Total	71	100.0	100.0	

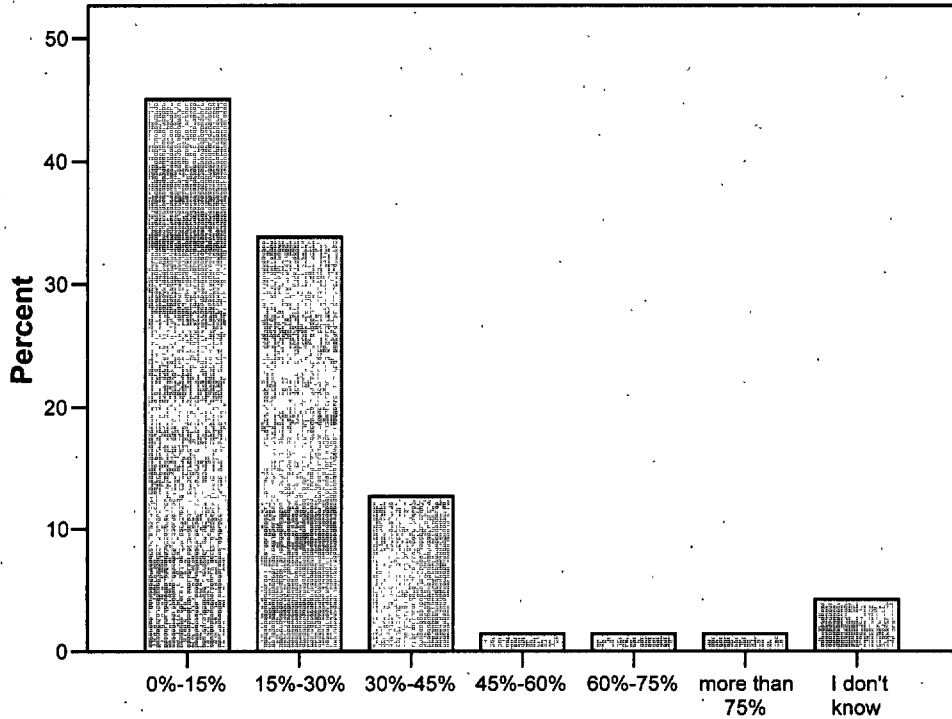


Q10 How important are public relations practitioners to newspaper editors or reporters when gaining information and possible story ideas?

Q11 What percentage of stories released by public relations practitioners to newspaper editors and reporters are newsworthy?

	Frequency	Percent	Valid Percent	Cumulative Percent
0%-15%	32	45.1	45.1	45.1
15%-30%	24	33.8	33.8	78.9
30%-45%	9	12.7	12.7	91.5
45%-60%	1	1.4	1.4	93.0
60%-75%	1	1.4	1.4	94.4
more than 75%	1	1.4	1.4	95.8
I don't know	3	4.2	4.2	100.0
Total	71	100.0	100.0	

**What percentage of stories released by public relations practitioners to newspaper reporters are newsworthy?**

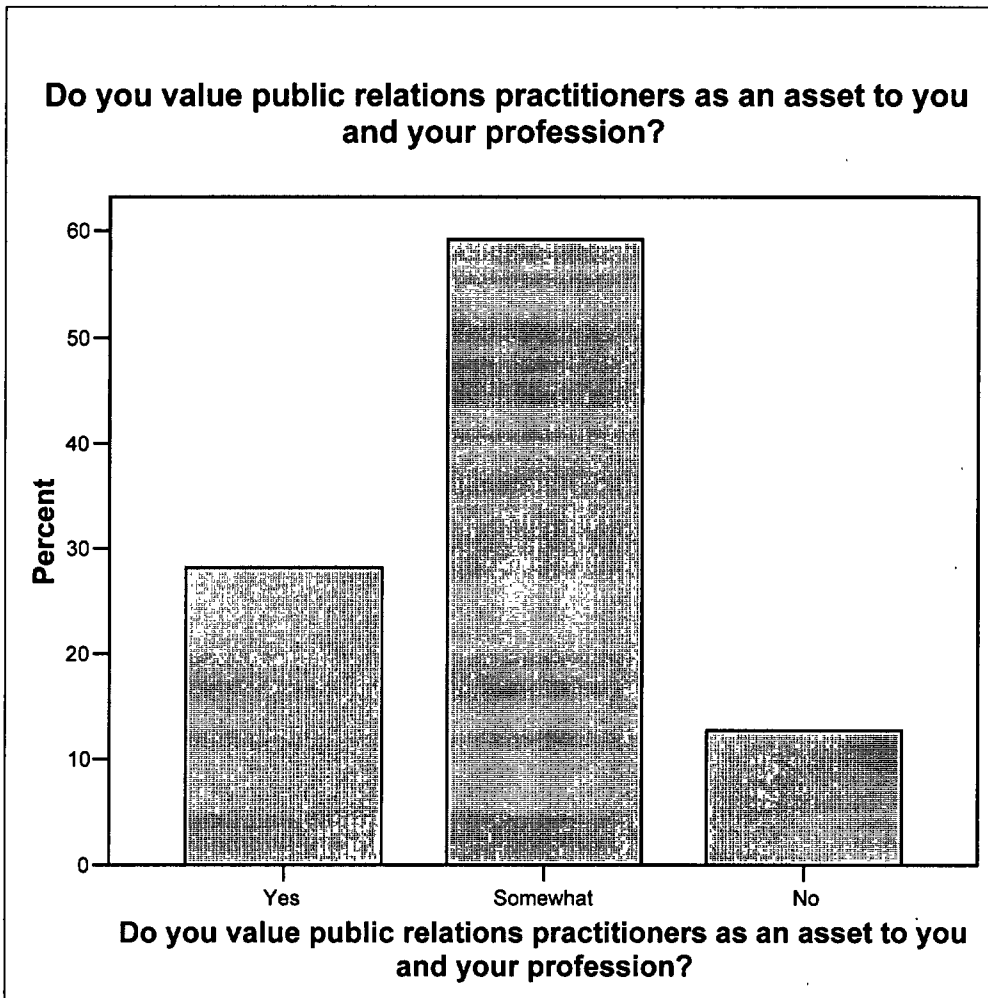


**What percentage of stories released by public relations practitioners to newspaper reporters are newsworthy?**

**Q11 How important are public relations practitioners to newspaper editors or reporters when gaining information and possible story ideas?**

Q12 Do you value public relations practitioners as an asset to you and your profession?

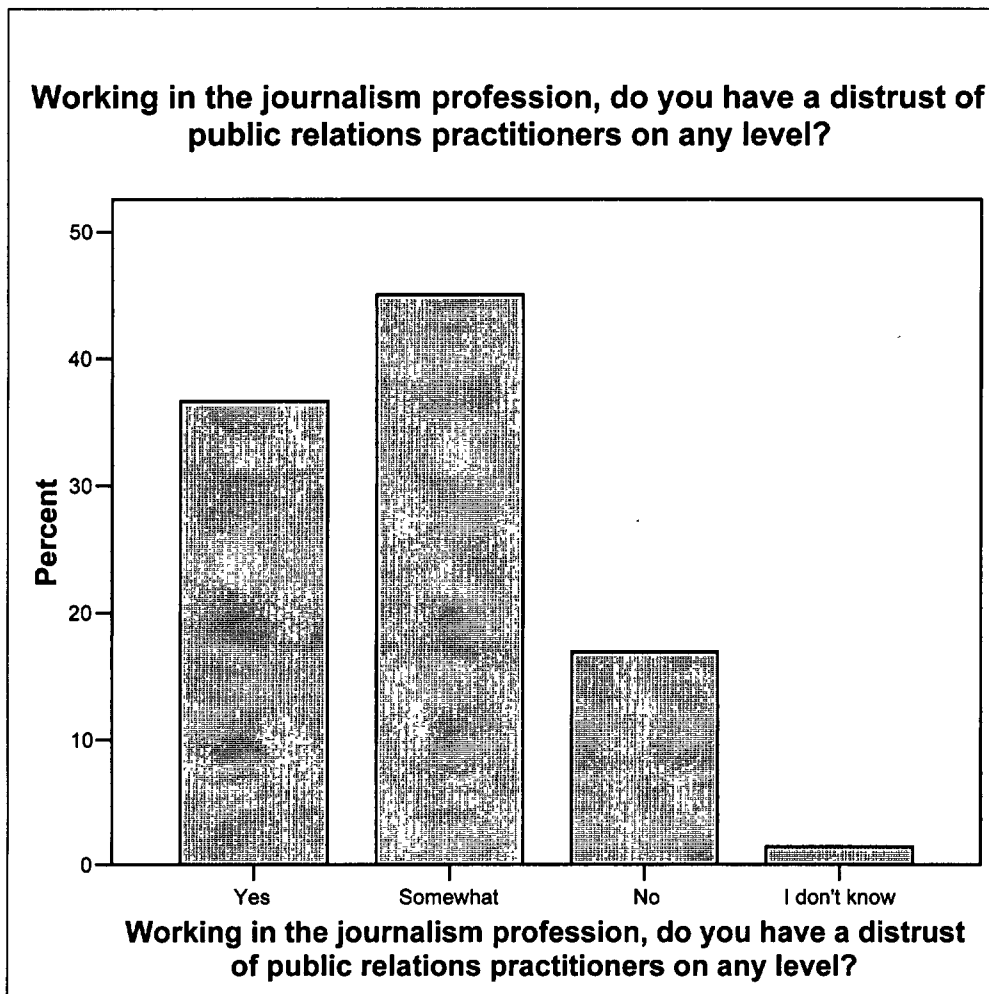
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	20	28.2	28.2	28.2
Somewhat	42	59.2	59.2	87.3
No	9	12.7	12.7	100.0
Total	71	100.0	100.0	



Q12 Do you value public relations practitioners as an asset to you and your profession?

Q13 Working in the journalism profession, do you have a distrust of public relations practitioners on any level?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	26	36.6	36.6	36.6
Somewhat	32	45.1	45.1	81.7
No	12	16.9	16.9	98.6
I don't know	1	1.4	1.4	100.0
Total	71	100.0	100.0	

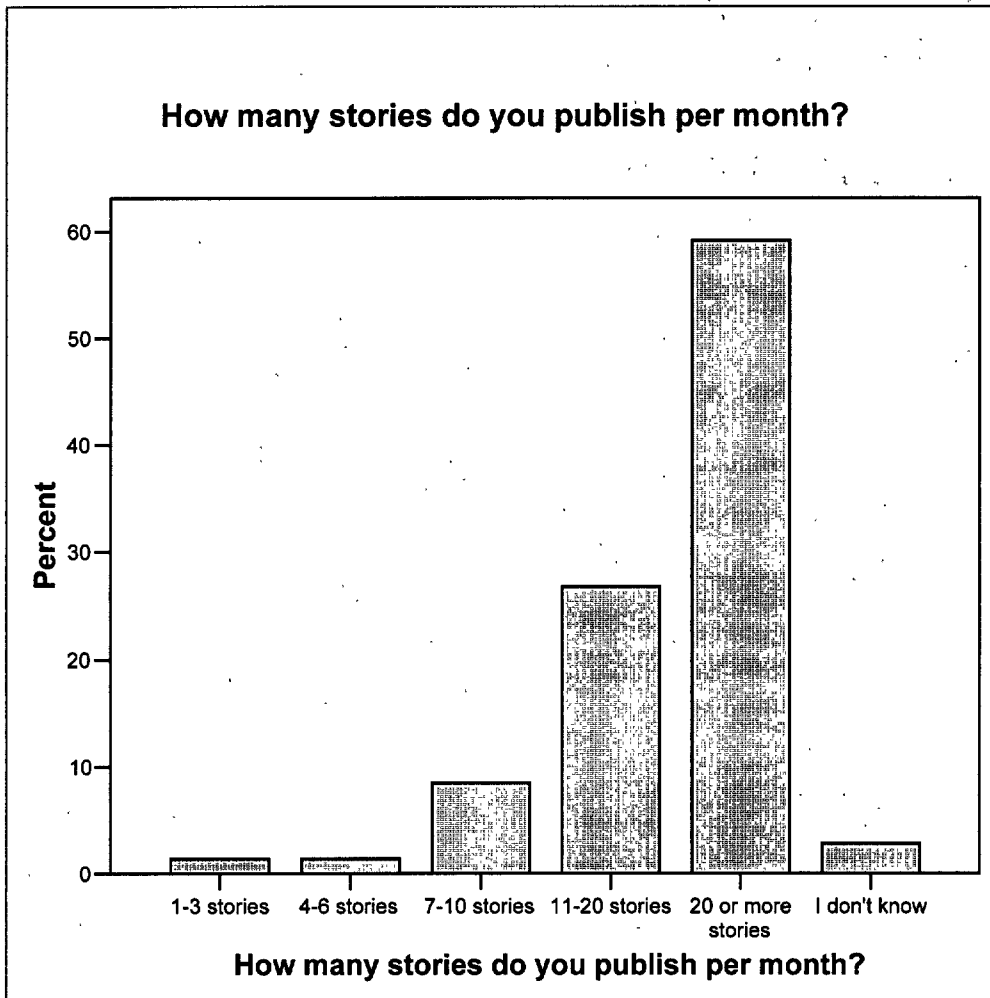


Q13 Working in the journalism profession, do you have a distrust of public relations practitioners on any level?



Q14 How many stories do you publish per month?

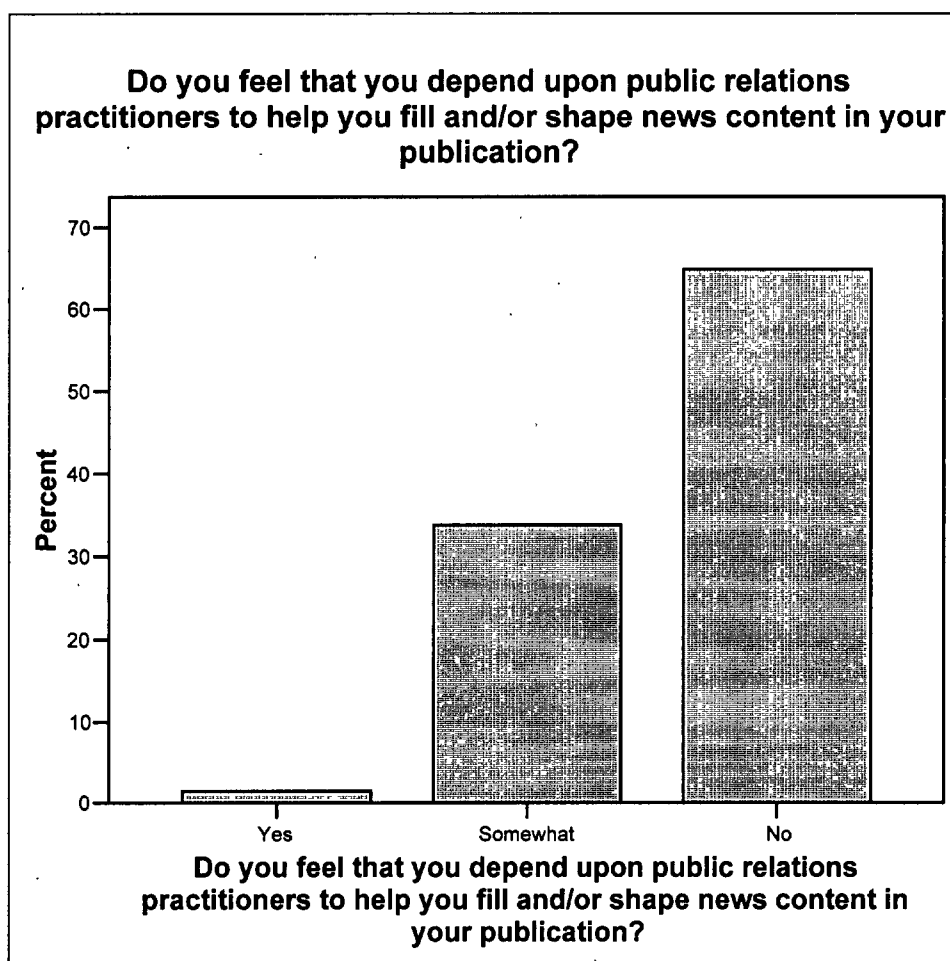
	Frequency	Percent	Valid Percent	Cumulative Percent
1-3 stories	1	1.4	1.4	1.4
4-6 stories	1	1.4	1.4	2.8
7-10 stories	6	8.5	8.5	11.3
11-20 stories	19	26.8	26.8	38.0
20 or more stories	42	59.2	59.2	97.2
I don't know	2	2.8	2.8	100.0
Total	71	100.0	100.0	



Q14 How many stories do you publish per month?

Q15 Do you feel that you depend upon public relations practitioners to help you fill and/or shape news content in your publication?

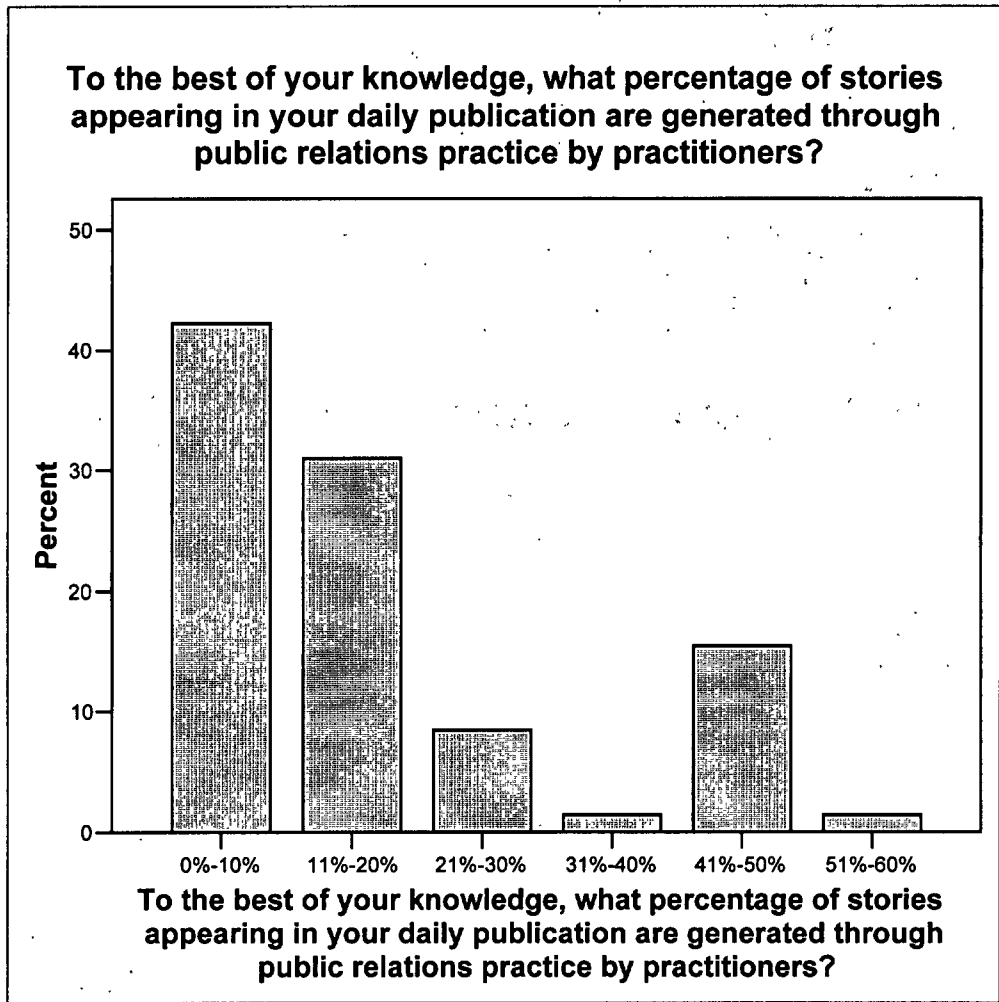
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	1.4	1.4	1.4
	Somewhat	24	33.8	33.8	35.2
	No	46	64.8	64.8	100.0
	Total	71	100.0	100.0	



Q15 Do you feel that you depend upon public relations practitioners to help you fill and/or shape news content in your publication?

Q16 To the best of your knowledge, what percentage of stories appearing in your daily publication are generated through public relations practice by practitioners?

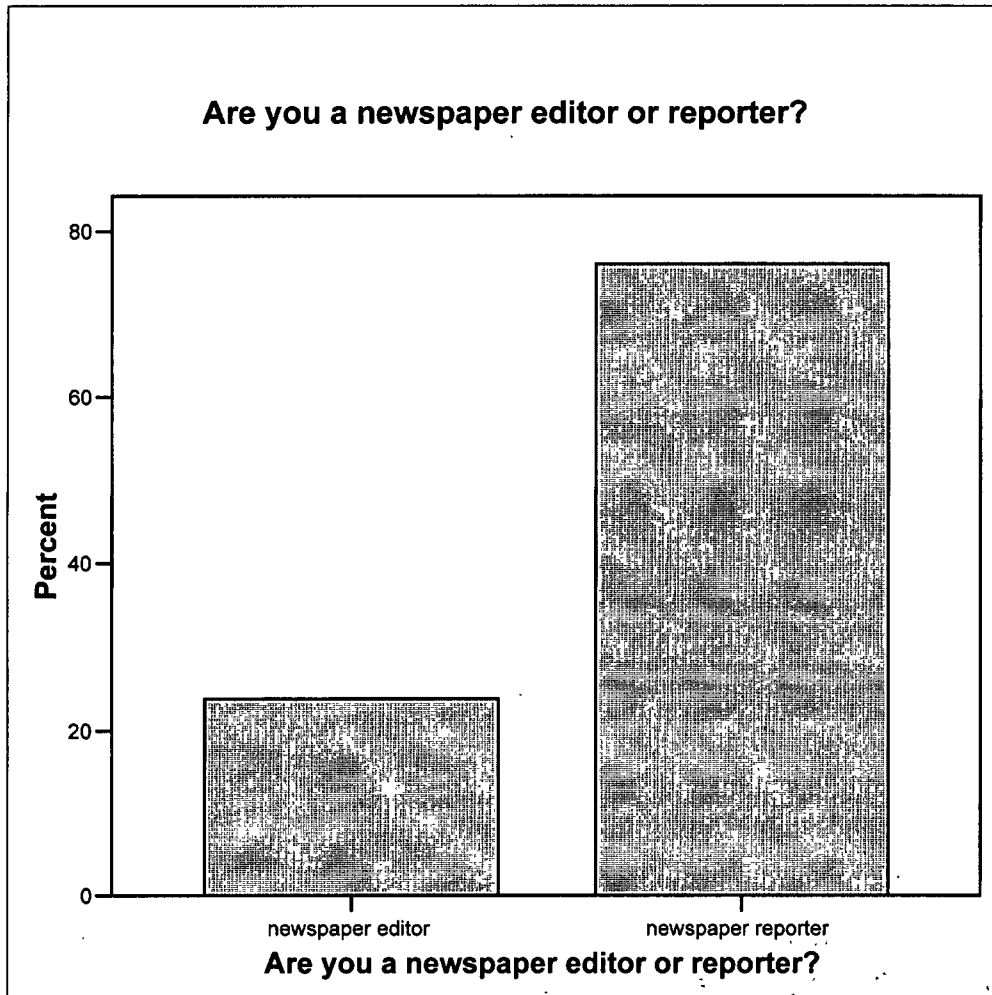
	Frequency	Percent	Valid Percent	Cumulative Percent
0%-10%	30	42.3	42.3	42.3
11%-20%	22	31.0	31.0	73.2
21%-30%	6	8.5	8.5	81.7
31%-40%	1	1.4	1.4	83.1
41%-50%	11	15.5	15.5	98.6
51%-60%	1	1.4	1.4	100.0
Total	71	100.0	100.0	



Q16 To the best of your knowledge, what percentage of stories appearing in your daily publication are generated through public relations practice by practitioners?

Q17 Are you a newspaper editor or reporter?

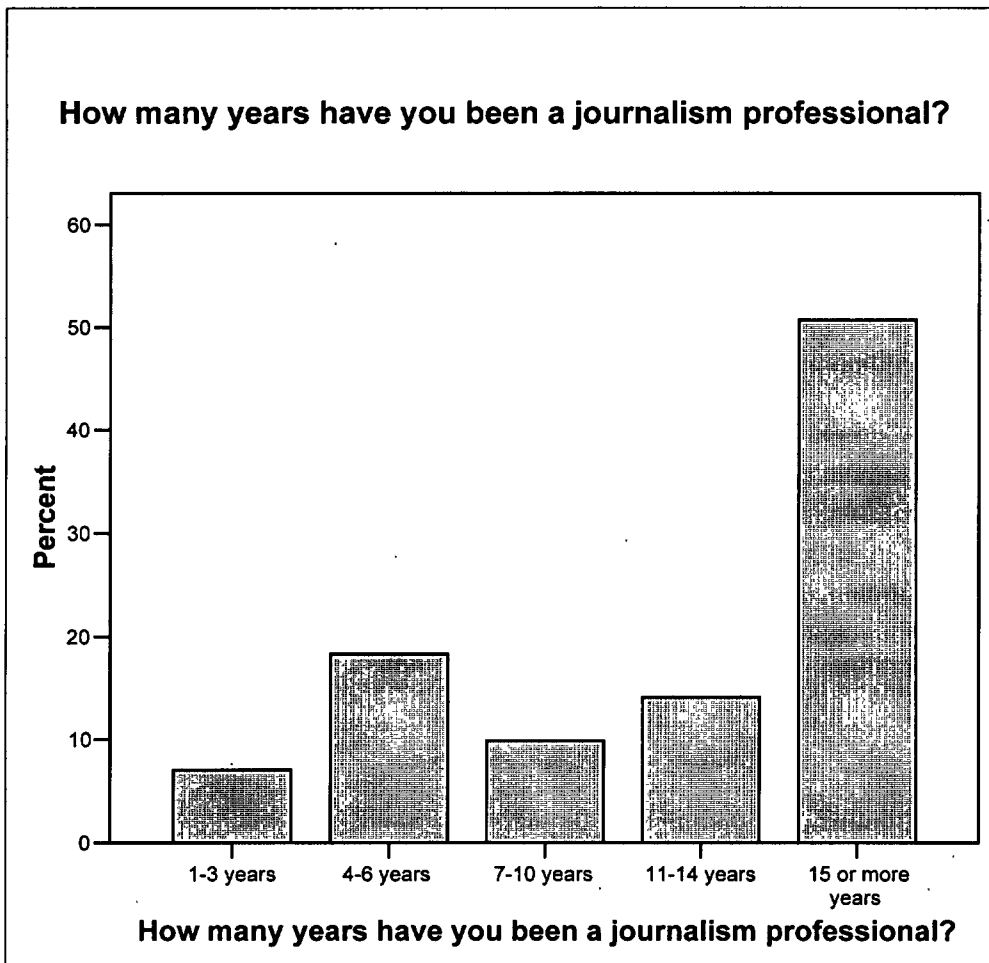
	Frequency	Percent	Valid Percent	Cumulative Percent
newspaper editor	17	23.9	23.9	23.9
newspaper reporter	54	76.1	76.1	100.0
Total	71	100.0	100.0	



Q17 Are you a newspaper editor or reporter?

Q18 How many years have you been a journalism professional?

	Frequency	Percent	Valid Percent	Cumulative Percent
1-3 years	5	7.0	7.0	7.0
4-6 years	13	18.3	18.3	25.4
7-10 years	7	9.9	9.9	35.2
11-14 years	10	14.1	14.1	49.3
15 or more years	36	50.7	50.7	100.0
Total	71	100.0	100.0	



Q18 How many years have you been a journalism professional?

### Relevant Findings of the Survey Study

- Of the 71 respondents, 77.5% of newspaper reporters and editors reported that they use public relations practitioners as sources when developing newspaper story ideas. Only 22.5% said that they do not use public relations practitioners as sources.
- Of the 71 respondents, 88.7% of newspaper editors and reporters said that sources such as public relations practitioners contact them by phone.
- Exactly 100% of newspaper editors and reporters said that sources such as public relations practitioners contact them through e-mail.
- Only 76% of newspaper editors and reporters said that sources such as public relations practitioners contact them through snail mail.
- Of the 71 respondents, 84.5% of newspaper editors and reporters said that sources such as public relations practitioners contact them by fax.
- When asked how frequently newspaper editors and reporters use public relations practitioners as sources for hard news (breaking news) stories, 15.5% said they frequently use them, 67.6% said they sometimes use them, and 16.9% said that they never use them as sources.
- When asked how frequently newspaper editors and reporters use public relations practitioners as sources for soft news (feature) stories, 31% said they frequently use them, 64.8% said they sometimes use them, 2.8% said that they never use them as sources. Fewer than 2% said they do not know if they use them as sources.
- When asked how important the development of a relationship between a journalist and a public relations practitioner is in a working environment, 22.5% of newspaper editors and reporters stated that it is very important, 42.3% said that it is somewhat important,

26.8% said that it is of minimal important, and 8.5% believe that it is not at all important.

- When asked how the development of a relationship between a journalist and a public relations practitioner affects the likelihood that a story pitched will get coverage by a newspaper, 12.7% of newspaper editors and reporters said that it greatly affects the likelihood, 32.4% said that it somewhat affects the likelihood, 42.3% said that it minimally affects the likelihood, and 12.7% said that it does not affect the likelihood at all.
- When asked how important the written quality of a news release sent by a public relations practitioner to a newspaper editor or reporter in gaining coverage is, 36.6% of newspaper editors and reporters feel that it is very important, 43.7% believe that it is somewhat important, 18.3% think that it is minimally important, and 1.4% believe that the written quality of a news release is not at all important.
- When asked how many story ideas they receive on a daily basis from public relations practitioners, 64.8% said that they receive between 0 and 10 releases per day, 18.3% receive between 11 and 20 releases per day, and 7% receive 30 or more releases on a daily basis. Over 5% said that they do not know how many releases they receive daily from public relations practitioners.
- When asked what the best communication channel public relations practitioners can use to pitch (recommend) story ideas to a newspaper editor or reporter, 46.5% of editors and reporters said telephone was the best channel, 33.8% believe that e-mail is the most effective means of communication, 12.7% feel that fax was the best communication tool,

4.2% believe that snail mail is the most effective channel, and 2.8% reported that they do not know what the best channel was.

- When asked how important public relations practitioners are to newspaper editors or reporters when gaining information and possible story ideas, 8.5% of newspaper editors and reporters feel that they are very important, 53.5% believe that they are somewhat important, 29.6% believe that they are minimally important, 7% believe that they are not important at all, and 1.4% reported that they did not know if they are important or not.
- When asked to rate the percentage of stories released by public relations practitioners to newspaper editors and reporters that are newsworthy, 45.1% of newspaper editors and reporters reported between 0 and 15% of the stories are newsworthy, 33.8% said that between 15 and 30% of the stories are newsworthy, and 12.7% said that between 30 and 45% of the stories are newsworthy.
- When asked if they valued public relations practitioners as an asset to their profession, 28.2% of newspaper editors and reporters said yes that they do value them as an asset to their profession, 59.2% responded that they somewhat value them as an asset, and 12.7% said that they do not value public relations practitioners as an asset to their profession.
- When asked if they have a distrust of public relations practitioners after working in the journalism profession, 36.6% of newspaper editors and reporters said that they do have a distrust of public relations practitioners, 45.1% said that they somewhat distrust public relations practitioners, 16.9% said that they do not have a distrust of them, and 1.4% responded that they do not know if they have a distrust of public relations practitioners.
- When asked to report the number of stories that they publish in their daily publication per month, 8.5% of editors and reporters said that they publish between 7 and 10 stories



per month, 26.8% said that they publish between 11 and 20 per month, and 59.2% of respondents said that they publish 20 or more articles per month in their daily publication.

- When asked whether they depend upon public relations practitioners to help fill and/or shape news content in their publication, 1.4% of newspaper editors and reporters said yes they do depend upon them, 33.8% said that they somewhat depend upon them, and 64.8% of them said that they do not depend upon them to fill or shape news content.
- When asked to report the percentage of stories appearing in their daily publications that are generated through public relations practice by practitioners, 42.3% of newspaper editors and reporters said that between 0 and 10% of stories appearing in their publications were public relations-generated, 31% stated that between 11 and 20% of stories were public relations-generated, 8.5% said that between 21 and 30% of stories were public relations-generated, 1.4% said that between 31 and 40% of stories were public relations-generated, 15.5% believe that between 41 and 50% of stories are public relations generated, and 1.4% said that between 51 and 60% of stories are public relations-based.
- The study found that of the 71 respondents to this study, 23.9% were newspaper editors and 76.1% were newspaper reporters.
- The survey also found that of the 71 newspaper editors and reporters surveyed, 7% had between 1 and 3 years experience as a journalism professional, 18.3% had between 4 and 6 years experience as a journalism professional, 9.9% had between 7 and 10 years experience as a journalism professional, 14.1% had between 11 and 14 years experience

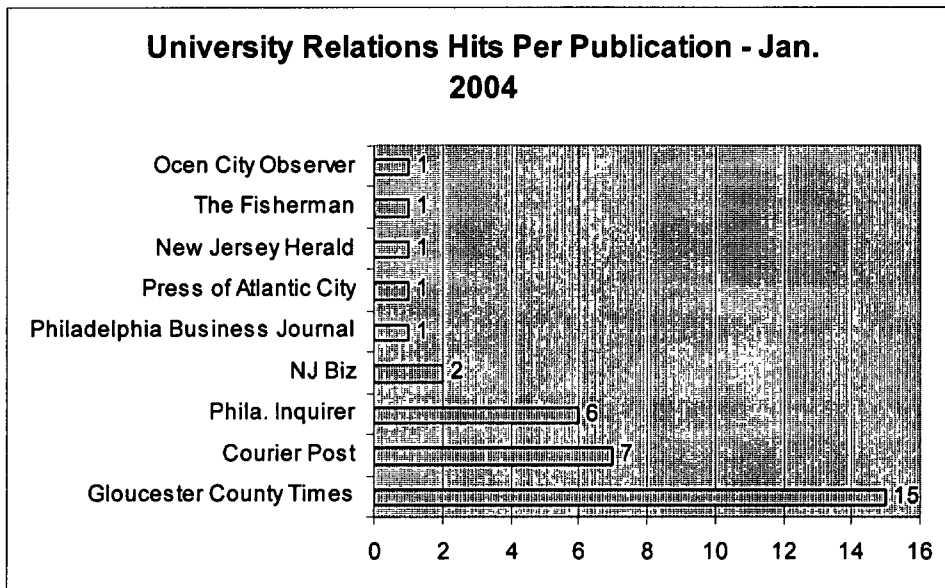
as a journalism professional, and 50.7% had over 15 years experience as a journalism professional.

## Study of Publicity Gained by Rowan University's Office of University Relations

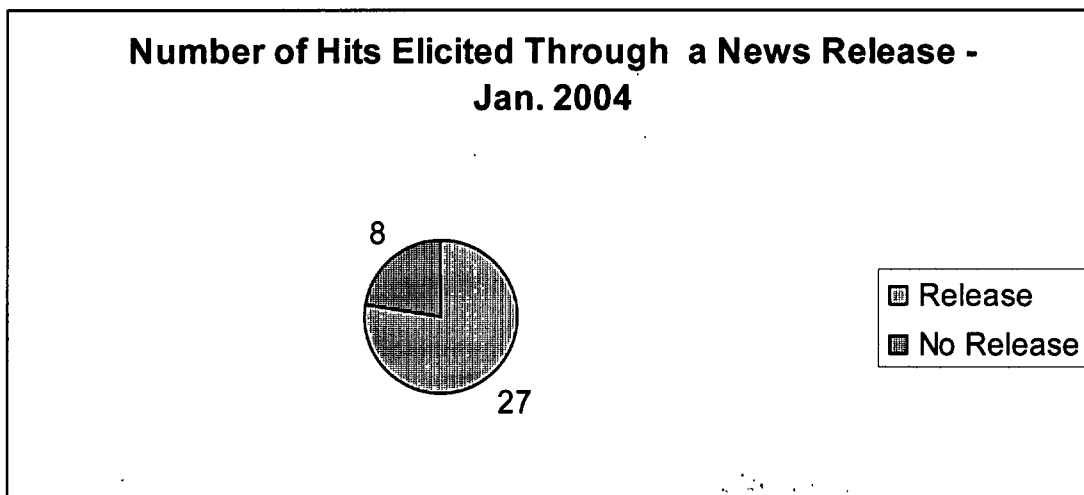
The author conducted a two-month compilation and analysis of publicity gained through public relations practice at Rowan University's Office of University Relations. First, the author established the two-month period of study between January 1, 2004 and March 1, 2004. During that time, the author collected both news releases written by the office's three directors and news clips monitored by the office's staff. The author then analyzed the number of news clips and compared them to the number of news releases written and distributed by the University's Office of University Relations.

Over a three-month period, the author collected 66 news releases written by the directors of University Relations, from December 1, 2004 to March 1, 2004. The author collected releases one month in advance because of the possibility that the news cycle for some publications was as much as one month behind. Over a two-month period, from January 1, 2004 to March 1, 2004, the author collected 77 news clips compiled by the office's staff. The following pages include graphs and an analysis of news clips for Rowan University and those clips' relationship to news releases written and distributed by the University's Office of University Relations.

Results of the University Relations Publicity Study  
January 2004



**Figure 1** This graph shows the number of news hits (a single publicity appearance in a print publication) Rowan University received throughout January, 2004. The University received 35 news hits during the month of January.



**Figure 2** This graph illustrates the total number of news clips that can be directly linked to the distribution of a news release by the University's Office of University Relations throughout January, 2004. Based upon 35 total news clips.

### Percentage of Hits Elicited Through a News Release - Jan. 2004

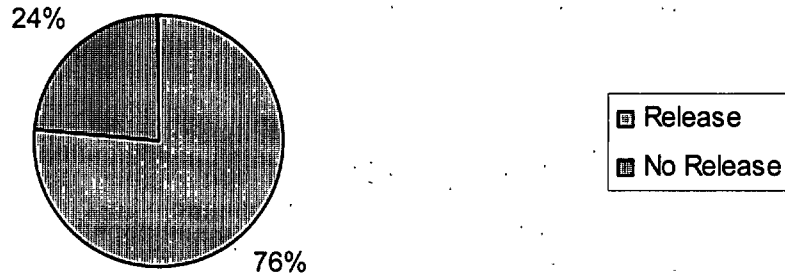


Figure 3 This graph illustrates the percentage of news clips that can be directly linked to the distribution of a news release by the University's Office of University Relations throughout January, 2004. Based upon 35 total news clips.

### February 2004

### University Relations Hits Per Publication - Feb. 2004

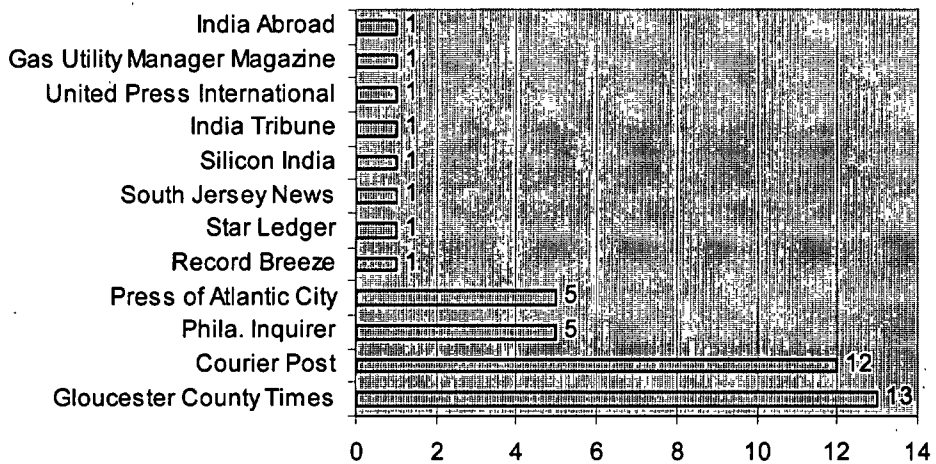
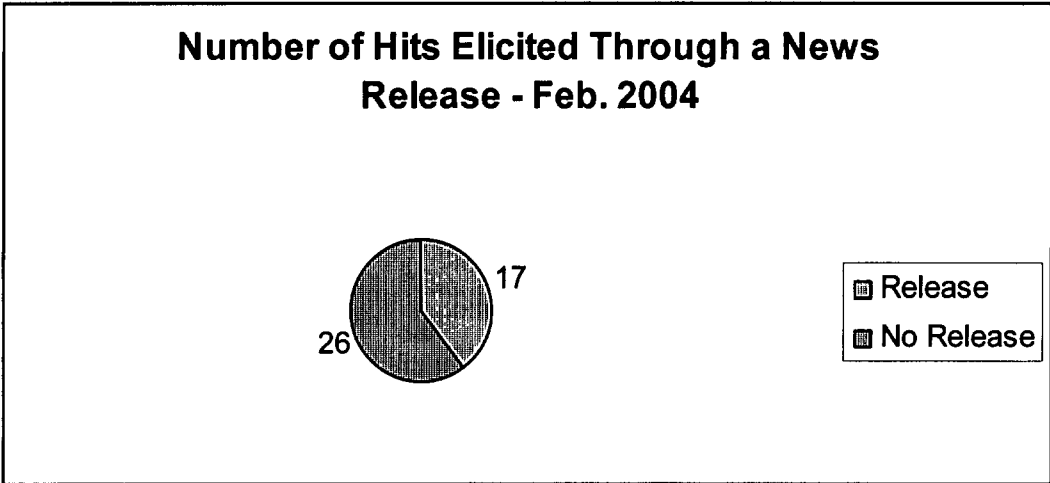
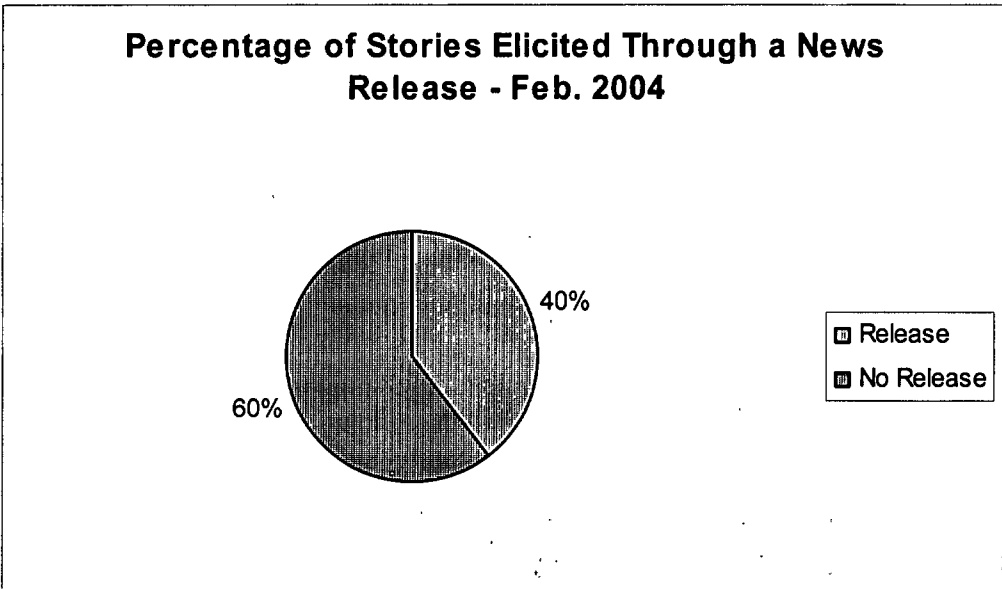


Figure 4 This graph shows the number of news hits (a single publicity appearance in a print publication) Rowan University received throughout February, 2004. The University received 43 news hits during the month of February.

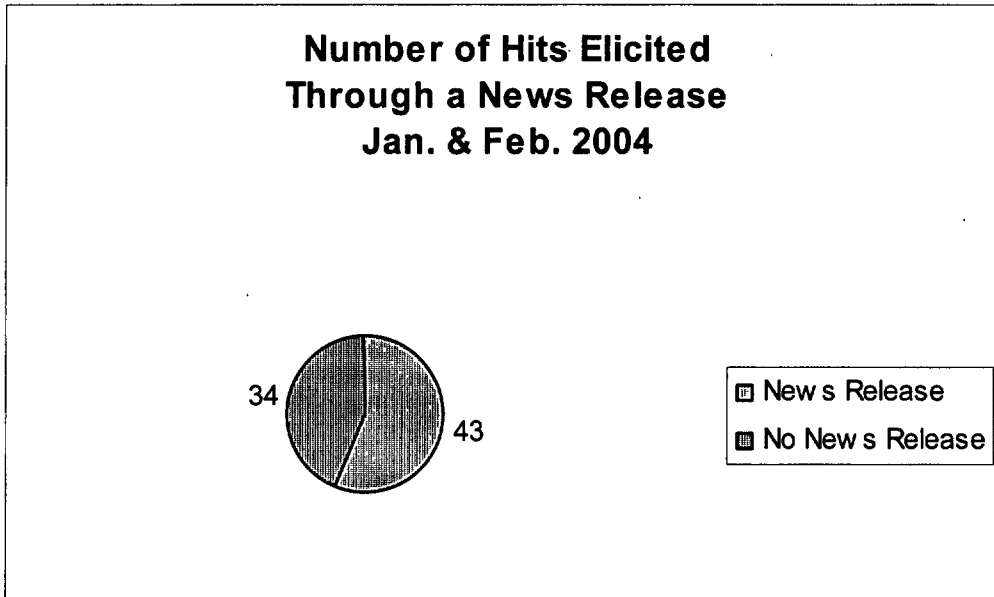


**Figure 5** This graph illustrates the total number of news clips that can be directly linked to the distribution of a news release by the University's Office of University Relations throughout February, 2004. Based upon 43 total news clips.

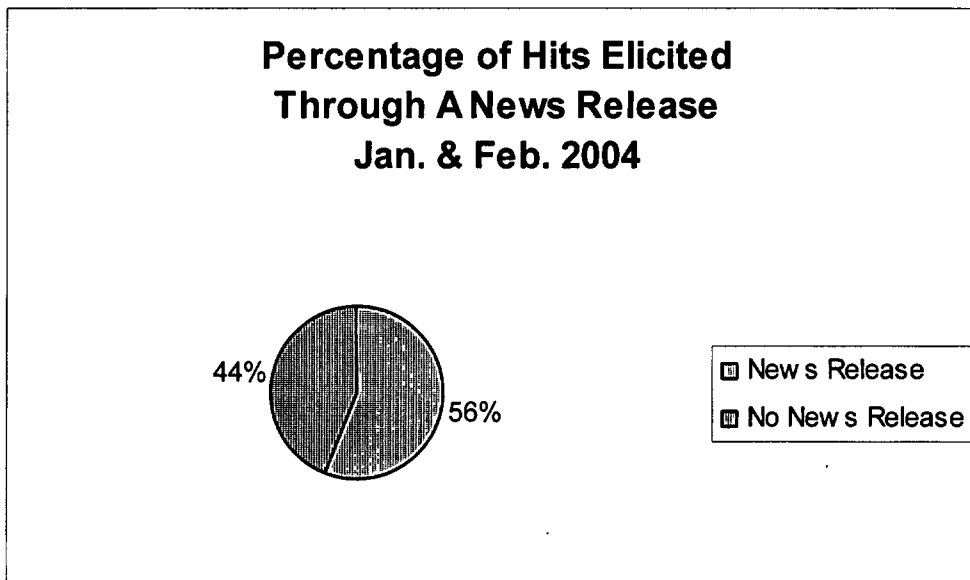


**Figure 6** This graph illustrates the percentage of news clips that can be directly linked to the distribution of a news release by the University's Office of University Relations throughout February, 2004. Based upon 43 total news clips.

January & February 2004 Combined Results



**Figure 7** This graph illustrates the total number of news clips that can be directly linked to the distribution of a news release by the University's Office of University Relations throughout January & February, 2004. Based upon 77 total news clips.



**Figure 8** This graph illustrates the percentage of news clips that can be directly linked to the distribution of a news release by the University's Office of University Relations throughout January & February, 2004. Based upon 77 total news clips.

### Relevant Findings of University Relations Publicity Study

- The study found that Rowan University received 77 total printed publication hits between January 1, 2004 and March 1, 2004. The University received 35 hits throughout January 2004 and received 43 hits throughout February 2004.
- The study found that Rowan University's Office of University Relations (directors) wrote and distributed approximately 66 news releases to print publications.
- The University received the most hits, 28, in the *Gloucester County Times* and the second-most hits, 19, in the *Courier-Post* during the two-month period.
- During the month of January, the University received 26 hits that could be directly linked to the distribution of a new release from the Office of University Relations.
- During the month of February, the University received 17 hits that could be directly linked to the distribution of a new release from the Office of University Relations.
- During the month of January, 76% of the hits the University received could be directly linked to the distribution of a news release by the Office of University Relations.
- During the month of February, 40% of the hits the University received could be directly linked to the distribution of a news release by the Office of University Relations.
- Over the two-month period, the University received 43 hits that could be directly linked to the distribution of a new release from the Office of University Relations.
- Over the two-month period, 56% of the hits the University received could be directly linked to the distribution of a news release by the Office of University Relations.

*A full list of news clips and distribution of a news release for each clip can be found in the appendix of this study.*



## **Chapter Five**

### Summary, Conclusions and Recommendations

#### Summary

The purpose of this study was to examine the impact of public relations practice on Delaware Valley daily print newspapers and the success of public relations practice on publicity at Rowan University. The author sought to measure this impact through a two-pronged study. First, the author measured editors' and reporters' attitudes about public relations' impact on daily print newspapers through a mailed survey. The author also conducted an analysis of publicity gained by news release distribution for Rowan University during a two-month period through the University's Office of University Relations.

#### Survey to Managing Editors & Reporters

The author constructed the survey instrument after conducting a literature review through resources at Rowan University's Campbell Library and through interviews with public relations practitioners. The questionnaire was reviewed by Professor M. Larry Litwin, University Relations Director Joe Cardona and Rowan University Professor Emeritus Donald R. Gallagher. The survey was pre-tested in Professor M. Larry Litwin's Introduction to Public Relations class of 35 Rowan University students.

A small postcard was designed and used to contact 200 editors and reporters from Delaware Valley daily newspapers through mail distribution. Each editor and reporter was

contacted through mail informing them of the study and asking for their participation. The postcard was completed and sent March 10, 2004.

The research tool was sent to 200 editors and reporters out of a possible 768 editors and reporters at 25 Delaware Valley daily newspapers. The survey was sent through mail distribution March 13, 2004 and respondents were given a deadline for reply by April 1, 2004. The recipients were chosen based upon the criteria that the reporter or editor wrote or worked on stories in the “news,” “business,” “healthcare,” or “crime” sections of each publication. The initial mailing elicited 54 responses from the 200 editors and reporters who were sent this survey. A follow-up e-mail message was written and sent to the 200 editors and reporters chosen for the study in an attempt to obtain a larger response from the sample. An additional 17 responses were elicited from this e-mail message, bringing the total number of completed surveys to 71 responses. Upon receipt of the completed survey, the results were collected and analyzed.

The author hand-coded the 71 surveys. He used the Statistical Package for Social Sciences (SPSS) software to analyze the data from which he derived findings, drew conclusions and made recommendations.

#### Analysis of Rowan University’s Office of University Relations

An audit was conducted analyzing Rowan University’s Office of University Relations news release distribution and subsequent publication of the information in print media.

The analysis was conducted over a two-month period, January and February 2004. All news releases sent to the media over that period were collected and organized chronologically. Next, news clippings from the same time period were collected and organized in the same manner.

The two sets of information were then analyzed against each other to measure how much information that had been sent by the Office of University Relations had been used by journalists in print media. These results and analysis appear in chapters four and five of this study.

## Conclusions

### Survey to Managing Editors & Reporters

The survey of 71 editors and reporters at 25 daily newspapers throughout the Delaware Valley uncovered information useful for both public relations practitioners and journalists alike.

Over 75% of Delaware Valley journalists responding said that they do in fact use public relations practitioners as sources when developing newspaper story ideas and leads for their printed publications. This response strongly indicates a need for public relations practitioners as sources of information for journalists throughout the Delaware Valley. This figure clearly illustrates a statement made earlier in this report by Gina Lubrano and Julia Hobsbawm.<sup>33, 34</sup>

Delaware Valley journalists responding to this survey also indicated a shift in communication preference between themselves and public relations practitioners. Results indicate that journalists and public relations practitioners prefer to communicate through phone and e-mail, moving further away from communicating through snail mail and fax. This can be directly related to current advances in communication technology.

Delaware Valley journalists indicated a higher likelihood of using public relations practitioners as sources for feature news stories rather than hard or breaking news stories. When asked how frequently they use public relations practitioners as sources for soft news (feature) stories, 31% of journalists said they frequently use them and 64.8% said they sometimes use them. In comparison, when asked how frequently they use public relations

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<sup>33</sup> Lubrano, Gina. "Public Relations and Newspapers." The San Diego Union-Tribune Opinion, Pg. B-7 (February 11, 2002).

<sup>34</sup> Hobsbawm, Julia. "Why Journalism Needs PR." The Guardian Online (November 17, 2003) <http://media.guardian.co.uk/mediaguardian/story/0,7558,1086527,00.html>.

practitioners as sources for hard news (breaking news) stories, 15.5% of journalists said they frequently use them and 67.6% said they sometimes use them as sources.

According to this research, Delaware Valley journalists believe that the development of a relationship between a journalist and a public relations practitioner is important and affects the likelihood that a story pitched by a public relations practitioner will gain coverage in a journalist's publication. Over 90% of journalists surveyed believe that the development of a relationship between a journalist and a public relations practitioner holds some degree of importance in their mutual work environment. Furthermore, research indicates that over 87% of journalists feel the development of a relationship affects the likelihood, on some level, that a story pitched by a public relations practitioner will gain coverage in a daily newspaper. This research clearly shows that development of a relationship between a public relations practitioner and a journalist remains an important part of the two fields working together.

Over 98% of Delaware Valley journalists believe that the written quality of news releases holds some degree of importance in gaining coverage in daily newspapers. This clearly shows that journalists want and need quality writing from public relations practitioners for them to better and more easily do their jobs as newspaper editors and reporters.

Delaware Valley journalists indicate that a low percentage of news released by public relations practitioners is newsworthy. Almost half of those reporting believe that between 0 and 15% of news released by public relations practitioners is newsworthy. This indicates a lack of understanding by public relations practitioners to realize the readership of publications throughout the Delaware Valley. Practitioners must become acquaint and inform

themselves about daily newspaper's readership to increase the number of placements in these daily publications.

Delaware Valley journalists value public relations practitioners as an asset to their profession. This study indicates 87.7% of journalists believe that public relations practitioners are an asset to their profession on some level. This research may indicate that journalists feel they can turn to public relations practitioners for information to use in their daily publications.

Although journalists reported that they see public relations practitioners as an asset to their profession, a majority also report that they have a distrust of public relations practitioners. Over 81% of journalists responding said they have a distrust of public relations practitioners on some level. This indicates that public relations practitioners must develop stronger relationships with journalists, educate journalists on the role of public relations practice, and act ethically to change this perception by newspaper editors and reporters.

Although Delaware Valley journalists see public relations practitioners as a resource and an asset to their profession, a majority of journalists reported that they do not rely on public relations practitioners to fill and/or shape news content. Almost 65% of those responding said that they do not rely on public relations practitioners to fill and/or shape the news content of their daily publications. It is unclear why journalists who reported that they see public relations as an asset and a resource also reported that they do not utilize this asset to help fill and/or shape their news content.

The most interesting findings of this study revolve around the inquiry of Delaware Valley journalists into the percentage of news in daily publications that is public relations-generated. This study found that over 73% of those responding believe that between 0 and

20% of daily publication's news is public relations-generated. This figure clearly shows that a majority of Delaware Valley journalists believe that public relations practice does not generate a majority of news content in daily newspapers.

A demographic statistic that may have impacted the results of this study surrounds the years of experience of those journalists responding to the survey. Over half of those journalists responding to the survey indicated that they had 15 or more years of experience in the journalism field. This could clearly impact the results of this survey depending upon their experience in dealing with public relations practitioners throughout their careers.

## Analysis of Publicity Gained by Rowan University's Office of University Relations

The study conducted an analysis over a two-month period of news release distribution and news clip analysis of the Office of University Relations at Rowan University.

Over the two-month period, the office released 77 news releases to print publications and broadcast media. Of those 77 news releases, 43 news clips were elicited through the distribution of a news release. The office gained 56% of their coverage during that time through the distribution of news releases.

This data clearly indicates that news releases helped garner print publication coverage for the Office of University Relations at Rowan University. Although this data cannot be generalized across the entire field of public relations, it shows a clear indication of the value of public relations practice, namely the written practices, will help create publicity for an organization.

Through a deeper analysis of the written news releases and comparison to the news clips, the author found a direct correlation between well-written, timely and newsworthy news releases and publicity success. Those releases that contained these three elements were more likely used by journalists as a lead to develop stories in daily print publications.

This study clearly shows that the news release can still be used as an effective tool to communicate information to journalists by public relations practitioners and can help successfully elicit publicity for a company or organization.



## Recommendations

Four main ideas exist that the author feels should be further studied:

- *A larger scope of study to measure the attitudes of journalists nationwide*

This study primarily focuses on the Delaware Valley and its journalists. A larger study should be conducted to measure the attitudes of journalists across the country.

- *A broader analysis of public relations practice in gaining publicity*

This study focuses solely on the public relations practice of Rowan University's Office of University Relations. A broader study should be conducted to measure the effectiveness of public relations practice across the industry.

- *An analysis of the relationship between written quality of news releases and publicity success.*

Although the author touched upon this relationship in both studies, a more focused and direct study should be conducted to examine how the written quality of a news release can affect the likelihood of a story gaining media coverage and how the quality affects the content of the actual news clip.

- *How technology affects the relationship between public relations practitioners and journalists*

Although this study questioned journalists on the most effective and convenient channels public relations practitioners can use to contact journalists, a larger study should be conducted to examine how technology affects the relationship between the two sides in their working environment.

Other ideas exist that may warrant further study. These include:

- What does “newsworthy” mean?
- Hard news versus soft news
- An analysis of what a “good” news release includes
- How is the practice of public relations changing?
- How technology is changing the practice of public relations
- The evolution and future of public relations writing

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## Appendix



*Office of University Relations*

March 10, 2004

Dear Journalism Professional,

My name is Mark Marmur and I am a graduate student at Rowan University studying corporate public relations. I need your assistance in completing my master's thesis project.

Now in my second year, I have begun a master's thesis project that investigates the relationship between public relations practitioners and newspaper reporters. My thesis is a study and analysis of newspaper content that is generated through public relations practice in Delaware Valley daily newspapers. In other words, I am attempting to study how much of a newspaper (how many stories) comes from public relations practitioners sending a news release, pitching a story or possibly picking up the phone and calling a reporter.

Now that you have a little background about my study, I need your help through the completion of a scientific questionnaire measuring the perceptions and beliefs of journalists on this issue.

I have created an 18-question survey that will help answer many questions that remain about the relationship between public relations practice, journalists and newspaper content.

Thank you for your time and I thank you in advance for your cooperation with this project. **This survey is completely voluntary and confidential. Please return the completed survey in the self-addressed, postage-paid envelope by April 1, 2004.**

Thank you,

Mark Marmur  
Graduate Student  
Rowan University  
856-256-4078  
[marm7748@students.rowan.edu](mailto:marm7748@students.rowan.edu)

**“Public Relations in Print: A Study and Profile of Public Relations Generated News Stories That Appear in Delaware Valley Daily Newspapers”**

This questionnaire is being sent to you because you were chosen through a sampling of journalism professionals in the Delaware Valley. Your responses will help measure the attitudes and opinions of journalists about public relations practice. Once you complete the survey, please return it in the addressed, postage-paid envelope included in this mailing by **April 1, 2004**. **This survey is completely voluntary and confidential. Thank you for your time.**

**This Study is Confidential.**  
**Please do not identify your name or your publication.**

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*Please circle your responses to the following questions:*

- 1.) When developing newspaper story ideas, what types of sources do you use? (select all that apply.)
  - a.) public relations practitioners
  - b.) other newspaper professionals or sources
  - c.) general public
  - d.) internet research
  - e.) editorial staff suggestions
  - f.) other: \_\_\_\_\_
  
- 2.) How do sources, such as public relations practitioners, contact you? (select all that apply.)
  - a.) Phone
  - b.) E-mail
  - c.) Snail mail
  - d.) Fax
  - e.) I don't know
  
- 3.) How frequently do you use public relations practitioners as sources for hard news (breaking news) stories?
  - a.) Always
  - b.) Frequently
  - c.) Sometimes
  - d.) Never
  - e.) I don't know

- 4.) How often do you or your reporters use public relations practitioners as sources for soft news (feature) stories?
- a.) Always
  - b.) Frequently
  - c.) Sometimes
  - d.) Never
  - e.) I don't know
- 5.) In your opinion, how important is the development of a relationship between a newspaper reporter and a public relations practitioner in working together?
- a.) Very important
  - b.) Somewhat important
  - c.) Minimally important
  - d.) Not at all important
  - e.) I don't know
- 6.) In your opinion, how does this relationship affect the likelihood that a story pitched by a public relations practitioner to a newspaper reporter will get coverage?
- a.) Greatly affect
  - b.) Somewhat affect
  - c.) Minimally affect
  - d.) Not at all
  - e.) I don't know
- 7.) How important is the written quality of a news release sent by a public relations practitioner to a newspaper reporter in gaining coverage?
- a.) Very important
  - b.) Somewhat important
  - c.) Minimally important
  - d.) Not at all important
  - e.) I don't know
- 8.) To the best of your knowledge, how many story ideas do you receive from public relations practitioners on a daily basis?
- a.) 0-10
  - b.) 11-20
  - c.) 21-30
  - d.) 31-40
  - e.) 40 or more
  - f.) I don't know



- 9.) What is the best communication tool a public relations practitioner can use to pitch (recommend) a story idea to a reporter?
- a.) Telephone
  - b.) E-mail
  - c.) Fax
  - d.) Snail mail
  - e.) I don't know
- 10.) How important are public relations practitioners to newspaper reporters when gaining information and possible story ideas?
- a.) Very important
  - b.) Somewhat important
  - c.) Minimally important
  - d.) Not important
  - e.) I don't know
- 11.) What percentage of stories released by public relations practitioners to newspaper reporters are newsworthy?
- a.) 0%-15%
  - b.) 15%-30%
  - c.) 30%-45%
  - d.) 45%-60%
  - e.) 60%-75%
  - f.) more than 75%
  - g.) I don't know
- 12.) Do you value public relations practitioners as an asset to you and your profession?
- a.) Yes
  - b.) Somewhat
  - c.) No
  - d.) I don't know
- 13.) Working in the journalism profession, do you have a distrust of public relations practitioners on any level?
- a.) Yes
  - b.) Somewhat
  - c.) No
  - d.) I don't know

14.) How many stories do you publish per month?

- a.) 1-3 stories
- b.) 4-6 stories
- c.) 7-10 stories
- d.) 11-20 stories
- e.) 20 or more stories
- f.) I don't know

15.) Do you feel that you depend upon public relations practitioners to help you fill and/or shape news content in your publication?

- a.) Yes
- b.) Somewhat
- c.) No
- d.) I don't know

16.) To the best of your knowledge, what percentage of stories appearing in your daily publication are generated through public relations practice by practitioners?

- a.) 0%-10%
- b.) 11%-20%
- c.) 21%-30%
- d.) 31%-40%
- e.) 41%-50%
- f.) 51%-60%
- g.) 61%-70%
- h.) more than 70%
- i.) Other: \_\_\_\_\_

17.) Are you a newspaper editor or reporter (please circle one)?

- a.) newspaper editor
- b.) newspaper reporter

18.) How many years have you been a journalism professional?

- a.) 1-3 years
- b.) 4-6 years
- c.) 7-10 years
- d.) 11-14 years
- e.) 15 or more years

Thank you again for completing this questionnaire. Please return the completed survey in the addressed, postage-paid envelope included in this mailing by **April 1, 2004**.

## Rowan University "In The News" Clip Analysis

**Jan. 2004**

Story Headline	Publication	1/26/	News Release
Rowan's Business Honor Society recognized by national organization	Gloucester County Times	1/2/2004	Yes
Visions of Learning and Peace in 2004 (Farish Editorial)	Phila. Inquirer	1/4/2004	No
Student Ecstasy Film to be Distributed Nationwide	Gloucester County Times	1/5/2004	Yes
Detering the Drug: Film Shines the Light on Dangers of Ecstasy	Ocean City Observer	1/6/2004	Yes
Rowan to Broadcast Gregory Address	Gloucester County Times	1/7/2004	Yes
Schools Respond to Start-Ups (Rhoher Chair Entrepreneurial)	Courier Post	1/7/2004	Yes
Rover Fetches Mars Data for Eager Professors	Phila. Inquirer	1/9/2004	Yes
No Place for Parties to Wake the Dead (Letter to Editor)	Gloucester County Times	1/12/2004	No
The Boom this Time (Tech Park)	NJBiz	1/12/2004	Yes
Rowan, UMDNJ to Offer Nursing Degree Program	Courier Post	1/13/2004	Yes
Rowan and GCC Lectures: County's Hidden Treasures	Gloucester County Times	1/15/2004	Yes
NJ College Students Work to Get Salmon in the Pink	The Fisherman	1/15/2004	Yes
One Man Who Had a Dream (MLK Day)	Gloucester County Times	1/15/2004	Yes
In Honor of King (MLK Day)	Phila. Inquirer	1/18/2004	No
NJBiz Ranks NJ Colleges and Universities	NJBiz	1/19/2004	No
Keynote Speaker Blends Humor with Serious Talk	Courier Post	1/20/2004	Yes
Fraternity Temporarily Homeless (DKE)	Courier Post	1/20/2004	No
Dick Gregory Still Pushing Social Justice	Gloucester County Times	1/20/2004	Yes
Remembering King with Barbs, Challenges	Phila. Inquirer	1/20/2004	Yes
Frat 'Being Punished,' Says Member	Gloucester County Times	1/21/2004	Yes
Student Puts Passion in Songwriting	Gloucester County Times	1/22/2004	Yes
Rowan Reveals 'Ambitious' Schedule for Education Building	Gloucester County Times	1/22/2004	Yes
Rowan Awards Contract for New Education Building	Courier Post	1/22/2004	Yes
Rowan Picks Lincoln Property for Tech Park	Philadelphia Business Journal	1/23/2004	Yes
Rowan Gains OK to Take Harrison Tract	Gloucester County Times	1/24/2004	No
Off to College - For Parent and Child	Phila. Inquirer	1/24/2004	No
The Growing Fear of Mold	Phila. Inquirer	1/26/2004	No
Good Writing Begins with Information, Analysis (NWP)	Press of Atlantic City	1/26/2004	Yes
Former Green Resident Helps Skiers, Snowboarders Rest Easier (SnoRhino)	New Jersey Herald	1/26/2004	Yes
Glassboro Museum Plan Back on Track	Gloucester County Times	1/27/2004	Yes
The Buzz (Peter Kressler Memorial Service Announcement)	Gloucester County Times	1/27/2004	Yes
Rowan Alumni Attend X Games to Market Footrest for Ski Lifts (SnoRhino)	Courier Post	1/27/2004	Yes
Rowan, Salem Vo-Tech Have Agreement on Transfers	Courier Post	1/29/2004	Yes
Group Flunks Book Prices	Gloucester County Times	1/30/2004	No
Cheer & Jeers (SnoRhino X Games)	Gloucester County Times	1/31/2004	Yes

## Rowan University "In The News" Clip Analysis

**Feb. 2004**

Story Headline	Publication	Date	News Release
Land Ruling for Rowan Mocks Law (Letter to the Editor)	Gloucester County Times	2/1/2004	No
Southern New Jersey - The State's Economic Magnate	New Jersey Business	2/1/2004	No
Calling all South Jersey Entrepreneurs (Weaver)	NJBiz	2/2/2004	Yes
Lack of State Assistance Hurts Rowan, President says	Courier Post	2/4/2004	No
Stratford B.O.E. Awarded \$7,000 Project Grant	Record Breeze	2/5/2004	No
Rowan Radio Looks Back on 40 Years of Broadcasts	Gloucester County Times	2/5/2004	Yes
Help for New Business (Entrepreneurs)	Courier Post	2/7/2004	Yes
Rowan Professor Gets Grant From India	Courier Post	2/6/2004	Yes
Losing the Country, Bit by Bit (Letter to the Editor - faculty)	Phila. Inquirer	2/8/2004	No
Todd TV is as Real as The Audience Wants it to Be	Press of Atlantic City	2/9/2004	No
Rowan Students Lend Helping Hand	South Jersey News	2/9/2004	Yes
Indian American to Develop New Asphalt Process for India	Silicon India	2/9/2004	Yes
Silence Surrounding Date Rape Has Victim on Classroom Crusade	Gloucester County Times	2/10/2004	No
Glassboro Man to Join Rowan Board of Trustees	Courier Post	2/12/2004	Yes
Speed Up Investigation (Letter to the Editor - faculty)	Phila. Inquirer	2/12/2004	No
Colleges Lobby for State Bond Aid	Phila. Inquirer	2/13/2004	No
Rowan Dome Done in By Drip	Gloucester County Times	2/13/2004	No
No More Aid Cuts, Farish Urges Lawmakers	Gloucester County Times	2/13/2004	No
Yusuf Mehta Receives Grant From India	Gloucester County Times	2/14/2004	Yes
Officials Tout Glassboro as Growth Model	Gloucester County Times	2/15/2004	No
State Colleges Seeking Cash for Classrooms	Press of Atlantic City	2/15/2004	No
Analysis. California Primary Still Important	United Press International	2/16/2004	No
Protecting Gas Pipelines	Gas Utility Manager Magazine	2/17/2004	Yes
New Jersey Scientist Develops New Asphalt for India Roads	India Abroad	2/20/2004	Yes
Segway Inspires Engineering Students	Gloucester County Times	2/23/2004	Yes
Segway Inspires Engineering Students	Star Ledger	2/23/2004	Yes
Teachers Give Students a Schooling in Diversity (BHM)	Courier Post	2/23/2004	No
Rowan Grad's Invention Gives Snowboarders a Rest (SnoRhino)	Press of Atlantic City	2/24/2004	Yes
Not Enough Outrage at Big Spenders (Letter to the Editor)	Gloucester County Times	2/24/2004	No
For Columnist, Scientific Progress Rolls Along (Segway)	Courier Post	2/24/2004	Yes
Assistance Offered for College Students	Courier Post	2/25/2004	No
Petition's Goal. Protect City Block (Camden)	Courier Post	2/26/2004	No
Rutgers Athletes Go to Bat for Merchants in Camden	Phila. Inquirer	2/26/2004	No
Rowan Students Design Mechanical Hand	Courier Post	2/26/2004	No
Education Hall Returns Rowan to Teacher Focus	Press of Atlantic City	2/26/2004	Yes
\$28.5 Building to Unite Rowan Education Courses	Gloucester County Times	2/26/2004	Yes
Education Hall in Works at Rowan	Courier Post	2/26/2004	Yes
Close to Godliness	Press of Atlantic City	2/26/2004	No
Music Dominates Keyboard Artist's Calendar	Courier Post	2/26/2004	No
Portfolios May see More Woes in Coming Year	Gloucester County Times	2/26/2004	No
Glasboro Borough	Gloucester County Times	2/26/2004	No
Shock Jock Stem Silenced in 6 Cities	Gloucester County Times	2/27/2004	No
State Silenced by Late primary	Phila. Inquirer	2/29/2004	No
Students Work to Clear the Air Around Rowan	Gloucester County Times	2/29/2004	Yes

