

BLACK NEWSPAPERS EFFECT ON PUBLIC OPINION
IN THE BLACK COMMUNITY:
A STUDY OF ONE SOUTHSIDE CHICAGO COMMUNITY

A Thesis
Presented to
the Faculty of the Department of Communications
Morehead State University

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts



by
Eugene Maxwell, Jr.

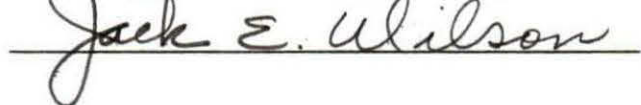
April 1987

Accepted by the faculty of the Department of Communications, Morehead State University, in partial fulfillment of the requirements for the Master of Arts degree.

Dr. Richard J. Dandeneau
Director of Thesis

Master's Committee:


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Date:

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Eugene Maxwell, Jr., M. A.
Morehead State University, 1987

Director of Thesis: Dr. Richard J. Dandeneau

Statement of the Problem:

American media has been said to have the greatest influence on the way people think, act, and react to various issues. Since black newspapers represent a significant portion of the American media, then they, too, have an influence on their readers -- black communities.

Source of Data:

The subjects for this study were randomly selected households in one predominantly black community in Chicago, Illinois, known as the Morgan Park-Beverly area.

Methodology and Procedure:

Households in the Morgan Park-Beverly community area were identified, based on their 60643 zip code. Three-hundred seventeen addresses, representing 1.36% of the delivery population, were randomly created using the guidelines specified in the 1986 U.S. Postal Directory for the City of Chicago. A number-coded, three-page mail survey, containing 20 study-related questions, and a self-addressed stamped envelope for convenient returning, was mailed to each of the 317 study addresses.

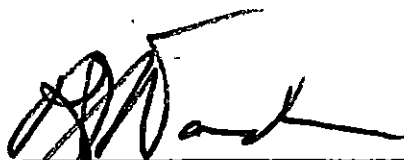
Findings:

The results of this study were various kinds of measurements, from the community's perspective, on how Chicago's local black newspapers have influenced this southside community on issues pertaining to local, national, and international concerns, and limited only to those respondents participating in this study.

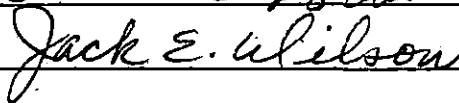
Conclusion:

According to the results of this study, black newspapers, to a degree, do influence the black community, and are still serving a very vital role in black communities throughout this country.

Accepted by:



, Chairman



June 18, 1987

Date

IN LOVING MEMORY OF

Mrs. Ruth Small-Smith, my great-aunt, who passed on Friday, February 6, 1987; and, Mrs. Rachel Sams Middleton, my great-aunt, who passed on Friday, June 26, 1987.

"For we which live are always delivered unto death for Jesus' sake, that the life also of Jesus might be made manifest in our mortal flesh." (II Corinthians, 4:11)

Rest in peace Nanna and Rachel.

PREFACE

A tone for this kind of study must be established in order to properly address the significance of black newspapers in various communities across this country. Recorded history states that blacks have come a very long way in this world. The heritage and culture of blacks can be traced to the "mother country" of Africa, where -- over two hundred years ago -- innocent Africans were stolen from their native land and brought to America to be sold into American slavery. Obviously, many black-Americans were in search of relief outlets to overcome this oppression. For many, faith served a vital role in fulfilling this need. Nevertheless, as blacks progressed toward freedom and equality, a need became more apparent for a black line of communication. The black newspaper then came into existence, expressing all of the emotional, social, economical and educational unrests and cries of black citizens. For obvious reasons, this kind of study serves a significant purpose because studies addressing black newspapers are rather insufficient in quality and inadequate in number during this day and age.

Furthermore, it is even safe to suggest that the number of blacks doing studies of themselves can always stand improvement, and perhaps substantiates why more black scholars should be interested in studying themselves. Now this is not a suggestion that the validity or reliability of white research studies on blacks is erroneous or invalid; however, a great deal of value through cultural association and affiliation is strongly connected with studies of such an ethnic awareness. As a young black scholar and journalist in today's competitive educational arena, it is a part of my cultural and ethnic duty to research every aspects of my profession as it pertains to my race. "In the grand struggle for liberty and equality now waging it is meet, right and essential that there should arise in our ranks authors and editors, as well as orators, for, it is in these capacities that the most permanent good can be rendered to our cause..."(Aptheker, part 1, p.266). Therefore, this study is offered because it obviously would not be of any significance, on first glance, to someone who is non-black. This study should be, and must be, done as suggested by the embarrassing number of references available on the subject of black newspapers in general. Black media have become a substantial part of the mass media; therefore, each one has some kind of influence at the level it serves. Considering this fact, this research study of "Black

Newspapers Effect on Public Opinion in the Black Community" has been undertaken. This study should contribute to, and support, further understanding of why black newspapers are significant in this country, and specifically in black communities; the roles they play in developing and directing the social growth of blacks; and the influences they have on the black community's way of thinking and feeling about themselves, and various issues that affect their life styles.

ACKNOWLEDGEMENTS

For the completion of this study, I am grateful to God, who has blessed me with the strength, courage, and the quest for knowledge, to undertake such a tedious and enormous task as a master's thesis. In addition, thanks also goes to my thesis and academic advisor, Dr. Richard J. Dandeneau, chair of the Department of Communications at Morehead State University. His technical guidance in this research study was very helpful and reassuring. Also, my thesis committee members Dr. Jack Wilson, MSU professor of speech, and Mr. W. David Brown, MSU associate professor of journalism, both in the Department of Communications, equally have my gratitude for their time in reading, and proofreading, my master's thesis, as well as making recommendations and suggestions to improve the overall effectiveness of this study. Obviously, Mrs. Patty Watts, coordinator of graduate programs, is to be commended for her assistance in proofreading my thesis as well. A special "thank you" also goes to Dr. N. Batra, my former advisor. His guidance in preparing me for doing extensive

research studies, perhaps, is the most valuable source of relatedness I could have ever had in this research study.

Additional "thank you's" also go to Ms. Mary Braggs in the office of publications, who assisted with the placement of the University's logo on the original survey sheet and cover letter; Penny Maggard in printing services, who provided quality printing in a short amount of time; and, Jeff Crump in the Alumni Center, who processed the 317 surveys as third-class, non-profit bulk-mail in December, and once again in January when reminder letters and surveys were later sent. Perhaps the most valuable words of gratitude must go to four Morehead State University students, who rendered superb services in preparing the surveys for mailing: Keith Wayne LaRue, a graduate journalism major from Louisville, Kentucky; Phillip LaMont Gray, a senior clothing and textile major from Lexington, Kentucky; Brian Emile Davis, a sophomore accounting major from Chicago, Illinois; and, Rodney Wayne Gordon, a sophomore sociology major from Russellville, Kentucky.

Thank you's must also go to three agencies that provided factual information relevant to my study. They are: The Chicago Urban League; The United States Census Bureau in Chicago; and the Morgan Park United States Post Office in Chicago, Illinois.

Without the cooperation and assistance of these wonderful individuals this thesis would not be completed. To all, you have my deepest admiration and gratitude.

ABOUT THE AUTHOR



Eugene Maxwell, Jr. a native of Savannah, Georgia, was born on October 27, 1962. He started first grade at Spencer Elementary School in Savannah at the age of five, while living with his grandparents, Mr. and Mrs. Emile and Louise Walker. After he completed first grade, he joined his family in Fallschurch (Fairfax County), Virginia, and attended Bailey's Elementary School, and later Glasgow Intermediate School. Mid-way through the ninth grade at J.E.B. Stewart High School, his family moved back to Savannah, where he went on to graduate on June 6, 1980 from Alfred Ely Beach High School, his father's alma mater.

He started college at Savannah State as a music major in September of 1980. Two years later, he transferred to Morehouse (men's) College in Atlanta, and changed his

major to journalism. There he served as editor of the Torch yearbook, and was named Who's Who Among Students in American Universities and Colleges. He earned his bachelor of arts degree on December 14, 1984, and pursued his master of arts degree in journalism at Morehead State University in Kentucky in August of 1985.

After taking membership in Kappa Alpha Psi fraternity, incorporated on March 26, 1986, he spent his summer studying at the University of London (Kensington) in England. He is presently a candidate for the master of arts degree at Morehead State University, to be conferred on May 16, 1987.

He is planning to pursue the Ph.D. degree in communications theory and research at Purdue University in W. Lafayette, Indiana.

DEDICATED TO

My father and mother, Mr. and Mrs. Eugene and
Catherine Maxwell, Sr.; and, my two younger brothers,
Dairen Gerard and Steven LaMont.

With Love,

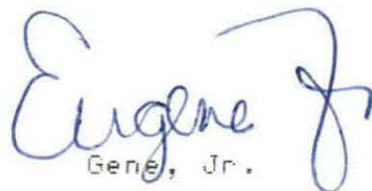

Gene, Jr.

TABLE OF CONTENTS

	Page
List of Tables	xiv
Chapter	
1. INTRODUCTION.	1
1.1 The Purpose	2
1.2 The Problem	2
1.3 The Hypothesis.	6
2. REVIEW OF LITERATURE.	7
2.1 The Rationale	8
3. METHODOLOGY	10
3.1 The Subject	10
3.2 The Design.	13
3.3 The Materials	17
3.4 The Procedures.	18
4. ANALYSIS OF DATA.	21
4.1 The Statistical Identity.	22
4.2 The Research Questions.	25
4.3 The Results	31
5. DISCUSSION	40
5.1 The Negro Newspaper Before the 80's	40
5.1.1 Its Beginning	43

5.1.2	Its Purpose	46
5.1.3	Its Impact.	51
5.1.4	Its Early Struggles	55
5.2	The Black Newspaper Since the 80's.	59
5.2.1	Its Role.	60
5.2.2	Its Significance.	62
5.2.3	Its Influences.	66
5.2.4	Its Survival.	69
5.3	The Black Newspaper in Chicago, Illinois.	73
5.3.1	Its Circulation	74
5.3.2	A Community Study	75
5.3.3	Findings and Interpretation	76
6.	SUMMARY	79
6.1	Recommendations	81
	APPENDICES	82
	WORKS CITED.	159
	EXTENDED BIBLIOGRAPHY.	160

TABLES

Tables		page
3.41	ACTUAL COST TO CONDUCT STUDY Breakdown of all materials used in this study and costs incurred.	19
4.31	RESULTS OF SURVEY Breakdown of each survey question and the number of respondents in each category.	26

CHAPTER I.

INTRODUCTION

A justification for this study becomes quite apparent when you can count the number of related sources on the fingers of your hands. Obviously, more and more studies on black newspapers are needed. This need is even more apparent from the perspective of the black scholar because a study of a specialized group of people should be done by a member of that specialized group. In the forward of Henry G. LaBrie's book, A Survey of Black Newspapers in America, he wrote "...after a few weeks of library work, it became apparent that the black press had received little if any attention in the major works on journalism in the United States. Further still, the material that was available was often contradictory, superficial and authored by a mass of press researchers, few of whom stopped long enough to contribute a second or third article on the place the black press has had in the American media mix... In short, it seemed at first glance, that the black press had been a victim of shoddy analysis"(LaBrie, p.4-5). With this thought in mind, this study is offered as a contribution to research on black newspapers in the 20th century.

1.1 THE PURPOSE

The purpose of this study is to address black newspapers and the extent of their influence on public opinion in the black community. Such a study is needed because so few studies of this nature exist. The lack of adequate studies, in itself, is a problem which needs to be addressed. Of course, this study alone will not solve all of the problems surrounding an inadequate number of studies related to black newspapers; however, this study will contribute to the reduction of the inadequacy.

1.2 THE PROBLEM

Conventional wisdom suggests that American mass media have a very strong impact on public opinion. This influence comes basically through radio, television, and the newspaper. "Present concepts of what is going on in the community and the world are shaped to a large degree by what the mass media, including newspapers, say is going on" (Hynds, 1970's, p.16). Perhaps the most convenient of these three media outlets is the radio. Today's technology has made radio the most transportable device for news and entertainment.

Although television has not been able to maintain competitiveness with the convenience of radio, many advancements are apparent through this medium as well.

When addressing the convenience as a factor of influence, obviously, the radio is a leading method. The newspaper, likewise, is a convenient medium and one is much more likely to find a newspaper left lying around, than a television. On the other hand, radio and television are ahead of the newspaper in their abilities to reach large groups of people in a small amount of time. One has to search and read news from a newspaper, whereas with broadcasting, the newscaster tells you what you need to know. All one has to do is listen. The issue of "who influences who the most" is important when addressing accessibility; but, other considerations must also be taken into account. Not everyone can afford a radio, and even so, radios require batteries. The smaller and more compact the radio, the more expensive are the batteries. Unfortunately, technology has not reached the point whereby electrical outlets are conveniently available wherever one may be. On the other hand, a television may not be within the means of some. A television set is expensive and the most inconvenient to transport. Not surprisingly, the newspaper is the most economical of the three media devices --- and, to a certain extent, the most convenient to transport. Of course, circulation plays a very vital role in newspapers' accessibility when comparing influences, especially when there are no newspapers readily available at the newsstand, where

people may be waiting to purchase them. "Newspapers provide information, entertainment and guidance for many; their impact reaches even those who as yet cannot or do not read them"(Hynds, 1970's, p.11). Therefore, it would seem logical that the medium of the mass media that influences the public's opinion the most is the newspaper. Newspapers don't need batteries, or run the risk of periodic maintenance repairs. For obvious reasons, the newspaper is the oldest of the various news media; therefore, it has a rather traditional means of communicating news and influencing the opinions of its readers. "The newspaper preserves the past, chronicles the present, and helps assure the probability of a better future for those it serves... The newspaper's basic roles are to inform, influence, entertain and foster development of the nation's economy through advertising"(Hynds, 1970's, p.11-12).

American newspapers have been traced to the early seventeenth century; however, black newspapers have a shorter track record. They can be traced only to the year 1827, when Freedom's Journal was first published. Black newspapers have always had a distinctive purpose for existing -- they serve black communities. Although, the history of black newspapers is rather difficult to assess prior to the 1900's, still a number of black newspapers have been in circulation in this country. "Over 1,500

black newspapers were started during the third growth period [1927-77]. Today, 165 continue to publish with an average weekly circulation of just over 2.9 million. Only 5 of these papers have histories which can be traced to before 1900" (LaBrie, p.12). During the earlier years of the black newspaper, a need and purpose for its existence had to be established. Therefore, many black newspapers spent much of their time working to develop community awareness as a basis for their existence as a vital part of the total black community. "During the first six decades [1827-87] of its existence, the black press established itself as an indispensable part of the developing black community" (Dann, p.8). The black newspaper then took on a role as an educator of the black community. Much of what the black community knew and learned in the past came from the black newspaper. This study on black newspapers and the affects they have on public opinion in the black community will contribute to our knowledge of the black press in America. Specifically, this study is intended to measure the degree of influence black newspapers have on public opinion from the community's point of view.

1.3 THE HYPOTHESIS

The findings in this study should show through a statistical survey what influences black owned and operated newspapers have on public opinion in one black southside Chicago, community; and how they affect the thought processes and behavioral patterns in that black community. The results of this study will contribute to the understanding of the significance of black newspapers in the black community, and will lend insight to the role black newspapers serve today in directing and developing the ideas, concepts, opinions, and attitudes of blacks on issues of local, national, and international scope.

CHAPTER II.

REVIEW OF LITERATURE

The literature review for this study initially began with a search for other studies on or similar to the topic. A search through Dissertation Abstract proved fruitless. However, three separate studies were located that will serve as the foundation from which to build this specific research study. These three studies are:

I. AN INVESTIGATION OF BLACK PRESS AND WHITE PRESS USE PATTERNS IN THE BLACK INNER CITY OF SYRACUSE, NEW YORK: A FIELD SURVEY.

(by Robert Devon Bontrager, Ph.D., Syracuse Univ., 1969)

--Bontrager's results show how "Local white newspapers served a limited information/influence role for black inner city residents on a selected community issue." Further study was recommended by Bontrager "to provide data from a number of cities of diverse characteristics before generalizations can be made regarding the current status of the black and of the white press in black urban communities. Also, longitudinal or panel studies would help to make valid observations on any changes or trends that may be taking place in the blacks' use of their own media, and in their use of the white media."

II. ETHNICITY, SOCIAL STRATIFICATION, AND OPINION FORMATIONAL: AN ANALYSIS OF ETHNIC PORTRAYAL IN THE VANCOUVER NEWSPAPER PRESS, 1905-1976.

(by Doreen Maria Indra, Ph.D., Simon Fraser Univ., 1979)

--Indra's results show how "Vancouver newspaper had a very influential role in constantly structuring opinions of readers about certain ethnic groups over three different periods of time."

III. THE EFFECTS OF NEWSPAPER ACCOUNTS OF NUCLEAR POWER INCIDENTS ON READER UNDERSTANDING AND ATTITUDE: AN EXPERIMENT.

(by Alice Lois Gagnard, Ph.D., Univ. of Tennessee, 1982).

--Gagnard's results show "effects of different newspapers account of nuclear power accidents on readers' understanding and attitude."

2.1 THE RATIONALE

Each of these three studies is very significant to the topic of this research study because of their logical extension. However, the results of any one study alone are not sufficient to justify the significance of this chosen topic. Therefore, the collective results of all three studies will be used to validate the need for research on "Black Newspapers Effect on Public Opinion in the Black Community."

The results reported in the first abstract clearly indicate a difference in newspapers' service in the communities. Bontrager's study shows that white presses do not serve the black community satisfactorily. The obvious question then is whether, "black presses serve a significant purpose in the black communities."

The results reported in the second abstract suggest that newspapers do have influences. Indra's study shows

how the power of the press controls the way the community thinks, acts, and reacts toward various ethnic groups. Of importance from Indra's study is the concept that -- "the press has the power to control behavior patterns of a given community."

The results reported in the third abstract by Gagnard have proven by using a specific issue -- "nuclear power accidents" -- how various newspapers affected the understanding and attitude of one classroom of students. If a classroom of students can have their opinions affected, then on a broader scale, an entire community may be able to be influenced by newspapers with regard to specific issues.

Therefore, given the results of these three studies, a study of "Black Newspapers Effect on Public Opinion in the Black Community" can be justified. Furthermore, since there is a lack of research addressing the issue of public opinion in the black community, a study of this nature is very much needed.

CHAPTER III.

METHODOLOGY

A study of the black newspapers' effect on public opinion in the black community can only be accomplished by questioning the subject -- the black community. Efforts to find and touch base with the black community can be accomplished in several ways. Although personal interviewing is definitely a possibility, as is telephone interviewing, this particular study questions the subject group through the technique of mail surveying. In order to better understand the total methodological process for this kind of study, we shall discuss four important categories of this approach: 1) Subject; 2) Design; 3) Materials; and, 4) Procedures.

3.1 THE SUBJECT

This study was designed so that such factors as sex, age, socio-economic status, educational level, and nationality, could be properly identified for statistical purposes. The subjects for this study come from randomly selected households in the 60643 zip code area of Chicago, Illinois (see appendix D). The 60643 zip code area consists of two subsets known as Morgan Park and Beverly

(see appendix B and C). Because of the obvious complications of receiving a mailing list of black residents exclusively, or perhaps the addresses of readers or subscribers of black newspapers specifically, an alternative method of identifying the subject group for this study had to be used. Many black newspapers in Chicago were simply not cooperative or understanding of this study enough to release the personal information needed. After talking with the Chicago Urban League's research department and one Morehead State University student from Chicago, an area in Chicago having one of the largest concentration of black households was located. The Morgan Park-Beverly area was originally identified as having nearly a 99% black population according to the Chicago Urban League. However for clarity purposes, it appears that the actual black population in Morgan Park is 62.17% based on the 1980 U.S. Census Report for the Morgan Park area of Chicago. The actual population for Morgan Park was reported to be 29,315. Out of the total community population of 29,315, a total of 18,226 was reported as being members of the black community. Since the methodological approach in this study concerns itself with households, it is important to note the total number of households in this subject area. The total number of households in the Morgan Park area is 8,866. Out of the total number of community households, 4,997 were

identified as being black households. This represents 56.36% of the actual household population. This information is important to note because the households for this study were taken from the 1986 U.S. Postal Directory for the Chicago 60643 zip code area. To clarify the complications that have arisen from this method of approach, it is necessary to indicate that the 60643 zip code area is inclusive of most of Morgan Park and most of Beverly (see appendix H). However, it is also important to note that there is a portion of Beverly (on the north side and on the west side), which extends outside of the 60643 zip code area (see appendix G). Furthermore, there is a portion of Morgan Park (on the west side), which extends outside of the 60643 zip code area as well (see appendix F). To add to the complexity, the 60643 area includes some additional areas on the northeast and southeast sides; however, the Postmaster General for the Morgan Park Station still identifies these areas as a part of the Morgan Park-Beverly area. The 60643 zip code area is primarily a residential area, according to the 1986 U.S. Postal Directory. The Chicago Daily Defender serves as the primary newspaper for this area, although several other black newspapers are in circulation, and probably contribute equally to the impact of black newspapers' effect on public opinion in the black community. The Chicago Daily Defender is the largest of

the black newspapers in circulation in Chicago, Illinois, today (see appendix A).

3.2 THE DESIGN

The survey questions were designed so that the results would clearly indicate how much or how little the respondents believed their local black newspapers influenced their opinions. Since this was a mail survey, it was necessary to be able to identify respondents who participated. Each of the 317 surveys were coded with a corresponding number, which matched a code number for the randomly selected address. This enabled me to determine, which respondents had participated. This coding method later proved useful and convenient, when reminder letters were sent to subjects. This avoided the harrassment of a second letter going to respondents who had already returned their original surveys. The 317 addresses were created, based on the total number of streets in the 60643 area. According to the 1986 U.S. Postal Directory, there are a total of 119 actual streets in the 60643 area. "Actual" streets in this instance refer to streets having a different name. However, when considering the number of continuation streets, then there are really 124 total streets. "Continuation" streets in this instance refer to those streets that stopped, and continued at another location within the same zip code area, and still carried

the same name (as though it were one street). Of the 124 total streets in the 60643 area, there were 23 streets that were identified as major streets. "Major" streets in this instance refer to those streets running through the Morgan Park-Beverly area. These "Major" streets were, obviously, longer than the normal neighborhood streets, according to the 1986 U.S. Postal Directory. In order to make this study effective in coverage of the 60643 area, two addresses were randomly selected from each street in the 60643 area, excluding all "major" streets. Therefore, two addresses from each of the 101 streets gave a total of 202 addresses. In addition, five addresses from each of the 23 major streets gave a total of 115 addresses, for a grand total of 317 addresses for this study (see appendix I). This method assured that a more exhaustive and expansive coverage of the subject area had been effectively selected.

The 1986 U.S. Postal Directory provides a number range for each street in a given zip code area. For Example: "11800-12699 Honore Street S." is listed as being in the 60643 zip code area. If "11940 Honore Street S." was selected, then a valid address for the 60643 area had been randomly selected, or created for technical purposes (see appendix E). Any address outside of this number range would be an invalid address, according to the 1986 U.S. Postal Directory. Subsequently, a survey mailed to an

invalid address in the 60643 zip code area could not be delivered. Once the mailing list had been compiled, seven weeks were allowed for the return of the surveys. This worked out quite well at the end of the fall semester, because it allowed a portion of the Christmas holiday to carry most of this "time-span." Therefore, no unnecessary semester time was wasted awaiting the return of survey responses.

The surveys were mailed from Morehead, Kentucky, on Tuesday, December 16, 1986, according to Jeff Crump in MSU's Alumni Center. Each envelope contained the following items: An introduction letter; a survey questionnaire; a self-addressed stamped envelope (for return); a personal name card; and a biblical bookmark. The introduction letter served as a greeting letter, with an explanation of the enclosed materials (see appendix J). In this cover letter, the researcher was identified as a student at the University, working toward a master's degree in the area of communications. Furthermore, details regarding their selection as subjects for this study were also given in the cover letter. The survey questionnaire itself consisted of a 3-page 8.5 by 11 sheet, containing a total of 20 questions (see appendix K). Some of the questions contained A, B, and C parts. For statistical purposes, other questions were included in the questionnaire regarding age, sex, educational level,

income level, and occupational status. This would later enable me to determine results under differing variables, if necessary. All of the questions were relevant questions, geared at helping determine the validity of my hypotheses for this study. The self-addressed stamped envelope was included in each survey for their convenience, and to help assure a better return. In addition, each stamped envelope was self-addressed. Providing the self-addressed, stamped envelopes proved to be expensive. Postage for the return envelopes could not be obtained through a cheaper method; therefore, 317 postage stamps had to be purchased at .22 cents each and affixed to the self-addressed stamped envelope. For accessibility and inquiry purposes, a personal name card, containing the campus address and telephone number, as well as the home address and telephone number of the researcher, was enclosed in each envelope (see appendix L). By providing this information to the participant, any respondent who might have been curious about the researcher, as a student, or this study, was welcomed to call or write for verification and/or further information. A biblical bookmark was also enclosed in each survey envelope (see appendix L). The bookmark was given to each participant as a token of appreciation for his/her time in completing the survey questionnaire, and properly returning it in the return envelope provided.

All of these items were grouped together, and stuffed into an outside envelope, which contained the address label of the randomly selected participant. The envelope stuffing procedure took several hours once all of the materials for packaging had been properly secured. Approximately 15 hours (periodic) of physical labor went into preparing the envelopes for mailing, which included folding, stapling, numbering, stamping, licking, and stuffing.

3.3 THE MATERIALS

The survey could not have been conducted without the necessary materials. The cost is outlined on table 3.41. Those materials included: A set of 3 column labels for computer generated addresses; 317 #10 envelopes for outside mailing; and, 317 #9 envelopes to go inside the #10 envelopes to serve as return envelopes for the survey questionnaire. An address stamp and ink pad was the simplest method of supplying a self-addressed return envelope. Other materials included 317 copies of a 3-page survey questionnaire and cover letters. Later, 317 reminder letters and more 3-page survey questionnaires were obtained to be mailed in January 1987 (see appendix M). The reminder surveys also required another 317 #9 and #10 envelopes; however, the return envelopes of the January reminder surveys did not have postage stamps on

them due to limited funds. Also, enclosed in the initial mail survey was 317 biblical bookmarks to serve as a token of appreciation to each of the survey participants. In addition, a complete copy of the 1986 U. S. Postal Directory, containing all of the Chicago, Illinois, zip codes was needed -- from which to effectively create my survey addresses of all streets in the 60643 area.

3.4 THE PROCEDURES

The procedure used in this study is rather interesting; yet, very time consuming. A lot of time was initially spent during September, October and November, refining my research topic and selecting an appropriate area, in which to conduct this study. Chicago, Illinois, was chosen because it has a rather large black population, and because it was the closest to Morehead State University of the other city possibilities (i.e., Washington, D.C., Atlanta, Georgia, New York City, California.). Several telephone calls to black newspapers in circulation in Chicago proved rather unsuccessful in efforts to secure a mailing list of their subscribers. However, the Chicago Urban League's research department was able to help identify a black community in Chicago based on the zip code index, which would best serve as a subject group for this study. In addition, Chicago's Urban League and U.S. Census Bureau, both, provided

factual information regarding the various populations in the Morgan Park-Beverly area. Once these matters had been taken care of, a search began for the most economical method of getting the mail survey to the Chicago residents in the 60643 zip code area -- since this study could not be conducted personally. The deadline for returning surveys was set for Sunday, February 15, 1987.

The cost to successfully conduct this mail survey came to a total of \$300.01. A break down of the expenses are as follow:

(Table 3.41)

ACTUAL COST TO CONDUCT SURVEY

MATERIALS	COST
PRINTING OF 310 COVER LETTERS (8.5 X 11) PAPER AND 310 SURVEY SHEETS (8.5 X 11) PAPER (3 PAGES) TOTAL COPIES 1200	\$21.70
317 STAMPS/FOR RETURN ENVELOPE (FOR RETURNING SURVEY)	\$69.74
317 SIZE #10 ENVELOPES FOR BULK MAILING 1 BOX (PURCHASED FROM KAPPA ALPHA PSI FRATERNITY)	\$ 3.17
317 SIZE #9 ENVELOPES FOR RETURN MAILING (MSU PRINTING SERVICE)	\$ 5.95
BULK MAILING OF 310 THIRD CLASS LETTERS NON-PROFIT ORGANIZATION SHIPPING (MSU ALUMNI ASSOCIATION)	\$22.01
COST OF 317 "BIBLICAL" TOKENS	\$87.24
PERSONAL NAME/ADDRESS STAMP (FOR OUTSIDE MAIL ENVELOPE AND INSIDE RETURN ENVELOPE)	\$ 7.99
317 ADDRESS LABELS (3 COLUMN TYPE)	\$14.13

COST OF REPRINTING 308 COVER LETTER AND 308 "REMINDER" SURVEY SHEETS		\$21.70
COST OF 308 SURVEY TO RE-MAIL REMINDER LETTERS AND SURVEYS BULK-RATE AND THIRD CLASS		\$22.16
COST OF 1 BOX OF 500 #10 ENVELOPES FOR REMINDER MAILING		\$ 5.86
COST OF 1 BOX OF 500 #10 ENVELOPES FOR RETURN OF REMINDER SURVEY SHEETS		\$ 5.86
COST OF SIX COMPUTER DISKETTES		\$12.50
		<hr/>
ESTIMATED COST	=	\$193.00
ACTUAL COST	=	\$300.01

CHAPTER IV.

ANALYSIS OF DATA

In spite of the advance preparations in this study to prevent errors in the analysis of the data, only a small amount of the target audience participated in this study. Out of the total 317 surveys mailed to randomly selected members of the Morgan Park-Beverly community, only 17 surveys were completed and returned (see appendix P-FF). This represents a 5.36% return rate on this study, and definitely supports previous research that has proven mail surveys to have extremely low return rates. Since the 317 surveys for this study only represent 1.36% of the postal delivery or household population, obviously using a sub-sample of results from an initial sample opens doors to unwanted errors. Therefore, results from 17 returned surveys are not adequate in number to represent the Morgan Park-Beverly community area. However, the results from the surveys of those persons who did participate, despite the shortcoming of my research efforts, are -- nevertheless -- interesting enough for a discussion. All of the survey questionnaires contained a code in the upper, back, left hand corner of the second page of a three-page survey. The questionnaire coding system

enabled the researcher to identify the corresponding address of the survey respondent for later use in mailing reminder letters. The responses from returned surveys were transferred onto a bubble sheet using a coding guide sheet (see appendix N and O), and were computed by a scan-tron computer system at the Atlanta University Computational Center. All bubble sheets were triple checked to be certain the data from the questionnaires had been accurately transferred.

4.1 THE STATISTICAL IDENTITY

Since it is very important to indicate the general background identity of subjects and research participants, without invading their personal identities, some general background information was selected that would be significant for identity purposes in this study. These categories include age, sex, educational level, income level, and current status.

AGE

Age is both an important factor to consider and a varied category. The age factor was broken into five groups. They were: 1) those under the age of 20; 2) those between the ages of 21-30; 3) those between the ages of 31-40; 4) those between the ages of 41-50; and, 5) those over the age of 50. The results from the 17 survey

participants show that 11.76% were under the age of 20; 11.76% were between the ages of 21 and 30; 17.64% were between the ages of 31 and 40; 11.76% were between the ages of 41 and 50; and, 41.17% were over the age of 50. Five point eight percent of the respondents did not answer this question.

SEX

Another very important identity factor to note is sex. What percentage are males and what percentage are females? Out of the 17 respondents, the results indicated that 41.17% were males and 41.17% were females, while 17.64% of the respondents did not answer this question.

EDUCATION LEVEL

Educational level is important in this study because the degree of influence is said to be directly proportionate to one's educational training. On the education level, the respondents were identified as: 1) having less than a high school education; 2) having a high school education; 3) having further study beyond the high school level, but not holding an advanced degree; and, 4) having earned at least one advanced degree or more. Out of the 17 survey participants, 1 respondent (5.8%) reported having less than a high school education. Two respondents (11.76%) indicated having a high school education. Five respondents (29.41%) reported having

educational training beyond the high school level -- but did not hold an advanced degree, while 6 surveys (35.29%) showed respondents holding at least one advanced degree. Three surveys (17.64%) had no responses to this question.

INCOME LEVEL

Another variable to consider in giving identity to the subjects of this study is the socio-economic or income level. Whether respondents represent lower class, middle class, or upper-middle class is rather significant in focusing on the public's opinion. Therefore, respondents in this category have been identified in the following income ranges: 1) below \$8,000; 2) between \$8,001 and \$15,000; 3) between \$15,001 and \$25,000; and, 4) in excess of \$25,000. Out of the 17 survey participants, 2 (11.76%) reported they had incomes of less than \$8,000. Three respondents (17.64%) indicated incomes of between \$8,001 and \$15,000. Two respondents (11.76%) reported incomes between \$15,001 and \$25,000, while 6 respondents (35.29%) reported that they had incomes in excess of \$25,000. Four surveys (23.52%) were unmarked in this category.

STATUS

The status of survey respondents with regards to certain variables is also significant. A study of this kind of outreach needs to indicate the status of respondents who have participated. Are they employed or

unemployed? Some respondents who may have indicated "unemployed" may be students, housewives, retired, or disabled persons. For this category, respondents were placed in the following categories: 1) Employed; 2) Unemployed; and, 3) Other (such as -- student, housewife, retired, disabled, etc.). This would help alleviate the misunderstanding of respondents identified as being "Unemployed." From the results of the 17 surveys returned, 10 (58.82%) indicated that they were employed. Two (11.76%) of the respondents indicated they were unemployed, while 3 respondents (17.64%) indicated "Other." The "Other" option allowed respondents to clarify that they were out of work for legitimate reasons. Two respondents (11.76%) did not answer in this category.

It is important when reporting results of studies to give special attention to such variables as these categories listed above (and others). For technicality purposes, it serves for a much more clearer picture of the actual results of a study as conclusions and assumptions from results of collected data are made.

4.2 THE RESEARCH QUESTIONS

The most tedious analysis of the data collected for this study comes when addressing the actual questions on the survey questionnaire. After all, these are questions that were carefully created and selected, worded and

organizationally structured within the survey questionnaire, to measure the truth about this research effort. Results of the findings in this study are then used to confirm or deny the researcher's stated hypothesis.

The questionnaire for this study contained 20 numbered research questions, with some questions having A, B, and C parts. Specific answers to a few of the research questions required respondents to skip to another specific numbered question, while one question required respondents to give an evaluation-rating on the impact of specific issues listed. Some of the research questions required the respondent to write in a personal response. In cases where a "free-will" answer was given by a respondent as an answer option to a question, the answer was evaluated on the basis of whether the response was for the "better," "worse," or simply an "unclear" answer to the question. The results of each research question on this survey are listed on table 4.31 as follows (NR represents No Response; DK represents Dont' Know):

(Table 4.31)

RESULTS OF SURVEY

Answer	Respondents
1A. Are you black?	
Yes	11
No	6
1B. Do you live in a black or predominantly black community?	

- | | | |
|--|-----|---|
| | Yes | 6 |
| | No | 2 |
2. Do you feel black newspapers serve a significant purpose in the black community?
- | | | |
|--|-----|----|
| | Yes | 10 |
| | No | 0 |
| | DK | 4 |
3. Do you read your local black newspaper?
- | | | |
|--|-----|----|
| | Yes | 10 |
| | No | 4 |
4. How long have you been reading your local black newspaper?
- | | | |
|--|--------------|---|
| | Less/one yr. | 0 |
| | 1-3 years | 0 |
| | 3-5 years | 3 |
| | more/5 yrs. | 9 |
5. Why do you read your local black newspaper?
- | | | |
|--|-----------------------------------|------------|
| | More black-related issues | 4 |
| | Issues on how blacks are effected | 3 |
| | Entertainment | 0 |
| | Cost | 0 |
| | All of the above | 3 |
| | None of the above | 0 |
| | Other | 1 (better) |
6. Do you read other black newspapers?
- | | | |
|--|-----|---|
| | Yes | 8 |
| | No | 3 |
7. How would you feel if you did not have a local black newspaper?
- | | | |
|--|---------------------------------|-------------|
| | Less informed on black issues | 4 |
| | Deprived of social information | 1 |
| | Unaware/issues effect on blacks | 4 |
| | All of the above | 3 |
| | None of the above | 0 |
| | Other | 1 (unclear) |
8. Do you feel the news coverage in your local black newspaper is informative?
- | | | |
|--|------------|----|
| | Yes | 10 |
| | No | 1 |
| | Don't Know | 1 |
9. Do you feel your local black newspaper negatively influences your opinion on issues of local, national or international scope?

- Yes 3
No 9
Don't Know 2
10. Do you feel general newspapers lack adequate coverage of the black community?
Yes 9
No 2
Don't Know 2
11. Have you ever changed your opinion about an issue of local, national or international scope after having read a news story in your local black newspaper?
Yes 7
No 5
Don't Know 2
12. Compared to major newspapers, do you feel your local black newspaper best meets your cultural and/or social needs?
Yes 8
No 3
Don't Know 1
13. How would you evaluate the impact that your local black newspaper has on your opinion about the following issues? (5=strongest impact)

Issue	Impact rate	Respondents
Politics	5	3
	4	3
	3	5
	2	0
	1	0
Economics	5	4
	4	2
	3	4
	2	0
	1	1
National	5	2
	4	2
	3	6
	2	0
	1	1
International	5	1
	4	3
	3	6

	2	0
	1	1
Local	5	4
	4	2
	3	4
	2	0
	1	1
State	5	2
	4	2
	3	6
	2	0
	1	1
Education	5	4
	4	3
	3	3
	2	0
	1	1
Sports	5	2
	4	1
	3	6
	2	0
	1	1
Religion	5	2
	4	2
	3	4
	2	2
	1	1
Drugs	5	4
	4	1
	3	4
	2	1
	1	1
Sex	5	2
	4	3
	3	4
	2	0
	1	2
Marriage	5	1
	4	4
	3	4
	2	0
	1	2

Crime	5	4
	4	2
	3	4
	2	1
	1	0
Nuclear War	5	2
	4	3
	3	4
	2	1
	1	1
14. Do you feel the influences from news stories in your local black newspaper have caused you to react differently toward others in various environments?		
Yes	1	
No	11	
Don't Know	0	
15. If you moved, would you continue to subscribe to your current local black newspaper?		
Yes	6	
No	1	
Don't Know	5	
16. Does your local black newspaper cover issues involving apartheid in South Africa?		
Yes	11	
No	1	
Don't Know	0	
17A. Does your local black newspaper suggest how you should react to businesses with ties in South Africa?		
Yes	5	
No	6	
Don't Know	1	
17B. If yes, do you?		
Yes	4	
No	0	
Don't Know	0	
17C. Why?		
for better	3	
for worse	0	
unclear	0	
18. Do you have another source of reference, other than you local black newspaper, for valid facts about apartheid?		
Yes	10	

No	2
19. Does your local black newspaper keep you informed on our government's position on apartheid?	
Yes	11
No	1
Don't Know	0
20A. Do you feel good about our government's position on apartheid?	
Yes	4
No	8
Don't Know	2
20B. Why?	
for better	3
for worse	4
unclear	3

4.2 THE RESULTS

Again, the results from the 17 survey respondents who participated in this study are not adequate in number to represent the total population in the Morgan Park-Beverly area; however, the respondents participating in this study and their responses are still significant to discuss. Hence, the statistical procedures used in this study are not very complicated. Even though most of the questions on the survey were on the nominal level of statistical analysis, some of the questions were on the ordinal level of data analysis -- though the ordinal level used could be easily described as the interval level of data analysis, consisting of a limited type of parametric statistics. Most of the questions were in "yes - no" format, a simple method of classifying responses. Therefore, the results

of this study are not too complicated or intense, because of the nature of this study, and the number of respondents who have participated. Thus, the survey questions have been analyzed in the order that they appeared on the survey questionnaire.

The first question was, "Are you black?" This was one way of identifying if the respondent was a valid subject for this study. Sixty-four point seventy percent of the respondents reported they were black. A supplemental question to my first question then read, "Do you live in a black or predominantly black community?" This question allowed those who may not have been black, yet lived in a black community, to participate in this study as well. After all, if they live in a black community, then obviously, they are affected by the influence of black newspapers serving that community. Thirty-five point twenty-nine percent answered "yes," while 11.76% answered "no." There were 9 respondents who did not answer this question; however, the respondents who answered "yes" to question #1A, were also given the option to skip question #1B. Question #2 asked, "Do you feel black newspapers serve a significant purpose in the black community?" Fifty-eight point eighty-two percent felt it did, while no respondents felt it did not. However, 23.52% responded "don't know," and 17.64% did not bother to answer the question. Question #3 read, "Do you read

your local black newspapers?" Fifty-eight point eighty-two percent responded "yes," while 23.52% said "no." Seventeen point sixty-four percent did not respond to this question. Question #4 then asked, "How long have you been reading your local black newspaper?" Fifty-two point ninety-four percent claimed they had been reading their local black newspaper for more than 5 years, while 11.76% said they had been reading their local black newspaper between 3 and 5 years. No respondents answered the remaining choices. And, 35.29% gave no answers to this question. Question #5 asked, "Why do you read your local black newspapers?" Twenty-three point fifty-two percent said because it addresses more black-related issues, while 17.64% said because it presents issues based on how it affects the black community. No respondent felt the cost was an influencing factor; however, 17.64% chose "All of the above" as their reasons for reading their local black newspaper, which also includes the cost. Five point eight percent selected "other," of which the write-in response was for the "better." And, 35.29% did not respond to the question. The 6th question read, "Do you read other black newspapers?" Forty-seven point five one-hundredth percent said "yes," while 17.64% said "no." 35.29% did not respond to this question.

"How would you feel if you did not have a local black newspaper?" is how question #7 read. Twenty-three point

fifty-two percent said they would feel less informed about black-related issues, while 5.8% said they would feel deprived of social information. Twenty-three point fifty-two percent said they would feel unaware of how current issues affected the black community, while 17.64% chose "All of the above" as their response to this question. Five point eight percent marked "other," and wrote in their own answers, which were not clear. And, 23.52% did not respond to this question. Question #8 read, "Do you feel the news coverage in your local black newspaper is informative?" Fifty-eight point eighty-two percent responded "yes," while 5.8% said "no." Five point eight percent also said they "didn't know," while 29.41% did not answer this question. Question #9 read, "Do you feel your local black newspaper negatively influences your opinion on issues of local, national or international scope?" Seventeen point sixty-four percent said "yes," while 52.95% said "no." Eleven point seventy-six percent said they "didn't know," while 17.64% did not respond to this question.

"Do you feel general newspapers lack adequate coverage of the black community?" is how question #10 read. Fifty-two point ninety-four percent said "yes," while 11.76% said "no." Also, 11.76% said they "didn't know," while 23.52% had no response to this question. Question #11 read, "Have you ever changed your opinion

about an issue of local, national or international scope after having read a news story in your local black newspaper?" Forty-one point seventeen percent said "yes" they had, while 29.41% said "no" they had not. Eleven point seventy-six percent said they "didn't know," while 17.64% had no response to this question. Question #12 then asked, "Compared to major newspapers, do you feel your local black newspaper best meets your cultural and/or social needs?" Forty-seven point five one-hundredth percent said "yes" it does, while 17.64% said "no" it does not. Five point eight percent said they "didn't know," while 29.41% had no response to this question.

Question #13 asked, "How would you evaluate the impact that your local black newspaper has on your opinion about the following issues (5=strongest)? On issues of political concern, 17.64% rated the impact at 5, while 17.64% rated the impact at 4. On the other hand, 29.41% rated the impact at 3. And, 35.29% had not responded in this category. On issues of economical concern, 23.52% rated the impact at 5, while 11.76% rated the impact at 4. On the other hand, 23.52% rated the impact at 3, and 5.8% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues of national concern, 11.76% rated the impact at 5, while 11.76% also rated the impact at 4. However, 35.29% rated the impact at 3, and 5.8% rated the impact at 1. And,

35.29% had no response in this category. On issues of international concern, 5.8% rated the impact at 5, while 17.64% rated the impact at 4. On the other hand, 35.29% rated the impact at 3, and 5.8% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues of local concern, 23.52% rated the impact at 5, while 11.76% rated the impact at 4. However, 23.52% rated the impact at 3, and 5.8% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues of state concern, 11.76% rated the impact at 5, while 11.76% also rated the impact at 4. However, 35.29% rated the impact at 3, and 5.8% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. In issues of educational concern, 23.52% rated the impact at 5, while 17.64% rated the impact at 4. On the other hand, 17.64% also rated the impact at 3, and 5.8% rated the impact at 1. And, 35.29% had no response in this category. On issues concerning sports, 11.76% rated the impact at 5, while 5.8% rated the impact at 4. On the other hand, 35.29% rated the impact at 3, and 5.8% rated the impact at 1. Forty-one point seventeen percent had no response in this category. On issues concerning religion, 11.76% rated the impact at 5, while 11.76% also rated the impact at 4. However, 23.52% rated the impact at 3, and 11.76% rated the impact at 2. Five point eight percent rated the

impact at 1, while 35.29% had no response in this category. On issues concerning drugs, 23.52% rated the impact at 5, while 5.8% rated the impact at 4. However, 23.52% rated the impact at 3, and 5.8% rated the impact at 2. Five point eight percent also rated the impact at 1, while 35.29% had no response in this category. On issues concerning sex, 11.76% rated the impact at 5, while 17.64% rated the impact at 4. However, 23.52% rated the impact at 3, and 11.76% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues concerning marriage, 5.8% rated the impact at 5, while 23.52% rated the impact at 4. On the other hand, 23.52% also rated the impact at 3, and 11.76% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues concerning crime, 23.52% rated the impact at 4. On the other hand, 23.52% rated the impact at 3, and 5.8% rated the impact at 2. Thirty-five point twenty-nine percent had no response in this category. On issues concerning nuclear, 11.76% rated the impact at 5, while 17.64% rated the impact at 4. However, 23.52% rated the impact at 3, and 5.8% rated the impact at 2. Five point eight percent also rated the impact at 1, and 35.29% had no response in this category.

Question #14 asked, "Do you feel the influences from news stories in your local black newspapers have caused you to react differently towards others in various

environments?" Five point eight percent said "yes" it had, while 64.70% said "no" it had not. Twenty-nine point four percent had no response to this question. Question #15 asked, "If you moved, would you continue to subscribe to your current local black newspaper?" Thirty-five point twenty-nine said "yes" they would continue to subscribe, while 5.8% said "no" they would not. Twenty-nine point forty-one percent answered "don't know." And, 29.41% also did not respond to this question.

"Does your local black newspaper cover issues involving apartheid in South Africa?" is how question #16 read. Sixty-four point seventy percent said "yes," while 5.8% said "no." Twenty-nine point forty-one percent had no response to this question. Question #17A read, "Does your local black newspaper suggest how you should react to businesses with ties in South Africa?" Twenty-nine point forty-one percent said "yes," while 35.29% said "no." Five point eight percent responded "don't know." And, 29.41% had no response in this category. Of the 29.41% answering "yes" to question #17A, this was their response to question #17B which read, "If yes, do you?" Eighty percent said they do react, based on the suggestions given by their local black newspapers on apartheid. The remaining twenty percent did not wish to further elaborate on the issue. Then, as a part C of question #17, those who responded "yes" were asked "Why?" Sixty percent

responded with an answer that was for the "better" (or in support of), while 40% had no response in this category.

Question #18 asked, "Do you have another source of reference, other than your local black newspaper, for valid facts about apartheid?" Fifty-eight point eighty-two percent said "yes," while 11.76% answered "no." Twenty-nine point forty-one percent had no response to this question.

"Does your local black newspaper keep you informed on our government's position on apartheid?" is how question #19 read. Sixty-four point seventy percent said "yes," while 5.8% answered "no." And, 29.41% had no response in this category. Question #20A asked "Do you feel good about our government's position on apartheid?" Twenty-three point fifty-two percent said "yes," while 47.05% said "no." However, 11.76% answered "don't know," and 17.64% had no response in this category. Question #20B then asked, "Why?" Seventeen point sixty-four percent responded with answers that were for the "better," and 23.52% responded with answers that were for the "worse." Seventeen point sixty-four percent responded with "unclear" statements, and 41.17% had no response to this question.

CHAPTER V.

DISCUSSION

Before an effective discussion of the results of this study can be held, it is necessary to pull this entire study into perspective with an understanding of the black newspaper, once referred to as the Negro newspaper, from its beginning. It is necessary to account for Negro newspapers prior to the 1980's; and, of course, black newspapers since the 1980's. Once a firm foundation of "understanding" has been established, with regards to where the black newspaper has come, then -- and only then -- can a study of this nature be effectively discussed, and have valuable recommendations for further research efforts.

5.1 THE NEGRO NEWSPAPER BEFORE THE 80'S

The history of Negro newspapers is an interesting one. It, in essence, is the story of the existence of Negroes in this country since the Negro newspaper's inception. Negro newspapers represent the voice of an oppressed and downtrodden people. Recorded history documents that any person born of the Negro race prior to 1865 in the United States was born a slave -- unless he or

she was born to Negro parents who were already freed as a result of escape (few of whom existed). Although Negro newspapers did not come into existence until 4 years before his death, it was one famous black American, Richard Allen (1760-1831), who raised \$2,000 and purchased his freedom in Philadelphia. Furthermore, it was another famous black American activist, Harriet Tubman (1820-1913), who escaped from slavery in the South in 1849, leading some 300 slaves to freedom (in the North) through what came to be known as "the underground railroad." Later, it would be the emotional writings of such famous black Americans as Dr. W.E. B. Dubois (1868-1963) and Paul Laurence Dunbar (1872-1906), which would affirm the social, educational, economical, and political conditions existing in this country for blacks during these times. Realistically, it is the very existence of the Civil War in 1861, which is evidence enough that Negroes have come a very long way in this country. Perhaps, the most important means of motivating the Negro race came through religion. "By stressing the primacy of racial pride and thus forging ethnic solidarity, the black press became, along with the church, a central institution in the black community"(Dann, p.13). God has been and always will be the "guiding light" for blacks, and other ethnic groups. It is necessary to cite this means of motivation because to a degree, there has to

be a means of communicating this motivation. Communication is a key word as the origin of Negro newspapers is understood. The earliest means of communication initially began with singing. Singing communicated faith. It was a method of releasing burdens and pressures, and finding courage to continue on while in the bondage of slavery. Therefore, a correlation between "singing for faith" and the initial founding of Negro newspapers existed. Actually, Negro newspapers conceptually supplemented "singing for faith" as an extension to the main outlet from oppression. Obviously, a printed document has a far greater outreach than a single voice. Therefore, black newspapers were destined to come into existence, in order to effectively communicate the needs and wants of the black community. "The Negro seems to have newly discovered his fourth estate," according to Frederick D. Detweiler. "To have realized the extraordinary power of his press... His newspaper is the voice of the Negro"(Detweiler, p.18). This suggests that Negro newspapers evolved as a result of a need for Negroes to express themselves, to know themselves, and to understand their plight in America. Martin E. Dann has written, "The main theme which runs through the entire history of the black press is the need for self-definition, for self-determination, and most important, the need to speak for themselves"(Dann, p.33).

With such a growing need for the expression of ones self, the first Negro newspaper came into existence in 1827.

5.1.1 ITS BEGINNING

The first Negro newspaper, "Freedom's Journal," appeared in New York City on March 16, 1827 (Apetheker, part 2, p.82). Its wry title is an expression of the need Negroes in this country felt during that time period. The publishers were: John Russwurm, a graduate of Bowdoin College; and Reverend Samuel Cornish, a young militant minister. These two black men published the paper in New York as an expression of force and energy that could no longer be contained in the Negro race (Dann, p.16). This is the starting point of growth for Negroes and their newspapers. Several Negro newspapers began to appear in various states, such as California, New York, and Illinois. "Cornish was responsible, in part, for the survival of the black press as an effective instrument of protest. Before the civil war, some twenty-four newspapers sprang up to champion the cause of men Cornish called 'Colored Americans'" (Bennett, p.100). How Negro newspapers came into existence is discussed in depth. Our country offered Negroes very little opportunity to excel, and in most all instances, Negroes were misrepresented by major presses. Roland E. Walseley has noted, "During most of the white press' history, in fact, there has been

indifference to black minority's problems, if not downright opposition to that race, giving rise to the black press as a corrective force as well as a weapon with which blacks have been fighting for their rights"(Wolseley, p.19). Obviously, some kind of social injustice plagued the Negro communities because they often resented white media. Ernest C. Hynds has indicated, "Black newspapers were started in the United States during the nineteenth century to oppose the exploitation of black persons and to secure for them equal rights and opportunities... Many blacks say that the white press has been discriminatory in its coverage as well as in its editorial policies"(Hynds, 1970's, p.104). This form of social ridicule strengthened the Negroes tension towards white presses. The simple rejection of white presses was not adequate enough to satisfy Negroes, they wanted to have their own newspaper to tell their side of the story, and to communicate their needs for equality. Therefore, the need for black newspapers became very apparent during these times of crises. A rather thorough set of reasonings have been paraphrased as to why blacks felt they should have their own newspaper. Most all tend to favor social oppression as the leading problem(Dann, p.47-48). On the other hand, it is believed that Negro newspapers were not so much needed for the slaves as they were for the ex-slaves. "Antebellum black newspapers were

not written for the slave population, but for ex-slaves and free black citizens, largely in northern states, who were becoming upwardly mobile"(Dann, p.16). In that instance, we can see two reasons for the need for Negro newspapers. In essence, it was an effective means of keeping the Negro race together as they made strides toward freedom in this country. Therefore, it is significant to be able to identify a Negro newspaper as such. Obviously, one would think a newspaper carrying mainly articles about Negroes is an adequate identity of a Negro newspaper. However, that perhaps is the misconception. "A black publication actually is one which helps establish the black identity and serves the black community"(Wolseley, p.14). It is significant to note three criterion as we search for a definition of Negro newspapers: 1) Blacks must own and manage the publication, and must be the dominant racial group connected with it; 2) The publication must be intended for black consumers; and, 3) The paper ... must serve, speak and fight for the black minority(Wolseley, p.19).

Although these three criterion would prove to be an adequate identification for a black newspaper, "... others would insist that for a newspaper to be considered black, the majority of the stock-holders and employees must be black"(Hynds, 1970's, p.104). This gives a rather diverse recognition to black newspapers.

5.1.2 ITS PURPOSES

In an effort to understand some historical strides of black newspapers, obviously a purpose for existing would have a great deal of significance. "Perhaps the most important function of the black press was in building self-confidence and self-respect as a foundation for black self-determination and black unity"(Dann, p.293). Such a purpose for existing gives an overview of the role black newspapers played in the black community, in terms of establishing and redefining the identity; in terms of communicating messages of hope and strength for the race; in terms of providing a general awareness of issues on the local and national levels, which affected the black community; and, in terms of providing an escape vehicle for the black community to overcome various oppressions from slavery, racism, poverty and inequality. "Black papers, by their very nature, reflected a definite sense of immediacy and, at times, a tendency to deal with problems at an adhoc level"(Dann, p.22). With a clearer picture of black newspapers in this respect, an understanding of the significant role they played, and are still playing today, in the black community has been effectively established.

The role black newspapers played in the black communities in the late 1820's provides a unique and

valuable purpose. "Under the editorship of John Russwurm, Freedom's Journal principle objectives were to disseminate useful knowledge; to defend the community; and to necessitate the advantage of education..."(Dann, p.38). It was these kinds of objectives that enabled the first Negro newspaper to gain the respect of not only the black community but the white community as well. "...The paper [Freedom's Journal] printed articles in favor of the society (usually by whites, notably John H. Kennedy of Philadelphia) and against society (usually by black men)"(Dann, p.16). Perhaps, the most important element that needs to be noted is the lack of trust the black community had for the white community and anything produced by whites. Although some reporting techniques did improve in white presses concerning black issues, "...Colored citizens still look to the Negro press for their side of the story and for an interpretation of the news that affects their vital interests" (Wolseley, p.19).

For most of the black communities, their own newspapers served as a means of identifying who they were. "In January 1937, 'The Weekly Advocate' began as a new stage in developing national identity within the black community"(Dann, p.18). Certainly, blacks had experienced some rather troubled times during the mid-19th century. With the first black newspaper only in its 23rd year of

existence, it would still be another 15 years longer before President Abraham Lincoln would sign the Emancipation Proclamation, which would abolish slavery in this country following the Civil War of 1861. In addition, it would be another 3 more years after the passage of the 13th amendment in 1865, before Negroes would be granted citizenship in this country (1868); and, 2 more years after the passage of the 14th amendment in 1868, before the passage of the 15th amendment (1870) would extend voting rights to Negroes. Unfortunately, with all of these formal efforts toward justice and equality, segregation still existed up until the late 1950's and early 1960's. Public education, public business services, and interstate travel were among the leading concerns of black student protestors during the second reconstruction period, known as the Negro revolution. All of this was communicated within the black press.

Furthermore, after being stolen from their native land -- Africa -- to be sold into American slavery, a great deal of the "new black community" felt raped of their cultural heritage. So, in its early years there was a strong need for a source of identity, of which black newspapers fulfilled for blacks in this country. Another proposal for a new black newspaper to be called "The Anglo-African" read:

"...We hope to supply a demand too long felt in the community. We need a Press -- a press of our own. We need to know something else of ourselves through the press than the everyday statement made up to suit the feelings of the base or the interests of our opponents. We need something more than the general news or the mere gossip of the hour, such as is usually presented to us through the press, in general. Our cause (for in this country we have a cause) demands our own advocacy"(Dann, p.55).

Merely giving an identity to the black community is not the highlight of the black newspaper. It was the methodology used by black newspapers in communicating messages. Black newspapers became the voice of the black community, while also psychologically promoting growth in the black community. Yet another proposal for a new Negro newspaper to be called The American, indicated, "The primary objects of The American shall be, to convey useful and wholesome information to our coloured [sic] brethren and at the same time endeavor to stimulate them in the paths of education and virtues"(Dann, p.41). So, in this respect we can see a dual-role black newspapers served in their efforts to communicate messages. Communicating, on the broader scale, for black newspapers meant basically providing an awareness of the world around them, locally and nationally. This was the only way blacks were able to combat the various oppressions that existed. "...The black press provided one of the most potent arenas in which the battle for self-definition could be fought and

won... Indeed, black papers were usually the only source of information about the repression of the black community since white papers rarely printed such information"(Dann, p.13). Moreover, one time it was against the law for blacks to be educated -- and ironically, today's society is structured such that economic security is equated with educational training. Black newspapers in this instance served as educators of the black community. "The black press throughout its history brought to its readers an awareness of oppressive conditions, while it emphasized the successes of black men and women"(Dann, p.22). Obviously, there was a need to highlight the many accomplishments of the black community because they were constantly reassured by white America that they were worthless, and would never amount to anything. To the contrary, this is how the black newspaper served as an escape vehicle. The black community could read of the achievements that other blacks were making in their own newspaper, and feel great about themselves as a race. Although they were still oppressed in many ways, it was the joy of seeing the success of another black, which enabled oppressed blacks to rise above their misfortune, and to find faith and strength to survive in white America. Therefore, it is important to cite the purpose of another black newspaper called "The Rights of All." It reads, "This paper will more especially be devoted to the

rights and interests of the coloured [sic] population. It will at all times give a correct representation of that people, in opposition to persecuting, slanderous accounts, too often presented to the publick [sic] eye"(Dann, p.40).

5.1.3 ITS IMPACT

As an understanding of black newspapers in the 19th century is grasped, it is also significant to address the impact that black newspapers have had in the black community. Some rather important questions to ask in determining this factor is, "Did Negro newspapers have an influence in the black community?" "How did Negro newspapers influence its readers? And, "How strong was the impact of the influence of Negro newspapers? These questions are significant because this study was centered around this concept. It was suggested that black newspapers have had a substantial impact in the black community. "The black press was the focal point of every controversy and every concern of black people... These endeavors were a consistent and realistic attempt to put black people in a position where they could overcome white racism and develop, in spite of a hostile environment, with an awareness of their capabilities"(Dann, p.14). Certainly with continuous efforts of this nature existing through the black newspaper, obviously there was some kind of impact on the developing black community.

In an effort to search for an answer to this question: "Do Negro newspapers have an influence in the black community?", this general statement was found. "Information is the staple of any good newspaper. Most hope to influence their readers. If read, newspapers exert some influence regardless of their intentions. How much influence they exert and what kind is not easy to assess"(Hynd, 1980's, p.16). It is implied here that most newspapers want to influence their readers to take some kind of action, or believe certain things. It also suggests that there is, however, complication when trying to assess the amount of influence a newspaper has had. Perhaps if one is not able to assess the precise influence of a newspaper, then at least some fundamental outreaches of its influence can be obtained. "It was The Defender [Chicago] that advocated a northern migration and thousands of blacks left the South to settle in Chicago or to work for Henry Ford in Detroit"(LaBrie, p.11). Therefore, given this massive response of readers of "The Defender" to move north, it is implied that black newspapers can and do influence its readers.

How Negro newspapers influence its readers is perhaps more of an indirect action than a direct one. The influence has a lot to do with how readers interpret the structure of black newspapers.

"First, it is evident that newspapers exert influence through their total presentations and their image in the community and not through their advocacies alone... It appears that the influence of editorial endorsements in newspapers is dependent on the amount of information that the reader has about the candidate or issue being endorsed ... The greatest influence of newspapers and other media is of a long-range and cumulative nature... It is possible that newspapers exert influence through a chain reaction process... Newspapers exert some influence by providing an account of what takes place in society, what people think about it and how they react to it"(Hynds, 1980's, p.16).

It takes a lot of imagination and conceptual envisioning to understand how various issues become more important than others in the structural layout of a newspaper. "The direct deletion of various news stories or specific details, pertinent to a 'clear understanding' of a given issue is, yet, another means of influencing readers' opinions"(Wolsely, p.169). These are the ways black newspapers influence its readers.

Since the influence of black newspapers and how it is done has been established and documented, it is still important to determine the strength of the impact of black newspapers. It was indicated that measuring the strength of an impact is complicated to do. Obviously, this is true. But, there are certain variables that contribute to the magnitude of social behavior, and responses to various issues. A five year old National Negro Convention, a movement established in 1830 suggested, "The black press

was a crucial factor in bringing leaders together and in disseminating information about these meetings"(Dann, p.17). Obviously, this case supports one statement which suggests influences come over a period of time. On the other hand, word-choice and other such variables can contribute strongly to the overall tonality of a forceful impact of newspapers. Apparently, the tone of the newspaper has the ability to control the attitude of the people/readers. "It wasn't until The Chicago Defender changed its abrasive tone that the community became calmer... headlines had to be redressed where racial-tension might arise"(Wolseley, p.37-38). This gives evidence to the fact that the mere wording of a headline -- to say the least about the actual article -- could very well cause the black community to react violently to various issues. There is a theory that may contribute to the understanding of the impact of black newspapers on its readers. The theory suggests that the degree of educational training on an issue will determine an individual's way of reacting to an article in a black newspaper, or newspapers in general. If a person has limited sources of reference for facts, then it is possible the person can be very easily manipulated. On the other hand, if a person is well educated on the issue, and has other sources of reference for documentation, then chances are the impact and influence will not be half as

great. Ernest C. Hynd's has noted, "The effect of reading one article or editorial may be limited unless it is the reader's only source of information about the topic. But the effect generated by reading a newspaper over a long period of time may be considerable. Such reading can contribute to the reader's storehouse of information and ideas, and help shape his perceptions and stereotypes" (1970's, p.15). Considering this fact in recalling black newspapers during a time when blacks were virtually illiterate, then perhaps it can be concluded that blacks were greatly influenced by their own newspapers. However, as blacks became more "Americanized" or educated and issue-oriented to the affairs of national and local concerns, then obviously, the degree of influence became lessened.

5.1.4 ITS EARLY STRUGGLES

When more black newspapers came into existence towards the mid-19th century, they were not exactly welcomed by white America. Many whites condemned black newspapers because they spoke out against slavery, racism, and various kinds of oppression. Because of its ability to stir up the black community, causing violence and racial tension, many black newspapers received direct opposition. "The freedom and integrity of the Negro press became an object of increasing attack from the Bourbon and from Big

Business during the earlier years of the twentieth century"(Apetheker, part 2, p.848). Black editors' homes and newspapers were sabotaged in the early years of the black press. Based on the reaction of white America to black newspapers, it became apparent that black newspapers were definitely needed. Roland E. Wolseley has noted that the black press, "... is needed mainly because all of the old battles have not yet been won and because there are so many new ones ... 'without the black press, the black man would not know who he is nor what is happening to his struggle for the freedom of citizenship,'..."(p.8). Obviously, direct oppression clearly indicated a greater need for the existence of black newspapers. "...The American Negro would be unintelligent indeed if he did not, through his press, demand greater freedom for himself..."(Wolseley, p.302). Among the leading struggles of black newspapers was direct opposition from white America. "Despite blacks being destroyed when efforts were made toward advancement, black newspapers continued to press for an equalitarian system and urged resistance to oppression"(Dann, p.22). This supports the theory that as blacks became more educated, they became less likely to be influenced by black newspapers. Gunnar Myrdal's view cites, "the Negro press is bound to become even stronger as Negroes are increasingly educated and culturally assimilated, but not given entrance to the white

world"(Wolseley, p.323). In this instance, we can see how black newspapers have caused blacks to realize their disadvantage -- the lack of education -- and has used the lack of education to get blacks moving forward. And, in so moving forward in education, blacks have, in turn, strengthened the black press with increased significance and support for its existence. "In such a way, the black press was able to instill a positive sense of the progress and future of black people which was imperative to resisting persistent attempts by white racists to undermine the black community"(Dann, p.23).

In addition to direct opposition of black newspapers, there was also enormous criticisms. Many of the criticisms addressed the same concern -- black newspapers carried nothing but violence; hence, promoted violence in the black community. James Baldwin wrote in 1948, and inevitably it is still true today, "Negroes live violent lives, unavoidably; a Negro press without violence is therefore not possible..."(Wolseley, p.306). Various reasons exist as to why blacks engaged in so much violence in their communities. Obviously, many blacks are unsatisfied with the American system, which is still oppressive and discriminatory. It has merely been redressed with a "new face" of racism. Therefore, racism today has become a lot more sophisticated. It is no longer direct -- but indirect.

With all of the slaps in the face that came from early struggles against oppression and strong criticisms, this had some effect on the mortality rate of black newspapers prior to the 1980's. But, for the most part, it has had very little impact. Thus, black newspapers continued to survive. "In 1950, press scholar Dr. Armistead Pride of Lincoln University estimated that the average lifespan of a black newspaper was nine years. In spite of being short-staffed, under-funded and untrained, the black press gained significant support and respect in the black community"(LaBrie, p.11). The determination of black newspapers was indicative of the black community. Black newspapers were determined to struggle for survival until the very end. "...They wanted to reach as many readers as possible so as to widen their chances of influencing them to improve and advance the race"(Wolseley, p.308). These were, indeed, crucial times for black newspapers prior to the 1980's. It seems for a moment that as blacks were becoming more Americanized in the twentieth century that the black press experienced its most troubled times. "Limping along at first, struggling to identify new weekly angles on the news which now appeared 'daily' in the press, it was, 'at least through the late fifties, the most life threatening period the modern black press from 1900-1979 had to face"(LaBrie, p.7).

5.2 THE BLACK NEWSPAPER SINCE THE 80'S

It was necessary to establish the Negro newspapers' development prior to the 80's, in order to account for the black newspapers since the 80's. This will serve as a basis for comparing black newspapers' roles in their communities; assessing their significance in developing their communities; and, determining their influences on black communities. In addition, an account of the survival rate of black newspapers can be assessed as blacks make strides toward the 21st century. "Substantial changes in American lifestyles and values during the past fifteen years require that newspapers give increased emphasis to serving the diverse needs of readers in the 1980's and beyond" (Hynd, 1980's, p.18). Obviously, with these kinds of social changes in Americans' lifestyles in general, there is definitely a more concise need for black newspapers in the black community. "The ideal black newspaper... is one that informs its readers fully and also provides analysis, interpretation, and opinion material to help them comprehend the meaning and significance of events occurring in their own society and in surrounding white society" (Wolseley, p.300).

5.2.1 ITS ROLE

What is the role black newspapers of the 80's is playing in the black communities? Or, is there a role? "Along with black radio, the black press is still the main source of the black citizen's information and comments about his life"(Wolseley, p. 14). It, perhaps, coincides with the need for black newspapers, which, in essence, is their role and purpose in the black community. Although issues regarding black culture of the 80's are rather well covered in major daily newspapers today, and perhaps we have the increased numbers of black employees on major white news staffs to credit with this, many black editors will tell you that their newspapers still serve a valuable role in the black community. "Undoubtedly most editors and publishers affirm that their readers look to the press to find out 'what really went on' when a news story about blacks break, even though it may be covered by the white media. And unquestionably, they must turn to their own press for details about the vast majority of events occurring in their ranks"(Wolseley, p.166). It seems that news in black newspapers are simply more tailored to black concerns. Wolseley further noted, "Editorials usually are on subjects of concern to black readers: politics, government actions or plans, and white actions affecting black life"(Wolseley, p.167). On the other hand, let it

be clarified that black newspapers serving black communities, do not replace the major daily newspapers. "...Within those households which receive newspapers, the black newspaper has always been viewed as a supplement rather than a substitute for the daily newspapers"(LaBrie, p.14). Therefore, it may seem like black newspapers exist to supersede major daily newspapers; however, they do not serve that purpose from findings. Furthermore, it is assumed that black newspapers carry a cultural value, of which the black community feels is significant to their identity. This makes for an excellent transition to the question, "Has black newspapers' roles changed since prior to the 80's?" It seems the role of the black press has not changed much from its original purpose prior to the 80's. In looking back at the black press, it is indicated that, "It was in the sixties, with the dramatic and intensity of a well-organized civil rights movement and a recognition of credibility and faith in black institutions and blackness (and slogans like "black is beautiful"), that a resurgent black press came to the front and took on again a role of leadership"(LaBrie, p.7). It is implied that black newspapers have played, and are still playing, a leadership role in the black community. Today's black newspapers are viewed in that same role. They keep the black community abreast of various legislation which affect the black community on all levels of government.

Therefore, it would not be inaccurate to say that black newspapers are still serving the same role in the black community, as it has been serving in the past.

5.2.2 ITS SIGNIFICANCE

With a justified argument concerning the continuous role black newspapers are playing in the black community, obviously the significance can be equally supported in the 80's as well. Results from one 1975 study showed, "An increasing desire and need for their [blacks] own community newspaper... As long as black communities exist, there would seem to be a need for black newspapers"(Hynd, 1980's, p.113). Perhaps, this is a sufficient enough documentation to make such a rationale. But, in an effort to understand better the significance, the question -- "Why is there a need for black newspapers in the 80's?" -- should be addressed. In an effort to secure an answer, in turn, the significance of black newspapers today will be realized. "Although an increase coverage of blacks in the 1960's and 70's by many white newspapers occurred as a result of the human rights movement, many people believed that black newspapers still were needed to cover the everyday affairs of the black community, and to support causes of interest to its citizens just as other specialized newspapers are needed to serve other specialized groups"(Hynds, 1970's, p.104). This reason,

perhaps; answers all of the questions regarding black newspapers' need in the black community. Obviously, there is no pressing or required need for black newspapers, per se, but because blacks are a specialized group of people, with cultural differences, a newspaper tailored to their interests can and should exist, without any questions. "The [black] newspapers give their audiences news of the black community as well as of national and international events directly affecting black citizens"(Wolseley, p.13).

Yet, another question to be concerned with in a quest for black newspapers significance in the 80's is, "Is there a difference compared with major daily presses?" One would believe that there would have to be a difference of some kind, in order for there to be such a strong demand for black newspapers in black communities. The answer is "yes!" There are some differences in black newspapers when compared to white presses. "The black press differs from the white not so much in kind as in message and in quality... Reports news not covered by other journalism... Interprets that news differently, from an uncommon standpoint... ventures opinions about matters not dealt with by other presses and its opinions frequently vary from those of other publications treating the same topic"(Wolseley, p.14). Perhaps the most interesting finding in the search for differences of black newspapers compared with major daily presses was

discovered in a course offered at Syracuse University in 1968. "The course called, 'The Black Press in the U.S.,' concluded at the end of the term --- there is such a press and that a distinction be made between it [the black newspaper] and other press groups"(Wolseley, p.3). Since the findings of this course have confirmed that there is a difference between black newspapers and white presses, then perhaps a logical progression at this point would be to begin identifying the kinds of black newspapers in existence. According to Roland E. Wolseley, national black newspapers are of four kinds:

- 1) Those with separate, regional editors but bearing one name;
- 2) Those originating in a particular community and sold widely in the country;
- 3) Those having a local edition but also one under the same name and intended for wider than local reading;
- 4) Those known widely in the nation, although they may have few subscribers outside their localities"(p.86).

This is perhaps the most systematic method of identifying the kinds of black newspapers. Of course, this method of identification was based on the locality of the newspapers' readership audience. To the contrary, another method of identifying the kinds of black newspapers is based on their method of circulation. In this instance, Henry G. LaBrie, III., notes that there are four types of black newspapers in circulation in the United States:

1) (VAC) Verified Audit Circulation "Non-Paid" newspapers; 2) "Controlled Circulation" newspapers; 3) "Publisher's Statement Paid" newspapers; 4) "Publisher's Statement Paid and Free" newspapers"(p.14).

Furthermore, there is still a need for black newspapers today because many white presses still have not gained the confidence of the black community. Some blacks today are still living in the "days of old" -- feeling and believing as their ancestors did during slavery. "Included in the policy of general and continual protest is the attitude of consistent suspicion [of blacks] toward the white man's press. There is a conviction that scarcely any white dailies can be trusted to tell the truth about the Negro and that many deliberately place him in an unfavorable light"(Detweiler, p. 149). This feeling of insecurity is not an unusual behavior pattern in the black community. "...For many years the black people have mistrusted the white press... The white press and news services earned the suspicion of black citizens in the first half of this century because they could not be trusted to tell the truth about blacks... News about blacks, it also was charged, always is negative and the newspapers tend to deal only with conflict stories about what goes on in the ghetto"(Wolseley, p.8). Given this kind of friction existing in the black community towards the white press, the only obvious resolution to the problem was to

establish a black newspaper. This is what created a need for black newspapers.

5.2.3 ITS INFLUENCES

Black newspapers since the 80's have had a lesser influence on the black community today than it has had prior to the 80's. What is always interesting to note about the influences of black newspapers is the degree to which they influence their readers. What has been found by some research studies is newspapers have indirect influences on people, who may not have read the newspaper as yet. It seems that the influence of newspapers can be exchanged through word of mouth, if the initial reader tells someone else and a chain reaction occurs. "...Newspapers exert influence through a chain reaction process. Influential persons in various groups rely on the mass media, and especially newspapers and magazines, for informations. These persons receive data from the newspapers, structure it to suit their own needs, then share it with others"(Hynds, 1970's, p.16). This is the same kind of influence that existed during the early years of black newspapers. As a result, this is how the news was able to spread through the black community so rapidly.

Once black newspapers have influenced its readers, it is always important to note the impact of the influence. What action will the newspaper reader take now? Roland E.

Wolseley has written, "The degree to which any reader of a newspaper is influenced has a great deal to do with the word-choices used in the news story... Such angled writing is to be expected in the ultra-militant publications, for they make no pretense of telling it like it is but only of telling it like the way they think it is (or want it to be or to be seen)"(p.169). This type of influence was prominent in the early years of the Negro newspapers. Many of the members of the white community and their white presses were against black newspapers, because of its ability to influence the black community such that they would eventually take action. Many white editors felt that blacks should not have access to that kind of "power of the press." But, a question to address is, "Do black newspapers really control the attitudes, opinions, and actions of the black community?" It is believed that compared with black newspapers prior to the 60's, black newspapers of today do not control the attitudes, opinions, and actions of the black community as much as they once did. As blacks progressed in America and became more educated, black newspapers became less influential in the community. For clarity purposes, there are some other kinds of influences existing, which deal with the structure of the newspaper and the order of importance of articles included in the publication. "Still yet another method of influencing opinions of the

readers can be found in the 'position and dress' of news articles throughout an issue. Priority definitely is an influence of what is most important, according to the papers' layout"(Wolseley, p.170). This, in itself, could be the start of a long discussion of the media as trend-setters. Since there are different kinds of influences by newspapers, it is important to understand how black newspapers are influencing the black community. Wolseley has this recommendation for politicians gauging in public opinion "...Be aware of what the black press is urging upon its readers, or even exposing them to, by way of news coverage"(p.308). This recommendation suggests that black newspapers have the power to control just how their readers will respond on given issues. Therefore, black newspapers really do control the attitudes and actions of their readers.

5.2.4 ITS SURVIVAL

Looking at black newspapers in this decade, in an effort to compare them with black newspapers of earlier years, it is important to note the differences and changes in its survival rate. A new kind of black newspaper is being sought in the black community with an increase in demands. This, indeed, has redirected survival factors of today's black newspapers. "To succeed, and perhaps to

survive; newspapers must perform their traditional First Amendment role more effectively than in the past, and they must provide other services for an increasingly self-oriented society bent on self-fulfillment and finding the full rich life"(Hynds, 1980's, p.11). At one time, black newspapers were surviving merely on their cultural affiliation with the black race. Of course, this was during a time when black newspapers were scarce. However, today's black newspapers are much more abundant; therefore, the competition factor is much more severe. Not all of the black newspapers can be effectively supported by the black community. Therefore, the black newspapers of today must meet their journalist obligations to the community, or suffer the consequences. "No longer will readers buy the paper because it is 'owned by a brother.' No longer will advertisers take space in an effort to relax organized social and economic pressures. Rather, the black newspaper will be supported based on its ability to report the news, add a new perspective to key issues and supply solutions for the problems which plague the community"(Labrie, p.7). This competition was not only among black presses, but with white presses as well. It seems that black newspapers went through a rather trying time to compete with white presses on both the professional and financial levels. On the professional level, black newspapers felt deprived of their

professional involvement because critics appeared to compare them with major white presses. Obviously, most of the standards in journalism evolved around white newspapers. This is what many of the black newspapers argued. They felt that perhaps a different kind of standard should exist for black newspapers. Furthermore, black newspapers questioned the validity, as well, of those persons who established the criteria, charging them with neglecting black journalists and their method of reporting. "Whether black journalism is 'good' journalism depends on questions of what standards have been used and who sets up the criteria"(Moiseley, p.298). This is what black newspapers believe has been their biggest pitfall in being competitive with the white newspaper's in advertisement outreach. It appears that no matter what strides were made by black newspapers to improved their competitiveness with white presses, the critics were always harsh. Henry G. LaBrie, III, has proven once again that "nothing the black press seems to do in the way of journalism seems to satisfy some of its white critics..."(p.8). With this kind of opposition, it seems the survival of black newspaper was virtually impossible. This ill-feeling was emotionally felt by some black journalists toward black newspapers, some of whom decided not to report, write, or provide their journalistic works to black presses. In turn, these black journalist looked

toward white newspapers for their professional development. Now, this is not to say that there were a lot of black journalists to begin with. This was one of the reasons why black newspapers, obviously, were not competitive, and their survival rate became increasingly threatened. "One reason for the problem in reporting and writing was a shortage of talented young blacks in the business"(Hynds, 1980's, p.112). What perhaps needs to be mentioned is the underestimated power that black newspapers had to offer its potential advertisers. "Big business ignored the black press, unaware of the buying power of the black consumer... The buying power of black America exceeds \$70 billion."(LaBrie, p.11-13). As a result of advertisers economic ignorance to black newspapers, many of the black newspapers' support came from within the black community and locally-owned white businesses(Hynds, 1970's, p.107). Now, although the black newspapers were still in existence, there were some difficulties that threatened their continued existence. "Some individual black newspapers and newspaper groups appeared to be doing well financially in the 1970's, but the black press generally was facing economic problems"(Hynds, 1980's, p.111).

Although monetary reasons perhaps have always been the leading reason why black newspapers have had difficulty surviving, there are other reasons why black

newspapers have fallen short as well. Contributing to the pitfall of black newspapers are also stereo-types and criticisms from the whites, and even the blacks. Furthermore, black newspapers have far lesser exposure on newsstands(Wolseley, p.9). On the other hand, one of the major pitfalls of black newspapers was reported to be the direct fault of black newspapers. "Efforts to start an active black press news service for members of the National Newspapers Publishers Association (NNPA) failed because of the lack of interest by members and lack of financial support"(Hynds, 1980's, p.112). Certainly stereo-types have been a major pitfall of black newspapers. "It was charged that many black newspapers filled their front pages with crime and violence and their inside pages with publicity handouts and trivia. It was said that much of their advertising appealed to superstition or was preoccupied with sex"(Hynds, 1970's, p.107). In addition to the stereotypes that exist, there are also a number of criticism from the community about black newspapers. Roland E. Wolseley has noted the belief of Warren H. Brown of the Negro Relations Council for Democracy, "The black press presented a dishonest picture of the U.S.A. and of the opportunity of the black man"(p.302). This statement was made in support of Brown's further belief that most Negro newspapers put the race before the country. This was Brown's way of

suggesting black newspapers deliberately caused tension in the community. This led to a larger pool of black newspaper criticisms, which questioned the entire black newspapers' purpose in the community. "Black newspapers were caught up with their obligation to blacks... The effectiveness of black newspapers became a question (Hynds, 1970's, p.107). Certainly, the list goes on and on regarding other pitfalls, but some of the more prevailing ones in this account have been noted. With these kinds of obstacles, it is amazing black newspapers are still surviving in this decade.

5.3 THE BLACK NEWSPAPER IN CHICAGO

Black newspapers in the U.S. is, indeed, a task to list in itself. "An estimated 3,000 black newspapers have been published in the United States since the first one, "Freedom's Journal" (Hynds, 1970's, p.105). The reason why it is so difficult to comprise a list is because black newspapers have such a short life-span. "Black press is changing in number so rapidly that figures on how many publications existing are incorrect the day they are published. It is the result of free access to the printing press in the U.S.A., and the quick turnover of publications, for some are born and die without ever getting into anybody's listing" (Wolseley, p.10). This is important to note because the circulation of some

newspapers in the early 70's are among those still in existence today. Muhammed Speaks, the Islam weekly, published in Chicago, had by far the largest circulation of any black newspaper in the early 1970's ... cir. 600,000+" (Hynds, 1970's, p.105).

According to a report by Henry LaBrie in 1973, 208 black newspapers existed throughout the United States. In terms of the number of black newspapers leading in various states, California reported 25 black newspapers in circulation, Texas reported 20, Florida reported 14, Illinois reported 13, New York reported 11, Alabama reported 9, and North Carolina reported 9 also.

5.3.1 ITS CIRCULATION

Out of the 13 black newspapers reported to be in circulation in the State of Illinois, eleven appeared to have served the greater metropolitan area of Chicago. A list of these Chicago black newspapers can be found in the appendix (See appendix A). Four of these black newspapers serving Chicago, are no longer in existence. These four newspapers are: The Chicago Courier, The Chicago Gazette, The Woodlawn Observer, and The South Suburban News. This information is based on LaBries' 1972 study of "Black newspapers in the United States."

5.3.2 A COMMUNITY STUDY

In an effort to secure an understanding of black newspapers and the affects they have on public opinion in the black community, this study was conducted in the city of Chicago, Illinois. Again, the community selected was the Morgan Park-Beverly area. The total population for Morgan Park is 29,315 for a total of 8,866 households, according to the 1980 U.S. Census Bureau Report for Chicago. The Beverly area population was reported to be 23,360 for a total of 7,750 households in that area. The total population of blacks in Morgan Park, based on this same report, is 18,226 for a total of 4,997 household of blacks. The total population of blacks in Beverly is 3,151 for a total of 895 households of blacks. In both instances, the percentage of blacks in Morgan Park is 62.17%, while the percentage of blacks in Beverly is 13.5%. The Morgan Park-Beverly community area postal delivery population for the zip code 60643 is 23,249. Therefore, the 317 mail surveys sent represented 1.36% of the total postal delivery or household population in the Morgan Park community area. The addresses of these 317 residents were randomly created, based on their zip code number of 60643. The study was done by mail, and contained a 3-page questionnaire of 20 numbered research questions. After a period of 7 weeks had elapsed in

awaiting the return of survey responses, the results of the findings have been reported in chapter 4, based solely on those respondents participating in this study.

5.3.3 FINDINGS AND INTERPRETATION

Based on the data analysis, it appears a majority of respondents participating in this study were black or at least lived in a black community. This was a significant question to ask because "The black community," in this study, could refer to a preponderance of black residents in an area as well, without requiring a respondent to actually belong to the ethnic race of blacks. Many of the respondents felt that black newspapers served a significant purpose in the black community and, in turn, supported their local black newspaper as readers or subscribers. It also appears that along with the support offered to their local black newspapers, there was a solid foundation of readers who had been reading black newspapers for greater than five years.

In order to direct this research study in the proper direction, it was necessary to ask respondents why they read black newspapers. The leading reason was because it addressed more black-related issues. Many of the respondents not only read one local black newspaper, but often consulted several other black newspapers as well. The feeling of being less informed about black-related

issues and being unaware of how current issues affected the black community, together, seemed to dominate their feelings had black newspapers not existed in their community. A substantial number felt the news coverage in black newspapers was rather informative, and most did not feel that their local black newspapers had a negative influence on their opinions. Many, however, did feel that major daily newspapers lacked adequate coverage of blacks and their interests. A number of respondents did say, on the other hand, that their opinions had changed about a few issues after having read a news story in their black newspapers. Compared with major white dailies, most respondents agreed that black newspapers served their cultural and social needs. In measuring the intensity of black newspapers impact on given issues, the intensity was found to vary on the nature of the subject. It appears that black newspapers greatest influences, however, fell under economic, local, educational, drugs and crime-related issues. On the other hand, a majority of the respondents did not feel that black newspapers had influenced them enough to cause them to react differently to others in various social environments. Most respondents agreed that if they had moved out of their community, they would, indeed, continue to subscribe to their local black newspapers. Apartheid was selected as a practical issue from which to measure the influence of

black newspapers. Most respondents said that their local black newspapers covered stories on apartheid in South Africa. However, most said their local black newspapers did not suggest how they should react to businesses with ties in South Africa. In most instances, it appears that a majority of respondents had alternative sources from which to get valid facts about the conditions existing in South Africa. A substantial number of respondents agreed that black newspapers kept them abreast of our government's position on apartheid. Unfortunately, a majority of the respondents did not feel satisfied with our government's position on apartheid, and their reasonings subsequently supported their discontentments.

CHAPTER VI.

SUMMARY

In concluding, black newspapers in America are quite significant in their roles as leaders in the black communities. "Newspapers must lead in the search for truth... Newspapers in a democratic society have a responsibility to help make democracy work... Newspapers have a responsibility to help individuals and communities adjust to change and improve themselves... Newspapers have a responsibility to remain free, independent, and solvent"(Hynds, 1970's, p. 27-37). This does not mean that black newspapers should put themselves up and above the black community, in an effort to seek journalistic perfection. Obviously, if black newspapers are not fulfilling the needs of the community they serve, then they will become extinct. David L. Bowens, vice-president and director of communications of Associated Press said during a newspaper seminar that, "future readers might well look only for the news that is relevant to their personal needs"(Hynds, 1980's p.15). Therefore, it is an ever pressing demand that black newspapers maintain their purpose in the black community, as initially established when Freedom's Journal emerged in the 19th century. Of

course various kinds of advancements in technology have forced some changes, to a degree, upon black newspapers' function --- but, for the most part, they are still serving their original purpose. "In retrospect, the black press is doing today what it set out to do in 1827, only it is doing it differently. How far we have come in these United States since 1827 might be measured best by the contents of all those papers"(LaBrie, p.12).

This study, "Black Newspapers Effect on Public Opinion in the Black Community," gives reassurance to the vital role black newspaper have played, and are still playing in developing the black community of the 1980's. Perhaps an unproductive black community in this day and time, might be the measure of no community newspaper, or an extremely insignificant and purposeless black newspaper. This strongly suggests that wherever there are black people, there will always be a need for black newspapers. "The black press is indeed here to stay... black editors and publishers continue to see the need for a black press in 1972 and the years ahead... The black press has been the black suburban/urban newspaper and will continue to fulfill this role in the twentieth century and on into the twenty-first"(LaBrie, Black Press, p.6). Therefore, let the results of respondents in this study, though few in number, serve as an indication that the black newspaper does have an influential role in the

black community. However, the degree of influence varies upon the individual and his or her personal needs. Furthermore, let this study serve, if for no other worthwhile reason, as a contribution to the number of available research studies on black newspapers, in general.

6.1 RECOMMENDATIONS.

Given this area of research interest, it is recommended that continued study be done on black newspapers and their affect on public opinion in the black community. This study was conducted through a randomly selected mail survey; however, this same study could be replicated, using a different survey technique (i.e., by telephone, field study, etc.). Furthermore, this study could also be conducted using a different area other than Chicago, where a substantial number of blacks reside, and consequently, a substantial number of black newspapers are in circulation as well. At any rate, any additional studies on black newspapers would contribute vastly to an area in need of research.

APPENDICES

Pages 85-158

LIST OF APPENDICES

- A. List of Black Newspapers in Chicago, Illinois
- B. Chicago City Map
- C. Morgan Park-Beverly Community Area Map
- D. Chicago Zip Code Map
- E. Sample of 1986 Postal Directory
- F. Morgan Park Community Area Map
- G. Beverly Community Area Map
- H. Color-coded Zip Code vs. Community Area Map
- I. The 317 Survey Addresses
- J. The Survey Cover Letter
- K. The Survey Questionnaire
- L. Sample of Bookmark and Name Card
- M. The Survey Reminder Letter
- N. Coding Guide Sheet for Computerized Scan-tron Form
- O. Sample of Computerized Scan-tron Form
- P. Respondent #87
- Q. Respondent #197
- R. Respondent #106
- S. Respondent #112
- T. Respondent #145
- U. Respondent #122

V. Respondent #35
W. Respondent #18
X. Respondent #10
Y. Respondent #68
Z. Respondent #29
AA. Respondent #315
BB. Respondent #204
CC. Respondent #270
DD. Respondent #43
EE. Respondent #307
FF. Respondent #60

BLACK NEWSPAPERS IN CHICAGO, ILLINOIS

*Based on LaBrie's 1972 study

Chicago Daily Defender 1905
2400 So. Michigan Avenue
312-225-2400
John Sengstacke

Chicago Bilalian News (Weekly)
Cottage Grove Avenue
312-651-7600
Nation of Islam
Ghayth Nur Kashif

Chicago Metro News (Weekly) 1972
2600 S. Michigan Avenue 60616
312-842-5950

Chicago Citizen (Weekly)
412 E. 87TH Street 60619
312-487-7700
66,309 cir. (controlled)

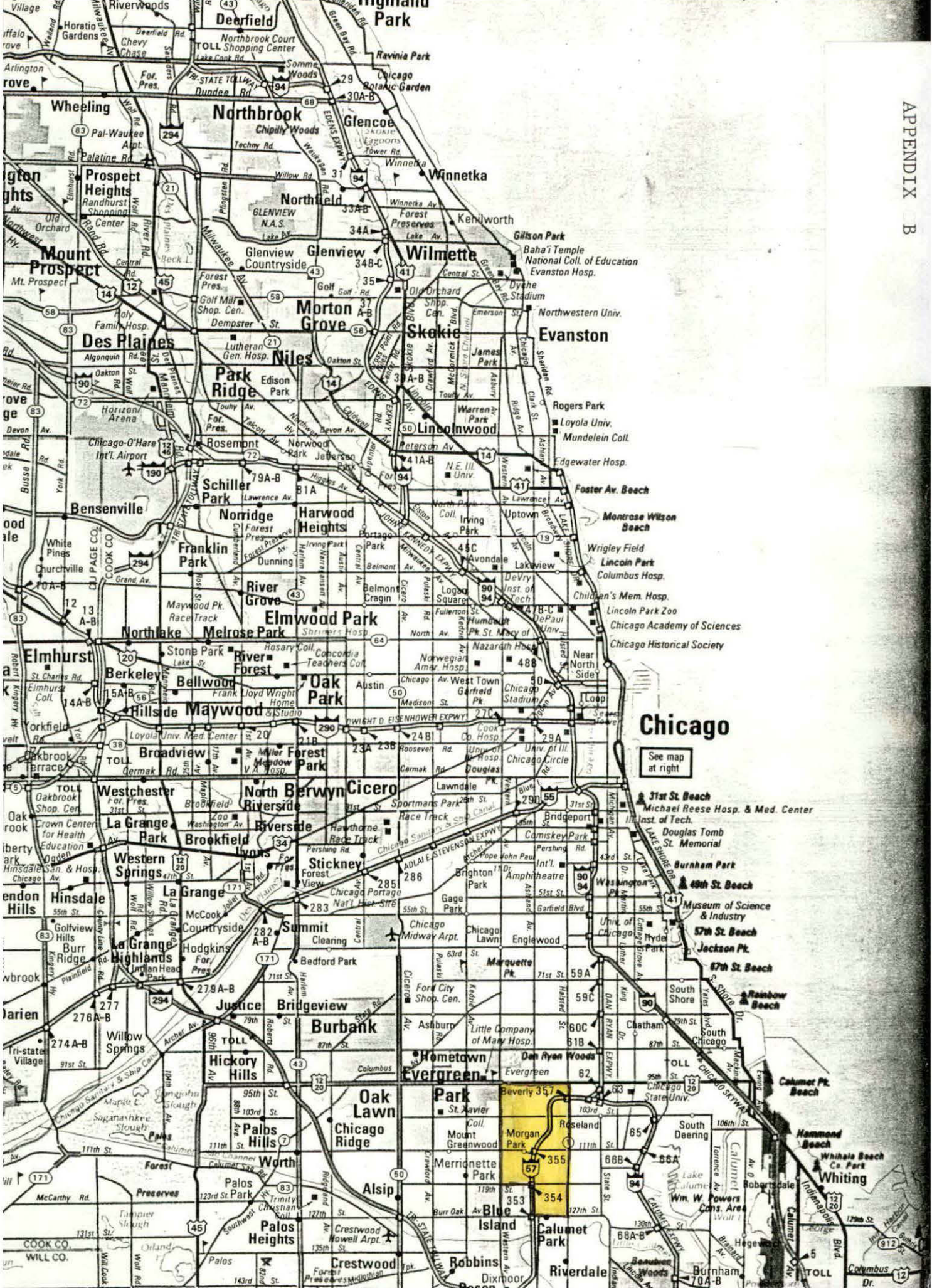
Chicago Independent Bulletin (Weekly) 1958
728 W. 65TH Street 60621
312-783-1040
Hurley Green, Sr.
35,000 cir. (controlled)

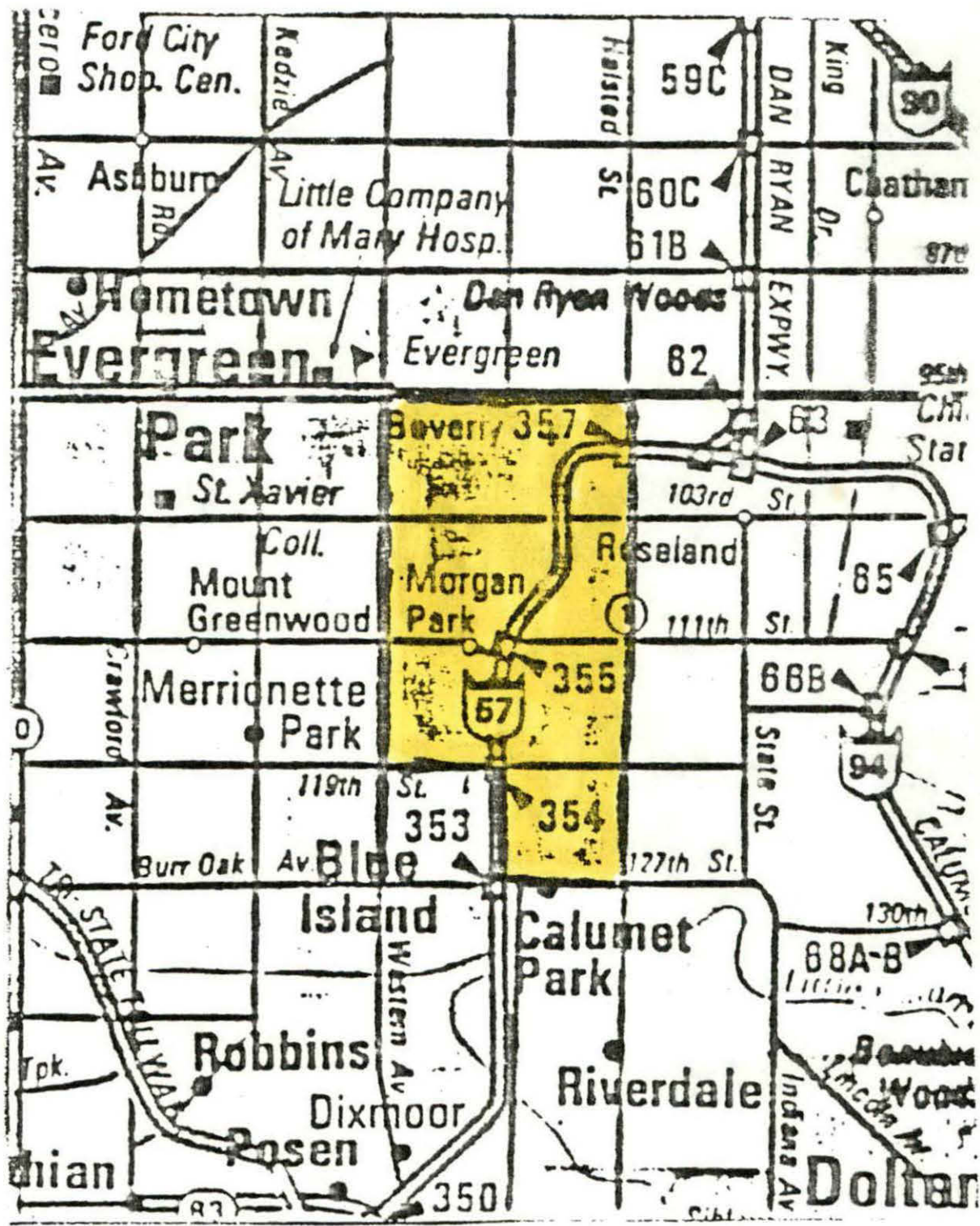
Chicago New Crusader (Weekly) 1940
6429 S. Martin L. King Drive 60637
312-752-2500
Mrs. Dorothy R. Leavell
21,000 cir. (controlled)

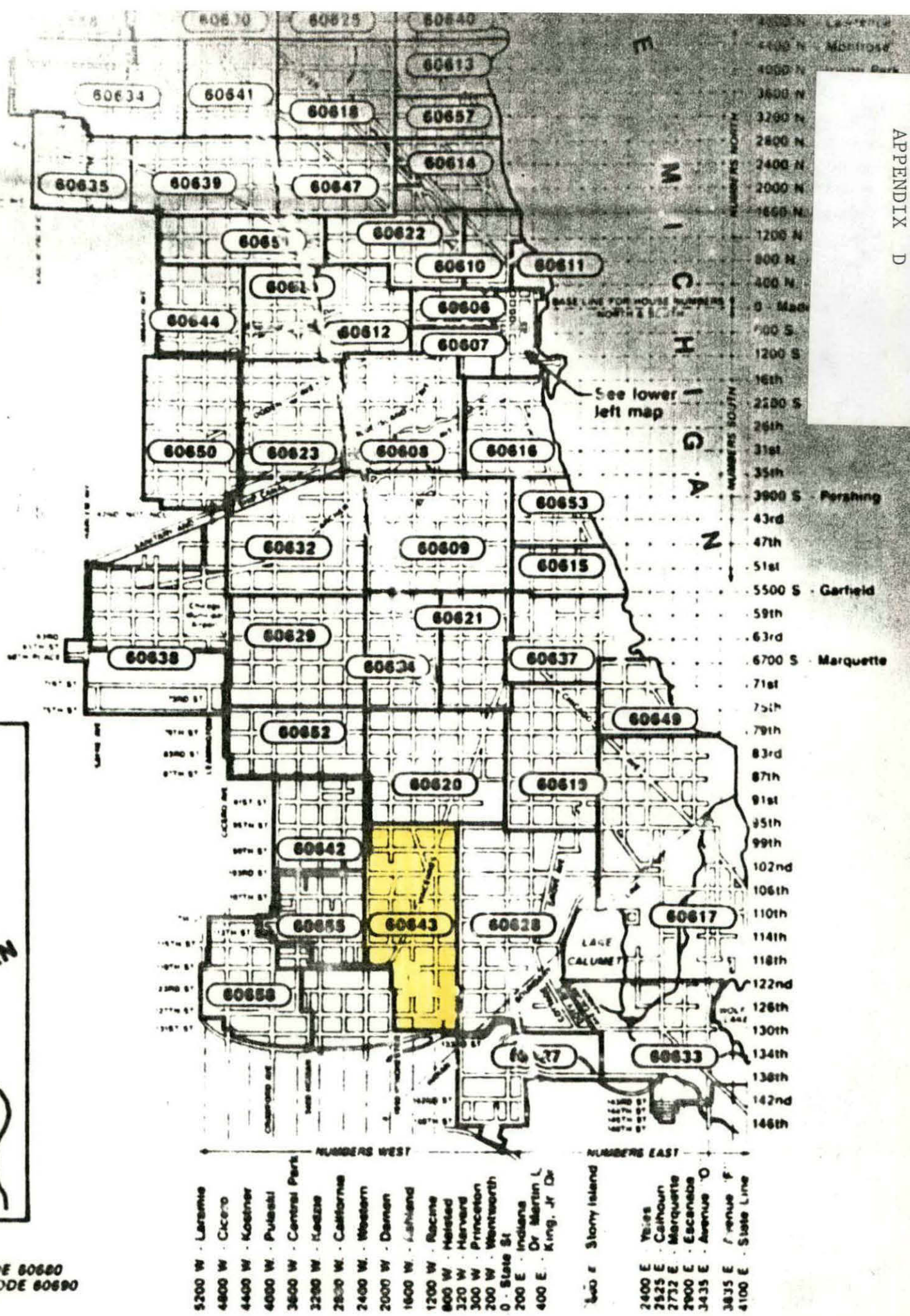
Chicago Sentinel (Weekly) 1977
11740 South Elizabeth 60643
312-568-7091
Al Johnson
312-568-7091
20,000 cir. (publisher's statement paid and free)

***Chicago Courier
Chicago Gazette
Woodlawn Observer
South Suburban News

***Newspapers no longer in circulation







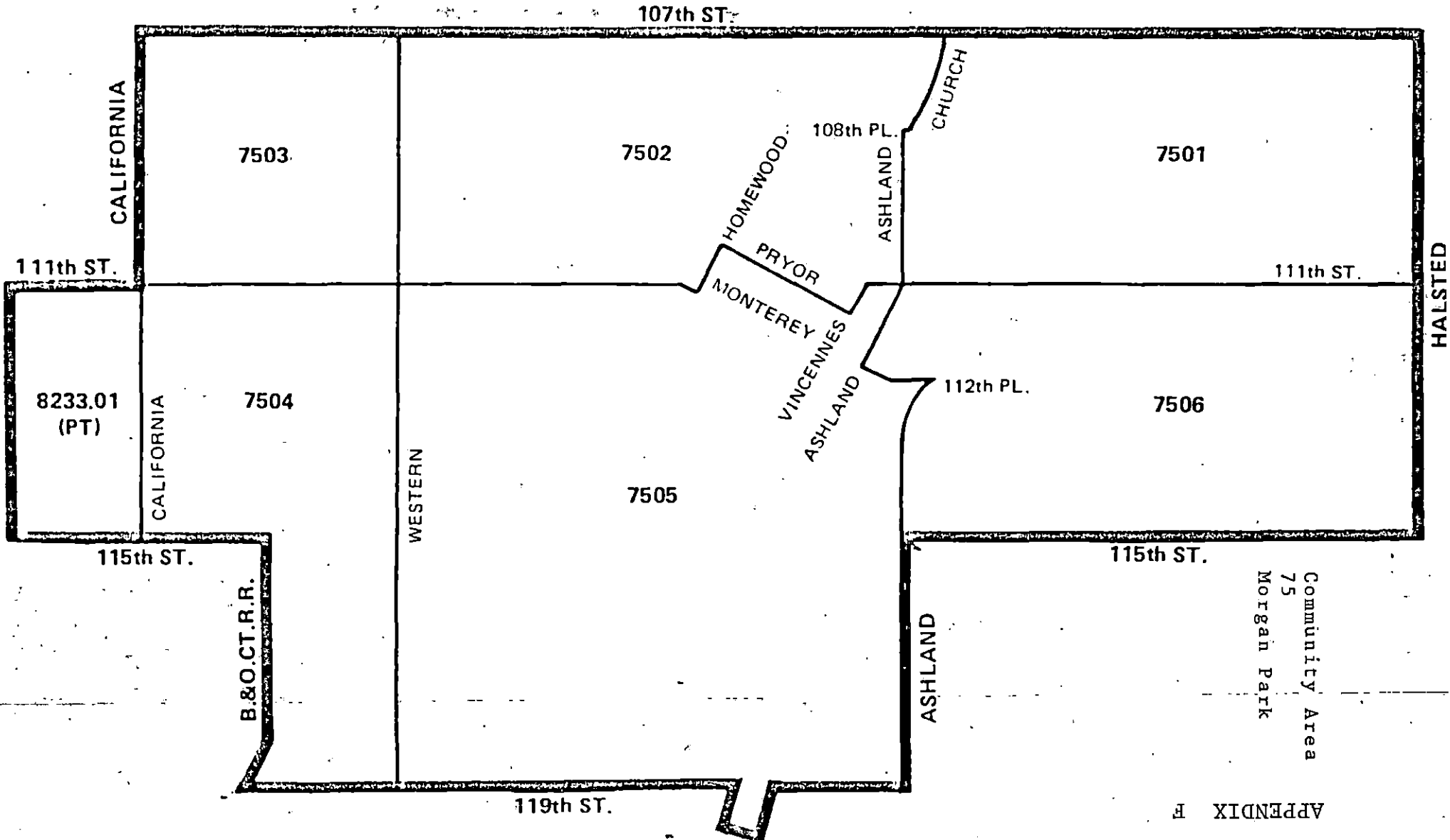
ES
GAN

CODE 80680
P CODE 80690

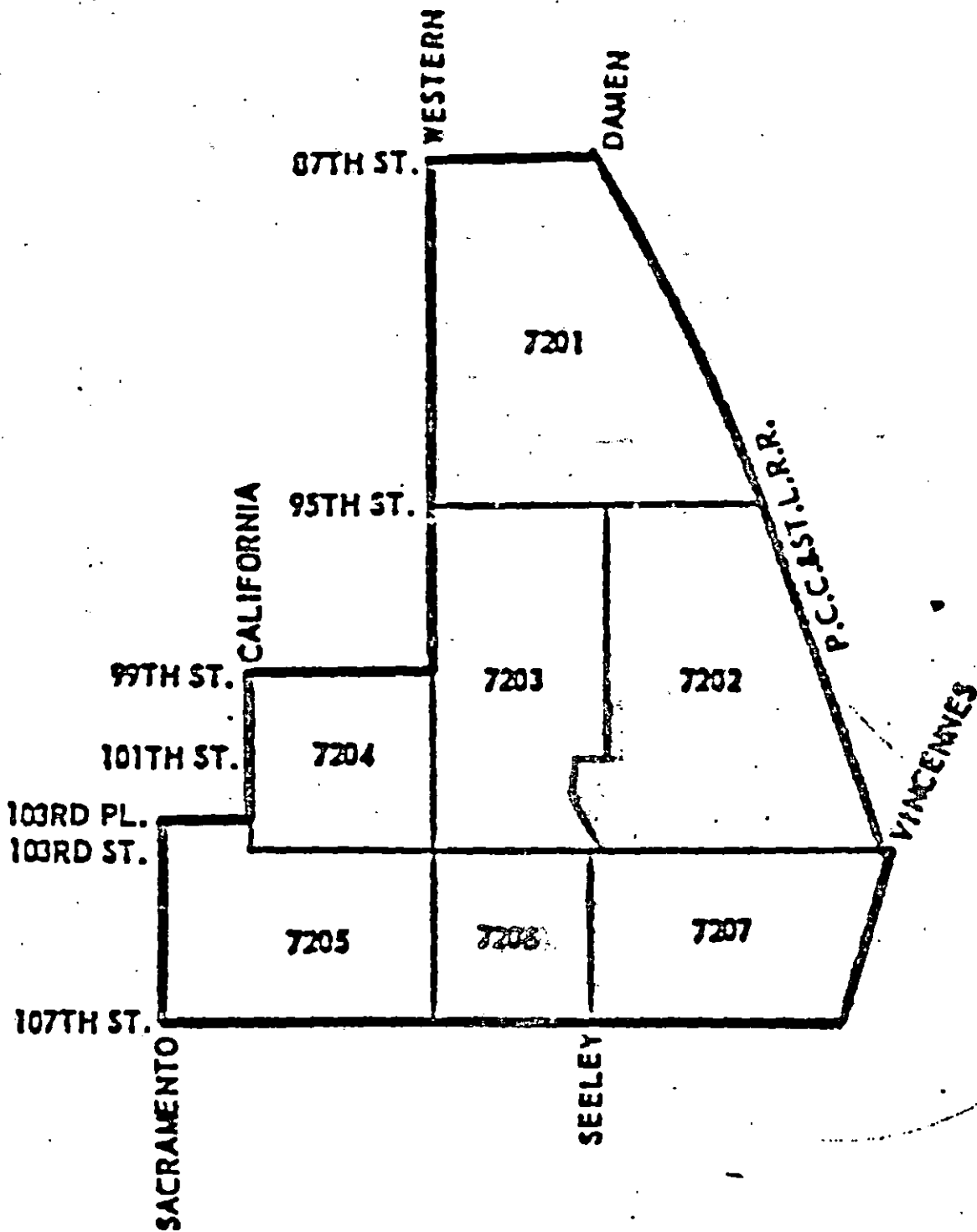
- | | |
|-----------------------|----------------------|
| 5200 W - Laramie | 2400 E - Yates |
| 4800 W - Cicero | 2525 E - Calhoun |
| 4400 W - Koehler | 2732 E - Marquette |
| 4000 W - Pulaski | 2900 E - Escanaba |
| 3600 W - Central Park | 3435 E - Avenue O |
| 3200 W - Kedzie | 3835 E - F.venue F. |
| 2800 W - California | 4100 E - State Line |
| 2400 W - Western | |
| 2000 W - Damen | |
| 1600 W - Ashland | |
| 1200 W - Racine | |
| 800 W - Helms | |
| 320 W - Harvard | |
| 300 W - Princeton | |
| 200 W - Wentworth | |
| 0 - State St | |
| 200 E - Indiana | |
| 400 E - King, Jr Dr | |
| | 400 E - Story Island |

400-7999	60635	400-899	60622	5500-7099	60636	3600-4399	60613	Hoxie Ave, S	60604	Jackson Blvd, E	60604	1600-2399	60639
201-8299 (ODD)	60635	Great St, S	60622	7500-9499	60620	4400-5099	60640	9500-10999	60617	Jackson Blvd, W	60604	3300-43	
ron Pky, W	60614	0-499	60607	9500-10699	60643	5600-6399	60650	12200-14599	60633	0-199	60604	4500-50	
n Blvd & Dr, W	60624	2400-3299	60608	Hamilton Dr, W	60648	6400-7799	60626	Hoyle Ave, N	60612	200-799	60606	5600-73	
n St, W	60612	5200-5299	60609	Hamlet Ave, S	60643	Hermilage Ave, S	60612	0-799	60612	800-1599	60607	Kedvale Awi	
00-799	60606	5500-7499	60621	Hamlin Ave, N	60624	300-1199	60612	800-1599	60622	1600-3199	60612	600-899	
00-1599	60607	7500-9499	60620	0-799	60624	3400-3499	60608	1600-2799	60647	3200-4599	60624	1200-32	
00-3199	60612	9500-12999	60643	800-1599	60651	3500-5499	60609	2900-4399	60618	4500-5999	60644	4300-54	
200-4599	60624	Green Bay Ave, S	60617	1600-2799	60647	5500-7399	60636	4800-5499	60625	James Dr, S	60658	5500-69	
600-5999	60644	8300-11399	60617	2800-4399	60618	7500-9099	60620	6000-6399	60659	James St, W	60609	7800-86	
n Market St, W	60607	13000-14399	60633	4400-5199	60625	Hermosa Ave, S	60643	6400-7599	60645	Janssen Ave, N	60614	11500-1	
St, W	60630	Greendale Ave, W	60648	6100-6399	60659	Hiawatha Ave, N	60646	Hoyle Ave, S	60612	2200-2799	60614	Kedzie Ave,	
ald Blvd, E	60615	Greenleaf Ave, W	60626	6400-7199	60645	Hickory Ave & St, N	60622	0-1199	60612	3400-3599	60657	0-799	
398 (EVEN)	60615	1200-1999	60626	7200-7398 (EVEN)	60645	Higgins Ave, W	60630	1200-3499	60608	3600-3999	60613	800-159	
399 (ODD)	60637	2800-3999	60645	Hamlin Ave, S	60624	5400-6399	60630	3500-5499	60609	4900-4999	60640	1600-27	
ald Blvd, W	60609	4400-6399	60646	0-499	60624	Higgins Ave & Rd, W	60656	5500-7399	60636	Jarath St, W	60648	2800-43	
2398 (EVEN)	60609	7000-7899	60648	1400-3499	60623	6400-7499	60656	7500-9499	60620	Jarath St, W	60648	4400-55	
1199 (ODD)	60621	7200-7399	60631	4400-5499	60632	7500-7899	60631	9500-11199	60643	2600-3999	60645	5500-63	
201-2399 (ODD)	60636	Greenview Ave, N	60622	5500-7299	60629	7901-9299 (ODD)	60631	Hubbard St, E	60611	4800-4899	60646	6400-75	
nd Ct, N	60622	800-1599	60622	7500-8699	60652	Highland Ave, W	60650	Hubbard St, W	60610	Jarvis Ave, W	60626	Kedzie Ave,	
149	60602	2200-2799	60614	9100-9899	60642	1400-1799	60650	0-799	60610	1200-1799	60626	0-1199	
00-299	60601	2800-3599	60657	10300-11899	60655	2100-2299	60659	2000-3199	60610	2000-3199	60645	0-1199	
ght Sq, W	60658	3600-4399	60613	11900-12399	60658	4300-6399	60646	800-1999	60622	3801-3999 (ODD)	60645	1200-34	
ra Ter, N	60614	4400-4699	60640	Hamlin Blvd, S	60624	6500-7399	60631	2000-2499	60612	4001-4899 (ODD)	60646	3500-54	
3 Ave, S	60620	5800-6399	60650	Hamlin Blvd, S	60624	Highlawn Ave, S	60627	4700-4999	60644	6600-7799	60648	5500-74	
00-9499	60620	6400-7699	60626	Hamlin Ct, S	60658	Hill St, W	60610	Huber Ln & Oval, N	60648	Jasper Pl, S	60609	17500-86	
00-9899	60643	Greenwood Ave, N	60658	Hammond Ave, E	60653	Hillock Ave, S	60608	Hudson Ave, N	60610	Jean Ave, N	60646	8700-10	
ve St, W	60657	4800-4999	60656	Hampton Ct, N	60614	Hirsch Dr, W	60622	600-1599	60610	Jean St, W	60658	10300-1	
0-1999	60618	8100-8599	60648	Harbor Ave, S	60601	Hirsch St, W	60622	1600-2199	60614	Jefferson St, N	60658	12300-1	
00-3999	60618	8601-9899 (ODD)	60648	Harding Ave, N	60624	2200-2799	60622	3100-3199	60657	0-399	60606	Kedzie St, V	
00-5599	60641	Greenwood Ave, S	60653	200-799	60624	3200-3999	60651	Huguleit Pl, N	60611	400-499	60610	Kedzie Ave, N	
00-7199	60634	4200-4699	60653	800-1599	60651	Hobart Ave, W	60631	Humboldt Blvd, N	60647	0-399	60606	0-399	60624
00-7899	60635	4700-5499	60615	1600-2799	60647	Hobbie St, W	60610	Humboldt Dr, N	60622	800-1599	60607	800-1599	60651
ia Dr, W	60648	5500-6699	60637	2800-4399	60618	Hobson Ave, N	60614	Hunt Ave, W	60620	1600-2199	60616	1600-2699	60639
la Dr, W	60610	7100-9399	60619	4400-5099	60625	Hoev St, S	60608	Huntington St, W	60646	Jeffery Ave, S	60617	3200-4399	60641
lberg St, W	60630	9500-9899	60628	6000-6299	60659	Holbrook St, W	60646	Hurbin St, W	60631	7900-9799	60617	4400-5199	60630
lgs St, W	60625	13000-13399	60627	6500-6799	60645	Holden Ct, S	60605	Huron St, E	60611	13700-13799	60633	6000-7399	60646
00-3799	60625	Gregory St, W	60640	Harding Ave, S	60623	Holland Rd, S	60620	Huron St, W	60610	Jeffery Ave & Blvd, S	60649	Kedzie Ave, S	
00-6399	60630	1400-1799	60640	1200-3299	60623	Holy Ave, N	60614	0-599	60610	6700-7899	60649	0-1199	60624
00-8399	60656	2600-2999	60625	4500-5499	60632	Hollywood Ave, W	60660	800-1999	60622	Jeffery Blvd, S	60623	1200-3299	60623
I Ct, S	60620	4800-6399	60630	7100-7299	60629	900-1799	60660	2000-3199	60622	7900-9099	60617	3900-5499	60632
Ave, S	60656	6400-8799	60656	9100-10299	60642	2400-3599	60659	3200-3999	60624	Jerome St, W	60645	5500-6899	60629
00-3499	60616	Grennan Pl, W	60648	10300-11899	60655	4000-4499	60646	4600-5999	60644	2500-3199	60645	7700-8699	60652
00-3899	60653	Grenshaw St, W	60648	11900-12499	60658	Holmberg Ct, S & W	60658	Hutchinson St, W	60644	7700-7799	60648	11500-12699	60658
Ct, S	60620	500-1599	60607	Harlem Ave, N	60635	Homan Ave, N	60624	600-1499	60613	2000-3999	60618	4700-5599	60608
i Ave, W	60606	1800-2499	60612	1600-2999	60635	0-799	60624	2000-3999	60618	Jessie St, N	60612	Kedzie St, S	60658
0-799	60606	3200-4599	60624	3000-4399	60634	800-1599	60651	4700-5599	60646	Joyce Ct & Dr, S	60658	Keene Ave, N	60646
00-2799	60612	Gresham Ave, N	60618	4400-5599	60656	Homan Ave, S	60618	Hyacinth Ave & St, W	60641	Jobey Ln, W	60658	Keeney St, W	60648
00-4599	60624	Griffith Ctr	60658	5500-7199	60631	0-1199	60624	Hyde Park Blvd, E	60615	Joey Dr, N	60648	Kelso Ave, N	60638
00-5599	60644	Gross Point Rd, W	60648	7700-8799	60648	1200-3199	60623	Hyde Park Blvd, S	60615	Johanna Dr, W	60648	Kemper Pl, W	60614
ie, W	60627	Grove St, S	60616	Harlem Ave, S	60638	3600-5499	60632	5100-5499	60615	Jonas St, N	60647	Kenmore Ave, N	60614
le Ln, N	60648	Groveland Park, E	60616	5101-7499 (ODD)	60638	5500-7499	60629	5500-5699	60637	Joseph Ter, W	60647	1800-2799	60614
ke Ave, W	60660	Grover St, W	60630	Harper Ave, S	60615	7500-8499	60652	H B M Plaza St	60611	1400-1799	60626	3000-3399	60657
0-1799	60660	Gunnison St, W	60630	5100-5499	60615	9100-10299	60642	Ibsen St, W	60631	6800-7599	60648	3700-4399	60613
00-3999	60659	800-1299	60640	5500-7099	60637	10300-11799	60655	Illinois St, E	60611	Julian Ct, S	60608	4500-5599	60640
00-4799	60646	2400-3099	60625	7700-9499	60619	12300-12599	60658	Illinois St, W	60610	Julia Ct, W	60647	5600-6399	60650
00-7899	60631	4400-6399	60630	Harrison St, E	60605	Independence Blvd, S	60624	Illinois St, W	60610	Julian St, W	60622	Kenneth Ave, N	60624
y Ave, S	60643	6400-8399	60656	Harrison St, W	60605	500-1199	60624	Indiana Ave, S	60618	Juneway Ter, W	60626	200-299	60624
ood Ave, N	60640	Haddock Pl, W	60606	0-199	60605	1200-1399	60623	4500-5499	60609	Junior Ter, W	60613	1900-2399	60639
0-5599	60640	Haddon Ave, W	60622	200-1599	60607	4500-5199	60639	4500-7099	60636	Justine St, N	60607	2800-4399	60641
0-6399	60660	1500-2799	60622	1600-3199	60612	Homeview Ave, S	60643	3300-3499	60608	Justine St, S	60607	4400-5199	60630
0-7199	60626	3200-5599	60651	3200-4599	60624	Honore St, N	60622	Indiana Ave, S	60608	3000-3499	60608	5500-7199	60646
St, E & W	60610	Haft St, W	60646	4600-5599	60644	0-1999	60622	1200-1599	60605	4500-5499	60609	Kenneth Ave, S	
d, W	60610	Haines St, W	60646	8201-8399 (ODD)	60648	900-1999	60616	1600-3499	60616	7500-7099	60636	700-899	60624
11-8199 (ODD)	60648	800-899	60622	Hart St, N	60652	2000-2299	60614	3500-4699	60653	7900-9499	60620	1400-3099	60623
00-8599	60648	Hale Ave, S	60643	Hartland Ct, N	60622	2900-3199	60657	4700-5499	60615	11500-12999	60643	4700-5499	60632
00-8999	60648	Halsted Pky, S	60621	Harts Rd, W	60648	4200-4399	60613	5500-7099	60637	5500-7099	60651	5500-6899	60629
an St, W	60630	Halsted St, N	60621	Hartwell Ave, S	60637	5200-5299	60640	7100-9499	60619	Karlav Ave, N	60651	7700-8699	60652
ch Ave, E	60633	0-399	60606	Hartwell Ave, S	60637	6700-7399	60626	9500-12999	60628	0-399	60624	11500-12899	60658
Ter, W	60613	400-1599	60622	Harvard Ave, S	60621	Honore St, S	60626	13000-14599	60627	800-1599	60651	Kennicott Ave, N	60630
Ave, N	60648	1800-2799	60614	6300-7499	60621	0-299	60612	Indianapolis Ave, S	60617	1600-2799	60639	Kennison Ave, N	60630
St, W	60648	2800-3599	60657	7500-9499	60620	3500-5499	60609	Ingleside Ave, S	60617	2900-3599	60641	Kenoshia Ave, N	60641
1-1999	60613	3600-3799	60613	9500-12699	60628	5500-7399	60636	4700-5499	60615	4500-5099	60641	Kensington Ave, E	60628
0-3799	60618	Halsted St, S	60613	Harvard St, W	60648	7500-8899	60620	5500-6					

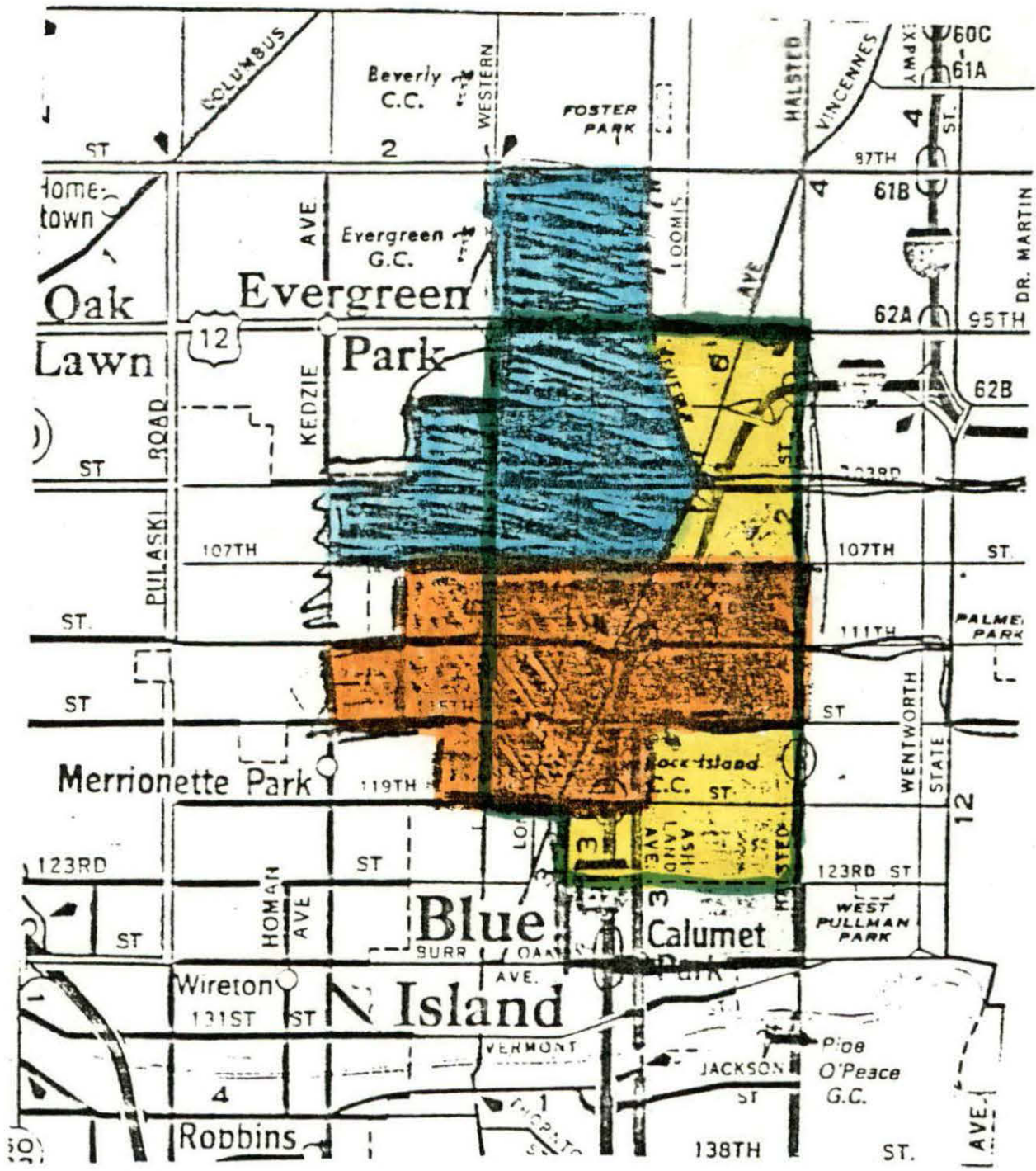
MORGAN PARK



COMMUNITY AREA 72
BEVERLY



Blue = Beverly area
Orange = Morgan Park area
Yellow (Green trim) = 60643 zip code area



1
RESIDENTS OF
9951 STEUBEN ST W
CHICAGO, IL 60643

2
RESIDENTS OF
10160 STEUBEN ST W
CHICAGO, IL 60643

3
RESIDENTS OF
10373 STEUBEN ST W
CHICAGO, IL 60643

4
RESIDENTS OF
10580 STEUBEN ST W
CHICAGO, IL 60643

5
RESIDENTS OF
9740 WASECA PL W
CHICAGO, IL 60643

6
RESIDENTS OF
9951 WASECA PL W
CHICAGO, IL 60643

7
RESIDENTS OF
10160 WASECA PL W
CHICAGO, IL 60643

8
RESIDENTS OF
10373 WASECA PL W
CHICAGO, IL 60643

9
RESIDENTS OF
10580 WASECA PL W
CHICAGO, IL 60643

10 ***
RESIDENTS
9940 ABERDEEN ST S
CHICAGO, IL 60643

11
RESIDENTS OF
11221 ABERDEEN ST S
CHICAGO, IL 60643

12
RESIDENTS OF
11440 ADA ST S
CHICAGO, IL 60643

13
RESIDENTS OF
12221 ADA ST S
CHICAGO, IL 60643

14
RESIDENTS OF
9640 ASHLAND AVE S
CHICAGO, IL 60643

15
RESIDENTS OF
12221 ASHLAND AVE S
CHICAGO, IL 60643

16
RESIDENTS OF
13041 ASHLAND AVE S
CHICAGO, IL 60643

17
RESIDENTS OF
13097 ASHLAND AVE S
CHICAGO, IL 60643

18 ***
RESIDENTS OF
9640 BELL AVE S
CHICAGO, IL 60643

19
RESIDENTS OF
11221 BELL AVE S
CHICAGO, IL 60643

20
RESIDENTS OF
9640 BEVERLY AVE S
CHICAGO, IL 60643

21
RESIDENTS OF
10221 BEVERLY AVE S
CHICAGO, IL 60643

22
RESIDENTS OF
9640 BISHOP ST S
CHICAGO, IL 60643

23
RESIDENTS OF
12221 BISHOP ST S
CHICAGO, IL 60643

24
RESIDENTS OF
1740 BURR OAK AVE W
CHICAGO, IL 60643

25
RESIDENTS OF
1821 BURR OAK AVE W
CHICAGO, IL 60643

26
RESIDENTS OF
1940 BURR OAK AVE W
CHICAGO, IL 60643

27
RESIDENTS OF
1720 BURR OAK AVE W
CHICAGO, IL 60643

28
RESIDENTS OF
9740 CARPENTER ST S
CHICAGO, IL 60643

29 ***
RESIDENTS OF
10221 CARPENTER ST S
CHICAGO, IL 60643

30
RESIDENTS OF
9640 CHARLES ST S
CHICAGO, IL 60643

APPENDIX I (CONTINUED)

31
RESIDENTS OF
10221 CHARLES ST S
CHICAGO, IL 60643

32
RESIDENTS OF
9640 CLAREMONT AVE S
CHICAGO, IL 60643

33 NSA
RESIDENTS OF
10221 CLAREMONT AVE S
CHICAGO, IL 60643

34
RESIDENTS OF
10140 ELIZABETH ST S
CHICAGO, IL 60643

35 ***
RESIDENTS OF
12621 ELIZABETH ST S
CHICAGO, IL 60643

36
RESIDENTS OF
9640 GENOA AVE S
CHICAGO, IL 60643

37
RESIDENTS OF
9621 GENOA AVE S
CHICAGO, IL 60643

38
RESIDENTS OF
9640 GREEN ST S
CHICAGO, IL 60643

39
RESIDENTS OF
10221 GREEN ST S
CHICAGO, IL 60643

40
RESIDENTS OF
12440 HALSTED ST S
CHICAGO, IL 60643

41
RESIDENTS OF
12580 HALSTED ST S
CHICAGO, IL 60643

42
RESIDENTS OF
11940 HONORE ST S
CHICAGO, IL 60643

43 ***
RESIDENTS OF
12421 HONORE ST S
CHICAGO, IL 60643

44
RESIDENTS OF
9640 HOYNE AVE S
CHICAGO, IL 60643

45
RESIDENTS OF
10921 HOYNE AVE S
CHICAGO, IL 60643

46
RESIDENTS OF
11640 JUSTINE ST S
CHICAGO, IL 60643

47
RESIDENTS OF
12721 JUSTINE ST S
CHICAGO, IL 60643

48
RESIDENTS OF
11340 LAFLIN ST S
CHICAGO, IL 60643

49
RESIDENTS OF
12721 LAFLIN ST S
CHICAGO, IL 60643

50
RESIDENTS OF
9640 LEAVITT ST S
CHICAGO, IL 60643

51
RESIDENTS OF
10421 LEAVITT ST S
CHICAGO, IL 60643

52
RESIDENTS OF
9640 LONGWOOD DR S
CHICAGO, IL 60643

53 NSA
RESIDENTS OF
11621 LONGWOOD DR S
CHICAGO, IL 60643

54
RESIDENTS OF
9640 LOOMIS ST S
CHICAGO, IL 60643

55
RESIDENTS OF
12621 LOOMIS ST S
CHICAGO, IL 60643

56
RESIDENTS OF
11240 MARSHFIELD AVE S
CHICAGO, IL 60643

57
RESIDENTS OF
12421 MARSHFIELD AVE S
CHICAGO, IL 60643

58
RESIDENTS OF
10040 MAY ST S
CHICAGO, IL 60643

59
RESIDENTS OF
12621 MAY ST S
CHICAGO, IL 60643

60 ***
RESIDENTS OF
9746 MORGAN ST S
CHICAGO, IL 60643

61
RESIDENTS OF
12721 MORGAN ST S
CHICAGO, IL 60643

62
RESIDENTS OF
9640 OAKLEY AVE S
CHICAGO, IL 60643

63
RESIDENTS OF
11621 OAKLEY AVE S
CHICAGO, IL 60643

64
RESIDENTS OF
12040 PAULINA ST S
CHICAGO, IL 60643

65
RESIDENTS OF
12721 PAULINA ST S
CHICAGO, IL 60643

66
RESIDENTS OF
9640 PEORIA ST S
CHICAGO, IL 60643

67
RESIDENTS OF
12721 PEORIA ST S
CHICAGO, IL 60643

68 ***
RESIDENTS OF
9640 RACINE AVE S
CHICAGO, IL 60643

69
RESIDENTS OF
12621 RACINE AVE S
CHICAGO, IL 60643

70
RESIDENTS OF
9640 SANGAMON ST S
CHICAGO, IL 60643

71
RESIDENTS OF
12721 SANGAMON ST S
CHICAGO, IL 60643

72
RESIDENTS OF
9640 SEELEY AVE S
CHICAGO, IL 60643

73
RESIDENTS OF
10521 SEELEY AVE S
CHICAGO, IL 60643

74
RESIDENTS OF
9640 THROOP ST S
CHICAGO, IL 60643

75
RESIDENTS OF
13101 THROOP ST S
CHICAGO, IL 60643

76
RESIDENTS OF
9640 VANDERPOEL AVE S
CHICAGO, IL 60643

77
RESIDENTS OF
9721 VANDERPOEL AVE S
CHICAGO, IL 60643

78
RESIDENTS OF
1040 VERMONT AVE W
CHICAGO, IL 60643

79
RESIDENTS OF
1321 VERMONT AVE W
CHICAGO, IL 60643

80
RESIDENTS OF
9964 VINCENNES AVE S
CHICAGO, IL 60643

81
RESIDENTS OF
11621 VINCENNES AVE S
CHICAGO, IL 60643

82
RESIDENTS OF
9641 WESTERN AVE S
CHICAGO, IL 60643

83
RESIDENTS OF
9741 WESTERN AVE S
CHICAGO, IL 60643

84
RESIDENTS OF
9940 WESTERN AVE S
CHICAGO, IL 60643

85
RESIDENTS OF
11621 WESTERN AVE S
CHICAGO, IL 60643

86
RESIDENTS OF
9640 WINCHESTER AVE S
CHICAGO, IL 60643

87 ***
RESIDENTS OF
12421 WINCHESTER AVE S
CHICAGO, IL 60643

88
RESIDENTS OF
11940 WOLCOTT AVE S
CHICAGO, IL 60643

89
RESIDENTS OF
12421 WOLCOTT AVE S
CHICAGO, IL 60643

90
RESIDENTS OF
9640 WOOD ST S
CHICAGO, IL 60643

91
RESIDENTS OF
12421 WOOD ST S
CHICAGO, IL 60643

92
RESIDENTS OF
1240 95TH PL W
CHICAGO, IL 60643

93
RESIDENTS OF
1521 95TH PL W
CHICAGO, IL 60643

94
RESIDENTS OF
940 95TH ST S
CHICAGO, IL 60643

95
RESIDENTS OF
2121 95TH ST S
CHICAGO, IL 60643

96
RESIDENTS OF
940 96TH ST W
CHICAGO, IL 60643

97
RESIDENTS OF
2121 96TH ST W
CHICAGO, IL 60643

98
RESIDENTS OF
1140 97TH PL W
CHICAGO, IL 60643

99
RESIDENTS OF
1121 97TH PL W
CHICAGO, IL 60643

100
RESIDENTS OF
940 97TH ST W
CHICAGO, IL 60643

101
RESIDENTS OF
2121 97TH ST W
CHICAGO, IL 60643

102
RESIDENTS OF
1320 98TH PL W
CHICAGO, IL 60643

103
RESIDENTS OF
1341 98TH PL W
CHICAGO, IL 60643

104
RESIDENTS OF
940 98TH ST W
CHICAGO, IL 60643

105
RESIDENTS OF
2021 98TH ST W
CHICAGO, IL 60643

106 ***
RESIDENTS OF
1740 99TH PL W
CHICAGO, IL 60643

107
RESIDENTS OF
1621 99TH PL W
CHICAGO, IL 60643

108
RESIDENTS OF
940 99TH ST W
CHICAGO, IL 60643

109
RESIDENTS OF
2121 99TH ST W
CHICAGO, IL 60643

110
RESIDENTS OF
1340 100TH PL W
CHICAGO, IL 60643

111
RESIDENTS OF
1521 100TH PL W
CHICAGO, IL 60643

112 ***
RESIDENTS OF
940 100TH ST W
CHICAGO, IL 60643

113
RESIDENTS OF
2121 100TH ST W
CHICAGO, IL 60643

114
RESIDENTS OF
1340 101ST PL W
CHICAGO, IL 60643

115
RESIDENTS OF
1821 101ST PL W
CHICAGO, IL 60643

116
RESIDENTS OF
940 101ST ST W
CHICAGO, IL 60643

117
RESIDENTS OF
2121 101ST ST W
CHICAGO, IL 60643

118
RESIDENTS OF
1340 102ND PL W
CHICAGO, IL 60643

119
RESIDENTS OF
1321 102ND PL W
CHICAGO, IL 60643

120
RESIDENTS OF
960 102ND ST W
CHICAGO, IL 60643

121
RESIDENTS OF
2121 102ND ST W
CHICAGO, IL 60643

122 ***
RESIDENTS OF
1140 103RD PL W
CHICAGO, IL 60643

123
RESIDENTS OF
1221 103RD PL W
CHICAGO, IL 60643

124
RESIDENTS OF
940 103RD ST W
CHICAGO, IL 60643

125
RESIDENTS OF
2121 103RD ST W
CHICAGO, IL 60643

126
RESIDENTS OF
1140 104TH PL W
CHICAGO, IL 60643

127
RESIDENTS OF
2121 104TH ST W
CHICAGO, IL 60643

128
RESIDENTS OF
1540 105TH PL W
CHICAGO, IL 60643

129
RESIDENTS OF
1821 105TH PL W
CHICAGO, IL 60643

130
RESIDENTS OF
940 105TH ST W
CHICAGO, IL 60643

131
RESIDENTS OF
2121 105TH ST W
CHICAGO, IL 60643

132
RESIDENTS OF
1740 106TH PL W
CHICAGO, IL 60643

133
RESIDENTS OF
1721 106TH PL W
CHICAGO, IL 60643

134
RESIDENTS OF
940 106TH ST W
CHICAGO, IL 60643

135
RESIDENTS OF
2121 106TH ST W
CHICAGO, IL 60643

136
RESIDENTS OF
1140 107TH PL W
CHICAGO, IL 60643

137
RESIDENTS OF
2121 107TH PL W
CHICAGO, IL 60643

138
RESIDENTS OF
940 107TH ST W
CHICAGO, IL 60643

139
RESIDENTS OF
2121 107TH ST W
CHICAGO, IL 60643

140
RESIDENTS OF
1140 108TH PL W
CHICAGO, IL 60643

141
RESIDENTS OF
2121 108TH PL W
CHICAGO, IL 60643

142
RESIDENTS OF
940 108TH ST W
CHICAGO, IL 60643

143
RESIDENTS OF
1221 108TH ST W
CHICAGO, IL 60643

144 NSA
RESIDENTS OF
1040 109TH PL W
CHICAGO, IL 60643

145 ***
RESIDENTS OF
1421 109TH PL W
CHICAGO, IL 60643

146
RESIDENTS OF
1140 109TH ST W
CHICAGO, IL 60643

147
RESIDENTS OF
2121 109TH ST W
CHICAGO, IL 60643

148
RESIDENTS OF
1140 110TH PL W
CHICAGO, IL 60643

149
RESIDENTS OF
2121 110TH PL W
CHICAGO, IL 60643

150
RESIDENTS OF
940 110TH ST W
CHICAGO, IL 60643

151
RESIDENTS OF
2121 110TH ST W
CHICAGO, IL 60643

152
RESIDENTS OF
1140 111TH PL W
CHICAGO, IL 60643

153
RESIDENTS OF
2121 111TH PL W
CHICAGO, IL 60643

154
RESIDENTS OF
960 111TH ST W
CHICAGO, IL 60643

155
RESIDENTS OF
2121 111TH ST W
CHICAGO, IL 60643

156
RESIDENTS OF
1140 112TH PL W
CHICAGO, IL 60643

157
RESIDENTS OF
2121 112TH PL W
CHICAGO, IL 60643

158
RESIDENTS OF
940 112TH ST W
CHICAGO, IL 60643

159
RESIDENTS OF
2121 112TH ST W
CHICAGO, IL 60643

160
RESIDENTS OF
1140 113TH PL W
CHICAGO, IL 60643

161
RESIDENTS OF
2121 113TH PL W
CHICAGO, IL 60643

162
RESIDENTS OF
1040 114TH PL W
CHICAGO, IL 60643

163
RESIDENTS OF
1921 114TH PL W
CHICAGO, IL 60643

164
RESIDENTS OF
2340 114TH ST W
CHICAGO, IL 60643

165
RESIDENTS OF
2371 114TH ST W
CHICAGO, IL 60643

166
RESIDENTS OF
940 115TH PL W
CHICAGO, IL 60643

167
RESIDENTS OF
971 115TH PL W
CHICAGO, IL 60643

168
RESIDENTS OF
940 115TH ST W
CHICAGO, IL 60643

169 NSA
RESIDENTS OF
2341 115TH ST W
CHICAGO, IL 60643

170
RESIDENTS OF
1040 116TH PL W
CHICAGO, IL 60643

171
RESIDENTS OF
2121 116TH PL W
CHICAGO, IL 60643

172
RESIDENTS OF
940 116TH ST W
CHICAGO, IL 60643

173 NSA
RESIDENTS OF
2121 116TH ST W
CHICAGO, IL 60643

174
RESIDENTS OF
1940 117TH PL W
CHICAGO, IL 60643

175 NSA
RESIDENTS OF
2141 117TH PL W
CHICAGO, IL 60643

176
RESIDENTS OF
940 117TH ST W
CHICAGO, IL 60643

177
RESIDENTS OF
1821 117TH ST W
CHICAGO, IL 60643

178
RESIDENTS OF
940 118TH ST W
CHICAGO, IL 60643

179
RESIDENTS OF
2121 118TH ST W
CHICAGO, IL 60643

180
RESIDENTS OF
940 119TH ST W
CHICAGO, IL 60643

181
RESIDENTS OF
1621 119TH ST W
CHICAGO, IL 60643

182
RESIDENTS OF
2040 119TH ST W
CHICAGO, IL 60643

183
RESIDENTS OF
2120 119TH ST W
CHICAGO, IL 60643

184
RESIDENTS OF
940 120TH ST W
CHICAGO, IL 60643

185
RESIDENTS OF
1621 120TH ST W
CHICAGO, IL 60643

186
RESIDENTS OF
1540 121ST ST W
CHICAGO, IL 60643

187
RESIDENTS OF
1621 121ST ST W
CHICAGO, IL 60643

188
RESIDENTS OF
940 122ND ST W
CHICAGO, IL 60643

189
RESIDENTS OF
1521 122ND ST W
CHICAGO, IL 60643

190
RESIDENTS OF
940 123RD ST W
CHICAGO, IL 60643

191
RESIDENTS OF
1521 123RD ST W
CHICAGO, IL 60643

192
RESIDENTS OF
940 124TH ST W
CHICAGO, IL 60643

193
RESIDENTS OF
1721 124TH ST W
CHICAGO, IL 60643

194
RESIDENTS OF
1140 125TH ST W
CHICAGO, IL 60643

195
RESIDENTS OF
1721 125TH ST W
CHICAGO, IL 60643

196
RESIDENTS OF
1340 126TH ST W
CHICAGO, IL 60643

197 ***
RESIDENTS OF
1721 126TH ST W
CHICAGO, IL 60643

198
RESIDENTS OF
1140 127TH PL W
CHICAGO, IL 60643

199
RESIDENTS OF
1170 127TH PL W
CHICAGO, IL 60643

200
RESIDENTS OF
940 127TH ST W
CHICAGO, IL 60643

201
RESIDENTS OF
1521 127TH ST W
CHICAGO, IL 60643

202
RESIDENTS OF
1940 127TH ST W
CHICAGO, IL 60643

203
RESIDENTS OF
1950 127TH ST W
CHICAGO, IL 60643

204 ***
RESIDENTS OF
1340 128TH ST W
CHICAGO, IL 60643

205
RESIDENTS OF
1521 128TH ST W
CHICAGO, IL 60643

206
RESIDENTS OF
940 129TH PL W
CHICAGO, IL 60643

207
RESIDENTS OF
1021 129TH PL W
CHICAGO, IL 60643

208
RESIDENTS OF
1521 104TH PL W
CHICAGO, IL 60643

209
RESIDENTS OF
940 104TH ST W
CHICAGO, IL 60643

210
RESIDENTS OF
9740 BEVERLY GLEN PKY W
CHICAGO, IL 60643

211
RESIDENTS OF
9951 BEVERLY GLEN PKY W
CHICAGO, IL 60643

212
RESIDENTS OF
10160 BEVERLY GLEN PKY W
CHICAGO, IL 60643

213
RESIDENTS OF
10373 BEVERLY GLEN PKY I
CHICAGO, IL 60643

214
RESIDENTS OF
10580 BEVERLY GLEN PKY W
CHICAGO, IL 60643

215
RESIDENTS OF
9740 CHELSEA PL W
CHICAGO, IL 60643

216
RESIDENTS
9951 CHELSEA PL W
CHICAGO, IL 60643

217
RESIDENTS OF
10160 CHELSEA PL W
CHICAGO, IL 60643

218
RESIDENTS OF
10373 CHELSEA PL W
CHICAGO, IL 60643

219
RESIDENTS OF
10580 CHELSEA PL W
CHICAGO, IL 60643

220
RESIDENTS OF
9740 CHURCH ST S
CHICAGO, IL 60643

221
RESIDENTS OF
9951 CHURCH ST S
CHICAGO, IL 60643

222
RESIDENTS OF
10160 CHURCH ST S
CHICAGO, IL 60643

223
RESIDENTS OF
10373 CHURCH ST S
CHICAGO, IL 60643

224
RESIDENTS OF
10580 CHURCH ST S
CHICAGO, IL 60643

225
RESIDENTS OF
9740 DAVOL ST S
CHICAGO, IL 60643

226
RESIDENTS OF
9951 DAVOL ST S
CHICAGO, IL 60643

227
RESIDENTS OF
10160 DAVOL ST S
CHICAGO, IL 60643

228
RESIDENTS OF
10373 DAVOL ST S
CHICAGO, IL 60643

229
RESIDENTS OF
10580 DAVOL ST S
CHICAGO, IL 60643

230
RESIDENTS OF
9740 DREW ST S
CHICAGO, IL 60643

231
RESIDENTS OF
9951 DREW ST S
CHICAGO, IL 60643

232
RESIDENTS OF
10160 DREW ST S
CHICAGO, IL 60643

233
RESIDENTS OF
10373 DREW ST S
CHICAGO, IL 60643

234
RESIDENTS OF
10580 DREW ST S
CHICAGO, IL 60643

235
RESIDENTS OF
9740 EDMAIRE ST W
CHICAGO, IL 60643

236
RESIDENTS OF
9951 EDMAIRE ST W
CHICAGO, IL 60643

237
RESIDENTS OF
10160 EDMAIRE ST W
CHICAGO, IL 60643

238
RESIDENTS OF
10373 EDMAIRE ST W
CHICAGO, IL 60643

239
RESIDENTS OF
10580 EDMAIRE ST W
CHICAGO, IL 60643

240
RESIDENTS OF
9740 ESMOND ST S
CHICAGO, IL 60643

APPENDIX I (CONTINUED)

241
RESIDENTS OF
9951 ESMOND ST S
CHICAGO, IL 60643

242
RESIDENTS OF
10160 ESMOND ST S
CHICAGO, IL 60643

243
RESIDENTS OF
10373 ESMOND ST S
CHICAGO, IL 60643

244
RESIDENTS OF
10580 ESMOND ST S
CHICAGO, IL 60643

245
RESIDENTS OF
9740 GLENROY AVE S
CHICAGO, IL 60643

246
RESIDENTS OF
9951 GLENROY AVE S
CHICAGO, IL 60643

247
RESIDENTS OF
10160 GLENROY AVE S
CHICAGO, IL 60643

248
RESIDENTS OF
10373 GLENROY AVE S
CHICAGO, IL 60643

249
RESIDENTS OF
10580 GLENROY AVE S
CHICAGO, IL 60643

250
RESIDENTS OF
9740 HALE AVE S
CHICAGO, IL 60643

251
RESIDENTS OF
9951 HALE AVE S
CHICAGO, IL 60643

252
RESIDENTS OF
10160 HALE AVE S
CHICAGO, IL 60643

253
RESIDENTS OF
10373 HALE AVE S
CHICAGO, IL 60643

254
RESIDENTS OF
10580 HALE AVE S
CHICAGO, IL 60643

255
RESIDENTS OF
9740 HAMLET AVE S
CHICAGO, IL 60643

256
RESIDENTS OF
9951 HAMLET AVE S
CHICAGO, IL 60643

257
RESIDENTS OF
10160 HAMLET AVE S
CHICAGO, IL 60643

258
RESIDENTS OF
10373 HAMLET AVE S
CHICAGO, IL 60643

259 NSA
RESIDENTS OF
12580 HAMLET AVE S
CHICAGO, IL 60643

260
RESIDENTS OF
9740 HERMOSA AVE S
CHICAGO, IL 60643

261
RESIDENTS OF
9951 HERMOSA AVE S
CHICAGO, IL 60643

262
RESIDENTS OF
10160 HERMOSA AVE S
CHICAGO, IL 60643

263
RESIDENTS OF
10373 HERMOSA AVE S
CHICAGO, IL 60643

264
RESIDENTS OF
10580 HERMOSA AVE S
CHICAGO, IL 60643

265
RESIDENTS OF
9740 HOMEWOOD AVE S
CHICAGO, IL 60643

266
RESIDENTS OF
9951 HOMEWOOD AVE S
CHICAGO, IL 60643

267
RESIDENTS OF
10160 HOMEWOOD AVE S
CHICAGO, IL 60643

268
RESIDENTS OF
10373 HOMEWOOD AVE S
CHICAGO, IL 60643

269
RESIDENTS OF
10580 HOMEWOOD AVE S
CHICAGO, IL 60643

270 ***
RESIDENTS OF
12740 LINCOLN ST S
CHICAGO, IL 60643

271
RESIDENTS OF
9951 LINCOLN ST S
CHICAGO, IL 60643

272 NSA
RESIDENTS OF
10160 LINCOLN ST S
CHICAGO, IL 60643

273
RESIDENTS OF
10373 LINCOLN ST S
CHICAGO, IL 60643

274
RESIDENTS OF
10580 LINCOLN ST S
CHICAGO, IL 60643

275 NSA
RESIDENTS OF
10143 MALTA ST S
CHICAGO, IL 60643

276
RESIDENTS OF
9951 MALTA ST S
CHICAGO, IL 60643

277
RESIDENTS OF
10160 MALTA ST S
CHICAGO, IL 60643

278
RESIDENTS OF
10373 MALTA ST S
CHICAGO, IL 60643

279
RESIDENTS OF
10580 MALTA ST S
CHICAGO, IL 60643

280
RESIDENTS OF
9740 MONTEREY AVE W
CHICAGO, IL 60643

281
RESIDENTS OF
9951 MONTEREY AVE W
CHICAGO, IL 60643

282
RESIDENTS OF
10160 MONTEREY AVE W
CHICAGO, IL 60643

283
RESIDENTS OF
10373 MONTEREY AVE W
CHICAGO, IL 60643

284
RESIDENTS OF
10580 MONTEREY AVE W
CHICAGO, IL 60643

285
RESIDENTS OF
9740 PAGE ST S
CHICAGO, IL 60643

286
RESIDENTS OF
9951 PAGE ST S
CHICAGO, IL 60643

287
RESIDENTS OF
10160 PAGE ST S
CHICAGO, IL 60643

288
RESIDENTS OF
10373 PAGE ST S
CHICAGO, IL 60643

289
RESIDENTS OF
10580 PAGE ST S
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290
RESIDENTS OF
9740 PROSPECT AVE S
CHICAGO, IL 60643

291
RESIDENTS OF
9951 PROSPECT AVE S
CHICAGO, IL 60643

292 NSA
RESIDENTS OF
10160 PROSPECT AVE S
CHICAGO, IL 60643

293
RESIDENTS OF
10373 PROSPECT AVE S
CHICAGO, IL 60643

294
RESIDENTS OF
10580 PROSPECT AVE S
CHICAGO, IL 60643

295
RESIDENTS OF
9740 PRYOR AVE W
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296
RESIDENTS OF
9951 PRYOR AVE W
CHICAGO, IL 60643

297
RESIDENTS OF
10160 PRYOR AVE W
CHICAGO, IL 60643

298
RESIDENTS OF
10373 PRYOR AVE W
CHICAGO, IL 60643

299
RESIDENTS OF
10580 PRYOR AVE W
CHICAGO, IL 60643

300
RESIDENTS OF
9740 STEUBEN ST W
CHICAGO, IL 60643

301
RESIDENTS OF
9740 WATKINS AVE S
CHICAGO, IL 60643

302
RESIDENTS OF
9951 WATKINS AVE S
CHICAGO IL 60643

303
RESIDENTS OF
10160 WATKINS AVE S
CHICAGO, IL 60643

304
RESIDENTS OF
10373 WATKINS AVE S
CHICAGO, IL 60643

305
RESIDENTS OF
10580 WATKINS AVE S
CHICAGO, IL 60643

306
RESIDENTS OF
9740 WINSTON AVE S
CHICAGO, IL 60643

307 ***
RESIDENTS OF
9951 WINSTON AVE S
CHICAGO, IL 60643

308
RESIDENTS OF
10160 WINSTON AVE S
CHICAGO, IL 60643

309
RESIDENTS OF
10373 WINSTON AVE S
CHICAGO, IL 60643

310
RESIDENTS OF
10580 WINSTON AVE S
CHICAGO, IL 60643

311
RESIDENTS OF
1750 113TH ST W
CHICAGO, IL 60643

312
RESIDENTS OF
1951 113TH ST W
CHICAGO, IL 60643

313
RESIDENTS OF
10740 WALDEN PKY S
CHICAGO, IL 60643

314
RESIDENTS OF
10951 WALDEN PKY S
CHICAGO, IL 60643

315 ***
RESIDENTS OF
10160 WALDEN PKY S
CHICAGO, IL 60643

316 NSA
RESIDENTS OF
12373 WALDEN PKY S
CHICAGO, IL 60643

317 NSA
RESIDENTS OF
12580 WALDEN PKY S
CHICAGO, IL 60643

*** denotes participating respondents
NSA denotes No Such Address (return to sender)

APPENDIX 1 (CONTINUED)

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
17, December 1986



MOREHEAD, KENTUCKY 40351

DEAR SURVEY PARTICIPANT:

WHAT IS THIS?

This is a mail survey of randomly selected members of the Black Community in the Southside Chicago, Illinois area.

WHO IS GIVING THIS SURVEY?

My name is Eugene Maxwell, Jr. and I am a 24-year old native of Savannah, Georgia. Currently, I am enrolled as a fulltime graduate student at Morehead State University in Kentucky, where I am pursuing the master of arts degree in journalism. I recently earned my bachelor of arts degree, also in journalism, at Morehouse College in Atlanta, Georgia. I expect to complete requirements for my master's degree by May of 1987.

WHY DID YOU CHOOSE THIS AREA?

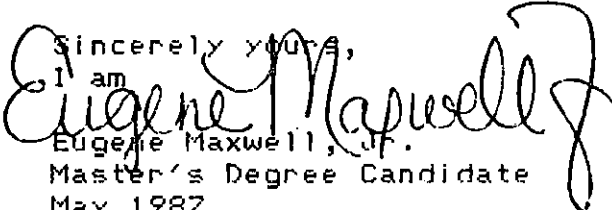
The Chicago area was chosen because it has the largest number of black newspapers in circulation, and at the same time, has a very large number of black residents. Your address was selected from the 1986 U.S. Postal directory for the Chicago, Illinois area, based on your zip code. Your name is unknown to me because it is insignificant in this study.

WHY ARE YOU GIVING THIS SURVEY?

I have chosen the academic program leading to the master's degree with thesis in journalism; therefore, I am required to write and defend a master's thesis (before earning the degree). Your prompt attention and participation in this survey will assist in completing a major part of this assignment. Of course, the results of this survey will serve a significant part in the completion of the actual thesis.

Enclosed is a survey sheet related to this study. Please take a moment to complete and return the survey in the enclosed self-addressed stamped envelope at your earliest convenience. Please accept the enclosed "Biblical" book-marker as a token of appreciation for your time and kind participation in this study.

Thank you in advance for your cooperation, and may God continue to keep you.

Sincerely yours,
I am

Eugene Maxwell, Jr.
Master's Degree Candidate
May 1987

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

SURVEY QUESTIONS:



MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:	UNDER 20	21-30	31-40	41-50	50+
SEX:	MALE	FEMALE			
EDUCATION:	BELOW H.S.	H.S.	H.S.+	ADVANCED DEGREE(S)	
INCOME:	BELOW \$8,000	\$8,001-\$15,000	\$15,001-\$25,000	\$25,000+	
STATUS:	EMPLOYED	UNEMPLOYED	OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)		

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER: _____

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

- A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
- B DEPRIVED OF SOCIAL INFORMATION.
- C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
- D ALL OF THE ABOVE
- E NONE OF THE ABOVE.
- F OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES NO DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES NO DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES NO DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES NO DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
(5=STRONGEST IMPACT)

A	POLITICS	5	4	3	2	1
B	ECONOMICS	5	4	3	2	1
C	NATIONAL	5	4	3	2	1
D	INTERNATIONAL	5	4	3	2	1
E	LOCAL	5	4	3	2	1
F	STATE	5	4	3	2	1
G	EDUCATION	5	4	3	2	1
H	SPORTS	5	4	3	2	1
I	RELIGION	5	4	3	2	1
J	DRUGS	5	4	3	2	1
K	SEX	5	4	3	2	1
L	MARRIAGE	5	4	3	2	1
M	CRIME	5	4	3	2	1
N	NUCLEAR WAR	5	4	3	2	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES NO DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES NO DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES NO DON'T KNOW

(GO TO Q. 18)

17B. IF YES, DO YOU?

YES NO DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20B. WHY? ANSWER: _____

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

The 23rd Psalm

The Lord is my shepherd, I shall not want. He maketh me to lie down in green pastures; He leadeth me beside still waters. He restoreth my soul: He leadeth me in the paths of righteousness for His name's sake. Yea though I walk through the valley of the shadow of death, I will fear no evil: For thou art with me; Thy rod and Thy staff they comfort me. Thou preparest a table before me in the presence of mine enemies: Thou anointest my head with oil; my cup runneth over. Surely goodness and mercy shall follow me all the days of my life; and I will dwell in the house of the Lord forever.
Amen.

KRISTONE

Eugene Maxwell, Jr.

JOURNALIST

Home:
1709 E. 34th Street
Savannah, GA 31404
(912) 234-4166

Campus:
1405 Cartmell Hall/MSU
Morehead, KY 40351
(606) 783-3933

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
21, January 1987



MOREHEAD, KENTUCKY 40351

APPENDIX
M

DEAR SURVEY PARTICIPANT:

(THIS IS A LETTER TO REMIND YOU TO COMPLETE AND RETURN YOUR SURVEY SHEET IMMEDIATELY!!!)

Just before the Christmas holidays, you should have received a survey sheet in the mail. Enclosed with the survey sheet was a self-addressed "stamped" envelope for your convenient return, along with a token of appreciation for your time and kind participation in my study. Although a majority of you have already responded to this study, it is still important to remind those of you who have not responded to complete and return your survey sheets immediately!

Due to the extreme cost of this project, I am unable to send you a second self-addressed "stamped" envelope; however, a plain self-addressed envelope is enclosed for your convenience. I am trusting that you will complete and return your survey sheet immediately. (In case you have mis-placed your original survey sheet, I have enclosed another one for your convenience.)

Once again, your time and kind participation in this study is deeply appreciated. Thank you in advance for your cooperation, and may God continue to be with you throughout the new year.

Sincerely yours,
I am

A handwritten signature in cursive script that reads "Eugene Maxwell, Jr." with a large flourish at the end.

Eugene Maxwell, Jr.
Master's Degree Candidate
May 1987

DEADLINE: JANUARY 31, 1987

Coding Guide Sheet for
Computerized Scan-tron



1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 (1a) 21-30 (1b) 31-40(1c) 41-50(1d) 50+(1e)
SEX: MALE(2a) FEMALE(2b)
EDUCATION: BELOW H.S.(3a) H.S.(3b) H.S.+(3c) ADVANCED DEGREE(S)(3d)
INCOME: BELOW \$8,000(4a) \$8,001-\$15,000(4b) \$15,001-\$25,000(4c) \$25,000+(4d)
STATUS: EMPLOYED(5a) UNEMPLOYED (5b) OTHER (I.E., STUDENT,(5c) HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES (6a) NO (6b)
(YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES (7a) NO (7b)
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES (8a) NO (8b) DON'T KNOW (8c)

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES (9a) NO (9b)
(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

(10a) A LESS THAN 1 YEAR
(10b) B 1-3 YEARS
(10c) C 3-5 YEARS
(10d) D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

(11a) A IT ADDRESSES MORE BLACK-RELATED ISSUES.
(11b) B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
(11c) C ENTERTAINMENT.
(11d) D. COST.
(11e) E. ALL OF THE ABOVE
(12a) F NONE OF THE ABOVE
(12bcd) G. OTHER ANSWER: ~~b/better c/worse d/unclear~~

6. DO YOU READ OTHER BLACK NEWSPAPERS?
 YES (13a) NO (13b)
7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?
 (14a) A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
 (14b) B DEPRIVED OF SOCIAL INFORMATION.
 (14c) C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
 (14d) D ALL OF THE ABOVE
 (14e) E NONE OF THE ABOVE.
 (15abc) F OTHER ANSWER: _____
 a/better b/worse c/unclear
8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?
 YES (16a) NO (16b) DON'T KNOW (16c)
9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?
 YES (17a) NO (17b) DON'T KNOW (17c)
10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?
 YES (18a) NO (18b) DON'T KNOW (18c)
11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?
 YES (19a) NO (19b) DON'T KNOW (19c)
12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?
 YES (20a) NO (20b) DON'T KNOW (20c)
13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
 (5=STRONGEST IMPACT)
- | | | | | | | | |
|----|---|---------------|------|------|------|------|------|
| 21 | A | POLITICS | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 22 | B | ECONOMICS | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 23 | C | NATIONAL | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 24 | D | INTERNATIONAL | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 25 | E | LOCAL | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 26 | F | STATE | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 27 | G | EDUCATION | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 28 | H | SPORTS | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 29 | I | RELIGION | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 30 | J | DRUGS | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 31 | K | SEX | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 32 | L | MARRIAGE | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 33 | M | CRIME | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |
| 34 | N | NUCLEAR WAR | 5(a) | 4(b) | 3(c) | 2(d) | 1(e) |

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES (35a) NO (35b) DON'T KNOW (35c)

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES (36a) NO (36b) DON'T KNOW (36c)

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES (37a) NO (37b) DON'T KNOW (37c)

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES (38a) NO (38b) DON'T KNOW (38c)
(GO TO Q. 18)

17B. IF YES, DO YOU?

YES (39a) NO (39b) DON'T KNOW (39c)

17C. WHY? ANSWER: (40abc) a/better b/worse c/unclear

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES (41a) NO (41b)

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES (42a) NO (42b) DON'T KNOW (42c)

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES (43a) NO (43b) DON'T KNOW (43c)

20B. WHY? ANSWER: (44abc) a/better b/worse c/unclear

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

1	A	B	C	D	E
2	A	B	C	D	E
3	A	B	C	D	E
4	A	B	C	D	E
5	A	B	C	D	E
6	A	B	C	D	E
7	A	B	C	D	E
8	A	B	C	D	E
9	A	B	C	D	E
10	A	B	C	D	E
11	A	B	C	D	E
12	A	B	C	D	E
13	A	B	C	D	E
14	A	B	C	D	E
15	A	B	C	D	E
16	A	B	C	D	E
17	A	B	C	D	E
18	A	B	C	D	E
19	A	B	C	D	E
20	A	B	C	D	E
21	A	B	C	D	E
22	A	B	C	D	E
23	A	B	C	D	E
24	A	B	C	D	E
25	A	B	C	D	E
26	A	B	C	D	E
27	A	B	C	D	E
28	A	B	C	D	E
29	A	B	C	D	E
30	A	B	C	D	E
31	A	B	C	D	E
32	A	B	C	D	E
33	A	B	C	D	E
34	A	B	C	D	E
35	A	B	C	D	E
36	A	B	C	D	E
37	A	B	C	D	E
38	A	B	C	D	E
39	A	B	C	D	E
40	A	B	C	D	E
41	A	B	C	D	E
42	A	B	C	D	E
43	A	B	C	D	E
44	A	B	C	D	E
45	A	B	C	D	E
46	A	B	C	D	E
47	A	B	C	D	E
48	A	B	C	D	E
49	A	B	C	D	E
50	A	B	C	D	E
51	A	B	C	D	E
52	A	B	C	D	E
53	A	B	C	D	E
54	A	B	C	D	E
55	A	B	C	D	E
56	A	B	C	D	E
57	A	B	C	D	E
58	A	B	C	D	E
59	A	B	C	D	E
60	A	B	C	D	E
61	A	B	C	D	E
62	A	B	C	D	E
63	A	B	C	D	E
64	A	B	C	D	E
65	A	B	C	D	E
66	A	B	C	D	E
67	A	B	C	D	E
68	A	B	C	D	E
69	A	B	C	D	E
70	A	B	C	D	E
71	A	B	C	D	E
72	A	B	C	D	E
73	A	B	C	D	E
74	A	B	C	D	E
75	A	B	C	D	E
76	A	B	C	D	E
77	A	B	C	D	E
78	A	B	C	D	E
79	A	B	C	D	E
80	A	B	C	D	E
81	A	B	C	D	E
82	A	B	C	D	E
83	A	B	C	D	E
84	A	B	C	D	E
85	A	B	C	D	E
86	A	B	C	D	E

FEED THIS DIRECTION

IMPORTANT

- USE #2 PENCIL
- EXAMPLE: (A) (B) (C) (D) (E)
- ERASE COMPLETELY TO CHANGE

STW-3896-998 2

TEST RECORD

PART 1	
PART 2	
PART 3	
PART 4	
TOTAL	

STW-3896-998 2

SLIEN-TRON FORM 884

NAME _____

SUBJECT _____

DATE _____ HOUR _____

FEED THIS DIRECTION

1	A	B	C	D	E
2	A	B	C	D	E
3	A	B	C	D	E
4	A	B	C	D	E
5	A	B	C	D	E
6	A	B	C	D	E
7	A	B	C	D	E
8	A	B	C	D	E
9	A	B	C	D	E
10	A	B	C	D	E
11	A	B	C	D	E
12	A	B	C	D	E
13	A	B	C	D	E
14	A	B	C	D	E
15	A	B	C	D	E
16	A	B	C	D	E
17	A	B	C	D	E
18	A	B	C	D	E
19	A	B	C	D	E
20	A	B	C	D	E
21	A	B	C	D	E
22	A	B	C	D	E
23	A	B	C	D	E
24	A	B	C	D	E
25	A	B	C	D	E
26	A	B	C	D	E
27	A	B	C	D	E
28	A	B	C	D	E
29	A	B	C	D	E
30	A	B	C	D	E
31	A	B	C	D	E
32	A	B	C	D	E
33	A	B	C	D	E
34	A	B	C	D	E
35	A	B	C	D	E
36	A	B	C	D	E
37	A	B	C	D	E
38	A	B	C	D	E
39	A	B	C	D	E
40	A	B	C	D	E
41	A	B	C	D	E
42	A	B	C	D	E
43	A	B	C	D	E
44	A	B	C	D	E
45	A	B	C	D	E
46	A	B	C	D	E
47	A	B	C	D	E
48	A	B	C	D	E
49	A	B	C	D	E
50	A	B	C	D	E

JAN 09 RECD



SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER:

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

A LESS INFORMED ABOUT BLACK-RELATED ISSUES.

B DEPRIVED OF SOCIAL INFORMATION.

C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.

D ALL OF THE ABOVE

E. NONE OF THE ABOVE.

F. OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
(5=STRONGEST IMPACT)

A	POLITICS	5	4	<u>3</u>	2	1
B	ECONOMICS	5	4	<u>3</u>	2	1
C	NATIONAL	5	4	<u>3</u>	2	1
D	INTERNATIONAL	5	4	<u>3</u>	2	1
E	LOCAL	5	4	<u>3</u>	2	1
F	STATE	5	4	<u>3</u>	2	1
G	EDUCATION	5	4	<u>3</u>	2	1
H	SPORTS	5	4	<u>3</u>	2	1
I	RELIGION	5	4	<u>3</u>	<u>2</u>	1
J	DRUGS	5	4	<u>3</u>	2	1
K	SEX	5	4	<u>3</u>	2	1
L	MARRIAGE	5	4	<u>3</u>	2	1
M	CRIME	5	4	<u>3</u>	2	1
N	NUCLEAR WAR	5	4	<u>3</u>	2	1

APPENDIX F (CONTINUED)

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES

NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

NO

DON'T KNOW

(GO TO Q. 18)

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY? ANSWER: Supporting our fellow africans against

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID? *Apartheid*

YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20B. WHY? ANSWER: Not supportive enough.

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

APPENDIX 1
CONTINUED

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

JAN 09 1987

JAN 09 RECD

SURVEY QUESTIONS:



MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER:

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

A

LESS INFORMED ABOUT BLACK-RELATED ISSUES.

B

DEPRIVED OF SOCIAL INFORMATION.

C

UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.

D

ALL OF THE ABOVE

E

NONE OF THE ABOVE.

F

OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
(5=STRONGEST IMPACT)

A	POLITICS	<u>5</u>	4	3	2	1
B	ECONOMICS	5	<u>4</u>	3	2	1
C	NATIONAL	5	4	<u>3</u>	2	1
D	INTERNATIONAL	5	4	<u>3</u>	2	1
E	LOCAL	5	<u>4</u>	3	2	1
F	STATE	5	4	<u>3</u>	2	1
G	EDUCATION	<u>5</u>	4	3	2	1
H	SPORTS	5	4	<u>3</u>	2	1
I	RELIGION	5	<u>4</u>	3	2	1
J	DRUGS	5	4	<u>3</u>	2	1
K	SEX	5	4	<u>3</u>	2	1
L	MARRIAGE	5	4	<u>3</u>	2	1
M	CRIME	5	<u>4</u>	3	2	1
N	NUCLEAR WAR	5	4	<u>3</u>	2	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES NO DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES NO DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES NO DON'T KNOW
(GO TO Q. 18)

17B. IF YES, DO YOU?

YES NO DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20B. WHY? ANSWER: I'm against Communism It is unfair to the people in that society

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

*good luck on your thesis
LH.*

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

JAN 09 RECD



SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

I am a West Indian

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER:

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

A LESS INFORMED ABOUT BLACK-RELATED ISSUES.

B DEPRIVED OF SOCIAL INFORMATION.

C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.

D ALL OF THE ABOVE

E NONE OF THE ABOVE.

F OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?

(5=STRONGEST IMPACT)

A	POLITICS	5	4	3	2	1
B	ECONOMICS	5	4	3	2	1
C	NATIONAL	5	4	3	2	1
D	INTERNATIONAL	5	4	3	2	1
E	LOCAL	5	4	3	2	1
F	STATE	5	4	3	2	1
G	EDUCATION	5	4	3	2	1
H	SPORTS	5	4	3	2	1
I	RELIGION	5	4	3	2	1
J	DRUGS	5	4	3	2	1
K	SEX	5	4	3	2	1
L	MARRIAGE	5	4	3	2	1
M	CRIME	5	4	3	2	1
N	NUCLEAR WAR	5	4	3	2	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES NO DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES NO DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES NO DON'T KNOW
(GO TO Q. 18)

17B. IF YES, DO YOU?

YES NO DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20B. WHY? ANSWER: There are a lot of racial prejudice in this country.

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!



SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
B 1-3 YEARS
C 3-5 YEARS
D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
C ENTERTAINMENT.
D COST.
E ALL OF THE ABOVE
F NONE OF THE ABOVE
G OTHER ANSWER:

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

A LESS INFORMED ABOUT BLACK-RELATED ISSUES.

B DEPRIVED OF SOCIAL INFORMATION.

C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.

D/ ALL OF THE ABOVE

E. NONE OF THE ABOVE.

F. OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
(5=STRONGEST IMPACT)

A	POLITICS	5	4	3	2	1
B	ECONOMICS	5	4	3	2	1
C	NATIONAL	5	4	3	2	1
D	INTERNATIONAL	5	4	3	2	1
E	LOCAL	5	4	3	2	1
F	STATE	5	4	3	2	1
G	EDUCATION	5	4	3	2	1
H	SPORTS	5	4	3	2	1
I	RELIGION	5	4	3	2	1
J	DRUGS	5	4	3	2	1
K	SEX	5	4	3	2	1
L	MARRIAGE	5	4	3	2	1
M	CRIME	5	4	3	2	1
N	NUCLEAR WAR	5	4	3	2	1

APPENDIX 2 (CONTINUED)

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES

NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

NO

DON'T KNOW

(GO TO Q. 18)

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY?

ANSWER: *I do not believe in apartheid*

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20B. WHY?

ANSWER: *They have not taken a firm hand.*

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

JAN 09 RECD



SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER:

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

- A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
- B DEPRIVED OF SOCIAL INFORMATION.
- C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
- D ALL OF THE ABOVE
- E NONE OF THE ABOVE.
- F OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES NO DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES NO DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES NO DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES NO DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES? (5=STRONGEST IMPACT)

A	POLITICS	<input checked="" type="radio"/> 5	4	3	2	1
B	ECONOMICS	<input checked="" type="radio"/> 5	4	3	2	1
C	NATIONAL	<input checked="" type="radio"/> 5	4	3	2	1
D	INTERNATIONAL	<input checked="" type="radio"/> 5	4	3	2	1
E	LOCAL	5	<input checked="" type="radio"/> 4	3	2	1
F	STATE	5	4	<input checked="" type="radio"/> 3	2	1
G	EDUCATION	<input checked="" type="radio"/> 5	4	3	2	1
H	SPORTS	5	<input checked="" type="radio"/> 4	3	2	1
I	RELIGION	<input checked="" type="radio"/> 5	4	3	2	1
J	DRUGS	<input checked="" type="radio"/> 5	4	3	2	1
K	SEX	<input checked="" type="radio"/> 5	4	3	2	1
L	MARRIAGE	<input checked="" type="radio"/> 5	4	3	2	1
M	CRIME	5	<input checked="" type="radio"/> 4	3	2	1
N	NUCLEAR WAR	5	<input checked="" type="radio"/> 4	3	2	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES

NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

NO
(GO TO Q. 18)

DON'T KNOW

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20B. WHY? ANSWER: _____

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

JAN 09 RECD



SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:	UNDER 20	21-30	31-40	41-50	<u>50+</u>
SEX:	<u>MALE</u>	FEMALE			
EDUCATION:	BELOW H.S.	H.S.	H.S.+	<u>ADVANCED DEGREE(S)</u>	
INCOME:	BELOW \$8,000	\$8,001-\$15,000	\$15,001-\$25,000	\$25,000+	
STATUS:	EMPLOYED	UNEMPLOYED	OTHER (I.E., STUDENT, HOUSEWIFE, <u>RETIRED</u>)		

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER.

For Social and Economic Improvement

APPENDIX U
RESPONDANT # 177

SECRET

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

A

LESS INFORMED ABOUT BLACK-RELATED ISSUES.

B

DEPRIVED OF SOCIAL INFORMATION.

C

UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.

D

ALL OF THE ABOVE

E

NONE OF THE ABOVE.

F

OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?

(5=STRONGEST IMPACT)

A	POLITICS	5	<input checked="" type="radio"/> 4	<input checked="" type="radio"/> 3	2	1
B	ECONOMICS	<input checked="" type="radio"/> 5	4	3	2	1
C	NATIONAL	5	<input checked="" type="radio"/> 4	3	2	1
D	INTERNATIONAL	5	<input checked="" type="radio"/> 4	3	2	1
E	LOCAL	<input checked="" type="radio"/> 5	4	3	2	1
F	STATE	5	<input checked="" type="radio"/> 4	3	2	1
G	EDUCATION	5	<input checked="" type="radio"/> 4	3	2	1
H	SPORTS	<input checked="" type="radio"/> 5	4	3	2	1
I	RELIGION	5	4	<input checked="" type="radio"/> 3	2	1
J	DRUGS	<input checked="" type="radio"/> 5	4	3	2	1
K	SEX	5	<input checked="" type="radio"/> 4	3	2	1
L	MARRIAGE	5	<input checked="" type="radio"/> 4	3	2	1
M	CRIME	<input checked="" type="radio"/> 5	4	3	2	1
N	NUCLEAR WAR	<input checked="" type="radio"/> 5	4	3	2	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES

NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

NO

DON'T KNOW

(GO TO Q. 18)

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20B. WHY? ANSWER: IN THE END JUSTICE SHOULD PREVAIL. Justice is
COMPLEX AND DEPENDS ON THE RELIGIOUS, SOCIAL, ECONOMIC, AND
POLITICAL CONDITIONS. I HOPE AND PRAY FOR A PEACEFUL SOLUTION.
THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE
SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

The same to you.

APPENDIX A

C

(CONTINUED)

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

JAN 09 RECD



SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:	UNDER 20	21-30	31-40	41-50	<u>50+</u>
SEX:	MALE	FEMALE			
EDUCATION:	BELOW H.S.	H.S.	H.S.+	ADVANCED DEGREE(S)	
INCOME:	BELOW \$8,000	\$8,001-\$15,000	\$15,001-\$25,000	\$25,000+	
STATUS:	EMPLOYED	UNEMPLOYED	OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)		

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES NO
(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A. LESS THAN 1 YEAR
- B. 1-3 YEARS
- C. 3-5 YEARS
- D. MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A. IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B. IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C. ENTERTAINMENT.
- D. COST.
- E. ALL OF THE ABOVE
- F. NONE OF THE ABOVE
- G. OTHER ANSWER:

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

SURVEY QUESTIONS:

JAN 09 RECD



MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:	UNDER 20	21-30	31-40	41-50	50+
SEX:	MALE	FEMALE			
EDUCATION:	BELOW H.S.	H.S.	H.S. +	ADVANCED DEGREE(S)	
INCOME:	BELOW \$8,000	\$8,001-\$15,000	\$15,001-\$25,000	\$25,000+	
STATUS:	EMPLOYED	UNEMPLOYED		OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)	

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A. LESS THAN 1 YEAR
- B. 1-3 YEARS
- C. 3-5 YEARS
- D. MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A. IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B. IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C. ENTERTAINMENT.
- D. COST.
- E. ALL OF THE ABOVE
- F. NONE OF THE ABOVE
- G. OTHER ANSWER:

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

JAN 14 1987



SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:	UNDER 20	21-30	31-40	41-50	50+
SEX:	MALE	FEMALE			
EDUCATION:	BELOW H.S.	H.S.	H.S. +	ADVANCED DEGREE(S)	
INCOME:	BELOW \$8,000	\$8,001-\$15,000	\$15,001-\$25,000	\$25,000+	
STATUS:	EMPLOYED	UNEMPLOYED	RETIRED	OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)	

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES NO
(YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES NO
(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER:

APPENDANT 710

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

- A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
- B DEPRIVED OF SOCIAL INFORMATION.
- C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
- D ALL OF THE ABOVE
- E NONE OF THE ABOVE.
- F OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES NO DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES NO DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES NO DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES NO DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
(5=STRONGEST IMPACT)

A	POLITICS	5	4	<input checked="" type="radio"/>	2	1
B	ECONOMICS	5	4	<input checked="" type="radio"/>	2	1
C	NATIONAL	5	4	<input checked="" type="radio"/>	2	1
D	INTERNATIONAL	5	4	<input checked="" type="radio"/>	2	1
E	LOCAL	5	4	<input checked="" type="radio"/>	2	1
F	STATE	5	4	<input checked="" type="radio"/>	2	1
G	EDUCATION	5	4	<input checked="" type="radio"/>	2	1
H	SPORTS	5	4	<input checked="" type="radio"/>	2	1
I	RELIGION	5	4	<input checked="" type="radio"/>	2	1
J	DRUGS	5	4	<input checked="" type="radio"/>	2	1
K	SEX	5	4	<input checked="" type="radio"/>	2	1
L	MARRIAGE	5	4	<input checked="" type="radio"/>	2	1
M	CRIME	5	4	<input checked="" type="radio"/>	2	1
N	NUCLEAR WAR	5	4	<input checked="" type="radio"/>	2	1

APPENDIX A (CONTINUED)

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES

NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

NO

DON'T KNOW

(GO TO Q. 18)

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY?

ANSWER: BANK TIES

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20B. WHY?

ANSWER: NOT TRUE ON INFO.

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

JAN 17 1986

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

SURVEY QUESTIONS:



MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:	UNDER 20	21-30	31-40	41-50	50+
SEX:	MALE	FEMALE			
EDUCATION:	BELOW H.S.	H.S.	H.S. +	ADVANCED DEGREE(S)	
INCOME:	BELOW \$8,000	\$8,001-\$15,000	\$15,001-\$25,000	\$25,000+	
STATUS:	EMPLOYED	UNEMPLOYED		OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)	

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES NO
(YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES NO
(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

A LESS THAN 1 YEAR
 B 1-3 YEARS
 C 3-5 YEARS
 D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

A IT ADDRESSES MORE BLACK-RELATED ISSUES.
 B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
 C ENTERTAINMENT.
 D COST.
 E. ALL OF THE ABOVE
 F NONE OF THE ABOVE
 G. OTHER ANSWER:

RECORDING UNIT 7000

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

A LESS INFORMED ABOUT BLACK-RELATED ISSUES.

B DEPRIVED OF SOCIAL INFORMATION.

C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.

D ALL OF THE ABOVE

E. NONE OF THE ABOVE.

F. OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
(5=STRONGEST IMPACT)

A	POLITICS	5	<input checked="" type="radio"/> 4	3	2	1
B	ECONOMICS	<input checked="" type="radio"/> 5	4	3	2	1
C	NATIONAL	<input checked="" type="radio"/> 5	4	3	2	1
D	INTERNATIONAL	5	<input checked="" type="radio"/> 4	3	2	1
E	LOCAL	<input checked="" type="radio"/> 5	4	3	2	1
F	STATE	<input checked="" type="radio"/> 5	4	3	2	1
G	EDUCATION	<input checked="" type="radio"/> 5	4	3	2	1
H	SPORTS	5	4	3	<input checked="" type="radio"/> 2	1
I	RELIGION	<input checked="" type="radio"/> 5	4	3	2	1
J	DRUGS	5	<input checked="" type="radio"/> 4	3	2	1
K	SEX	5	<input checked="" type="radio"/> 4	3	2	1
L	MARRIAGE	5	<input checked="" type="radio"/> 4	3	2	1
M	CRIME	<input checked="" type="radio"/> 5	4	3	2	1
N	NUCLEAR WAR	<input checked="" type="radio"/> 5	4	3	2	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES

NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

NO

DON'T KNOW

(GO TO Q. 18)

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20B. WHY? ANSWER: *Because I believe our government conveys only that they want us as blacks to believe*

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

Good Luck to you.

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

JAN 22 REC'D

SURVEY QUESTIONS:



APPENDIX 2 RESPONDANT #29

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES NO
(YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES NO
(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER:

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

A

LESS INFORMED ABOUT BLACK-RELATED ISSUES.

B

DEPRIVED OF SOCIAL INFORMATION.

C

UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.

D

ALL OF THE ABOVE

E

NONE OF THE ABOVE.

F

OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?

(5=STRONGEST IMPACT)

A	POLITICS	5	4	<u>3</u>	2	1
B	ECONOMICS	5	<u>4</u>	3	2	1
C	NATIONAL	5	<u>4</u>	3	2	1
D	INTERNATIONAL	5	4	<u>3</u>	2	1
E	LOCAL	5	4	3	2	<u>1</u>
F	STATE	5	4	<u>3</u>	2	1
G	EDUCATION	5	<u>4</u>	3	2	1
H	SPORTS	5	4	<u>3</u>	2	1
I	RELIGION	5	4	<u>3</u>	2	1
J	DRUGS	5	4	3	<u>2</u>	1
K	SEX	5	4	<u>3</u>	2	1
L	MARRIAGE	5	<u>4</u>	3	2	1
M	CRIME	5	4	3	<u>2</u>	1
N	NUCLEAR WAR	5	<u>4</u>	3	2	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES

NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

NO
(GO TO Q. 18)

DON'T KNOW

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20B. WHY? ANSWER: _____

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

JAN 23 RECD

SURVEY QUESTIONS:



MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S) M.A.
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER:

JAN 24 REC'D

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

SURVEY QUESTIONS:



MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:	<u>UNDER 20</u>	21-30	31-40	41-50	50+
SEX:	<u>MALE</u>	FEMALE			
EDUCATION:	<u>BELOW H.S.</u>	H.S.	<u>H.S. +</u>	ADVANCED DEGREE(S)	
INCOME:	<u>BELOW \$8,000</u>	\$8,001-\$15,000	\$15,001-\$25,000	\$25,000+	
STATUS:	<u>EMPLOYED</u>	UNEMPLOYED	<u>OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)</u>		

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES NO
(YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES NO
(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A. LESS THAN 1 YEAR
- B. 1-3 YEARS
- C. 3-5 YEARS
- D. MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A. IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B. IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C. ENTERTAINMENT.
- D. COST.
- E. ALL OF THE ABOVE
- F. NONE OF THE ABOVE
- G. OTHER ANSWER:

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

- A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
- B DEPRIVED OF SOCIAL INFORMATION.
- C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
- D ALL OF THE ABOVE
- E NONE OF THE ABOVE

OTHER ANSWER: See their opinion on certain issues

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES NO DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES NO DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES NO DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES NO DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
(5=STRONGEST IMPACT)

A	POLITICS	5	4	3	2	1
B	ECONOMICS	5	4	3	2	1
C	NATIONAL	5	4	3	2	1
D	INTERNATIONAL	5	4	3	2	1
E	LOCAL	5	4	3	2	1
F	STATE	5	4	3	2	1
G	EDUCATION	5	4	3	2	1
H	SPORTS	5	4	3	2	1
I	RELIGION	5	4	3	2	1
J	DRUGS	5	4	3	2	1
K	SEX	5	4	3	2	1
L	MARRIAGE	5	4	3	2	1
M	CRIME	5	4	3	2	1
N	NUCLEAR WAR	5	4	3	2	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES NO DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES NO DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES NO DON'T KNOW
(GO TO Q. 18)

17B. IF YES, DO YOU?

YES NO DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20B. WHY? ANSWER: _____

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

JAN 24 RECD



1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

SURVEY QUESTIONS:

JAN RECD

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:	UNDER 20	21-30	31-40	41-50	50+
SEX:	MALE	FEMALE			
EDUCATION:	BELOW H.S.	H.S.	H.S.+	ADVANCED DEGREE(S)	
INCOME:	BELOW \$8,000	\$8,001-\$15,000	\$15,001-\$25,000	\$25,000+	
STATUS:	EMPLOYED	UNEMPLOYED	OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)		

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES NO
(YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES NO
(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER:

APPENDIX 66 RESPONDANT # 7/0

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

- A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
- B DEPRIVED OF SOCIAL INFORMATION.
- C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
- D ALL OF THE ABOVE
- E NONE OF THE ABOVE.
- F OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES? (5=STRONGEST IMPACT)

A	POLITICS	5	4	3	2	1
B	ECONOMICS	5	4	3	2	1
C	NATIONAL	5	4	3	2	1
D	INTERNATIONAL	5	4	3	2	1
E	LOCAL	5	4	3	2	1
F	STATE	5	4	3	2	1
G	EDUCATION	5	4	3	2	1
H	SPORTS	5	4	3	2	1
I	RELIGION	5	4	3	2	1
J	DRUGS	5	4	3	2	1
K	SEX	5	4	3	2	1
L	MARRIAGE	5	4	3	2	1
M	CRIME	5	4	3	2	1
N	NUCLEAR WAR	5	4	3	2	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES NO DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES NO DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES NO DON'T KNOW
(GO TO Q. 18)

17B. IF YES, DO YOU?

YES NO DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES NO DON'T KNOW

20B. WHY? ANSWER: Because its immoral, inhuman, money grabbing and wrong.

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

2/2/87
Rec'd



SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT,
HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A. LESS THAN 1 YEAR
- B. 1-3 YEARS
- C. 3-5 YEARS
- D. MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A. IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B. IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C. ENTERTAINMENT.
- D. COST.
- E. ALL OF THE ABOVE
- F. NONE OF THE ABOVE
- G. OTHER ANSWER: It also serves a purpose

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

- A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
- B DEPRIVED OF SOCIAL INFORMATION.
- C UNWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
- D ALL OF THE ABOVE
- E NONE OF THE ABOVE.
- F OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES NO DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES NO DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES NO DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES NO DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES? (5=STRONGEST IMPACT)

A	POLITICS	<u>5</u>	4	3	2	1
B	ECONOMICS	<u>5</u>	4	<u>3</u>	2	1
C	NATIONAL	<u>5</u>	4	<u>3</u>	2	1
D	INTERNATIONAL	<u>5</u>	<u>4</u>	<u>3</u>	2	1
E	LOCAL	<u>5</u>	4	3	2	1
F	STATE	<u>5</u>	<u>4</u>	3	2	1
G	EDUCATION	<u>5</u>	4	3	2	1
H	SPORTS	<u>5</u>	4	<u>3</u>	2	1
I	RELIGION	<u>5</u>	4	<u>3</u>	2	1
J	DRUGS	<u>5</u>	4	3	2	1
K	SEX	<u>5</u>	4	3	2	1
L	MARRIAGE	<u>5</u>	4	<u>3</u>	2	1
M	CRIME	<u>5</u>	4	3	2	1
N	NUCLEAR WAR	<u>5</u>	4	3	<u>2</u>	1

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES

 NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

 YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

 YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

 NO

DON'T KNOW

(GO TO Q. 18)

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

 YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

 YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

 YES NO

DON'T KNOW

20B. WHY?

ANSWER: Yes? because I think the Government is good to us

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

FEB 05 RECD



SURVEY QUESTIONS:

MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 21-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES NO
(YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES NO
(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
- B 1-3 YEARS
- C 3-5 YEARS
- D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

- A IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C ENTERTAINMENT.
- D. COST.
- E. ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G. OTHER ANSWER:

ALL INFORMATION IS CONFIDENTIAL # 3001

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

- A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
- B DEPRIVED OF SOCIAL INFORMATION.
- C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
- D ALL OF THE ABOVE
- E NONE OF THE ABOVE.
- F OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES NO DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES NO DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES NO DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES NO DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES NO DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES? (5=STRONGEST IMPACT)

A	POLITICS	5	4	<input checked="" type="radio"/> 3	2	1
B	ECONOMICS	5	4	<input checked="" type="radio"/> 3	2	1
C	NATIONAL	5	4	<input checked="" type="radio"/> 3	2	1
D	INTERNATIONAL	5	4	<input checked="" type="radio"/> 3	2	1
E	LOCAL	5	4	<input checked="" type="radio"/> 3	2	1
F	STATE	5	4	<input checked="" type="radio"/> 3	2	1
G	EDUCATION	5	4	<input checked="" type="radio"/> 3	2	1
H	SPORTS	5	4	<input checked="" type="radio"/> 3	2	1
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J	DRUGS	5	4	<input checked="" type="radio"/> 3	2	1
K	SEX	5	4	3	2	<input checked="" type="radio"/> 1
L	MARRIAGE	5	4	3	2	<input checked="" type="radio"/> 1
M	CRIME	5	4	<input checked="" type="radio"/> 3	2	1
N	NUCLEAR WAR	5	4	<input checked="" type="radio"/> 3	2	1

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YES

NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

NO
(GO TO Q. 18)

DON'T KNOW

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20B. WHY? ANSWER: _____

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

1405 Cartmell Hall/MSU
Morehead, Kentucky 40351
December 17, 1986

SURVEY QUESTIONS:

2/12/87
Rec'd



MOREHEAD, KENTUCKY 40351

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

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SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW \$8,000 \$8,001-\$15,000 \$15,001-\$25,000 \$25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES
(YOU MAY SKIP Q. 1B)

NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES

NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES

NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

- A LESS THAN 1 YEAR
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- C ENTERTAINMENT.
- D COST.
- E ALL OF THE ABOVE
- F NONE OF THE ABOVE
- G OTHER ANSWER: _____

6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

- A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
- B DEPRIVED OF SOCIAL INFORMATION.
- C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
- D ALL OF THE ABOVE
- E NONE OF THE ABOVE.
- F OTHER ANSWER: _____

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
(5=STRONGEST IMPACT)

A	POLITICS	5	4	3	2	1
B	ECONOMICS	5	4	3	2	1
C	NATIONAL	5	4	3	2	1
D	INTERNATIONAL	5	4	3	2	1
E	LOCAL	5	4	3	2	1
F	STATE	5	4	3	2	1
G	EDUCATION	5	4	3	2	1
H	SPORTS	5	4	3	2	1
I	RELIGION	5	4	3	2	1
J	DRUGS	5	4	3	2	1
K	SEX	5	4	3	2	1
L	MARRIAGE	5	4	3	2	1
M	CRIME	5	4	3	2	1
N	NUCLEAR WAR	5	4	3	2	1

APPENDIX B (CONTINUED)

14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES

NO

DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES

NO

DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES

NO

DON'T KNOW

(GO TO Q. 18)

17B. IF YES, DO YOU?

YES

NO

DON'T KNOW

17C. WHY? ANSWER: _____

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES

NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES

NO

DON'T KNOW

20B. WHY? ANSWER: _____

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

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- The Baton Rouge Examiner (to be renamed the Greater Baton Rouge Metro in January 1985), is a free monthly newsprint tabloid aimed at blacks with money. The Examiner was founded in August 1983 by Kermit Thomas. His formula for success is to portray attractive black role models, not poverty and street crime, to create a positive publication. Thomas has been able to capitalize on his paper's appeal to businesses trying to target the black market and trying to maintain an image in the black community. Thomas' Baton Rouge paper is the first of a chain of monthlies with similar philosophies that he plans to start across the South. Thomas helped to assure financial success for his publications when he flew to

Chicago in October 1984 to sell the black advertising establishment on his paper. The Examiner is now included in agency recommendations to such clients as Coca-Cola, McDonald's, Jos, Schlitz Brewing Co., and Stroh Brewery."

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-----"Apparently, black people do not relate to white newspapers. White newspapers do not seem to serve minority readers' needs. Furthermore, many of the stories that make up "Black" metro news are negative ones. There are 2 newspapers that are trying to fill in the gap left by the major dailies. One is The Post, in Oakland, California, and the other is the Atlanta Daily World. Both publications try to present a mix of local, national, and international news. The Post has prospered in recent years, as advertisers have come to realize the importance of minority consumers. The Post aims to inspire, and its editorial policy is country first, race second, and party third. A strong professional marketing approach has been the key to the paper's success. The Post also has a heavily religious Saturday/Sunday edition. Both The Post and The Daily have strong food sections, and they have been profitable, as are both papers' religious sections. Both papers are looking forward to a more minority-oriented marketplace."

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conveying their role to advertisers. For example, black newspapers do not have the circulation or penetration needed to make them primary advertising vehicles. Of the 162 black weeklies listed in the Editor & Publisher 1985 yearbook, only 12 are audited by the Audit Bureau of Circulation, a fact that keeps many advertisers away. Tobacco and liquor companies headed the 1984 list of advertisers in black newspapers, with Philip Morris as the leading spender at \$2 million. To improve and sustain this type of advertising support and for greater market penetration, editorial quality must be improved. The newspapers must also target their audience within the increasingly segmented black community. Essentially, black newspapers have entered an era of great growth potential, but one in which they must learn to compete."

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-----"Pam McAllister Johnson is the US' most influential black woman in newspaper publishing today. As president and publisher of the Ithaca Journal, a small college-town paper in upstate New York, Johnson is the first black woman in the US to control a general-market daily. However, it is not only her work at The Journal that has kept Johnson in the news for the past 3 years, but the fact that she is publisher of a Gannett newspaper. Gannett Co. Inc. is the largest and among the most prestigious newspaper groups in the US. When Gannett announced Johnson's appointment in November 1981, most of the newspaper industry was taken by surprise. Johnson was recruited from her teaching position at Norfolk State University; most publishers tend to come up through the ranks. Moreover, a black woman is not often put in charge of an award-winning paper in a virtually all-white community."

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-----"Lack of advertising is a problem that plagues the entire black press, including the Chicago Defender, the oldest black daily in the US. Positioned as a

community paper, its goal is to competently cover and report what goes on in Chicago's black community. It has an unaudited daily circulation of 30,000, but it has struggled with financial problems since its inception in 1905. Its goal, then and now, is to assist in eliminating all traces of discrimination and unjust practices in America. Continuing that dream is the paper's main purpose, according to John H. Sengstacke, chairman of publisher Sengstacke Enterprises. Although advertisers usually prefer nationally circulated magazines that allow them to reach the most people. For this reason, The Defender's advertising is 70% local. It does, however, have a small list of national advertisers, including General Foods, Pillsbury, and R. J. Reynolds (RJR). According to Dan Pearson, media director of RJR, black dailies are as effective at reaching their target audience as their mainstream counterparts, and they have an immediacy impact similar to most general market dailies."

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RESOURCE AGENCIES

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312-285-5800
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Bureau of the Census
175 W. Jackson Blvd.
Chicago, Illinois 60604
312-353-0980 or 353-6251

Northeastern (Illinois) Planning Commission
312-454-0400
Research Department

National Association for the Advancement of Colored People
(NAACP) Chicago Chapter
312-363-8600
Research Department

People United to Serve Humanity
(PUSH) Chicago Chapter
312-373-3366

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