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**All the news that's fit to print? : a comparative content analysis
examining the effects of changing ownership on Chattanooga's
newspapers**

Alexander Ian McLeod

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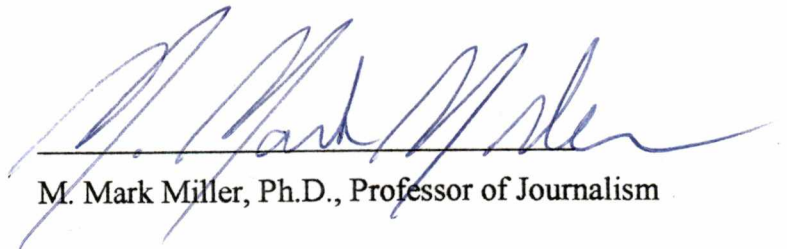
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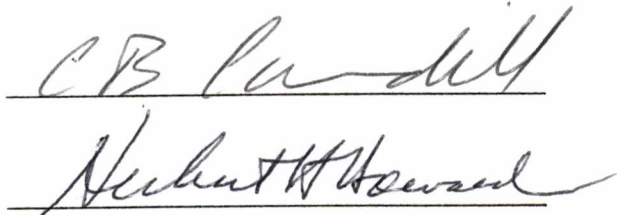
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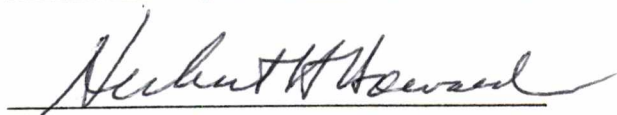
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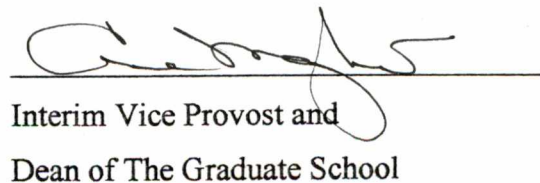


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Interim Vice Provost and
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ALL THE NEWS THAT'S FIT TO PRINT?

**A Comparative Content Analysis Examining the Effects of Changing Ownership on
Chattanooga's Newspapers**

**A Thesis
Presented for the
Master of Science Degree
The University of Tennessee, Knoxville**

**Alexander Ian McLeod
May, 2001**

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DEDICATION

To Trina and John, for their endless support. To my mother, who never gives up; and to my father, who sat with me on the front steps and told me to get the education he never had.

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Several people helped and encouraged me in this project. First and most tenaciously was my wife, Trina, who spent several nights and a couple weekends coding newspapers, critiquing drafts and cajoling me when I felt lazy.

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ABSTRACT

For most of the 20th Century, Chattanooga witnessed a relentless rivalry in which two family-owned, ideologically opposed newspapers were pitted against one another. Indeed, when WEHCO Media, Inc.—a privately held, family owned chain based in Little Rock—bought The Times and Free Press in 1988, Chattanooga was the last major city of its size in Tennessee—and one of the few in the Nation—to have two competing dailies. WEHCO, named for owner Walter E. Hussman, Jr., has pledged to maintain the best of both papers and, in the process, has created a “hybrid” paper that carries material from both its predecessors.

A great deal of scholarly work has been done to assess changes in content quality resulting from newspaper buyouts and acquisitions. This study is an examination of the content changes that have resulted from the purchase and forced marriage of two long-time rival newspapers. (The author acknowledges a personal interest in this study since he was employed by The Times early in his career.)

A content analysis of 30 issues, 10 each of The Times, the Free Press and the hybrid paper was conducted. The papers were assessed for the degree to which they evidenced established quality attributes. The results were coded and the content quality of each paper was compared. The results show that, while the hybrid paper has a larger news hole and ranks higher in most of the selected quality criteria, Chattanooga may be getting something less than the sum of the papers that preceded it.

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CHAPTER I

INTRODUCTION

Over the past several years, researchers have documented the steady decline of local newspaper ownership in the United States and a steady increase in buyouts, consolidations and monopolies. This trend generally is considered to be bad for journalism and bad for communities which have in the past been served by two or more competing daily newspapers. There are data suggesting—and some refuting—that chain-ownership places a disproportionate value on bottom-line performance at newspapers. Some equate media conglomerates with absentee landlords, interested in their papers' performance only insofar as they meet financial targets. Others bemoan the loss of distinct editorial voices within communities and the differing interpretations of news stories that can only result from reporters competing with one another.

Chattanooga, for most of its existence, was a multiple-newspaper town. Without question, the dominant newspapers in this century were two family-owned dailies—The Chattanooga Times and the Chattanooga News-Free Press—that were as distinct from one another as ink and paper. For more than 50 years the papers battled each other—sometimes subtly from within the same building, and other times venomously in print and in the courts. In the past two years, that all ended with the purchase and merger of The Times and the Free Press (“News” was dropped from the

masthead in 1993) by WEHCO Media, Inc., of Little Rock, Arkansas. While hardly qualifying as a mega-deal in the tradition of the America OnLine buyout of Time-Warner, the merging of The Times and Free Press epitomizes what has happened and continues to happen on a vast scale across the nation as media properties are acquired by a growing number of entrepreneurs. And it adds Chattanooga to the list of cities who are asking whether they are better or worse off with a single paper and an owner with no personal link to the community.

Purpose of Study and Research Questions

“Our goal is to make Chattanooga’s newspaper not just the best in Tennessee, but the best paper of its size in both the South and the entire country” (Hussman, 1999).

This is how Walter E. Hussman, Jr. summarized his vision in the first issue of his latest publishing venture—the newly merged Chattanooga Times & Chattanooga Free Press. Hussman’s purchase of the two competing dailies in 1998, shocked those familiar with journalism in the Southeast and accomplished what many in Chattanooga had considered unthinkable—the forced marriage of two family newspapers that had been bitter ideological and personal rivals for over half a century.

Hussman’s reassurances probably did little to soothe the fears of Chattanoogaans, many of whom identified strongly with one paper and loathed the other. Only 5,000 Chattanoogaans subscribed to both papers (Fahri, 1999). I must acknowledge that my

first real job out of college was with The Chattanooga Times and I took great pride in the fact that it was founded by the same legendary publisher that created the modern New York Times, that it was a Pulitzer Prize winner¹ and was widely regarded as a progressive force in the community. So, Hussman's remark raised a big question for me: Is Chattanooga any better-served by the merged paper than it was by either of the previous papers or by the diversity inherent in two competing daily papers?

The remark also raises several questions that relate more broadly to the overall quality of newspapers: What makes a newspaper "good," or one better than another? How can the content of a newspaper be objectively judged apart from the influences of biased colleagues, favored or unfavored political and editorial positions and regular paychecks? What tends to happen to a newspaper's editorial content and quality when it is bought out, taken over or merged?

Working at The Chattanooga Times in the mid-1970s, I had absolutely no doubt that I was employed by the superior paper. The Times ran progressive editorials, covered national and international news extensively, gave plenty of room to the arts and exposed readers to some of the best journalism in the world through the New York Times news service. The Chattanooga News-Free Press took conservative editorial stands bordering on the reactionary, ran copious standup photos of Rotarians and Civitans and made it a point to identify people charged in crimes by race. Occasionally,

¹ In 1956, Times reporter Charles Bartlett, won the Pulitzer for National News Reporting "for his original disclosures that led to the resignation of Harold E. Tablet as Secretary of the Air Force" (Pulitzer Prize [Online], Available: <http://www.pulitzer.org/index.html> [1956]).

the Free Press screamed from the front page banner headlines such as **“ROCKY’S WIFE’S CANCER CUT OUT!!!”**—alerting readers to the mastectomy the Vice President’s wife, Happy Rockefeller, had just endured.

But Hussman’s purchase of the Times and the Free Press has given me an opportunity to distance myself from these biases and attempt to evaluate both papers with greater objectivity. The merged paper is currently called The Chattanooga Times/Chattanooga Free Press and, at this writing, has two opposing editorial voices that reflect its predecessors. Despite these concessions to a divided readership, it my belief that both of the papers that struggled so fiercely over the latter half of the 20th century are dead. They have been replaced by something that aspires to be better, stronger and a “lasting legacy to the unique talents and visions of both [founders] and their families” (Hussman, 1999).

This statement by Hussman raises yet another question. Webster’s Ninth New College Dictionary defines “legacy” as “something received from an ancestor or predecessor . . .” Something that is a legacy to the visions of both Adolph S. Ochs, founder of the Times, and Roy K. McDonald, founder of the Free Press, would seemingly contain traits and characteristics both men could recognize and agree with. It would seem that any paper that attempted to encompass the disparate visions of both of these men would suffer from split personality. However, it would be interesting to

determine whether, based on content, the newly merged paper reflects either of the earlier papers.

I propose in this paper first to explore the nature of editorial quality in newspapers. Secondly, utilizing a form of content analysis, the paper will evaluate the Chattanooga Times, the Chattanooga Free Press and the new merged paper on an objective basis to determine how the quality of their news content compares. Finally, it will attempt to determine whether the “visions” of Adolph Ochs and Roy McDonald are being perpetuated by the merged Chattanooga Times and Chattanooga Free Press.

Issue Environment

“There is, I believe, a fundamental reason why the American Press is strong enough to remain free. That reason is that the American newspapers, large and small, and without exception, belong to a town, a city, at the most to a region” (Overholser, 1999). Another Walter—Walter Lippman—is reported to have spoken these words at a dinner in Iowa 50 years ago. “When Lippman spoke,” according to Overholser, “1,300 American newspapers—almost all of them—were independent and locally owned. Today, fewer than 300 are—and media mergers, affecting all levels and all kinds of media, show no signs of slowing.” Among the locally owned, independent papers Lippman was extolling were the Chattanooga Times and the Chattanooga News-Free Press.

Adolph S. Ochs was 19 when he moved to Chattanooga from Knoxville after his father had declared bankruptcy, determined to “rescue his family’s fortunes and reputation” (Tift, 1999, p. 15). One of Ochs’ earliest associates in Chattanooga was Franc M. Paul, with whom he became a partner in a failed attempt to publish the Chattanooga Daily Dispatch. Paul, an alcoholic and opium addict by the time Ochs knew him, had gained notoriety during the Civil War by printing the Chattanooga Daily Rebel “out of a packet boat, with the steam up in case the Yankees got too close” (Crowe, 1999, p. 7). The Chattanooga Daily Times was a nine-year-old “near-moribund” paper on July 1, 1878 when Ochs bought a half-interest with a \$250 down payment he had borrowed from a cousin (Tift, 1999, p. 15).

The Times under Ochs, by all accounts, underwent a striking metamorphosis. Ochs was “a hustler, going out personally to sell advertising and help fill The Times with factual, unbiased news, a rarity in most papers in those days” (Mooney, 1996, p. 14).

Unlike most of his fellow publishers, Adolph sought to make his newspaper impartial, rather than a party organ or shill for business interests. To modern readers, the paper’s prose seems flowery and overheated, but for its era The Chattanooga Times was remarkably even-handed, at various times offending and pleasing both Democrats and Republicans” (Tift, 1999, p. 25).

Even so, Ochs apparently intended for The Times to blend into the city to which it belonged. According to Tift, Ochs asserted that “The Chattanooga Daily Times would

be 'in line with the Conservative Democrats of the South' and would devote itself to the 'material, educational, and moral growth of our progressive city and its surrounding territory'" (p. 16). Before long, "Daily" was dropped from the masthead and the paper began to prosper simply as The Chattanooga Times. It would be many years before The Times would adopt the decidedly liberal editorial philosophy that would put it out of favor with many in the community it served.

Using borrowed money again in 1896, and armed with a letter of introduction from President Grover Cleveland, Ochs bought the struggling New York Times "virtually at a sheriff's sale" for \$75,000 (Mooney, 1996, p. 14). According to Mooney, Ochs adapted an advertisement from a relative's cigar store, "All the Cigars Fit to Smoke," into the famous slogan that survives on the masthead of the New York and Chattanooga Times to this day: "All the News That's Fit to Print." When Ochs started the Chattanooga Times, he had, after startup expenses, just \$12.50 in operating capital (Mooney, 1996, p. 14). For the first nine months of this year, the New York Times Co., the conglomerate that now owns several newspapers, television and radio stations, posted profits of \$260 million on revenues of more than \$2.5 billion (Yahoo! Online Business Profile-NYT, 2000).

When Ochs died in Chattanooga in 1935, control of his newspapers went to his descendents—but not as a subsidiary of the New York Times Company. In 1964, the family chose Ruth Sulzberger Holmberg to be publisher of the Chattanooga Times

—without even discussing it with her (Jones, 1999). Paul Neely succeeded her in 1992, and Holmberg stayed on as Chairman (Vass, 1998).

Roy K. McDonald, the son of a Chattanooga grocer, once carried the Chattanooga Times as a paperboy and won second place in a five-mile race sponsored by The Times. He started the Chattanooga Free Press in 1933 as a free weekly shopper, carrying only a few news features, to advertise his father's chain of grocery stores. Over time, other merchants bought advertising space in the "throw away" paper and McDonald's stores distributed up to 65,000 copies a week. In 1939, McDonald bought the struggling Chattanooga News for \$550,000 and combined the papers into the Chattanooga News-Free Press (Mooney, 1996, p. 16).

The morning Times and the afternoon News-Free Press were editorial opposites from the beginning.

[The News-Free Press] always represented a conservative Christian viewpoint in its news columns, as well as on its editorial page. Into the 1990s, it still referred to the Chinese as 'Reds.' While The Times has been known for pushing education and national and world news on its front page, the Free Press' claim to fame has been local coverage, fires, crime and ribbon cuttings, wrapped around 'grip and grin' photographs sent in by readers (Hendrick, 1999, p. 1-C).

However, the News-Free Press approach to the news resonated with Chattanoogaans. Many readers preferred the small-town feel of the paper and it became widely known in the city that if you wanted media coverage of a ribbon-cutting or

cheerleader tryouts, you called the Chattanooga News-Free Press (Hendrick, 1999).

That was just fine with McDonald, who—it was said around The Times newsroom—much-preferred to think of himself as a merchant than a publisher.

During World War II, shortages of manpower led the News-Free Press and The Times to enter a joint publishing agreement, moving into the former Chattanooga News building and using the same press, advertising and clerical staff (Hendrick, 1999).

McDonald then began to shift money from the Free-Press to prop up his “ailing” chain of grocery stores and The Times extended hundreds of thousands of dollars in advances and loans to keep him solvent. Tensions between the families continued to grow as McDonald defaulted on an agreement with The Times, lost his position as an equal partner and was reduced to paying rent (Tift, 1999, pg. 408).

Over the years, McDonald had renewed the mutually beneficial [joint operating] pact whenever it was due to expire, but never without complaining about The Chattanooga Times' 'extravagant' expenses in the name of quality and threatening to either separate the papers' joint operations or sell the Free Press to an outsider (pg. 408).

The Times' circulation, meanwhile was suffering from its unpopular stand on integration and the New York Times was bankrolling the Chattanooga paper. In addition to McDonald's resentment of his subordinate financial position, he deplored The Times' stand on racial issues, declaring that “he was ‘almost ashamed’ to occupy

the same building as The Chattanooga Times after the paper supported the admission of the first black to the University of Mississippi” (Tift, 1999, p. 407).

In 1966, McDonald cancelled the joint operating agreement—according to Mooney, the first such agreement to be cancelled in the Nation. The News-Free Press moved to a former hosiery mill and began to compete directly with The Times by adding a Sunday edition. That same year, The Times countered with an evening paper—The Chattanooga Post. McDonald filed an anti-trust complaint against The Times and, as part of a consent decree, The Times was forced to give up the Post in 1970 and paid the News-Free Press a settlement of \$2.5 million (Mooney, 1996, p. 17). For several years, The Times seemed to operate on a shoestring, while the News-Free Press grew in circulation and advertising lineage. A rather grim saying around The Times copy desk (heard personally by the author) was that “things will only improve when Roy McDonald dies and he’s never going to die.” McDonald, through his 70s and 80s, was at the paper every day, constantly visiting the composing and press rooms and, according to legend, folding papers by hand when the press malfunctioned.

In 1980, the papers again entered into a joint publishing agreement, and this time The Times gave up its Sunday paper. The papers maintained separate editorial offices, but all of the business and production work was shifted to the Free-Press building.

In 1990, Roy McDonald died and, like The Times, control of the paper went to a descendent. However, McDonald’s son Frank was terminally ill (he has since died)

and editor Lee Anderson, related by marriage, is over 70. Neither have children interested in perpetuating a newspaper. The Times made a bid to buy the Free Press, but Anderson swore they would never sell to the "the Philistines" (Mooney, 1996, p. 16). As a consequence, the family sold the Free Press to Hussman in 1998. Hussman "pledged to invest in the paper and to maintain a joint operating agreement with the morning Times . . ." (Fahri, 1999). The Times decided it could not compete with someone as determined as Hussman and decided to sell the following year. At the time of their purchase, The Times had a daily circulation of 41,229, while the Free-Press sold 40,119 afternoon papers and 106,200 on Sundays. Of the 145 staff members employed by the two papers, 38 lost their jobs after the consolidation (Vass, 1998).

Hussman, like the Chattanooga he conquered, has a strong family newspaper tradition. His father and grandfather had owned and operated newspapers in Arkansas since the beginning of the century. In 1974, with degrees in journalism and business and a job as a reporter with Forbes magazine behind him, the 27-year-old Hussman became publisher of the Arkansas Democrat. After a 17-year fight with media giant Gannett, Hussman forced the closure of the competing Arkansas Gazette in 1991. He bought the Gazzett's assets and subscriptions and renamed his paper the Arkansas Democrat-Gazette. Today, WEHCO, Inc., owns seven papers, mostly in Arkansas, as well as television, radio and cable properties (Vass, 1998).

Beyond Tennessee and Arkansas, media ownership patterns are changing radically in much of the English-speaking world. The ever-intensifying concentration of ownership, media "clusters," joint operating agreements, buyouts and mergers are all part of the environment in which The Times and Free Press existed for the past several years and to which they finally fell victim.

According to Bass (1999),

On a scale never before seen or imagined, newspaper chains are concentrating their holdings into tight geographic groups. Stimulated by new opportunities for cutting costs and building revenues, and encouraged by tax laws and changing trends in retail advertising, such established companies as Thompson, Knight Ridder, Cox, Media General, Hollinger, Gannett, Donrey and MediaNews are swapping properties like baseball cards, unloading papers that don't fit their geographic strategies and acquiring ones that do.

Whether they are called "strategic marketing groups," "regional groups," or "clusters," the intent is the same: newspaper chains acquire newspapers in a geographic region, consolidate advertising and even news coverage in a manner that maximizes profits. Bass likens the phenomenon to a game of Monopoly: "Everyone knows that Boardwalk and Park Place are worth more if you own them both, which means a player who owns one will pay a premium to own the other." "The ultimate cost-cutting prize," he says, "is having two or more papers share the same printing plant."

There is nothing new about concentrating media properties, but it is occurring today on a scale today that is without precedent. "Concentration of ownership has

been a fact of American business this entire century. It came late to the newspaper business . . . but they're catching up" (Morton, 1992). U.S. newspaper chains, according to Busterna, "have been reversing their postwar declines. Nationally, in 1986, there were 1,158 dailies owned by 127 chains in the U.S. with a circulation of about 50 million (Busterna, 1988, p. 835).

Newspaper concentration is even more pronounced in Canada. Of that nation's 106 daily papers, "93 percent" will be owned by big chains if all of the pending deals are permitted. "All of the English language daily newspapers in three provinces—Newfoundland, New Brunswick and Saskatchewan—will be controlled by one owner" (Flavelle, 1996). In Great Britain, Fradgley (1995, p. 902) reports that by 1987, three newspaper chains controlled almost 50 percent of the daily circulation of national newspapers.

In the U.S., there is still more diffusion of ownership, but the trend is unmistakable:

- "Of the 543 newspaper trades and acquisitions recorded between 1994 and 1998, all but a few have resulted in tighter concentration of ownership within a state or region" (Bass, 1999).
- "Twelve of New Jersey's 19 daily papers are owned by just three companies—Gannett, Newhouse and Macromedia" (Bass, 1999).

- Only 14 [major newspaper] markets still have completely separate, competing papers and in most of those markets, one paper is so far ahead that there's little incentive for the leader to agree to a peaceful co-existence" (Fahri, 1999).

Joint Operating Agreements, or JOAs, like the ones The Times and Free Press twice entered into, were an attempt by Congress to preserve competitive newspapers. JOAs allowed papers to consolidate their "advertising, circulation, production and business functions while retaining separate editorial voices" (Blevins, 1995, p. 136). Their failure in Chattanooga mirrored failures across America. According to Fahri (1999), 28 cities had "two papers joined at the wallet" in the late 1970s; today there are only 13 JOAs and many of them are weak. Knoxville and Nashville are other Tennessee cities with defunct newspaper JOAs.

The reason so many failed, according to Fahri (1999) and others, is that preserving a monopoly wasn't enough for many publishers. "In a number of JOAs, publishers have mutually decided it's better for their bottom lines, if not for their readers, if one of the partners dies." Hussman, according to Vass (1988), asserts that the legislation establishing JOA's "wasn't enough to overcome market forces."

In addition, newspapers have been weathering the assaults of newer technologies and declining readership. Morton (1999) states that "economic trends and

competition—from the internet, cable television, direct mail, and suburban weeklies and shoppers—are turning the United States into a nation of one-newspaper towns.”

Finally, of course, newspapers are not alone in this era of mergers and acquisitions. Howe (1999) asserts “While it is difficult to calculate an exact number, industry analysts agree that the overwhelming majority of everything Americans see on television over the course of a week is now developed by six or seven huge companies, some of which are likely to continue merging.” And Huber (2000) posits that with the acquisition of Time-Warner by America On Line, the new dot com companies have served notice they will be leading the charge. “They will attract the money, define the architectures, and dictate the timetables. The old media [companies] will sell out to them, one by one.”

Organization of Chapters

Chapter I: Introduces the issues, describes the broad areas the paper intends to explore and discusses the historical background and recent environment in which The Chattanooga Times and Chattanooga Free Press existed until they were merged.

Chapter II: Reviews relevant literature on the nature of quality in journalism and the effects that media consolidations and mergers are having on newspapers. The chapter concludes with three research questions.

Chapter III: Describes the methodology—including content analysis and data measurement—the paper will employ to ascertain the quality of the Chattanooga papers being studied.

Chapter IV: Provides the results of the analysis of the content of 30 issues of the Chattanooga newspapers and displays and compares the results for each paper using graphs and tables.

Chapter V: Interprets the results and attempts to arrive at conclusions and the implications for Chattanooga.

CHAPTER II

REVIEW OF THE LITERATURE

Introduction

Numerous attempts have been made over the past few decades to define or describe the characteristics of quality in newspaper content. To better understand the nature of content quality in journalism, how quality is perceived to be affected by nation-wide trends in ownership and organizational structures, and the applicability of nation-wide trends and perceptions of quality measures to the Chattanooga newspaper market, several studies have been examined. Unless otherwise noted, the term “quality” throughout this paper refers to newspaper content.

The first section of this chapter is an inspection of several influential studies and the evolution of what are necessarily subjective judgments into more clearly measurable and standardized attributes of journalistic quality.

Section two of the literature review is an examination of scholarly research that has attempted to determine the effects of ownership changes, consolidation and structural evolution on newspaper quality. Included in this chapter are descriptions of some of the methods researchers have employed to describe and track changes in newspaper quality.

From these studies reflecting the current state of scholarship on newspaper quality, research questions have been proposed that will facilitate a content analysis of current and former Chattanooga newspapers.

The Nature of Quality in Newspapers

“For almost half a century,” according to Stevenson (1994), “American newspapers have been whistling past the graveyard. The forced cheerfulness is based on continued high profits while readership declines steadily.” Inevitably, discussions of declines in newspaper readership lead to discussions of newspaper quality. There is a widespread perception among many journalists, some scholars and a large segment of the public that the quality of American newspapers has declined. Reasons that are often cited include the higher costs of newsprint and labor, the influence of public ownership and cost-cutting on newspaper operations, changing readership habits, competition from television and, most recently, the internet.

A loss of content quality is frequently cited in complaints about the print media. Of all the arguments that could have been advanced when the popular editor of the Latino Catholic newspaper, *El Visitante*, was fired, critics chose a loss of quality at the newspaper as the basis to contest the dismissal (Russell, 1981).

For every opinion about whether there has been a decline in newspaper quality, there seems to be an opinion about the nature of quality—what content quality *is*. Editors, reporters, readers, researchers and newspaper business managers all have distinct notions of what constitutes good journalism. For editors, attributes relating to craft and

the role of journalism in society tend to take precedence. For readers there is a moral value component. For former New York Times reporter Eugene Roberts (1993), it is "substance." Seymour Topping (1993), as president of the American Society of Newspaper Editors, declared ethnic diversity, both in the newsroom and in newspaper content, as "vital" to quality. White (1992) would leave the issue entirely up to the reader—whatever sells must be good.

Perhaps Lashnits (1994) has devised the cleverest method of determining newspaper quality. As an editor at Reader's Digest, his job was to read dozens of newspapers a week. "I stumbled on a much simpler gauge of how good a newspaper is. The ultimate question is, how well does it start a fire?" Lashnits decries tabloids because of the excess incombustible ink from "overzealous headlines . . . they burn half-heartedly for a few seconds, then go out." Based on his trials, Gannett papers are the worst and the New York Times burns best, aided by "thick sections . . . good quality paper and the spare use of ink." Fortunately, several serious studies on the nature of newspaper quality have been performed as well.

In an influential 1977 survey (described in a 1981 publication), Bogart examined the ways in which editors define quality both for themselves and from the standpoint of readership interest. He found that editors "really have common values. There is a surprising degree of consensus as to what makes a newspaper good and what makes it attractive" (p. 200). Bogart, in questioning 1,300 editors of both large and very small papers, first asked them to rank seven attributes of quality by importance. The results from the 746 respondents are described in Table 1.

Table 1
Bogart (1981) Editor Rankings of 7 Newspaper Quality Attributes

<i>Attributes of Editorial Quality</i>	<i>Over 250,000 Circulation</i>	<i>Under 25,000 Circulation</i>
1 Accuracy	1	1
2 Impartiality in Reporting	2	2
3 Investigative Enterprise	3	3
4 Specialized Staff Skills	4	5
5 Individuality of Character	5	7
6 Civic-Mindedness	7	4
7 Literary Style	6	6

While accuracy and impartiality in reporting and investigative enterprise were judged identically high by both large and small-paper editors, large-paper editors rated specialized staff skills and individuality of character higher than their counterparts at small papers. Bogart, however, was not satisfied with the subjectivity of these results:

All these attributes [of quality], like motherhood and the flag, are beyond discussion. Editors commonly use subjective criteria like these when they look at their own papers or at others. But although such values are important in judging editorial awards, they cannot very well be used on a large scale to relate editorial excellence to trends in circulation, advertising, profitability, or other worldly criteria of success. To do that kind of thing requires yardsticks that can be readily determined or actually measured" (p. 195).

Bogart asked the editors to rate 23 more detailed attributes of quality on a scale of +3 to -3. Further, he asked them to rate them from two perspectives: 1) how they, as editors, would assign importance, and 2) how they perceive each attribute's contribution to reader interest. Table 2 illustrates the outcome.

Table 2
Bogart (1981) Editor Rankings of 23 Newspaper Quality Attributes

<i>Attribute</i>	<i>Editorial Quality</i>	<i>Reader Interest</i>
High ratio of staff-written copy to wire & feature service copy	1	7
Total amount of non-advertising content	2	11
High ratio of news interpretations and backgrounders to spot news reports	3	12
Number of letters to the editor per issue	4	3.5
Diversity of political columnists	5	13
High "readability" on Flesch or similar scoring systems	6	8
High ratio of illustrations to text	7	5
High ratio of non-advertising content to advertising	8	14
High ratio of news to features	9	15
Number of staff-by-lined features	10	17
High ratio of sports news and features to total news content	11	2
Presence of a news summary	12	3.5
Presence of an "action line" summary	13	1
Number of editorials per issue	14	20
Number of wire services carried	15	21
High ratio of cultural news, reviews and features to total news content	16	16
High ratio of homemaking news features to total news content (not "best food day")	17	10
High ratio of business news and features to total news content	18	18
Number of political columnists	19	19
Number of comic strips	20	6
Length (opposed to brevity) of average front page news story (including jump)	21	22
Presence of an astrology column	22	9
High ratio of state, national and world news to local news	23	23

Bogart's study is important for a number of reasons. First, it is a relatively early and comprehensive attempt at defining measurable criteria for assessing quality. Secondly, the criteria have been cited and adapted for use in several subsequent studies. Finally, the study demonstrated that papers that were both gaining and losing circulation were very similar in three key quality criteria—average news hole, staff-written copy and features. The explanation for these papers using similar quality criteria while having opposite circulation trends may rest with problems of selling and promotion—factors external to the newsroom, according to Bogart.

Gladney (1990) conducted a comparison of editorial practices at large and small newspapers—using a sample of 257 editors—which relied on highly subjective content and organizational standards, as shown in Table 3.

Table 3
Gladney (1990) Editor Rankings of Newspaper Quality Standards

<i>Content Standards</i>	<i>Organizational Standards</i>
• News interpretation	• Integrity
• Strong local coverage	• Staff enterprise
• Accuracy	• Community leadership
• "Community Press"	• Editorial independence
• Good writing	• Staff professionalism
• Lack of sensationalism	• Editorial courage
• Visual appeal	• Decency
• Strong editorial page	• Influence
• Comprehensive coverage	• Impartiality

With these criteria in mind, Gladney formulated two hypotheses:

1. *Editors at large papers are more likely than editors at small papers to give a high ranking to four standards: staff enterprise, staff professionalism, news interpretation and comprehensive coverage (p. 61).*
2. *Editors at small newspapers are more likely than editors at large newspapers to give high ranking to three standards: strong local news coverage, community leadership and the [community press] standard (p. 63).*

Support was found for both of these hypotheses, leading Gladney to conclude that while Bogart was correct in his assertion that editors have “common values,” there are significant differences in the ways large and small-paper editors “evaluate the excellence of their newspapers.”

Another attempt to objectify newspaper quality was a curious study by Meyer and Arant in 1992. Perhaps riding the early crest of the introduction of electronic database searches, Meyer and Arant evaluated thousands of stories prepared by 58 news organizations for spelling, style and grammar errors. They used the Datatimes and VU/TEXT search programs to conduct one test each for spelling (“minuscule”) and grammar (“most unique”), and two tests of style (“judgment” and “accommodate”). the results were compared to the number of times papers had been awarded with a universally recognized standard of journalistic excellence: The Pulitzer Prize.

According to Meyer and Arant, a “nonlinear relationship was found. Winning a small number of Pulitzers correlates positively with editing precision, but the effect diminishes rapidly with additional Pulitzer Prizes” (p. 447).

The authors admit to problems using the number of Pulitzer Prizes as a variable because, among other reasons, the Prizes may have been won in years past and the

culture at a paper's newsroom likely has shifted significantly in the interim. The authors are obviously greatly intrigued by the potential of using electronic databases in future research.

A less positive reaction to computers was noted by Craig. In his 1999 study on "Influences in Editorial Quality at the Daily Oklahoman," editors complained about a variety of impediments to quality, most dealing with the news-handling process, personal relations with reporters and editors, and—most-significantly—with the additional time required to lay out pages on computers. Layout—or pagination—time was seen as a profit-driven efficiency improvement that robbed editors of time to devote to content.

Gladney returned to his 18 subjective content and organizational standards in 1996 to compare how editors and readers assess newspaper quality. He discovered a marked difference between the criteria each group uses to judge quality. The results indicate that "there may be an incipient reader backlash to the newspaper industry's megatrend [for] reader-friendly content/format, dazzling color and graphics and snazzy news packaging."

Beyond agreement on the first three standards—strong local coverage, accuracy in reporting and good writing—there was little agreement between editors and readers on content criteria. These differences are highlighted in Table 4.

Table 4
Gladney (1996) Editor/Reader Comparisons of Content Standards

<i>Content Standards</i>	<i>Editors</i>	<i>Readers</i>
Strong local coverage	1	1
Accuracy	2	2
Good writing	3	3
Lack of sensationalism	8	4
"Community Press"	6	5
Strong editorial page	5	6
Comprehensive coverage	8	7
News interpretation	7	8
Visual appeal	4	9

However, there was considerably greater agreement between editors and readers on organizational standards with seven of the nine criteria given the same level of importance. Table 5 illustrates this agreement.

The author placed considerable weight on the different rankings editors and readers gave to the standard that called for content that reflects a sense of decency and morals, opining that:

... readers' sentiment against content that violates a sense of morals and cleanliness may reflect public distaste for the media's prolonged obsession with tawdry and unimportant stories that offer mostly the allure of intrigue and titillating gossip (Gladney, 1996).

Table 5
Gladney (1996) Editor/Reader Comparisons of Organizational Standards

<i>Organizational Standards</i>	<i>Editors</i>	<i>Readers</i>
Integrity	1	1
Impartiality	2	2
Editorial independence	3	3
Decency	8	4
Editorial courage	5	5
Community leadership	6	6
Staff professionalism	7	7
Staff enterprise	4	8
Influence	9	9

Roberts (1993) offers a distinctly non-scientific description of quality that many veteran newspaper people are likely to agree with. He defines quality as “substance” and argues that being genuinely connected to the community and to the issues that a reporter writes about are essential to quality journalism. He cites his first reportorial job with the Goldsboro (North Carolina) News Argus, where he wrote extensively on the plight of tobacco farmers. Years later, when he was covering the Tet Offensive for the New York Times, Roberts encountered a soldier who recognized his work—not his life-risking work on the front lines in Viet Nam, but the small-town farming stories he had done years before back home.

Perhaps with USA Today in mind, Roberts summarizes:

Today, as competition diminishes and disappears, many newspapers seem to be in a race to see which can be the most shortsighted and superficial. We are relying too much—far too much—on weather maps, charts, graphs, briefs and color. Instead of becoming additions to news coverage, the devices have become substitutes for news coverage. And this, in a word, is folly (Roberts, 1993).

Turner (1995) cites the absence of an “objective, universal measure of newspaper quality” and summarizes many of the recent attempts by other researchers, “some of them quite eccentric,” to develop one:

- *Kenny and Lacy (1987) used as their criteria the percentage of the front page given to color and graphics and the number of graphics.*
- *Everett and Everett (1989) used the amount of newsprint divided by cover price.*
- *Rarick and Hartman (1966), Busterna (1980) and Lacy (1987) used the size of the news budget going to local news as a measure.*
- *Russell (1991) used the number of reporters covering conferences.*
- *Grotta (1971) and Smith (1992) used the number of editorial employees as an indicator (p. 132).*

Turner clearly considers a fat budget to be a primary indicator of newspaper quality and proposes a complex quality index based on staff size. Expanding on earlier work by Hauser (1983) and Fink (1988) who studied the ratios of newspaper staff to circulation, Turner settles somewhat arbitrarily on 1:1000. He compares the existing staff ratio of a newspaper with the “predicted” staff ratio normalized for circulation. The resulting index can be used to compare newspapers of different sizes and organizational structure. Some of Turner’s studies of Australian newspapers will be discussed in the following section.

It is apparent from the many attempts to define newspaper quality that there is a subjective element to virtually all of them. Even Turner’s mathematical models depend

in the end upon a subjective—and narrowly drawn—determination of the ideal ratio of news staff to circulation. While Bogart's 1970s-vintage criteria seem the best combination of broadly considered, directly measurable quality attributes, their relative importance to the news-gathering process is, in the final analysis, a matter of informed judgment.

The Effects of Structural Changes on Newspaper Quality

In this section, several studies of the quality impacts of newspaper consolidations and other changes in organizational structure will be reviewed. These changes include independently owned papers which have been bought out by groups, mergers, and the impacts of ownership by publicly traded companies.

Beam (1993), citing Lee (1937), dates the appearance of the first newspaper chain to 1878 and supposes that "debate about the impact of group ownership on American Journalism began, no doubt, shortly after the owner of the Detroit Evening News started the Cleveland Penny Press . . ." (p. 907). From those humble beginnings, newspapers being combined into groups has become "one of the dominant trends in the industry in this century" (Lacy & Fico, 1990). At the turn of the century, there were only eight groups owning 27 papers; by the mid-80s, 70 percent of all U.S. newspapers were controlled by 127 groups. More recently, beginning with the Wall Street Journal in 1963, newspapers and media groups began to be acquired by publicly traded companies. Following the Journal were: Times Mirror in 1964, Gannett in 1967 and Knight Ridder and the New York Times in 1969 (Lacy & Fico, 1990).

By all accounts, the new trends in group ownership were not welcomed with open arms by the old guard. According to Meyer & Wearden (1984), John S. Knight, who was at the helm of Knight Newspapers when it went public, "threw down the gauntlet:

I made the first talk at the financial security analysts [meeting]—the last talk I ever made—I was never invited again. My opening line was, 'Ladies and gentlemen, I do not intend to become your prisoner.' I told them why. I said that as long as I have anything to do with it, we are going to run the papers, we are going to spend money sometimes that they wouldn't understand why we were spending it, for future gains, and we did not intend to be regulated or directed by them in any respect. That's pretty challenging isn't it? (p. 568).

One wonders what Knight, who died in 1981, would think of his pronouncement today. Several studies indicate that newspapers—and particularly publicly owned newspapers and groups—have become more bottom-line oriented and have sacrificed news-gathering resources to meet steadily increasing earnings expectations. Pressures to "achieve narrow financial goals can damage the relationship between a newspaper and the reading public by reducing newsroom resources and providing diminishing service to the public" (Lacy/Shaver/St. Cyr, 1996). One notable casualty has been investigative reporting.

Roberts (1993) recalls a visiting Japanese reporter who had come to the U.S. to study investigative reporting. He found only "a bare handful" of papers that employed reporters allowed to spend any significant length of time developing stories. "Some investigative reporters had been reassigned. Some were leaving journalism. Still others were retiring. All gave the same reason: Their newspapers had lost interest in

in-depth reporting.” Roberts’ Japanese friend subsequently changed the focus of his study to “The Demise of Investigative Journalism in American Newspapers.”

Bagdikian (1983), in a seminal work on the subject, sounds the alarm over the effects of a handful of large corporate owners controlling America’s media and likens public information under this structure to an “industrial byproduct” (p. 29). Bagdikian bemoans how the strong-arm tactics of bottom-line-driven corporations have subtle influence on news decisions:

Every year there is a distressing list of reporters and editors of newspapers and magazines who are fired or demoted because they stumbled on the private politics of their owner, or a list of television producers and writers who make professionally competent decisions that run counter to the politics of the corporation. Even when such firings and demotions are clear interventions of corporate politics into the editorial process, the worst damage is not in one particular incident, but in the long-lasting aftermath in which working professionals at the editorial level behave as though under certain orders from above, although no orders have been given (p. 38-39).

But because the face of journalism is different than it was even a decade ago, is the quality of journalism measurably any worse? Popular wisdom says group ownership hurts quality. But the results of studies that attempt to answer that common perception are mixed.

Demers and Wackman (1988) found profits given a “high priority” by editors at publicly owned papers. And Squires (1993) reported that the very definition of quality changed at the Chicago Tribune after it went public. The new quality definition measured the valuation given the paper by Wall Street.

Meyer and Wearden’s (1984) “preliminary inquiry” into the effects of public ownership on newspaper companies was unable to substantiate the publishers, editors

or staff members of publicly held newspapers are motivated by "short-term" business considerations any more than professional staff at independent papers.

A 1993 study by Blankenburg and Ozanich found that the degree of public ownership affects bottom-line financial performance of media groups. Three years later, Lacy, Shaver and St. Cyr extended the Blankenburg study using a larger sample and validated many of its findings. In an examination of 11 newspaper groups with annual revenues of more than \$100 million, the researchers mined budget data from Value Line Ratings and the companies' annual reports. Of particular interest were the percentages of revenue each group devoted to newspaper operations. Public ownership was one of the variables operationalized to measure the degree of internal control. The study concluded that managers of publicly owned papers considered "short-term profitability, consistency in return and earnings predictability" vital to their survival (Blankenburg & Ozanich, 1993, p. 339). Given the intense pressures to perform well financially, the authors surmise that these papers will have fewer resources to devote to news-gathering.

Morton (1995) likens the tactics of short-changing news-gathering resources in a quest for short-term profitability to the Depression-era practice of "eating the seed corn." He cites the trend in the industry to switch to narrower web widths, cut back on staff and shut down research efforts.

The newspaper industry is under siege. Circulation is down, coverage of households continues to decline, readership remains weak among young people, and advertisers increasingly are willing to try non-newspaper advertising vehicles. The worst thing any business can do when faced with so many negative trends is to cut back on the quality of product and level of service. But that is precisely what many newspapers today are doing (p.52).

Lacy, Shaver and St. Cyr conclude that newspapers have traditionally followed an economic cycle that parallels the communities in which they live. Planning for these cycles has allowed them to survive the down-turns. However, the current emphasis on generating a consistent stream of income for shareholders "may force cuts in expenditures and changes in resource allocation that will, in turn, have an impact upon the breadth and quality of the performance of the newspapers" (p. 339). Newspaper groups that enjoy a lesser degree of competition may have fewer financial restrictions, they argue.

With the demise of competing daily newspapers in most markets—most recently in Chattanooga—it would be useful to understand the relationship that the surviving paper has to other print media. Lacy and Sohn (1990) attempted to correlate daily newspaper content with circulation in the suburbs. Citing the "umbrella model first proposed by Rouse in 1975" (p. 785), the newspaper market is broken into four layers:

- Metropolitan dailies
- Satellite-city dailies
- suburban dailies
- Weekly shoppers

To Rouse's original list, the authors added national editions of established dailies and other "wide-area weeklies." The theory holds that competition which previously existed within a city between two dailies now extends in layers from the city to papers published in the suburbs. The authors contend that since content is a major consideration

in a reader's decision to buy a newspaper, it also has "a role in competition for circulation." They hypothesize that if the metropolitan papers are competing successfully with the suburban papers, there should be similar patterns of correlation between content and circulation among the competing papers. However, in the two markets in which the study was conducted—Detroit and Denver—only a weak association was revealed in Denver and no association could be found in Detroit. To explain this outcome, the authors speculate that surviving metropolitan papers and suburban papers may complement each other to some degree.

Another study comparing community papers with large dailies, investigated the constraints which editors perceived to affect the news-gathering process. Donahue, Olien and Tichenor (1989) conducted phone interviews with 155 editors to assess various perceptions of constraint, including constraints related to organizational structure. The researchers hypothesized that intra-organizational constraints—such as the effects of bureaucracy, excessive meetings and procedures which may work against the newsgathering process and, thus, the quality of the paper—would be more likely mentioned by editors at larger, more pluralistic papers and at papers under outside ownership. The data supported this hypothesis although the extent to which the difference related to pluralism or outside ownership was not clear.

A study of several Australian papers by Turner (1995) seems to indicate that combining or closing papers may increase the quality of the remaining paper. Using his quality index based on a ratio of actual to predicted staff (described in the first section of this chapter) Turner examined eight papers acquired by Rupert Murdoch.

Quality indices for each paper were taken for the period 1980-81 and 1990-91. Any changes in quality were calculated and significant changes in the newspapers' structure were noted. The results, as shown in Table 6, would seem to give limited support to the argument that consolidation is good for newspaper quality.

In three of the four cases in which significant structural changes were noted, the data show an increase in quality. In one case, in which two papers combined, there was a small deterioration in quality. However, the data cannot determine the financial condition of the papers prior to Murdoch's acquisition and whether their staffing ratio was lower due to fluctuations in the newspaper business cycle or possibly even due to Murdoch's takeover attempts. Consequently, I would not interpret this study as a valid endorsement of the quality to be gained by merging papers.

Table 6
Turner (1995) Changes in Australian Newspaper Quality

<i>Publications</i>	<i>Index 80-81</i>	<i>Index 90-91</i>	<i>Diff. (pts)</i>	<i>Diff. (%)</i>	<i>Remarks</i>
Australian	1.56	1.07	-0.49	-31	
Sydney	0.75	0.77	+0.02	+3	Two papers combined
Melbourne	0.68	0.66	-0.02	-2	Two papers combined
Brisbane	0.82	0.96	+0.14	+17	One paper closed
Adelaide	0.99	1.16	+0.17	+17	Sunday paper added
Hobart	1.15	1.89	+0.74	+64	
Darwin	0.94	1.58	+0.64	+68	
Perth	0.63	1.18	+0.55	+87	

Lacy and Fico, in a 1990 study entitled "Newspaper Quality & Ownership: Rating the Groups," reanalyzed data from a 1984 content analysis of 114 newspapers. After stratifying for type of ownership, the news sections of each paper were examined for things such as "source of stories, geographic location of story subject, and kind of coverage. All graphics were coded" (p. 45) and additional data were acquired from various published sources on the number of wire services each paper subscribed to, as well as circulation and ownership data. Content was measured in column inches. Eight categories indicating quality were culled and adapted from Bogart's 1977 list of 23 quality attributes.

- Commitment to locally produced copy
- Amount of non-advertising copy
- Ratio of non-advertising to advertising space
- Number of interpretive and in-depth stories
- Amount of graphics
- Number of wire services
- Story length—more depth
- Reporter workload

A scale of +3 to -3 was used to rank each quality measure and the measures were weighted using the average ratings by the editors.

In the raw quality score assessing groups, Times Mirror had the highest quality score, followed by Newhouse, Hearst and Scripps-Howard. Lee, Ottaway and Stauffer were at the bottom. The results did not specifically list independents, but the authors noted that, had independents been listed, they would have ranked seventh. The authors concluded, "The fact that a newspaper is owned by a group—public or private—had no

systematic effect on the news quality in this study . . . as with independently owned papers, some groups were better than others.”

In a 1994 study entitled “Impact of Ownership on Newspaper Quality,” Coulson attempted to determine whether independently owned or group-owned newspapers were believed to produce a better product. Citing a 1990 American Society of Newspaper Editors study that found little evidence that the move to consolidate newspapers has harmed news quality, Coulson notes that the study did reveal that group-owned editors were more likely to express dissatisfaction with their newsroom budgets than independently owned dailies. Budget and resource constraints, as described earlier, are widely believed to have the potential to negatively impact quality.

Coulson’s questionnaire asked whether the respondent agrees, disagrees or is neutral to a list of questions about their newspaper’s commitment to quality. From a nationwide mailing Coulson received responses from 773 news professionals—518 of which were reporters and the rest editors. Professionals at both group and independently owned papers were queried. While most respondents indicated they were generally pleased with their papers’ commitment to quality, editors’ responses tended to rate the commitment higher than reporters. Coulson maintains this is due to editors being older and having a greater sense of allegiance and buy-in to the paper, while reporters may be exposed to more day-to-day problems and perceive them as quality problems.

Differences associated with the type of ownership were not significant. Coulson notes that “journalists at independents more often rated their papers’

commitment to quality as excellent” (p. 408). However, the significant differences were between editors’ and reporters’ perceptions regardless of ownership. One “possible explanation for the degree of similarity in responses,” Coulson states, “is that group newspapers may not be much different from independents” (p. 408).

Of all the studies reviewed thus far, an analysis of “The Louisville Courier-Journal’s News Content after Purchase by Gannett,” by Coulson and Hansen (1995), may have the most direct applicability to questions about the Chattanooga newspapers. Coulson and Hansen performed a detailed content analysis of 40 weekday issues of the Louisville Courier-Journal. Half of the papers were published before Gannett took over and half afterward; a total of 6,000 stories were analyzed. The authors selected and modified seven of Bogart’s 23 attributes of newspaper quality, that editors had judged important in the 1970s, and measured the before-and-after Louisville Courier-Journal to determine the degree of change. The criteria were:

- Amount of news content
- Ratio of news content to advertising
- Ratio of staff-written copy to wire service copy
- Average length of stories in news sections
- Ratio of hard news stories to soft news stories
- Ratio of local news stories to other geographic categories of news coverage
- Ratio of photographs and graphics to text

The authors determined that several of the changes Gannett brought to the Courier-Journal “correlated positively with content-based measures of news quality. . .” (p. 212).

- The size of the news hole in the Courier-Journal increased 29 percent—or an average of 6 full pages—after the purchase by Gannett.
- Advertising lineage decreased during the study period by 7 percent.
- There was a 46 percent increase in news stories following the buyout.
- The percentage of hard news also increased, but only at the rate of 35 percent.

Coulson and Hansen found three indications that “negatively related” to the quality index and were “consistent with evidence that indicated group acquisition of newspapers does not benefit the reader” (p. 212).

- Gannett’s “snappier style” resulted in a marked decrease in the length of news stories, despite the larger amount of news.
- Compared with the size of the Courier Journal’s expanded news hole, the amount of hard news in relative terms, actually decreased.
- Wire service stories grew at a rate much faster than staff-written copy.

Based on the mixed results from this analysis, the authors concluded that Gannett evidences a “mixed commitment” to news quality. Gannett’s corporate policy, the authors tell us, has been described in contradictory terms: “ruthless pursuit of profits corresponding with careful homage to editorial excellence” (p. 205). Gannett has done some things to improve quality and some that work against quality, but whatever it has done it has made money.

The outcome of this study and its characterization by the authors seem to be a fitting statement about the current status of scholarship on the nature of quality in journalism and the effects of changing organizational structures. While many

instinctively suspect that media consolidations and changing ownership patterns are bad for journalism, the data are contradictory.

In summary, I have learned from this review of the literature, that type of ownership may play a lesser role in newspaper quality than the values, goals and aims of the owners. While anecdotal evidence and some early studies exist that seem to indicate a relationship between group ownership and declining quality, most modern research does not support this view. As Coulson (1994) notes, "It comes down to what owners consider important—large profits or newspapers that care about serving their communities by providing quality journalism" (p. 405).

Or as Lacy & Fico (1990) echo, "Whether a newspaper will have high or low quality seems to depend to a significant degree on the policy of the owners and the financial resources available to an individual paper" (p. 52).

In the following chapters, I hope to add to this body of knowledge by evaluating the quality of the former Chattanooga Times and Chattanooga News Free Press and comparing it with the consolidated paper currently published by WEHCO. I intend to use a modified quality index introduced by Bogart and used by Coulson, Lacy, Fico and others to objectively measure the quality of the Chattanooga newspapers. The method I will employ is described in detail in the next chapter.

As part of this study, three research questions are being proposed:

- Based on consistent, measurable quality criteria, which of the earlier Chattanooga papers—The Times or the Free Press—was the "better" newspaper?

- Does the new hybrid Chattanooga Times and Chattanooga Free Press meet the same quality criteria to a greater or lesser degree?
- Based on the above, does the hybrid paper correlate more closely to the earlier Times or Free Press?

CHAPTER III

METHOD

Introduction

The purpose of this chapter is to narrow the focus of the study and to describe the methodology to be used in selecting and analyzing data. The methodology employed in this phase of the study is based primarily on descriptions of content analysis by Wimmer and Dominick (1997).

As discussed previously, there are several ways to consider quality in newspapers. Quality may be judged by subjective criteria, such as the perceived presence or absence of bias, the degree of adherence to a code of ethics, the style and clarity of writing, the level of authority a paper's writers bring to a story and by the depth of coverage devoted to specific topics or issues. Or quality may be related more objectively to a paper's physical attributes, such as the relative kinds and amounts of content, its layout and design, the degree to which color is used, the resolution of photographs, and even the ink retention of newsprint and whether one's hands must be washed after reading the paper. One study linked quality to the number of Pulitzer Prizes a paper had won.

Since this study's focus will be changes in the quality of newspaper content resulting from changing ownership, it is appropriate to begin by establishing the quality criteria or attributes of quality that will provide a basis for evaluation. The first section of this chapter will describe the attributes of quality selected for this study and how

they were adapted from widely accepted prior research of newspaper content. The second section will define the units of analysis by which content will be measured. Section three will define the universe of content to be considered and the rationale for the boundaries that will be observed. Section four will randomly sample that universe for specific content to be analyzed. Section five summarizes a pretest to determine intercoder reliability and briefly describes the coding process that will be employed.

Attributes of Quality

This paper will adapt quality attributes and methodology used in a 1995 study of newspaper content at the Louisville Courier-Journal by Coulson and Hansen. The researchers evaluated the content of the family-owned Courier Journal in the years before and after its acquisition by Gannett in 1986. While there are obvious similarities in the patterns of changing ownership at the Louisville and Chattanooga papers—all were family-owned, all were ultimately bought by groups—there are also significant differences. First, the Louisville paper was a single, family-owned newspaper which dominated its market prior to being acquired by Gannett. The Times and Free-Press, as we have seen, were competing dailies owned by rival families and locked in a struggle for survival in the Chattanooga market. Before their acquisition, The Times and Free Press had modest circulations of about 41,000 and 40,000, respectively. The Courier-Journal, with a circulation of over 228,000 is substantially larger (Top 100 Newspapers, 2000). With 74 daily newspapers and a total circulation of 6.6 million, Gannett is the largest newspaper group in the nation (Yahoo! Online Business Profile-NYSE: GCI,

2000). WEHCO, which acquired the Chattanooga papers, is a regional group headquartered in Little Rock and owns only seven newspapers.

Finally, there is a considerable irony linking the Louisville and Chattanooga papers that may have pre-ordained the outcome of the newspaper wars in Chattanooga. Before acquiring the News-Free Press, Walter Hussman, Jr. fought a 17-year battle with Gannett for control of the Little Rock market, finally forcing the giant chain out and acquiring and merging the Gannett-owned Arkansas Gazette with WEHCO's Arkansas Democrat (Vass, 1998). Hussman's determined takeover of the Chattanooga market is not unlike the aggressive acquisitions the Courier Journal's parent company is known for.

Differences between the papers notwithstanding, the Coulson and Hansen (1995) study provides an objective and workable model for a better understanding of the changes that took place in Chattanooga. Coulson and Hanson used a modified quality index developed by Bogart in 1977. Bogart surveyed 746 editors to determine which attributes of a newspaper's content they most closely associated with quality. Twenty three attributes were identified, ranging from comparisons between staff-written and wire service copy to the number of comic strips. The farther down the list, the smaller the editors perceived a positive association with quality (Bogart, 1981). Coulson and Hansen adapted seven of Bogart's more significant attributes to the Louisville Courier-Journal study and used them to evaluate the paper's quality before and after its acquisition. Numerous researchers have similarly adapted Bogart's criteria to suit the nature of the study they were performing and available resources.

This content analysis will utilize quality attributes taken directly from Bogart's study and—as a necessary concession to time and available resources—will adapt other Bogart attributes. Three of Bogart's top nine quality attributes to be used in this analysis are:

- Total amount of non-advertising content (news hole)
- High ratio of non-advertising content to advertising
- Number of letters to the editor per issue

Two additional criteria are adapted from Bogart and are broadly indicative of newspaper quality. While Bogart measured these stories in column inches, this study will measure the number of stories.

- High ratio of staff-written stories to wire and feature service stories
- High ratio of hard news stories to soft news stories

Finally, since the Chattanooga papers have traditionally served a regional market in portions of southeast Tennessee, northwest Georgia and northeast Alabama, an additional criterion will be examined.

- Number of regional news stories.

There are, of course, many other bases for evaluating the quality of newspaper content. The quality attributes selected for this study are valid because they have been demonstrated to be indicative of quality in numerous studies since Bogart originally presented them. In addition, they should be manageable within the resources available to this study and will provide an objective basis for comparing newspaper content quality in the Chattanooga papers.

Defining Units of Analysis

Before a valid examination can be made, it is important to define the units by which the attributes of newspaper quality can be measured and operationalized.

Wimmer and Dominick (1997) advise that the operational definitions of each unit of analysis "be clear cut and thorough; the criteria for inclusion should be apparent and easily observed" (p. 119). Although minor differences may be noted between the units of analysis originally defined by Bogart and the adaptations of his quality attributes used by subsequent researchers, the operational definitions by Coulson and Hansen, Lacy and others are clear, consistent and easily understood.

Table 7 breaks down each quality attribute, providing operational definitions and units of analysis for each of the terms used:

Table 7
Operational Definitions & Units of Analysis

<u>Term</u>	<u>Operational Definition/Unit of Analysis</u>
1. Non-advertising content (news hole)	• Content that is neither display advertising nor classified advertising (measured in column-inches)
2. Advertising content	• Paid, display or classified advertising, but not inserts (measured in column-inches)
3. One column-inch	• 1 inch X 2 & 1/16 th inches of measured content (based on 6-column Standard Advertising Unit format)

Table 7 (Continued)

4. Letters to the editor	<ul style="list-style-type: none"> • Published non-advertising letters from subscribers (measured by raw count)
5. Staff-written stories	<ul style="list-style-type: none"> • Staff by-lined stories or stories of obviously local origin without wire-service or feature service identifiers (measured by raw count)
6. Wire and feature-service stories	<ul style="list-style-type: none"> • Stories containing wire-service identifiers or out-of-state datelines not prepared by employees of the newspaper's bureau or by a stringer (measured by raw count)
7. Hard news stories	<ul style="list-style-type: none"> • Stories that are time-sensitive, primarily about serious topics such as government, the economy, military actions, the courts, serious crime, international affairs, natural and man-made disasters and news obituaries of national or major local significance. Both breaking news and follow-ups of major events are included, but not summaries or retrospectives.¹ (measured by raw count)
8. Soft news stories	<ul style="list-style-type: none"> • Stories, features or columns that are not time-dependent primarily about human interest, entertainment, lifestyle or non-controversial community events. In addition, other "soft" content is counted in this category, including puzzles, horoscopes, daily weather reports, TV listings and lottery numbers.² (measured by raw count)
9. Regional news stories	<ul style="list-style-type: none"> • Staff-written or wire service news stories covering events in north Georgia, Alabama or outside the Chattanooga-Hamilton County metropolitan area (measured by raw count)

¹ Adapted from Coulson & Hansen

² Ibid

Because of they scored low or were not mentioned in the Bogart study, several kinds of content will be excluded from this analysis of news content, including:

- Photos and illustrations
- Editorial content
- Paid obituaries (but not news obituaries)
- Sports stories and statistics
- Daily financial market reports
- Comics

As in the Coulson and Hansen study, however, all of these features will be included in calculating the news hole.

Defining a Universe

Establishing appropriate boundaries for the study is a matter of determining what material will be analyzed and what will be excluded. This paper will examine the quality of newspaper content in randomly selected issues of the Chattanooga Times, Chattanooga Free Press and the hybrid paper. The source material will be retrieved from newspaper archives—including microfilm and hardcopies—at the Chattanooga/Hamilton County Bicentennial Library. While multiple editions of the daily Chattanooga papers have been published over the years with varying circulation patterns, only final editions are available in the library archives.

Consideration was given to using the online archives of the Chattanooga papers

(at <http://www.timesfreepress.com/archiveMAIN.html>) as a data source. This would have allowed easy access to precise word counts, word associations and readability indices. However, this approach was rejected after several limitations were noted:

- Since no non-news content is present in the on-line archives, it would be impossible to use Bogart's quality attributes related to the ratio of advertising-to-news content.
- A comparison of printed papers with their on-line counterparts revealed that the on-line editions are not complete. Some of the electronic papers have less than 40 percent of the news content found in the corresponding printed editions.
- The on-line editions of the Chattanooga papers have evolved as the internet has gained acceptance by the papers' management. Feature, sports and editorial content has been inconsistently included in back issues and many of the hypertext links to these sources, particularly on the Free Press on-line archive, are dead.

Only weekday papers will be evaluated since The Times ceased publishing a Sunday paper in 1980 and Saturday papers are smaller and less representative of the papers' normal news content.

Two constructed weeks—Monday through Friday—of the former Chattanooga Free Press and Chattanooga Times will be compared with two constructed weeks of the merged paper. The weeks will be constructed using random number generation over a 12-month period before and after the papers were acquired by WEHCO.

Because the merger of the two papers occurred relatively recently (January 4, 1999), and because one of the papers was bought out before the other, determining a representative time frame in which to sample the combined papers required careful consideration.

- Since the hybrid Times/Free Press began publishing in January, 1999, it is desirable to give the new paper a “cushion” to work out its new format and content. Backdating from the current date, it is possible to have a full 12 months from which to construct two representative weeks for analysis while giving the hybrid paper a nine-month cushion. The two constructed weeks of the hybrid paper will be developed from issues published on weekdays between October 1, 1999 to September 30, 2000.
- The Free Press was sold to WEHCO in March, 1998, eight month before The Times. To rule out the effects of the buyouts on both papers, it is necessary to sample issues from a period in which both papers were functioning with complete independence. Therefore, one constructed week of the former Chattanooga Times and former Chattanooga Free Press will be developed from issues published on weekdays between January 1 to December 31, 1996 and one from issues published January 1 to December 31, 1995.

A total of 30 papers will be evaluated, which compares well with the 40 papers studied by Coulson and Hansen (1995) in the considerably larger Louisville Courier-Journal study

Sampling

Following techniques described in Wimmer & Dominick, a series of numbers from one to 12—representing months—was written on pieces of paper and put in an opaque cup. After a month was randomly selected, a second series of numbers, from one to five—in a separate cup—was used to select a weekday within that month. Selection of days progressed Monday through Friday for each constructed week. For example, when selecting a Monday, the first number—six—would indicate June; the second number—four—would represent the fourth Monday in June. Then another month was selected and the process was continued using Tuesdays and so on through the constructed week. (If the number 5 were selected resulting in a day that did not exist for that month, the process was repeated until a valid date was obtained.)

Dates for the 1999/2000 sample were drawn first, followed by 1995 and 1996. Drawings continued until 30 issues were randomly selected covering the years described in the previous section. Using this process, all weekdays for the three years had an equal chance of being selected. Table 8 displays the complete list of newspapers analyzed in this study.

Pretest and Approach to Coding

While there is relatively little opportunity for error in measuring column inches of advertising or counting stories, the potential exists for two coders to interpret media content differently, especially when trying to assess hard versus soft news. Therefore, a

Table 8
List of Papers Analyzed

Times/Free Press	Times	Free Press
Monday, Jan. 24, 2000	Monday, June 5, 1995	Monday, August 28, 1995
Tuesday, Aug. 15, 2000	Tuesday, April 11, 1995	Tuesday, March 14, 1995
Wednesday, Dec. 8, 1999	Wednesday, Nov. 29, 1995	Wednesday, Sept. 6, 1995
Thursday, Feb. 24, 2000	Thursday, May 25, 1995	Thursday, Jan. 19, 1995
Friday, April 14, 2000	Friday, Feb. 17, 1995	Friday, April 28, 1995
Monday, March 6, 2000	Monday, Oct. 14, 1996	Monday, Dec. 9, 1996
Tuesday, Oct. 5, 1999	Tuesday, July 16, 1996	Tuesday, Feb. 27, 1996
Wednesday, Nov. 10, 1999	Wednesday, June 5, 1996	Wednesday, June 19, 1996
Thursday, March 30, 2000	Thursday, August 8, 1996	Thursday, March 14, 1996
Friday, June 9, 2000	Friday, May 10, 1996	Friday, Oct. 4, 1996

pretest was conducted in mid-October to determine intercoder reliability and face validity of the units of analysis. One issue each of the Times, Free Press and hybrid paper was randomly selected and coded, story-by-story, using an instrument especially designed to measure agreement between coders (Figure 1).

In determining intercoder reliability, Holsti's formula was used:

$$\text{Reliability} = \frac{2(M)}{N_1 + N_2}$$

where M is the number of coding decisions in which the coders agree, and N₁ and N₂ are the total number of coding decisions made by the first and second coder, respectively (Wimmer & Dominick, 1997, p. 128). The test examined the three coding

decisions in this study with a significant possibility of inconsistent measurement.

These coding decisions are:

- Is the story staff-written or a wire/feature service story?
- Is the story hard or soft news?
- Is the story of primarily a regional nature?

A second coder, Catherine H. McLeod, LCSW, agreed to assist the researcher in the coding process. After an initial issue was pre-tested, it became apparent that extensive revisions to the operational definitions of the units of analysis were necessary. The revisions were made, the initial test was discarded and the pretest was held with the researcher and Ms. McLeod serving as coders. The pretest evaluated the November 29, 1995 Times, the January 19, 1995 Free Press and the August 15, 2000 Times/Free Press.

Using the revised definitions, the test verified a high degree of overall intercoder reliability, approaching .93 with some variation between decision categories. Reliability in the staff/wire category was highest at .98. Reliability in the hard/soft news category was .88 and reliability for the regional category was .93. The pretest raw data and worksheet calculating intercoder reliability may be seen in Appendix A.

The pretest verified that the coding process results in a reasonable degree of exclusivity. Despite the subjective nature of news stories, the units of analysis have been sufficiently narrowed to enable the coders to place each variable (news story) into a single category for the question asked. A high degree of exhaustivity was also demonstrated since a category exists for each unit of analysis.

Coding instruments have been developed to analyze each newspaper issue. A "page-by-page" instrument will be used to examine the news content of each issue one page at a time. A second "summary" instrument consolidates all of the variables for a single issue. Figures 2 & 3 are examples of the coding instruments. All of the instruments used in this study and the raw data logged on them may be viewed in Appendix B.

Content Analysis Summary by Issue

Paper _____

Date of Publication _____

Date of Sampling _____

Total Pages _____ X 129 Column-inches per page
Total column-inches _____
Column-inches of advertising _____
Column-inches of non-advertising (news hole) _____
Number of letters to the editor _____
Number of staff-written news stories _____
Number of wire/feature stories _____
Number of hard news stories _____
Number of soft news stories _____
Number of regional news stories _____

Figure 3: Coding Summary Instrument

CHAPTER IV

RESULTS

Introduction

The purpose of this study is to examine changes in Chattanooga newspaper content and quality resulting from changes in ownership. Thirty editions of Chattanooga newspapers—10 each from the original Times, Free Press and the new combined Times/Free Press—have been analyzed and coded using recognized, objective attributes of newspaper quality. To facilitate future research, each item was identified by issue date, page number and headline, title or description. The papers—with a combined total of 1,886 pages—were coded page-by-page and item-by-item, following the procedure described in Chapter 3. A rough estimate indicates that well over 200,000 individual coding decisions were made exclusive of page numbering, titles and measuring advertisements. All of the raw data may be found in Appendix B.

This chapter reports the results of the content analysis. One hundred forty six pages of raw data have been consolidated, sorted and expressed graphically to facilitate comparison between the three newspapers. Each paper was examined for the degree to which it met six quality criteria:

- Total amount of non-advertising content (news hole)
- High ratio of non-advertising content to advertising
- Number of letters to the editor per issue
- High ratio of staff-written stories to wire and feature service stories

- High ratio of hard news stories to soft news stories
- Number of regional news stories.

The results for each of these criteria will be reported in the remainder of this chapter. Graphs are included showing side-by-side comparisons of the three papers, averages and ratios for each of the six criteria. The chapter concludes with summary data for each newspaper in which specific data points that may not be readily apparent in the graphs may be referenced.

Non- Advertising vs. Advertising Content

Two of the quality criteria relate to advertising and begin with Figure 4.

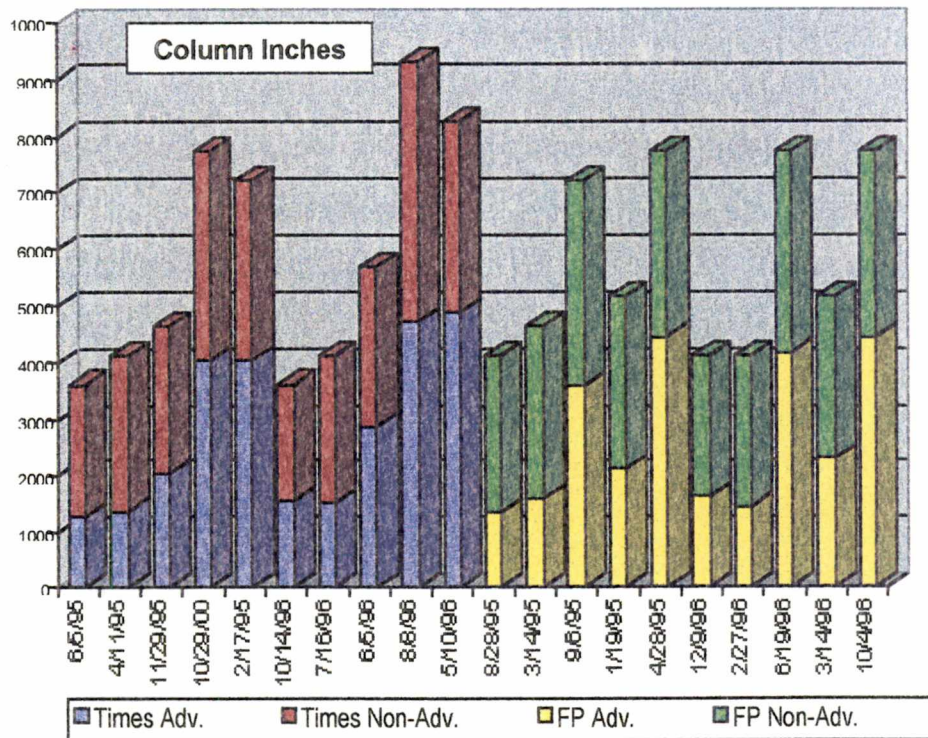


Figure 4: Non-Advertising vs. Advertising (Times vs. Free Press)

Bogart (1981) asserts that the absolute amount of non-advertising content—the news hole—is a primary indicator of newspaper quality. In addition, a high ratio of non-advertising content-to-advertising is indicative of quality. The data in this analysis show a remarkable similarity between the original Times and Free Press in the space devoted to news content. In the 10 editions of the Times analyzed, the mean news hole was 3,006 column inches.

For the Free Press, the average news hole was 3,078 column inches. In other words, the average Free Press edition in this study offered about a half-page more news content than the average Times.

The side-by-side comparison in Figure 4 also confirms that both papers evidence strong, predictable patterns in the relationship between a paper's size and the day of the week. Despite the fact that the comparison covers two constructed weeks chosen at random over a two-year period, it is obvious that the Times published large weekday editions on Wednesday and Thursday, while the Free Press published its largest papers on Wednesday and Friday.

In comparing the original Times with the hybrid Times/Free Press, it is apparent that the new paper is generally larger (Figure 5). An average issue of the Times/Free Press is more than eight pages larger than the Times. Most of the additional pages in the Times/Free Press are devoted to a larger news hole. The mean news hole for an issue of the Times/Free Press is just over 3,875 column inches, almost 900 inches—or seven pages—greater than the Times. Yet advertising column inches for the hybrid paper is only about a page and a quarter greater than the original Times.

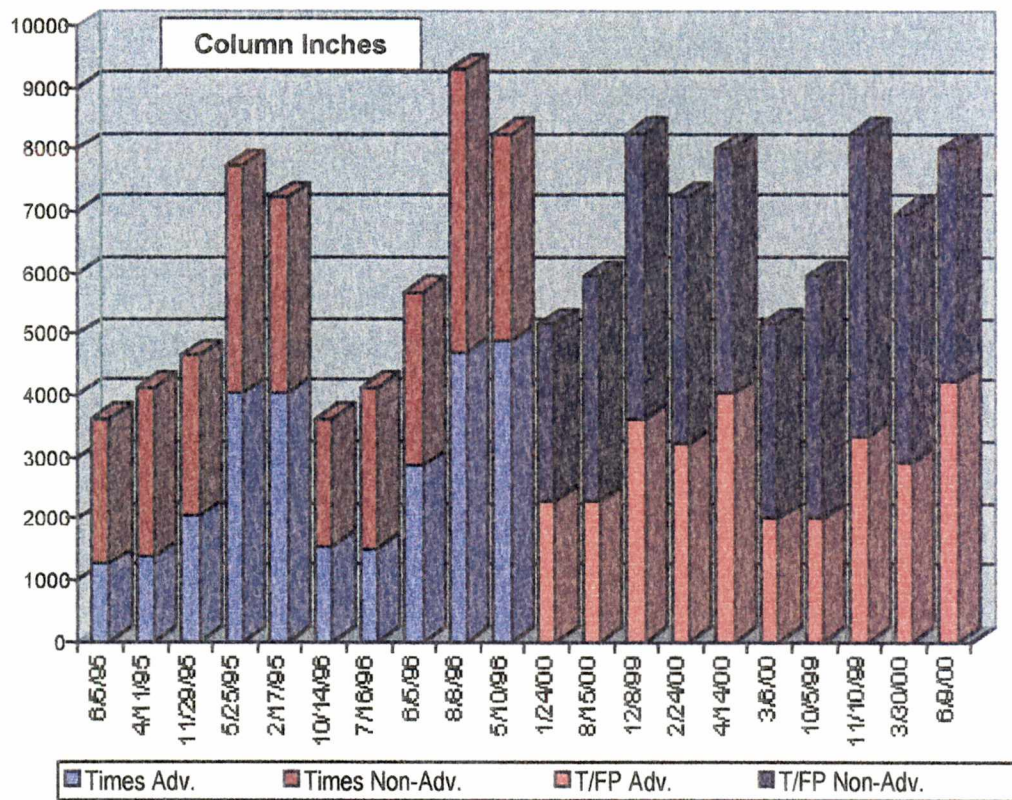


Figure 5: Non-Advertising vs. Advertising (Times vs. Times/Free Press)

Perhaps predictably, the successor to the original papers now has three large weekday editions—Wednesdays, Thursdays and Fridays—absorbing the large-edition days from both its predecessors.

In comparing the original Free Press with the hybrid paper (Figure 6), the feast-and-famine pattern of large and small editions through the week is again obvious for the Free Press. The mean size of an original Free Press was 44.8 pages, less than half a page smaller than an average Times and a full eight pages smaller than the Times/Free Press. While the largest issues of the Times/Free Press are only marginally bigger than the largest Free Press, the hybrid paper is more consistent in size, publishing fewer small editions through the week. While the advertising and news hole

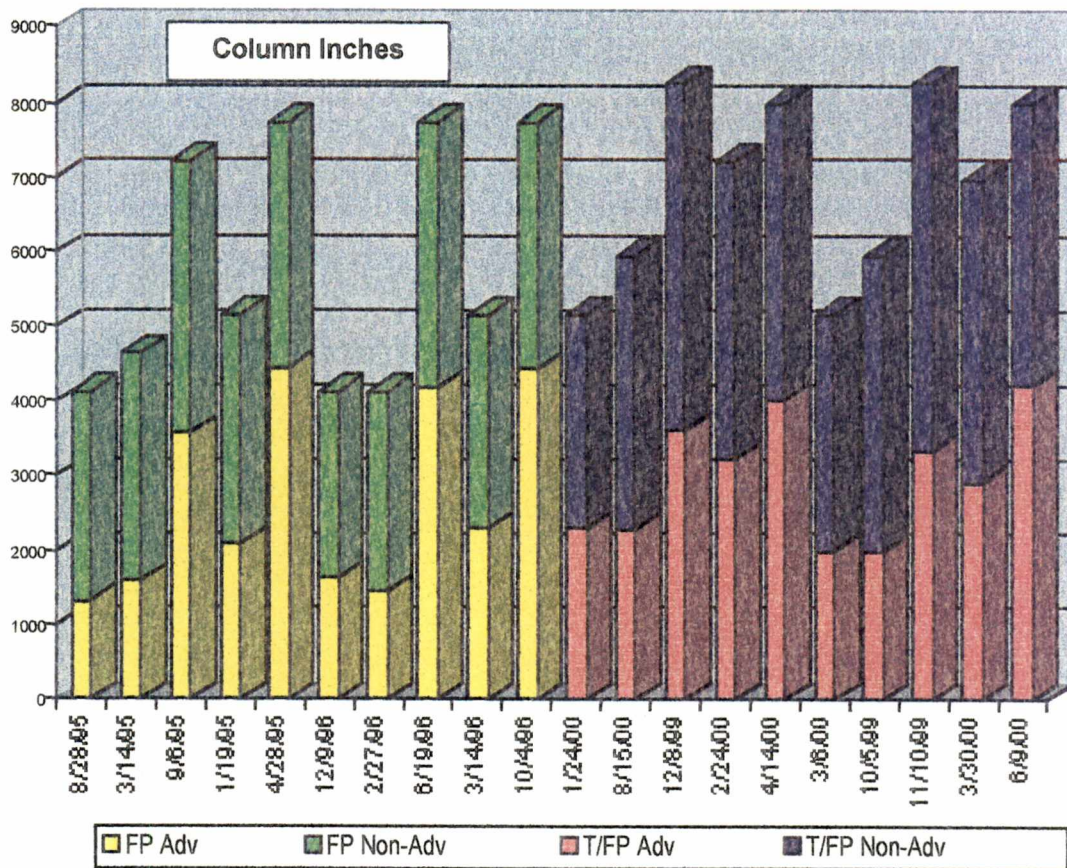


Figure 6: Advertising vs. Non-Advertising (Free Press vs. Times/Free Press)

data have been discussed in the earlier comparisons, it bears repeating that the Free Press averages almost 300 fewer column-inches of advertising and 800 fewer column-inches of news hole.

The ratios of non-advertising content to advertising (Figure 7) were also similar between the original papers. A higher ratio, again according to Bogart, indicates a greater proportion of space devoted to news content versus advertising and is a primary indicator of quality. Once again, the Free Press exhibited a slightly higher ratio at 1.138, while the Times was close behind with 1.064. The hybrid paper, with a ratio of 1.303, clearly led the other papers in this category.

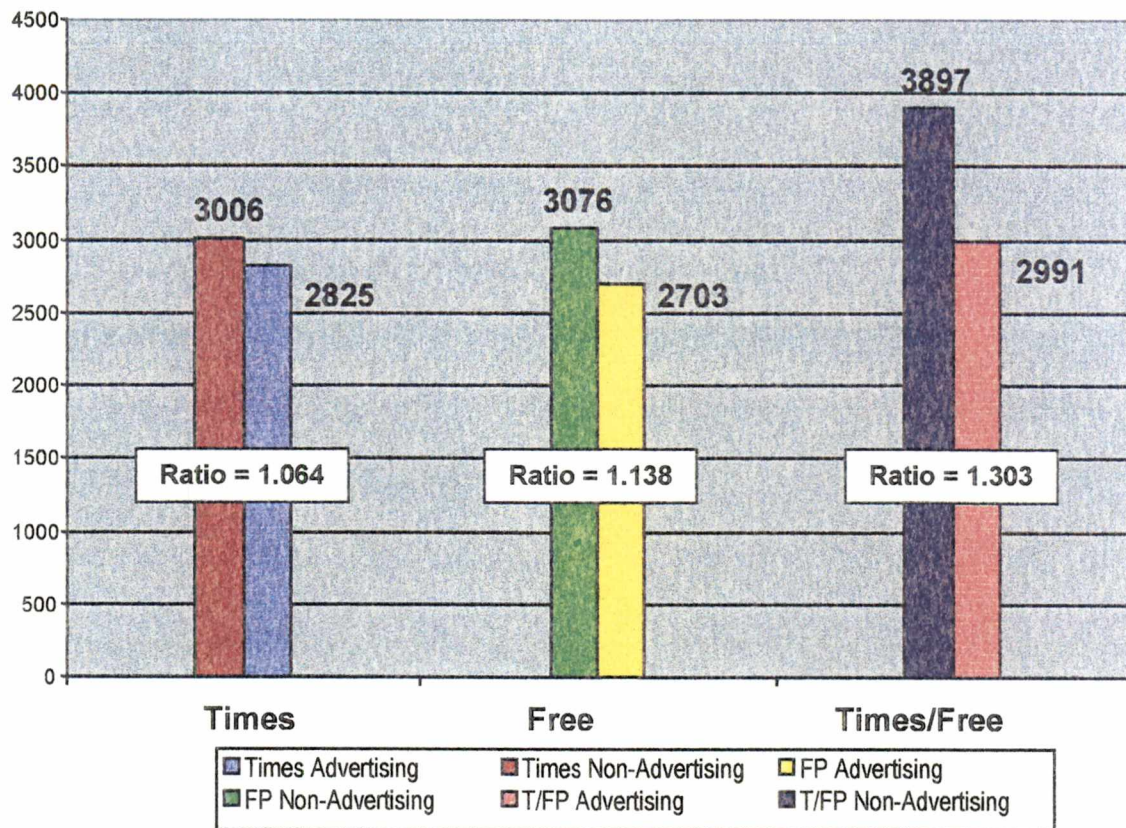


Figure 7: Advertising vs. Non-Advertising (Mean Column Inches per Issue & Ratios)

Hard News vs. Soft Content

In this category, there is again no large distinction between the original papers. As illustrated in Figure 8, there is slightly greater variability between hard news and soft content between individual issues of the Times but there is little difference on average between the two papers. The Times, on average, carried 20.2 hard news stories and 71.4 soft content items per issue while the Free Press carried 22.3 hard news stories and 73.6 items of soft content.

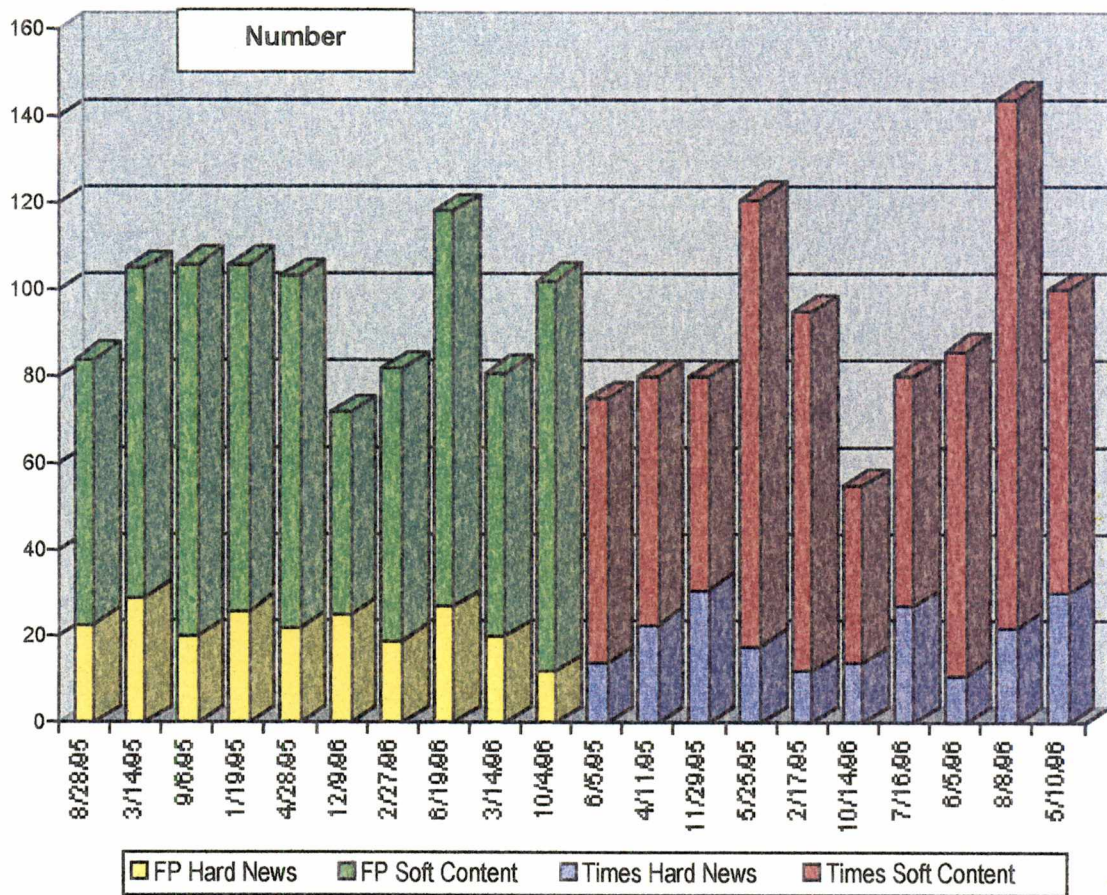


Figure 8: Hard News vs. Soft Content (Free Press vs. Times)

In comparing the original papers with the hybrid paper (Figures 9 & 10), the Times/Free Press lags very slightly behind its predecessors in hard news, with 19.5 stories per issue. However, the hybrid paper shows a seemingly strong commitment to soft content. With a mean soft content of 89.4 items per issue, there is more than a 20 percent gap between the Times/Free Press and its predecessors in this category. The comparisons also reveal similar variability between the Times and Times/Free Press in both hard and soft content. To compensate for this variability and allow a second basis for comparison, the median scores for each issue were also calculated (Table 9).

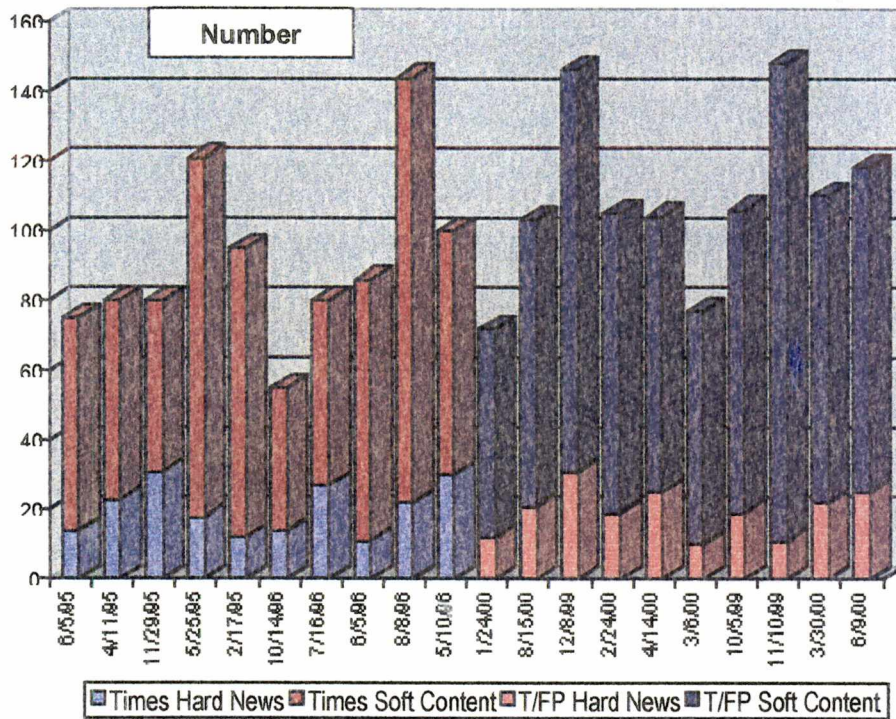


Figure 9: Hard News vs. Soft Content (Times vs. Times/Free Press)

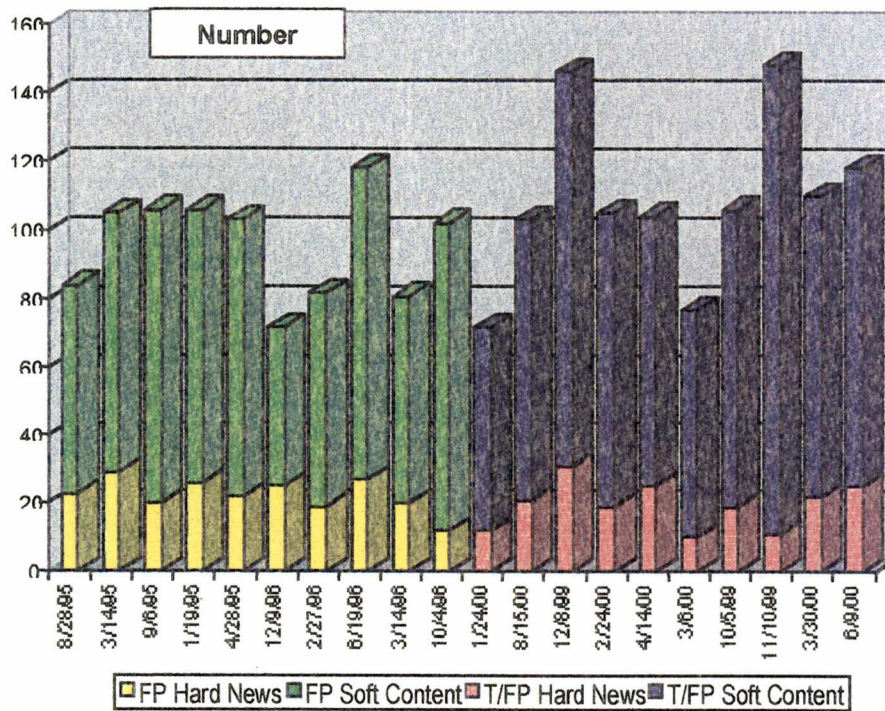


Figure 10: Hard News vs. Soft Content (Free Press vs. Times/Free Press)

Table 9
Median Scores for Hard News vs. Soft Content

	<u>Hard News</u>	<u>Soft Content</u>
Times	20	65.5
Free Press	22.5	78
Times/Free Press	20	86.5

After the effects of a few very large issues are moderated, the Times/Free Press still has a sizable amount of space devoted to soft content. While the median hard news coverage between the three papers remains close to the averages and to each other, the disparity between the original Times and Free Press soft content has grown considerably. Based on median scores, the Times shows the least soft news content, while the hybrid paper overwhelmingly has the largest.

Finally, a ratio comparison of hard-to-soft content was calculated for the three papers (Figure 11) in which a higher number is indicative of quality (Bogart, 1981)). Again, the original Free Press and Times are close to one another, with ratios of 0.303 and 0.283 respectively. The hybrid paper, with slightly less hard content and clearly more soft content, has the lowest ratio at 0.218.

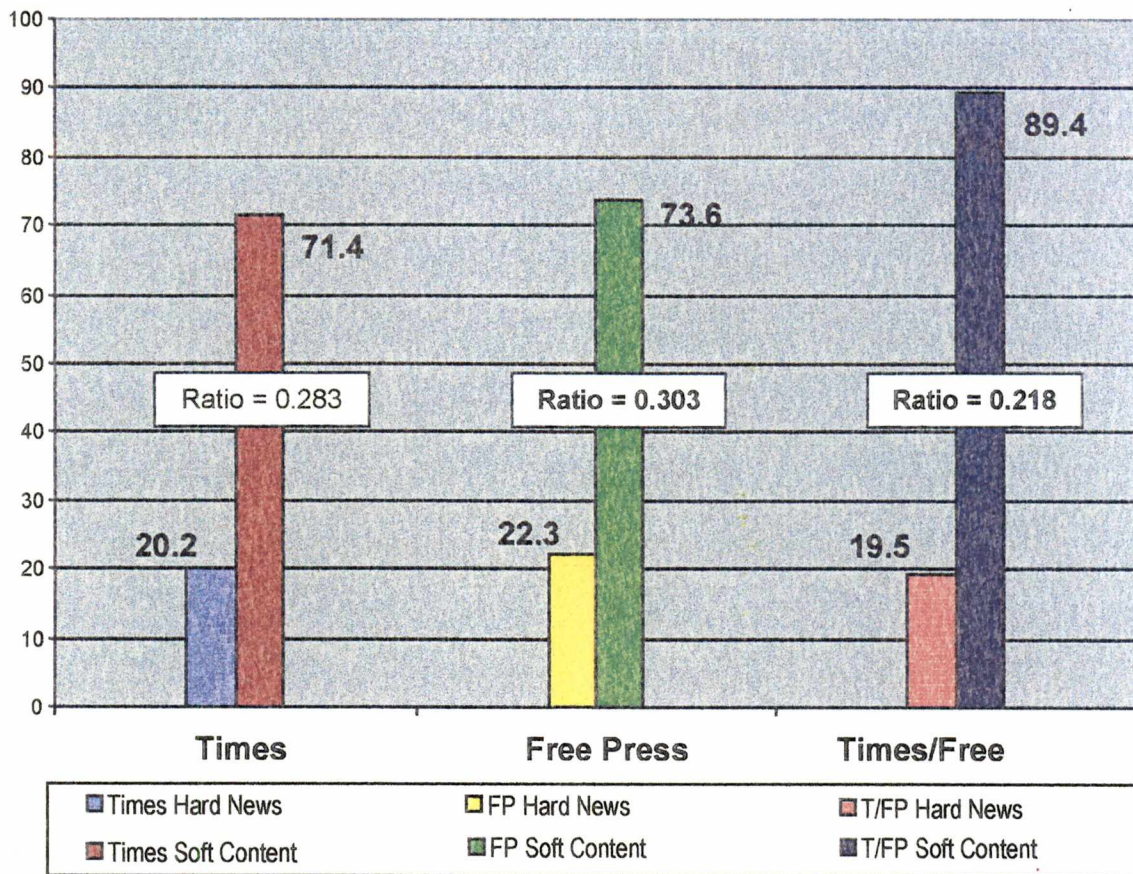


Figure 11: Hard News vs. Soft Content (Mean Number of Stories/Items per Issue and Ratios)

Letters to the Editor

Letters to the editor are considered to be a reflection of the level of interest readers take in their newspaper and in the events they read about or experience (Bogart, 1981). Figures 12, 13 & 14 depict the noticeable difference between the three papers in the number of letters to the editor published in an average issue. Again, the side-by-side comparisons show great variability that is heightened by the fact that absolute numbers of letters to the editor are relatively small. On three of the days

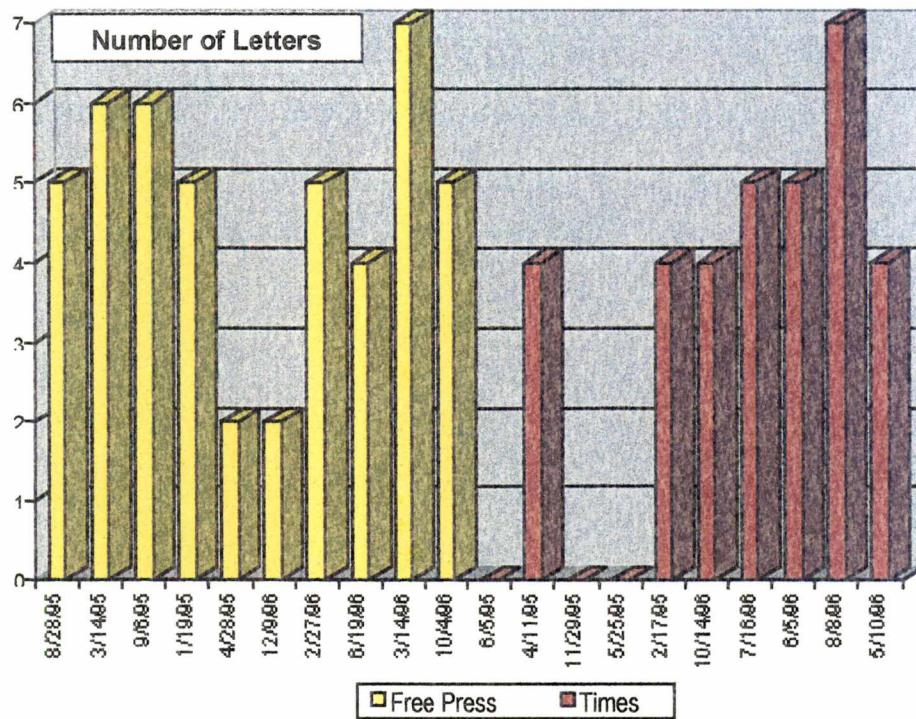


Figure 12: Letters to the Editor (Free Press vs. Times)

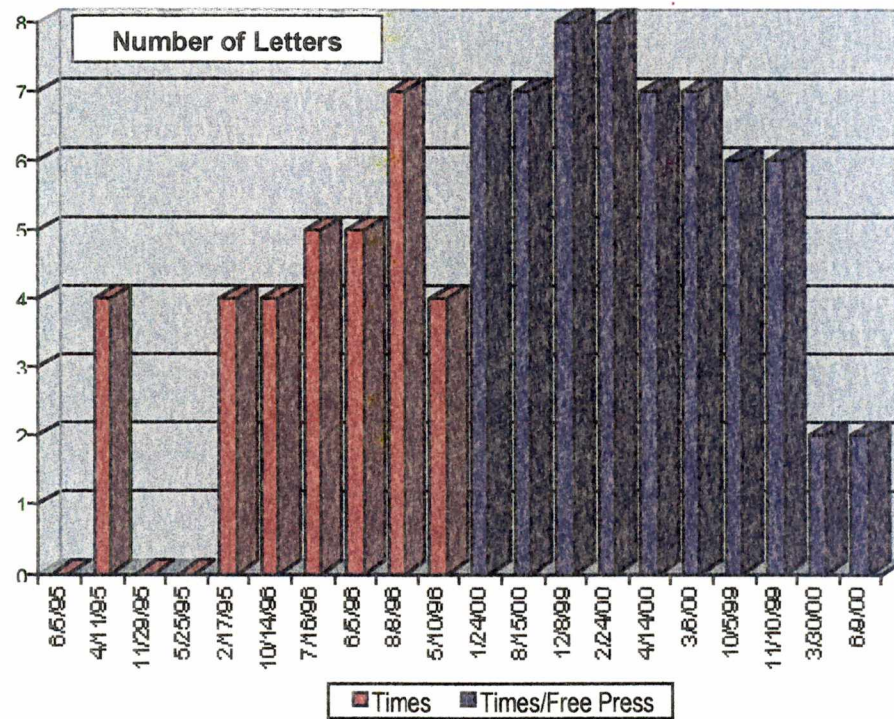


Figure 13: Letters to the Editor (Times vs. Times Free Press)

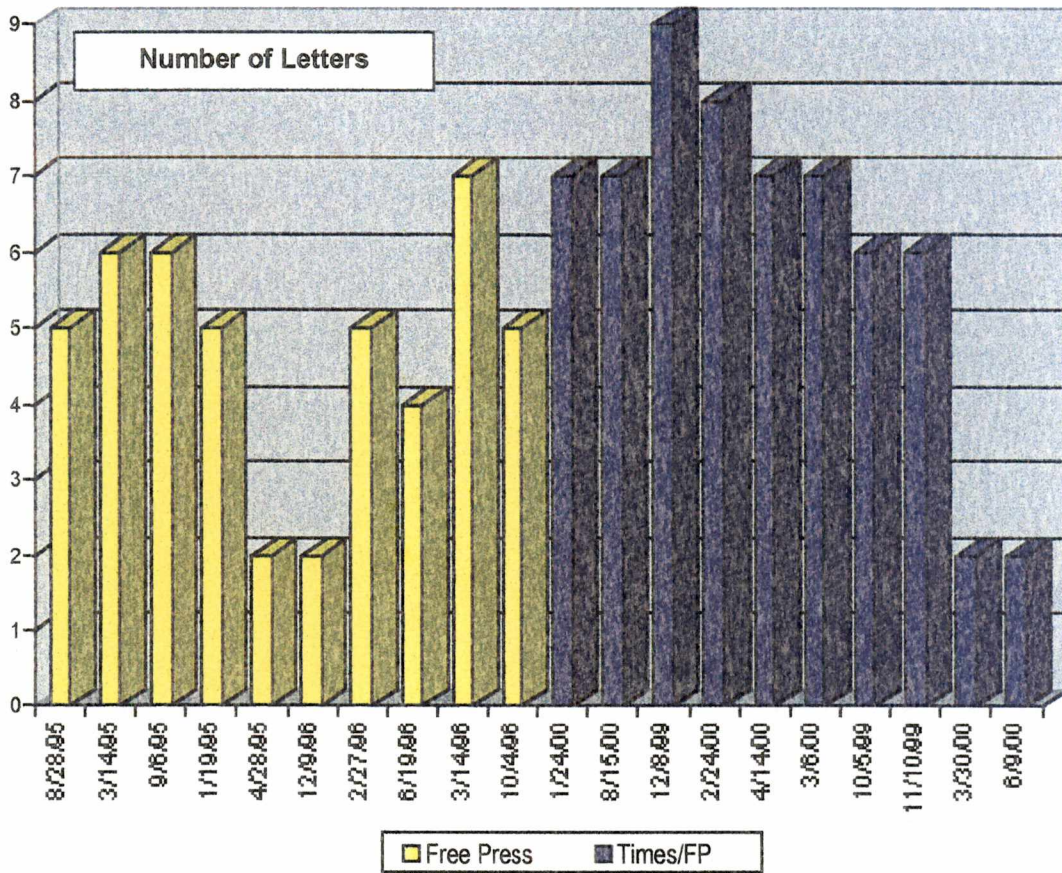


Figure 14: Letters to the Editor (Free Press vs. Times/Free Press)

sampled, the Times had no letters to the editor and on one day, it had 7. The Times/Free Press and the original Free Press had similar variability.

To soften the effects of widely varying data, median results—shown in Table 10—have been calculated for this category as well.

This time, the relative positions of the three papers did not change: the Times/Free Press clearly publishes more letters to the editor than either of its predecessors. This is true in the case of mean letters per issue as well (Figure 15). However, the significance of these apparent differences will be discussed in the following chapter.

Table 10
Median Scores for Published Letters to the Editor

	<u>Number of Letters</u>
Times	4
Free Press	5
Times/Free Press	7

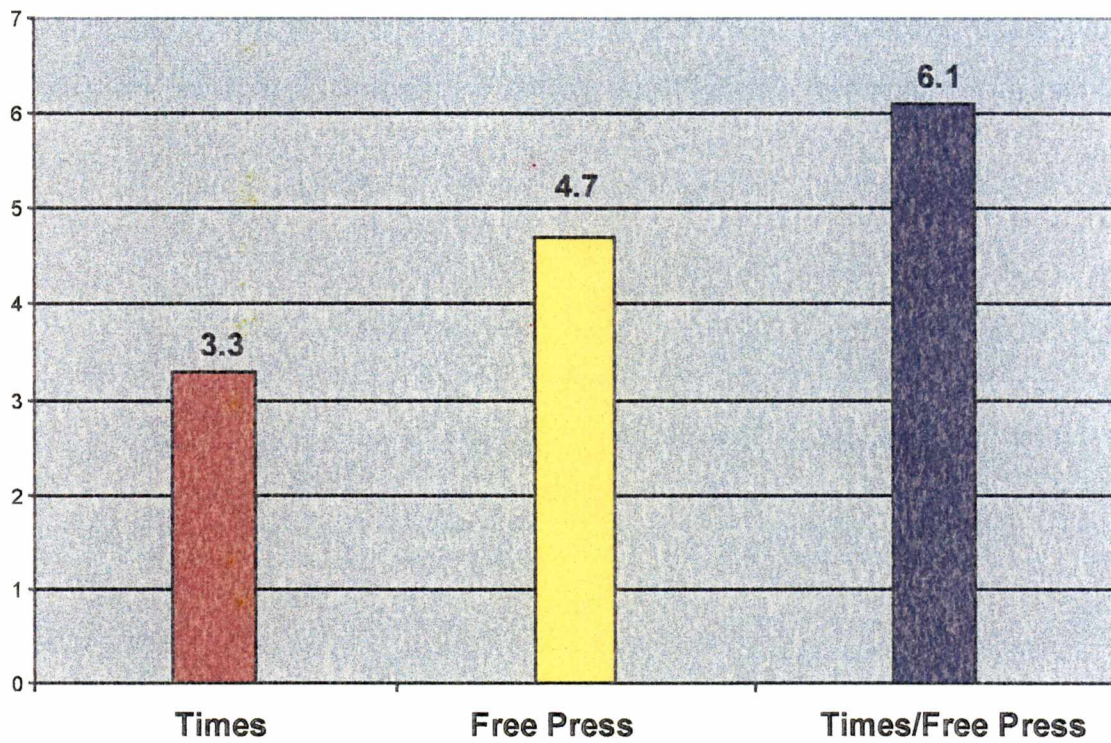


Figure 15: Letters to the Editor (Mean Number of Letters per Issue)

Regional News

Regional news is not one of Bogart's quality criteria, but was suggested as an interesting variable to test in the course of this content analysis. As noted in Chapter 2, with more cities becoming one-newspaper towns, there is a tendency among metropolitan dailies to view regional and satellite papers—and not other metropolitan dailies—as their natural competitors. It may be assumed that with its local competition absorbed, the hybrid Times/Free Press would be more interested in reaching regional audiences than either of its predecessors.

Figures 16, 17 and 18 appear to bear that assumption out. The Times/Free Press

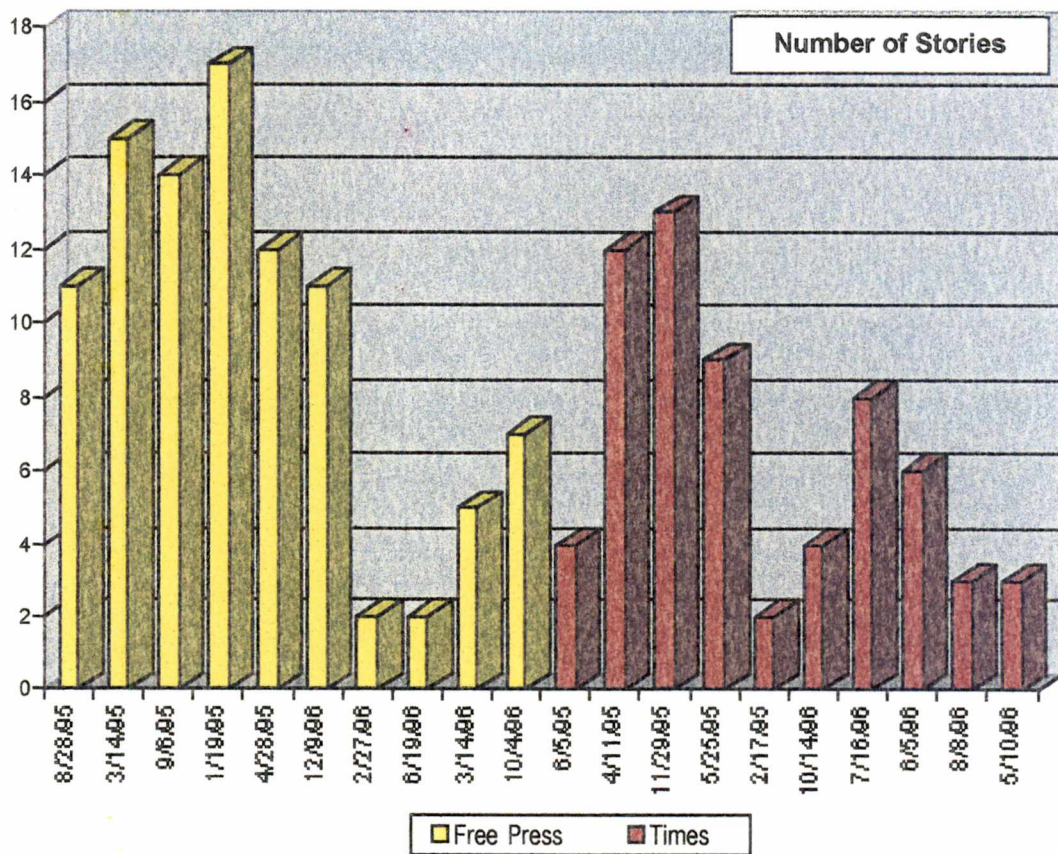


Figure 16: Regional News Stories (Free Press vs. Times)

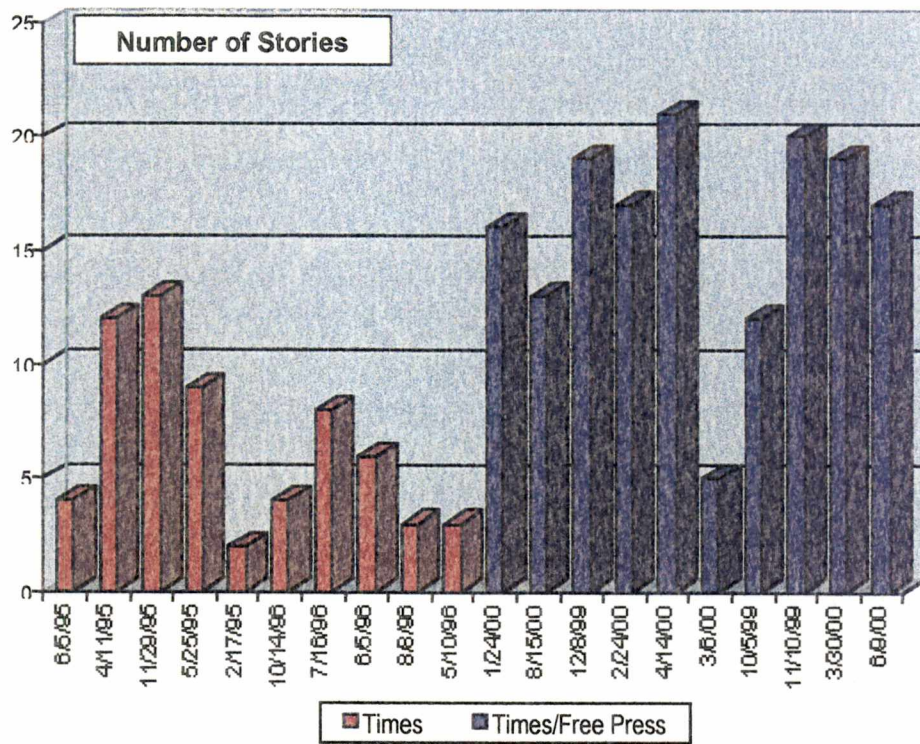


Figure 17: Regional News Stories (Times vs. Times/Free Press)

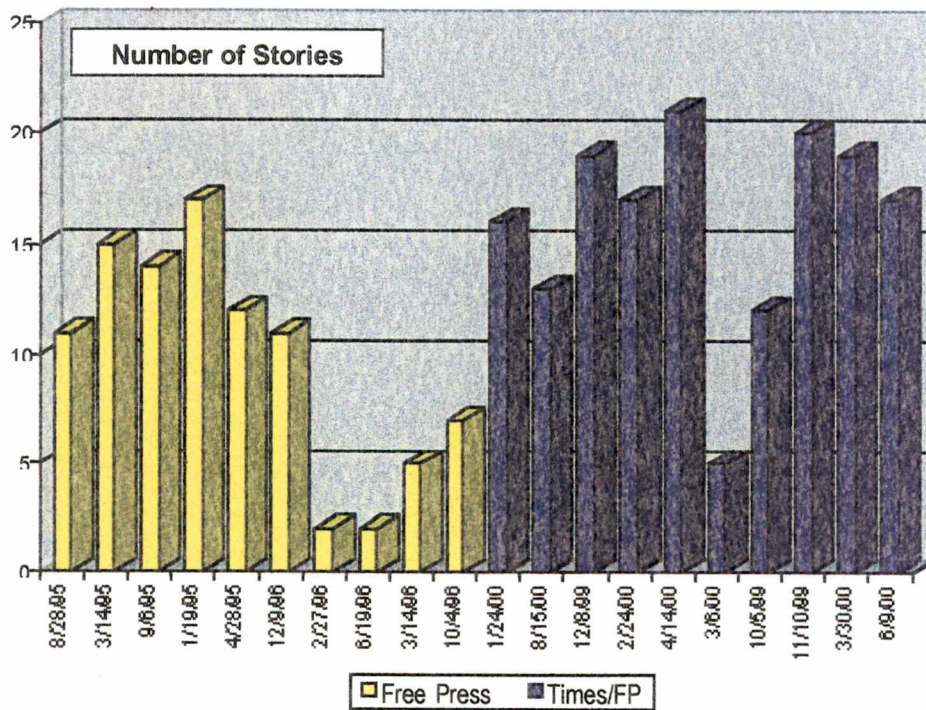


Figure 18: Regional News Stories (Free Press vs. Times/Free Press)

consistently publishes considerably more regional stories than either the original Times or the Free Press.

Mean numbers (Figure 19) find the Times lagging noticeably in this category with only 6.4 regional stories per issue compared to 9.6 for the Free Press and 15.9 for the hybrid paper. Again, there is considerable variability in both the Times and Free Press scores which are only increased by calculating the median scores (Table 11). The Times/Free Press publishes as many regional news stories on average as both its predecessors combined.

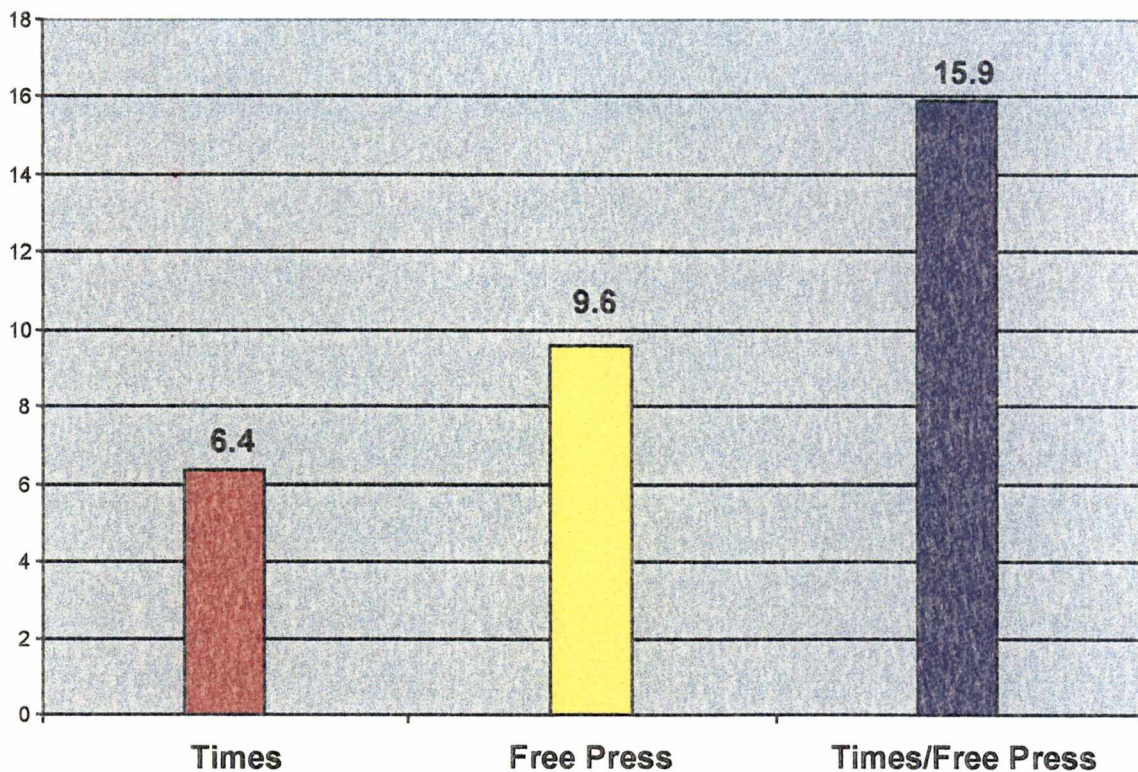


Figure 19: Regional News Stories (Mean Number of Stories per Issue)

Table 11
Median Scores for Regional News Stories

	<u>Number of Stories</u>
Times	5
Free Press	11
Times/Free Press	17

Staff-Written vs. Wire/Feature Stories

A high ratio of staff-written stories over wire service and feature service content was the number one indicator of quality in Bogart's 1977 survey of editors. Coulson and Hansen used the indicator in their study of the Louisville Courier-Journal and stated that a high proportion of staff-written copy "indicates a sense of responsibility to the newspaper's readership."

The Times, averaging 35 staff-written stories per issue, exceeds the Free Press average of 30.9—a margin of 13 percent (Figure 20). The difference in wire or feature service items is even more pronounced. The Times averages 52.5 items per issue while the Free Press publishes 65 items per issue. The margin between the two is 13 percent for wire/feature material.

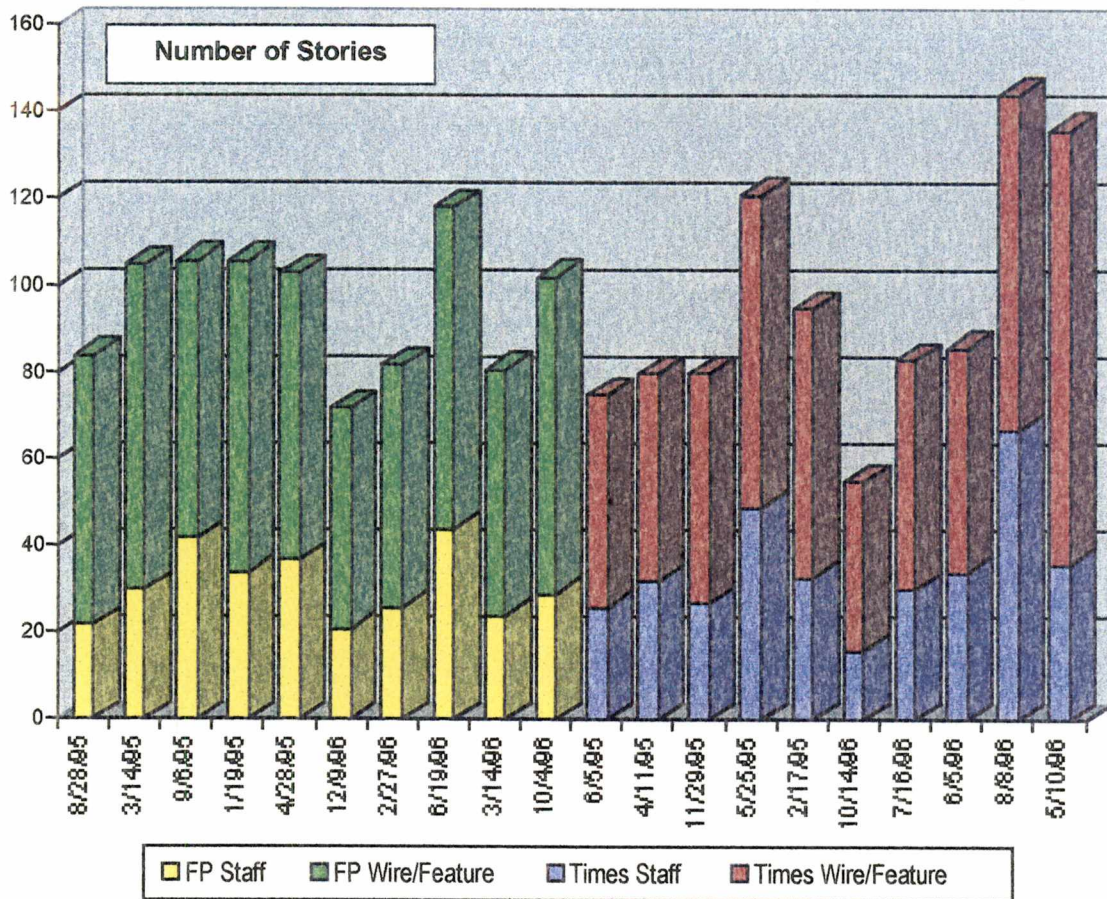


Figure 20: Staff-Written vs. Wire/Feature (Free Press vs. Times)

The hybrid Times/Free Press averages 39.5 staff-written stories per issue—13 percent more than the original Times and a surprising 28 percent more than the original Free Press (Figures 21 & 22). However, in wire and feature content, the hybrid paper also dominates with 69.6 stories per issue. The original Free Press is close behind with 65 stories per issue, and the original Times—with just 56.6 stories per issue—has the least wire/feature content.

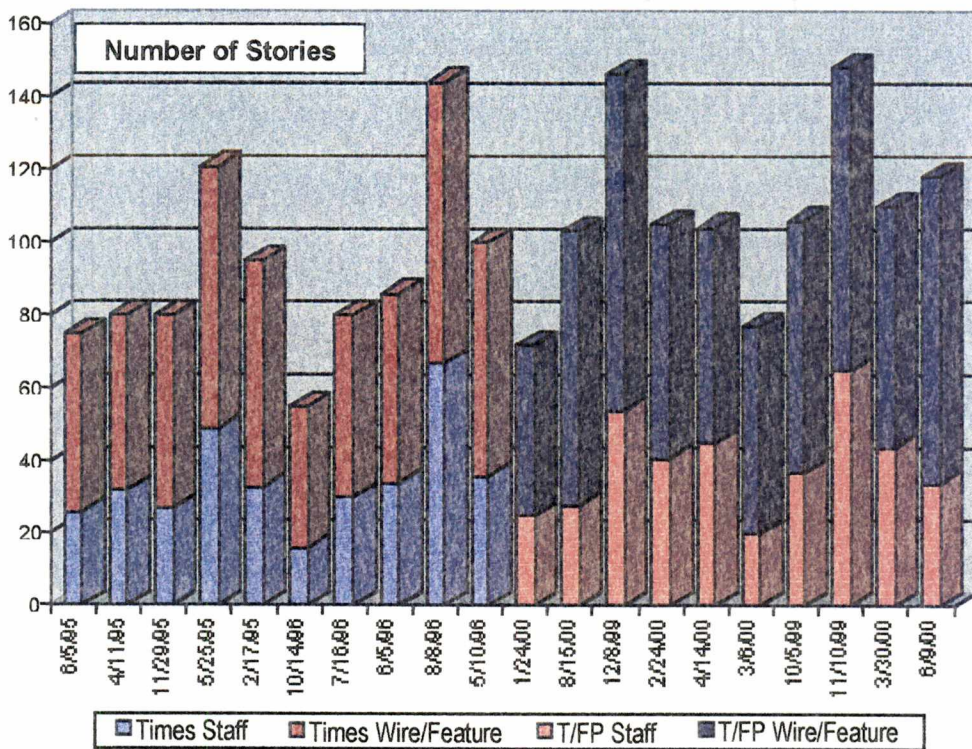


Figure 21: Staff-Written vs. Wire/Feature (Times vs. Times/Free Press)

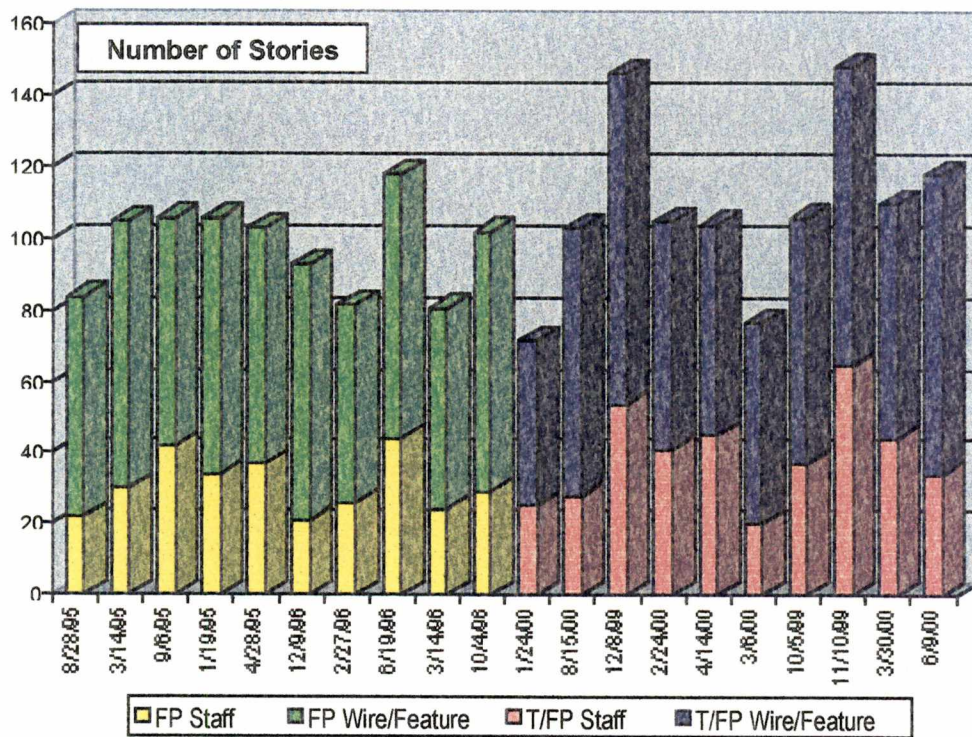


Figure 22: Staff-Written vs. Wire/Feature (Free Press vs. Times/Free Press)

In calculating the median for staff/wire stories, all of the values decline slightly or remain static. However, the papers' relative position to one another does not change noticeably.

It is clear in Figure 23 that the original Times had the highest ratio of staff-written stories to wire/feature stories at 0.618. The Times/Free Press has higher absolute numbers in both staff and wire/feature content, but even its best-in-class showing in staff-written stories cannot overcome the paper's bloated wire/feature story

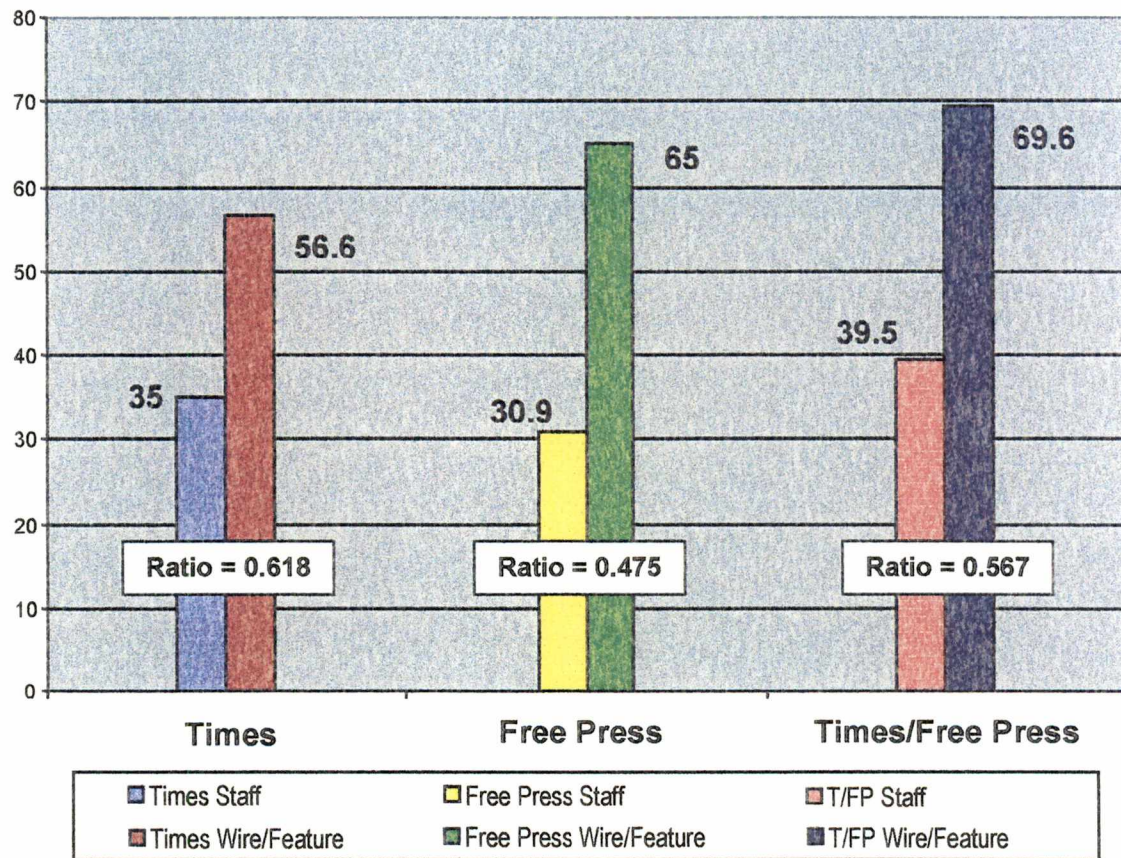


Figure 23: Staff-Written vs. Wire/Feature (Mean Number of Stories per Issue and Ratios)

total. The original Free Press—with its relatively high wire/feature content and the lowest average of staff-written stories—has the smallest ratio in this category.

Data Summary Sheets

To manage the considerable amount of data this study generated, summary sheets have been developed (Figures 24, 25 & 26). Each of the sheets summarizes key data for the 10 issues of one of the newspapers. These summaries provide a comprehensive overview of the major data points used to compare the newspapers and are infinitely easier to read than the hand-written summaries in the appendix. Many of the specific values discussed earlier in this chapter may be referenced in these summaries. The values in red are refined data that relate directly to the attributes of quality being studied.

Data Summary

Chattanooga Times

Date Published	Pages	Total Column Inches	Adv. Column Inches	Newshole Column Inches	Letters to the Editor	Staff-Written Stories	Wire/Feature Content	Hard News Stories	Soft News Content	Regional Stories
6/5/95	28	3,612	1,258	2,354	0	26	49	14	61	4
4/11/95	32	4,128	1,366	2,762	4	32	48	23	57	12
11/29/95	36	4,644	2,038	2,606	0	27	53	31	49	13
5/25/95	60	7,740	4,031	3,709	0	49	72	18	103	9
2/17/95	56	7,224	4,048	3,176	4	33	62	12	83	2
10/14/96	28	3,612	1,545	2,067	4	16	39	14	41	4
7/16/96	32	4,128	1,512	2,616	5	30	50	27	53	8
6/5/96	44	5,676	2,858	2,818	5	34	52	11	75	6
8/8/96	72	9,288	4,711	4,577	7	67	77	22	122	3
5/10/96	64	8,256	4,882	3,374	4	36	64	30	70	3

Totals 452 58,308 28,249 30,059 33 350 566 202 714 64

Avg 45.2 5,830.8 2,824.9 3,005.9 3.3 35.0 56.6 20.2 71.4 6.4

Ratios

Non-Advertising
-to-Advertising
1.064

Staff-to-Wire/
Feature
0.618

Hard-to-Soft
News
0.283

Figure 24: Data Summary Sheet (Chattanooga Times)

Data Summary

Chattanooga Free Press

Date Published	Pages	Total Column Inches	Adv. Column Inches	Newshole Column Inches	Letters to the Editor	Staff-Written Stories	Wire/Feature Content	Hard News Stories	Soft News Content	Regional Stories
8/28/95	32	4,128	1,331	2,797	5	22	62	23	61	11
3/14/95	36	4,644	1,594	3,050	6	30	75	29	76	15
9/6/95	56	7,224	3,585	3,639	6	42	64	20	86	14
1/19/95	40	5,160	2,093	3,067	5	34	72	26	80	17
4/28/95	60	7,740	4,455	3,285	2	37	66	22	81	12
12/9/96	32	4,128	1,631	2,497	2	21	51	25	47	11
2/27/96	32	4,128	1,438	2,690	5	26	56	19	63	2
6/19/96	60	7,740	4,176	3,564	4	44	74	27	91	2
3/14/96	40	5,160	2,298	2,862	7	24	57	20	61	5
10/4/96	60	7,740	4,434	3,306	5	29	73	12	90	7

Totals 448 57,792 27,035 30,757 47 309 650 223 736 96

Avg 44.8 5,779.2 2,703.5 3,075.7 4.7 30.9 65.0 22.3 73.6 9.6

Ratios

Non- Advertising
to Advertising
1.138

Staff-to-Wire/
Feature
0.475

Hard-to-Soft
News
0.303

Figure 25: Data Summary Sheet (Chattanooga Free Press)

Data Summary

Chattanooga Times/ Chattanooga Free Press

Date Published	Pages	Total Column Inches	Adv. Column Inches	Newshole Column Inches	Letters to the Editor	Staff-Written Stories	Wire/ Feature Content	Hard News Stories	Soft News Content	Regional Stories
1/24/00	40	5,160	2,299	2,861	7	25	47	12	60	16
8/15/00	46	5,934	2,285	3,649	7	28	75	21	82	13
12/8/99	64	8,256	3,615	4,641	9	54	92	31	115	19
2/24/00	56	7,224	3,218	4,006	8	41	64	19	86	17
4/14/00	62	7,998	4,026	3,972	7	45	59	25	79	21
3/6/00	40	5,160	2,000	3,160	7	20	57	10	67	5
10/5/99	46	5,934	1,988	3,946	6	37	69	19	87	12
11/10/99	64	8,256	3,343	4,913	6	65	83	11	137	20
3/30/00	54	6,966	2,917	4,049	2	44	66	22	88	19
6/9/00	62	7,998	4,220	3,778	2	34	84	25	93	17

Totals 534 68,886 29,911 38,975 61 393 696 195 894 159

Avgs 53.4 6,888.6 2,991.1 3,897.5 6.1 39.5 69.6 19.5 89.4 15.9

Ratios

Non-Advertising
-to-Advertising
1.303

Staff-to-Wire/
Feature
0.567

Hard-to-Soft
News
0.218

Figure 26: Data Summary Sheet (Chattanooga Times/Free Press)

CHAPTER V

DISCUSSION

Introduction

Considerable data have been accumulated for the three Chattanooga papers, but the numbers have little meaning without some attempt to interpret and place them in context. This chapter will explore the results of the content analysis and will attempt to put the findings in perspective. In addition, an attempt will be made to address the three research questions set forth at the end of chapter 2:

- Based on consistent, measurable quality criteria, which of the earlier Chattanooga papers—The Times or the Free Press—was the “better” newspaper?
- Does the merged Chattanooga Times and Chattanooga Free Press meet the same quality criteria to a greater or lesser degree?
- Based on the above, does the new, consolidated paper correlate more closely to the earlier Times or Free Press?

As a first step toward interpretation, it will be necessary to list and compare the outcomes of the key findings of the data analysis. The raw scores for each paper—the degree to which each evidences the six quality criteria—will be cited initially. In the following sections, each of the six quality criteria—and each paper’s score—will briefly be discussed to determine whether the outcomes mean what they appear to mean or if other factors should be considered. Finally, the limitations of the study will be discussed as well as recommendations for future research.

Raw Score Comparisons

Table 12 lists the raw results of the data analysis without any attempt at interpretation. Scores indicating the greatest conformity to each criterion are shown in red. All values have been averaged for the 10 issues studied and are listed in the order in which editors responding to Bogart perceived to be most indicative of quality.

It is obvious at once that the hybrid Times/Free Press leads in all but two of the categories and the original Times and Free Press can claim superiority in only one category each. However, when other factors are considered, the results may be less clear. In the following sections, each of the criteria will be examined individually.

One critical complication for making comparisons is the "blended" nature of the hybrid paper. WEHCO has been true to its promise to deliver a paper in which Chattanoogaans would recognize many elements of the papers they were used to. As a result, the hybrid paper carries two editorial pages, two comic pages, two crossword puzzles and virtually all of the features and columns that both predecessor papers contained. How long this arrangement will continue is a matter for conjecture; one can imagine that when WEHCO senses Chattanoogaans have been weaned from their devotion to their original paper, a "new and improved" Chattanooga Times/Free Press will make its debut.

In the meantime, the blended nature of the Times/Free Press complicates many judgements about the paper that might otherwise easily be made.

**Table 12
Raw Score Comparisons**

<u>Quality Criteria</u>	<u>Times</u>	<u>Free Press</u>	<u>Times/ Free Press</u>
High ratio of staff-written stories to wire & feature service stories	0.618	0.475	0.567
Total amount of non-advertising content	3005.6	3075.7	3897.5
Number of letters to the editor per issue	3.3	4.7	6.1
High ratio of non-advertising to advertising	1.064	1.138	1.303
High ratio of hard news stories to soft content	0.283	0.303	0.218
Number of regional news stories	6.4	9.6	15.9

High Ratio of Staff-Written to Wire/Feature

The original Times, as noted earlier, published an average of 35 staff-written stories per issue compared to 39 for the hybrid Times/Free Press. However, the considerably larger number of wire/feature stories in the hybrid paper swings this indicator—the number one attribute of quality in the Bogart study—to the original Times (Table 13). The significance of this disparity, however, may go farther than the raw scores.

Table 13
Staff-Written to Wire/Feature

<u>Quality Criteria</u>	<u>Times</u>	<u>Free Press</u>	<u>Times/ Free Press</u>
High ratio of staff-written stories to wire & feature service stories	0.618	0.475	0.567

Immediately before the merger, the Times editorial staff numbered 56 while the Free Press employed 89. When the papers merged, 19 from each staff lost their jobs or took early retirement (Hendrick, 1999). This consolidation gave the hybrid Times/Free Press an editorial staff of 107, considerably larger than either predecessor. With that larger staff, however, the hybrid Times/Free Press has managed only 4 more staff-written stories per issue than the original Times and eight more than the original Free Press, which was clearly the underachiever in this category.

These results may be skewed somewhat by the “blended” nature of the hybrid Times/Free press, which results in a greater number of wire/feature stories. However, it does not alter the fact that the Times/Free Press has apparently not capitalized on the greater staff resources at its disposal. Further, it does not alter the fact that the original Times, with the smallest editorial staff, generated the largest ratio of staff-written stories to wire/feature content.

Amount of Non-Advertising Content

As discussed earlier, the hybrid Times/Free Press clearly leads this category, mirroring what happened in the Louisville Courier Journal study, where the Gannett expanded the average news hole noticeably, but primarily with soft material. While the original Free Press news hole was nominally larger than the original Times, the difference is small—about half a page per issue.

In this category, simply comparing the numbers (Table 14) shows that the

Table 14
Non-Advertising Content (News Hole)

<u>Quality Criteria</u>	<u>Times</u>	<u>Free Press</u>	<u>Times/ Free Press</u>
Total amount of non-advertising content	3005.6	3075.7	3897.5

hybrid paper is unlike either of its predecessors. In fact, the original Times and Free Press were far more alike one another.

Number of Letters to the Editor

(It should be noted that in this category, a number of faux letters to the editor—actually advertisements laid out like letters to the editor—were noted and were not counted.)

Again, a simple comparison of the numbers (Table 15) shows the hybrid paper with a clear lead over its predecessors. Further, the value of the community being able to read letters to two editors with a greater variety of positions on the issues should not be underestimated. Before the newspapers merged, Chattanooga, would have to subscribe to both papers to obtain the same diversity of opinions, and records indicate that only 5,000 subscribers did so (Fahri, 1999).

However, while the number of letters in the hybrid paper is greater than in either of the predecessors, it is less than the sum of the two. Combined, the original

Table 15
Letters to the Editor

<u>Quality Criteria</u>	<u>Times</u>	<u>Free Press</u>	<u>Times/ Free Press</u>
Number of letters to the editor per issue	3.3	4.7	6.1

Times and Free Press published eight letters per issue to the hybrid paper's 6. Further, both predecessor papers published more op-ed pieces and political columnists, often running two full pages comprised of editorials and op-ed and political columns. While these attributes are not counted in this study, a consideration of their value should be acknowledged.

In this category, the hybrid paper is more like the original Free Press in the quantity of letters published. Future research should determine which paper had the greater diversity of editorial and political opinion.

High Ratio of Non-Advertising to Advertising

Unlike the Louisville Courier-Journal after its acquisition by Gannett, the hybrid paper in Chattanooga carries more advertising—on average about 170 column inches more than the Times and 290 more than the Free Press. Perhaps the difference can be explained by the fact that the Courier-Journal did not absorb another paper with advertising accounts that may have been available only to its competitor. While these considerations are beyond the scope of this study, they again suggest avenues for future research. Whatever the reason for increasing its advertising lineage, the news hole, as we have already seen, increased substantially more, driving up the ratio of non-advertising content to advertising (Table 16).

Another way of looking at the ratios is that the hybrid paper uses 42 percent of its space for advertising and 58 percent for non-advertising content. For the original Free Press, the percentages are 47, advertising and 53, news hole. For the Times, the

Table 16
Non-Advertising vs. Advertising

<u>Quality Criteria</u>	<u>Times</u>	<u>Free Press</u>	<u>Times/ Free Press</u>
High ratio of non-advertising to advertising	1.064	1.138	1.303

percentages are 49 and 51. In this category, again, the original newspapers were more like one another than either is to the hybrid paper.

High Ratio of Hard News to Soft Content

Perhaps surprisingly, a high ratio of hard news to soft content ranked lower in the Bogart study than the number of letters to the editor. In this category, the original Free Press leads the original Times by just two hundredths of one percent (Table 17). It should be noted that these results were obtained by counting stories and that a different result might be obtained through measuring column-inches. (It should also be noted that hard news stories in The Times generally appeared to researchers to be longer than in the Free Press.) The hybrid Times/Free Press ranks last in this category, perhaps reflecting the impacts of blending much of the soft content of the previous papers. It should be noted, however, that since comics were not counted in this study, the hybrid paper actually benefits from not having its two pages of comics per issue compared against the single page published by each predecessor.

Table 17
Hard News vs. Soft Content

<u>Quality Criteria</u>	<u>Times</u>	<u>Free Press</u>	<u>Times/ Free Press</u>
High ratio of hard news stories to soft content	0.283	0.303	0.218

The relatively low score of the hybrid paper is typical of papers acquired by chains—that is news holes tends to increase, but they are filled with softer content and dramatically more wire/feature material. Coulson and Hansen noted a five-percent drop in hard news at the Louisville Courier-Journal after it was acquired by Gannett and a corresponding increase in soft content.

Again in this category, the hybrid paper is sufficiently “softer” than either the Free Press or Times to set it apart from both of the original papers.

Number of Regional News Stories

While Bogart’s attributes of quality do not include regional news, per se, one does specify a “high ratio of state, national and world news to local.” However, it ranks 23rd out of 23 quality attributes. Regional coverage may be more important, however, in a city located near the borders of three states. The Chattanooga papers have traditionally had readership in Northwest Georgia and Northeast Alabama, as well as Southeast Tennessee and it would be interesting to see how the hybrid paper approaches those audiences.

The raw scores (Table 18), while giving a decided edge to the hybrid paper, are, unfortunately, misleading. In checking on this wide disparity, it was determined that the hybrid paper publishes a single edition covering the entire metro and regional market, while the earlier papers published multiple editions—the first of which was targeted to regional audiences and subsequent editions to the metro area.

Unfortunately, the both the public and University libraries keep only final editions on microfilm. As a result, it must be acknowledged that the rankings

Table 18
Regional News Stories

<u>Quality Criteria</u>	<u>Times</u>	<u>Free Press</u>	<u>Times/ Free Press</u>
Number of regional news stories	6.4	9.6	15.9

here have very low validity and, therefore, regional news will not be used in drawing any conclusions about the content quality of the three papers.

Conclusions & Caveats

In response to the research questions set forth at the beginning of this study, it is possible to draw several conclusions. This section will attempt to answer the research questions based on the data comparisons and interpretations.

1. *Based on consistent, measurable quality criteria, which of the earlier Chattanooga papers—The Times or the Free Press—was the “better” newspaper?*

Based on a strict ranking of quality attributes used in this study, it would appear that the Chattanooga Free Press was a better paper overall than the Chattanooga Times. The Times led dramatically in the ratio of staff-written news to wire/feature content, which was the number one criterion in Bogart's list of 23. The Times and Free Press are extremely close on three other criteria—hard news to soft content, non-advertising content and ratio of non-advertising to advertising. In fact, the differences in these rankings are within the 0.93 margin of error on the overall intercoder reliability test. In short, the differences are, in the judgement of this researcher, too small to be meaningful.

However, it must be acknowledged that the Free Press outscored the Times on four of the five quality criteria selected for this analysis. And it may be inferred that, with the exception of letters to the editor, there are more similarities than dissimilarities between the original Times and Free Press—during the period studied and when judged against these specific criteria.

Many devoted Times readers would scoff at the notion of professional news editors judging the Free Press to be a higher quality paper than the Times. Whether a fuller comparison using all 23 criteria or a broader sample from earlier years would yield a different result, is a subject for future research. Or perhaps, the value readers

place on their favorite paper has more to do with editorial positions, story selections, comics, sports or intangibles that were beyond the scope of this study.

2. *Does the merged Chattanooga Times and Chattanooga Free Press meet the same quality criteria to a greater or lesser degree?*

The hybrid Times/Free Press surpasses its predecessors in three of the five criteria remaining in this evaluation: non-advertising content, letters to the editor and ratio of non-advertising to advertising. As we have already seen, however, the higher number of letters to the editor are less, in total, than Chattanoogaans used to write to their local newspapers when they had two to choose from. What can be stated with certainty is that the hybrid paper, following the national trend, has a larger news hole than either of its predecessors. However, a greater proportion of its content is soft compared to either of the predecessor papers and a smaller proportion is local news compared to the original Times.

The new Chattanooga Times/ Chattanooga Free Press is larger, carries more advertising, and is proportionally softer with proportionally less local coverage than the papers that preceded it. In short, it does not meet the quality criteria to a degree that would allow it to claim clear superiority over either of its predecessors.

3. *Based on the above, does the new, consolidated paper correlate more closely to the earlier Times or Free Press?*

The answer to this question may well be neither. The hybrid paper is obviously larger than either of its predecessors—benefiting perhaps from economies of scale and the combination of two revenue streams. It is softer than either of its predecessors and offers proportionally less local coverage than one of its predecessors. And, while not technically a part of this study, its opposing editorial voices may be unlike any metropolitan daily anywhere, and may owe more to USA Today than either of its forerunners. The hybrid paper may indeed be the totally new animal that Walter Hussman promised Chattanooga.

Finally, it is important to recognize that the criteria used in this study were established by newspaper editors in 1977. A brief consideration of reader preferences based on circulation trends may lead to different conclusions. As Fahri, Vass and others report, the combined Monday through Saturday circulation of the original Times and Free Press immediately before they were acquired by WEHCO was 81,348. According to the most recent Audit Bureau of Circulations (ABC) publishers report for the six months ending September 30, 2000, the hybrid paper has a paid Monday through Saturday circulation of only 72,449. Even if the 5,000 joint subscribers of the original paper are discounted, there are still about 4,000 fewer daily newspaper subscribers in Chattanooga than before the merger. The ABC statistics show a net loss of some 5,200 paid subscribers for the Sunday paper.

As reflected in Chapter 2, Bogart (1981), Gladney (1996) and others have determined that editors and readers often differ markedly on the importance they assign to newspaper quality attributes.

Limitations

To be fair to the hybrid paper, this study should be conducted again in two years. That should give the Chattanooga Times/Chattanooga Free Press an opportunity to develop content that is not defined by its desire to appeal to readers of papers that no longer exist. Future studies should also compensate for the limitations that this study suffers from, specifically:

- A larger number of quality criteria should be used to provide a stronger basis for comparison. At a minimum, illustrations, editorial diversity, news interpretations and readability should be considered among the criteria.
- Content should be measured in column inches rather than counting stories. Counting stories was a necessary trade-off in this study because of the large time and labor requirements necessary to stories. However, a more accurate picture of space related to content might be obtained.
- More papers from different eras should be considered in the study. While the hybrid paper replaced papers that existed in the late 1990s, it may be argued that it is competing with papers produced from the 1950s through the 1990s. People do not form their attachments to newspapers overnight and, fair or not, the hybrid paper will always be judged against the legacies of the papers it replaced.

The largest single limitation in this study, however, remains the subjective nature of quality. For all of the attempts to objectify quality, the criteria used in this study—and most of the quality studies referenced—are ultimately based on the perceptions of editors, readers or media critics. While they are educated perceptions, they are still inherently subjective and are a poor way to settle arguments about which newspaper is best.

Opportunities for Future Research

Future research could replicate this study in other cities where newspapers have folded. By expanding the universe of papers to be analyzed, perhaps five years or more, a wider perspective may be obtained. Also, a richer understanding of what has occurred in Chattanooga might be obtained by a larger study that incorporates more of Bogart's quality criteria. With different criteria included—sports coverage, diversity of editorial positions, business coverage, for instance—different results and rankings might be expected. With more resources and time, more of Bogart's criteria could have been used and a more complete picture of the Chattanooga newspapers would have emerged. Another study might be undertaken to evaluate subscribers' feelings about the opposing editorial pages in the hybrid Times/Free Press. How many subscribers read both pages vs. a single editorial view?

Additional opportunities for researching the changes in Chattanooga newspapers could include interviews with former and current newspaper employees to determine how they compare the hybrid Times/Free Press with its predecessors and its

current mission statement. (Having known many of The Times and Free Press employees from as long as 20 years ago, I could easily speculate that the hybrid paper generally would not be well received. The lower proportion of local stories and the close proximity of alien editorial opinions would disgust many former employees. I believe many would also miss having a competitor.) Similar interviews could also be conducted with community leaders and advertisers. The responses could be compared to the results of this study to determine the degree to which Chattanooga's perceptions about their newspapers match what has been and is being published.

When all is said and done, the choice of which newspaper to read is a uniquely personal one. The judgements readers make in rating one newspaper over another are, at their core, subject to bias and individual perceptions about how newspapers present the news. Nevertheless, it is useful to level the playing field as much as possible by applying accepted quality criteria in a uniform manner to compare newspapers. Only by doing so can subjectivity be diminished and a greater understanding of the differences between newspapers be achieved.

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APPENDICES

①

APPENDIX A

Test of Intercoder Reliability

Paper & Issue Free Press 1-19-95

Date Coded 10-21-00

Coder IAN

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
A-1	PEP RATIFIES...	S	H	-
	QUAKE DEATH TOLL...	W	H	-
	HOUSE TO DEBATE...	W	H	-
	COUNTY BODIES...	S	H	-
	MOTORIST HITS...	S	S	-
	SHOOTING SUSPECT...	S	S	-
A-2	QUESTION?	S	S	+
	JAPAN Earthquake...	W	S	-
	WALTON'S THOMAS...	W	S	-
	McTUTIRE REITES...	W	S	-
	KEVIN CORNER...	W	S	-
	All-Shaqille...	W	S	-
	ROSE KENNEDY...	W	S	-
	GA. Lottery...	W	S	-
	INDUSTRIALS LASHED...	W	H	-
	JAPAN CRIME MOB...	W	S	-
A-3	MAN charged...	W	S	-
	1994 TRADE...	W	H	-
	U.S. URGED...	W	S	-
	PIT Bull Victims...	W	S	-
	Suspect WANTS...	W	S	+
	3 CAVE Mappers...	W	S	-
	Dexter King URGES...	W	S	-
	Judge Rules...	W	S	-
A-5	Billy GRAMAM	W	S	-
A-6	Clinton ORDER...	W	H	-
	Some 40's N-Test...	W	H	-
	GOP Seeking...	W	H	-
	'Correct' History	W	H	-
A-7	Clinton Seeking...	W	H	-
	House in UPROAR...	W	S	-
	Gingrich REBUKED...	W	H	-
	Wendy's FOUNDER...	W	S	-
	Vets Can Still...	W	S	-
A-8	DoJ: MOST THINK...	W	S	-
	AMY FISHER...	W	S	-
	Officials of...	W	S	-
B1	2 YOUTHS...	S	H	+
	McWhorter Glad...	S W	S	+
	Restaurants Oppose...	S	S	-
	Some Employees...	S	S	-
		41	41	41

105

Total Coding Decisions = 123

Test of Inter-coder Reliability

Paper & Issue Free Press 1-19-95

Date Coded 10-21-00

Coder IAN

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
B-2	Community Foundation ...	S	S	-
	City Votes ...	S	S H	-
	School BOARD ...	S	S	-
	IRS Tightening ...	S	S	-
	Over heated Engine ...	S	S	-
B3	ANDY ROONEY	S	S	-
	TRASH, BRUSH ...	S	S	-
	ST. Nicholas ...	S	S	-
	5 SEEK ...	S	S	+
	Cleveland Seafarmer	S	S	+
B5	WOMAN'S PURSE WOMAN'S PURSE	S	S	-
	Police Investigate ...	S	S	-
	Convenience Store ...	S	S	-
	Child Support ...	S	S	-
	Police Investigate ...	S	S	-
	Adolf Butenandt ...	S	S	-
	Ray Johnson	S	S	-
	Best use BB ...	S	S	-
	House Panel ...	S	S	-
	Two Arrested ...	S	S	-
	Athens, Cleveland ...	S	S	+
	MAN ALIVE	S	S	+
B6	ACCU weather	S	S	+
	THURSDAY TV	S	S	-
	FRI. TV	S	S	-
C1	COUNTY HACKS ...	S	S	-
	STUDENTS 'ORBIT'	S	S	-
	RISE IN Rates ...	S	S	+
C2	SCOUT TROOP ...	S	S	+
	CITIZENS STUDY ...	S	S	+
	2 MEN seized ...	S	S	+
	WOMAN LOSES ...	S	S	+
	Soloists ...	S	S	-
C-4	TV STATION Encourages ...	S	S	-
	TUNE IN tonight	S	S	-
	ASPIRIN TARGETS ...	S	S	-
	This DAY in HISTORY	S	S	-
	SPORTS Sleuth ...	S	S	-
	SCRAMBLES ...	S	S	-
	celebrity Cipher	S	S	-
	CROSS word	S	S	-
		41	41	41

106

Total Coding Decisions = 123

Test of Inter-coder Reliability

Paper & Issue Free Press 1-19-95

Date Coded 10/22/00

Coder Leina mchead

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
A-1	PEP RATIFIES...	S	H	-
	QUAKE DEATH toll...	W	H	-
	HOUSE TO DEBATE...	W	H	-
	COUNTY BOOSTS...	S	H	-
	MOTORIST HITS...	S	S	-
	SHOOTING suspect...	S	X X	-
A-2	QUEST. why?...	S	S	+
	JAPAN Earthquake...	W	S	-
	WALTON'S THOMAS...	W	S	-
	McFUTURE RECITES...	W	S	-
	KEVIN CORNER...	W	S	-
	All- Sh Aquille...	W	S	-
	ROSE Kennedy...	W	S	-
	GA. LOHERY...	W	S	X X
	INDUSTRIALS LASHED...	W	H	-
	JAPAN CRIME MOB...	W	S	-
A-3	MAN charged...	W	X X	-
	1994 TRADE...	W	H	-
	U.S. URGED...	W	X X	-
	PIT Bull Victim's...	W	S	-
	Suspect WANTS...	W	S	X X
	3 CAVE Mappers...	W	S	-
	Dexter King URGES...	W	S	-
	Judge Rules...	W	S	-
A-5	Billy GRAMAM	W	S	-
A-6	Clinton ORDER...	W	H	-
	Some 40's N-Test...	W	X	-
	GOP Seeking...	W	H	-
	'CORRECT' History...	W	H	-
A-7	Clinton Seeking...	W	H	-
	House in UPROAR...	W	X X	-
	Gingrich REBUKED...	W	H	-
	Wendy's FOUNDER...	W	S	-
	Vets Can Still...	W	S	-
A-8	Poll: MOST THINK...	W	S	-
	Amy FISHER...	W	S	-
	Officials of...	W	X X	-
B1	2 YOUTHS...	X X	H	X X
	McWhorter Glad...	W+S	S	+
	Restaurants Oppose...	S	S	-
	Some Employees...	S	S	-
		41	41	41

Total Coding Decisions = 123

Test of Inter-coder Reliability

Paper & Issue Free Press 1-19-95

Date Coded 10/22/00

Coder Laura Mched

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
B-2	Community Foundation ...	S	S	-
	City Votes ...	S	S X	-
	School Board ...	S	S	-
	IRS Tightening ...	S X	S	-
B3	Over heated Engine ...	W	S	-
	Andy Rooney ...	W	S	-
	TRASH, BRUSH ...	S	S	-
	St. Nicholas ...	S	S	-
B5	SEEK ...	S	S	+
	CLEVELAND SEPTOMA	S	S	+
	WOMAN'S PURSE	S	S	-
	POLICE INVESTIGATE ...	S	S	-
	CONVENIENCE STORE ...	S	H	-
	CHILD SUPPORT ...	S	H	-
	POLICE INVESTIGATE ...	S	S	-
	ADOLF BURENANDT ...	W	S	-
	RAY JOHNSON	W	S	-
	BERT W. B.B.	W	S	-
	HOUSE PANEL	W	H	-
	TWO TARGETED ...	S	H	X X
	ATHENS, CLEVELAND ...	S	H	+
	MAN ALIVE	W	S	-
B6	ACCU WEATHER	W	S	X X
	THURSDAY TV.	W	S	-
	FRI. TV.	W	S	-
C1	COUNTY HACKS ...	S	H	-
	STUDENTS ORBIT ...	S	S	-
	RISE IN RATES ...	S	S X X	X X
C2	SCOUT TROOP ...	S	S	-
	CITIZENS STUDY ...	S	S	+
	2 MEN SEIZED ...	S	H	+
	WOMAN LOSES ...	S	H	+
	SOLOISTS ...	S	S	-
C-4	TV STATION ENCOURAGES ...	W	S	-
	TUNE IN TONIGHT	W	S	-
	ASPIRIN TARGETS ...	W	S	-
	THIS DAY IN HISTORY	W	S	-
	SPORTS SKETCH	W	S	-
	SCRAMBLES ...	W	S	-
	CELEBRITY CIPHER	W	S	-
	CROSSWORD	W	S	-
		41	41	41

Total Coding Decisions = 123

Test of Inter-coder Reliability

Paper & Issue Times 11/29/95
 Date Coded 10-21-00
 Coder IAN

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
A-1	CLINTON HELLBENT...	W	H	-
	CIA Admits...	W	H	-
	THIS NEIGHBORHOOD...	S	S	-
A-2	WIND DOWNS ROAD...	W	H	-
	JAPAN'S Military...	W	H	-
	BURMA WARNS...	W	H	-
	GREEK PREMIER...	W	H	-
	PRE-TEEN Killers...	W	H	-
	Senim Algerian...	W	H	-
	TEJANO Singer...	W	S	-
	EARLY Delivery...	W	S	-
	Letter MAN WARNED...	W	S	-
	CIA OFFICER...	W	S	-
	NO HOLIDAY SPECIAL...	W	S	-
	CHATHAHOOGA TODAY...	S	S	-
	THE WEATHER...	SW	S	+
A-3	CLINTON, GOP TRY...	W	H	-
	HOUSE TO ALTER...	W	H	-
	PROTECTION FAVORED...	W	H	-
	KILL ICC...	W	H	-
	WORKING MORE...	W	H	-
A-6	SAFETY A BIG...	W	H	-
A-7	OVERZEALOUS Gene...	W	H	-
	FEDERAL Speed...	W	H	-
A-8	JACKSON PRIMARY...	W	H	-
	LAW PROTECTS...	W	H	-
	MEXICO WANTS...	W	H	-
A-9	SUDDERTH QUILTS...	S	H	-
	HOUSING STARTS...	W	H	-
	CONSUMER CONFIDENCE...	W	H	-
	DOUBLE BOBBLE...	W	S	-
	FLIER MILES...	W	S	-
	SUCCESS...	W	S	+
	KARATE CHOP...	S	S	-
	YOGURT THAWS...	W	S	-
A-12	MOM SELLS...	W	S	-
	EVEN IN DEATH...	W	H	-
	ANTI-ABORTION...	W	AS	-
B-1	SCHOOL CHIEF...	S	S	+
	TRUE PARTY...	S	S	-
	ONE PASSENGER...	S	BH	+
		41	41	41

Total Coding Decisions = 123

1

Test of Inter-coder Reliability

Paper & Issue Times 11/29/95

Date Coded 10/22/00

Coder Lena Mched

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
A-1	CLINTON HELLBENT...	W	H	-
	CIA Admits...	W	H	-
	THIS NEIGHBORHOOD...	S	S	-
A-2	WIND DOWN'S ROAD...	W	H X	-
	JAPAN'S Military...	W	H	-
	BERMA WARRIORS...	W	H X	-
	GREEK PREMIER...	W	H X	-
	PRE-TEEN Killers...	W	H	-
	Senim Algerian...	W	H	-
	TEJANO Singer...	W	S	-
	EARLY DELIVERY...	W	S	-
	LOTTER MAN WARNED...	W	S	-
	CIA OFFICER...	W	S	-
	NO HOLIDAY SPECIAL...	W	S	-
	CHATHAMOOGA TODAY...	S	S	-
	THE WEATHER...	W	S	X X
A-3	CLINTON, GOP TRY...	W	H	-
	HOUSE TO ALTER...	W	H	-
	PROTECTION FAVORED...	W	H	-
	KILL ICC...	W	H	-
	WORKING MORE...	W	H	-
A-6	SAFETY A BIG...	W	H	-
A-7	OVERZEALOUS Gene...	W	H X	-
	FEDERAL Speed...	W	H	-
A-8	JACKSON PRIMARY...	W	H	-
	LAW PROTECTS...	W	H	-
	MEXICO WANTS...	W	H X	-
A-9	SUDDERTH QUILTS...	S	H X	-
	HOUSING STARTS...	W	H X	-
	CONSUMER CONFIDENCE...	W	H X	-
	DOUBLE BUBBLE...	W	S	-
	FLIER MILES...	W	S	-
	SUCCESS...	S	S	* X
	KARATE CHOP...	S	S	-
	YOGURT THAWS...	W	S	-
A-12	MOM SELLS...	W	H S	-
	EVEN IN DEATH...	W	H X	-
	ANTI-ABORTION...	W	S	-
B-1	SCHOOL CHIEF...	S	S	X X
	TRUE PARTY...	S	S	-
	ONE PASSENGER...	S	H X	X X
		41	41	41

113

Total Coding Decisions = 123

1

Test of Inter-coder Reliability

Paper & Issue TIMES/F.P. 8/15/00
 Date Coded 10-22-00
 Coder IAN

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
A-1	RUSSIAN NAVY...	W	H	-
	PLANNERS' DIET...	S	S	-
	CLINTON: 'Keep...	W	S	-
	TENNESSEANS SAY...	W	S	-
	HALF OF NURSING...	S	H	-
	KOSOVO MAN...	S	S	-
A2	Seeger Wonders...	W	S	-
	TAMMY FAUP...	W	S	-
	Mystery Writer...	W	S	-
	Tom Selleck...	W	S	-
	OHIO FESTIVAL...	W	S	-
	BROOKS MAY...	W	S	-
	NORWAY CROWN...	W	S	-
	Sharp Rise...	W	HS	-
	DASH FOR FREEDOM...	W	HS	-
	TODAY IN HISTORY...	S	S	-
	New World Life...	W	HS	-
	TROPICAL STORM...	W	HS	-
	MORE EVACUATIONS...	W	HS	-
	DEPORTATION...	W	S	-
	NOT ONE OF...	W	S	-
	ELVIS BUDDIES...	W	S	-
A3	KOSOVO PACEKEEPERS...	W	HS	-
A4	DEMOCRATS PAY...	W	S	-
	Democrat's Showcase...	W	S	-
	Gore: Republicans...	W	S	-
	Gore Tried to Imprison...	W	S	-
	Clinton Seeks Balance...	W	S	-
A5	Clinton Seeks Balance ...	S	S	-
	Gore's Inhabitant Convention Notebook	S	S	-
	Hollings Says...	W	S	-
A6	North, South...	W	S	-
	Church Canonizes...	W	S	-
	Admiral Prays...	W	S	-
B1	Prosecutor: Bullet...	W	HS	-
	Schools to Begin...	S	H	-
	Covert Rules...	S	HS	-
	Physical Therapy Grads...	S	S	-
	Surgery Will!	S	S	+
B2	Whitfield Students...	S	S	+
	Study: 70...	W	H	+
		41	41	41

delegate sets task...

115 Total Coding Decisions = 123

Test of Inter-coder Reliability

Paper & Issue Times / F.P. 8/15/00

Date Coded 10-22-00

Coder IAN

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
B2	FORT Ogletowne ...	S	S	+
	Young 14-Mers ...	S	S	+
	Boosters Build ...	S	S	+
B3	Cleveland Police ...	S	I	+
	Cleveland Extends ...	S	I	+
B5	City Council ...	S	I	+
	Knoxville Teen ...	S	I	+
	Stop-smoking ...	S	S	+
	Polk Authorities ...	S	S	+
	Drowning Victim ...	S	I	+
	Head-on Crash ...	S	I	+
C-1	Troubled Cavaliers ...	S	I	+
	UPN's Future ...	3	I	+
	Big Waste Haulers ...	3	I	+
	Go-Carts Recalled ...	3	I	+
	Kmart e-commerce	3	I	+
	MP3	3	I	+
	TVA Reports ...	3	I	+
	Lookout Mountain ...	3	I	+
C-2	New Business Hubs ...	3	I	+
	Soft Drink Industry ...	3	I	+
	Top 5 R Us ...	3	I	+
	Stocks Rise ...	3	I	+
	Intel Launches ...	3	I	+
	Defunct Sabre Tech	3	I	+
	Freight Lines ...	3	I	+
C5	Ecuadorians ...	3	I	+
	Linux ...	3	I	+
C6	YANCO WINGS ...	3	I	+
	Ford, Firestone ...	3	I	+
	De Beers ...	3	I	+
	Japan Corporate ...	3	I	+
C7	5-DAY FORECAST ...	3	I	+
	Inventories ...	3	I	+
	Verizon ...	3	I	+
	Bloomberg ...	3	I	+
	India Finding ...	3	I	+
E-1	Doing it Your Way ...	3	I	+
	Home Theaters ...	3	I	+
	Reading Computer ...	3	I	+
	Flashcards Online ...	3	I	+
		41	41	41

116

Total Coding Decisions = 123

11

Test of Inter-coder Reliability

Paper & Issue TIMES/F.P. 8/15/00
 Date Coded 10/22/00
 Coder Leina mcheed

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
A-1	RUSSIAN NAVY...	W	H	-
	PLANNERS / LATER...	S	S	-
	CLINTON: Keep...	W	S	-
	TENNESSEANS Say...	S	S	-
	HALF OF NURSING...	S	S	-
	KOSOVO MAN...	S	S	-
A2	Seeger Wonders...	W	S	-
	TAMMY FAYP...	W	S	-
	Mystery Writer...	W	S	-
	Tom Selleck...	W	S	-
	OHIO FESTIVAL...	W	S	-
	BROOKS May...	W	S	-
	NORWAY CROWN...	W	S	-
	SHARP Rise...	W	S	-
	DASH FOR FREEDOM...	W	S	-
	TODAY IN HISTORY...	S	S	-
	New World Life...	W	S	-
	TROPICAL Storm...	W	S	-
	MORE EVACUATIONS...	W	S	-
	DEPORTATION...	W	S	-
	NOT ONE OF...	W	S	-
	ELVIS BUDDIES...	W	S	-
A3	KOSOVO Peacekeepers...	W	H	-
A4	Democrats Pay...	W	S	-
	Democrats Showcase...	W	S	-
	Gore: Republicans...	W	S	-
	Gore Tried to Impugn...	W	S	-
	Clinton Seeks Balance...	W	S	-
A5	Delegate Gets TASK...	S	S	-
	Gov. Malwenter...	S	S	-
	Hollings Says...	W	S	-
A6	North SOUTH...	W	S	-
	Church Canonizes...	W	S	-
	Admiral Prays...	S	S	-
B1	Prosecutor: Bullet...	W	H	* X
	Schools to Begin...	S	S	-
	Court Rules...	S	H	-
	Physical Therapy Gads...	S	S	-
	Surgery will!	S	S	+
B2	Whitfield Students...	S	S	+
	Study: 70...	W	S	X X
		41	47	41

118 Total Coding Decisions = 123

Test of Inter-coder Reliability

Paper & Issue Times / F.P. 8/15/00

Date Coded 10/22/00

Coder Lavinia Gratchord

Page	Story	Coding Decisions		
		Staff/Wire	Hard/Soft	Regional
B2	FORT DaleThorp...	S	S	+
	Young 14-headers...	S	S	+
	Boosters Build...	S	S	+
B3	Cleveland Police...	S	S	+
	Cleveland Extends...	S	S	+
B5	City Council...	S	S	-
	Knorr will p Teen...	S	H	+
	Stop-smoking...	S	S	-
	Polk Authorities...	S	S	+
	Drowning Victim...	S	S	+
	Head-on Crash...	S	H	+
C-1	TROUBLED CAVALIER...	S	S	-
	UPN'S Future...	W	S	-
	Big Waste Handlers...	S	S	-
	Go-CARTS Recalled...	W	H	-
	Kmart e-commerce...	W	S	-
	MD3	W	S	-
	TVA Reports...	W	S	X
	Lockport Mountain...	S	S	X
C.2	New Business Licenses...	S	S	-
	Soft Drink Industry...	W	S	-
	TOPS R US...	W	S	-
	Stocks Rise...	W	H	-
	Intel Launches...	W	S	-
	Defunct Sabre Tech...	W	S	-
	Flight Lines...	W	S	-
C5	Ecuadorians...	W	S	-
	Linux...	W	S	-
C6	YAHOO! Wins...	W	S	-
	Ford, Firestone...	W	H	-
	De BEERS...	W	S	-
	Japan Corporate...	W	S	-
C7	5-DAY Forecast...	W	S	-
	Inventories...	W	S	-
	Verizon...	W	S	-
	Bloomberg...	W	S	-
	India Ending...	W	S	-
E.1	Doing it Your Way...	W	S	-
	Home Theaters...	S	S	-
	Reading Computer...	W	S	-
	Flashcards online...	W	S	-
		41	41	41

119

Total Coding Decisions = 123

Intercoder Reliability Worksheet

Paper/Issue	Coding Decisions/Agreement			Totals
	Staff/Wire	Hard/Soft	Regional	
Times 11/29/95	$\frac{80}{79} = \frac{158}{2(79)}$ $\frac{80 + 80}{160}$ = .987	$\frac{80}{67} = \frac{134}{2(67)}$ $\frac{80 + 80}{160}$ = .837	$\frac{80}{74} = \frac{148}{2(74)}$ $\frac{80 + 80}{160}$ = .92	$\frac{240}{220} = \frac{440}{240 + 240}$ = .916
Free Press 1/19/95	$\frac{108}{106} = \frac{212}{2(106)}$ $\frac{108 + 108}{216}$ = .981	$\frac{108}{99} = \frac{198}{2(99)}$ $\frac{108 + 108}{216}$ = .916	$\frac{108}{97} = \frac{194}{2(97)}$ $\frac{108 + 108}{216}$ = .898	$\frac{324}{302} = \frac{604}{2(302)}$ $\frac{324 + 324}{648}$ = .932
Times/FP 8/15/00	$\frac{104}{101} = \frac{202}{2(101)}$ $\frac{104 + 104}{208}$ = .971	$\frac{104}{90} = \frac{180}{2(90)}$ $\frac{104 + 104}{208}$ = .865	$\frac{104}{101} = \frac{202}{2(101)}$ $\frac{104 + 104}{208}$ = .971	$\frac{312}{292} = \frac{584}{2(292)}$ $\frac{312 + 312}{624}$ = .936
Totals	$\frac{292}{286} = \frac{572}{2(286)}$ $\frac{292 + 292}{584}$ = .979	$\frac{292}{256} = \frac{512}{2(256)}$ $\frac{292 + 292}{584}$ = .877	$\frac{292}{272} = \frac{544}{2(272)}$ $\frac{292 + 292}{584}$ = .931	$\frac{876}{814} = \frac{1628}{2(814)}$ $\frac{876 + 876}{1752}$ = <u>.929</u>

APPENDIX B

Content Analysis Summary by Issue

Paper Times

Date of Publication 6-5-95

Date of Sampling 10-30-00

Total Pages 28 X 129 Column-inches per page

Total column-inches 3,612

Column-inches of advertising 1,258

Column-inches of non-advertising (news hole) 2,354

Number of letters to the editor 0

Number of staff-written news stories 26

Number of wire/feature stories 49

Number of hard news stories 14

Number of soft news stories 61

Number of regional news stories 4

Paper: Times
 Issue Date: 6-5-95
 Coder: IAN
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Kongers' Guns	10		✓		✓		
	Freedom's Rings		✓			✓		
	I CAN BE		✓			✓		
	Hurricane Allison . . .			✓	✓			
A-2	Voters Offer	0		✓		✓		
	Churches Guarded . . .			✓		✓		
	Belgians Unmoved . . .			✓		✓		
	Singich Candidacy . . .			✓		✓		
	Shooting Arrest			✓		✓		
	100 th Peak			✓	✓			
	Poland Remembers . . .			✓		✓		
	Recue Scheduled			✓		✓		
	Mother Teresa			✓		✓		
	Chattanooga Today . . .		✓			✓		
	The Weather			✓		✓		
A-3	Secrecy allows	36		✓		✓		
	Dole Says			✓		✓		
A-4	A Sox	2	✓			✓		
	Parolee		✓			✓		
	Concrete Kicker . . .							
	Profiles		✓			✓		
	Black Couple			✓		✓		
A-5	Dole Threatens	49		✓	✓			
	Lawyers Hope			✓		✓		
	Editing			✓		✓		
A-6	(Editorial)	0						0
A-7	Authors Offer	16		✓		✓		
	Non-Prescription			✓		✓		
	Charities Provide . . .			✓		✓		

7 Totals 113 6 21 3 24 0 0
 / 123 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times
 Issue Date: 6-5-95
 Coder: JAN
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Research Discovers....			✓	✓			
	Immune's Push...			✓		✓		
A-8	Serbs Play...	48		✓	✓			
	Intelligence Aid...			✓	✓			
	Release...			✓	✓			
B-1	Youth Get...	0	✓			✓		
	Meal Tax...		✓			✓		
	Elizabeth Hare...		✓			✓		
	Museum Offers...		✓			✓		
	Tow Boat...		✓			✓	✓	
	Pledges Top...		✓			✓	✓	
	Future of...		✓			✓	✓	
B-2	Annual Blackberry...	7		✓		✓	✓	
	Road To...			✓		✓		
B-3	McCallie Seniors...	4	✓			✓		
	Students Top...		✓			✓		
	City Honors...		✓			✓		
	Counties Join		✓			✓		
	Area Educators...		✓			✓		
	Phoenix III...		✓			✓		
	Boating Accident...		✓		✓			
	Roller Coaster...		✓		✓			
	Bakery Blaze...		✓		✓			
	Officer Arrested...		✓			✓		
	Woman Shot...		✓		✓			
	Chicken House...		✓			✓		
	Professor's Open		✓			✓		
	Cabbie's Feet...			✓		✓		
B-4	Today's Television	29		✓		✓		

5 Totals 88 20 9 8 21 4 0
 ✓ 124 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times
 Issue Date: 6-5-95
 Coder: IAN
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Conductor Saves ...			✓		✓		
	Sunset Blvd ...			✓		✓		
B-5	The Evil Tooth ...	0		✓		✓		
	The Class of ...			✓		✓		
	You And ...			✓		✓		
	Crossword			✓		✓		
	Jumble			✓		✓		
	Crypts quote			✓		✓		
	Bridge			✓		✓		
	Horoscope			✓		✓		
B-6	(Comics)	0						
C-7	IRS Takes	86		✓	✓			
	Campaign Funds			✓	✓			
	AARP ...			✓	✓			
C-2	(classified)	129						
C-3	"	129						
C-4	"	129						
C-5	"	129						
C-6	"	129						
C-7	"	129						
C-8	"	129						
D-1	(Sports)	0						
D-2	"	10						
D-3	"	44						
D-4	"	0						
D-5	"	14						
D-6	Japanese Autos ...	0		✓		✓		
	Nissan ...			✓		✓		
	Seas ...			✓		✓		

16 Totals 1057 0 16 3 13 0 0
 - 125 ✓ ✓ ✓ ✓ ✓ ✓

Content Analysis
Summary by Issue

Paper TIMES

Date of Publication 4-11-95

Date of Sampling 10-28-00

Total Pages 32 X 129 Column-inches per page

Total column-inches 4,128

Column-inches of advertising 1,366

Column-inches of non-advertising (news hole) 2,762

Number of letters to the editor 4

Number of staff-written news stories 32

Number of wire/feature stories 48

Number of hard news stories 23

Number of soft news stories 57

Number of regional news stories 12

Paper: Times
 Issue Date: 4-11-95
 Coder: IAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Deal Decides . . .	0	✓		✓			
	Capitol Fiddles . . .			✓		✓		
	Insiders Help . . .		✓		✓			
	Criminal Charges . . .			✓	✓			
A-2	Mexico Rebels . . .	10		✓	✓			
	Strike Settled . . .			✓	✓			
	Smoking Limits . . .			✓		✓		
	France Pushing . . .			✓		✓		
	Haiti Elections . . .			✓	✓			
	Labor Stoppages . . .			✓	✓			
	Sarajevo Bombs . . .			✓	✓			
	Magazine Cover . . .			✓		✓		
	The Lawyers . . .			✓		✓		
	Will This . . .			✓		✓		
	Mrs. Clinton . . .			✓		✓		
	Chattanooga Today		✓			✓		
	The Weather			✓		✓		
A-3	Dismissed Juror . . .	26		✓		✓		
	Dole Offers . . .			✓	✓			
	Plane Comes Apart . . .			✓	✓		✓	
A-4	(Editorial)	0						4
A-5	Former Politicians . . .	0	✓		✓			
	Ordinary People . . .		✓			✓		
	Soviet Era . . .			✓	✓			
A-6	Angry Anafat . . .	95		✓	✓			
	Father Allows . . .			✓		✓		
	Fujimori . . .			✓		✓		
B-1	Calvin Loves . . .	0	✓			✓		
	FVA Fark Error							

7
 ✓ Totals 131 6 21 13 14 1 4
 128 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times
 Issue Date: 4-11-95
 Coder: IAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Quibarrel . . .		✓			✓		
	Arson		✓			✓	✓	
	Lee College . . .		✓			✓	✓	
	Counsel Defers . . .		✓			✓		
	Power Failure . . .		✓		✓			
	Ramses Picks . . .		✓			✓		
	\$5,000		✓			✓	✓	
	Electric Vehicles . . .		✓			✓		
B-2	London	0		✓		✓		
	Reading			✓		✓	✓	
	Vandy			✓	✓		✓	
B-3	Martin's Exit	63		✓		✓		
	Candidates Spend . . .			✓	✓			
	Suit Alleges		✓			✓	✓	
B-4	Miller Signs	54		✓	✓	✓	✓	
	State Settlement . . .			✓		✓	✓	
	Senators Vote			✓	✓			
	Potts		✓		✓		✓	
	Rosa Students		✓			✓	✓	
	Police Planning		✓			✓		
	Soddy = Daisy		✓		✓			
	Pregnant Woman		✓		✓			
	Senate Rejects		✓		✓		✓	
B-5	Today's Television . . .	48		✓		✓		
	alt als a B16			✓		✓		
	Role Opens			✓		✓		
B-6	Here's That Lesson . . .	0		✓		✓		
	Brands Preparing			✓		✓		
	You And			✓		✓		

5 Totals 165 15 14 9 20 11 0
 / / / / / / / /

129 /

Paper: Times
 Issue Date: 4-11-95
 Coder: FAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Crossword			✓		✓		
	Jumbli			✓		✓		
	Cryptogast			✓		✓		
	Bridge			✓		✓		
	Horoscope			✓		✓		
B-7	(Comics)	0						
B-8	(Markets)	0						
B-9	"	0						
B-10	Taxes Cut---	31		✓		✓		
	Newcomer...			✓		✓		
	Seagram...			✓		✓		
	Microsoft...			✓		✓		
	Computer Giants...			✓		✓		
	Treasury Bills...			✓	✓			
	Toshiba...			✓		✓		
	Marrionett...			✓		✓		
C-1	(Sports)	0						
C-2	"	0						
C-3	"	37						
C-4	"	5						
C-5	"	60						
C-6	"	0						
D-1	The Computer...	0	✓			✓		
	Give Us an A...		✓			✓		
	A Hand...		✓			✓		
	This is...		✓			✓		
	School Suspension...		✓			✓		
	New Suspension...		✓			✓		
	Fresh Phrases...		✓			✓		

11 Totals 133 7 13 1 19 0 0
 / 130 ✓ ✓ ✓ ✓ ✓

Content Analysis
Summary by Issue

Paper Times

Date of Publication 11-29-95

Date of Sampling 10-21-00

Total Pages 36 X 129 Column-inches per page

Total column-inches 4,644

Column-inches of advertising 2,038

Column-inches of non-advertising (news hole) 2,606

Number of letters to the editor 0

Number of staff-written news stories 27

Number of wire/feature stories 53

Number of hard news stories 31

Number of soft news stories 49

Number of regional news stories 13

Paper: Times
 Issue Date: 11-29-95
 Coder: IAN
 Date Coded: 10-21-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A1	Clinton Hell bent...	0		✓	✓			
	CIA Admits ...			✓	✓			
	This Neighborhood...		✓			✓		
A2	Wind Downs Road...	0		✓	✓			
	Japan's Military ...			✓	✓			
	BURMA WARNS ...			✓	✓			
	Greek Premier ...			✓	✓			
	Pre-teen killers...			✓	✓			
	Senior Algerian ...			✓	✓			
	Tejano Singer ...			✓		✓		
	Early Delivery ...			✓		✓		
	Letterman Warned...			✓		✓		
	CIA OFFICER ...			✓		✓		
	No Holiday Special...			✓		✓		
	Chattanooga Today...		✓			✓		
	The weather			✓		✓	✓	
A3	Clinton, GOP TRY...	44		✓	✓			
	House to Alter ...			✓	✓			
	Protection FAVORED ...			✓	✓			
	Kill ICC ...			✓	✓			
	Working More ...			✓	✓			
A4	(editorial)	0						0
A5	(op ed)	0						0
A6	Safety A Big ...	54		✓	✓			
A7	Overzealous Gene ...	76		✓	✓			
	Federal Speed ...			✓	✓			
A8	Jackson Primary ...	73		✓	✓			
	Law Protects ...			✓	✓			
	Mexico WANTS			✓	✓			

8 Totals 247 2 25 19 8 1 0

133 ✓ / / / / /

Paper: TIMES
 Issue Date: 11-29-95
 Coder: FAN
 Date Coded: 10-21-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-Inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A9	Sudderth Quits ...	40	✓		✓			
	Housing Starts ...			✓	✓			
	Consumer Confidence ...			✓	✓			
	Double Bubble ...			✓		✓		
	Five Miles ...			✓		✓		
	Success ...		✓			✓	✓	
	Karate Chop ...		✓			✓		
	Yogurt Thaws ...			✓		✓		
A10		0						
A11		0						
A12	Mom Sells ...	85		✓		✓		
	Even in Death ...			✓	✓			
	Anti Abortion ...			✓		✓		
B1	School Quiet ...	0	✓			✓	✓	
	TRUE Party ...		✓			✓		
	One Passenger ...		✓		✓		✓	
	Legal Victory ...		✓			✓	✓	
	BOARD PAROLES ...		✓		✓		✓	
	School Board ...		✓			✓	✓	
	Job less Rate ...		✓			✓	✓	
	Stadium Corp ...		✓			✓		
B2	Police Say ...	2		✓	✓		✓	
	Georgia Schools ...			✓	✓		✓	
B3	Specialist Says ...	50		✓	✓		✓	
	Clelland Replacement ...			✓		✓	✓	
	Chattanooga City ...		✓		✓			
B4	Exports Fall ...	69	✓			✓		
	Which Comes First ...		✓			✓		
	Times Neediest		✓			✓		

8 Totals 246 15 12 10 17 11 0
 / / / / / / / /

Paper: Times
 Issue Date: 11-29-95
 Coder: IAN
 Date Coded: 10-21-00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	OFFICIALS OFFER...		✓			✓		
	BANDIT Sought ...		✓		✓			
	Man Robbed ...		✓		✓		✓	
B5	Bronchitis Makes...	0		✓		✓		
	MUSICIAN Alan ...			✓		✓		
	You + Your Health ...			✓		✓		
	HOROSCOPE			✓		✓		
	Crossword			✓		✓		
	Jumble			✓		✓		
	Crypto			✓		✓		
	Bridge			✓		✓		
B6		0						
C1		0						
C2		20						
C3		68						
C4		0						
C5		77						
C6	TODAY'S TV ...	35		✓		✓		
	'New' OLD chiefs ...			✓		✓		
	Actors insecure ...			✓		✓		
D1	LETTERS TO Santa ...	0	✓			✓		
	O' CHRISTMAS Gard...			✓		✓		
	Sharing Christmas...		✓			✓		
	Taking Pride ...		✓			✓		
	Taylor's Find ...		✓			✓		
D2	Ponder, McGraw	55	✓			✓		
	Meier, Watson		✓			✓		
	Sociologist Studios...			✓		✓		
	Proposals ...		✓			✓		

10 Totals 255 10 13 2 21 1 0

135- - - - -

Content Analysis
Summary by Issue

Paper Times

Date of Publication 5-25-95

Date of Sampling 10-29-00

Total Pages 60 X 129 Column-inches per page

Total column-inches 7,740

Column-inches of advertising 4,031

Column-inches of non-advertising (news hole) 3,709

Number of letters to the editor 0

Number of staff-written news stories 49

Number of wire/feature stories 72

Number of hard news stories 18

Number of soft news stories 103

Number of regional news stories 9

Paper: Times
 Issue Date: 5-25-95
 Coder: Allyne McLeod
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 1 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Local Deal...	0	✓		✓			
	Abortion Funds...			✓	✓			
	The Mock...		✓			✓		
	Gang Killing...			✓	✓			
A-2	Utah May...	0		✓		✓		
	Teacher Killed...			✓	✓			
	Assisted...			✓	✓			
	Naval Officer...			✓	✓			
	Barber Bites...			✓		✓		
	Cult Planned...			✓		✓		
	FBI...			✓		✓		
	UN Threatens...			✓	✓			
	Dan, please...			✓		✓		
	That'll Be...			✓		✓		
	Chart. Today		✓			✓		
	The Weather			✓		✓		
A-3	Air Tight Alikei...	88		✓		✓		
	Police Recreate...			✓		✓		
A-4	Lawyer Claims...	81		✓		✓		
	Digging for...			✓		✓		
A-5	Unstuder...	85		✓	✓			
A-6	(editorial)	0						0
A-7	Unhindered TOTS	82		✓		✓		
	New Stroke...			✓		✓		
A-8	Rain vs...	120		✓		✓		
B-1	Backbone Car...	0	✓			✓		
	Firearms Support		✓			✓		
	Nearly Half...		✓			✓		
	Merchants...		✓			✓		

9 Totals 456 6 21 8 19 0 0
 / / / / / / /

Paper: Times
 Issue Date: 5-25-95
 Coder: Callie McLeod
 Date Coded: 10-29-08

Page-by-Page Content Analysis

Page 2 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Facial Surgery...		✓			✓		
	Panel...		✓			✓	✓	
	3 Countries...		✓			✓	✓	
	Hillary Speaks...		✓			✓	✓	
B-2	Harold Wilson...	1		✓		✓		
	Washington Sheriff...			✓		✓		
B-3	Report Paper...	98	✓			✓		
	Oak Ridge...			✓		✓		
B-4	Citizens...	83	✓			✓		
	Quarry Fields...		✓			✓		
	70 evacuated...		✓		✓	✓		
	Driver Killed		✓		✓			
	Masked Robber		✓		✓			
	Broken Window		✓			✓		
	Purse Snatched		✓			✓		
	Overnight Burglary		✓			✓		
B-5	Both Houses...	114		✓	✓		✓	
	PSC Gone...			✓	✓		✓	
	Phone Lines			✓	✓		✓	
	Free Vaccines			✓	✓		✓	
	Message Therapists			✓		✓	✓	
B-6	Truck Road...	81		✓	✓			
	Fantasy Man...			✓	✓			
	Couple Sues...			✓		✓		
B-7	King Holiday...	99		✓		✓		
	Driver Fined...			✓		✓		
	Smoky's Road...			✓		✓		
B-8	Cad)	129						
G-1	Drivers Chef...	0	✓			✓		

8
 ✓

Totals 605 14 14 8 20 8 0

139 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times
 Issue Date: 5-25-95
 Coder: Catherine McHard
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 3 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Plucking . . .		✓			✓		
	Tennessee . . .		✓			✓		
	A Picnic . . .		✓			✓		
C-2	Recipes	36	✓			✓		
C-3	Think of . . .	18	✓			✓		
	The Grill . . .			✓		✓		
	Folic Acid . . .		✓			✓		
	Blintzes . . .			✓		✓		
C-4	Favorites . . .	37		✓		✓		
	Wine of the Week . . .		✓			✓		
	Complete the Party . . .			✓		✓		
	Meatballs . . .			✓		✓		
C-5	(ad)	129						
C-6	Today's TV	73		✓		✓		
C-7	Jenny Smith	0		✓		✓		
	Stars Are . . .			✓		✓		
	You and . . .			✓		✓		
	Crossword			✓		✓		
	Jumble			✓		✓		
	Cryptograms			✓		✓		
	Bridge			✓		✓		
	Horoscope			✓		✓		
C-8	(comics)	0						
D-1	Plastic Wrap	0		✓		✓		
	Health Steps . . .			✓		✓		
	Narrow Bea . . .			✓		✓		
	Restaurant Inspection		✓			✓		
	Foods Bite		✓			✓		
	Let Your			✓		✓		

8 Totals 293 9 18 0 27 0 0
 / 140 / / / / / /

Paper: Times

Issue Date: 5-25-95

Coder: Callen McHard

Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 4 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
D-2	The Lessons	41		✓		✓		
	Health Calendar		✓			✓		
D-3	Gifts to . . .	34		✓		✓		
	Military Needs . . .			✓		✓		
	Contract Challenge . . .			✓		✓		
	Agnew Bust			✓		✓		
	Cisneros Probe			✓	✓			
	Species Act			✓		✓		
	Flag Debate			✓		✓		
	Arms Sales			✓	✓			
	Tiny Wireless . . .			✓		✓		
	Mike, Lisa . . .			✓		✓		
D-4	(markets)	0						
D-5	"	0						
D-6	Seas . . .	6		✓		✓		
	Career Moves . . .		✓			✓		
	Being Decisive . . .			✓		✓		
	Orders Drop . . .			✓		✓		
	Students Strike . . .			✓		✓		
	Japanese Luxury			✓		✓		
	Colorado Acca . . .			✓		✓		
E-1	Renewal . . .	0	✓			✓		
	Welcome to . . .		✓			✓		
	S.E. Costa . . .		✓			✓		
E-2	Fundraisers	18	✓			✓		
	4 Children		✓			✓		
	Programs		✓			✓		
	Recreation		✓			✓		
	Workshops		✓			✓		

7

Totals

99

10

17

2

25

0

0

141

Paper: Times
 Issue Date: 5-25-95
 Coder: Callie Mched
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 5 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Librarian's		✓			✓		
	Volunteers		✓			✓		
	Reunions		✓			✓		
E-3	5 Carters...	85	✓			✓	✓	
E-4	Go See...	75	✓			✓		
	Stories of...		✓			✓		
E-5	Don't Resist ...	26	✓			✓		
	Use of...			✓		✓		
	Throttle Cable...			✓		✓		
E-6	(ads)	129						
E-7	(ad)	129						
E-8	Community Service	84	✓			✓		
	The Acts		✓			✓		
	Academics		✓			✓		
F-1	(Sports)	0						
F-2	"	14						
F-3	"	44						
F-4	"	0						
F-5	"	57						
F-6	"	0						
F-7	"	0						
F-8	(classified)	129						
G-1	"	129						
G-2	"	129						
G-3	"	129						
G-4	"	129						
G-5	"	129						
G-6	"	129						
G-7	"	129						

21 Totals 1,675 10 2 0 12 1 0
 142 ✓ ✓ ✓ ✓ ✓ ✓

Content Analysis
Summary by Issue

Paper Times

Date of Publication 2-17-95

Date of Sampling 10-29-00

Total Pages 56 X 129 Column-inches per page

Total column-inches 7,224

Column-inches of advertising 4,048

Column-inches of non-advertising (news hole) 3,176

Number of letters to the editor 4

Number of staff-written news stories 33

Number of wire/feature stories 62

Number of hard news stories 12

Number of soft news stories 83

Number of regional news stories 2

Paper: Times
 Issue Date: 2-17-95
 Coder: Carlene McLeod
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-4	Newsmage ...	0	✓			✓		
	Locado Lips ...		✓		✓		✓	
	Son's Recovery ...			✓		✓		
A-7	Food ...	0		✓		✓		
	Atlantans ...			✓		✓		
	Chinese ...			✓	✓			
	Canada ...			✓		✓		
	U.S. Rail ...			✓	✓			
	Scientists ...			✓		✓		
	Oldest ...			✓		✓		
	Cargo ...			✓	✓			
	Learning ...			✓		✓		
	That's Gary ...			✓		✓		
	Love Hits ...			✓		✓		
	Chattanooga Today		✓			✓		
	The Weather			✓		✓		
A-3	Tornado Victims ...	57	✓			✓		
A-4	Detective Says ...	94		✓		✓		
A-5	Drugs May ...	90		✓		✓		
A-6	Editorials	0						4
A-7	Editorials + op-eds	0						
A-8	US Ad ...	88		✓		✓		
	Act Dumb ...			✓		✓		
	Per Capita ...			✓		✓		
	Senate ...			✓		✓		
	Dinosaur ...			✓		✓		
A-9	(AD)	129						
A-10	Remembering ...	97		✓		✓		
A-11	Genetic ...	100		✓		✓		

11 Totals 655 4 22 4 22 1 4

Paper: Times
 Issue Date: 2-17-95
 Coder: Callum McLeod
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Clinton...			✓	✓			
A-12	Training...	96		✓	✓			
	more Suits...			✓		✓		
A-13	A Few...	84		✓	✓			
	Criminal Probe...			✓	✓			
A-14	Foundation...	76		✓		✓		
	Few Oppose...			✓		✓		
	Social....			✓		✓		
	Arts...			✓		✓		
	Rule...			✓		✓		
	Armed...			✓		✓		
	Buchanan...			✓		✓		
	Bonds...			✓		✓		
	Foreign...			✓		✓		
	Daug...			✓		✓		
A-15	Dole Saep...	117		✓	✓			
A-16	(ad)	129						
B-1	Just get...	0	✓			✓		
	Rain Spells (photo)							
	Side Plead...		✓			✓		
	E. Ridge...		✓			✓		
	George Board...		✓			✓		
	Center Redying...		✓			✓		
	UT Board...		✓			✓		
	City To...		✓			✓		
B-2	94. Attorney...	0	✓			✓		
	Senior Free...		✓			✓		
B-3	UTC Economics	41	✓			✓		
	Saturated ground...		✓			✓		

8 Totals 543 11 16 5 22 0 0
 / / / / / / / /

Paper: Times
 Issue Date: 2-17-95
 Coder: Calvin Mehes
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Reliance Family - ..		✓			✓		
B-4	Court Degrees . . .	68		✓	✓			
	Templare - ..			✓		✓		
	July Trial - - -			✓		✓		
	Courthouse Story . . .		✓		✓			
	Man Robbed - . .		✓		✓			
	Woman Charged - . .		✓			✓		
	Silberman By Passed . . .		✓			✓		
B-5	Anti Bias . . .	45		✓		✓		
	Painter Sees			✓		✓		
	Miller Puts			✓		✓		
B-6	Today's Television	0		✓		✓		
	ER Gives			✓		✓		
	The Week in Soaps . . .			✓		✓		
B-7	Family Slides - . .	0		✓		✓		
	Quincy Jones - . . .			✓		✓		
	You And			✓		✓		
	Crossword			✓		✓		
	Jumble			✓		✓		
	Cryptogame			✓		✓		
	Bridge			✓		✓		
	Horoscope			✓		✓		
B-8	(comics)	0						
C-1	Aquarium	0	✓			✓		
	Jewels		✓			✓		
	No Law		✓			✓	✓	
	Near's Real			✓		✓		
	Friday Furry			✓		✓		
	The Street		✓			✓		

6 Totals 113 9 19 3 25 1 0
 / / / / / / / /
 147

Paper: Times
 Issue Date: 2-17-95
 Coder: Callene McLeod
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	<i>Initially Outraguing</i>			✓		✓		
C-2	<i>Brady Bunch . . .</i>	<i>48</i>		✓		✓		
	<i>A Split . . .</i>			✓		✓		
	<i>At The Movies</i>			✓		✓		
C-3	<i>Dunks . . .</i>	<i>74</i>		✓		✓		
	<i>Conditions . . .</i>		✓			✓		
C-4	<i>Museums</i>	<i>52</i>	✓			✓		
	<i>Art</i>		✓			✓		
	<i>Theatre</i>		✓			✓		
	<i>Music</i>		✓			✓		
	<i>Night life</i>		✓			✓		
	<i>Special Events</i>		✓			✓		
	<i>Arts AND . . .</i>		✓			✓		
C-5	<i>Touring Atlanta . . .</i>	<i>66</i>	✓			✓		
C-6	<i>(classified)</i>	<i>129</i>						
C-7	<i>"</i>	<i>129</i>						
C-8	<i>"</i>	<i>129</i>						
D-1	<i>"</i>	<i>129</i>						
D-2	<i>"</i>	<i>129</i>						
D-3	<i>"</i>	<i>129</i>						
D-4	<i>"</i>	<i>129</i>						
D-5	<i>"</i>	<i>129</i>						
D-6	<i>"</i>	<i>129</i>						
D-7	<i>"</i>	<i>129</i>						
D-8	<i>"</i>	<i>129</i>						
E-1	<i>"</i>	<i>129</i>						
E-2	<i>"</i>	<i>129</i>						
E-3	<i>"</i>	<i>129</i>						
E-4	<i>"</i>	<i>129</i>						

19 Totals 2175 9 5 0 14 0 0
 - 148 / / / / ✓ ✓

Content Analysis
Summary by Issue

Paper Times

Date of Publication 10-14-96

Date of Sampling 10-28-00

Total Pages 28 X 129 Column-inches per page

Total column-inches 3612

Column-inches of advertising 1545

Column-inches of non-advertising (news hole) 2067

Number of letters to the editor 4

Number of staff-written news stories 16

Number of wire/feature stories 39

Number of hard news stories 14

Number of soft news stories 41

Number of regional news stories 4

Paper: Times
 Issue Date: 10-14-96
 Coder: DAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 1 of 3

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	City Under...	0	✓			✓		
	Party's Losses...		✓			✓		
	Malls Awaken...			✓		✓		
A-2	DC Hotel...	0		✓	✓			
	Pontiff...			✓		✓		
	Teachers...			✓		✓		
	Zaenakhan...			✓		✓		
	Cable Car...			✓	✓			
	Mideast...			✓	✓			
	Wife...			✓	✓			
	Son's wife...			✓	✓			
	3 Kids...			✓		✓		
	Picasso...			✓		✓		
	Chat. Today		✓			✓		
	The Weather			✓		✓		
A-3	Data Show...	24		✓	✓			
	Public Hair...		✓			✓		
	Clinton Signs...			✓	✓			
	All Deaf...			✓		✓		
A-4	Vote 96	666	✓			✓		
	Dale Works...			✓		✓		
	Strategy...			✓		✓		
	On the Issues...			✓	✓			
A-5	(runovers)	95						
A-6	(editorials)	0						4
A-7	Kurdish...	108		✓	✓			
	Comment...			✓	✓			
A-8	US Social...	114		✓		✓		
B-1	alt's That...	0	✓		✓			

9
 /

Totals 407 6 21 11 16 0 4

Paper: Times
 Issue Date: 10-14-96
 Coder: IAO
 Date Coded: 1028-00

Page-by-Page Content Analysis

Page 2 of 3

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Political...		✓			✓		
	Lakes' Levels...		✓			✓	✓	
	2 Children...		✓		✓			
	Transportation...		✓			✓		
B-2	Program Aired...	0		✓		✓	✓	
	Caldwell...		✓			✓		
B-3	Lee Davis...	2	✓			✓		
	2 Slayings...			✓	✓		✓	
	Governor Appears...		✓			✓		
	Man Faces...		✓		✓		✓	
	Apartment...		✓			✓		
B-4	Today's Television	33		✓		✓		
	Wag's...			✓		✓		
B-5	Do You...	0		✓		✓		
	Tennis IS...			✓		✓		
	You and...			✓		✓		
	Crossword			✓		✓		
	Yumable			✓		✓		
	Cryptogame			✓		✓		
	Bridge			✓		✓		
	Norocore			✓		✓		
B-6	(comics)	0						
C-1	(classified)	129						
C-2	"	129						
C-3	"	129						
C-4	"	129						
C-5	"	129						
C-6	"	129						
C-7	"	129						

12 Totals 938 9 12 3 18 4 0
 152 / / / / / ✓ ✓

Content Analysis
Summary by Issue

Paper TIMES

Date of Publication 7-16-96

Date of Sampling 10-28-00

Total Pages 32 X 129 Column-inches per page

Total column-inches 4,128

Column-inches of advertising 1,512

Column-inches of non-advertising (news hole) 2,616

Number of letters to the editor 5

Number of staff-written news stories 30

Number of wire/feature stories 50

Number of hard news stories 27

Number of soft news stories 53

Number of regional news stories 8

Paper: Times
 Issue Date: 7-16-96
 Coder: TAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Costs Up...	0	✓		✓			
	Olympic...		✓		✓			
	Ner Bodys...		✓			✓		
	Southern...			✓		✓		
A-2	Rejected...	0		✓		✓		
	Arkansas...			✓	✓			
	At least...			✓	✓			
	Plane...			✓	✓			
	Lucid...			✓		✓		
	Pharmaceutical...			✓	✓			
	Police...			✓		✓		
	Vietnamese...			✓		✓		
	Royal Divorce...			✓		✓		
	Viewers...			✓		✓		
	Chatt. Today		✓			✓		
	The Weather			✓		✓		
A-3	Yeltsin...	0		✓	✓			
	Mexican...			✓	✓			
	Funeral...			✓	✓			
	Peres...			✓	✓			
	Nelbrooke...			✓	✓			
	Life Saught...			✓	✓			
A-4	(editorials)	0						5
A-5	Closed Circuit...	0		✓	✓			
	Olympic Torch...		✓			✓		
A-6	Congress...	10		✓		✓		
	Welfare...			✓	✓			
	Fighting...			✓	✓			
	Brown...			✓	✓			

6 Totals 10 5 23 16 12 0 5

Paper: Times
 Issue Date: 7-16-96
 Coder: TAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	C-SPAN ...			✓		✓		
	Air Cargo ...			✓	✓			
	Dole's Woes ...			✓		✓		
	Dole Names ...			✓	✓			
	President ...			✓		✓		
	Teamsters ...			✓		✓		
	Turbulent Business ...		✓		✓			
B-1	You Look ...	0	✓			✓		
	Brown Combats ...		✓			✓		
	Firefighter ...		✓			✓		
	Education Notebook ...		✓			✓		
B-2	Retrial Ok'd ...	4		✓	✓		✓	
B-3	Where They Stand ...	61	✓		✓			
	Stabbing Victim ...		✓		✓			
	Plant Accident		✓			✓		
	Home Fire		✓			✓		
	District Attorney		✓			✓		
B-4	Roberts ...	72	✓		✓			
	Foreman ...		✓			✓		
	Martin Tavern ...		✓			✓	✓	
	Guard ...		✓			✓	✓	
	Girl ...		✓		✓		✓	
	Hearing ...		✓			✓	✓	
	Jury ...			✓		✓	✓	
B-5	13 Treated ...	95		✓	✓		✓	
B-6	(markets)	0						
B-7	"	0						
B-8	High Tech ...	52		✓	✓			
	Treasury ...			✓	✓			

8 Totals 284 16 11 11 16 7 0

Paper: Times
 Issue Date: 7-16-96
 Coder: TAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Advertisements...			✓		✓		
	Paper...			✓		✓		
	Coke...			✓		✓		
	Merger...			✓		✓		
	Cuba...			✓		✓		
	Career Moves...		✓			✓		
	A Business...			✓		✓		
	Provident		✓			✓		
B-9	Celebrity...	0		✓		✓		
	Friends...			✓		✓		
	You And...			✓		✓		
	Crossword			✓		✓		
	Jumble			✓		✓		
	Cryptogusto			✓		✓		
	Bridge			✓		✓		
	Noroscope			✓		✓		
B-10	(Comics)	0						
C-1	(Sports)	0						
C-2	"	3						
C-3	"	34						
C-4	"	0						
C-5	"	14						
C-6	Today's Television	42		✓		✓		
	Judgement...			✓		✓		
D-1	Attracting...	2	✓			✓		
	Aquarium...		✓			✓		
	Year Staff...		✓			✓		
	Musical...		✓			✓		
	Belly Laughs		✓			✓		

9 Totals 95 7 16 0 23 0 0
 ✓ / ✓ / ✓ / ✓ / ✓ / ✓ / ✓

Content Analysis
Summary by Issue

Paper TIMPS

Date of Publication 6-5-96

Date of Sampling 10-30-00

Total Pages 44 X 129 Column-inches per page

Total column-inches 5,676

Column-inches of advertising 2,858

Column-inches of non-advertising (news hole) 2,818

Number of letters to the editor 5

Number of staff-written news stories 34

Number of wire/feature stories 52

Number of hard news stories 11

Number of soft news stories 75

Number of regional news stories 6

Paper: Times
 Issue Date: 6-5-96
 Coder: Catherine McLeod
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Corruption Probe...	0	✓			✓		
	\$1,500...			✓	✓			
	People Power...		✓			✓		
	Suspect...		✓			✓		
A-2	Russian...	0		✓		✓		
	Lethal...			✓		✓		
	Assassins...			✓		✓		
	Booster...			✓		✓		
	Prize...			✓		✓		
	Relief...			✓	✓			
	On Time...			✓		✓		
	Quokhwitz...			✓		✓		
	Sex Slaves...			✓		✓		
	Evare...			✓		✓		
	Rogers...			✓		✓		
	TV Host...			✓		✓		
	Chatt. Today		✓			✓		
	The Weather			✓		✓		
A-3	Japanese Ship...	66		✓		✓		
	Johnson...			✓	✓			
	Fingerprint...			✓	✓			
	Copter...			✓	✓			
A-4	Please Take...	33		✓		✓		
A-5	Mental Tension...	63		✓		✓		
	Appalachian Trail...			✓		✓		
	Child Resistant...			✓		✓		
A-6	(Editorials)	0						5
A-7	Primary Results...	53		✓	✓			
A-8	Nentanyaku...	89		✓	✓			

8
 7

Totals 304 4 24 7 21 0 5

160

Paper: Times
 Issue Date: 6-5-96
 Coder: Catherine McLeod
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Mexico Broils . . .			✓	✓			
B-1	Burglar - . . .	0	✓		✓			
	Let's Fix . . .		✓			✓		
	Millard - . . .		✓			✓	✓	
	Erlanger . . .		✓		✓			
	Religion . . .		✓			✓		
B-2	Al Millard . . .	4	✓			✓	✓	
B-3	TVA is Buying . . .	69	✓			✓	✓	
	City Approves . . .		✓			✓	✓	
	Pastor - . . .		✓			✓	✓	
	\$1500,000 . . .		✓			✓	✓	
	Arial Tours . . .		✓			✓		
B-4	Cosmos . . .	56		✓		✓		
	Sex etc . . .			✓		✓		
	Chatt. City . . .		✓			✓		
B-5	Probers Have . . .	84		✓	✓	✓		
	Minister . . .			✓	✓			
B-6	Keeping Your . . .	0		✓		✓		
	My Three . . .			✓		✓		
	You and . . .			✓		✓		
	Crossword			✓		✓		
	Jumble			✓		✓		
	Cryptogram			✓		✓		
	Bridge			✓		✓		
	Noroscope		✓			✓		
B-7	(Comics)	0						
B-8	Starky . . .	106	✓			✓		
C-1	The Talk - . . .	0	✓			✓		
	Friendly - . . .		✓			✓		

9 Totals 319 15 13 4 24 6 0

Paper: Times
 Issue Date: 6-5-96
 Coder: Catherine McLeod
 Date Coded: 10-30-08

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Family . . .		✓			✓		
C-2	Warburton . . .	37	✓			✓		
	Griffin . . .		✓			✓		
	Harvey . . .		✓			✓		
	Rockett . . .		✓			✓		
	Rodgers . . .		✓			✓		
	Swann . . .		✓			✓		
	Fulton . . .		✓			✓		
	Smith . . .		✓			✓		
	How To . . . AD?							
	Proposal . . .		✓			✓		
	Baebie . . .			✓		✓		
C-3	Technology . . .	97		✓		✓		
C-4	(markets)	0						
C-5	"	0						
C-6	Micro tell . . .	20	✓			✓		
	TVA Team . . .		✓			✓		
	New Reuco . . .		✓			✓		
	Flight . . .		✓			✓		
	Ticketmaster . . .			✓		✓		
	Asling . . .			✓		✓		
	Ford . . .			✓		✓		
	Chrysler . . .			✓		✓		
	Rock Bottom . . .		✓			✓		
	Retail Gas . . .			✓		✓		
	Stage club . . .			✓		✓		
	Bellsouth . . .			✓		✓		
D-1	Today's Television	23		✓		✓		
	Shandling . . .			✓		✓		

6 Totals 177 15 11 0 26 0 0

162 / / / / /

Content Analysis
Summary by Issue

Paper TIMES

Date of Publication 8-8-96

Date of Sampling 11-2-00

Total Pages 72 X 129 Column-inches per page

Total column-inches 9,288

Column-inches of advertising 4,711

Column-inches of non-advertising (news hole) 4,577

Number of letters to the editor 7

Number of staff-written news stories 67

Number of wire/feature stories 77

Number of hard news stories 22

Number of soft news stories 122

Number of regional news stories 3

Paper: Times
 Issue Date: 8-8-96
 Coder: IAN
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 1 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Only Corners . . .	0	✓		✓			
	County Moving . . .		✓		✓			
	Policies . . .		✓		✓			
	Seeking Answers .		✓		✓			
A-2	America's . . .	0		✓		✓		
	Serbia . . .			✓	✓			
	Communists . . .			✓	✓			
	Ethiopia . . .			✓	✓			
	Joke's . . .			✓		✓		
	Basad . . .			✓	✓			
	New Temple . . .			✓		✓		
	Longevity . . .			✓		✓		
	JFK . . .			✓		✓		
	Soft Ball . . .			✓		✓		
	Fergie's . . .			✓		✓		
	Chart Today		✓			✓		
	The Weather			✓		✓		
A-3	(Ad)	129						
A-4	Saving a Life . . .	64	✓			✓		
	4 Officers . . .							
A-5	NASA . . .	76		✓		✓		
A-6	(editorial)	0						7
A-7	(op-ed)	0						
A-8	Lawrence U2	86		✓	✓			
	Rules Tighter . .			✓		✓		
	The Search . . .							
A-9	(ad)	129						
A-10	TWA . . .	86		✓	✓			
	Hope Remaining . . .			✓	✓			

10 Totals 570 6 17 11 12 0 7

Paper: Times
 Issue Date: 8-8-96
 Coder: IAN
 Date Coded: 11-200

Page-by-Page Content Analysis

Page 2 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-11	Woman Dies ...	105		✓		✓		
	Kevoorkian ...			✓		✓		
	Car Wreck ...			✓		✓		
A-12	Abortion ...	105		✓	✓			
	Dole --			✓	✓			
A-13	Teen Abortions ...	91		✓		✓		
	Hidden Fats ...			✓		✓		
	New Lead ...			✓		✓		
A-14	HUD ...	122		✓		✓		
B-1	Search Expert ...	0	✓		✓			
	100 70 ...		✓			✓		
	Power Lines ...		✓			✓		
	Woman Helps ...		✓		✓			
	Community		✓			✓		
B-2	Thompson Wants ...	0		✓		✓		
	State Architect ...			✓		✓		
	Attorney ...			✓		✓		
B-3	Teacher ...	56	✓		✓			
	Pilot ...		✓			✓		
	Murder/Suicide ...		✓		✓			
	Officer ...		✓		✓		✓	
	Barger ...		✓			✓		
	Help Sought ...		✓			✓		
B-4	Q and A ...	64	✓			✓		
	Sungquist ...			✓		✓	✓	
	Tombstone ...			✓	✓		✓	
	UFO ...							
	TVA ...		✓		✓			
B-5	New Games ...	0		✓		✓		

9 Totals 543 13 15 9 19 3 0

Paper: Times
 Issue Date: 8-8-96
 Coder: IAN
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 3 of 7

Page	Content Headline/Title	Adv. Column-Inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Hollywood - . . .			✓		✓		
	You And . . .			✓		✓		
	Crossword			✓		✓		
	Jumble			✓		✓		
	Cryptic quotes			✓		✓		
	Bridge			✓		✓		
	Horoscope			✓		✓		
B-6	(comics)	0						
S-1	(photo)	0						
C-2	Registration - . . .	73	✓			✓		
	Opening . . .		✓			✓		
	immunization . . .		✓			✓		
	Kindergarten . . .		✓			✓		
	Additional . . .		✓			✓		
	Join Clubs . . .			✓		✓		
C-3	Char Cadet . . .	74	✓			✓		
C-4	Parent-Teacher . . .	70		✓		✓		
C-5	The Book . . .	58		✓		✓		
	Confidence . . .			✓		✓		
C-6	Temple . . .	62	✓			✓		
C-7	Leadership . . .	70	✓			✓		
	Back pack . . .			✓		✓		
C-8	(AD)	129						
C-9	(AD)	129						
C-10	1st Graders) . . .	64		✓		✓		
C-11	Teach your . . .	74		✓		✓		
	Bed time - . . .			✓		✓		
C-12	Let's Our Children . . .	90		✓		✓		
C-13	More Schools . . .	84		✓		✓		

14

Totals

977 8 17 0 25 0 0

167

Paper: Times
 Issue Date: 8-8-96
 Coder: IAN
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 4 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
C-14	(photos)	102						
C-15	Music and ...	100		✓		✓		
	Middle School ...			✓		✓		
C-16	(ad)	129						
D-1	Cooking ...	0	✓			✓		
	Oil ...		✓			✓		
D-2	Regions' ...	8	✓			✓		
	Relieve ...			✓		✓		
	Freezing ...			✓		✓		
	Week day ...			✓		✓		
D-3	Wine ...	50	✓			✓		
	Fish ...			✓		✓		
	As long ...		✓			✓		
	Required ...			✓		✓		
D-4	(ad)	129						
D-5	(ad)	129						
D-6	Oil ...	28	✓			✓		
	Some ...		✓			✓		
	Organic ...			✓		✓		
D-7	Today's Television	48		✓		✓		
	Recordings ...			✓		✓		
D-8	Conventions ...	77		✓		✓		
E-1	Vascular ...	0		✓		✓		
	Doctors ...			✓		✓		
	New idea ...			✓		✓		
	Restaurant ...		✓			✓		
	Prevention ...		✓			✓		
	Exercise ...			✓		✓		
E-2	Pizziness ...	44		✓		✓		

13 Totals 844 9 16 0 25 0 0

Paper: Times
 Issue Date: 8-8-96
 Coder: IAN
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 5 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Children . . .			✓		✓		
	Seminars . . .		✓			✓		
	Classes		✓			✓		
	Support Groups		✓			✓		
E-3	Criticism . . .	66	✓			✓		
	Economy . . .			✓	✓			
	Rule . . .			✓	✓			
	Poll . . .			✓		✓		
	HCA . . .		✓			✓		
	Career Moves . . .		✓			✓		
E-4	(markets)	0						
E-5	"	0						
E-6	Ad)	129						
F-1	Worship . . .	0		✓		✓		
	The Call . . .		✓			✓		
F-2	Arts and Crafts . . .	34	✓			✓		
	Relationships		✓			✓		
	Language		✓			✓		
	Careers		✓			✓		
	Home owners		✓			✓		
	Personal Finance		✓			✓		
	Cooking		✓			✓		
	Nature		✓			✓		
	Recreation		✓			✓		
	Travel		✓			✓		
	Cultural Exchange		✓			✓		
	Non Profit		✓			✓		
	Volunteerism		✓			✓		
	Check list . . .		✓			✓		

6 Totals 229 21 5 2 24 0 0

✓ / ✓ / ✓ / ✓ / ✓ / ✓ / ✓

Paper: Times
 Issue Date: 8-8-96
 Coder: IAN
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 6 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	TO Fix...			✓		✓		
F-3	Oriental...	51	✓			✓		
	Butterfly...		✓			✓		
	Professional Goals...		✓			✓		
	Leadership		✓			✓		
	The Arts		✓			✓		
	Academics		✓			✓		
F-4	The Ultimate...	30		✓		✓		
	Best Sellers			✓		✓		
	Novels...		✓			✓		
	All are...			✓		✓		
	A Teen...		✓			✓		
	At the Library		✓			✓		
	For Readers		✓			✓		
F-5	Keenels...	64		x		✓		
	New PCs...			✓		✓		
F-6	Whole House...	79		✓		✓		
G-1	(Sports)	0						
G-2	"	0						
G-3	"	6						
G-4	"	0						
G-5	"	28						
G-6	"	0						
G-7	(classified)	129						
G-8	"	129						
G-9	"	129						
G-10	"	129						
G-11	"	129						
G-12	"	129						

16 ✓ Totals 1032 10 7 0 17 0 0
 170 ✓ ✓ ✓ ✓ ✓ ✓

Content Analysis
Summary by Issue

Paper Times

Date of Publication 5-10-96

Date of Sampling 11-2-00

Total Pages 64 X 129 Column-inches per page

Total column-inches 8256

Column-inches of advertising 4,882

Column-inches of non-advertising (news hole) 3,374

Number of letters to the editor 4

Number of staff-written news stories 36

Number of wire/feature stories 64

Number of hard news stories 30

Number of soft news stories 70

Number of regional news stories 3

Paper: Times

Issue Date: 5-10-96

Coder: IAN

Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 1 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Acting Official ...	0	✓		✓			
	Clinton Says ...			✓	✓			
	Child Porn ...			✓	✓			
	Idea of ...		✓		✓			
A-2	Poisoned ...	0		✓	✓			
	Atta Filipina ...			✓	✓			
	Britain ...			✓	✓			
	Beef ...			✓		✓		
	Perfect ...			✓		✓		
	Age of ...			✓		✓		
	Writer ...			✓		✓		
	Germany ...			✓	✓			
	Bill Monroe ...			✓		✓		
	La Toya ...			✓		✓		
	Singer ...			✓		✓		
	Chatt. Today ...		✓			✓		
	The Weather			✓		✓		
A-3	Whites ...	82		✓	✓			
	Indian			✓	✓			
A-4	Women ...	86		✓	✓			
	Post Office ...			✓		✓		
A-5	Frances ...	66		✓		✓		
	FBI ...			✓		✓		
A-6	Key Events ...	76		✓	✓			
	4th President ...			✓		✓		
A-7	(ad)	129						
A-8	(editorial)	0						4
A-9	(oped)	0						
A-10	(ad)	129						

10

Totals

568

3

22

12

13

0

4

Paper: Times
 Issue Date: 5-10-96
 Coder: I AW
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 2 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-11.	(ad)	129						
A-12	Nurse . . .	90		✓		✓		
	Dole Blasts . . .			✓	✓			
A-13.	House Backs . . .	72		✓	✓			
	No Override			✓	✓			
	Sex Offenders			✓	✓			
	Gas Tax			✓	✓			
	ATOT			✓		✓		
	Tax Credit			✓	✓			
	Drug Courts			✓		✓		
	Travel Office			✓	✓			
	Reforming Congress			✓	✓			
A-14	Latin America . . .	91		✓		✓		
	Diary . . .			✓		✓		
A-15	Nurse . . .	106		✓	✓			
A-16	(ad)	129						
A-17	Parent Pay	79		✓		✓		
	Org. of Crime			✓		✓		
A-18	Altered Views . . .	100		✓		✓		
B-1	Girl Wants . . .	0	✓			✓		
	This Time . . .		✓			✓		
	Boat Hotels . . .		✓			✓		
	Driverless Truck . .		✓		✓			
	Region Notebook		✓			✓		
B-2	(obits)	0						
B-3	Jurors Find . . .	74	✓		✓			
	Warner Playground . .		✓			✓		
	Physician . . .		✓			✓		
	Long . . .		✓			✓		

11 Totals 870 9 17 11 15 0 0
 ✓ ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times

Issue Date: 5-10-96

Coder: JAN

Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 3 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Marcus . . .		✓			✓		
	Simmons . . .		✓			✓		
B-4	\$5,000,000 . . .	96		✓		✓	✓	
	Rival . . .		✓		✓			
B-5	Robber caught . . .	69	✓			✓		
	Jail Death		✓			✓		
	Drug Charges		✓			✓		
	Bowman Out		✓			✓		
	Comptroller . . .		✓		✓			
B-6	Watts Bar . . .	96	✓		✓		✓	
	PEF . . .		✓		✓			
B-7	Grow Up . . .	0		✓		✓		
	Gilberts . . .			✓		✓		
	You and . . .			✓		✓		
	Crossword			✓		✓		
	Jumble			✓		✓		
	Crypts quote			✓		✓		
	Bridge			✓		✓		
	Horoscope			✓		✓		
B-8	(Comics)	0						
C-1	Sondheim . . .	0	✓			✓		
	Visitors . . .		✓			✓		
	Love Will . . .		✓			✓		
	Arts Students . . .		✓			✓		
	"Christy" . . .		✓			✓		
	Ne's Mesmerizing . . .		✓			✓		
	Spirit Of . . .		✓			✓		
	Party pla . . .			✓		✓		
	Twister . . .			✓		✓		

6 Totals 261 17 11 4 24 2 0

Paper: Times
 Issue Date: 5-10-96
 Coder: IAN
 Date Coded: 11-200

Page-by-Page Content Analysis

Page 4 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
C-2	At the Movies	49		✓		✓		
	Moralistic...			✓		✓		
C-3	Baby wire...	63		✓		✓		
	Paula Patrow...			✓		✓		
	More Year...		✓			✓		
C-4	A Spring...	74	✓			✓		
C-5	Festivals: Out/About	32						
	Community...		✓			✓		
	Theatre							
	Annual...							
	Exhibits...							
	Comedy							
	Music							
	Reviews							
	Regional							
	Cook...							
C-6	Concert Calendar	70	✓			✓		
D-1	Today's Television	0		✓		✓		
	NBC Sweeps			✓		✓		
	The Week in Soaps			✓		✓		
D-2	(markets)	0						
D-3	"	0						
D-4	Money...	30		✓	✓			
	GE...			✓		✓		
	Career...		✓			✓		
	Andalib...		✓			✓		
	State Farm...			✓	✓		✓	
	Jobless...			✓	✓			
	Chattanooga Beer		✓			✓		

9 Totals 318 7 11 3 15 1 0

Paper: Times
 Issue Date: 5-10-96
 Coder: JAN
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 5 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
D-5	Arch Deluxe. -	32		✓		✓		
	New Words -			✓		✓		
	Canyon Youths...			✓		✓		
D-6	(classified)	129.						
D-7	"	129.						
D-8	"	129.						
D-9	"	129.						
D-10	"	129.						
E-1	"	129.						
E-2	"	129.						
E-3	"	129.						
E-4	"	129.						
E-5	"	129.						
E-6	"	129.						
E-7	"	129.						
E-8	"	129.						
F-1	"	129.						
F-2	"	129.						
F-3	"	129.						
F-4	"	129.						
F-5	"	129.						
F-6	"	129.						
F-7	"	129.						
F-8	"	129.						
G-1	(sports)	0						
G-2	"	18.						
G-3	"	42						
G-4	"	0						
G-5	"	64						

27

Totals

2865 0 3 0 3 0 0

177 / / / / / / /

Content Analysis
Summary by Issue

Paper Free Press

Date of Publication 8-28-95

Date of Sampling 10-28-00

Total Pages 32 X 129 Column-inches per page

Total column-inches 4,128

Column-inches of advertising 1,331

Column-inches of non-advertising (news hole) 2,797

Number of letters to the editor 5

Number of staff-written news stories 22

Number of wire/feature stories 62

Number of hard news stories 23

Number of soft news stories 61

Number of regional news stories 11

Paper: Free Press

Issue Date: 8-28-95

Coder: IAN

Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	3 Dead...	0		✓	✓			
	Justice Dept...			✓	✓		✓	
	11 year old...		✓			✓	✓	
	County Students...		✓			✓		
	Wilson Opera...			✓	✓			
A-2	Question...	0	✓			✓		
	Sarajevo...			✓	✓			
	Bosnia...			✓	✓			
	Marcos...			✓	✓			
	Georgia Lottery...			✓		✓		
	Winchester Hosts...			✓		✓		
	Elton John...			✓		✓		
	Shakespeare Actor...			✓		✓		
	Jackie Robinson...			✓		✓		
	Jennings...			✓		✓		
A-3	Cleland Notes...	23		✓		✓		
	Chicago Cleaning...			✓		✓		
	VA Campaign...			✓		✓		
	Beijing...			✓	✓			
A-4	(editorial)	0						5
A-5	Whitman...	17						
	Billy Graham			✓		✓		
	Alvin Karpis...			✓	✓			
	Air Mail Orders...			✓	✓			
	Bomb Neighbors...			✓	✓			
	Aussie...			✓	✓			
	Zaire...			✓	✓			
	Heads of...			✓		✓		
A-6	Atlanta...	26		✓		✓	✓	

6

Totals

66 3 24 12 15 3 5

Paper: Free Press
 Issue Date: 8-28-95
 Coder: JAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Methodists...			✓		✓		
	McVeigh...			✓	✓			
	\$50,000...			✓		✓		
	O. O. Defense...			✓		✓		
	American Prisoners...			✓	✓			
	New York...			✓	✓			
A-7	Educator Teachers...	26	✓			✓		
	2 Men...		✓		✓			
	Spookie Lore...		✓			✓		
	McMinn Accident...		✓		✓		✓	
	Knoxville Planning...			✓		✓	✓	
	Jenkins Arrested...		✓		✓			
	Saturday Argument...		✓		✓			
	Man Slays...		✓			✓		
	Burglaries...		✓			✓		
	Pressure Blamed...			✓	✓		✓	
A-8	(obits)	0						
A-9	School Planners...	10	✓			✓		
	Dade Officials...		✓			✓	✓	
	Networkers...		✓			✓		
	TVA Appoints...		✓			✓		
	John S. Badeau...			✓		✓		
	3 Clevelanders...		✓			✓	✓	
A-10	GA. Lawmakers...	97		✓		✓	✓	
	GA. Senate...			✓		✓	✓	
B-1	Nyers Suggests...	0	✓			✓		
	City Lobbies...		✓			✓		
	Dalton Police...		✓		✓			
	Judge Backs...		✓			✓		

5
✓

Totals

133 17 11 9 19 7 0

181

✓ - - - ✓ -

Paper: Free Press

Issue Date: 8-28-95

Coder: IAN

Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
B-2	Chase, Chemical...	10		✓	✓			
	Klein Halts...			✓		✓		
	Users Seek...			✓		✓		
	Genesco...			✓		✓		
	Smart Vending...			✓		✓		
	Billionaires Plan...			✓		✓		
B-3	SEC...	0		✓		✓		
	Sturphoes Corp...			✓	✓		✓	
B-4	Kate Mulgrew...	0		✓		✓		
	Tune In...			✓		✓		
	Polygamy...			✓		✓		
	Word Sleuth			✓		✓		
	Socranlets			✓		✓		
	This Day...			✓		✓		
	Celebrity...			✓		✓		
	Cross word			✓		✓		
B-5	Liz Smith	17		✓		✓		
	Film Depicts...			✓		✓		
	Mortal Kombat...			✓		✓		
	Stereotypes...			✓		✓		
	Circus Time			✓		✓		
	Welcome To...			✓		✓		
B-6	(Comics)	0						
C-1	Waking Up...	0	✓			✓		
	Lost without...			✓		✓		
	TV Collectables...		✓			✓		
C-2	Kids Pet...	34		✓		✓		
	Geographic...			✓		✓		
	All Eyes...			✓		✓		

7
V

Totals

61 2 26 2 26 1 0

182

Content Analysis
Summary by Issue

Paper FREE PRESS

Date of Publication 3-14-95

Date of Sampling 10-28-00

Total Pages 36 X 129 Column-inches per page

Total column-inches 4644

Column-inches of advertising 1594

Column-inches of non-advertising (news hole) 3,050

Number of letters to the editor 6

Number of staff-written news stories 30

Number of wire/feature stories 75

Number of hard news stories 29

Number of soft news stories 76

Number of regional news stories 15

Paper: Free Press
 Issue Date: 3-14-95
 Coder: IAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	GOP Benefits ...	0		✓	✓			
	Dont Space ...			✓	✓			
	Remember the Weather ...		✓			✓		
	California's Waters ...			✓	✓			
	celebrate Parents ...		✓		✓		✓	
A-2	Question ...	0	✓			✓		
	Yoda returning ...			✓		✓		
	Tonya's ...			✓		✓		
	Nexxer ...			✓		✓		
	Hanks Wins ...			✓		✓		
	Georgia Women ...			✓		✓		
A-3	Mexico's Austerity ...	60		✓	✓			
	21 Killed ...			✓	✓			
	WW I ...			✓		✓		
	Security Counsel ...			✓	✓			
	Benefits ...			✓		✓		
	Syria ...			✓	✓			
A-4	(editorial)	0						2
A-5	Billy Graham	0		✓		✓		4
	Dole Says ...			✓		✓		
	Alexander Cashes ...			✓		✓		
	Probe Launched ...			✓	✓			
	Buchanan ...			✓	✓			
	Kens advises ...			✓	✓			
	Oliver North ...			✓		✓		
	Gingrich says ...			✓	✓			
	Newt Novelties ...			✓		✓		
A-6	Fuhrman ...	58		✓		✓		
	Marsha Clark ...			✓		✓		

6 Totals 118 3 25 12 16 1 6

Paper: Free Press
 Issue Date: 3-14-95
 Coder: IAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Cocaine...			✓		✓		
	Wrecking Ball..			✓		✓		
A-7	General Keulak...	37		✓		✓		
	Subway....			✓	✓			
	Falling....			✓	✓			
	Philadelphia...			✓	✓			
	Florida Jail....			✓	✓			
	Private Animal...			✓		✓		
	Poll: ...			✓		✓		
	Armony...			✓	✓			
	Blast Hurts....			✓		✓		
A-8	Experts Clash...	23		✓		✓		
	3 Finalists...		✓		✓		✓	
	Cloudland Hosts...		✓			✓	✓	
	Chain saw...			✓	✓		✓	
	Andy Rooney			✓		✓		
	Georgia Lawmakers...			✓	✓		✓	
	UT Fund...			✓		✓	✓	
	Venture Committee...		✓			✓		
A-9	Serguist....	70	✓			✓	✓	
	Judy Grammer...		✓			✓	✓	
	Lenten Services...		✓			✓		
	Georgia OKs...			✓		✓	✓	
A-10	(AD)	129						
B-1	Wayne Nichols...	0		✓	✓			
	Pact of...			✓		✓	✓	
	Ocoee...			✓		✓	✓	
	Tennessee Senators...		✓		✓		✓	
	Armed Forces...		✓			✓		

5 Totals 259 10 18 10 18 11 0
 186 ✓ - / / /

Paper: Free Press
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 Coder: IAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
B-2	Governor Singuist ...	31		✓	✓		✓	
	TV Private ...			✓	✓		✓	
	Excess Force ...			✓	✓		✓	
	Tourist Agency ...		✓			✓		
	Bereavement ...		✓			✓		
	Rhea ...		✓			✓		
B-3	(Comics)	0						
B-4	(Comics)	0						
B-5	Street Fight ...	0	✓			✓		
	Student Arrested ...		✓			✓		
	Armed Man ...		✓			✓		
	Burglaries ...		✓			✓		
	Closure Decision ...		✓		✓			
	CEO ...		✓			✓		
	Theodore ...		✓		✓			
	Free Photo ...		✓			✓		
	County Delegation ...		✓			✓		
	Auschwitz ...			✓		✓		
	McLohertee ...			✓		✓		
B-6	Jae Martons ...	0		✓		✓		
	Paul Harvey ...			✓		✓		
	True IV ...			✓		✓		
	Riding Animals ...			✓		✓		
	Word Sleuth			✓		✓		
	Scramblets			✓		✓		
	This Day ...			✓		✓		
	Celebrity ...			✓		✓		
	Crossword			✓		✓		
B-7	Liz Smith ...	53		✓		✓		

6 Totals 84 12 15 5 22 3 0

187 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Free Press

Issue Date: 3-14-95

Coder: IAN

Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Will Tom Hanks...			✓		✓		
	Converse College...		✓			✓		
	Rosanne...			✓		✓		
B-8	Accu Weather	0		✓		✓		
	Tuesday TV			✓		✓		
	Wednesday TV			✓		✓		
C-1	Exercise Best...	0		✓		✓		
	10 Reasons...			✓		✓		
	Using Vitamins...			✓		✓		
	These Shoes...			✓		✓		
	Hold It...		✓			✓		
	Teens...		✓			✓		
	How Physically...		✓			✓		
C-2	Most Smokers...	5	✓			✓		
	Abuse Victim...			✓		✓		
	Health Watch...			✓		✓		
	Medical...			✓		✓		
	LOUGH...			✓		✓		
C-3	(classified)	129						
C-4	"	129						
C-5	"	129						
C-6	"	129						
C-7	"	129						
C-8	"	129						
C-9	"	129						
C-10	"	129						
D-1	(Sports)	10						
D-2	"	0						
D-3	"	22						

14

Totals

1,069 5 13 0 18 0 0

Content Analysis
Summary by Issue

Paper FREE PRESS

Date of Publication 9-6-95

Date of Sampling 11-2-00

Total Pages 56 X 129 Column-inches per page

Total column-inches 7,224

Column-inches of advertising 3,585

Column-inches of non-advertising (news hole) 3,639

Number of letters to the editor 6

Number of staff-written news stories 42

Number of wire/feature stories 64

Number of hard news stories 20

Number of soft news stories 86

Number of regional news stories 14

Paper: Free Press
 Issue Date: 9-6-95
 Coder: IAN
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	French N-Test...	0		✓	✓			
	Turning North...			✓	✓			
	Riceville Jan...		✓		✓		✓	
	City Sticker...		✓			✓		
	Cal Ripken...			✓		✓		
	Summer Vacation...		✓			✓		
A-2	Question...	16	✓			✓		
	5 Honored...			✓		✓		
	Sinatra Sings...			✓		✓		
	Oprah Begins...			✓		✓		
	Alabama Wins...			✓		✓	✓	
	Georgia Lottery...			✓		✓	✓	
A-3	Pregnant Girl...	66		✓	✓		✓	
	Slain Parents...			✓	✓			
	Youth Dies...			✓	✓			
	Citadel...			✓		✓		
	No New Women...			✓		✓		
	Many Middle Age...			✓		✓		
A-4	(Editorial)	0						2
A-5	Billy Graham	84		✓		✓		4
A-6	Judge Kills...	82		✓	✓			
	Weaver Sings...			✓	✓			
A-7	NATO Planes...	82		✓		✓		
	Vatican Concerned...			✓	✓			
	Ideas Biological...			✓	✓			
A-8	Jurors Recoil...	103		✓		✓		
B-1	Andy Rooney	99		✓		✓		
	U of all...	70		✓	✓			
B-2	Lawmakers Still...	70		✓		✓	✓	

10 Totals 602 4 24 11 17 5 6

Paper: Free Press

Issue Date: 9-6-95

Coder: IAN

Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	UBA . . .			✓		✓	✓	
	Agricultural . . .		✓			✓	✓	
B-3	Dayton Panel . . .	68	✓			✓	✓	
B-4	Miss Embury . . .	68	✓			✓		
	Decker's Max . . .		✓			✓	✓	
	Jersey Pike . . .		✓			✓		
	Did You Know . . .			✓		✓		
	Ann Zimmerman . . .		✓			✓	✓	
B-5	(AD)	129						
B-6	Ford Says . . .	0		✓		✓		
B-7	Growth of City . . .	27	✓		✓			
	UTC Records . . .		✓			✓		
	2 City . . .		✓			✓		
	Hixon man . . .		✓		✓			
	Monitoring Japan . . .			✓	✓			
	Woman Arrested . . .		✓			✓		
	Mountain Creek Menor		✓			✓		
	Vacant Residents . . .		✓		✓			
	Dispute May . . .		✓			✓		
	Burglaries . . .		✓			✓		
	Coverdale Says . . .		✓			✓		
	2 Mex Sought . . .		✓		✓			
	Did You Know . . .			✓		✓		
B-8	(AD)	129						
C-1	MADD Official . . .	0	✓			✓		
	Sparks Fly . . .		✓		✓		✓	
	Judge Welcomes . . .		✓			✓		
	Ramsay . . .		✓			✓		
C-2	Governor Offers . . .	18	✓		✓		✓	

8 Totals 439 22 5 7 20 7 0

Paper: Free Press
 Issue Date: 9-6-95
 Coder: IAN
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	BIG Gospel . . .		✓			✓	✓	
	Routes for Trash . . .		✓			✓		
	Tilt-a-Whirl . . .			✓		✓		
C-3	(Comics)	0						
C-4	(markets)	0						
C-5	"	0						
C-6	Clinton Asks	69		✓	✓			
	Acer Quits			✓		✓		
	2 Ex-TOP			✓	✓			
	Landfill		✓			✓	✓	
D-1	An Accidental	0	✓			✓		
	Funding Costs			✓		✓		
D-2	Bad Split	10		✓		✓		
	Bride's Mother			✓		✓		
	Beware			✓		✓		
D-3	Wright - Stevens	6	✓			✓		
	Hodge		✓			✓		
	Stubblefield		✓			✓		
	Valley Fest		✓			✓		
	How to Announce		✓			✓		
	TIPS on Difficult			✓		✓		
	New Habits			✓		✓		
	How's Your			✓		✓		
	Back To School		✓			✓		
D-4	Town Talk	42	✓			✓		
	Eliminate Junk			✓		✓		
D-5	Liz Smith	20		✓		✓		
	The Killer			✓		✓		
	Box Office			✓		✓		

9 Totals 147 11 15 2 24 2 0

Paper: Free Press
 Issue Date: 9-6-95
 Coder: JAN
 Date Coded: 11-2-00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	BATMAN Forever...			✓		✓		
	NO ONE...			✓		✓		
	Christopher Cross...		✓			✓		
D-6	CBS Reports...	0		✓		✓		
	Jeopardy...			✓		✓		
	Body...			✓		✓		
	This Day...			✓		✓		
	Celebrity...			✓		✓		
	Word Sleuth			✓		✓		
	Scramlets			✓		✓		
	Crossword			✓		✓		
E-1	ORANGE Juice...	0	✓			✓		
	Breakfast Breads...		✓			✓		
	ESAs...		✓			✓		
E-2	Vitamin E...	26		✓		✓		
	Keeping a Lid...			✓		✓		
	Food Shoppers...			✓		✓		
	A Peachy Cake...			✓		✓		
E-3	(runovers)	78						
E-4	What's New...	80	✓			✓		
E-5	(AD)	129						
E-6	"	129						
E-7	What's Hot...	74		✓		✓		
	Daytime Dial...			✓		✓		
	Movie ON...			✓		✓		
E-8	(AD)	129						
F-1	(Sports)	0						
F-2	"	0						
F-3	"	72						

12 Totals 715 5 17 0 22 0 0
 194

Content Analysis
Summary by Issue

Paper FREE PRESS

Date of Publication 1-19-95

Date of Sampling 10-21-00

Total Pages 40 X 129 Column-inches per page

Total column-inches 5,160

Column-inches of advertising 2,093

Column-inches of non-advertising (news hole) 3,067

Number of letters to the editor 5

Number of staff-written news stories 34

Number of wire/feature stories 72

Number of hard news stories 26

Number of soft news stories 80

Number of regional news stories 17

Paper: Free Press
 Issue Date: 1-19-95
 Coder: IAN
 Date Coded: 10-21-00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A1	PeP Ratifies ...	0	✓	✓	✓			
	Quake Death ...			✓	✓			
	House to Debate ...			✓	✓			
	County Boosts ...		✓		✓			
	Motorist Hits ...		✓			✓		
	Shooting Suspect ...		✓			✓		
A2	Question	0	✓			✓	✓	
	Japan Earthquake ...			✓		✓		
	Wilson's Thomas			✓		✓		
	McIntire ...			✓		✓		
	Kevin Costner ...			✓		✓		
	All-Shagville ...			✓		✓		
	Rose Kennedy ...			✓		✓		
	Gov. Lottery ...			✓		✓		
	Industrialists ...			✓	✓			
	Japan Crime ...			✓		✓		
A3	Man charged ...	52		✓		✓		
	1994 ...			✓	✓			
	U.S. Urged.			✓		✓		
	Pit Bull ...			✓		✓		
	Suspect ...			✓		✓	✓	
	3-Cave ...			✓		✓		
	Dexter King ...			✓		✓		
	Judge Rules ...			✓		✓		
A4	(Editorials)	0						2
A5	Billy Graham	79		✓		✓		3
A6	Clinton Order ...	52		✓	✓			
	Some 40's ...			✓	✓			
	GOP Seeking ...			✓	✓			

6 Totals 183 5 23 9 19 2 5
 197 / / / / /

Paper: Free Press

Issue Date: 1-19-95

Coder: IAD

Date Coded: 10-21-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Correct History			✓	✓			
47	Clinton Seeking House Uproad...	88		✓	✓			
	Gingrich Rebuked			✓	✓			
	Wendy's Founder...			✓		✓		
	Vets Can...			✓		✓		
48	Doll: Most Thank. Amy Fisher	86		✓		✓		
	Officials of...			✓		✓	✓	
31	2 Youth's. McWhorter Glad.	4	✓			✓	✓	
	Restaurants ...		✓			✓		
	Some Employees...		✓			✓		
132	Community Fundator...	44	✓			✓		
	City Votes...		✓		✓			
	School Board...		✓			✓		
	IRS Tightening			✓		✓		
	OverLeaded Engine...			✓		✓		
133	Andy Rooney ...	20		✓		✓		
	Trash Brush ...		✓			✓		
	St Nicholas ..		✓			✓		
	5 Seeks ...		✓			✓	✓	
	Cleveland Sedona...		✓			✓	✓	
134		0						
135	woman's Purse ...	0	✓			✓		
	Police Investigate...		✓			✓		
	Convenience Store...		✓		✓			
	Child Support...		✓			✓		
	Adolf B. ...			✓		✓		

7 Totals 242 14 13 5 22 4 0

Paper: Free Press
 Issue Date: 1-19-95
 Coder: IAN
 Date Coded: 10-21-00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Ray Johnson...			✓		✓		
	Beif webb ...			✓		✓		
	House Panel...			✓	✓			
	Two Arrested...		✓	✓	✓			
	Athens, Cleveland.		✓		✓		✓	
	Man Alive			✓		✓		
B6	Accu weather	0		✓		✓	✓	
	Thurs /TV			✓		✓		
	Fri /TV			✓		✓		
C1	County Nodes...	0	✓		✓			
	Students ORBit...		✓			✓		
	Rise in Rates...		✓		✓		✓	
C2	Scott Troop...	35	✓			✓	✓	
	Citizens Study...		✓			✓	✓	
	2 Men...		✓		✓		✓	
	Woman Loses...		✓		✓			
	Soloists ...		✓			✓		
C3		0						
C4	TV Station...	0		✓		✓		
	TUNE In Tonight...			✓		✓		
	Aspirin targets...			✓		✓		
	This Day...			✓		✓		
	Sports Sleuth...			✓		✓		
	Scram Lets...			✓		✓		
	Celebrity Cypher...			✓		✓		
	Crossword ...			✓		✓		
C5	Liz Smith	65		✓		✓		
	Legends of...			✓		✓		
	Led Zeppelin			✓		✓		

6 Totals 100 10 18 7 21 6 0

199 / / / / /

Paper: Free Press
 Issue Date: 1-19-95
 Coder: IAN
 Date Coded: 10-21-00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
C6	Russia Flag...	51		✓	✓			
	Exchange of ...			✓	✓			
	FIRST Australian ...			✓		✓		
	India Avalanche...			✓	✓			
	Camilla Parker...			✓		✓		
	World War II			✓		✓		
	\$ 766 million			✓		✓		
D1	(Classified)	129						
D2	"	129						
D3	"	129						
D4	"	129						
D5	"	129						
D6	"	129						
D7	"	129						
D8	"	129						
E1	Model's Philosophy...	0		✓		✓		
	Giving Aquatic...		✓			✓		
	Looking Slim...			✓		✓		
E2	Would You ...	0	✓			✓	✓	
	Upcoming Events...		✓			✓		
	Question of The...		✓			✓		
	IN laws...			✓		✓		
	Request for...			✓		✓		
	The Hard Times...			✓		✓		
E3	Did you know	98	✓			✓		
	Is The Homeopathic			✓		✓		
E4	(Ad)	129						
E5	(Ad)	129						
E6	McDonalds...	22		✓	✓		✓	

15 Totals 1461 5 14 4 15 2 0
 ✓ / / / / / /

Content Analysis
Summary by Issue

Paper FREE PRESS

Date of Publication 4-28-95

Date of Sampling 10-28-00

Total Pages 60 X 129 Column-inches per page

Total column-inches 7,740

Column-inches of advertising 4,455

Column-inches of non-advertising (news hole) 3,285

Number of letters to the editor 2

Number of staff-written news stories 37

Number of wire/feature stories 66

Number of hard news stories 22

Number of soft news stories 81

Number of regional news stories 12

Paper: Free Press
 Issue Date: 4-28-95
 Coder: LAW
 Date Coded: 102800

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Battlefield By Pass...	0	✓		✓		✓	
	Evidence Mounting...			✓	✓			
	McVeigh Unpassioned...			✓		✓		
	Local Boy...		✓			✓		
	Ja. Max...			✓	✓		✓	
	Word of God...		✓			✓		
A-2	Question	0	✓			✓		
	Holly Goes Wrong			✓		✓		
	Actress Hunter...			✓		✓		
	Tim Robbins...			✓		✓		
	Babette's Feast...			✓		✓		
	Margaret Thatcher...			✓		✓		
	Qa. Cash 3...			✓		✓		
A-3	H. People...	91		✓	✓			
	Full Scale War...			✓	✓			
	Sri Lanka...			✓	✓			
	S. Korea...			✓	✓			
A-4	(Ad)	129						
A-5	"	129						
A-6	Editorial	0						2
A-7	Criminalist...	81		✓		✓		
	Ax Murderer			✓	✓		✓	
	Billy Graham			✓		✓		
A-8	Accu Weather	0		✓		✓		
	Friday TV			✓		✓		
	Saturday TV			✓		✓		
B-1	(Ad)	129						
B-2	FBI Seeks...	93		✓	✓			
	Landlord Charged...			✓	✓			

10 Totals 652 4 21 10 15 3 2
 203

Paper: Free Press
 Issue Date: 4-28-95
 Coder: TAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Teen Sentenced . . .			✓	✓			
	Student Kills . . .			✓	✓			
	Windows Broken . . .			✓		✓		
B-3	GOP Senators . . .	112		✓	✓			
B-4	Condemned . . .	85		✓		✓		
	Jurors Will Hear . . .			✓		✓		
	Sewer Empts . . .			✓		✓		
B-5	Microsoft . . .	15		✓		✓		
	TENN. March . . .			✓	✓		✓	
	Kryptal Profits . . .			✓		✓		
	FAA . . .			✓		✓		
B-6	(markets)	0						
B-7	"	0						
B-8	(ad)	129						
C-1	Mall Shooting . . .	0	✓			✓		
	Art Enriches . . .		✓			✓		
	Forum Discusses . . .		✓			✓		
	East Ridge Panel . . .		✓		✓			
	Ind Brainerd . . .		✓			✓		
C-2	2 members . . .	90		✓		✓	✓	
	Hearing Delayed . . .		✓			✓	✓	
C-3	Legislators . . .	86	✓		✓			
C-4	McCarthy Target . . .	0		✓		✓		
	Retired Author . . .			✓		✓		
C-5	Bomb Threat . . .	0	✓			✓		
	Man Robs . . .		✓			✓		
	Burglaries . . .		✓			✓		
	State To Let . . .		✓			✓		
	Elizabeth Hare . . .		✓			✓		

11 Totals 517 12 14 6 20 3 0
 204

Paper: Free Press
 Issue Date: 4-28-95
 Coder: IAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Judge Reports ...		✓			✓		
	McGlöcklin ...		✓		✓			
	House OKs ...			✓	✓		✓	
	Morgan Gives ...		✓		✓			
	Dalton Citizen ...			✓		✓	✓	
	MS Chapter ...		✓			✓		
	T.B.I. ...			✓	✓		✓	
	Veteran ...			✓		✓		
	Former State ...			✓		✓		
	City Max ...		✓		✓			
C-6	German Educator ...	96	✓			✓		
	Rhea Planners ...		✓			✓	✓	
C-7	Andy Rooney	96		✓		✓		
	Manly in U.S. ...			✓		✓		
C-8	Brea Code	85		✓		✓		
	90. Poll ...			✓		✓	✓	
	House Passes ...			✓	✓		✓	
	Free Community ...		✓			✓		
	City Trash ...		✓			✓		
D-1	Village of ...	0	✓			✓		
	200 Priceless ...			✓		✓		
	Fabulous Force ...		✓			✓		
	The Front Page ...		✓			✓		
D-2	Movie Round-up	78		✓		✓		
D-3	Liz Smith ...	57		✓		✓		
	Chatterbox's Theatre		✓			✓		
	New Jazz Club ...		✓			✓		
	Backs by Phil ...			✓		✓		
D-4	the street MARK AD	129						

7 Totals 541 14 14 6 22 6 0
 205

Paper: Free Press
 Issue Date: 4-28-95
 Coder: JAN
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
D-5	Lush Performance...	40	✓			✓		
	Melania:...			✓		✓		
	Viewers Flock...			✓		✓		
	New River boat...		✓			✓		
D-6	Live Music	0	✓			✓		
	Brainerd Bounce		✓			✓		
	Area Concerts		✓			✓		
	TUNE IN			✓		✓		
	Give Up...			✓		✓		
	Wood Sleuth			✓		✓		
	Scramblerts			✓		✓		
	This Day...			✓		✓		
	Celebrities...			✓		✓		
	Crosswords			✓		✓		
E-1	1995...	0	✓			✓		
	Russian Picnic...		✓			✓		
E-2	A Lesson...	0		✓		✓		
	Vitamins...			✓		✓		
	Beneficiaries...			✓		✓		
	Advice...			✓		✓		
	Romantic...			✓		✓		
	Did you know...			✓		✓		
	Operator Needs...			✓		✓		
	Overlooking...			✓		✓		
E-3	(Comics)	0						
E-4	(Photos/classified)	43						
E-5	(classified)	129						
E-6	"	129						
E-7	"	129						

9 Totals 470 7 17 0 24 0 0

Content Analysis
Summary by Issue

Paper FREE PRESS

Date of Publication 12-9-96

Date of Sampling 11-1-00

Total Pages 32 X 129 Column-inches per page

Total column-inches 4,128

Column-inches of advertising 1631

Column-inches of non-advertising (news hole) 2,497

Number of letters to the editor 2

Number of staff-written news stories 21

Number of wire/feature stories 51

Number of hard news stories 25

Number of soft news stories 47

Number of regional news stories 11

Paper: Free Press

Issue Date: 12-9-96

Coder: TAN

Date Coded: 11-1-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Social Security ...	0		✓	✓			
	\$ 627,500 ...			✓	✓			
	Widow Tells ...		✓			✓		
	Soviet Pilot ...			✓		✓		
	Justices to Weigh ...			✓	✓			
A-2	Question	0	✓			✓		
	Nancy Kassebaum ...			✓		✓		
	Princess Masako ...			✓		✓		
	F-40 ...			✓		✓		
A-3	U.S. Puts ...	83		✓	✓			
	Rebels Surround ...			✓	✓			
	Belarus ...			✓	✓			
	Angola ...							
	Sudan Rebels ...			✓	✓			
	Chinese U.S.			✓	✓			
A-4	(Editorial)	0						2
A-5	Security Choice ...	76		✓	✓			
	Conspiracy Hawk ...			✓	✓			
	Ruling That ...			✓	✓			
	Billy Graham			✓		✓		
A-6	(Obits)	0						
A-7	Hearing Delayed ...	0	✓		✓		✓	
	Dege Minister ...		✓		✓		✓	
	Bama Women ...		✓		✓		✓	
	State Justice ...			✓	✓		✓	
	Pineair ...			✓		✓		
	U.S. Judge ...			✓	✓		✓	
	House Arrest ...		✓			✓		
	14 year old ...		✓			✓		

7

Totals

159 7 19 16 10 5 2

Paper: Jana Press
 Issue Date: 12-9-96
 Coder: JAN
 Date Coded: 11-1-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Brother-in-law...		✓			✓		
A 8	Robin Ostermaki...	22		✓	✓			
	Do indictments...			✓		✓		
	Edward Jones...		✓			✓		
	Beag Gibson...			✓	✓			
	Gas Prices...			✓		✓		
	Music Industry...			✓		✓		
	Filing...			✓		✓		
A-9	Wall Street...	70		✓	✓			
	Nigh Tech...			✓		✓		
	1996 World...			✓		✓		
A-10	Ex Pastor...	73		✓	✓			
	Goldman...			✓		✓		
	Shots for Children...			✓		✓		
	Plutonium Surplus...			✓		✓		
B-1	Cogswells Mayor...	0	✓			✓	✓	
	Job Development...		✓			✓		
	Call an Officer...		✓			✓		
	Santa...		✓			✓		
B-2	Nigh Court...	57		✓	✓		✓	
	Collision Kills...		✓		✓		✓	
	V.A.P.		✓			✓		
	331 Catoosa...		✓			✓		
	Electric Fire...		✓		✓		✓	
	Over 100...		✓		✓		✓	
B-3	(comics)	0						
B-4	Frasier...	0		✓		✓		
	Miss Daisy...			✓		✓		
	Lauren Bacall...			✓		✓		

7 Totals 152 11 17 8 20 5 0

Paper: Free Press
 Issue Date: 12-9-96
 Coder: JAN
 Date Coded: 11-1-00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Tune In...			✓		✓		
	Russian Mister...			✓		✓		
	Word Sleuth			✓		✓		
	Scramblets			✓		✓		
	This Day...			✓		✓		
	Celebrity...			✓		✓		
	Crossword			✓		✓		
B-5	Liz Smith...	63		✓		✓		
	Singer Looking...			✓		✓		
B-6	Meade...	95	✓		✓		✓	
C-1	Faux Fir	0	✓			✓		
	Chopping...		✓			✓		
C-2	College Trustees...	24		✓		✓		
	The Top 10...			✓		✓		
	Does it Travel...			✓		✓		
	Tays 90...			✓		✓		
	1996 Tex...			✓		✓		
C-3	(classified)	129						
C-4	"	129						
C-5	"	129						
C-6	"	129						
C-7	"	129						
C-8	"	129						
C-9	"	129						
C-10	"	129						
D-1	(Sports)	0						
D-2	"	6						
D-3	"	35						
D-4	"	39						

16

Totals

1294 3 14 1 16 1 0

Content Analysis
Summary by Issue

Paper Free Press

Date of Publication 2-27-96

Date of Sampling 10-29-00

Total Pages 32 X 129 Column-inches per page

Total column-inches 4,128

Column-inches of advertising 1,438

Column-inches of non-advertising (news hole) 2,690

Number of letters to the editor 5

Number of staff-written news stories 26

Number of wire/feature stories 56

Number of hard news stories 19

Number of soft news stories 63

Number of regional news stories 2

Paper: Free Press
 Issue Date: 2-27-96
 Coder: IAN
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	UN Replere...	0		✓	✓			
	Eye In...		✓			✓		
	Arizona...			✓	✓			
	Standoff Ends...			✓	✓			
	MED +...		✓		✓			
A-2	Question	0	✓			✓		
	Cinema to graphics...			✓		✓		
	Stone Embarrassed...			✓		✓		
	Christia...			✓		✓		
	Mixie Pearl...			✓		✓		
A-3	Hillary Clinton's...	24		✓		✓		
	Baby Faces...			✓	✓			
	Shuttle Mover...			✓		✓		
	Salvi...			✓		✓		
	Feds Block...			✓	✓			
	Obscene Word...			✓		✓		
	Crash of...			✓	✓			
	Britain PM...			✓	✓			
	Selegi...			✓	✓			
A-4	(Editorial)	0						5
A-5	Billy Graham	81		✓		✓		
	Open-Ended			✓	✓			
	Paper Says...			✓		✓		
	GOP Bill...			✓		✓		
	Tax Breaks...			✓		✓		
	Congress Dealings...			✓	✓			
	TOP Leaders...			✓	✓			
A-6	(Obits)	0						
A-7	Floyd Meeting	2		✓	✓		✓	

7 Totals 107 3 24 13 14 1 5
 214

Paper: Free Press
 Issue Date: 2-27-96
 Coder: IAN
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Education Groups...		✓			✓		
	MLK ...		✓			✓		
	TVA Aspects...		✓			✓		
	Anderson to ...		✓			✓		
	Gulf friends Assault...		✓		✓			
	Burglaries ...		✓			✓		
	McVeigh ...			✓	✓			
	East Ridge ...			✓		✓		
	Monendez ...			✓		✓		
	Anderson, UTC ...		✓			✓		
	Bookman ...		✓		✓			
	Community Meet...		✓			✓		
	IRS Tax ...		✓			✓		
	2nd Presbyterian...		✓			✓		
A-8	(Markets)	1						
A-9	"	0						
A-10	Oracle Unveils ...	11		✓		✓		
	Court Knocks ...			✓	✓			
	Higher Energy ...			✓		✓		
	Blockbuster Music ...			✓		✓		
	Ga. Employees ...			✓		✓		
	US West ...			✓		✓		
B-1	Funds Stake ...	0	✓		✓		✓	
	Democrat Party ...		✓			✓		
	City Hears ...		✓			✓		
	706 ...		✓			✓		
B-2	Slow RB Tax ...	46	✓		✓			
	Legislators ...		✓			✓		
	2 TVA ...		✓			✓		

5 Totals 58 18 9 6 21 1 0

Paper: Free Press
 Issue Date: 2-27-96
 Coder: IAN
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Rep Want . . .		✓			✓		
B-3	(Comics)	0		✓		✓		
B-4	CNN's Coverage . . .	0		✓		✓		
	TUNE IN . . .			✓		✓		
	Oldest Champs . . .			✓		✓		
	Ward Slaukh			✓		✓		
	Scarletts			✓		✓		
	This Day			✓		✓		
	Celebrity			✓		✓		
	Cross Word			✓		✓		
B-5	Log Smith	42		✓		✓		
	Movie Review			✓		✓		
	Keiko			✓		✓		
	TD P Shows			✓		✓		
B-6	(AD)	129						
C-1	Tell Your Doctor . . .	0		✓		✓		
	Microwaves Don't			✓		✓		
	Babies First			✓		✓		
	Music Increases			✓		✓		
	Advantages of		✓			✓		
	Crossin' Vasectomy . . .		✓			✓		
	Beating Steers		✓			✓		
C-2	Free Seminars	24	✓			✓		
	Thanks To			✓		✓		
	Relife Accessible			✓		✓		
	Success Theorem			✓		✓		
	Correction							
C-3	(classified)	129						
C-4	"	129						

8 Totals 453 5 20 0 25 0 0
 216 / / / / / /

Content Analysis
Summary by Issue

Paper FREE PRESS

Date of Publication 6-19-96

Date of Sampling 10-27-00

Total Pages 60 X 129 Column-inches per page

Total column-inches 7740

Column-inches of advertising 4176

Column-inches of non-advertising (news hole) 3564

Number of letters to the editor 4

Number of staff-written news stories 44

Number of wire/feature stories 74

Number of hard news stories 27

Number of soft news stories 91

Number of regional news stories 2

Paper: Free Press

Issue Date: 6-19-96

Coder: IAN

Date Coded: 10-27-00

Page-by-Page Content Analysis

Page 1 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Clinton, Gannors...	0		✓	✓			
	Army Helicopters...			✓	✓			
	Clinton Appoints...			✓	✓			
	County Votes...		✓		✓			
	Anti-merger...		✓		✓			
A-2	Question	0	✓			✓		
	Jackie, JFK...			✓		✓		
	Lewis Applands...			✓		✓		
	60-Minutes...			✓		✓		
	Shoes Are...			✓		✓		
	Texas Girl...			✓		✓		
	Olympics...			✓		✓		
	Paul Cooper...			✓		✓		
A-3	Kevorkian...	77		✓		✓		
	No Bail...			✓		✓		
	Tropical Storm...			✓	✓			
	Jury Finds...			✓	✓			
A-4	(Editorial)	0						4
A-5	Grounding Of...	90		✓		✓		
	Kaczynski...			✓	✓			
	Billy Graham...			✓		✓		
A-6	TOP Clinton...	26		✓	✓			
	Dole Says...			✓		✓		
	Poll: Clinton...			✓	✓			
A-7	TOP FAA...	109		✓	✓			
	Philly Leaders...			✓		✓		
	Whitewater Trail...			✓	✓			
	House Panel...			✓	✓			
	Perot...			✓		✓		

7 Totals 352 3 25 13 15 0 4

Paper: Free Press
 Issue Date: 6-19-96
 Coder: IAW
 Date Coded: 10-27-00

Page-by-Page Content Analysis

Page 2 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-8	Wife Backs . . .	112		✓		✓		
	Judge Sets . . .			✓	✓			
B-1	(CAD)	129						
B-2	Israel Easing . . .	110		✓	✓			
B-3	Zhirinovskiy . . .	101		✓		✓		
	Volcano Eruption . . .			✓	✓			
	3 Sentenced . . .			✓	✓			
	S. Korea . . .			✓		✓		
	15 million			✓	✓			
B-4	(obits)	0						
B-5	City Brush	46	✓			✓		
	Traffic Signal . . .		✓			✓		
B-6	Tenn Care Rules . . .	117		✓		✓	✓	
B-7	Kevin Bond . . .	109	✓		✓			
	Victim Hospitalized . .		✓		✓			
	2 Suspects		✓			✓		
	Stabbing Victim . . .		✓		✓			
B-8	UTC Plaza	102	✓			✓		
	4 officials		✓			✓	✓	
	State's GOP		✓			✓		
C-1	Court Reverses . . .	0	✓		✓			
	East Lake		✓			✓		
	Ice Rink		✓			✓		
	Show Bar Manager . . .		✓		✓			
	Gun Battle With Police . .		✓		✓			
C-2	Frank Kinsler . . .	101	✓			✓		
	R.B. Ends		✓			✓		
C-3	What's Hot	35		✓		✓		
	Daytime Dial			✓		✓		

12 Totals 962 16 11 11 16 2 0
 220

Paper: Free Press

Issue Date: 6-19-84

Coder: IAN

Date Coded: 10-27-00

Page-by-Page Content Analysis

Page 3 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
C-4	(Comics)	0						
C-5	TENN River...	117	✓			✓		
C-6	(markets)	1						
C-7	"	0						
C-8	Smaller Banks...	27		✓		✓		
	Group Grades...	0		✓		✓		
	Delta Rejects...	0		✓		✓		
	Legal Rights...			✓		✓		
	Motel Co...			✓		✓		
	Shareholder's Plan...			✓		✓		
D-1	(Sports)	0						
D-2	"	0						
D-3	"	29						
D-4	"	16						
D-5	"	64						
D-6	"	9						
E-1	Dinner ON...	0	✓			✓		
	Artisan Bread...	0	✓			✓		
	Side Orders...		✓			✓		
E-2	Blueberries...	0		✓		✓		
	Add Zest...			✓		✓		
	Bieth OA...			✓		✓		
E-3	McLaughlin...	34		✓		✓		
	A 3-Star...			✓		✓		
	Low Fat...			✓		✓		
E-4	(A.D.)	129						
E-5	"	129						
E-6	What's New	76	✓			✓		
	A Tasty...			✓		✓		

17

Totals

631 5 13 0 18 0 0

Paper: Free Press

Issue Date: 6-19-96

Coder: JAN

Date Coded: 10-27-00

Page-by-Page Content Analysis

Page 4 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
E-7	Picnicing . . .	40		✓		✓		
	Food Safety . . .			✓		✓		
	A Sandwich . . .			✓		✓		
	Weekly Food . . .			✓		✓		
	Easy to Pack . . .			✓		✓		
E-8	ACCU Weather	0		✓		✓		
	Wednesday TV			✓		✓		
	Thursday TV			✓		✓		
F-1	Comprimizer . . .	0	✓			✓		
	The Fear Is . . .		✓			✓		
	Floral Secrets . . .			✓		✓		
F-2	Diagnosing Kids . . .	43		✓		✓		
	Under the . . .			✓		✓		
	Holland . . .		✓			✓		
	Ownbey . . .		✓			✓		
	Floyd . . .		✓			✓		
	Dugan . . .		✓			✓		
	How To . . .			✓		✓		
	Presidential . . .			✓		✓		
F-3	Rice . . .	54	✓			✓		
	Dolan . . .		✓			✓		
	Richardson . . .		✓			✓		
	Burgess . . .		✓			✓		
	Redman . . .		✓			✓		
	Pittman . . .		✓			✓		
	Lindgren . . .		✓			✓		
	Morton . . .		✓			✓		
F-4	TOWN TALK.	28	✓			✓		
F-5	Liz Smith . . .	109		✓		✓		

7 Totals 274 15 14 0 29 0 0

Paper: Free Press
 Issue Date: 6-19-94
 Coder: IAN
 Date Coded: 10-27-00

Page-by-Page Content Analysis

Page 5 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
F-6	Disabled Actors	0		✓		✓		
	TUNE IN...			✓		✓		
	Bamboo Builders...			✓		✓		
	Word Slueth			✓		✓		
	Scramlets			✓		✓		
	This Day...			✓		✓		
	Celebrities...			✓		✓		
	Crossword			✓		✓		
F-7	Fare Fighters...	87		✓		✓		
	NBC's			✓		✓		
F-8	Judge Orders...	64	✓		✓			
	Settlement Reached...		✓		✓			
	UT Plans...		✓		✓			
	Flag Ban...			✓		✓		
	Red Bank...		✓			✓		
	Candidates...		✓			✓		
G-1	(classified)	129						
G-2	"	129						
G-3	"	129						
G-4	"	129						
G-5	"	129						
G-6	"	129						
G-7	"	129						
G-8	"	129						
H-1	"	129						
H-2	"	129						
H-3	"	129						
H-4	"	129						
H-5	"	129						

16 Totals 1828 5 11 3 13 0 0

Content Analysis
Summary by Issue

Paper Free Press

Date of Publication 3-14-96

Date of Sampling 10-27-00

Total Pages 40 X 129 Column-inches per page

Total column-inches 5160

Column-inches of advertising 2298

Column-inches of non-advertising (news hole) 2862

Number of letters to the editor 7

Number of staff-written news stories 24

Number of wire/feature stories 57

Number of hard news stories 20

Number of soft news stories 61

Number of regional news stories 5

Paper: Free Press
 Issue Date: 3-14-94
 Coder: IAN
 Date Coded: 10-27-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Fockea Gutting...	0		✓	✓			
	Child Massacre...			✓	✓			
	Guayle...		✓			✓		
	Power Bill...		✓			✓		
	Finger Tip...			✓		✓		
	Only Certificat ed...		✓			✓		
A-2	Question	0	✓			✓		
	Maorni Judd...			✓		✓		
	Mid Life Crisis...			✓		✓		
	Schwartzencoggee...			✓		✓		
	Stallone...			✓		✓		
A-3	Dexoit Mafia...	85		✓	✓			
	Woman Vanishes...			✓	✓			
	Ars. 2 Missile...			✓	✓			
	AIDS Prank...			✓		✓		
	2 Teen...			✓		✓		
A-4	White water Witness...	77		✓	✓			
	Scaled back...			✓	✓			
	Armed corps...			✓		✓		
	HV - Law...			✓	✓			
	Bill Seeks...			✓	✓			
	Nause Panel...			✓	✓			
A-5	Clinton-Dole...	87		✓		✓		
A-6	(editorials)	0						7
A-7	Billy Graham	119		✓		✓		
	Did You Know			✓		✓		
A-8	(obits)	0						
A-9	Families Seek...	0		✓		✓	✓	
	Cellular Phones...		✓			✓		

9 Totals 368 5 22 10 17 1 7
 226

Paper: Free Press

Issue Date: 3-14-96

Coder: I A N

Date Coded: 10-27-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Qa. Tax			✓	✓		✓	
	Meeting Set . . .		✓			✓		
	Nursing Home . . .		✓			✓		
	Wamp: ADD . . .		✓			✓		
A-10	100 mil. . .	105		✓	✓			
	Russia Launches . . .			✓	✓			
A-11	Taiwan Schools . . .	85		✓		✓		
	Envoy Cites . . .			✓		✓		
	als rail Border . . .			✓		✓		
	Norway			✓		✓		
	Bahamas			✓	✓			
	Indonesian			✓	✓			
A-12	(ad)	129						
B-1	Liquor at DMAX . . .	0	✓			✓		
	New Reserve . . .		✓			✓		
	Cotton Staff . . .		✓			✓		
	Stripper Murder . . .		✓			✓		
B-2	Panel Defeats . . .	58		✓	✓		✓	
	Teenagers Say . . .		✓			✓		
	Lost Sergeant . . .			✓		✓	✓	
	Smith Purchasing . . .		✓			✓		
B-3	Roundup Called . . .	85		✓		✓	✓	
	City, County		✓		✓			
	Armed Forces		✓			✓		
	2 Women		✓			✓		
	Residents Report . . .		✓			✓		
B-4	Go West			✓		✓		
	It Looks	0		✓		✓		
	TUNE IN			✓		✓		

7

Totals

462 13 15 7 21 4 0

227

Paper: Free Press
 Issue Date: 3-14-96
 Coder: IAN
 Date Coded: 10-27-00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Dog Bites . . .			✓		✓		
	Spot Sleuths			✓		✓		
	Scramlets			✓		✓		
	This Day . . .			✓		✓		
	Celebrity . . .			✓		✓		
	Crossword			✓		✓		
B-5	Liz Smith . . .	72		✓		✓		
	Noneward Bound . . .			✓		✓		
	Meter politen . . .			✓		✓		
B-6	(markets)	1						
B-7	"	0						
B-8	GM Strike . . .	14		✓	✓			
	World Labor . . .			✓		✓		
	Minn. Rejects . . .			✓		✓		
	City Airport . . .		✓			✓		
C-1	Cosmos . . .	0	✓			✓		
	TALKIN TO . . .			✓		✓		
	A Journey . . .		✓			✓		
C-2	Drawbacks of . . .	17		✓		✓		
	Fashion Statement . . .			✓		✓		
	Find the . . .			✓		✓		
C-3	(R.O.)	129						
C-4	Helmet Law . . .	80		✓	✓			
	New DNA . . .		✓		✓			
	Democrat County . . .		✓			✓		
	Commodity Card . . .		✓			✓		
C-5	(classified)	129						
C-6	"	129						
C-7	"	129						

11 Totals 706 6 17 3 20 0 0

Content Analysis
Summary by Issue

Paper FREE PRESS

Date of Publication 10-4-96

Date of Sampling 10-29-00

Total Pages 60 X 129 Column-inches per page

Total column-inches 7740

Column-inches of advertising 4434

Column-inches of non-advertising (news hole) 3306

Number of letters to the editor 5

Number of staff-written news stories 29

Number of wire/feature stories 73

Number of hard news stories 12

Number of soft news stories 90

Number of regional news stories 7

Paper: Free-Press

Issue Date: 10-4-96

Coder: IAN

Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	SS checks...	0		✓	✓			
	Girl, 7...			✓	✓			
	Wannap ^{inva.} Defend Questions...		✓			✓		
	Oops...		✓			✓		
	Black to Protest...		✓			✓		
	Nudity Statutes...		✓			✓		
A-2	Question	0	✓			✓		
	Baker interview...			✓		✓		
	Street Naming...			✓		✓		
	Caruso...			✓		✓		
	Author Kellerman...			✓		✓		
A-3	(A.D.)	129						
A-4	(Editorial)	0						5
A-5	Congress Heads...	70		✓	✓			
	Highlights of...			✓		✓		
	Senators Grill			✓	✓			
	Billy Graham			✓		✓		
A-6	Dole Pushes...	87		✓		✓		
	Parks Bill...			✓	✓			
A-7	Lott Promises...	85		✓		✓		
	GOP Launches...			✓		✓		
	Perot Loses...			✓	✓			
	GOP Weighs...			✓		✓		
	Fox Work...			✓	✓			
	US May...			✓		✓		
A-8	(obits)	0						
A-9	Birthrate...	0		✓		✓		
	TOT Found...		✓			✓	✓	
	Pregnant Woman...		✓			✓		

9 Totals 371 7 19 7 19 1 5

Paper: Free Press
 Issue Date: 10-4-96
 Coder: JAN
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Assault Charged...		✓			✓		
	Man, 76...		✓			✓		
	FBI Heard...			✓		✓		
	Bike Trail...			✓		✓		
	Thompson Forgets...			✓		✓		
	Jason Walker...		✓			✓		
	Nixon Labor...			✓		✓		
	Cookeville Eyeing...			✓		✓	✓	
A-10	Colorado...	99		✓		✓		
	Trial Rights...			✓		✓		
A-11	Jurors Eye...	96		✓		✓		
	S.C. executes...			✓	✓			
	Cancer rate...			✓		✓		
	KevoKian...			✓		✓		
	All Families...			✓		✓		
	Wife Killing...			✓		✓		
A-12	(No)	129						
B-1	Another \$22...	0						
	King Brothers...		✓		✓			
	Mother Picketts...		✓			✓		
	Ocoee River...		✓			✓		
	Couple Arrested...		✓			✓		
B-2	Highway Cleanup...	97	✓			✓	✓	
B-3	Test Project...	84		✓		✓	✓	
	Request For...			✓		✓		
	Student Sprayed...			✓		✓	✓	
	Now You Know...		✓			✓		
B-4	2 Ga.	80		✓	✓	✓	✓	
	Ridge Now...		✓			✓		

7 Totals 585 10 17 3 24 5 0

Paper: Free Press

Issue Date: 10-4-96

Coder: IAN

Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Saturday Last...		✓			✓		
	Lutherans Will...		✓			✓		
	City Trash...		✓			✓		
	Voter Registration...			✓		✓		
B-5	Jobless Rate...	46		✓	✓			
	Speake NOT...			✓		✓	✓	
	Charles Keating...			✓		✓		
	HMO Rates...			✓		✓		
B-6	(markets)	1						
B-7	"	0						
B-8	UT's Crown...	106	✓			✓		
	Wilcox Tunnel...		✓			✓		
	Bicentennial...			✓		✓		
C-1	Froggie...	0	✓			✓		
	All the Hawks...		✓			✓		
C-2	Daughter Caught...	0		✓		✓		
	AARP...		✓			✓		
	Scout Free...			✓		✓		
C-3	IT's STRIP...	19		✓		✓		
	Adjusting Tight...			✓		✓		
	Stained Swede...			✓		✓		
	Get mottAK...			✓		✓		
	The Pick of...			✓		✓		
	Dental Visits...			✓		✓		
C-4	(AD)	129						
D-1	Tom Hanks...	0	✓			✓		
	Stamp...		✓			✓		
D-2	Movie...	74		✓		✓		
	Teen Court...			✓		✓		

10

Totals

375

10

16

1

25

1

0

Paper: Free Press
 Issue Date: 10-4-96
 Coder: IAN
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-Inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
D-3	Liz Smith . . .	83		✓		✓		
	5 Questions . . .			✓		✓		
	Dillon Tickets . . .		✓			✓		
D-4	1990's Rule . . .	87	✓	✓		✓		
	UTC Theatre . . .					✓		
D-5	Thicker Than . . .	66		✓		✓		
	That WAS . . .			✓		✓		
D-6	Live Music . . .	0		✓		✓		
	Area Concerts . . .			✓		✓		
	Joe DiPies . . .			✓		✓		
	TUNE IN . . .			✓		✓		
	Phone Booth			✓		✓		
	Wordsleuth			✓		✓		
	Scramlets			✓		✓		
	This Day . . .			✓		✓		
	Celebrity . . .			✓		✓		
	Crossword			✓		✓		
D-7	(Comics)	0						
D-8	(classified)	129						
E-1	"	129						
E-2	"	129						
E-3	"	129						
E-4	"	129						
E-5	"	129						
E-6	"	129						
E-7	"	129						
E-8	"	129						
E-9	"	129						
E-10	"	129						

16

Totals

1655 2 15 0 17 0 0
 234

Content Analysis
Summary by Issue

Paper Times / FP

Date of Publication 1-24-00

Date of Sampling 10-28-00

Total Pages 40 X 129 Column-inches per page

Total column-inches 5,160

Column-inches of advertising 2,299

Column-inches of non-advertising (news hole) 2,861

Number of letters to the editor 7

Number of staff-written news stories 25

Number of wire/feature stories 47

Number of hard news stories 12

Number of soft news stories 60

Number of regional news stories 16

Paper: Times/FP

Issue Date: 1-24-00

Coder: Catherine McLeod

Date Coded: 10/28/00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Titans Going... Iowa Hill...	6	✓			✓	✓	
	Countries Seek... Ice Leaves... More Red Ink... Closing of Lot...		✓		✓		✓	
B-2	TV Homemaking... Jamie Fox... Reeve Visits... New Bishops... Daughter Sings... Carrie, Washington... Today in His Story... Elian's grandmothers... Study Sings...	18		✓		✓		
A-3	Overcrowding...	24	✓			✓	✓	
A-4	New Indonesia... American Plans... Heavy Snow... India Cyclone... Turkish Police... Homeless... Russian Military... Barak Won't...	60		✓	✓			
A-5	(ad)	129						
A-6	Clinton To Ask... Airport Charges...	77		✓	✓			
B-7	Chickamauga Locks... City Police...	0	✓		✓		✓	

7

Totals

732

8

20

10

18

5

0

✓

✓

✓

✓

✓

✓

✓

Paper: Times/FP
 Issue Date: 1-24-00
 Coder: Catherine McLeod
 Date Coded: 10/2/00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Catoosa Works		✓			✓	✓	
	Snow, ice		✓			✓	✓	
	Fire Damages		✓			✓	✓	
B-2	Dalton's Senator	0	✓		✓		✓	
	Barrow Wants		✓			✓	✓	
	Naifeh Burial		✓			✓		
	Education Forum		✓			✓	✓	
	Butler Joins		✓			✓	✓	
	Cleveland, Bradley		✓			✓	✓	
	Lee Univ.		✓			✓	✓	
	Williams Helps		✓			✓		
	Area Road		✓			✓		
B-3	Alabama group	56		✓		✓	✓	
	Savannah River			✓		✓		
B-4	(obits)	0						
B-5	Master's Program	0	✓			✓		
	3 Killed			✓	✓			
	Pager cell intercepts			✓		✓		
B-6	(editorials)	0						7
B-7	(editorials)	0						
B-8	8-Day Forecast	48		✓		✓		
	Careful Development		✓			✓	✓	
C-1	(sports)	0						
C-2	"	0						
C-3	"	49						
C-4	"	0						
C-5	"	0						
C-6	"	0						
C-7	"	58						

14 Totals 211 14 5 2 17 11 7

238 ✓ ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times/FP
 Issue Date: 1-24-00
 Coder: Catherine McNeal
 Date Coded: 18/28/00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
C-8	"	0						
D-1	Spreading the Word ...	0	✓			✓		
	Family Farms ...		✓			✓		
	Teens Prepare ...		✓			✓		
D-2	Finding Plus ...	51		✓		✓		
	A Wave ...			✓		✓		
D-3	Sonnetts	0		✓		✓		
	Jumble			✓		✓		
	Daily Crypto			✓		✓		
	Word Sleuth			✓		✓		
	Ask Dick ...			✓		✓		
	Crossword			✓		✓		
	Billy Graham ...			✓		✓		
	Chapter Closes ...			✓		✓		
	Mono-nucleosis ...			✓		✓		
D-4	(Comics)	0						
D-5	Daily Bridge ...	0		✓		✓		
D-6	Brook's ...	15		✓		✓		
	When Female ...			✓		✓		
	Chat Line ...			✓		✓		
	Good Samaritan ...			✓		✓		
	Day / Area Cable ...			✓		✓		
D-7	Television	0		✓		✓		
	Evening / Area Cable			✓		✓		
	Daily Horoscope			✓		✓		
D-8	After the Ball	0		✓		✓		
	Abcessaries Span ...			✓		✓		
	Computer Workers ...			✓		✓		
E-1	(Classified)	129						

10

Totals

195 3 22 0 25 0 0

239

✓ ✓ ✓ ✓ ✓ ✓ ✓

(Sports)

Content Analysis
Summary by Issue

Paper Times / FP

Date of Publication 8-15-00

Date of Sampling 10-22-00

Total Pages 46 X 129 Column-inches per page

Total column-inches 5,934

Column-inches of advertising 2,285

Column-inches of non-advertising (news hole) 3,649

Number of letters to the editor 7

Number of staff-written news stories 28

Number of wire/feature stories 75

Number of hard news stories 21

Number of soft news stories 82

Number of regional news stories 13

Paper: TIMES / F.P.
 Issue Date: 8-15-00
 Coder: IAN
 Date Coded: 10-22-00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Russian Navy ...	0		✓	✓			
	Planners' Reifer ...	0	✓			✓		
	Clinton: "Keep ..."			✓		✓		
	Tennesseeans Say ...			✓		✓		
	Half of Nursing ...		✓		✓			
	Kosovo Man ...		✓			✓		
A 2	Seeger Wonders ...	0		✓		✓		
	Tammy Faye ...			✓		✓		
	Mystery Writer ...			✓		✓		
	Tom Selleck			✓		✓		
	Ohio Festival ...			✓		✓		
	Brooks May ...			✓		✓		
	Norway Crown ...			✓		✓		
	Sharp Rise ...			✓	✓			
	Dash for ...			✓		✓		
	Today in History ...		✓			✓		
	New Wild Life ...			✓	✓			
	Tropical Storm ...			✓	✓			
	More Evacuations ...			✓	✓			
	Reportation ...			✓		✓		
	Not one of ...			✓		✓		
	Elvis Buddies ...			✓		✓		
A 3	Kosovo ...	50		✓	✓			
A 4	Democrats Pay ...	28		✓		✓		
	" Showcase ...			✓		✓		
	Gov: Republicans ...			✓		✓		
	Clinton Seeks ...			✓		✓		
A 5	Delegates ...	47	✓			✓		
	Convention Notebook		✓			✓		

5 Totals 125 6 23 7 22 0 0
 ✓ ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times / F.P.

Issue Date: 8-15-00

Coder: JAN

Date Coded: 10-22-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	HOLLINGS Says ...			✓		✓		
B6	North South ...	67		✓		✓		
	Church canonizes ...			✓		✓		
	Admiral Mays ...			✓		✓		
B1	Prosecutors: ...	0		✓	✓			
	Schools to Begin ...		✓		✓			
	Court Rules ...		✓		✓			
	Physical Therapy ...		✓			✓		
	Surgery will ...		✓			✓	✓	
B2	Whitfield students ...	9	✓			✓	✓	
	Study: To ...			✓	✓		✓	
	Fort O ...		✓			✓	✓	
	Young 4 H'ers ...		✓			✓	✓	
	Boosters Build ...		✓			✓	✓	
B3	Cleveland Police ...	24	✓		✓		✓	
	Cleveland Extends ...		✓			✓	✓	
B4		0						
B5	City Council ...	1	✓			✓		
	Knoxville teen ...		✓		✓		✓	
	Stop Smoking ...		✓			✓		
	Polk Authorities ...		✓			✓	✓	
	Browning ...		✓		✓		✓	
	Head-On ...		✓		✓		✓	
B6	(editorial)	0						
B7	(editorial)	0						7
B8	(ad)	128						
C1	Troubled Cavalier ...	0	✓		✓			
	UPN's ...			✓		✓		
	Big Waste ...		✓			✓		

10 Totals 230 18 7 9 16 12 7
 ✓ 243 ✓ - ✓ ✓ ✓ ✓ ✓

Paper: Times/F.P.
 Issue Date: 8-15-00
 Coder: IAN
 Date Coded: 10-22-00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Go-cards...			✓	✓			
	K-mart E-Commerce...			✓		✓		
	MP 3			✓		✓		
	TVA Reports			✓	✓		✓	
	Woolcott M&N...		✓			✓		
C2	New Business ---	14	✓			✓		
	Soft Drink ...			✓		✓		
	Toy's R Us ...			✓		✓		
	Stocks Rise ...			✓	✓			
	Intel Launches...			✓		✓		
	Defunct...			✓		✓		
	Freight Liner...			✓		✓		
C3		8						
C4		2						
C5	Ecuadorians...	32		✓		✓		
	Linux ...			✓		✓		
C6	Yahoo!	75		✓		✓		
	Ford, Ernestine			✓	✓			
	De Beers...			✓		✓		
	Japan Corp. ...			✓		✓		
C7	(AD)	129		✓		✓		
C8	Investment...	24		✓	✓			
	Verizon ...			✓		✓		
	Bloombergs ...			✓		✓		
	INDIA Ending...			✓		✓		
	5-DAY Forecast							
D1	Sports	0						
D2	"	0						
D3	"	15						

ID Totals 299 2 21 5 18 1 0
 ✓ ✓ ✓ ✓ ✓ ✓ ✓

244

Paper: Times / F.P.
 Issue Date: 8-15-00
 Coder: IAN
 Date Coded: 10-22-00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
D4	"	0						
D5	"	22						
D6	"	9						
E1	Doing IT...	0		✓		✓		
	Home Theaters...		✓			✓		
	Rebuilding Computer...			✓		✓		
	Flash cards			✓		✓		
	All Math...			✓		✓		
	Fun Brain			✓		✓		
	Bonus			✓		✓		
E2	Crossword	0		✓		✓		
	Word Search			✓		✓		
	Crypto...			✓		✓		
	Schramlets...			✓		✓		
	Jumble			✓		✓		
	Bridge			✓		✓		
E3	Horoscope	0		✓		✓		
E4	Serving readers...	0		✓		✓		
	Reader wants...			✓		✓		
	Remember...			✓		✓		
	Blood clot...			✓		✓		
	Dog Area...			✓		✓		
E5	Bull ...	0		✓		✓		
	Evening area...			✓		✓		
	To Adams...			✓		✓		
	Hollow Man ...			✓		✓		
E6	ON TAP	52	✓			✓		

9 ✓ Totals 83 2 22 0 24 0 0
 ✓ ✓ ✓ ✓ ✓ ✓ ✓
 245

Content Analysis
Summary by Issue

Paper Times / FP

Date of Publication 12-8-99

Date of Sampling 10-28-00

Total Pages 64 X 129 Column-inches per page

Total column-inches 8,256

Column-inches of advertising 3,615

Column-inches of non-advertising (news hole) 4,641

Number of letters to the editor 9

Number of staff-written news stories 54

Number of wire/feature stories 92

Number of hard news stories 31

Number of soft news stories 115

Number of regional news stories 19

Paper: Times / FP
 Issue Date: 12-8-99
 Coder: Callie McLeod
 Date Coded: 10/28/00

Page-by-Page Content Analysis

Page 1 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Families First . . .	0	✓		✓		✓	
	Tenn Care . . .			✓	✓		✓	
	Coragra . . .		✓		✓			
	MASTA . . .			✓	✓			
	Russians . . .			✓	✓			
	9/11 System . . .		✓			✓	✓	
A-2	Clayton . . .	8		✓		✓		
	Ex-pen Star . . .			✓		✓		
	Great One . . .			✓		✓		
	Senator Domenici . . .			✓		✓		
	Joe Piscopo . . .			✓		✓		
	Kirk Douglas . . .			✓		✓		
	Competition . . .			✓		✓		
	Cuban Bay . . .			✓		✓		
	Versace's . . .			✓		✓		
A-3	Seattle . . .	87		✓	✓			
	2 Charged . . .			✓	✓			
A-4	Ad)	129						
A-5	Texas A.M. . . .	65		✓		✓		
	Professorship . . .			✓		✓		
	Activist . . .			✓		✓		
	7 Houston . . .			✓		✓		
	School Shooting . . .			✓		✓		
	Study Links . . .			✓		✓		
A-6	12 Survivors . . .	97		✓		✓		
	Man Indicted . . .			✓	✓			
	18 Organizations . . .			✓		✓		
	Gene Therapy . . .			✓		✓		
A-7	Woman Slain . . .	94		✓	✓			

7
 Totals 460 3 25 9 19 3 0
 ✓ ✓ ✓ ✓ ✓ ✓ ✓
 248

Paper: Times / FP
 Issue Date: 12-8-99
 Coder: Carlton McLeod
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 2 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-8	(Runovers)	91						
A-9	Clinton Announces	86		✓	✓			
A-10	McCain Calls ...	59		✓	✓			
	High Court ...			✓	✓			
	Ex-treasurer ...			✓		✓		
	Hillary off ...			✓		✓		
	Doug Chief ...			✓	✓			
	Wineberger ...			✓		✓		
	22 Former ...			✓		✓		
A-11	Saudi Arabia ...	78		✓		✓		
	Ecuador ...			✓	✓			
	Paris club ...			✓		✓		
	Germania ...			✓	✓			
	Effort to Cut ...			✓		✓		
	Turkish ...			✓	✓			
	Dutch School ...			✓	✓			
A-12	als calls ...	84		✓	✓			
	Man Kills ...			✓	✓			
	Vietnamis ...			✓		✓		
A-13	Search For ...	108		✓		✓		
A-14	Judge Flusters ...	78		✓		✓		
	Moscow Times ...			✓	✓			
B-1	Local Man ...	0	✓		✓			
	High Tech ...		✓			✓		
	C.C. Bond ...		✓			✓		
	Cryder Murder ...		✓		✓		✓	
	Colfield ...		✓			✓		
B-2	Good For ... 22 Area	0	✓			✓		
	J. B. Bass ...		✓			✓		

9 Totals 584 7 21 13 15 1 0
 ✓ 249 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times / FP
 Issue Date: 12-8-99
 Coder: Callie McLeod
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 3 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Boyd Buchanan...		✓			✓		
	To Day...		✓			✓		
	Thursday		✓			✓		
	Friday		✓			✓		
	Saturday		✓			✓		
	Sunday		✓			✓		
	Exchange Teachers...		✓			✓	✓	
	Reunions		✓			✓		
	Chatt's Neediest...		✓			✓		
	Volunteer...		✓			✓		
B-3	Kinggold...	25	✓			✓	✓	
	Police Seeking...		✓		✓		✓	
	Scott Hesse Jail...		✓			✓	✓	
	Bradley Panel...		✓			✓	✓	
	Valley Head...		✓		✓		✓	
	Bradley Stops...		✓			✓	✓	
	Cleveland Police...		✓			✓	✓	
	Man Gives Himself...		✓		✓		✓	
	Smith...		✓			✓		
	Rhea Plex...		✓			✓	✓	
	\$550,000...		✓			✓		
	Man Seriously...		✓			✓		
	Court Order...		✓		✓			
	Man Welding...		✓		✓			
B-4	Ed Mary Hannah...	0	✓		✓			
B-5	Dodson Avenue...	1	✓			✓		
	Attempted Murder...		✓			✓		
B-6	Ceditonials)	0						9
B-7	Ceditonials)	0						

5 Totals 26 27 0 6 21 10 9
 ✓ 250 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times / FP
 Issue Date: 12-8-99
 Coder: Calvin McLeod
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 4 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
B-8	Sovereignty . . .	45	✓			✓	✓	
	Windows Jump . . .		✓			✓		
	Sungust . . .		✓		✓		✓	
	GOP lawmakers . . .		✓		✓		✓	
C-1	Union Planters . . .	0	✓			✓		
	Officials Raid . . .			✓		✓		
	Condost Hotel . . .			✓		✓		
	Haskers . . .			✓		✓		
	CEO Daft . . .			✓		✓		
	School Will . . .		✓			✓	✓	
	Little Threat . . .			✓	✓			
	Largest Divest . . .			✓		✓		
	Louvenier's Condos . . .		✓			✓		
C-2	Lager Beers . . . (Photo)	15						
	Cockpit cameras . . .			✓		✓		
	1972 . . .			✓		✓		
C-3	(markets)	0						
C-4	"	2						
C-5	"	8						
C-6	Coke Bottler . . .	94		✓		✓		
C-7	Greenspan . . .	84		✓		✓		
	Postal Service . . .			✓		✓		
C-8	5 Day Forecast	72		✓		✓		
D-1	(Sports)	0						
D-2	"	15						
D-3	"	36						
D-4	"	8						
D-5	"	0						
D-6	"	33						

15 ✓ Totals 412 7 12 3 16 4 0
 251 ✓ ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times/FP

Issue Date: 12-8-99

Coder: Catherine McHard

Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 5 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
E-1	Being Silly ...	0		✓		✓		
	Be Model Career ...		✓			✓		
E-2	Sheehey Soup ...	58		✓		✓		
E-3	TOWN TALK ..	39	✓			✓		
	Esophagus ...			✓		✓		
E-4	Suddenly Everyone ...	73		✓		✓		
E-5	Though Known ...	18		✓		✓		
	What's Hot ...			✓		✓		
	Daytime Dial ...			✓		✓		
E-6	Crossword	0		✓		✓		
	Billy Graham			✓		✓		
	Bridge			✓		✓		
	Scarletts			✓		✓		
	Crypts quote			✓		✓		
	Jumble			✓		✓		
	Word Sleuth			✓		✓		
	Ask Dick			✓		✓		
	Crossword Puzzle			✓		✓		
	Horoscope			✓		✓		
	Man Bite Gator			✓		✓		
	Celebrity Cipher			✓		✓		
E-7	(ad)	129						
E-8	(comics)	0						
E-9	TODAY IN HISTORY.	0		✓		✓		
E-10	Reconsider Advice ...	0		✓		✓		
	Rita Wilsons' ...			✓		✓		
	News Events ...			✓		✓		
	Daughter Thinks ...			✓		✓		
	Day/Area Cable ...			✓		✓		

10

Totals

317 2 25 0 27 0 0

252 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times / FP
 Issue Date: 12-8-99
 Coder: Catherine McLeod
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 6 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
E-11	Television - - -	0		✓		✓		
	Evening Area/Cable - -			✓		✓		
	Queen of George - - -			✓		✓		
E-12	Natural Holiday - - -	80		✓		✓		
	Judges Christmas - - -			✓		✓		
F-1	Gifts - - -	0	✓			✓		
	Ordering Foods - - -		✓			✓		
	The Skinny - - -		✓			✓		
F-2	Recipes For - - -	28	✓			✓		
	A Breeze - - -			✓		✓		
	Pie ala - - -			✓		✓		
F-3	Comforting Stew	73		✓		✓		
	School News		✓			✓	✓	
	Can't Eat Salmon - - -		✓			✓		
	Fat Free - - -			✓		✓		
F-4	Low Fat Dishes - - -	87	✓			✓		
	Heart Felt - - -		✓			✓		
G-1	(classified)	129						
G-2	"	129						
G-3	"	129						
G-4	"	129						
G-5	"	129						
G-6	"	129						
G-7	"	129						
G-8	"	129						
G-9	"	129						
G-10	"	129						
G-11	"	129						
G-12	"	129						

18 Totals 1816 8 9 0 17 1 0
 253 ✓ ✓ ✓ ✓ ✓ ✓

Content Analysis
Summary by Issue

Paper Times / F.P.

Date of Publication 2-24-00

Date of Sampling 10-28-00

Total Pages 56 X 129 Column-inches per page

Total column-inches 7224

Column-inches of advertising 3218

Column-inches of non-advertising (news hole) 4006

Number of letters to the editor 8

Number of staff-written news stories 41

Number of wire/feature stories 64

Number of hard news stories 19

Number of soft news stories 86

Number of regional news stories 17

Paper: Times/FP
 Issue Date: 2-24-2000
 Coder: Catharine McLeod
 Date Coded: 10/28/00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Erlanger Oquirres . . .	0	✓		✓			
	BC May		✓		✓		✓	
	Restaurant Business . . .		✓			✓		
	Nursing Homes		✓		✓		✓	
	Party Leaders			✓	✓			
	Close GOP			✓		✓		
A-2	Georgia Lottery	0	✓			✓	✓	
	TODAY IN HISTORY			✓		✓		
	Ventura's			✓		✓		
	Ted William Turner			✓		✓		
	Television's			✓		✓		
	Michigan Tower			✓		✓		
	Harding Arrested			✓		✓		
	Carlos Santana			✓		✓		
A-3	Boy, 6	62		✓	✓			
	9 classmates			✓	✓			
	Draft Fugitive			✓		✓		
	N Y Jury			✓		✓		
	Execution			✓	✓			
	Columbia			✓		✓		
A-4	(A-D)	129						
A-5	Pope Ready	62		✓		✓		
	More French			✓	✓			
	Drug Car			✓		✓		
	Poor Man			✓		✓		
	Russia Saip			✓	✓			
	Strangers ON			✓		✓		
	5 Skiers			✓	✓			
A-6	Gore, Bradley	22		✓	✓			

6 Totals 275 5 23 11 17 3 0
 ✓ 255 ✓ ✓ ✓ ✓ ✓ ✓

64

Paper: Times/FP
 Issue Date: 2-24-00
 Coder: Callina McLeod
 Date Coded: 10/28/00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-7	Teen Pregnancy...	63		✓		✓		
	Bone Marrow...			✓		✓		
	Medical Journal...			✓		✓		
	Solo...			✓		✓		
A-8	Voters Enthusiast...	60		✓		✓		
	Unborn Child...			✓		✓		
	Bush Fund...			✓		✓		
	GOP Faithful...			✓		✓		
	First Step...			✓		✓		
B-1	Bad Check...	0	✓		✓			
	Red Bank...		✓			✓		
	Five Agencies...		✓			✓		
	Early Voting...		✓			✓		
	Group Sets...		✓			✓	✓	
B-2	2 Suspects...	6	✓		✓			
	Catonsa Facing...		✓			✓	✓	
	NW Educators...		✓			✓	✓	
	Red Cross...		✓			✓	✓	
	House GOP...			✓	✓		✓	
B-3	Polk...	60	✓		✓		✓	
	FBI...		✓		✓		✓	
	26 Illegal...		✓		✓		✓	
	Baldon...		✓			✓	✓	
	Murray...		✓			✓	✓	
	Ga. Gets...		✓			✓	✓	
B-4	(obits)	0						
B-5	Thefts of...	0	✓			✓	✓	
	Roads Closed...		✓			✓		
	Favorite Market...		✓		✓			

7 Totals 189 18 10 7 21 12 0
 ✓ 256 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times/FP
 Issue Date: 2-24-00
 Coder: Catherine McLeod
 Date Coded: 10/28/00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Bill to Close...			✓	✓		✓	
	Name Change...		✓			✓		
	Jones Brings...		✓			✓		
B-6	(editorials)	0						
B-7	"	0						8
B-8	cad)	129						
C-1	medical logic...	0		✓		✓		
	BellSouth		✓			✓		
	Shoney's		✓			✓		
	Court Skeptical...			✓		✓		
	Web IPO...			✓		✓		
	Regions Open...		✓			✓		
	Greenspan Urges...		✓			✓		
	What Can...		✓			✓		
	Whistleblower...							
	TV A Quizzer...		✓			✓	✓	
C-2	Summers Seeks...	31		✓		✓		
	MGM Grand...			✓		✓		
	NASA Military...			✓		✓		
C-3	(markets)	0						
C-4	"	2						
C-5	"	18						
C-6	5 Day Forecast	10		✓		✓		
	Gulf-Arab...			✓		✓		
	Walmart...			✓		✓		
	Cable Trade...			✓		✓		
D-1	(Sports)	0						
D-2	"	0						
D-3	"	42						

12
 ✓

Totals 224 8 11 1 18 2 8

257 ✓ ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times/FP
 Issue Date: 2-24-00
 Coder: Catherine McLeod
 Date Coded: 10/28/00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
D-4	"	0						
D-5	"	53						
D-6	"	0						
D-7	"	25						
D-8	"	2						
E-1	Free Seminars	0	✓			✓		
	Free Screenings		✓			✓		
	Events for Seniors		✓			✓		
	Classes		✓			✓		
	Fund Raisers		✓			✓		
	Restaurants - Healing...		✓			✓		
	Food Companies...			✓		✓		
E-2	72 DAY/AROUND TOWN	10	✓			✓		
	AROUND TOWN							
	Welcome Tax...		✓			✓		
	Volunteer...		✓			✓		
E-3	Oscar Producers	88		✓		✓		
	Restaurant Inspection		✓			✓		
	Homocysteine...			✓		✓		
E-4	Comics)	0						
E-5	DAILY BRIDGE..	0		✓		✓		
E-6	DOC'S Life ...	0		✓		✓		
	ADD Mabey...			✓		✓		
	Candy Became...			✓		✓		
	Trace Adkins...			✓		✓		
	DAY/AREA Cable..			✓		✓		
E-7	Television	0		✓		✓		
	Evening/AREA/Cable			✓		✓		
	Daily Rhoscope			✓		✓		

12 Totals 178 10 12 0 22 0 0
 ✓ 258 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times/FP
 Issue Date: 2-24-00
 Coder: Catherine McLeod
 Date Coded: 10/28/00

Page-by-Page Content Analysis

Page 5 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
F-8	Scrunklets	30		✓		✓		
	Daily Cryptoguide			✓		✓		
	Jumble			✓		✓		
	Sports Sleuth			✓		✓		
	Ask Dick			✓		✓		
	Crossword Puzzle			✓		✓		
	Billy Graham			✓		✓		
	Cab Driver...			✓		✓		
F-1	(A.D.)	129						
F-2	"	129						
F-3	"	129						
F-4	"	129						
G-1	(classified)	129						
G-2	"	129						
G-3	"	129						
G-4	"	129						
G-5	"	129						
G-6	"	129						
G-7	"	129						
G-8	"	129						
H-1	"	129						
H-2	"	129						
H-3	"	129						
H-4	"	129						
H-5	"	129						
H-6	"	129						

19 Totals 2352 0 8 0 8 0 0
 - 259 ✓ / / / ✓ ✓

Content Analysis
Summary by Issue

Paper Times / F.P.

Date of Publication 4-14-00

Date of Sampling 10-28-00

Total Pages 62 X 129 Column-inches per page

Total column-inches 7998

Column-inches of advertising 4026

Column-inches of non-advertising (news hole) 3972

Number of letters to the editor 7

Number of staff-written news stories 45

Number of wire/feature stories 59

Number of hard news stories 25

Number of soft news stories 79

Number of regional news stories 21

Paper: Times / FP
 Issue Date: 4-14-00
 Coder: Catherine McHard
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Lawmakers...	0	✓		✓		✓	
	Honolulu...		✓			✓		
	Clinton Doesn't...			✓	✓			
	Latino...		✓			✓	✓	
	Elián's...			✓	✓			
	Beaverd Baptist...		✓			✓		
A-2	Prince William...	0		✓		✓		
	Sir Anthony...			✓		✓		
	Court Dismisses...			✓		✓		
	McCartney's Girlfriend...			✓		✓		
	Graham...			✓		✓		
	Tiger Woods...			✓		✓		
	Limbough...			✓		✓		
	Prosecutors Say...			✓	✓			
	At Disneyland...			✓		✓		
	Today's History...			✓		✓		
	Bush Finishes...			✓	✓			
	Bush, McCain...			✓		✓		
A-3	US Breaks...	87		✓	✓			
	Detroit...			✓		✓		
	7 Face...			✓	✓			
	Bomb Threat...			✓		✓		
	Radioactive...			✓		✓		
	Patriot Missile...			✓		✓		
A-4	GAO Faults...	66		✓		✓		
	Chemical Jives...			✓		✓		
	Active Social...			✓	✓			
	\$9 million...			✓	✓	✓		
A-5	Officials Praise...	52	✓			✓		

5 Totals 205 5 24 8 21 2 0
 / 261 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times / FP

Issue Date: 4-14-00

Coder: Catherine McLeod

Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Senator Thompson . . .		✓			✓		
A-6	N.A.A.C.P. . . .	105		✓	✓			
A-7	Abortion Bill . . .	72		✓		✓		
	New Hampshire . .			✓		✓		
	Gates . . .			✓		✓		
	Candidates . . .			✓	✓		✓	
	1,833 Jailers . . .			✓	✓			
	Marriage Tax . . .			✓	✓			
A-8	Memorial Service . . .	66		✓		✓		
A-9	(runovers)	60						
A-10	"	83						
A-11	Thousands Fight . . .	87		✓	✓			
	Iran Trial . . .			✓	✓			
	3rd World . . .			✓		✓		
	Pakistan . . .			✓	✓			
	Russia's . . .			✓	✓			
	Zimbabwe's . . .			✓		✓		
A-12	Russia Resumes . . .	97		✓	✓			
	No Plurality . . .			✓	✓			
B-1	Rep. McAfee . . .	0	✓		✓		✓	
	Thunderbirds . . .		✓			✓		
	Blue Ridge . . .		✓			✓		
	Dr. Cain . . .		✓			✓		
	Tax Fight . . .		✓			✓		
B-2	2 Rhea . . .	0	✓			✓	✓	
	Catoosa Tax . . .		✓			✓	✓	
	Ringsold Keeps . . .		✓			✓	✓	
	Ralph Brown . . .		✓			✓	✓	
	State Higher . . .		✓			✓	✓	

9 Totals 570 11 16 11 16 7 0
 ✓ 262 ✓ ✓ ✓ ✓ ✓

Paper: Times-FP
 Issue Date: 4-14-00
 Coder: Catherine McLeod
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Ga. School ...			↓		↓	↓	
	Ga's 9th...		↓			↓	↓	
	Murray Superintendent...		↓			↓	↓	
	Court Rulings...		✓		✓		✓	
	5 in Murray...		✓			✓	✓	
B-3	(removers)	69						
B-4	Thomson (bits)	0						
B-5	Kisbee ...	0	✓		✓		✓	
	Patents Begin ...		✓			✓	✓	
	Guilty Plea ...		✓		✓			
	Nordic Company ...		✓			✓		
	Standards May ...		✓			✓		
B-6	(editorials)	0						7
B-7	"	0						
B-8	Coe's Attorney ...	93		✓		✓		
	wheel Tax ...		✓			✓	✓	
	Alabama State ...			✓		✓	✓	
C-1	B P Amaco ...	0		✓	✓			
	mack Trucks ...			✓		✓		
	Space and Rocket ...			✓		✓	✓	
	Infant Deaths ...			✓		✓		
	Chamber Units ...		✓			✓		
	TV A Coal ...		✓		✓		✓	
	Bakers Find ...		✓			✓		
	Oil Costs ...			✓	✓			
	Tubing Maker ...		✓			✓	✓	
C-2	TRAVELWEB ...	26		✓		✓		
	Boeing Says ...			✓		✓		
C-3	(markets)	0						

9 Totals 188 14 10 6 18 12 7
 ✓ 263 ✓ ✓ ✓ ✓ ✓

Paper: Times/FP
 Issue Date: 4-14-00
 Coder: Catherine McHugh
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
C-4	"	2						
C-5	"	10						
C-6	ACCU weather	50		✓		✓		
	Public Has Doubts...	*		✓		✓		
	(Sports)	0						
D-2	"	0						
D-3	"	56						
D-4	"	0						
D-5	"	56						
D-6	"	0						
D-7	"	11						
D-8	"	75						
E-1	Use Lunch...	0	✓			✓		
	Clearing...		✓			✓		
	Saturday's Readers		✓			✓		
E-2	(Comics)	0						
E-3	Daily Bridge	0		✓		✓		
E-4	TOWN TALK	85	✓			✓		
	Keep Your Money...			✓		✓		
E-5	Scramlets	30	✓			✓		
	Daily Cryptquote		✓			✓		
	Jumble		✓			✓		
	Word Sleuth		✓			✓		
	Ask Dick		✓			✓		
	Crossword Puzzle		✓			✓		
	Billy Graham		✓			✓		
Etc	Parental...	0	✓			✓		
	Dennis...		✓			✓		
	The Japanese...		✓			✓		

17 Totals 375 14 4 0 18 0 0
 / 264 / / / / / -

Paper: Times / FP
 Issue Date: 4-14-00
 Coder: Catherine McHard
 Date Coded: 10-28-00

Page-by-Page Content Analysis

Page 5 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	No Need to Panic			✓		✓		
	Daily Area Cable			✓		✓		
E-7	Television	0		✓		✓		
	Evening / Area Cable			✓		✓		
	Daily Horoscope			✓		✓		
E-8	ON TAP TODAY	108	✓			✓		
F-1	(classified)	129						
F-2	"	129						
F-3	"	129						
F-4	"	129						
F-5	"	129						
F-6	"	129						
F-7	"	129						
F-8	"	129						
F-9	"	129						
F-10	"	129						
F-11	"	129						
F-12	"	129						
G-1	"	129						
G-2	"	129						
G-3	"	129						
G-4	"	129						
G-5	"	129						
G-6	"	129						
G-7	"	129						
G-8	"	129						

22 Totals 2688 1 5 0 6 0 0
 ✓ 265 ✓ ✓ ✓ ✓ ✓

Content Analysis
Summary by Issue

Paper Times / F.P.

Date of Publication 3-6-00

Date of Sampling 10-29-00

Total Pages 40 X 129 Column-inches per page

Total column-inches 5,160

Column-inches of advertising 2,000

Column-inches of non-advertising (news hole) 3,160

Number of letters to the editor 7

Number of staff-written news stories 20

Number of wire/feature stories 57

Number of hard news stories 10

Number of soft news stories 67

Number of regional news stories 5

Paper: Times / FP

Issue Date: 3-6-00

Coder: Callme Mchen

Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 1 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Bradley...	0		✓	✓			
	Selma...			✓		✓		
	Most Free...		✓			✓		
	Sundquist...		✓			✓	✓	
	Character...		✓			✓		
	Internet...		✓			✓		
A-2	Heston ...	0		✓		✓		
	Julia ...			✓		✓		
	Hanks ...			✓		✓		
	Ex-Body Guard ...			✓		✓		
	Couric ...			✓		✓		
	Evidence ...			✓		✓		
	Ornery ...			✓	✓			
	Today in History ...			✓		✓		
	Black ...			✓		✓		
	Man Sues ...			✓		✓		
A-3	Runovers	24						
A-4	A-Fter ...	34		✓		✓		
	Gov Bush			✓		✓		
	McCain ...			✓		✓		
A-5	Mrs Clinton ...	41		✓		✓		
	Reagan I & II ...			✓		✓		
	Candidates ...			✓		✓		
	Democrats ...			✓		✓		
	Clinton ...			✓		✓		
A-6	Hussein ...	74		✓		✓		
	China ...			✓	✓	✓		
	Czech ...			✓	✓			
	Arab			✓	✓			

6 Totals 173 4 23 5 22 1 0
 ✓ ✓ ✓ ✓ ✓ ✓ ✓

267

Paper: Times/FP
 Issue Date: 3-15-00
 Coder: Catherine McPherson
 Date Coded: 10-22-00

Page-by-Page Content Analysis

Page 2 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	2 Killed...			✓	✓			
	Blair's...			✓		✓		
	Technical...			✓		✓		
	Israel...			✓	✓			
	Putin...			✓	✓			
B1	Record...	0	✓			✓	✓	
	Bills Try...		✓		✓		✓	
	Nicotene...		✓			✓		
	Breeding...		✓			✓		
	Rising...		✓			✓		
B2	Breakfast...	62	✓			✓		
	Parcing...		✓			✓		
	Area Roads...		✓			✓		
	Connection...		✓			✓		
B3	James Logan Pizgal	60	✓		✓		✓	
	Firefighters...			✓		✓		
B4	James Logan (out)	0						
B5	Video...	0		✓		✓		
	Sisters...			✓		✓		
	Daughter...		✓			✓	✓	
	Man Wanted			✓		✓		
B6	(editorial)	0						7
B7	(")	0						
B8	Firefighters	54		✓		✓		
	College...			✓		✓		
C1	Sports	0						
C2	"	0						
C3	"	34						
C4	"	0						

12 Totals 210 11 11 5 17 4 7
 ✓ 268 ✓ ✓ ✓ ✓ ✓

Paper: Times/FP
 Issue Date: 3-6-00
 Coder: Calvin McLeod
 Date Coded: 10-29-00

Page-by-Page Content Analysis

Page 3 of 4

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
C5	"	27						
C6	"	0						
D1	Seniors...	0	✓			✓		
	Just Year...		✓			✓		
	Lorrie Morgan...			✓		✓		
D2	Today Around Town...	18	✓			✓		
	Learning with...		✓			✓		
	Reunions...		✓			✓		
D3	Fresh Approach...	0		✓		✓		
	Billy Graham...			✓		✓		
	SCRAM Lets			✓		✓		
	Jumble			✓		✓		
	Cryptograde			✓		✓		
	Word Sleuth			✓		✓		
	Ask Dick...			✓		✓		
	Crossword			✓		✓		
D4	(Comics)	0						
D5	(Daily Bridge)	0		✓		✓		
D6	BROTHERS...	0		✓		✓		
	American...			✓		✓		
	The Color...			✓		✓		
	Osteoporosis...			✓		✓		
	Day Area/Case...			✓		✓		
D7	Television	0		✓		✓		
	Evening/area cable			✓		✓		
	Daily Horoscope			✓		✓		
D8	Welcome...	24		✓		✓		
	Fashion Notes...			✓		✓		
	Check Company...			✓		✓		

10 Totals 69 5 21 0 26 0 0
 ✓ / ✓ ✓ / ✓ ✓

265

Content Analysis
Summary by Issue

Paper Times / F.P.

Date of Publication 10-5-99

Date of Sampling 10-30-00

Total Pages 46 X 129 Column-inches per page

Total column-inches 5934

Column-inches of advertising 1988

Column-inches of non-advertising (news hole) 3,946

Number of letters to the editor 6

Number of staff-written news stories 37

Number of wire/feature stories 69

Number of hard news stories 19

Number of soft news stories 87

Number of regional news stories 12

Paper: Times / FP
 Issue Date: 10-5-99
 Codor: Callene McHenry
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	MCT World . . .	0		✓	✓			
	2 on Death . . .		✓		✓			
	Mall Sales . . .		✓			✓		
	Central Students . . .		✓			✓		
	Supreme Court . . .			✓	✓		✓	
	Ult's Yard Sale . . .		✓			✓		
A-2	Miss America . . .	27		✓		✓		
	Belly Dancers . . .			✓		✓		
	Damon . . .			✓		✓		
	Aglesias . . .			✓		✓		
	Patch Adams . . .			✓		✓		
	NC Schools . . .			✓		✓		
A-3	Sienna Club . . .	66		✓		✓		
	Half of Drivers . . .			✓		✓		
	Arrested Principal . . .			✓	✓			
	Man Accused . . .			✓	✓			
	Search . . .			✓		✓		
	Religious . . .			✓		✓		
	Man Charged . . .			✓	✓			
A-4	(Removers)	19						
A-5	Prejudice . . .	65		✓		✓		
	Study: Some . . .			✓		✓		
	Escaped . . .			✓	✓			
A-6	Senate to Vote . . .	44		✓		✓		
	Lawyers Rip . . .			✓		✓		
	Bush Previews . . .			✓	✓			
	Gore Vows . . .			✓	✓			
	Ventura . . .			✓		✓		
	Coelho . . .			✓		✓		

6 Totals 221 4 24 9 19 1 0
 ✓ / / / / / / /

Paper: Times/FP
 Issue Date: 10-5-99
 Coder: Callume McLeod
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-Inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	California . . .			✓		✓		
A-7.	S.S. Quake . . .	50		✓		✓		
	Southern . . .			✓		✓		
	Separatists . . .			✓	✓			
	WW II . . .			✓	✓			
	Rightist . . .			✓		✓		
	Serb Opposition . . .			✓		✓		
	Passage . . .			✓	✓			
A-8.	Corner Cutting . . .	63		✓		✓		
	Russians . . .			✓	✓			
	E. Timorese . . .			✓		✓		
B-1.	Man Held . . .	0	✓		✓			
	Vehicular . . .		✓		✓		✓	
	Water Foes . . .		✓			✓		
	Pumpkin Disaster . . .		✓			✓	✓	
	Football Player . . .		✓			✓		
B-2.	Stacy Sparks . . .	0	✓			✓		
	Karin Vanderbergh . . .		✓			✓		
	Monica Jolley . . .		✓			✓		
	Rosie . . .		✓			✓		
	Lewis Air Force . . .		✓			✓		
	Calendar . . .		✓			✓		
	Births . . .		✓			✓		
B-3.	Ind Suspect . . .	26	✓		✓			
	Bradley . . .		✓			✓	✓	
	Dedication . . .		✓			✓	✓	
	Dead . . .		✓		✓		✓	
	Fire . . .		✓			✓	✓	
	Encina . . .		✓		✓		✓	

5 Totals 139 18 11 9 20 7 0
 ✓ 273 / ✓ / ✓ / ✓ / ✓ / ✓ / ✓

Paper: Times/FP

Issue Date: 10-5-89

Coder: Calvin McNeal

Date Coded: 10-30-89

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Business - - -		✓			✓	✓	
	Cardwell - - -		✓			✓		
	Appeals - - - -			✓	✓		✓	
	Agencies - - -		✓			✓	✓	
B-4	(obits)	0						
B-5	Just Briefly - - -	0	✓			✓		
	Juvenile Shot - - - -		✓			✓		
	Man Reports - - -		✓			✓		
	People Wanting - - -		✓			✓		
B-6	(editorials)	0						
B-7	"	0						6
B-8	(AD)	129						
E-1	Hachette - - -	0		✓		✓		
	Tapisteon - - -		✓			✓	✓	
	UPS - - -			✓		✓		
	Motorists - - -			✓		✓		
	Medicare - - -		✓			✓		
	Sweden's - - -		✓			✓		
	FED Expected - - -			✓		✓		
	Clear Channel - - -			✓		✓		
	Assets Bought - - -		✓			✓		
C-2	Glen Hamilton - - -	20	✓			✓		
	Loss nose dives - - -			✓		✓		
	ON LINE TRAVEL - - -			✓		✓		
C-3	(markets)	0						
C-4	"	2						
C-5	"	8						
C-6	NCU weather	50		✓		✓		
	Japanese Gold - - -			✓		✓		

11 Totals 209 12 10 1 21 4 6

/ 274 / ✓ ✓ ✓ ✓ ✓

Paper: Times/FP

Issue Date: 10-5-89

Coder: Patricia McKeel

Date Coded: 10-30-89

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Union . . .			✓		✓		
D-1	(Sports)	0						
D-2	"	0						
D-3	"	14						
D-4	"	0						
D-5	"	4						
D-6	"	4						
E-1	BRAS Fill . . .	0						
	What's That . . .							
	For Clooney . . .							
E-2	John Big Hair . . .	66		✓		✓		
	Correction . . .		✓			✓		
E-3	Alcohol Not . . .	41		✓		✓		
	TOWN TALK . . .		✓			✓		
	TIME TO GET . . .		✓			✓		
E-4	(Comics)	0						
E-5	TODAY IN HISTORY . . .	0		✓		✓		
E-6	Diet Pills . . .	0		✓		✓		
	Johney Depp . . .			✓		✓		
	News Events . . .			✓		✓		
	Time Spent . . .			✓		✓		
	Day / Area Cable . . .			✓		✓		
E-7	Television . . .	0		✓		✓		
	Evening / Area Cable . . .			✓		✓		
	Today's Highlights . . .			✓		✓		
E-8	Crossword Puzzle . . .	0		✓		✓		
	Billy Graham			✓		✓		
	Bridge			✓		✓		
	Scram letters . . .			✓		✓		

14

Totals

129

3

18

0

19

0

0

275

Content Analysis
Summary by Issue

Paper Times / F.P.

Date of Publication 11-10-99

Date of Sampling 10-30-00

Total Pages 64 X 129 Column-inches per page

Total column-inches 8256

Column-inches of advertising 3343

Column-inches of non-advertising (news hole) 4913

Number of letters to the editor 6

Number of staff-written news stories 65

Number of wire/feature stories 83

Number of hard news stories 11

Number of soft news stories 137

Number of regional news stories 20

Paper: Times / FP
 Issue Date: 11-10-99
 Coder: Catherine McLeod
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 1 of 1

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Business Not Sold ...	0	✓			✓		
	GOP Wins . . .			✓	✓			
	HMO's Summit . .		✓			✓		
	Indian Graves . . .		✓			✓		
	German . . .			✓		✓		
	Red Cross . . .			✓		✓		
A-2	Simpson . . .	0		✓		✓		
	Jody Foster . . .			✓		✓		
	Director . . .			✓		✓		
	Is It Reality . . .			✓		✓		
	Tyler Gore . . .			✓		✓		
	Court Studies . . .			✓		✓		
	Honor Urged . . .		✓			✓	*	
	Senate Majority . .		✓			✓		
	Nelms Standing . . .			✓		✓		
A-3	Felony Charges . . .	76		✓	✓			
	Experts Examine . . .			✓	✓			
	Texas Baptists . . .			✓		✓		
A-4	(Ad)	129						
A-5	"	129						
A-6	Nopea Fox . . .	76		✓		✓		
A-7	(Renovars)	65						
A-8	Senate Today . . .	17	✓			✓	✓	
	Experts Dispute . . .		✓			✓		
	Q: Would . . .		✓			✓	✓	
	Crossing the Line . . .		✓			✓	✓	
A-9	Attorneys Say . . .	91		✓		✓		
	Mother, 25, . . .			✓	✓			
	2 McCaughey . . .			✓		✓		

9 Totals 583 9 17 4 22 3 0
 / 278 ✓ / / / / / ✓

Paper: Times/FP
 Issue Date: 11-10-99
 Coder: Callan McLeod
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 2 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Gay Slaying . . .			✓	✓			
	5 VMI . . .			✓		✓		
A-10	Core Parodies . . .	96		✓		✓		
	Hatch . . .			✓		✓		
	Beatty . . .			✓		✓		
	Bush . . .			✓		✓		
	Trump . . .			✓		✓		
A-11	Seek Police . . .	103		✓	✓			
	Arafat . . .			✓	✓			
A-12	Page Praised . . .	98		✓		✓		
	Russia Vows . . .			✓	✓			
B-1	Depot . . .	0	✓			✓	✓	
	City Panel . . .		✓			✓		
	Bradley examining . . .		✓			✓	✓	
	United Way . . .		✓			✓		
	Signal Mtn . . .		✓			✓		
	Military Museum . . .		✓			✓		
B-2	McCallie's . . .	0	✓			✓		
	Don Hastine . . .		✓			✓		
	Refibulator . . .		✓			✓		
	Brineistool . . .		✓			✓		
	Sergeant Fugua . . .		✓			✓		
	Women Vietnam . . .		✓			✓		
	Calendar . . .		✓			✓		
	Volunteer Opportunities . . .		✓			✓		
B-3	VA Merger . . .	24	✓			✓	✓	
	City Council . . .		✓			✓		
B-4	(obits)	0						
B-5	Harry Scott . . .	2	✓			✓		

8 Totals 323 17 11 4 24 3 0
 / 279 / / / / /

Paper: Times / FP
 Issue Date: 11-10-99
 Coder: Catherine Mehal
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 3 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
B-6	Wornax...	1	✓			✓		
	School Board...		✓			✓		
	Gore Office...			✓		✓		
	Long term...		✓			✓	✓	
	Rossville Man...		✓			✓	✓	
	2 Trustees...		✓			✓	✓	
	2 Brothers...		✓		✓		✓	
	Medical Emergency...		✓			✓	✓	
	Rossville Man...		✓			✓	✓	
	Federal Fugitive...		✓			✓	✓	
B-7	Urban Growth...	39	✓			✓		
	99-Senator...			✓		✓	✓	
	Dogs Get Booted...		✓			✓		
	City Staying Hot...		✓			✓		
	School Tries...			✓		✓	✓	
B-8	(editorials)	0						6
B-9	(editorials)	0						
B-10	Squabble...	64	✓			✓		
	Avondale...		✓			✓		
	2 Men...		✓		✓			
	Mock Disaster...		✓			✓	✓	
	Cleveland...		✓			✓	✓	
C-1	Nudson Foods...	0		✓		✓		
	Ragtheon...			✓		✓		
	Black Am Track...			✓		✓		
	Hundreds...			✓		✓		
	Public Opinion...			✓		✓		
	Interest in UPS...			✓		✓		
	Bits...		✓			✓		

6 Totals 104 18 9 2 25 11 6
 280 ✓ ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times IEP

Issue Date: 11-10-99

Coder: Catherine McLeod

Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 4 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Data FM...		✓			✓	✓	
	Amazon.com...			✓		✓		
	GroupSeeks...			✓		✓		
C-2	Dr. Johnson...	20	✓			✓		
	Beeler...		✓			✓		
	Bruce Bair...		✓			✓		
	David Wells...		✓			✓		
	Robyn Raff...		✓			✓		
	42K...			✓		✓		
C-3	Camdessus...	87		✓	✓			
	Senate Prokes...			✓		✓		
C-4	Warner...	71		✓		✓		
	China...			✓		✓		
	Syco...			✓		✓		
	Venezuela...			✓		✓		
	Analysts...			✓		✓		
	Big Investors...			✓		✓		
C-5	(markets)	0						
C-6	"	2						
C-7	"	10						
C-8	ACCU Weather	72		✓		✓		
D-1	(Sports)	0						
D-2	"	6						
D-3	"	19						
D-4	"	9						
D-5	"	17						
D-6	"	28						
E-1	Alt-Cox Napper...	0	✓			✓		
	Women's Work...		✓			✓		

14 Totals 341 8 12 1 19 1 0

281 / / / / / /

Paper: Times / FP
 Issue Date: 11-10-99
 Coder: Catherine McLeod
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 5 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	The Repertoire ..		✓			✓		
E-2	TOWN TALK	42	✓			✓		
	New Project ..		✓			✓		
	Stockings Hung ..		✓			✓	✓	
E-3	Helping Children ..	68		✓		✓		
E-4	Lowly Say ..	87		✓		✓		
	Triple Crown ...			✓		✓		
E-5	ult Must Be ...	21		✓		✓		
	What's Happening ...			✓		✓		
	Soap Opera ...			✓		✓		
E-6	3-D Framing	86		✓		✓		
	Miss Rumania ..		✓			✓		
E-7	Crossword	0		✓		✓		
	Billy Graham			✓		✓		
	Crossword			✓		✓		
	Bridge			✓		✓		
	Scramblets			✓		✓		
	Daily Cryptquote			✓		✓		
	Jumble			✓		✓		
	Word Slouth			✓		✓		
	Ask Dick			✓		✓		
	Horoscope			✓		✓		
	Stark's Law			✓		✓		
	Celebrity Cipher			✓		✓		
E-8	(Comics)	0						
E-9	TODAY IN HISTORY	0		✓		✓		
E-10	Search ..	0		✓		✓		
	Letter N SYNC ..			✓		✓		
	Day / Area Cable			✓		✓		

9 Totals 304 5 23 0 28 1 0
 282 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times/FP
 Issue Date: 11-10-99
 Coder: Catherine McLeod
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 6 of 7

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	News Events ..			✓		✓		
	Demoid - - -			✓		✓		
E-11	Television ..	4		✓		✓		
	Evening / Area Cable			✓		✓		
	Clooney Memoir...			✓		✓		
E-12	Designing ...	97		✓		✓		
F-1	New Gadgets ...	0	✓			✓		
	The French ...		✓			✓		
	Brunch ...		✓			✓		
F-2	TODAY'S Requests ...	0	✓			✓		
	Pork Dish ...			✓		✓		
	A Picture Awakes ...		✓			✓		
	Some Secrets ...		✓			✓		
	Cook a Meal ...			✓		✓		
	School Menus ...		✓			✓	✓	
F-3	(renovations)	39						
F-4	Jumping - - -	0	✓			✓		
	Put Your Finger ...			✓		✓		
	Strawberry ...			✓		✓		
	Tasty Pasta ...			✓		✓		
G-1	(classified)	129						
G-2	"	129						
G-3	"	129						
G-4	"	129						
G-5	"	129						
G-6	"	129						
G-7	"	129						
G-8	"	129						
G-9	"	129						

15 Totals 1301 8 11 0 19 1 0
 283 ✓ ✓ ✓ ✓ ✓ ✓

Content Analysis
Summary by Issue

Paper Times / F.P.

Date of Publication 3-30-00

Date of Sampling 10-30-00

Total Pages 54 X 129 Column-inches per page

Total column-inches 6,966

Column-inches of advertising 2,917

Column-inches of non-advertising (news hole) 4,049

Number of letters to the editor 2

Number of staff-written news stories 44

Number of wire/feature stories 66

Number of hard news stories 22

Number of soft news stories 88

Number of regional news stories 19

Paper: Times / FP
 Issue Date: 3-30-00
 Coder: Callum McHard
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 1 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Court Fine - -	0	1		1			
	Community (Photo)		1			1	1	
	Lawmakers . . .		1			1	1	
	Candlelight . . .		1			1	1	
	Investigation - . .		1		1		1	
	Fans Ready . . .		1			1		
	Stay Lifted . . .			1	1			
A-2	Crawford . . .	0		1		1		
	Cotters . . .			1		1		
	Chris Columbus . . .			1		1		
	Lyle . . .			1		1		
	Young Hanson . . .			1		1		
	26 Nations - -			1	1			
	Study Links . . .			1	1			
	Today in History . .			1		1		
	N-S & NC			1		1		
A-3	Death Toll . . .	87		✓		✓		
	Taiwan . . .			✓	✓			
	Move to Strip . . .			✓	✓			
	Exotic . . .			✓		✓		
	Buses . . .			✓	✓			
	Man Known . . .			✓		✓		
A-4	(AD)	129						
A-5	"	129						
A-6	Governor Bush . . .	81		✓	✓			
	Clinton Hoping - . .			✓	✓			
	Amendment - -			✓	✓			
	Federal Judge - . .			✓	✓			
	Poll Shows . . .			✓		✓		

6 Totals 426 5 21 12 14 3 0
 - 286 / / / / / / /

Paper: Times / FP
 Issue Date: 3-30-00
 Coder: Catharine McHenry
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 2 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	House Nears ...			✓		✓		
	Burton ...			✓	✓			
A-7	Court Split ...	91		✓		✓		
	Court Makes ...			✓	✓			
	Rabbis ...			✓		✓		
	Ankle Sprain ...			✓		✓		
A-8	Seat Belt ...	24	✓			✓		
	Lennese Drive ...		✓			✓		
A-9	Campaign Funda ...	90	✓			✓	✓	
A-10	Castro ...	64		✓	✓			
	2 Saturn-sized ...			✓		✓		
	Rescuers ...			✓		✓		
B-1	Schools Propose ...	0	✓			✓		
	B/C Considers ...		✓			✓		
	Area Students ...		✓			✓	✓	
	Banking Could ...		✓			✓		
	American Eagle ...		✓			✓		
B-2	Walker Schools ...	6	✓			✓	✓	
	Annex Key ...		✓			✓	✓	
	Truth Sought ...		✓			✓	✓	
	Fast Spreading ...			✓	✓		✓	
	Man Seeks ...		✓			✓	✓	
B-3	Directors Say ...	58	✓		✓		✓	
	Griffith to Discuss ...		✓			✓		
	Man in Wheel Chair ...		✓		✓			
B-4	(obits)	0						
B-5	Man Denies ...	0	✓			✓		
	Identity ...		✓			✓		
	Woman Robbed ...		✓			✓		

9 Totals 333 18 10 6 22 8 0
 - 287 - / / / / / -

Paper: Times / FP
 Issue Date: 3-30-00
 Coder: Catherine McNeal
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 3 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Man Shot . . .		✓		✓			
	Police Need . . .		✓			✓	✓	
	Boys 11 & 13 . . .			✓	✓			
	Tasty Lobby . . .			✓		✓		
	Schrenko . . .			✓		✓	✓	
B-6	(editorials)	0						
B-7	"	0						2
B-8	Nause Panel . . .	90	✓		✓		✓	
	Memorial Staffers . . .		✓			✓		
	Senate Panel . . .			✓	✓		✓	
C-1	Life Savers . . .	0		✓		✓		
	Pension . . .			✓		✓		
	Video Game . . .			✓		✓		
	AT&T . . .			✓		✓		
	TVA Green . . .		✓			✓	✓	
	Getting To . . .		✓			✓		
	E-mail Writers . . .			✓		✓		
	Social Security . . .		✓			✓		
	Near, Mexico . . .			✓		✓		
C-2	Computer Consultants . . .	18	✓			✓		
	Casey . . .		✓			✓		
	Ben McCloud . . .		✓			✓	✓	
	Shorey's . . .			✓		✓		
	Glickman . . .			✓		✓		
C-3	(markets)	0						
C-4	"	2						
C-5	"	10						
C-6	ACCO Weather	40		✓		✓		
	Wrong Social . . .			✓		✓		

9 Totals 160 10 14 4 20 6 2
 288 ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times / FP

Issue Date: 3-30-00

Coder: Callum McHugh

Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 4 of 5

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	<u>Bell South</u>			✓		✓		
<u>D-1</u>	<u>(Sports)</u>	<u>0</u>						
<u>D-2</u>	<u>"</u>	<u>0</u>						
<u>D-3</u>	<u>"</u>	<u>7</u>						
<u>D-4</u>	<u>"</u>	<u>0</u>						
<u>D-5</u>	<u>"</u>	<u>30</u>						
<u>D-6</u>	<u>"</u>	<u>0</u>						
<u>D-7</u>	<u>"</u>	<u>20</u>						
<u>D-8</u>	<u>"</u>	<u>30</u>						
<u>E-1</u>	<u>Free Clinics</u>	<u>0</u>	✓			✓		
	<u>Classes</u>		✓			✓		
	<u>Benefit Events</u>		✓			✓	✓	
	<u>Health Tests</u>		✓			✓	✓	
	<u>Awareness</u>		✓			✓		
	<u>Coffee</u>		✓			✓		
	<u>Families</u>			✓		✓		
<u>E-2</u>	<u>Civic Meetings</u>	<u>41</u>	✓			✓		
	<u>Lectures</u>		✓			✓		
	<u>Leisure</u>		✓			✓		
	<u>Restaurant Inspection...</u>		✓			✓		
	<u>FDA...</u>			✓		✓		
<u>E-3</u>	<u>Support Groups</u>	<u>51</u>	✓			✓		
<u>E-4</u>	<u>(Comics)</u>	<u>0</u>						
<u>E-5</u>	<u>Daily Bridge</u>	<u>0</u>		✓		✓		
<u>E-6</u>	<u>Granney's</u>	<u>1</u>		✓		✓		
	<u>Andy Garcia</u>			✓		✓		
	<u>1st Photo</u>			✓		✓		
	<u>Day / Area Cable</u>			✓		✓		
	<u>Pair of New...</u>			✓		✓		

14

Totals

180 11 9 0 20 2 0

289

✓ ✓ ✓ ✓ ✓ ✓ ✓

Paper: Times / FP
 Issue Date: 3-30-00
 Coder: Cathus McHard
 Date Coded: 10-30-00

Page-by-Page Content Analysis

Page 5 of 5

*Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
F-7	Television	0		✓		✓		
	Evening / Area Cable			✓		✓		
	Daily Heroscope			✓		✓		
F-8	Scramlets	12		✓		✓		
	Daily Crypts quote			✓		✓		
	Jumble			✓		✓		
	Sports Sleuth			✓		✓		
	Ask Dick			✓		✓		
	Crossword Puzzle			✓		✓		
	Billy Graham			✓		✓		
	Watching Gas			✓		✓		
	Oscars			✓		✓		
F-1	(classified)	129						
F-2	"	129						
F-3	"	129						
F-4	"	129						
F-5	"	129						
F-6	"	129						
F-7	"	129						
F-8	"	129						
G-1	"	129						
G-2	"	129						
G-3	"	129						
G-4	"	129						
G-5	"	129						
G-6	"	129						

16 Totals 1,818 0 12 0 12 0 0
 - 290 - / / / / /

Content Analysis
Summary by Issue

Paper Times / F.P.

Date of Publication 6-9-00

Date of Sampling 10-29-00

Total Pages 62 X 129 Column-inches per page

Total column-inches 7,998

Column-inches of advertising 4,220

Column-inches of non-advertising (news hole) 3,778

Number of letters to the editor 2

Number of staff-written news stories 34

Number of wire/feature stories 84

Number of hard news stories 25

Number of soft news stories 93

Number of regional news stories 17

Paper: Times | FP
 Issue Date: 6-9-00
 Coder: Catherine McLeod
 Date Coded: 10/29/00

Page-by-Page Content Analysis

Page 1 of 6

Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
A-1	Conference Panel . . .	0	✓		✓		✓	
	Fall Creek Falls		✓			✓	✓	
	Students . . .			✓		✓		
	Schrenko			✓		✓	✓	
	Future			✓	✓			
A-2	Meyers	0		✓		✓		
	Sheedy			✓		✓		
	O'Donald			✓		✓		
	Deaf man			✓		✓		
	Weapons charges . . .			✓		✓		
	Temperature			✓		✓		
	Study			✓		✓		
	Today in History . . .			✓		✓		
	CBS			✓		✓		
	Britains			✓		✓		
	13 million			✓		✓		
A-3	(AD)	129						
A-4	1 Killed	94		✓	✓			
	Politicians			✓		✓		
	Medical Monitor			✓		✓		
A-5	Lawmakers			✓		✓		
	Escaped	87		✓		✓		
	Bomb			✓		✓		
	Man Charged			✓	✓			
	E. Cali			✓		✓		
	High Risk			✓		✓		
	Priest Assaulted			✓	✓			
A-6	albright	84		✓	✓			
	US Rejects			✓	✓			

6 Totals 394 2 26 7 21 3 0
 / / / / / / / /
 292

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Page-by-Page Content Analysis

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Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Japan leader ...			✓		✓		
	British Refuse ...			✓	✓			
	Cuba Praises ...			✓		✓		
	3 classmates ...			✓	✓			
	Russia Talking ...			✓	✓			
A-7	Senators Seek ...	63		✓	✓			
	Congress Told ...			✓	✓			
	Sore Promises ...			✓	✓			
	Senate Votes ...			✓	✓			
	Backers Trying ...			✓	✓			
	Republicans Push ...			✓	✓			
A-8	(removers)	72						
A-9	Teenage Reks ^{removers}	64						
	House Votes ...			✓	✓			
	Florida ...			✓	✓			
A-10	(cont)	129						
B-1	Bear Sworn ...	0	✓		✓			
	Homeowners ...		✓			✓		
	HIV Frog ...		✓			✓		
	Another lawsuit ...		✓		✓		✓	
	Museum opening ...		✓			✓		
B-2	Cleveland gives ...	30	✓		✓		✓	
	11.8 million ...		✓			✓	✓	
	Jury gets ...		✓			✓	✓	
	Cleveland offers ...		✓			✓	✓	
B-3	Rhea's Senator ...	86	✓			✓	✓	
	Orchard Krb ...		✓		✓			
	Service Station ...		✓		✓			
	wheel chair ...		✓			✓		

7 Totals 444 13 13 16 10 6 0
 - 293 - - - - -

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Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
B-4	(ad)	129						
B-5	Wn Knoxville	72		✓	✓			
	Alabama Education			✓		✓	✓	
B-6	(obits)	0						
B-7	Chicago Tribune	0		✓		✓		
	East Ridge Council		✓			✓		
	NW		✓			✓		
	Barbara Hammel			✓		✓		
	Park Service			✓		✓		
	Blackwell			✓		✓		
	Motorists		✓			✓	✓	
	UT President			✓		✓		
	East Ridge to		✓			✓		
	Lookout		✓			✓	✓	
	Woman Having		✓		✓		✓	
	Tractor Trailer		✓			✓	✓	
	Hosing Mill		✓			✓	✓	
	Stolen Scottsboro		✓			✓	✓	
B-8	(editorials)	0						2
B-9	"	0						
B-10	SE Drought	94		✓		✓	✓	
C-1	Trike's Phone	0		✓		✓		
	Coca Cola			✓		✓		
	Playtex			✓		✓		
	Break-up			✓		✓		
	Construction Changing		✓			✓		
	Office Condos		✓			✓		
	Proctor + Gamble			✓		✓		
C-2	Partners	13		✓		✓		

9 Totals 308 11 14 2 23 8 2
 ✓ 294 ✓ / / / / ✓

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Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Dell Says ---			✓		✓		
C-3	(markets)	8						
C-4	"	2						
C-5	Illinois lawmakers	10		✓		✓		
	European ---			✓		✓		
	TVA, EPB ...		✓			✓		
	Refer. com ...			✓		✓		
	Economists ...			✓		✓		
	Central Newspapers ...			✓		✓		
	CNHL ...			✓		✓		
C-6	ACCU weather	72		✓		✓		
D-1	(Sports)	0						
D-2	"	0						
D-3	"	41						
D-4	"	129						
D-5	"	36						
D-6	"	12						
D-7	"	14						
D-8	"	81						
E-1	The New ...	0	✓			✓		
	Catch ...		✓			✓		
	Lionel Ritchey ..			✓		✓		
	Bright + Bold ...			✓		✓		
E-2	Leisure CIVIC --	16	✓			✓		
	Leisure ...		✓			✓		
	Theatre ---		✓			✓		
	Shopping ...		✓			✓		
	Charges are ..			✓		✓		
	Postal Stamp.			✓		✓		

14 Totals 421 7 12 0 19 0 0
 ✓ 295 / / ✓ / /

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Page	Content Headline/Title	Adv. Column-inches	Staff-Written	Wire/Feature	Hard News	Soft News	Regional	Letters to Ed.
	Theaters Adding . . .			✓		✓		
E-3	Cannovers)	10						
E-4	Crossword	0		✓		✓		
	Bridge			✓		✓		
	Word Sleuth			✓		✓		
	Scramblets			✓		✓		
	Crypts quote			✓		✓		
	Jumble			✓		✓		
E-5	Harcoscope	0		✓		✓		
E-6	Guide lines . . .	0		✓		✓		
	Keanna . . .			✓		✓		
	Day / Area Cable			✓		✓		
	Billy Graham			✓		✓		
	Presence of . . .			✓		✓		
E-7	Invincible Man . .	1		✓		✓		
	Evening / Area Cable			✓		✓		
	But they didn't . . .			✓		✓		
	Was Damon . . .			✓		✓		
E-8	Parents Worry . . .	62		✓		✓		
	Touching Scene . . .		✓			✓		
	Primary Care . . .			✓		✓		
F-1	(classified)	129						
F-2	"	129						
F-3	"	129						
F-4	"	129						
F-5	"	129						
F-6	"	129						
F-7	"	129						
F-8	"	129						

14 Totals 1105 1 19 0 20 0 0
 ✓ 296 ✓ / / / /

VITA

Alexander Ian McLeod was born December 20, 1949 in Brantford, Ontario Canada. He has lived in the United States since the age of three and has been educated at Catholic and public schools in Cincinnati, Ohio, Atlanta, Georgia and Kutztown, Pennsylvania. McLeod received his BA in English Language & Literature from the University of Tennessee at Chattanooga in 1973 and has taken several hours of post-baccalaureate and graduate coursework in drama and creative writing. In 1996, he was admitted to Kappa Tau Alpha honor society.

McLeod has been employed by the Tennessee Valley Authority since 1980, where he has held a variety of responsibilities managing communications and environmental activities. Prior to joining TVA, McLeod was employed for five years at the Chattanooga Times where he worked as a copy editor and writer. He also served as managing editor of a Chattanooga-based special interest publication dealing with the sport of ultralight flight.

McLeod is married to Catherine Hammond McLeod, a licensed clinical psychotherapist. They have one son, who is a graduating senior at Millsaps College in Jackson, Mississippi.