A READERSHIP SURVEY OF THE DENTON RECORD-CHRONICLE

THESIS

Presented to the Graduate Council of the North Texas State University in Partial Fulfillment of the Requirements

For the Degree of

MASTER OF JOURNALISM

By

Gregory M. Jones, B. A.
Denton, Texas
December, 1973
The problem of this study was a readership survey of the subscribers to the Denton Record-Chronicle, a small daily newspaper with a circulation of 13,337 that operates in the Dallas-Fort Worth Standard Metropolitan Area. A readership survey in the form of a questionnaire was mailed to 400 randomly selected subscribers to the Record-Chronicle. The study received 200 usable questionnaires from the respondents.

The purposes of this study were to determine the characteristics of the subscribers to the local community newspaper, to determine what the subscribers read most and what they read the least in the local publication, and to determine the role of the small newspaper within the metropolitan area.

The study is organized into four chapters. The first chapter includes the introduction, the statement of the problem, the purposes of the study, a discussion of the recent and related articles, a discussion of the procedures for collection of the data, and a discussion of the procedures for analysis of the data. The second chapter contains a brief history of the Denton Record-Chronicle and an interview with the executive vice president of the Denton Publishing Company. The third chapter contains the analysis of the data.
obtained from the questionnaires. The fourth chapter presents a summary and conclusions.

The data revealed that the typical subscriber may be male or female who is fifty years old, who has taken courses on the college level. He, or she, is a person who has been living in the Denton area for ten-to-twenty years and has been subscribing to the Record-Chronicle for at least fourteen years. The subscriber reads the local newspaper regularly and also reads one of the larger metropolitan newspapers. Given a choice, the subscriber will prefer either the Record-Chronicle or the Dallas Morning News as the one newspaper in the area he would subscribe to if only one were available. He, or she, lives in a household with one other person, and is employed in Denton, or is retired, reads accounts concerning state and national news, the local city council, international news, and editorials. Items the subscriber reads least include comics, horoscopes, recipes, club news, and society news.

The conclusions of the study are that the majority of the subscribers feel the main function of the local newspaper is to provide local news, that the subscribers have strong allegiance to the community newspaper, and that the allegiance to the newspaper is stronger among women than men subscribers.
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CHAPTER I

INTRODUCTION

One of the major problems faced by a newspaper publisher is the task of determining what information should be communicated to his audience and how that information should be presented in order to achieve the greatest impact in the minds of his audience. This task is compounded for the publisher of a small daily newspaper located in a metropolitan area having several newspapers with very large circulations.

What is the role of a small daily newspaper located in a metropolitan area? For the most part, the small daily newspaper, one with fewer than 25,000 subscribers, prospers in the metropolitan area because it emphasizes local news, local advertising, and items which the mass circulation metropolitan daily, one with more than 100,000 subscribers, cannot cover fully if it is to serve its own audience nearer to the core of the metropolitan area.

The Denton Record-Chronicle is a small newspaper with a daily circulation of 13,337 (5, p. 244). It is distributed every afternoon and on Sunday morning. There is no Saturday edition. It is the only daily newspaper published in Denton.

South of Denton are two large cities: Dallas, located thirty-eight miles to the southeast, and Fort Worth, thirty-five miles to the southwest. These two cities form the hub of
the Dallas-Fort Worth Metropolitan Area, which is composed of eleven counties: Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant and Wise Counties. According to the 1970 U. S. Census, the Dallas-Fort Worth Metropolitan Area encompasses 8,451 square miles and has a population of 2,377,978. It is twelfth in size among all the metropolitan areas in the United States (2).

The 1970 Census showed Denton to have a population of 39,874, and Denton County 75,175 (10, p. 260); Dallas, 844,401, and Dallas County, 1,327,321 (10, p. 260); Fort Worth, 393,476, and Tarrant County, 716,317 (10, p. 330).

Dallas and Fort Worth have two daily newspapers each. Three of the four newspapers each have daily circulation figures that are three times greater than the number of persons living in Denton County. The metropolitan dailies are also circulated in Denton County.

The Dallas Morning News is the largest of the four neighboring newspapers with a daily circulation of 260,880 and a Sunday circulation of 303,746 (5, p. 242). The Dallas Times Herald, an evening newspaper, has a daily circulation of 241,086 and a Sunday circulation of 291,145 (5, p. 242).

The Fort Worth Star-Telegram, which publishes both a morning and evening edition, has a morning circulation of 95,652 and an evening circulation of 137,457, for a combined circulation of 233,109. Its Sunday circulation is 221,183 (5, p. 245). The Fort Worth Press, an evening tabloid
newspaper, has a daily circulation of 52,262, and a Sunday circulation of 56,435 (5, p. 245).

According to the circulation reports of the Morning News, Times Herald, and Star-Telegram, the three newspapers have a combined circulation of about 8,000 subscribers in Denton County. The Times Herald distributes about 4,400 copies in Denton County; the Morning News about 1,700; and the Star-Telegram about 1,000 in the morning and 1,200 in the evening.

Aside from the printed media, Denton is easily within broadcast range of radio and television originating in Dallas and Fort Worth. Denton has one radio station, KDNT AM-FM, that operates a full, twenty-four-hour program each day of the week. All locally viewed television comes from seven channels broadcast from Dallas and Fort Worth.

Regardless of the encroaching metropolitan areas to the south, Roy Appleton, executive vice-president of the Denton Record-Chronicle and the Denton Publishing Company, feels the city should maintain its uniqueness. Appleton stated, "The Record-Chronicle has always taken the position that Denton should maintain its own identity and personality and not become a bedroom city to Dallas and Fort Worth" (1).

The city is the home of two educational institutions, North Texas State University and Texas Woman's University, whose combined student enrollment is more than 20,000. There are more than four hundred persons with doctoral degrees living and
working in Denton. More than sixty percent of the teachers in the Denton Independent School District have a master's degree (3).

As has been pointed out, members of the Denton community have easy access to large amounts of printed and broadcast news and advertising information. How do subscribers to the Record-Chronicle view the role of the local newspaper? Do they read it as a supplement to the metropolitan newspapers? Or is the Record-Chronicle their prime source of news and advertising?

Statement of the Problem

The problem of this study was a readership survey of subscribers to the Denton Record-Chronicle.

Purposes of the Study

The purposes of this study were

1. To determine whether the subscriber's age, sex, education, occupation, and length of residency in the Denton area is related to his preference of one newspaper if only one of the five included in this study was available to read.

2. To determine who the majority of the subscribers are according to their age, sex, education, occupation and length of residency in Denton or Denton County.

3. To determine what the subscribers read most in their local newspaper and which items they read least.
4. To determine the role of the small daily newspaper located within the sphere of three large daily newspapers in one metropolitan area.

Hypothesis

To carry out the purposes of this study, the following hypotheses were formulated

1. A majority of the respondents feel the function and role of the Record-Chronicle is to provide local news.

2. A majority of the respondents will prefer one of the metropolitan newspapers if only one of the five included in this study was available to read.

3. The percentage of the respondents who prefer the Denton Record-Chronicle to other area newspapers is higher among women than among men.

4. The percentage of the respondents who prefer another of the metropolitan newspapers to the Record-Chronicle will be highest among the readers with college educations and persons with some college-level credit than among those without a higher education.

5. The percentage of subscribers who prefer the Record-Chronicle to other metropolitan newspapers will be higher among those who have lived in the Denton area for a greater number of years than among those who have lived in the area for a lesser period of time.
7. The percentage of the readers who prefer one of the metropolitan newspapers will be higher among those who work in a city other than Denton as compared to those who work in Denton.

Definition of Terms

Respondent - The name of the person selected from the subscription list of the Record-Chronicle. The person to whom the questionnaire was sent.

Subscriber - Persons who pay for the Record-Chronicle either monthly, quarterly, biannually or annually. Those who purchase the newspaper at the newsstand are not considered subscribers and were not tested in this study.

Recent and Related Studies

The Community Press in an Urban Setting by Morris Janowitz is a valuable study because of its subject matter and the method of data collection. Janowitz did his study in 1952 in Chicago where there were eighty-two city weeklies and ninety-nine suburban weeklies, which he called community newspapers. "The urban community newspaper," Janowitz stated, "is defined as a weekly English-language publication addressed to the residents of a specific area of the urban metropolis" (7, p. 7).

In the study, Janowitz conducted a content analysis and readership survey of the Chicago community newspapers. The
sampling procedure for selecting respondents in the readership survey involved three steps: the selection of three community areas from among seventy-five Chicago community areas; the selection of sample points or city blocks within the three communities; and the selection of respondents within those sample blocks.

In all, the sample design required the selection of 600 respondents, or 200 from each community, of which half would be male heads of the household and half female. Within each community area ten sample locations, consisting of a single city block, were selected at random. Within each location, an average of twenty interviews was desired. All were selected on the basis of randomization.

The sample within each household was drawn from adult heads (male or female) of the household over twenty-one years of age. For the first block in each sample point, the interviewer was informed whether his first respondent was to be male or female. If the first household was to be a male respondent, the second household falling in the sample was to be female, with the interviewer alternating back to a male on the third and so on until the block was exhausted.

The interviewer began by asking the respondent about certain personal data. Some of the questions were: how long have you been living in this house? Do you have much to do with the people in this neighborhood? Do you think of this
community as your real home? Do you buy your clothes and furnishings in this community? Which newspapers do you read more or less regularly? How often do you read the local newspapers? Janowitz asked other questions, such as: Do you read the store advertisements? Do you read the local news? Do you read the sports page? Do you read the classified ads? A total of sixty questions were asked each respondent and from that data Janowitz built a picture of the community press.

He discovered a considerable reader interest and often a deep involvement on the part of the readers of those community newspapers. Women's readership, Janowitz hypothesized, would be higher than men's; readership would be highest among middle-aged persons; readership would be highest among persons who considered themselves "fond" of their community, who thought of it as their "real" home and who had been there for at least five to ten years.

Janowitz concluded that four themes encompass the main elements of the image of the community press held by its readers. The four themes are

1. The community press is generally perceived as an auxiliary, not as a competing news source with the daily press (and tends to be viewed favorably because of its preoccupation with the details of the local community which are unreported in the daily press).

2. The community press is not generally perceived as a medium which is commercialized.
3. The community press is not generally perceived as political or partisan but rather as an agent of community welfare and progress.

4. The community press is generally perceived as an extension of the reader's personal and social contacts because of its emphasis on news about voluntary associations and local social and personal news (7, p. 142).

Another study that is related to this one is "What They Read in 130 Daily Newspapers," by Charles E. Swanson (9, p. 411). The research for Swanson's article originated in 1939 under the direction of Wilbur Schramm. The data was collected for eleven years, from 1939 to 1950, and questioned about 50,000 readers of 130 daily newspapers. The study sought to determine "the readership of the news-editorial-feature content, or whatever did not seem to be advertising" (9, p. 411).

In his analysis, Swanson developed a list of the ten most-read articles and the ten least-read articles. He also formulated a list of articles found to be read mostly by males and a separate list of articles found to be read mostly by females.

The newspapers selected for the study were not selected as a sample of U. S. newspapers, although every geographical region of the country was represented. The newspapers varied in circulation from 8,570 to 635,346. The total circulation figure was 11,107,379 (9, p. 412).

In his conclusion, Swanson stated: "Other than comics, the 10 most-read categories were war, defense, fire-disaster,
human interest, weather, individuals, major crime, social significance, consumer information and science-invention."
The ten least-read categories were "finance, agriculture, county correspondence, religion-church-morals, minor crime, state government, sports, fine arts-music-literature, social relations and taxes" (9, p. 412).

Another study was found in Newsweek magazine that disclosed data concerning Americans and their daily newspaper reading habits (6, p. 27). The study concerned a 1938 poll taken by Dr. George Gallup in forty American cities, asking about 100,000 persons their newspaper reading habits. Picture pages and comic strips were found to be the most often read articles by both men and women respondents. Also ranked highly were editorial cartoons, oddity cartoons, weather stories, the lead story on the front page and radio program information.

Women ranked higher in reading articles about health care, beauty care, etiquette, society, recipes and love-advice columns. They also ranked higher in reading book-review columns and bridge-game columns.

The men respondents indicated they most often read the sports pages, financial news, correspondences from Washington, D.C., the racing results, sporting cartoons and information dealing with stocks and bonds. The information was placed in a bar graph with the numbers and percentages of males and
females shown to indicate their reading habits of the various articles found in the forty newspapers being studied.

Another study, done in 1971 by Richard L. Roby, "Characteristics of Subscribers and Non-Subscribers to the Eugene Register-Guard: A Comparative Analysis" (8), revealed a difference in social class and life styles of subscribers and non-subscribers to newspapers.

Roby took a random sample of names from lists of subscribers and non-subscribers to the Oregon newspaper. The interviews were conducted by professional telephone interviewers. The study revealed that subscribers tend to be more active in the business and professional and social organizations in their communities. They were found to be more active in the groups to which they belonged than were the non-subscribers. Non-subscribers were more likely to be blue-collar workers, and to have a lower annual family income than subscribers. Non-subscribers were older and had completed fewer years of formal education than subscribers. Roby stated, "There was no support for the prediction that subscribers had lived at their present addresses longer than non-subscribers" (8).

Limitations

This study was designed so that non-subscribers to the Denton Record-Chronicle were excluded. In designing this study, it was assumed the subscribers would be the most
regular readers of the local newspaper and, therefore, better capable of answering questions concerning the newspaper. Because non-subscribers were excluded, this survey is not a survey of the complete readership population of the Record-Chronicle. Questionnaires were sent only to those readers who had been selected randomly from the subscriber list provided by the newspaper's circulation department.

Another limitation of this study was the impersonal nature of data collection—the use of mailed questionnaires. One of the problems with any mailed questionnaire is its inability to explain fully the intent of the questions.

Basic Assumptions

It was assumed that the respondents would respond to the questionnaire as accurately as they could and interpret the questions as intended.

Instruments

A questionnaire was used to gather information and data from a random sample of subscribers to the Denton Record-Chronicle.

Questions requesting personal information about the respondents were asked to test the accuracy of the randomization of the sample and for categorizing the answers of the respondents.

With the personal data, the study sought to determine the distribution of its respondents' age, sex, occupation,
education, their length of residency in Denton or Denton County, and their intention to live permanently in Denton or Denton County.

Questions concerning the readership of the newspaper sought to determine the number of years the respondent had been subscribing to the Record-Chronicle and the regularity of his reading habits. One group of questions sought to determine the degree of importance the respondent placed on the newspaper and to determine if he thought the newspaper reports news events in detail. The respondent was asked if he reads any Dallas or Fort Worth newspapers, and if so, he was asked to name them. Next the respondent was asked to name one newspaper he would prefer from the five included in this study if only one of the five was available for him to subscribe to.

The respondent was also asked to rank in the order of importance twenty-one content categories representative of articles found in the Record-Chronicle.

The questionnaire was mailed with a cover letter explaining the intent of the survey. The Appendix illustrates the questionnaire and cover letter sent to the respondents.

A self-addressed, stamped envelope was enclosed with the questionnaire and cover letter so that the respondent would not have to pay for return postage of the completed questionnaire.
Procedure for Collecting Data

The questionnaires were mailed to a sample of 400 subscribers who were randomly selected from the Record-Chronicle subscription list.

To obtain 400 names from a total circulation list of 13,337 subscriber's names, about every thirty-third name was chosen to be the recipient of the questionnaire. The percentage of subscribers living in Denton, plus the percentage of subscribers living out of town, was obtained from the circulation manager and the selection of the respondents was designed to reflect that percentage as closely as possible.

The questionnaire was then placed in an envelope and addressed. All 400 envelopes were placed with the post office for sorting on Saturday, June 16, 1973, so that the questionnaire would reach each of the subscribers by Monday. The cover letter requested the help of the subscriber and stressed the urgency of completing the form and returning it within one week, by June 25.

On Wednesday of that week, June 20, a post card was sent to each of the 400 subscribers, thanking them for their time and consideration and urging them, if they had not done so, to be mindful of the June 25 deadline.

As of 5 p.m., June 25, exactly 200 questionnaires, or 50 percent of the total, had been returned to a post office box in the post office at North Texas State University.
Procedure for Analysis of Data

The data collected in the survey was treated as nominal data for statistical purposes. The data were summarized by grouping the respondents into each category of age, sex, occupation, education, and length of residency in Denton or Denton County. Relationships between the various categories were examined by using a number of contingency tables.

Organization of Thesis

This thesis has four chapters.

Chapter One consists of the introduction, which explains the purpose of the study, states the hypotheses, the recent and related articles, limitations, the procedure for collection of data, the procedure for analysis of data and the chapter bibliography. Chapter Two contains a brief historical sketch of the Denton Record-Chronicle and an interview with an executive of the Denton Publishing Company. Chapter Three contains analysis of the data collected from the questionnaires. Chapter Four summarizes the findings of the questionnaires and presents some conclusions, and makes suggestions for further analysis of the subscribers to the Denton Record-Chronicle.
CHAPTER BIBLIOGRAPHY


CHAPTER II

ORIGIN OF THE DENTON
RECORD-CHRONICLE

The history of the Denton Record-Chronicle covers seventy
years, while the history of journalism in Denton County goes
back 109 years, when Denton was beginning to grow because of
the settlers migrating south from the eastern part of the
United States.

The family tree of the Record-Chronicle goes back to 1882
when the Denton Chronicle was founded by James Williams, and
to 1897 when the Denton County Record was founded by Bill
Reilly and Corbin Johnson. In 1898, the Record purchased the
Chronicle and the consolidated weekly was called the Denton
Record and Chronicle (3).

In 1901, the Record and Chronicle was purchased by Will C.
Edwards, who remained its publisher for forty-two years. One
of the first things he did as the new publisher of the newspa-
paper, was to change the name to the Denton Record-Chronicle
(3).

The next major event in the newspaper's history came in
1903 when Edwards began publishing on a daily basis, a journa-
listic first for Denton and Denton County. Up until that
time all the newspapers had been weekly publications. Of his
decision to publish daily, Edwards said

. . . the staff decided the time was ripe for breaking into the daily field. Denton's population in the 1900 census was just 4,187, pretty small to support a newspaper. But fools step in where angels dare not tread and the daily Record-Chronicle came into being on Aug. 3, 1903 (4).

Edwards and his family controlled the Record-Chronicle for the next four decades, installing the plant's first linotype machine in 1904 and obtaining telegraphic news service from Associated Press in 1905. In 1915, Edwards moved the newspaper to a building at 214 West Hickory Street in Denton.

Record-Chronicle Enters Modern Era

In April, 1945, thirty-nine year old Riley Cross purchased the Record-Chronicle and guided it through some of its most productive years. As its editor and publisher for the next twenty-five years, Cross saw the newspaper through a number of changes.

One of the first things Cross did was to add a Sunday edition to the Record-Chronicle in 1946. In 1948, he moved the plant and all its facilities from the location at 214 West Hickory Street to its present location at 314 East Hickory Street. Cross spent four years planning the new building. He described the new building as "the ultimate in small city newspaper plants" (5).

In 1963, he added another section to the existing newspaper plant, a 4,500-square-foot addition across the back of the
building for the purpose of housing a newly acquired sixty-four-page rotary press. The newspaper's old twenty-four-page press was sold to a newspaper in Mexico City. Of the expansion program, Cross said, "A newspaper's first responsibility is to the community, and the money we've spent on our expansion program is indicative of what we think of the community" (5).

From the time Cross purchased the Record-Chronicle to the time of the expansion program and the purchase of the newer and faster printing press, the Record-Chronicle had doubled its circulation to about 10,000 subscribers.

The newspaper was growing, as indeed was the city of Denton. From 1950 to 1970, the population of Denton doubled; student enrollment at North Texas State University doubled and it nearly tripled at Texas Woman's University; public school enrollment nearly tripled; building permits doubled; and telephone installations increased nearly four times (2).

During the 1950s and 1960s, Cross became quite active in community affairs. He served as president of the Denton Chamber of Commerce and headed Denton Industries, a non-profit industrial foundation. He also served as president of the Denton County United Fund.

The responsibility he felt toward the Denton community was best stated in an article written about him shortly after his death in 1970. The article stated: "If there was any one thing personally bothering Cross during his years in
Denton it was what he looked upon as the hesitation by too many businessmen to put the good of the community on an equal footing with their private businesses" (6).

The newspaper's role in the community was summarized in a statement appearing in a July, 1963, issue of the newspaper. It read

The aim of this newspaper and the dedicated people who produce it, is to work faithfully and honestly to render greater community service, to print the news day in and day out as a record of the passing scene and as a chronicle of the big news as well as the small items that touch the lifelines or heart strings of the almost 11,000 homes where the newspaper is read every day (5).

On March 11, 1970, Riley Cross, the second publisher of the Denton Record-Chronicle, died. He was succeeded as publisher by his wife, Mrs. Vivian Cross.

The aims and goals of the newspaper remained the same under the direction of Mrs. Cross. As Appleton said

We give first consideration to local news and give enough national and international news so that if the subscriber takes only one newspaper, it will be us. We try, with a limited number of pages, to duplicate the overall news package that the metropolitan papers may cover in one hundred and twenty pages while we may only have twenty-four pages (1).

He added

We place the national and international news in summary and highlight form. The reader may not have all the specific details of the news but he will at least be aware of the events (1).

Appleton said he felt the future of the Record-Chronicle will include more expansion and growth. He cited the
difference between the small daily newspaper and the metropolitan daily newspaper as amounting to community involvement. "Our role reflects the activities of this community while the metropolitan newspaper's role is primarily concerned with general, wide-interest news, international news and features," (1) Appleton said.

The Record-Chronicle has been the only daily newspaper to publish in Denton. But there have been about a dozen weekly newspapers published at various times throughout the history of Denton. The list of weeklies began 109 years ago, in 1864, only seven years after the city was founded. The Denton Review was founded in 1864, followed by the Monitor, which opened its doors in 1868.

During the 1870's, four other weekly newspapers began publication, including the Denton Beacon, Herald, Times, and Post. The 1880s saw the emergence of the Denton Chronicle, Guard, and Sun, which later changed its name to Legal Tender. In the 1890s the Denton Record, the County News, and the Jeffersonian Advocate began publication (4).

Today, there is one other publication operating in Denton, the Denton Enterprise. The Enterprise began printing a weekly edition in 1971 and at present is publishing twice weekly.
CHAPTER BIBLIOGRAPHY


CHAPTER III

ANALYSIS OF DATA

Characteristics of the Subscribers

To arrive at any conclusions about the Denton Record-Chronicle, its role in the community, and its role as a small daily newspaper in a metropolitan area, 400 questionnaires were sent out to subscribers of the newspaper. The subscribers were given one week to fill out and return the questionnaires. There were 200 subscribers, or exactly 50 percent, who responded.

After the questionnaires were returned and assimilated, the numbers and percentages of the responses were tabulated. The information obtained in the personal data was contrasted with responses given concerning the newspaper itself. Analysis of the data revealed that of the 200 respondents, 109 were males, representing 54.5 percent of the total, and 91 were females, representing 45.5 percent.

The respondents were asked to indicate their age according to its position in one of five age brackets. The largest percentage of respondents were found to be in the 61-to-75-year-old age bracket. Table I shows the age distribution of Record-Chronicle subscribers.
Table I indicates that over 50 percent of the respondents were 51-years-old, or older. The second largest group was the 21 to 30 age bracket, having 42 respondents, or 21 percent of the total. It was not expected that the age groups would be so unevenly distributed, but a large percentage of the respondents were persons who had retired in Denton and had been living in Denton for a number of years.

The respondents were each asked to indicate educational achievement by marking one of five categories on the questionnaire. A very high percentage of the respondents had college educations. Table II shows the educational achievement of the 189 respondents who answered the question according to
those with college educations and those without a higher education.

### TABLE II

Educational Distribution of Respondents

<table>
<thead>
<tr>
<th>Type of Education</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>College</td>
<td>144</td>
<td>76.1</td>
</tr>
<tr>
<td>Non-College</td>
<td>45</td>
<td>23.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>189</strong></td>
<td></td>
</tr>
</tbody>
</table>

Of the 144 persons with college education, 90, or 62.5 percent, said they held college degrees. It was not expected that such a large percentage of the respondents would be so highly educated. This is not too surprising, however, because Denton is the home of two educational institutions and, as indicated on the returned questionnaires, the home of a number of retired teachers.

Most of the respondents indicated they had been living in Denton for at least five years. They were asked to indicate the number of years they had been living in the area according to five brackets set up on the questionnaire. Table III indicates the distribution of the respondents according to their years residency.
TABLE III
Length of Residency Distribution of Respondents

<table>
<thead>
<tr>
<th>Number of Years Residency</th>
<th>Number of Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 1</td>
<td>21</td>
<td>10.8</td>
</tr>
<tr>
<td>1 - 2</td>
<td>16</td>
<td>8.2</td>
</tr>
<tr>
<td>2 - 5</td>
<td>30</td>
<td>15.4</td>
</tr>
<tr>
<td>5 - 10</td>
<td>29</td>
<td>14.9</td>
</tr>
<tr>
<td>10 - 20</td>
<td>98</td>
<td>50.5</td>
</tr>
<tr>
<td>Total</td>
<td>194</td>
<td></td>
</tr>
</tbody>
</table>

The largest group of respondents were persons who said they have lived in Denton or Denton County for ten-to-twenty years, or longer, with 98 respondents, or 50.5 percent. The second largest group was composed of those who have been in the area for two-to-five years, having 30 respondents, or 15.4 percent. Third largest was the five-to-ten year bracket, containing 29 persons, or 14.9 percent. Ranking fourth was the group who had been in the area for less than one year, 21 respondents, or 10.8 percent. The smallest group was the one-to-two year group, with 16 respondents, or 8.2 percent.
In other personal data obtained, the analysis showed the percentage of respondents was larger among persons who have been subscribing to the Record-Chronicle for 20 years or longer, as compared to four other brackets of lesser years. Table IV indicates this distribution of respondents.

### TABLE IV

Distribution According to Subscription Length

<table>
<thead>
<tr>
<th>Number of Years Subscription</th>
<th>Number of Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 1</td>
<td>33</td>
<td>16.5</td>
</tr>
<tr>
<td>1 - 2</td>
<td>20</td>
<td>10.0</td>
</tr>
<tr>
<td>2 - 5</td>
<td>28</td>
<td>14.0</td>
</tr>
<tr>
<td>5 - 10</td>
<td>26</td>
<td>13.0</td>
</tr>
<tr>
<td>10 - 20</td>
<td>24</td>
<td>12.0</td>
</tr>
<tr>
<td>Longer</td>
<td>69</td>
<td>34.0</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>. . .</td>
</tr>
</tbody>
</table>

As is shown in Table IV, the largest percentage of respondents has been subscribing to the Record-Chronicle for more than 20 years. There was no significant difference between those who have been subscribing for two-to-five, five-to-ten, and ten-to-twenty years. The second largest group, however, was composed of those respondents who have
been subscribing to the local newspaper for less than one year.

After analyzing all the personal data, inferences could be made as to the description of the subscribers to the *Record-Chronicle*. The average age of the respondents was 50 years, calculating the mean from a frequency distribution. Table V shows the distribution.

**TABLE V**

Calculation of the Mean of the Respondents

<table>
<thead>
<tr>
<th>Age Intervals</th>
<th>Mid Points (X)</th>
<th>F</th>
<th>fX</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 - 30</td>
<td>25.5</td>
<td>1071.0</td>
<td></td>
</tr>
<tr>
<td>31 - 40</td>
<td>35.5</td>
<td>994.0</td>
<td></td>
</tr>
<tr>
<td>41 - 50</td>
<td>45.5</td>
<td>864.5</td>
<td></td>
</tr>
<tr>
<td>51 - 60</td>
<td>55.5</td>
<td>1887.0</td>
<td></td>
</tr>
<tr>
<td>61 - 75</td>
<td>68.5</td>
<td>5137.5</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>198</strong></td>
<td><strong>9954.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

The formula for determining the mean from a frequency distribution is the sum of the frequency times the mid-point, divided by the total number of frequencies (1): \[ M = \frac{\sum fx}{N} \]

\[ M = \frac{9954}{198} \]

\[ M = 50.27 \]
The data indicated a fairly even breakdown as far as the sex of the respondents was concerned, there being 109 males and 91 females, with percentages of 54.5 and 45.5 of the total.

Other data revealed the respondents to be a fairly well-educated group of persons, persons with college education outnumbering non-college educated respondents more than three-to-one.

The data also indicates the majority of the respondents have lived in Denton or Denton County for a lengthy period of time. Table III showed one out of every two respondents to be a resident of Denton, or the Denton area, for ten-to-twenty years. Nearly 80 percent of the respondents have lived in the area for more than two years.

Reading Habits of the Subscribers

Aside from making inferences about the identity of the Record-Chronicle subscribers, the researcher ran a test to determine the news items the subscribers read the most and the items they read the least. The data from this test was obtained from question 11 on page 56 in the Appendix.

The items the respondents indicated they read the most, in order of preferences, included state news, national news, city council news, international news, and editorials. Table VI indicates the distribution.
More than half of the respondents considered state and national news as the most important items they read in the Record-Chronicle. There was no significant difference between the two items, both being read by 50.7 percent of their respective respondent groups.

News of the Denton City Council ranked third among the respondents in order of importance; international news was fourth, and editorials were fifth in importance. The items in the Record-Chronicle read least by the respondents included comics, horoscopes, recipes, club news, and society news.
This data was somewhat surprising because of the almost equal representation of men and women respondents. Table VII shows the distribution.

### Table VII

**Distribution of Readership of Least-Read Articles**

<table>
<thead>
<tr>
<th>Degree of Importance</th>
<th>Comics</th>
<th>Horoscope</th>
<th>Recipes</th>
<th>Club News</th>
<th>Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>No importance</td>
<td>101</td>
<td>116</td>
<td>88</td>
<td>83</td>
<td>88</td>
</tr>
<tr>
<td>Little importance</td>
<td>50</td>
<td>37</td>
<td>51</td>
<td>42</td>
<td>53</td>
</tr>
<tr>
<td>Average importance</td>
<td>30</td>
<td>24</td>
<td>36</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Most important</td>
<td>13</td>
<td>18</td>
<td>20</td>
<td>30</td>
<td>14</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>194</td>
<td>195</td>
<td>195</td>
<td>195</td>
<td>195</td>
</tr>
</tbody>
</table>

Other studies have indicated that comics are highly read among newspaper readers. Women have always been found to read club news and society news, and especially recipes. But the numbers and percentages found in Table VII do not bear out these previous findings. Club News was considered most important by only 30 respondents, or 15.3 percent of the total, and it was the highest ranked item of the five least-read articles. Comics were the least-read of all the articles, having 13 respondents, or 6.7 percent.
Analysis of Hypotheses

To carry out the purposes of this study, seven hypotheses were formulated. Four of the hypotheses were supported as valid, but three were not supported by the data.

The first hypothesis, that a majority of the respondents would feel the function of the Record-Chronicle is to provide local news, was proven valid.

There were 200 responses to the question, which was an open-ended question to be answered by filling in a blank. Table VIII presents the distribution.

TABLE VIII

SUBSCRIBERS' OPINIONS CONCERNING THE FUNCTION OF THE RECORD-CHRONICLE

<table>
<thead>
<tr>
<th>Seen as Main Function (Role)</th>
<th>Number of Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local News</td>
<td>121</td>
<td>60.5</td>
</tr>
<tr>
<td>Store Ads</td>
<td>23</td>
<td>11.5</td>
</tr>
<tr>
<td>Classified Ads</td>
<td>21</td>
<td>10.5</td>
</tr>
<tr>
<td>State News</td>
<td>13</td>
<td>6.5</td>
</tr>
<tr>
<td>National News</td>
<td>10</td>
<td>5.0</td>
</tr>
<tr>
<td>International News</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>Sports</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>. . .</td>
</tr>
</tbody>
</table>

There were 121 persons, or 60.5 percent of the 200 respondents who said local news was the main function served
by the Denton Record-Chronicle. There were 44 respondents, or 22 percent, who felt the newspaper's main function was to provide advertisements, both store ads and classified ads. State, national and international news ranked fourth, fifth and sixth among the respondents. Sports received the same number of respondents as did international news, each having six respondents, or 3 percent of the total.

The second hypothesis stated that a majority of the respondents would prefer one of the other metropolitan newspapers than the Record-Chronicle, assuming that only one of the five newspapers included in this study was available to read. The hypothesis was not supported by the data. Table IX indicates the distribution of the preference of the respondents.

TABLE IX
RESPONDENTS' PREFERENCE OF NEWSPAPER IF ONLY ONE WERE AVAILABLE

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Respondent</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Record-Chronicle</td>
<td>73</td>
<td>37.6</td>
</tr>
<tr>
<td>Morning News</td>
<td>70</td>
<td>36.0</td>
</tr>
<tr>
<td>Star-Telegram</td>
<td>26</td>
<td>13.4</td>
</tr>
<tr>
<td>Times Herald</td>
<td>25</td>
<td>12.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>194</strong></td>
<td></td>
</tr>
</tbody>
</table>
The data in Table IX indicates the Record-Chronicle and the Morning News, received 73.7 percent of the respondents' preferences. The Star-Telegram and Times Herald receiving the other 26.2 percent of the total 194 preferences indicated by respondents.

Of the 143 respondents who said they would prefer the Record-Chronicle or Morning News, 73 persons, or 51 percent, preferred the Record-Chronicle, edging out the Morning News by three personal preferences, or two percentage points.

The third hypothesis, that more women than men respondents would prefer the Record-Chronicle over any of the other metropolitan newspapers, was proven valid by a narrow margin.

A larger number of women did prefer the Record-Chronicle but, as shown in Table X, the largest number of males who replied to the question preferred the Morning News.

**TABLE X**

<table>
<thead>
<tr>
<th>NEWSPAPER PREFERENCE ACCORDING TO SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Respondent</strong></td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>%</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>%</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

*RC--Record-Chronicle; MN-Morning News; ST-Star-Telegram; TH--Times Herald.*
A total of 141 preferences, or 73.4 percent of the 192 total responses, were made in favor of the Record-Chronicle and the Morning News. There were 39 females, or 27.6 percent of the 141 preferences, who preferred the local newspaper, and 35 males, or 24.8 percent of the 141 preferences, who preferred the Morning News. The males' second preference was the Record-Chronicle, with 34 responses, or 24.1 percent, and the females' second preference was the Morning News, with 33 responses, or 23.4 percent of the total of 141 preferences. This data indicates there is a strong similarity between males and females as to the preference of newspaper, if only one were available.

Hypothesis four stated that college-educated persons and persons with some college-level credit would prefer another of the area newspapers over the non-college educated respondents. This hypothesis was supported by the data.

The Dallas Morning News, as is shown in Table XI, received the highest number of preferences among respondents who have had a college-level education. It was the preference of 59 college-educated respondents, or 31.2 percent of the 189 total respondents. The Record-Chronicle was the second preference among college-educated respondents, with 44 persons, or 23.2 percent. Table XI presents a distribution of the preferences according to the respondents' education.
TABLE XI

PREFERENCE OF NEWSPAPER ACCORDING TO EDUCATION

<table>
<thead>
<tr>
<th>Education</th>
<th>MN</th>
<th>RC</th>
<th>TH</th>
<th>ST*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>College</td>
<td>59</td>
<td>44</td>
<td>22</td>
<td>19</td>
<td>144</td>
</tr>
<tr>
<td>%</td>
<td>31.2</td>
<td>23.2</td>
<td>11.6</td>
<td>10.0</td>
<td>...</td>
</tr>
<tr>
<td>Non-College</td>
<td>9</td>
<td>27</td>
<td>3</td>
<td>6</td>
<td>45</td>
</tr>
<tr>
<td>%</td>
<td>4.7</td>
<td>14.2</td>
<td>1.5</td>
<td>3.0</td>
<td>...</td>
</tr>
<tr>
<td>Total</td>
<td>68</td>
<td>71</td>
<td>25</td>
<td>25</td>
<td>189</td>
</tr>
</tbody>
</table>

*MN--Morning News; RC--Record-Chronicle; TH-Times Herald; ST--Star-Telegram.

It should be noted, as indicated in Table XI, the Record-Chronicle received the most number of preferences of both college-educated and non-college-educated persons. There were 27 persons, or 38 percent of the 71 persons who preferred the Record-Chronicle, who were non-college-educated respondents. Those 27 persons represent 60 percent of the total of 45 non-college-educated persons who responded to the question.

Hypothesis five stated that the percentage of the subscribers who would prefer the Record-Chronicle to other metropolitan newspapers would be higher among those respondents who are 51 years of age or older. Although the Record-Chronicle did receive the largest number of preferences by
the respondents, which would support the hypothesis, the data indicates there was no clear division of opinion among the age groups.

There were 102 persons of a total of 190 respondents whose age was 51 or older. There were 42 respondents of the 102 persons who preferred the Record-Chronicle, representing 41.1 percent. There were 40 respondents, or 39.2 percent of the 102 responses, who preferred the Morning News. Table XII shows the distribution of respondents according to age and preference of newspaper.

**TABLE XII**

PREFERENCE OF NEWSPAPER ACCORDING TO AGE GROUP

<table>
<thead>
<tr>
<th>Age Group</th>
<th>MN</th>
<th>TH</th>
<th>RC</th>
<th>ST*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 - 30</td>
<td>15</td>
<td>10</td>
<td>11</td>
<td>5</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>7.8</td>
<td>5.2</td>
<td>5.7</td>
<td>2.6</td>
<td></td>
</tr>
<tr>
<td>31 - 40</td>
<td>10</td>
<td>5</td>
<td>10</td>
<td>3</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>5.2</td>
<td>2.6</td>
<td>5.2</td>
<td>1.5</td>
<td></td>
</tr>
<tr>
<td>41 - 50</td>
<td>4</td>
<td>6</td>
<td>7</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>2.1</td>
<td>3.1</td>
<td>3.6</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>51 - 60</td>
<td>11</td>
<td>2</td>
<td>12</td>
<td>6</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>5.7</td>
<td>1.0</td>
<td>6.3</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>61 - 75</td>
<td>29</td>
<td>2</td>
<td>30</td>
<td>10</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>15.2</td>
<td>1.0</td>
<td>15.7</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>69</td>
<td>25</td>
<td>70</td>
<td>26</td>
<td>190</td>
</tr>
</tbody>
</table>

*MN--Morning News; TH--Times Herald; RC--Record-Chronicle; ST--Star-Telegram
As is indicated in Table XII, the Star-Telegram received four times as many preferences as the Times Herald among those 102 respondents who were 51 years old, or older. The Star-Telegram received 16 preferences, or 15.6 percent of the 102 responses, while the Times Herald only received four preferences, or 3.9 percent. In other questions, the Star-Telegram and Times Herald were usually preferred about equally.

The sixth hypothesis stated that respondents who have lived in Denton or Denton County for a greater number of years will prefer the Record-Chronicle over all other area newspapers. This hypothesis was supported by the data, which indicated a preference for the Denton newspaper among respondents who have lived in the area for at least five years. As is indicated in Table XIII, the Record-Chronicle was preferred most by those respondents who have been living in the Denton area for five-to-ten years, and from ten-to-twenty years.

Among the 30 respondents who indicated they have lived in the area for five-to-ten years, 13 respondents, or 43.3 percent, said they preferred the Record-Chronicle. Seven respondents, or 23.3 percent of the 30 responses, preferred the Morning News. The Star-Telegram and Times Herald each received five preferences, or 16.6 percent of the 30 responses. Table XIII shows the distribution.
TABLE XIII

PREFERENCE OF NEWSPAPER BASED ON LENGTH OF RESIDENCY IN THE DENTON AREA

<table>
<thead>
<tr>
<th>Years Residency</th>
<th>0-1</th>
<th>1-2</th>
<th>2-5</th>
<th>5-10</th>
<th>10-20</th>
<th>Total</th>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>R*</td>
<td>6</td>
<td>5</td>
<td>14</td>
<td>7</td>
<td>38</td>
<td>70</td>
<td>MN**</td>
</tr>
<tr>
<td>%</td>
<td>3.0</td>
<td>2.5</td>
<td>7.1</td>
<td>3.5</td>
<td>19.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R</td>
<td>5</td>
<td>2</td>
<td>6</td>
<td>5</td>
<td>7</td>
<td>25</td>
<td>TH</td>
</tr>
<tr>
<td>%</td>
<td>2.5</td>
<td>1.0</td>
<td>3.0</td>
<td>2.5</td>
<td>3.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R</td>
<td>7</td>
<td>4</td>
<td>8</td>
<td>13</td>
<td>41</td>
<td>73</td>
<td>RC</td>
</tr>
<tr>
<td>%</td>
<td>3.5</td>
<td>2.0</td>
<td>4.1</td>
<td>6.6</td>
<td>21.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>5</td>
<td>12</td>
<td>27</td>
<td>ST</td>
</tr>
<tr>
<td>%</td>
<td>1.5</td>
<td>2.5</td>
<td>1.0</td>
<td>2.5</td>
<td>6.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>21</td>
<td>16</td>
<td>30</td>
<td>30</td>
<td>98</td>
<td>195</td>
<td></td>
</tr>
</tbody>
</table>

*R--Respondents
**MN--Morning News; TH--Times Herald; RC--Record-Chronicle; ST--Star-Telegram.

There was not much difference among the 98 respondents who have been living in the area for ten-to-twenty years. There were 41 persons, or 41.8 percent of the 98 total responses, who preferred the local newspaper, and 38 respondents, or 38.7 percent of the 98 responses, who preferred the Morning News.

The Record-Chronicle was preferred least among those respondents who have lived in the area for two-to-five years.
The Morning News was preferred most by respondents in that residency bracket, with 14 persons, or 46.6 percent of the 30 responses. The Record-Chronicle received eight preferences, or 26.6 percent.

The seventh hypothesis stated that a percentage of the readers who will prefer one of the metropolitan papers will be higher among those who work in a city other than Denton as compared to those who work in Denton. This hypothesis was not supported by the data.

A total of 190 responses were received on this question, and according to personal data obtained on the respondents, 117 of those 190 persons were employed in either Denton, Dallas, or Tarrant Counties. Of the 190 respondents, 73 persons, or 38.4 percent, indicated they were retired, or unemployed. It was not expected that such a large percentage of respondents would fall into the retired-unemployed category.

The 117 respondents who said they were employed, were found to be primarily employed in Denton. There were 88 respondents, or 75.2 percent of the 117 responses, who said they work in Denton. The remaining 29 respondents, or 24.7 percent, said they were employed in other Denton County towns or in Dallas or Tarrant Counties.

Of the 29 persons who work outside of Denton, 11, or 37.9 percent, said they preferred the Record-Chronicle. Nine respondents, or 31 percent, said they preferred the Morning News, while five persons, or 17.2 percent, preferred the
Times Herald, and four persons, or 13.7 percent, preferred the Star-Telegram. Table XIV presents the distribution of responses.

**TABLE XIV**

PREFERENCE OF NEWSPAPER ACCORDING TO PLACE IN WHICH RESPONDENT IS EMPLOYED

<table>
<thead>
<tr>
<th>Place of Employment</th>
<th>MN</th>
<th>TH</th>
<th>RC</th>
<th>ST*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denton</td>
<td>30</td>
<td>13</td>
<td>29</td>
<td>16</td>
<td>88</td>
</tr>
<tr>
<td>% of 88</td>
<td>34.0</td>
<td>14.7</td>
<td>32.9</td>
<td>18.1</td>
<td></td>
</tr>
<tr>
<td>Elsewhere</td>
<td>9</td>
<td>5</td>
<td>11</td>
<td>4</td>
<td>29</td>
</tr>
<tr>
<td>% of 29</td>
<td>31.0</td>
<td>17.2</td>
<td>37.9</td>
<td>13.7</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>39</td>
<td>18</td>
<td>40</td>
<td>20</td>
<td>117</td>
</tr>
</tbody>
</table>

*MN--Morning News; TH--Times Herald; RC--Record-Chronicle; ST--Star-Telegram

It should be noted, as indicated in Table XIV, there was no clear division of opinion among persons working in Denton as to which newspaper they would prefer.

Of the 88 persons working in Denton, 30 respondents, or 34 percent, said they would prefer the Morning News, while 29 respondents, or 32.9 percent, said they would prefer the Record-Chronicle. Other data gained from the questionnaire
was also related to the seventh hypothesis. Of the 190 respondents, 73 persons, or 38.4 percent of the total responses, indicated they were retired or unemployed. Of the 73 persons, 62 indicated they were retired, and 11 persons indicated they were students. Of the 62 retired persons, 28 respondents, or 45.1 percent, said they would prefer the Record-Chronicle. There were 25 persons, or 40.3 percent, who preferred the Morning News. The Star-Telegram was given eight preferences, or 12.9 percent, while the Times Herald received only one preference, or 1.6 percent of the 62 responses. Table XV shows the distribution.

TABLE XV
PREFERENCE OF NEWSPAPER ACCORDING TO RESPONDENTS WHO ARE RETIRED OR NOT EMPLOYED

<table>
<thead>
<tr>
<th>Respondent</th>
<th>MN</th>
<th>TH</th>
<th>RC</th>
<th>ST*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retired</td>
<td>25</td>
<td>1</td>
<td>28</td>
<td>8</td>
<td>62</td>
</tr>
<tr>
<td>% of 62</td>
<td>40.3</td>
<td>1.6</td>
<td>45.1</td>
<td>12.9</td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>% of 11</td>
<td>27.2</td>
<td>45.5</td>
<td>27.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>28</td>
<td>6</td>
<td>31</td>
<td>8</td>
<td>73</td>
</tr>
</tbody>
</table>

*MN--Morning News; TH--Times Herald; RC--Record-Chronicle; ST--Star-Telegram
The majority of the students, as is indicated in Table XV, preferred the *Times Herald*, with five persons, or 45.5 percent of the total number of students. The *Morning News* and *Record-Chronicle* each received three preferences, or 27.2 percent each of the 11 student responses. The *Star-Telegram* received no preferences from the student group.

Other data were gained from the questionnaire that were not related to the hypotheses, which do relate to this study.

**Additional Readership Data**

Question eight, which was a two-part question, asked the respondent the number of persons living in his immediate household and the number of persons in the household who "read at least some part of the *Record-Chronicle*." There were 90 households, or 45 percent of the 199 responses on the question, who indicated that only two persons lived in the subscriber's household. There were 41 respondents, or 20.6 percent, who indicated they lived alone. There were 27 respondents, or 13.5 percent, who said three persons lived in the household. There were 24 respondents, or 12 percent, who said four persons lived in the household. There were 12 respondents, or 6 percent, who said the household contained five persons. Only four respondents, or 2 percent, said six persons were living in the household, and only one respondent, or .5 percent, said seven persons were living in the subscriber's household.
The second part to question eight asked the respondent the number of persons in his household who read "at least some part" of the Record-Chronicle. More than half of the responses indicated that only two persons in each household read "at least some part" of the Record-Chronicle. There were 112 respondents, or 56.2 percent of the total of 199 responses, who said two persons in the household read at least some part of the newspaper. There were 47 respondents, or 23.6 percent, who said only one person in the household reads at least some part of the paper; while 23 respondents, or 11.5 percent, said three persons in the household read some part of the newspaper. Ten respondents, or 5 percent, indicated four persons read some part of the local newspaper. Four respondents, or 2 percent, said there were five persons in the household who read some part of the local newspaper. Three respondents, or 1.5 percent, said there were six persons in the household who read some part of the newspaper.

Question ten asked the respondent to indicate how often he reads the Record-Chronicle. Nearly 90 percent of the respondents indicated they read the newspaper regularly (each day). There were 174 respondents of the total of 200 responses, or 87 percent, who said they read the local newspaper each day. There were 21 respondents, or 10.5 percent, who said they read the newspaper occasionally (two or three times a week); while five respondents, or 2.5 percent, said they rarely (once a week) read the Record-Chronicle.
Question twelve asked the respondent his opinion about the news reports in the Record-Chronicle and whether he felt they were written in detail "all of the time," "most of the time," "rarely," or "never." There were 140 respondents, or 71.7 percent of the total of 195 responses, who indicated the news reports were being written in detail "most of the time." There were 45 respondents, or 23.1 percent, who said the newspaper "rarely" reported news accounts in detail; while ten respondents, or 5.1 percent, said they felt it reported news accounts in detail "all of the time."

Question fifteen asked the respondent to indicate the other metropolitan newspapers he read. The Dallas Morning News proved to be read most by the Record-Chronicle subscribers. There were 100 respondents, or 56.1 percent of the total of 178 responses, who said they read the Morning News. There were 47 respondents, or 26.4 percent, who said they read the Star-Telegram. There were 29 respondents, or 16.3 percent, who said they read the Times-Herald. Two respondents, or 1.1 percent of the total, who said they read the Fort Worth Press.
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CHAPTER IV

SUMMARY AND CONCLUSIONS

Characteristics of Respondents

From the analysis of the data gathered through a randomized sample of the subscribers to the Denton Record-Chronicle, certain characteristics were discovered that typify the average respondent. Because there were only nine more male than female respondents, the typical respondent may be male or female. Other statistics are more clearly defined. The average age of the subscriber was found to be 50.2 years. He, or she, if not a college graduate, has at least taken courses on the college level. The average respondent is a person who has been living in the Denton area for ten to twenty years and has been subscribing to the Record-Chronicle for at least fourteen years. The average subscriber is a person who regularly reads the Record-Chronicle, but who also reads another of the metropolitan newspapers. Given a choice, the respondent will probably choose between the Record-Chronicle and the Dallas Morning News as the one newspaper he will prefer, if only one of the five newspapers included in this study were available to read. The average subscriber lives in a household composed of two persons, and is employed
in Denton, or is retired. As far as the average respondent's reading habits are concerned, state and national news are considered the most important items read in the Record-Chronicle. News accounts of the local city council were considered the third most important item read in the newspaper. Fourth were the accounts of international news and fifth were the editorials published by the Record-Chronicle. The subscribers indicated that comics, horoscopes, recipes, club news, and society news were the least important items they read in the newspaper. The average respondent believes that the news stories appearing in the Record-Chronicle are adequately written "most of the time."

Summary of the Hypotheses

Hypothesis One: A majority of the respondents feel the function and role of the Record-Chronicle is to provide local news. The data indicate this hypothesis was supported by 60.5 percent of the respondents.

Hypothesis Two: A majority of the respondents will prefer one of the metropolitan newspapers if only one of the five newspapers included in this study was available to read. This hypothesis was not supported by the data. There were seventy-three persons, or 36.5 percent of the total number of respondents, who said they preferred the Denton Record-Chronicle over any other area newspaper. This was the largest percentage of preferences that any one of the newspapers received.
Hypothesis Three: The percentage of the respondents who prefer the Denton Record-Chronicle to all other area newspapers is higher among women than among men. This hypothesis was supported by the data. Of the seventy-three persons who preferred the Record-Chronicle to other metropolitan newspapers, thirty-nine were females as compared to thirty-four males.

Hypothesis Four: The percentage of the respondents who prefer one of the metropolitan newspapers to the Record-Chronicle will be highest among the readers with college educations and persons with some college-level credit than among those without a higher education. The data supported this hypothesis. Among the college educated respondents, fifty-nine persons preferred the Morning News, and forty-four persons preferred the Record-Chronicle. Among the forty-five non-college educated respondents, twenty-seven persons, or sixty percent, preferred the local newspaper.

Hypothesis Five: The percentage of respondents who prefer the Record-Chronicle to one of the larger metropolitan newspapers will be higher among respondents who are fifty-one years old or older. Although the Record-Chronicle did receive the largest number of preferences given by the respondents, which would support the hypothesis, the data indicate there was no clear division of preference among the various age groups. Of the 102 persons who said they were fifty-one years
old or older, forty-two persons said they preferred the Record-Chronicle, while forty respondents preferred the Morning News.

Hypothesis Six: The percentage of the respondents who prefer the Record-Chronicle to other metropolitan newspapers will be higher among those who have lived in the Denton area for a greater number of years than among those who have lived in the area for a lesser period of time. This hypothesis was supported by the data, which indicated a preference for the Denton newspaper among respondents who have lived in the area for five years or longer. Of the 128 persons who said they have lived in the area for five years or more, fifty-four respondents preferred the Record-Chronicle, as compared to forty-five preferences for the Morning News, which was the second most-preferred newspaper.

Hypothesis Seven: The percentage of the readers who prefer one of the metropolitan newspapers will be higher among those who work in a city other than Denton as compared to those who work in Denton. This hypothesis was not supported by the data. Of the 117 respondents who said they were employed, only twenty-nine persons said they were employed in communities other than Denton. Of the twenty-nine respondents who said they work outside Denton, eleven respondents, or 37.9 percent, preferred the Record-Chronicle. The second choice was the Morning News, with nine respondents, or thirty-one percent.
Conclusions and Recommendations

It may be concluded from this study that the Denton Record-Chronicle fulfills the need for news and advertising information of the readers in the Denton community. The study indicates that, even though a small daily newspaper may be located in a metropolitan area, it has its own particular audience, one that is interested in what is happening in its own community, as well as in events of national and international scope. Evidence from this study indicates a definite reader-allegiance to the small daily newspaper operating in the shadow of several giant daily newspapers. The degree of allegiance was found to be stronger among women than men respondents, among those who are fifty-one years old or older, and among those who have been living in the Denton area for a greater number of years. It was found that, even though a person may work in another city while maintaining his residence in Denton, his allegiance to his community newspaper is still strong. The data does indicate, however, a weakening of allegiance toward the community newspaper by the group of respondents having a higher level of education.

On the basis of the data of this project, it can be stated that the Record-Chronicle is fulfilling the role of the small daily newspaper in the American community. It provides local news, plus state, national and international news. It is questionable whether the Record-Chronicle would benefit by
adding more state, national and international news. To do so would probably reduce the amount of local news printed in the newspaper's daily editions. As noted in Chapter II of this study, the Record-Chronicle places much of the state, national and international news in summary and highlight form. Appleton stated, "The reader may not have all the specific details of the news but he will at least be aware of the events" (1). Because the Record-Chronicle publishes far fewer pages than the metropolitan daily newspapers, the present percentages of local, state, national, and international news should suffice.

The Record-Chronicle should make further investigations into the reasons why persons with college educations and persons with at least some level of higher education seemed to prefer a metropolitan daily newspaper instead of the Record Chronicle. In a community supporting two educational institutions, and in a society continually producing more college graduates, this trend away from the local, community newspaper could become a serious problem.

Areas for Further Study

The results of this thesis indicate at least three areas for further study.

A study should be made that focuses on the amount of formal education the subscriber of the Denton Record-Chronicle has obtained. With such a large number of highly educated
persons responding to this study, it would be interesting to interview personally the college-educated subscribers, quizzing them on their reading habits and asking their opinion about the function and role of the Record-Chronicle within the community. A study of this nature might shed some light on Hypothesis Four of this thesis, which revealed a tendency on the part of better-educated individuals to prefer the less personal, mass circulating, daily metropolitan newspaper instead of his hometown, daily community newspaper.

Another project would be the study of persons living in the Denton area who subscribe to a metropolitan newspaper and not the Record-Chronicle. A study of this nature should delve into the reasons why the reader does not subscribe to his community newspaper. From the data obtained, the Record-Chronicle management would be able to determine the likes and dislikes of the non-subscriber to the local newspaper and what changes might be implemented to attract these additional reading members of the community.

Another study should be made that would collect data on the degree of allegiance a person has for his community newspaper. How strong is that person's allegiance? At what point does his allegiance for the hometown newspaper begin, and at what point does it end? Data from questions of this sort would be beneficial to the Record-Chronicle because from such data the management might be able to make implementations that would prevent any serious reader defections to the metropolitan newspapers.
CHAPTER BIBLIOGRAPHY

APPENDIX

Sample Questionnaire

1. Are you the head of the household: A. Yes B. No
   a. If your answer is no, what is your relationship to the head of the household (fill in blank):

2. Sex: A. Male B. Female

3. Age: A. 21-30 B. 31-40 C. 41-50 D. 51-60 E. 61-75

4. Education:
   A. Less than six years B. Seven to nine years C. Ten to twelve years D. College credit but have not graduated E. College graduate

5. Occupation (please fill in the blank):
   a. In what city do you work:
   b. If you are not the head of the household, in what city does the head of the household work:

6. How many years have you lived in Denton:
   A. Less than one year B. One to two years C. Two to five years D. Five to ten years E. Ten or more years
7. Do you consider Denton to be your permanent home:
   A. Yes  B. No
8. How many persons are living in your immediate household:
   (fill in the blank) _________
   a. How many persons in the household read at least some part of the Record-Chronicle:
      (Fill in the blank) _________
9. How many years have you been subscribing to the Record-Chronicle:
   A. Less than one year  D. Five to ten years
   B. One to two years  E. Ten to twenty years
   C. Two to five years  F. Longer
10. How often do you read the Record-Chronicle:
    A. Regularly (each day)
    B. Occasionally (two or three times a week)
    C. Rarely (once a week)
    D. Never
11. Rank the following items according to their importance to you in your daily reading habits of the Record-Chronicle. On a scale of 3-to-0, the 3 will represent items you consider most important, the 2 will represent items of average importance, the 1 will represent the items you consider least important, and the 0 will be items of no importance at all.
   city council  club news (civic & social)
   national news  sports
   school  business
   police  comics
   obituaries  photographs
   state news  society
   editorials  courts (trials & hearings)
   church  horoscope
   weddings  international news
   recipes  weather
   store ads  classified ads
   classified ads  county government
12. Do you think the Record-Chronicle reports news events in detail:
   A. All of the time
   B. Most of the time
   C. Rarely
   D. Never
   E. No opinion

13. Do you consider news accounts in the Record-Chronicle to be:
   A. Complete
   B. Lacking a little
   C. Lacking a whole lot
   D. Exceeding what is necessary
   E. No opinion

14. As far as news content is concerned, what is the real value of the Record-Chronicle to you:
   (fill in the blank) __________________________

15. Do you read any of the metropolitan daily newspapers? If so, circle the letter beside the newspaper you read most frequently:
   A. Dallas Morning News
   B. Dallas Times Herald
   C. Fort Worth Star-Telegram
   D. Fort Worth Press
   E. Others

16. If there was only one of the following newspapers available to subscribe to, which one would you prefer:
   A. Dallas Morning News
   B. Dallas Times Herald
   C. Denton Record-Chronicle
   D. Fort Worth Star-Telegram
   E. Fort Worth Press
Dear Record-Chronicle Subscriber:

Please pardon me for intruding, but I have a job to do regarding the Denton Record-Chronicle and I need your help. I am completing requirements for my master's degree in journalism at North Texas State University and my final assignment in graduate school is a report on the readership of the Denton Record-Chronicle.

Enclosed in this envelope is a questionnaire. In order for me to receive my degree, I need you to consider carefully all the questions on the enclosed three sheets and return the completed questionnaire to me. Your name was picked randomly from the subscriber list of the Record-Chronicle so that I could get a cross-section of the total number of subscribers. As you will notice, there is no place on the questionnaire for your name or any other information that might identify you. Complete anonymity is guaranteed.

Although I am mailing questionnaires to other Record-Chronicle subscribers, it is the effort of each individual to fill out and return the forms that I need. Unless I receive a large percentage of these forms back, the validity of this study will be jeopardized. Please answer the questionnaire and return it to me by June 25. My post office box number is listed below in case you should lose the self-addressed, stamped envelope that I enclose for your convenience.

If you have any questions concerning the questionnaire, please call me at 387-3495. If you live out of town, feel free to call collect.

May I thank you in advance for your cooperation in this project.

Sincerely,

Gregory M. Jones

Address: NTSU Box 12926
Denton, Texas 76203

Phone: 1-817-387-3495
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