A COMPARATIVE CONTENT ANALYSIS OF

THE LEWISVILLE NEWS-ADVERTISER

AND LEWISVILLE DAILY LEADER

THESIS

Presented to the Graduate Council of the
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Fulfillment of the Requirements

For the Degree of

MASTER OF JOURNALISM

By

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The problem with which this study is concerned is that of determining what differences, if any, existed between two newspapers with different circulation characteristics and whether the two papers were in competition. The thrice-weekly *News-Advertiser* and the five-day daily *Leader* were measured by a content analysis over eight weeks and by a readership and advertiser survey.

This study concludes that the two newspapers are in competition in six of eleven designated categories of the content analysis, using Spearman rho and t-tests. However, the two newspapers seemed to be aiming at different markets in Lewisville, because one paper subscribes to a news service and prints thousands of inches of wire news and the other paper is all local news.
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CHAPTER I

INTRODUCTION

Newspaper competition in the United States, by definition, is thought of as being between newspapers with like circulation, that is, daily newspaper compared with daily newspaper and weekly newspaper compared with weekly newspaper. "Competition" was defined by Edwin Emery, Phillip H. Ault, and Warren K. Agee as two or more separately owned newspapers.\(^1\) The authors introduced the concept of any separate ownership in the field of local mass communication, that is, of radio competing with newspaper or television competing with radio or daily newspaper competing with weekly newspaper "to replace daily newspapers as the criterion for competition."\(^2\) Further, the authors said, "Fewer than five percent of daily newspaper cities and weekly newspaper towns have competing newspaper ownership."\(^3\)

Research data abound on competition between daily newspapers and competition between weekly newspapers, but competition between a daily newspaper and one that publishes


\(^2\) Ibid.

\(^3\) Ibid., p. 179.
fewer days per week does not seem to have been studied at any great length.

Such a situation of daily competing with thrice-weekly exists in Lewisville, Texas, population 22,137 by a 1977 estimate. The two newspapers are the Lewisville Daily Leader, a five-day-per-week publication with a paid circulation of 6,904, a 1977 estimate, and The Lewisville News-Advertiser, a thrice-weekly publication with a controlled (nonpaid) circulation of 14,088, according to the publisher of the newspaper, Roy Appleton. Both newspapers are owned and operated by small Texas chains. The Leader's owner is Taylor Communications, Inc., a chain that owns newspapers in area towns, including Plano and Mesquite. The News-Advertiser's owner is the Denton Publishing Company, which owns newspapers in Denton and Grapevine, as well as a cable television company.

The first newspaper in the city was the Lewisville Monitor, begun in 1878. Other newspapers were the Lewisville Bugle, which began about 1878 and ceased publication in 1880; the Lewisville Headlight, published from 1880 to 1886; the Lewisville Signal, 1887-1907; the Lewisville Enterprise, which began publication in 1892 and was a weekly until 1963 when it was merged with the Lewisville Leader, which had begun in 1960.

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5Ibid., p. 233.
U. O. Clements, a friend of Riley Cross, who owned the Denton Publishing Company, bought the Lewisville Enterprise in 1960 and the Lewisville Leader in 1963. Cross had started the Leader to compete with the Enterprise in the Lewisville market. Lewisville's population was estimated at 3,950 when the two papers were merged by Clements in 1963. The resulting paper, the Lewisville Leader, was run as a weekly until 1974, when it began publishing daily. Clements had sold the Leader to the Harte-Hanks chain in 1971, and Harte-Hanks sold it to Taylor Communications in 1973.

In the late 1960's, the Denton Publishing Company studied the needs of Lewisville and its environs at the urging of local businesses and persons who planned to move businesses into the Lewisville area. In 1971, the Denton Publishing Company founded the weekly Airport Advertiser to fill those needs. Appleton said:

Some advertisers who were moving into the area asked if we could expand our distribution. We did surveys and found that the Grapevine-Lewisville area stores looked at the area and found that the [Dallas] News, the Denton Record-Chronicle, and the Fort Worth Star-Telegram, well, no one paper had dominant coverage of the [Lewisville] market. The Denton Record-Chronicle started to provide a newspaper that would reach everybody in that growth area.\(^7\)

The newspaper's name was changed from the Airport Advertiser to The Lewisville News-Advertiser in order to reflect the Lewisville area. The newspaper, which was begun as a weekly

\(^7\)Ibid.
in 1971, grew to a semiweekly, then to a thrice-weekly in 1977, with the addition of a Friday edition to go with its Sunday and Wednesday editions.

Newspaper competition in a city the size of Lewisville may seem unusual at first glance, but the character and location of the city and its facilities fuel the attractiveness of Lewisville and its immediate surroundings as a competitive market.

Situated twenty-five miles northwest of Dallas, nine miles southwest of the Dallas-Fort Worth Regional Airport, thirty-three miles southwest of Fort Worth, and twelve miles south of Denton, Lewisville is, in many respects, a "bedroom" community, with many workers commuting to the larger cities. Lewisville lies between two major lakes that offer boating, fishing, swimming, picnicking, and camping. Lewisville Lake borders the town on the north side. Completed in 1955 by the United States Army Corps of Engineers, the lake has a surface area of 39,080 acres, twenty-one developed recreation areas, and a fish hatchery operated by the Texas Game and Fish Commission. Lake Grapevine, ten miles southeast of Lewisville, was constructed in 1952 and has a surface area of 7,380 acres and recreation and camping facilities.

Educational institutions are abundant, with six major colleges and universities nearby: the University of Dallas and Southern Methodist University in Dallas, Texas Christian University in Fort Worth, North Texas State University and Texas Woman's University in Denton, and the University of
Texas at Arlington. The Lewisville Independent School District has eight elementary schools, three middle schools, and one high school. The school administration building is in Flower Mound, a city that adjoins Lewisville on the west side.

The Lewisville economy is backed by diversified industry and manufacturing, retail sales and agriculture. Industries include Texas Instruments, Inca Metals Incorporated, Krestmark Industries, and the American Nut Corporation. Three banks and four savings and loan associations are in Lewisville. Transportation facilities include Texas Highway 121 and Interstate Highway 35-E; railroads include the Atchison, Topeka & Santa Fe and Missouri-Kansas-Texas lines; Central Freight Lines handles the motor freight; and Continental Trailways provides bus service.

Lewisville is ringed by smaller cities such as Highland Village, Bartonville, Carrollton, Flower Mound, Hickory Creek, Lake Dallas, The Colony, Addison, Grapevine, Little Elm, and Coppell. The city of Lewisville provides goods and services as well as employment for residents of those towns. More than 400 businesses are in Lewisville, and growth is likely for the area.

The Leader and the News-Advertiser are similar as well as different. The News-Advertiser has five on the editorial staff, five in advertising, and a general manager; the Leader has six on the editorial staff, six in advertising, and a publisher, who is under the executive vice president of the Taylor chain.
The News-Advertiser is published Sunday, Wednesday, and Friday. Appleton said that according to December 1978 figures, the Sunday and Wednesday papers had an average circulation of 14,088, and the Friday paper had an average circulation of 13,288. The newspaper is circulated to readers either late in the morning or early in the afternoon. The Sunday and Wednesday papers contain local news, features, sports, news mailed in by agencies, businesses, and other sources, and advertising. Because the newspaper does not subscribe to a newswire service, most of the news is staff-generated, although the newspaper buys news and features from the Pacific News Service. The News-Advertiser's Friday paper contains an entertainment section that includes news about events in Lewisville, Dallas, Denton, Fort Worth, and other areas. Fridays seem to be light days for hard news or other editorial material.

The Leader is published daily except for Saturday and Monday. It is a morning newspaper with a paid circulation of 6,904 every day except Wednesday, when about 14,000 copies are circulated free to blanket the circulation area. The newspaper contains staff-written local news, sports, features, mailed information from businesses and other sources, and United Press International news and features, inasmuch as the newspaper is a client of United Press International.

Statement of the Problem

The problem of this study was to determine what differences existed between The Lewisville News-Advertiser and the
Lewisville Daily Leader, and to determine whether the two newspapers were indeed in competition.

Purpose of Study

The purpose of this study was to examine The Lewisville News-Advertiser and the Lewisville Daily Leader to determine what differences existed between two newspapers with different circulation characteristics, that is, a thrice-weekly newspaper and a five-day-a-week newspaper. A content analysis and two survey questionnaires, one to measure reader attitudes and the other to measure advertiser attitudes, were used in the study.

Questions To Be Answered

A thrice-weekly newspaper and a daily newspaper may, at first glance, seem to be widely diverse, both in content and appeal to the public, that is, readers and advertisers. However, upon closer examination, the newspapers were found to have many similarities as well as many differences. There were five questions explored in the course of the study. They were as follows:

1. Was there a difference between the two newspapers in the amount of staff-generated news printed?
2. Was there a difference between the two newspapers in the amount of advertising printed?
3. Was there a difference between the two newspapers in the amount of wire and syndicated news printed?
4. Was there a difference between the two newspapers in the amount of news and advertising printed in all categories?

5. Were the amounts of news printed in each category similar enough to indicate the two newspapers were in competition as measured by a Spearman rank-difference correlation?

Review of Literature

Three theses and six articles from Journalism Quarterly served as the basis from which this study was drawn, in part. The theses were: Content Analysis of the Reno Evening Gazette and the Nevada State Journal,\(^8\) which concluded that the content of the competing newspapers was very similar; The East Lansing Towne Courier: Study of a Suburban Weekly Newspaper in Competition With a University Daily Newspaper,\(^9\) which concluded that the weekly newspaper satisfied readers' needs and provided a guide for analyzing the content of a weekly and a daily newspaper; and A Study of Newspaper Competition: Mount Pleasant, Texas, 1968-1972,\(^10\) which concluded that newspaper competition

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in a small town [Mount Pleasant] did not contribute to better coverage of the news, although one of the two newspapers in the study ceased publication as the result of competition.

Six articles, all taken from Journalism Quarterly issues from the past thirty years, included: "How Local Government News is Handled by Three Dailies,"11 which discussed the method of space count, or the amount of space in the newspaper devoted to certain types of news, and item analysis, or classifying news by different types of items; "The Content of Non-Competitive Vs. Competitive Newspapers,"12 which stated that the proportion of space devoted to news and advertising in competitive and noncompetitive newspapers was the same in the study conducted and provided a definition of "newshole"; "Suburbanites, City Residents and Local News,"13 which drew conclusions about the readers of daily and weekly newspapers; "Does Newspaper Competition Make a Difference to Readers?"14 which showed the value of competition in the newspaper market;


"How Readers Perceive and Use a Small Daily Newspaper,"\textsuperscript{15} which provided a guide as to how readers in the study used the small daily for news as well as for advertising; and "Content as a Key to the Purpose of Community Newspapers,"\textsuperscript{16} which stated that community weeklies and community dailies carry the same proportion of news in various categories and compared the content of weekly to daily newspapers in the study.

\textbf{Justification}

This study compared two newspapers with different circulation characteristics, that is, a newspaper that was circulated five days a week compared with a newspaper that was circulated three days a week. The study included a content analysis of the two newspapers, a readership survey of the attitudes of readers, and a survey of the attitudes of advertisers. This study will be useful as a case study for those interested in starting a competing publication in a small town and may provide guidelines with regard to the kind and type of news printed by publications in competition. The aspiring publisher additionally may gain an idea about the attitudes of readers and advertisers toward such competing publications.


\textsuperscript{16}Gerald C. Stone and Janet Morrison, "Content as a Key to the Purpose of Community Newspapers," \textit{Journalism Quarterly}, LIII (Autumn, 1976), 494-498.
This study may be of scholarly value to those interested in researching the phenomenon of competition between newspapers in small towns.

Definition of Terms

Twelve terms used in this study bear defining. The terms are as follows:

Competition -- Competition between the two newspapers was determined according to the Spearman rank-difference correlation scale. Values ranging from +0.40 to +1.00 were designated as the range of competition. Values from +0.40 to +0.69 were considered moderate competition; from +0.70 to +0.89, high competition; and from +0.90 to +1.00, very high competition. Values below +0.40 and in the negative range of the Spearman rho were considered to indicate no competition.

Local news -- News pertaining to Lewisville and its residents, that is, staff written or prepared for publication by the staffs of the newspapers. News pertaining to schools in the Lewisville Independent School District was classified as local news although the school administration building and several schools are situated in towns surrounding Lewisville. All news that concerned Lewisville and one or more cities was classified as local news.

Regional news -- News pertaining to areas and towns in the areas surrounding Lewisville, including Highland Village, Lake Dallas, Coppell, The Colony, Flower Mound, Hickory Creek,
Denton, Grapevine, the Dallas-Fort Worth Regional Airport, Carrollton, Bartonville, Double Oak, Irving, Eastvale, Dallas, Roanoke, and Fort Worth.

Wire news -- News and features from United Press International.

Syndicated news -- News from the Pacific News Service, United Features Syndicate, or comics and features bought from other sources.

Newshole -- The space, in square inches, of the categories of city news, county and regional news, wire news, entertainment news, society and personal news, club and business news, sports news, editorials, education news, and display and classified advertising for any given issue of either paper.

Advertising -- The space, in square inches, devoted to display and classified advertising, in-house or newspaper advertising, and promotional material.

Controlled circulation -- Distributing newspapers to the public free in order to blanket the circulation area.

Chain -- Company or corporation that owns more than one newspaper or other news medium outlet, such as a radio or television station.

Space count -- Tabulation of the amount of space devoted to each article or advertisement in square inches.

Item analysis -- Classification of articles by the type of news the item is devoted to, such as education news, or items concerned with schools.
Newspaper market -- The advertising and circulation potential of a given area with regard to the revenue generated by advertising backed by the power of readership.

Limitations of the Study

This study did not cover comparison of news in The Lewisville News-Advertiser and the Lewisville Daily Leader except for the eight selected weeks of 1978. This study did not include tabulation or analysis of pictures, cutlines, headlines, or any other items not directly connected with editorial material or advertising.

Methodology

To compare the eleven chosen categories of news and advertising for the Lewisville Daily Leader and The Lewisville News-Advertiser, eight weeks were selected and the issues from those weeks were analyzed. The sample of issues from a year's worth of newspapers gave a picture of the newspapers' coverage of events throughout the news cycle of a year. The year 1978 was chosen because back issues of the News-Advertiser are not carefully preserved further than one year back, and some issues may not have been available, had a period before 1978 been selected.

The weeks of February 5-11, February 12-18, September 24-30, October 15-21, October 29-November 4, November 12-18, December 3-9, and December 17-23 were selected using a table of random numbers. Each week in the year, starting with the
Sunday date, was numbered, one through fifty-two. A row was chosen from the table, and the first two digits from the five numbers in the table, moving down the row vertically, were used to designate the weeks for the study.

Newspapers for the study were donated by the managements of both newspapers. However, the back issues were not complete, and it was necessary to obtain data for the content analysis by examining the newspapers in the permanent files of each newspaper's office. The management of the News-Advertiser was cooperative and consented to the examination, providing desk space and answering questions. However, the management of the Leader prevented the gathering of the missing data.

On September 13, 1979, while a newspaper was being examined, the researcher was ordered from the Leader offices by the management, who stated that he had said he had not wanted the Leader studied. The previous conversation had concerned only a readership survey questionnaire. He said he did not want to participate in the dissemination of the questionnaire. He was reminded of the fact that other members of the management had provided thirty-six of the forty issues needed for the study. He dismissed that, saying that he did not want his newspapers measured, and he did not want a report written about the Leader.17 The previous week, one copy of the Leader had been measured in the newspaper's office.

Square inches were used to measure categories because the two newspapers have different column widths. The Leader has 291.38 square inches of space per page, and the News-Advertiser has 283.50 square inches per page. For maximum accuracy, items in the study were measured to the sixteenth of an inch. The white space to the left and right of the legs of type was included. Margins on the sides of the pages were disregarded. Headlines, pictures, flags, cutlines, headline-type inserts in stories, label headlines in the classified advertisement sections, page numbers, letters to the editor, and the white space connected with these items were not measured. Boxed items were measured to the bottom of the box. The pages in the News-Advertiser and the Leader were standard twenty-one-inch vertical columns.

For the content analysis, eleven categories were established in which to place the news and advertising, with the following criteria being used:

City news included items about city hall, the city council, police and fire department news, city elections, city-sponsored functions, city departments, and other Lewisville-related items. County and regional news included items about the cities surrounding Lewisville, including Denton, Dallas, Fort Worth, Highland Village, The Colony, Flower Mound, Lake Dallas, Double Oak, Coppell, Bartonville, Carrollton, Irving, and Hickory Creek. This category did not include education news from Flower Mound, inasmuch as the Lewisville Independent School
District offices are headquartered in that city. Education news from The Colony was not included, as that city is part of the Lewisville Independent School District. Society news, entertainment news, and sports news were not included for the category of county and regional news.

Wire and syndicated news included United Press International news from the Leader, a client of that news service, as well as syndicated comics in the Leader and other syndicated features such as Johnny Wonder's Question Corner, Polly's Pointers, L. M. Boyd, Astrograph, a crossword puzzle, and features. The News-Advertiser subscribes to the Pacific News Service.

Entertainment news included area-wide news about functions such as plays, movies, carnivals, food shows, art shows, and other events the public would attend for diversion.

Society and personal news included events pertaining to society and culture, such as parties, fashions, social club meetings, and charities. Personal news such as weddings, funerals, births, hospital news, church news, garden news, household hints, and chatty columns written about people in the area was included. Feature stories written about individuals and their accomplishments were included.

Club and business news included news about men's clubs, the Lewisville Chamber of Commerce, and business or business-related functions. Items for the weekly business and industry pages of the Leader and the News-Advertiser were included in
this category, although the items, which were written by staff
members of the two newspapers, were paid for by the businesses.
These items were included because the public would tend to read
them as though they were news items.

Sports news included all news about area events involving
competition by individuals or organized groups. Sporting events
from cities other than Lewisville were included.

Education news included news about the Lewisville Inde-
pendent School District. News about schools in other districts
was placed under county and regional news because it would not
be of as much interest to Lewisville readers as would news of
the Lewisville school district. News about universities and
colleges in the area was placed under county and regional news.
The Leader had pages in its Thursday edition for Lewisville
High School journalism students to use for high school news
and sports. The students wrote the articles used on these
pages. School lunch menus were included in this category.

Editorials were included if they were staff-written. Let-
ters to the editor were disregarded. Columns of opinion, either
staff- or nonstaff-written, were included.

Advertisements comprised two categories: classified and
display. Paid items in the newspapers including appeals to
voters from candidates and in-house advertising by the news-
papers were included, along with space bought by companies or
individuals to advertise goods and services or publish personal
messages.
Items that overlapped into two or more categories were placed in the appropriate category according to dominant theme. Items were measured to the sixteenth of an inch for maximum accuracy.

The mean of square inches in each category by weeks was calculated, and a percentage of the total newshole for the week's issues was calculated. A t-test was calculated for (a) all categories of each newspaper, by weeks; (b) all categories except display and classified advertising; (c) display and classified advertising only; and (d) all categories except wire and syndicated news and classified and display advertising.

For each category, across all test weeks, a Spearman rank-difference correlation (rho) was calculated.

Readers of the two newspapers were sampled by a survey questionnaire that was included in each of the 14,088 copies of the Sunday, February 25, 1979, issue of the News-Advertiser. (See Appendix A.) The survey contained questions pertaining to both the News-Advertiser and the Leader, but the Leader's management declined to participate in the dissemination of the questionnaire. Walt Wilson, executive vice president of Taylor Communications, said, "I don't want the Leader's readers to be exposed to this type of survey. Lewisville is a delicate market." 18

The News-Advertiser's circulation of 14,088 overlapped into the Leader's circulation of 6,904, so the questionnaires

reached the readers of both newspapers. A Sunday was chosen to disseminate the questionnaires because readers may have had more time to devote to filling out the survey.

Questions were printed on one side of a sheet of eight-and-one-half-by-eleven-inch bond paper. The other side of the sheets contained a return address and a permit for Business Reply Mail, obtained from the Lewisville Post Office in February. A post office box in Lewisville was rented. Each questionnaire contained a Business Reply Mail insignia (Appendix B), and respondents were required only to complete the questionnaire then fold, fasten, and mail it.

The Friday, February 23, 1979, issue of The Lewisville News-Advertiser carried an article describing the purpose of the study as well as giving instructions on how to complete and mail it. The survey was disseminated in the Sunday, February 25, 1979, Lewisville News-Advertiser. (See Appendix C.)

However, of the 14,088 questionnaires sent out, 379 (2.90 per cent) were returned, and the small return was not considered significant. Percentages of responses were calculated.

Advertisers were surveyed about their attitudes toward the two newspapers as well as their own use of the media. A list of 884 advertisers was compiled using a list of Lewisville Chamber of Commerce members and a Lewisville telephone directory. Of the 884, one fourth, or 221 advertisers, was chosen at random for the sample. Advertisers chosen for the survey were code numbered.
The 221 questionnaires (Appendix D), printed on pink paper, were disseminated March 8, 1979, along with an accompanying letter (Appendix E) and a self-addressed, self-stamped envelope.

Fifteen questionnaires were returned unopened because those fifteen businesses no longer were operating. Twelve were returned because of incorrect address and were resent with corrected addresses after each business was contacted personally.

Of the 221 questionnaires disseminated, eighty-four (38.01 per cent) were completed and returned. Percentages of responses were calculated.

Organization of the Thesis

Chapter I of the study includes the introduction, Chapter II presents the data, and Chapter III presents the summary and conclusions.
CHAPTER II

PRESENTATION OF DATA

Two methods of obtaining data -- two questionnaires and a content analysis -- were used for this study. The content analysis was made of The Lewisville News-Advertiser, a thrice-weekly newspaper, and the Lewisville Daily Leader, a five-day daily newspaper. One questionnaire was sent to advertisers in the area to ask their reasons for using one or both papers. The other questionnaire was sent to readers of the two papers, asking about their reasons for reading the newspapers.

Content Analysis

The content analysis was compiled on eight test weeks of Leader and News-Advertiser during the year 1978. The weeks were chosen by using a table of random numbers. The weeks, beginning with the Sunday date, were February 5-11, February 12-18, September 24-30, October 15-21, October 29-November 4, December 3-9, and December 17-23.

The newspapers were obtained from the offices of the Leader and the News-Advertiser. The management of the two newspapers supplied most of the back issues of the papers chosen for the study. However, because some issues were not available, it was necessary to obtain the data for the content analysis by examining the newspapers in the permanent files of each office.
However, the Leader's management blocked part of the examination in that office, so three issues of the Leader were not measured.

Thirty-seven issues of the forty chosen Leaders, and all of the twenty-four News-Advertisers were measured. The Leader is on microfilm at the Lewisville Public Library. However, the content analysis involved measuring the newspapers to the sixteenth of an inch, and obtaining that accurate a measurement on microfilm may not have been possible.

The content analysis concerned the measurement of items from eleven categories: nine news categories, and display and classified advertising. The nine news categories were city news, county and regional news, wire and syndicated news, entertainment news, society and personal news, clubs and business news, sports news, education news, and editorials.

The square inches of items in each category were tabulated by weeks. Totals for each week were tabulated and percentages were calculated. Percentages of the total newspaper space for each week were calculated for items in each category.

**T-test**

For the week of February 5-11, the total space in square inches for the News-Advertiser was 11,933.60. Total square inches for individual categories were as follows: city news, 375.38 (3.15 per cent); county and regional news, 635.89 (5.33 per cent); wire or syndicated news, 118.11 (0.99 per cent); entertainment news, 440.73 (3.69 per cent); society and personal
news, 102.58 (0.86 per cent); club and business news, 204.59 (1.71 per cent); sports news, 428.88 (3.59 per cent); editorials, 110.49 (0.93 per cent); education news, 84.90 (0.71 per cent); display advertising, 4,580.91 (38.39 per cent); and classified advertising, 2,664.78 (22.33 per cent).

TABLE I

SQUARE INCHES AND PERCENTAGES OF NEWS AND ADVERTISING FOR THE NEWS-ADVERTISER AND LEADER FOR THE WEEK OF FEBRUARY 5-11

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<td>Square Inches</td>
<td>Per Cent</td>
<td>Square Inches</td>
<td>Per Cent</td>
</tr>
<tr>
<td>City</td>
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<td>3.15</td>
<td>351.64</td>
<td>1.81</td>
</tr>
<tr>
<td>County/Regional</td>
<td>635.89</td>
<td>5.33</td>
<td>258.91</td>
<td>1.33</td>
</tr>
<tr>
<td>Wire/Syndicated</td>
<td>118.11</td>
<td>0.99</td>
<td>3,235.06</td>
<td>16.61</td>
</tr>
<tr>
<td>Entertainment</td>
<td>440.73</td>
<td>3.69</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Society/Personal</td>
<td>102.58</td>
<td>0.86</td>
<td>200.63</td>
<td>1.03</td>
</tr>
<tr>
<td>Club/Business</td>
<td>204.59</td>
<td>1.71</td>
<td>114.09</td>
<td>0.59</td>
</tr>
<tr>
<td>Sports</td>
<td>428.88</td>
<td>3.59</td>
<td>344.48</td>
<td>1.77</td>
</tr>
<tr>
<td>Editorials</td>
<td>110.49</td>
<td>0.93</td>
<td>67.14</td>
<td>0.35</td>
</tr>
<tr>
<td>Education</td>
<td>84.90</td>
<td>0.71</td>
<td>390.66</td>
<td>2.01</td>
</tr>
<tr>
<td>Display</td>
<td>4,580.91</td>
<td>38.39</td>
<td>6,904.57</td>
<td>35.45</td>
</tr>
<tr>
<td>Classified</td>
<td>2,664.78</td>
<td>22.33</td>
<td>4,192.56</td>
<td>21.53</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11,933.60</strong></td>
<td><strong>81.68</strong></td>
<td><strong>19,477.71</strong></td>
<td><strong>82.48</strong></td>
</tr>
</tbody>
</table>

For the week of February 5-11, the total space in square inches for the Leader was 19,477.71. Total square inches for individual categories were as follows: city news, 351.64 (1.81 per cent); county and regional news, 258.91 (1.33 per cent); wire and syndicated news, 3,235.06 (16.61 per cent); entertainment news, none; society and personal news, 200.63 (1.03 per...
cent); club and business news, 114.09 (0.59 per cent); sports news, 344.48 (1.77 per cent); editorials, 67.14 (0.35 per cent); education news, 390.66 (2.01 per cent); display advertising, 6,904.57 (35.45 per cent); and classified advertising, 4,192.56 (21.53 per cent).

A t-test for the week of February 5-11 for all categories was calculated at 1.59 with ten degrees of freedom. The critical value for this test was 2.23 at the .05 level of significance. A t-test conducted for all categories except display and classified advertising was calculated at 0.75 with eight degrees of freedom. The critical value for this test was 2.31 at the .05 level of significance. A t-test conducted for display and classified advertising only was calculated at 4.84 with one degree of freedom. The critical value for this test was 12.71 at the .05 level of significance. A t-test conducted for staff-written news only, excluding wire and syndicated news and display and classified advertising, was calculated at 0.96 with seven degrees of freedom. The critical value for this test was 2.37 at the .05 level of significance.

For the week of February 12-18, the total space in square inches for the News-Advertiser was 14,275.80. Total square inches for individual categories were as follows: city news, 346.45 (2.43 per cent); county and regional news, 262.21 (1.84 per cent); wire and syndicated news, 108.62 (0.76 per cent); entertainment news, 333.29 (2.34 per cent); society and personal news, 203.05 (1.42 per cent); club and business news,
740.17 (5.19 per cent); sports news, 409.24 (2.87 per cent); editorials, 46.58 (0.33 per cent); education news, 69.77 (0.49 per cent); display advertising, 7,279.90 (51.00 per cent); and classified advertising, 2,031.86 (14.23 per cent).

**TABLE II**

**SQUARE INCHES AND PERCENTAGES OF NEWS AND ADVERTISING FOR THE NEWS-ADVERTISER AND LEADER FOR THE WEEK OF FEBRUARY 12-18**

<table>
<thead>
<tr>
<th>Categories</th>
<th>News-Advertiser</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Square Inches</td>
<td>Per Cent</td>
</tr>
<tr>
<td>City</td>
<td>346.45</td>
<td>2.43</td>
</tr>
<tr>
<td>County/Regional</td>
<td>262.21</td>
<td>1.84</td>
</tr>
<tr>
<td>Wire/Syndicated</td>
<td>108.62</td>
<td>0.76</td>
</tr>
<tr>
<td>Entertainment</td>
<td>333.29</td>
<td>2.34</td>
</tr>
<tr>
<td>Society/Personal</td>
<td>203.05</td>
<td>1.42</td>
</tr>
<tr>
<td>Club/Business</td>
<td>740.17</td>
<td>5.19</td>
</tr>
<tr>
<td>Sports</td>
<td>409.24</td>
<td>2.87</td>
</tr>
<tr>
<td>Editorials</td>
<td>46.58</td>
<td>0.33</td>
</tr>
<tr>
<td>Education</td>
<td>69.77</td>
<td>0.49</td>
</tr>
<tr>
<td>Display</td>
<td>7,279.90</td>
<td>51.00</td>
</tr>
<tr>
<td>Classified</td>
<td>2,031.86</td>
<td>14.23</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14,275.80</strong></td>
<td><strong>82.90</strong></td>
</tr>
</tbody>
</table>

For the week of February 12-18, the total space in square inches for the Leader was 19,489.68. Total square inches for individual categories were as follows: city news, 193.01 (0.99 per cent); county and regional news, 489.69 (2.51 per cent); wire and syndicated news, 3,259.83 (16.72 per cent); entertainment news, 15.33 (0.08 per cent); society and personal news, 264.56 (1.36 per cent); club and business news, 134.83
(0.69 per cent); sports news, 146.02 (0.75 per cent); editorials, 44.05 (0.23 per cent); education news, 238.59 (1.22 per cent); display advertising, 7,363.24 (37.78 per cent); and classified advertising, 4,347.28 (22.31 per cent).

A $t$-test for the week of February 12-18 for all categories was calculated at 1.19 with ten degrees of freedom. The critical value for this test was 2.23 at the .05 level of significance. A $t$-test conducted for all categories except display and classified advertising was calculated at 0.68 with eight degrees of freedom. The critical value for this test was 2.31 at the .05 level of significance. A $t$-test conducted for display and classified advertising only was calculated at 1.08 with one degree of freedom. The critical value for this test was 12.71 at the .05 level of significance. A $t$-test conducted for staff-written news only, excluding wire and syndicated news and display and classified advertising was calculated at 1.12 with seven degrees of freedom. The critical value for this test was 2.37 at the .05 level of significance.

For the week of September 24-30, the total space in square inches for the News-Advertiser was 11,485.32. Total square inches for individual categories were as follows: city news, 173.93 (1.51 per cent); county and regional news, 522.25 (4.55 per cent); wire and syndicated news, 38.66 (0.34 per cent); entertainment news, 174.95 (1.52 per cent); society and personal news, 358.68 (3.12 per cent); club and business
news, 245.87 (2.14 per cent); sports news, 557.25 (4.85 per cent); editorials, 44.15 (0.38 per cent); education news, 45.05 (0.39 per cent); display advertising, 4,824.13 (42.00 per cent); and classified advertising, 2,132.25 (18.57 per cent).

### TABLE III

**SQUARE INCHES AND PERCENTAGES OF NEWS AND ADVERTISING FOR THE NEWS-ADVERTISER AND LEADER FOR THE WEEK OF SEPTEMBER 24-30**

<table>
<thead>
<tr>
<th>Categories</th>
<th>News-Advertiser</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Square Inches</td>
<td>Per Cent</td>
</tr>
<tr>
<td>City</td>
<td>173.93</td>
<td>1.51</td>
</tr>
<tr>
<td>County/Regional</td>
<td>522.25</td>
<td>4.55</td>
</tr>
<tr>
<td>Wire/Syndicated</td>
<td>38.66</td>
<td>0.34</td>
</tr>
<tr>
<td>Entertainment</td>
<td>174.95</td>
<td>1.52</td>
</tr>
<tr>
<td>Society/Personal</td>
<td>358.68</td>
<td>3.12</td>
</tr>
<tr>
<td>Club/Business</td>
<td>245.87</td>
<td>2.14</td>
</tr>
<tr>
<td>Sports</td>
<td>557.25</td>
<td>4.85</td>
</tr>
<tr>
<td>Editorials</td>
<td>44.15</td>
<td>0.38</td>
</tr>
<tr>
<td>Education</td>
<td>45.05</td>
<td>0.39</td>
</tr>
<tr>
<td>Display</td>
<td>4,824.13</td>
<td>42.00</td>
</tr>
<tr>
<td>Classified</td>
<td>2,132.25</td>
<td>18.57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11,485.32</strong></td>
<td><strong>79.37</strong></td>
</tr>
</tbody>
</table>

For the week of September 24-30, the total space in square inches for the Leader was 17,643.57. Total square inches for individual categories were as follows: city news, 189.81 (1.08 per cent); county and regional news, 285.53 (1.62 per cent); wire and syndicated news, 3,241.39 (18.38 per cent); entertainment news, 88.21 (0.50 per cent); society and personal news, 181.57 (1.03 per cent); club and business news, 145.18
(0.82 per cent); sports news, 637.47 (3.61 per cent); editorials, none; education news, 180.71 (1.02 per cent); display advertising, 5,712.24 (32.38 per cent); and classified advertising, 3,915.73 (22.19 per cent).

A t-test for the week of September 24-30 for all categories was calculated at 1.53 with ten degrees of freedom. The critical value for this test was 2.23 at the .05 level of significance. A t-test conducted for all categories except display and classified advertising was calculated at 0.85 with eight degrees of freedom. The critical value for this test was 2.31 at the .05 level of significance. A t-test conducted for display and classified advertising only was calculated at 2.98 with one degree of freedom. The critical value for this test was 12.71 at the .05 level of significance. A t-test conducted for staff-written news only, excluding wire and syndicated news and display and classified advertising, was calculated at 1.16 with seven degrees of freedom. The critical value for this test was 2.37 at the .05 level of significance.

For the week of October 15-21, the total space in square inches for the News-Advertiser was 12,628.98. Total square inches for individual categories were as follows: city news, 225.46 (1.79 per cent); county and regional news, 528.31 (4.18 per cent); wire and syndicated news, 52.41 (0.42 per cent); entertainment news, 141.70 (1.12 per cent); society and personal news, 189.70 (1.50 per cent); club and business news, 214.63
(1.70 per cent); sports news, 518.91 (4.11 per cent); editorials, 22.25 (0.18 per cent); education news, 161.95 (1.28 per cent); display advertising, 5,621.36 (44.51 per cent); and classified advertising, 1,180.54 (14.89 per cent).

TABLE IV

SQUARE INCHES AND PERCENTAGES OF NEWS AND ADVERTISING FOR THE NEWS-ADVERTISER AND LEADER FOR THE WEEK OF OCTOBER 15-21

<table>
<thead>
<tr>
<th>Categories</th>
<th>News-Advertiser</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Square Inches</td>
<td>Per Cent</td>
</tr>
<tr>
<td>City</td>
<td>225.46</td>
<td>1.79</td>
</tr>
<tr>
<td>County/Regional</td>
<td>528.31</td>
<td>4.18</td>
</tr>
<tr>
<td>Wire/Syndicated</td>
<td>52.41</td>
<td>0.42</td>
</tr>
<tr>
<td>Entertainment</td>
<td>141.70</td>
<td>1.12</td>
</tr>
<tr>
<td>Society/Personal</td>
<td>189.70</td>
<td>1.50</td>
</tr>
<tr>
<td>Club/Business</td>
<td>214.63</td>
<td>1.70</td>
</tr>
<tr>
<td>Sports</td>
<td>518.91</td>
<td>4.11</td>
</tr>
<tr>
<td>Editorials</td>
<td>22.25</td>
<td>0.18</td>
</tr>
<tr>
<td>Education</td>
<td>161.95</td>
<td>1.28</td>
</tr>
<tr>
<td>Display</td>
<td>5,621.36</td>
<td>44.51</td>
</tr>
<tr>
<td>Classified</td>
<td>1,180.54</td>
<td>14.89</td>
</tr>
<tr>
<td>Total</td>
<td>12,628.98</td>
<td>75.68</td>
</tr>
</tbody>
</table>

For the week of October 15-21, the total space in square inches for the Leader was 18,865.14. Total square inches for individual categories were as follows: city news, 255.30 (1.35 per cent); county and regional news, 138.97 (0.74 per cent); wire and syndicated news, 2,625.80 (13.92 per cent); entertainment news, 83.03 (0.44 per cent); society and personal news, 170.09 (0.90 per cent); club and business news, 124.81
(0.66 per cent); sports news, 509.69 (2.70 per cent); editorials, none; education news, 358.51 (1.90 per cent); display advertising, 7,473.52 (39.62 per cent); and classified advertising, 4,354.54 (23.08 per cent).

A t-test for the week of October 15-21 for all categories was calculated at 1.75 with ten degrees of freedom. The critical value for this test was 2.23 at the .05 level of significance. A t-test conducted for all categories except display and classified advertising was calculated at 0.83 with eight degrees of freedom. The critical value for this test was 2.31 at the .05 level of significance. A t-test conducted for display and classified advertising only was calculated at 3.80 with one degree of freedom. The critical value for this test was 12.71 at the .05 level of significance. A t-test conducted for staff-written news only, excluding wire and syndicated news and display and classified advertising, was calculated at 0.78 with seven degrees of freedom. The critical value for this test was 2.37 at the .05 level of significance.

For the week of October 29-November 4, the total space in square inches for the News-Advertiser was 12,617.26. Total square inches for individual categories were as follows: city news, 475.49 (3.77 per cent); county and regional news, 595.21 (4.72 per cent); wire and syndicated news, 74.07 (0.59 per cent); entertainment news, 135.14 (1.07 per cent); society and personal news, 313.61 (2.49 per cent); club and business news,
135.19 (1.07 per cent); sports news, 424.38 (3.36 per cent); editorials, none; education news, 63.46 (0.50 per cent); display advertising, 5,828.55 (46.20 per cent); and classified advertising, 2,141.63 (16.97 per cent).

TABLE V

SQUARE INCHES AND PERCENTAGES OF NEWS AND ADVERTISING FOR THE NEWS-ADVERTISER AND LEADER FOR THE WEEK OF OCTOBER 29-NOVEMBER 4

<table>
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<th>Categories</th>
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</tr>
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<td>Square Inches</td>
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<td>City</td>
<td>475.49</td>
<td>3.77</td>
</tr>
<tr>
<td>County/Regional</td>
<td>595.21</td>
<td>4.72</td>
</tr>
<tr>
<td>Wire/Syndicated</td>
<td>74.07</td>
<td>0.59</td>
</tr>
<tr>
<td>Entertainment</td>
<td>135.14</td>
<td>1.07</td>
</tr>
<tr>
<td>Society/Personal</td>
<td>313.61</td>
<td>2.49</td>
</tr>
<tr>
<td>Club/Business</td>
<td>135.19</td>
<td>1.07</td>
</tr>
<tr>
<td>Sports</td>
<td>424.38</td>
<td>3.36</td>
</tr>
<tr>
<td>Editorials</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Education</td>
<td>63.46</td>
<td>0.50</td>
</tr>
<tr>
<td>Display</td>
<td>5,828.55</td>
<td>46.20</td>
</tr>
<tr>
<td>Classified</td>
<td>2,141.63</td>
<td>16.97</td>
</tr>
<tr>
<td>Total</td>
<td>12,617.26</td>
<td>80.74</td>
</tr>
</tbody>
</table>

For the week of October 29-November 4, the total space in square inches for the Leader was 19,363.47. Total square inches for individual categories were as follows: city news, 245.95 (1.27 per cent); county and regional news, 229.89 (1.19 per cent); wire and syndicated news, 2,833.75 (14.64 per cent); entertainment news, 44.21 (0.23 per cent); society and personal news, 249.79 (1.29 per cent); club and business news, 76.24
(0.39 per cent); sports news, 639.69 (3.30 per cent); editorials, 37.04 (0.19 per cent); education news, 174.49 (0.90 per cent); display advertising, 6,500.96 (33.57 per cent); and classified advertising, 5,032.53 (25.99 per cent).

A t-test for the week of October 29-November 4 for all categories was calculated at 1.52 with ten degrees of freedom. The critical value for this test was 2.23 at the .05 level of significance. A t-test conducted for all categories except display and classified advertising was calculated at 0.81 with eight degrees of freedom. The critical value for this test was 2.31 at the .05 level of significance. A t-test conducted for display and classified advertising only was calculated at 1.61 with one degree of freedom. The critical value for this test was 12.71 at the .05 level of significance. A t-test conducted for staff-written news only, excluding wire and syndicated news and display and classified advertising, was calculated at 0.86 with seven degrees of freedom. The critical value for this test was 2.37 at the .05 level of significance.

For the week of November 12-18, the total space in square inches for the News-Advertiser was 12,652.50. Total square inches for individual categories were as follows: city news, 503.21 (3.98 per cent); county and regional news, 449.83 (3.56 per cent); wire and syndicated news, 122.44 (0.97 per cent); entertainment news, 34.73 (0.28 per cent); society and personal news, 361.70 (2.86 per cent); club and business news,
142.71 (1.13 per cent); sports news, 541.68 (4.28 per cent); editorials, 36.75 (0.29 per cent); education news, 162.76 (1.29 per cent); display advertising, 5,243.16 (41.44 per cent); and classified advertising, 2,376.16 (18.78 per cent).

**TABLE VI**

**SQUARE INCHES AND PERCENTAGES OF NEWS AND ADVERTISING FOR THE NEWS-ADVERTISER AND LEADER**

FOR THE WEEK OF NOVEMBER 12-18

<table>
<thead>
<tr>
<th>Categories</th>
<th>News-Advertiser</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Square Inches</td>
<td>Per Cent</td>
</tr>
<tr>
<td>City</td>
<td>503.21</td>
<td>3.98</td>
</tr>
<tr>
<td>County/Regional</td>
<td>449.83</td>
<td>3.56</td>
</tr>
<tr>
<td>Wire/Syndicated</td>
<td>122.44</td>
<td>0.97</td>
</tr>
<tr>
<td>Entertainment</td>
<td>34.73</td>
<td>0.28</td>
</tr>
<tr>
<td>Society/Personal</td>
<td>361.70</td>
<td>2.86</td>
</tr>
<tr>
<td>Club/Business</td>
<td>142.71</td>
<td>1.13</td>
</tr>
<tr>
<td>Sports</td>
<td>541.68</td>
<td>4.28</td>
</tr>
<tr>
<td>Editorials</td>
<td>36.75</td>
<td>0.29</td>
</tr>
<tr>
<td>Education</td>
<td>162.76</td>
<td>1.29</td>
</tr>
<tr>
<td>Display</td>
<td>5,243.16</td>
<td>41.44</td>
</tr>
<tr>
<td>Classified</td>
<td>2,376.16</td>
<td>18.78</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12,652.50</strong></td>
<td><strong>78.86</strong></td>
</tr>
</tbody>
</table>

For the week of November 12-18, the total space in square inches for the Leader was 27,058.71. Total square inches for individual categories were as follows: city news, 381.44 (1.41 per cent); county and regional news, 227.95 (0.84 per cent); wire and syndicated news, 4,301.06 (15.90 per cent); entertainment news, 239.42 (0.89 per cent); society and personal news, 250.66 (0.93 per cent); club and business news, 297.65
(1.10 per cent); sports news, 562.86 (2.08 per cent); editorials, 43.22 (0.16 per cent); education news, 332.66 (1.23 per cent); display advertising, 10,027.51 (37.06 per cent); and classified advertising, 6,253.87 (23.11 per cent).

A t-test for the week of November 12-18 for all categories was calculated at 1.94 with ten degrees of freedom. The critical value for this test was 2.23 at the .05 level of significance. A t-test conducted for all categories except display and classified advertising was calculated at 1.02 with eight degrees of freedom. The critical value for this test was 2.31 at the .05 level of significance. A t-test conducted for display and classified advertising only was calculated at 9.55 with one degree of freedom. The critical value for this test was 12.71 at the .05 level of significance. A t-test conducted for staff-written news only, excluding wire and syndicated news and display and classified advertising, was calculated at 0.23 with seven degrees of freedom. The critical value for this test was 2.37 at the .05 level of significance.

For the week of December 3-9, the total space in square inches for the News-Advertiser was 13,774.95. Total square inches for individual categories were as follows: city news, 425.27 (3.09 per cent); county and regional news, 435.93 (3.17 per cent); wire and syndicated news, 40.50 (0.29 per cent); entertainment news, 40.13 (0.29 per cent); society and personal news, 592.10 (4.30 per cent); club and business news, 223.79
(1.63 per cent); sports news, 374.61 (2.72 per cent); editorials, 56.78 (0.41 per cent); education news, 52.06 (0.38 per cent); display advertising, 6,284.72 (45.62 per cent); and classified advertising, 2,013.84 (14.62 per cent).

**TABLE VII**

SQUARE INCHES AND PERCENTAGES OF NEWS AND ADVERTISING FOR THE NEWS-ADVERTISER AND LEADER FOR THE WEEK OF DECEMBER 3-9

<table>
<thead>
<tr>
<th>Categories</th>
<th>News-Advertiser</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Square Inches</td>
<td>Per Cent</td>
</tr>
<tr>
<td>City</td>
<td>425.27</td>
<td>3.09</td>
</tr>
<tr>
<td>County/Regional</td>
<td>435.93</td>
<td>3.17</td>
</tr>
<tr>
<td>Wire/Syndicated</td>
<td>40.50</td>
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</tr>
<tr>
<td>Entertainment</td>
<td>40.13</td>
<td>0.29</td>
</tr>
<tr>
<td>Society/Personal</td>
<td>592.10</td>
<td>4.30</td>
</tr>
<tr>
<td>Club/Business</td>
<td>223.79</td>
<td>1.63</td>
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<tr>
<td>Sports</td>
<td>374.61</td>
<td>2.72</td>
</tr>
<tr>
<td>Editorials</td>
<td>56.78</td>
<td>0.41</td>
</tr>
<tr>
<td>Education</td>
<td>52.06</td>
<td>0.38</td>
</tr>
<tr>
<td>Display</td>
<td>6,284.72</td>
<td>45.62</td>
</tr>
<tr>
<td>Classified</td>
<td>2,013.84</td>
<td>14.62</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13,774.95</strong></td>
<td><strong>76.52</strong></td>
</tr>
</tbody>
</table>

For the week of December 3-9, the total space in square inches for the Leader was 31,184.58. Total square inches for individual categories were as follows: city news, 342.75 (1.10 per cent); county and regional news, 308.84 (0.99 per cent); wire and syndicated news, 5,048.44 (16.19 per cent); entertainment news, 154.32 (0.50 per cent); society and personal news, 404.14 (1.30 per cent); club and business news, 59.16
(0.19 per cent); sports news, 287.47 (0.92 per cent); editorials, 61.46 (0.20 per cent); education news, 126.91 (0.41 per cent); display advertising, 12,779.70 (40.98 per cent); and classified advertising, 6,852.33 (21.97 per cent).

A t-test for the week of December 3-9 for all categories was calculated at 1.84 with ten degrees of freedom. The critical value for this test was 2.23 at the .05 level of significance. A t-test conducted for all categories except display and classified advertising was calculated at 0.90 with eight degrees of freedom. The critical value for this test was 2.31 at the .05 level of significance. A t-test conducted for display and classified advertising only was calculated at 6.84 with one degree of freedom. The critical value for this test was 12.71 at the .05 level of significance. A t-test conducted for staff-written news only, excluding wire and syndicated news and display and classified advertising, was calculated at 1.46 with seven degrees of freedom. The critical value for this test was 2.37 at the .05 level of significance.

For the week of December 17-23, the total space in square inches for the News-Advertiser was 12,617.85. Total square inches for individual categories were as follows: city news, 280.19 (2.22 per cent); county and regional news, 355.88 (2.82 per cent); wire and syndicated news, 97.56 (0.77 per cent); entertainment news, 97.43 (0.77 per cent); society and personal news, 582.71 (4.62 per cent); club and business news, 163.33
(1.29 per cent); sports news, 278.33 (2.21 per cent); editorials, 13.81 (0.11 per cent); education news, 61.71 (0.49 per cent); display advertising, 6,325.38 (50.13 per cent); and classified advertising, 1,684.40 (13.35 per cent).

TABLE VIII
SQUARE INCHES AND PERCENTAGES OF NEWS AND ADVERTISING FOR THE NEWS-ADVERTISER AND LEADER FOR THE WEEK OF DECEMBER 17-23

<table>
<thead>
<tr>
<th>Categories</th>
<th>News-Advertiser</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Square Inches</td>
<td>Per Cent</td>
</tr>
<tr>
<td>City</td>
<td>280.19</td>
<td>2.22</td>
</tr>
<tr>
<td>County/Regional</td>
<td>355.88</td>
<td>2.82</td>
</tr>
<tr>
<td>Wire/Syndicated</td>
<td>97.56</td>
<td>0.77</td>
</tr>
<tr>
<td>Entertainment</td>
<td>97.43</td>
<td>0.77</td>
</tr>
<tr>
<td>Society/Personal</td>
<td>582.71</td>
<td>4.62</td>
</tr>
<tr>
<td>Club/Business</td>
<td>163.33</td>
<td>1.29</td>
</tr>
<tr>
<td>Sports</td>
<td>278.33</td>
<td>2.21</td>
</tr>
<tr>
<td>Editorials</td>
<td>13.81</td>
<td>0.11</td>
</tr>
<tr>
<td>Education</td>
<td>61.71</td>
<td>0.49</td>
</tr>
<tr>
<td>Display</td>
<td>6,325.38</td>
<td>50.13</td>
</tr>
<tr>
<td>Classified</td>
<td>1,684.40</td>
<td>13.35</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12,617.85</strong></td>
<td><strong>78.78</strong></td>
</tr>
</tbody>
</table>

For the week of December 17-23, the total space in square inches for the Leader was 30,670.92. Total square inches for individual categories were as follows: city news, 286.32 (0.93 per cent); county and regional news, 218.39 (0.71 per cent); wire and syndicated news, 5,023.07 (16.38 per cent); entertainment news, 233.56 (0.76 per cent); society and personal news, 431.84 (1.41 per cent); club and business news, 173.17 (0.57 per cent).
per cent); sports news, 161.56 (0.53 per cent); editorials, 46.02 (0.15 per cent); education news, 97.02 (0.32 per cent); display advertising, 13,343.80 (43.51 per cent); and classified advertising, 5,942.18 (19.37 per cent).

A t-test for the week of December 17-23 for all categories was calculated at 1.85 with ten degrees of freedom. The critical value for this test was 2.23 at the .05 level of significance. A t-test conducted for all categories except display and classified advertising was calculated at 0.96 with eight degrees of freedom. The critical value for this test was 2.31 at the .05 level of significance. A t-test conducted for display and classified advertising only was calculated at 4.09 with one degree of freedom. The critical value for this test was 12.71 at the .05 level of significance. A t-test was conducted for staff-written news only, excluding wire and syndicated news and classified and display advertising, and was calculated at 0.65 with seven degrees of freedom. The critical value for this test was 2.37 at the .05 level of significance.

For the eight weeks in the study, the total space in square inches for the News-Advertiser was 101,986.26. Total square inches for individual categories were as follows: city news, 2,805.38 (2.75 per cent); county and regional news, 3,785.51 (3.71 per cent); wire and syndicated news, 652.37 (0.64 per cent); entertainment news, 1,398.10 (1.37 per cent); society and personal news, 2,704.13 (2.65 per cent); club and
business news, 2,070.28 (2.03 per cent); sports news, 3,533.28 (3.47 per cent); editorials, 330.81 (0.32 per cent); education news, 701.66 (0.69 per cent); display advertising, 45,988.11 (45.09 per cent); and classified advertising, 16,225.46 (15.91 per cent).

**TABLE IX**

**SQUARE INCHES AND PERCENTAGES OF NEWS AND ADVERTISING FOR THE NEWS-ADVERTISER AND LEADER FOR ALL WEEKS IN THE STUDY**

<table>
<thead>
<tr>
<th>Categories</th>
<th>News-Advertiser</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Square Inches</td>
<td>Per Cent</td>
</tr>
<tr>
<td>City</td>
<td>2,805.38</td>
<td>2.75</td>
</tr>
<tr>
<td>County/Regional</td>
<td>3,785.51</td>
<td>3.71</td>
</tr>
<tr>
<td>Wire/Syndicated</td>
<td>652.37</td>
<td>0.64</td>
</tr>
<tr>
<td>Entertainment</td>
<td>1,398.10</td>
<td>1.37</td>
</tr>
<tr>
<td>Society/Personal</td>
<td>2,704.13</td>
<td>2.65</td>
</tr>
<tr>
<td>Club/Business</td>
<td>2,070.28</td>
<td>2.03</td>
</tr>
<tr>
<td>Sports</td>
<td>3,533.28</td>
<td>3.47</td>
</tr>
<tr>
<td>Editorials</td>
<td>330.81</td>
<td>0.32</td>
</tr>
<tr>
<td>Education</td>
<td>701.66</td>
<td>0.69</td>
</tr>
<tr>
<td>Display</td>
<td>45,988.11</td>
<td>45.09</td>
</tr>
<tr>
<td>Classified</td>
<td>16,225.46</td>
<td>15.91</td>
</tr>
<tr>
<td>Total</td>
<td>101,986.26</td>
<td>78.63</td>
</tr>
</tbody>
</table>

For the eight weeks in the study, the total space in square inches for the Leader was 183,753.78. Total square inches for individual categories were as follows: city news, 2,246.22 (1.22 per cent); county and regional news, 2,158.17 (1.18 per cent); wire and syndicated news, 29,568.40 (16.09 per cent); entertainment news, 858.08 (0.47 per cent); society and personal news, 2,153.28 (1.17 per cent); club and business
news, 1,125.13 (0.61 per cent); sports news, 3,289.24 (1.79 per cent); editorials, 298.93 (0.16 per cent); education news, 1,899.55 (1.03 per cent); display advertising, 70,105.54 (38.15 per cent); and classified advertising, 40,891.02 (22.25 per cent).

A t-test for the eight weeks in the study for all categories was calculated at 1.81 with ten degrees of freedom. The critical value for this test was 2.23 at the .05 level of significance. A t-test conducted for all categories except display and classified advertising was calculated at 0.87 with eight degrees of freedom. The critical value for this test was 2.31 at the .05 level of significance. A t-test conducted for display and classified advertising only was calculated at 88.99 with one degree of freedom. The critical value for this test was 12.71 at the .05 level of significance. A t-test conducted for staff-written news only, excluding wire and syndicated news and display and classified advertising, was calculated at 1.44 with seven degrees of freedom. The critical value for this test was 2.37 at the .05 level of significance.

Square inches and percentages of material such as pictures, headlines, cutlines, or any other items not directly connected with editorial material or advertising, were not reported for any of the eight weeks. Percentages for the eleven categories were derived from the total space in the chosen issues.

Spearman Rho

For each category across all test weeks, a Spearman rank-difference correlation (rho) was calculated.
For city news, the Spearman rho was +0.62, denoting a moderate positive correlation. (See Figure 1.)

--- News-Advertiser ---- Leader

Fig. 1--Correlation of the rank-ordered city news data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of city news, by weeks, were as follows: February 5-11, 375.38; February 12-18, 346.45; September 24-30, 173.93; October 15-21, 225.46; October 29-November 4, 475.49; November 12-18, 503.21; December 3-9, 425.27; and December 17-23, 280.19.

For the Leader, square inches of city news, by weeks, were as follows: February 5-11, 351.64; February 12-18, 193.01; September 24-30, 189.81; October 15-21, 255.30; October 29-November 4, 245.95; November 12-18, 381.44; December 3-9, 342.75; and December 17-23, 286.32.
For county and regional news, the Spearman rho was a -0.31, which denotes a low negative correlation. (See Figure 2.)

Fig. 2--Correlation of the rank-ordered county and regional news data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of county and regional news, by weeks, were as follows: February 5-11, 635.89; February 12-18, 262.21; September 24-30, 522.25; October 15-21, 528.31; October 29-November 4, 595.21; November 12-18, 449.83; December 3-9, 435.93; and December 17-23, 355.88.

For the Leader, square inches of county and regional news, by weeks, were as follows: February 5-11, 258.91; February 12-18, 489.69; September 24-30, 285.53; October 15-21, 138.97; October 29-November 4, 229.89; November 12-18, 227.95; December 3-9, 308.84; and December 17-23, 218.39.
For wire and syndicated news, the Spearman rho was a -0.31, denoting a low negative correlation. (See Figure 3.)

---

**News-Advertiser**  **---**  **Leader**

**Fig. 3**--Correlation of the rank-ordered wire and syndicated news data from the *News-Advertiser* and the *Leader*, by weeks.

For the *News-Advertiser*, square inches of wire and syndicated news, by weeks, were as follows: February 5-11, 118.11; February 12-18, 108.62; September 24-30, 38.66; October 15-21, 52.41; October 29-November 4, 74.07; November 12-18, 122.44; December 3-9, 40.50; and December 17-23, 355.88.

For the *Leader*, square inches of wire and syndicated news, by weeks, were as follows: February 5-11, 3,235.06; February 12-18, 3,259.83; September 24-30, 3,241.39; October 15-21, 2,625.80; October 29-November 4, 2,833.75; November 12-18, 4,301.06; December 3-9, 5,048.44; and December 17-23, 5,023.07.
For entertainment news, the Spearman rho was a -0.88, denoting a high negative correlation. (See Figure 4.)

![Graph showing correlation]

Fig. 4--Correlation of the rank-ordered entertainment news data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of entertainment news, by weeks, were as follows: February 5-11, 440.73; February 12-18, 333.29; September 24-30, 174.95; October 15-21, 141.70; October 29-November 4, 135.14; November 12-18, 34.73; December 3-9, 40.13; and December 17-23, 97.43.

For the Leader, square inches of entertainment news, by weeks, were as follows: February 5-11, none; February 12-18, 15.33; September 24-30, 88.21; October 15-21, 83.03; October 29-November 4, 44.21; November 12-18, 239.42; December 3-9, 154.32; and December 17-23, 233.56.
For society and personal news, the Spearman rho was +0.74, denoting a high positive correlation. (See Figure 5.)

Fig. 5--Correlation of the rank-ordered society and personal news data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of society and personal news, by weeks, were as follows: February 5-11, 102.58; February 12-18, 203.05; September 24-30, 358.68; October 15-21, 189.70; October 29-November 4, 313.61; November 12-18, 361.70; December 3-9, 592.10; and December 17-23, 582.71.

For the Leader, square inches of society and personal news, by weeks, were as follows: February 5-11, 200.63; February 12-18, 264.56; September 24-30, 181.57; October 15-21, 170.09; October 29-November 4, 249.79; November 12-18, 250.66; December 3-9, 404.14; and December 17-23, 431.84.
For club and business news, the Spearman rho was a -0.07, denoting a slight negative correlation. (See Figure 6.)

--- News-Advertiser ---- Leader

Fig. 6--Correlation of the rank-ordered club and business news data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of club and business news, by weeks, were as follows: February 5-11, 204.59; February 12-18, 740.17; September 24-30, 245.87; October 15-21, 214.63; October 29-November 4, 135.19; November 12-18, 142.71; December 3-9, 223.79; and December 17-23, 163.33.

For the Leader, square inches of club and business news, by weeks, were as follows: February 5-11, 114.09; February 12-18, 134.83; September 24-30, 145.18; October 15-21, 124.81; October 29-November 4, 76.24; November 12-18, 297.65; December 3-9, 59.16; and December 17-23, 173.17.
For sports news, the Spearman rho was +0.79, denoting a high positive correlation. (See Figure 7.)

Fig. 7--Correlation of the rank-ordered sports news data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of sports news, by weeks, were as follows: February 5-11, 428.88; February 12-18, 409.24; September 24-30, 557.25; October 15-21, 518.91; October 29-November 4, 424.38; November 12-18, 541.68; December 3-9, 374.61; and December 17-23, 278.33.

For the Leader, square inches of sports news, by weeks, were as follows: February 5-11, 344.48; February 12-18, 146.02; September 24-30, 637.47; October 15-21, 509.69; October 29-November 4, 639.69; November 12-18, 562.86; December 3-9, 287.47; and December 17-23, 161.56.
For editorials, the Spearman rho was +0.55, denoting a moderate positive correlation. (See Figure 8.)

Fig. 8--Correlation of the rank-ordered editorial data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of editorials, by weeks, were as follows: February 5-11, 110.49; February 12-18, 46.58; September 24-30, 44.15; October 15-21, 22.25; October 29-November 4, none; November 12-18, 36.75; December 3-9, 56.78; and December 17-23, 13.81.

For the Leader, square inches of editorials, by weeks, were as follows: February 5-11, 67.14; February 12-18, 44.05; September 24-30, none; October 15-21, none; October 29-November 4, 37.04; November 12-18, 43.22; December 3-9, 61.46; and December 17-23, 46.02.
For education news, the Spearman rho was +0.74, denoting a high positive correlation. (See Figure 9.)

--- News-Advertiser ---- Leader

Fig. 9--Correlation of the rank-ordered education news data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of education news, by weeks, were as follows: February 5-11, 84.90; February 12-18, 69.77; September 24-30, 45.05; October 15-21, 161.95; October 29-November 4, 63.46; November 12-18, 162.76; December 3-9, 52.06; and December 17-23, 61.76.

For the Leader, square inches of education news, by weeks, were as follows: February 5-11, 390.66; February 12-18, 238.59; September 24-30, 180.71; October 15-21, 358.51; October 29-November 4, 174.49; November 12-18, 332.66; December 3-9, 126.91; and December 17-23, 97.02.
For display advertising, the Spearman rho was +0.50, denoting a moderate positive correlation. (See Figure 10.)

Fig. 10--Correlation of the rank-ordered display advertising data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of display advertising, by weeks, were as follows: February 5-11, 4,580.91; February 12-18, 7,279.90; September 24-30, 4,824.13; October 15-21, 5,621.36; October 29-November 4, 5,828.55; November 12-18, 5,243.16; December 3-9, 6,284.72; and December 17-23, 6,325.38.

For the Leader, square inches of display advertising, by weeks, were as follows: February 5-11, 6,904.57; February 12-18, 7,363.24; September 24-30, 5,712.24; October 15-21, 7,473.52; October 29-November 4, 6,500.96; November 12-18, 10,027.51; December 3-9, 12,779.70; and December 17-23, 13,343.80.
For classified advertising, the Spearman \( \rho \) was a \(-0.24\), denoting a low negative correlation. (See Figure 11.)

Fig. 11--Correlation of the rank-ordered classified advertising data from the News-Advertiser and the Leader, by weeks.

For the News-Advertiser, square inches of classified advertising, by weeks, were as follows: February 5-11, 2,664.78; February 12-18, 2,031.86; September 24-30, 2,132.25; October 15-21, 1,180.54; October 29-November 4, 2,141.63; November 12-18, 2,376.16; December 3-9, 2,013.84; and December 17-23, 1,684.40.

For the Leader, square inches of classified advertising, by weeks, were as follows: February 5-11, 4,192.56; February 12-18, 4,347.28; September 24-30, 3,915.73; October 15-21, 4,354.54; October 29-November 4, 5,032.53; November 12-18, 6,253.87; December 3-9, 6,852.33; and December 17-23, 5,942.18.
For total news space, the Spearman rho was a +0.62, denoting a moderate positive correlation. (See Figure 12.)

For the News-Advertiser, total square inches, by weeks, were as follows: February 5-11, 11,933.60; February 12-18, 14,275.80; September 24-30, 11,485.32; October 15-21, 12,628.98; October 29-November 4, 12,617.26; November 12-18, 12,652.50; December 3-9, 13,774.95; and December 17-23, 12,617.85.

For the Leader, total square inches, by weeks, were as follows: February 5-11, 19,477.71; February 12-18, 19,489.68; September 24-30, 17,643.57; October 15-21, 18,865.14; October 29-November 4, 19,363.47; November 12-18, 27,058.71; December 3-9, 31,184.58; and December 17-23, 30,670.92.
Readership and Advertiser Questionnaires

Questionnaires were sent to both readers and advertisers of The Lewisville News-Advertiser and the Lewisville Daily Leader. The readership survey was designed to determine the attitudes of those who read both newspapers. The advertiser survey was designed to determine attitudes of the people or businesses that purchased advertising space in on or both newspapers.

There were 14,088 copies of the readership questionnaire disseminated to readers via the News-Advertiser. The management of the Leader refused to participate in disseminating the questionnaire. The questionnaire contained questions about both newspapers, and only those returned that contained answers about both newspapers were used. The readership questionnaire was designed to determine the number of times respondents read the five-day-a-week Leader and the thrice-weekly News-Advertiser, what categories readers believed the newspapers could improve, what categories readers enjoyed, and what other newspapers respondents read.

Of the 14,088 surveys disseminated, 379 (2.69 per cent) were returned. Of these, 292 (2.07 per cent) showed responses for both newspapers, and eighty-seven (0.62 per cent) showed responses for only one or neither newspaper. Those returned that showed responses for both newspapers were counted as valid. Those returned that showed responses for only one or neither newspaper were counted as incomplete.
Results of those valid responses to the readership survey questionnaire were as follows:

Question One, In which city do you live? -- Lewisville, 193 (66.10 per cent); The Colony, thirty-one (10.62 per cent); Highland Village, thirty (10.27 per cent); Flower Mound, eighteen (6.16 per cent); Double Oak, five (1.71 per cent); Coppell, three (1.03 per cent); Eastvale, one (0.34 per cent); Roanoke, one (0.34 per cent); Irving, one (0.34 per cent); Bartonville, one (0.34 per cent); and no answer, eight (2.74 per cent).

Question Two, If you read the Lewisville News-Advertiser, please check how many issues you read each week: -- one, forty-eight (16.44 per cent); two, seventy-one (24.32 per cent); three, 165 (56.51 per cent); and no answer, eight (2.74 per cent).

Question Three, If you are a Lewisville News-Advertiser reader and you believe the paper can serve you better, check areas you would like to see expanded: -- clubs, business news, seventy-five (25.69 per cent); sports news, seventy-five (25.69 per cent); entertainment news, ninety-three (31.85 per cent); education news, 110 (37.67 per cent); opinions, editorials, eighty-eight (30.14 per cent); city news, 167 (57.19 per cent); county, regional news, 104 (35.62 per cent); society, personal news, seventy (23.97 per cent); state, national, international news, seventy-six (26.03 per cent); advertising, sixty-three (21.58 per cent); and no answer, twenty-five (8.56 per cent).
Question Four, If you are a Lewisville News-Advertiser reader, please circle the letters before each entry in Question Three of those features you enjoy the most. -- clubs, business news, fifty-two (17.81 per cent); sports news, sixty-nine (23.63 per cent); entertainment news, fifty-eight (19.86 per cent); education news, seventy-seven (26.37 per cent); opinions, editorials, seventy-six (26.03 per cent); city news, 162 (55.48 per cent); county, regional news, sixty-eight (23.29 per cent); society, personal news, sixty-seven (22.95 per cent); state, national, international news, thirty-three (11.30 per cent); advertising, ninety-five (32.53 per cent); and no answer, forty-seven (16.10 per cent).

Question Five, If you read the Lewisville Leader, please check how many issues you read each week: one, fifty-one (17.47 per cent); two, twenty-five (8.56 per cent); three, forty-one (14.04 per cent); four, seven (2.40 per cent); five, 157 (53.77 per cent); and no answer, eleven (3.77 per cent).

Question Six, If you are a Lewisville Leader reader and you believe the paper can serve you better, check areas you would like to see expanded: -- clubs, business news, sixty-seven (22.95 per cent); sports news, eighty-two (28.08 per cent); entertainment news, eighty-five (29.11 per cent); education news, 110 (37.67 per cent); opinions, editorials, eighty-three (28.43 per cent); city news, 145 (49.66 per cent); county, regional news, ninety-six (32.88 per cent); society, personal news, seventy (23.97 per cent); state, national, international
news, seventy-seven (26.37 per cent); advertising, fifty-seven (19.52 per cent); and no answer, thirty-nine (13.36 per cent).

Question Seven, If you are a Lewisville Leader reader, please circle the letters before each entry in Question Six of those features you enjoy the most. -- clubs, business news, fifty-seven (19.52 per cent); sports news, seventy-six (26.03 per cent); entertainment news, sixty-nine (23.63 per cent); education news, eighty-five (29.11 per cent); opinions, editorials, eighty (27.40 per cent); city news, 162 (55.48 per cent); county, regional news, seventy-seven (26.37 per cent); society, personal news, sixty (20.55 per cent); state, national, international news, forty-six (15.75 per cent); advertising, eighty-one (27.74 per cent); and no answer, fifty-three (18.15 per cent).

Question Eight, What other daily newspapers do you read? -- Dallas Times Herald, 154 (52.74 per cent); Dallas Morning News, 137 (46.92 per cent); Fort Worth Star-Telegram, four (1.37 per cent); Denton Record-Chronicle, twenty-eight (9.59 per cent); other newspapers, twenty-two (7.53 per cent); and no answer, thirty-three (11.30 per cent). Other newspapers listed by respondents were The Wall Street Journal, five (1.71 per cent); The Colony Daily Leader, three (1.03 per cent); The (Grapevine) Banner, two (0.69 per cent); The Coppell Times News, one (0.34 per cent); Lewisville Shopper, one (0.34 per cent); Moneysworth, one (0.34 per cent); Robert Lee Observer, one (0.34 per cent); The North Texas Daily, one (0.34 per cent);
The Denton County Enterprise, one (0.34 per cent); The Hubbard News, one (0.34 per cent); Hill County News, one (0.34 per cent); The Texas Catholic, one (0.34 per cent); The Grapevine News-Advertiser, one (0.34 per cent); The Pilot Point Post Signal, one (0.34 per cent); and The Battalion, one (0.34 per cent).

Question Nine, Why do you read the newspaper(s) you checked in Question Eight? (See Appendix F.) Some respondents volunteered comments outside of the nine questions. (See Appendix G.)

Results of those incomplete responses to the readership survey questionnaire were as follows:

Question One, In which city do you live? -- Lewisville, forty-one; The Colony, eighteen; Highland Village, ten; Flower Mound, six; Coppell, six; Double Oak, one; Eastvale, one; Lake Dallas, one; and no answer, three.

Question Two, If you read the Lewisville News-Advertiser, please check how many issues you read each week: one, ten responses; two, twenty-three responses; three, forty-one responses; and no answer, thirteen responses.

Question Three, If you are a Lewisville News-Advertiser reader and you believe the paper can serve you better, check areas you would like to see expanded: -- clubs, business news, sixteen; sports news, seventeen; entertainment news, twenty-five; education news, thirty-three; opinions, editorials, twenty-seven; city news, forty-two; county, regional news,
twenty-nine; society, personal news, five; state, national, international news, twenty-four; advertising, twenty-six; and no answer, thirteen.

Question Four, If you are a Lewisville News-Advertiser reader, please circle the letters before each entry in Question Three of those features you enjoy the most. -- clubs, business news, eighteen; sports news, thirteen, entertainment news, nineteen; education news, nineteen; opinions, editorials, seventeen; city news, forty-one; county, regional news, sixteen; society, personal news, nine; state, national, international news, ten; advertising, twenty-seven; and no answer, thirty.

Question Five, If you read the Lewisville Leader, please check how many issues you read each week: -- one, no response; two, no response; three, three responses; four, no response; five four responses; and no answer, eighty.

Question Six, If you are a Lewisville Leader reader and you believe the paper can serve you better, check areas you would like to see expanded: -- club, business news, two; sports news, two; entertainment news, one; education news, one; opinions, editorials, three; city news, five; county, regional news, three; society, personal news, one; state, national, international news, three; advertising, no response; and no answer, eighty.

Question Seven, If you are a Lewisville Leader reader please circle the letters before each entry in Question Six
of those features you enjoy the most. -- clubs, business news, two; sports news, one; entertainment news, two; education news, one; opinions, editorials, one; city news, five; county, regional news, two; society, personal news, no response; state, national, international news, no response; advertising, one; and no answer, eighty-one.

Question Eight, What other daily newspapers do you read? -- Dallas Times Herald, fifty; The Dallas Morning News, thirty-two; Fort Worth Star-Telegram, three; Denton Record-Chronicle, four; other newspapers, twelve; and no answer, ten. Other newspapers listed by respondents were The Colony Courier, three; The Colony Daily Leader, three; Carrollton Times Chronicle, two; The Wall Street Journal, two; The Bloomington (Minnesota) Herald-Telephone, one; Chicago Tribune, one; The Texas Catholic, one; The North Texas Daily, one; The Coppell Star, one; and The (Grapevine) Banner, one.

Question Nine, Why do you read the newspaper(s) you checked in Question Eight? -- (See Appendix H.) Some respondents volunteered comments outside of the nine questions. (See Appendix I.)

The small return on the readership survey questionnaires was not considered significant, so percentages only were calculated for the valid questionnaires. Responses only were reported for the incomplete questionnaires.

The advertiser survey was designed to determine attitudes of the people or businesses that purchased advertising space
in one or both newspapers. Questions in the survey concerned how often advertisers bought space in one or both newspapers, how advertisers perceived that the newspapers performed with their advertising, other media used by the advertisers, and an evaluation of the medium that worked best for each advertiser.

Of the 221 questionnaires disseminated March 8, eighty-four (38.01 per cent) were returned completed. Fifteen (6.79 per cent) were returned unopened because those fifteen businesses were no longer operating. Twelve were returned because of incorrect addresses and were resent with corrected addresses March 14 after each business was contacted personally. Of the eighty-four questionnaires returned, forty-four (19.91 per cent) contained answers concerning the Lewisville Daily Leader or The Lewisville News-Advertiser or both newspapers, and these were considered valid. Forty (18.10 per cent) were returned that did not contain answers about either newspaper and were counted as incomplete. The fifteen that were returned unopened were disregarded.

Results of those valid responses to the advertiser survey questionnaire were as follows:

Question One, In which city is your business located? -- Lewisville, thirty-nine (88.64 per cent); Denton, two (4.55 per cent); Flower Mound, two (4.55 per cent); and Highland Village, one (2.27 per cent).
Question Two, Is your business headquarters located in this city? -- yes, thirty-six (81.82 per cent); and no, eight (18.18 per cent).

Question Three, How many people are employed with your business? -- one, one response (2.27 per cent); two, seven responses (15.91 per cent); three, four responses (9.09 per cent); four, six responses (13.64 per cent); seven, two responses (4.55 per cent); eight, three responses (6.82 per cent); nine, two responses (4.55 per cent); twelve, two responses (4.55 per cent); fourteen, one response (2.27 per cent); fifteen, one response (2.27 per cent); seventeen, one response (2.27 per cent); nineteen, one response (2.27 per cent); twenty, one response (2.27 per cent); twenty-three, one response (2.27 per cent); twenty-five, one response (2.27 per cent); thirty, one response (2.27 per cent); forty-two, one response (2.27 per cent); forty-five, one response (2.27 per cent); 300, one response (2.27 per cent); and no answer, two (4.55 per cent).

Question Four, How is your business listed in the Yellow Pages? -- Answers to this question ranged from "yes" to "regular ad and large display ad" to "under insurance." It was believed that the question probably was misunderstood by some respondents; therefore, correctly phrased answers are incorporated into the answers to Question Five.

Question Five, What type of product do you sell or manufacture or what type of service(s) do you offer? -- real estate, six (13.63 per cent); insurance, five (11.36 per cent); food,
five (11.36 per cent); personal services, four (9.09 per cent); repair services, supplies, four (9.09 per cent); home supply, four (9.09 per cent); automobiles and supplies, four (9.09 per cent); plant supplies, hardware, three (6.82 per cent); gifts, baby supplies, three (6.82 per cent); utilities, two (4.55 per cent); clothing, two (4.55 per cent); sports clubs, one (2.27 per cent); and advertising, one (2.27 per cent).

Question Six, Does your business sell to people? -- only in the city in which you are located, eight (8.18 per cent); in the city in which you are located, in area towns, and in the Metroplex, twenty-eight (63.64 per cent); statewide, four (9.09 per cent); nationally, three (6.82 per cent); internationally, three (6.82 per cent); and no answer, one (2.27 per cent).

Question Seven, Do you advertise in the Lewisville Leader? -- yes, forty-two (95.45 per cent); and no, two (4.55 per cent).

Question Eight, How often do you advertise in the Leader? -- every issue, one (2.27 per cent); several times per week, four (9.09 per cent); at least once a week, five (11.36 per cent); several times per month, five (11.36 per cent); at least once a month, twelve (27.27 per cent); several times per year, eleven (2.50 per cent); at least once a year, four (9.09 per cent); and no answer, two (4.55 per cent).

Question Nine, On a scale of one to seven, please circle the number that most closely fits your evaluation of the Leader's
performance in advertising (one being excellent, four being average, and seven being poor). -- one, two responses (4.55 per cent); two, five responses (11.36 per cent); three, five responses (11.36 per cent); four, seventeen responses (38.64 per cent); five, five responses (11.36 per cent); six, five responses (11.36 per cent); seven, eight responses (18.18 per cent); and no answer, two responses (4.55 per cent).

Question Ten, Why do you advertise in the Leader? -- wide circulation, ten (22.73 per cent); reaches your customers, eighteen (40.91 per cent); like ad salesman, five (11.36 per cent); does good job with your ads, ten (22.73 per cent); effective coverage, fifteen (34.09 per cent); reaches customers early, four (9.09 per cent); can afford rates, get more for money, fourteen (31.82 per cent); convenient, easy to call, nine (20.46 per cent); other reasons, five (11.36 per cent); and no answer, two (4.55 per cent).

Question Eleven, Do you advertise in the Lewisville News-Advertiser? -- yes, thirty (68.18 per cent); and no, fourteen (31.82 per cent).

Question Twelve, How often do you advertise in the News-Advertiser? -- every issue, one (2.27 per cent); several times per week, two (4.55 per cent); at least once a week, two (4.55 per cent); several times per month, two (4.55 per cent); at least once a month, eight (18.18 per cent); several times per year, twelve (27.27 per cent); at least once a year, three (6.82 per cent); and no answer, fourteen (31.82 per cent).
Question Thirteen, On a scale of one to seven, please circle the number that most closely fits your evaluation of the News-Advertiser's performance in advertising (one being excellent, four being average, and seven being poor). -- one, one response (2.27 per cent); two, three responses (6.82 per cent); three, six responses (13.64 per cent); four, fourteen responses (31.82 per cent); five, one response (2.27 per cent); six, three responses (6.82 per cent); seven, two responses (4.55 per cent); and no answer, fourteen (31.82 per cent).

Question Fourteen, Why do you advertise in the News-Advertiser? -- wide circulation, seventeen (38.64 per cent); reaches your customers, twelve (27.27 per cent); like ad salesman, three (6.82 per cent); does good job with your ads, nine (20.46 per cent); effective coverage, ten (22.73 per cent); reaches customers at good time, three (6.88 per cent); can afford rates, get more for money, eight (18.18 per cent); convenient, easy to call, eight (18.18 per cent); other reasons, six (13.64 per cent); and no answer, fourteen (31.82 per cent).

Question Fifteen, Which of the two newspapers do you believe is more effective for your business in your market? -- Lewisville News-Advertiser, thirteen (29.55 per cent); Lewisville Leader, twenty-one (47.73 per cent); no answer, three (6.82 per cent); equally effective, six (13.64 per cent); and neither, one (2.27 per cent).

Question Sixteen, Why do you believe the newspaper you indicated in Question Fifteen is more effective? -- (See Appendix J.)
Question Seventeen, If you only advertise in one, why did you pick that one? -- (See Appendix K.)

Question Eighteen, If you only advertise in one, please rate the effectiveness of the paper you do not advertise in on a scale of one to seven (one being excellent, four being average, and seven being poor). -- one, no response; two, two responses (4.55 per cent); three, no response; four, seven responses (15.91 per cent); five, three responses (6.82 per cent); six, two responses (4.55 per cent); seven, two responses (4.55 per cent); and no answer, thirty (68.18 per cent).

Question Nineteen, What other media do you use in your advertising campaign? -- radio, thirteen (29.55 per cent); television, four (9.09 per cent); other newspapers, sixteen (36.36 per cent); magazines, eight (18.18 per cent); direct mail, thirteen (29.55 per cent); other, twelve (27.27 per cent); and no answer, twenty-three (52.27 per cent). Other newspapers included The Dallas Morning News, seven; Dallas Times Herald, five; Denton Record-Chronicle, two; Lewisville Shopper, two; Fort Worth Star-Telegram, one; The Colony Courier, one; a newspaper in Lake Dallas, one; a newspaper in Frisco, one; advertising tabloids, one; and college and high school newspapers, one. Other advertising methods listed by respondents were door stuffing, the Colonial Savings and Loan, coupons and discounts, the yellow pages, house-to-house ad with sticker for phone, public relations, word of mouth, billboards, marquee signs, Welcome Wagon, TV metro guides, store windows, and customer referrals.
Question Twenty, Which medium do you believe to be the most effective? -- newspapers, nine (20.46 per cent); direct mail, six (13.64 per cent); television, two (4.55 per cent); magazines, one (2.27 per cent); other, twelve (27.27 per cent); and no answer, fourteen (31.82 per cent). Other advertising methods listed by the respondents included the telephone book, word of mouth, personal contact, advertising tabloids, circulars, the Welcome Wagon, store window displays, satisfied customers, and customer referrals.

Results of those incomplete responses to the advertiser survey questionnaire were as follows:

Question One, In which city is your business located? -- Lewisville, twenty-two; Denton, seven; Flower Mound, three; Carrollton, two; Dallas, two; Fort Worth, one; Irving, one; and no answer, two.

Question Two, Is your business headquarters located in this city? -- yes, twenty-eight; no, ten; and no answer, two.

Question Three, How many people are employed with your business? -- one, two responses; two, three responses; three, six responses; four, two responses; five, three responses; six, two responses; seven, one response; nine, one response; eleven, one response; fifteen, two responses; twenty, one response; twenty to twenty-five, one response; twenty-nine, one response; thirty, one response; thirty-five, one response; forty-five, two responses; fifty to sixty, one response; eighty-four, one response; 120, one response; 350, one response; 400, one response; 1,000, one response; 6,000, one response; and no response, three.
Question Four, How is your business listed in the Yellow Pages? -- Answers to this question ranged from "yes" to "not listed" to "Printing Equipment." It was believed that the question probably was misunderstood by some respondents; therefore, correctly phrased answers are incorporated into the answers to Question Five.

Question Five, What type of product do you sell or manufacture or what type of service(s) do you offer? -- wholesale manufacturing and sales, nine; real estate, eight; repair and supply, three; apartments and retirement homes, two; loans, finance and banks, two; home furnishings, two; clothing, two; paving and asphalt, two; automobiles and hauling, two; pets and veterinary services, two; retail variety, arts and crafts, two; travel, one; utilities, one; and no answer, two.

Question Six, Does your business sell to people? -- only in the city in which you are located, five; in area towns and in the Metroplex, fourteen; statewide, five; nationally, ten; internationally, seven; and no response, four.

Question Seven, Do you advertise in the Lewisville Leader? -- yes, no response; and no, forty.

Question Eight, How often do you advertise in the Leader? -- no answer, forty.

Question Nine, On a scale of one to seven, please circle the number that most closely fits your evaluation of the Leader's performance in advertising (one being excellent, four being average, and seven being poor). -- no answer, forty.
Question Ten, Why do you advertise in the Leader? -- no answer, forty.

Question Eleven, Do you advertise in the Lewisville News-Advertiser? -- yes, no response; and no, forty.

Question Twelve, How often do you advertise in the News-Advertiser? -- no answer, forty.

Question Thirteen, On a scale of one to seven, please circle the number that most closely fits your evaluation of the News-Advertiser's performance in advertising (one being excellent, four being average, and seven being poor). -- no answer, forty.

Question Fourteen, Why do you advertise in the News-Advertiser? -- no answer, forty.

Question Fifteen, Which of the two newspapers do you believe is more effective for your business in your market? -- Lewisville News-Advertiser, four; Lewisville Leader, three; neither, three; undecided, eight; and no answer, twenty-two.

Question Sixteen, Why do you believe the newspaper you indicated in Question Fifteen is more effective? -- Lewisville News-Advertiser, more dependable, more readers, more ready to help; Lewisville Leader, more circulation, more readers, more experience; and no answer, thirty-four.

Question Seventeen, If you only advertise in one, why did you pick that one? -- no answer, forty.

Question Eighteen, If you only advertise in one, please rate the effectiveness of the paper you do not advertise in
on a scale of one to seven (one being excellent, four being average, and seven being poor). -- no answer, forty.

Question Nineteen, What other media do you use in your advertising campaign? -- direct mail, twelve; other newspapers, eleven; magazines, ten; radio, eight; television, three; other, six; and no answer, twelve. Other newspapers were The Dallas Morning News, seven; Dallas Times Herald, seven; Denton Record-Chronicle, three; and Fort Worth Star-Telegram, one. Other advertising methods listed by respondents were referrals from salesmen and consulting firms, the Dallas Yellow Pages and area telephone directories, printing trades magazines, posters, direct sales calls, technical journals, and signs.

Question Twenty, Which medium do you believe to be the most effective? -- telephone directories, five; newspapers, four; direct mail, four; word of mouth, four; radio, two; signs, two; magazines, one; direct sales calls, one; referral, one; other, two; and no answer, twenty.

Percentages only for the valid advertiser questionnaire were calculated, and responses only were reported for the incomplete questionnaires.
CHAPTER III

SUMMARY AND CONCLUSIONS

A study written about the two newspapers in Lewisville, Texas, was inspired by the trend toward fewer and fewer competing newspapers in small towns. Lewisville, with its two papers, one published thrice weekly and the other published five times weekly, seemed to offer a good opportunity to analyze this competitive situation, if indeed, the two were found to be in competition.

Summary

Data for this study were gathered by the use of two methods: the use of two questionnaires and a content analysis. However, returns of the two questionnaires were low, therefore; percentages only for the two questionnaires, a readership questionnaire and an advertiser questionnaire, were reported for this study.

The two newspapers were analyzed by the use of a content analysis. Eight weeks of the year 1978 were selected by random sample. The newspapers for those weeks were used in the study. Forty issues of the Lewisville Daily Leader and twenty-four issues of The Lewisville News-Advertiser were studied. Eleven categories of news and advertising were measured in the sixty-four chosen issues. The newspapers had widely differing column
widths; therefore, items were measured in square inches, to
the sixteenth of an inch, for maximum accuracy.

The categories were city news, including news about the
Lewisville city government, city departments, and city-sponsored
activities; county news, including news of other cities around
Lewisville and news of the county government; wire and syndi-
cated news, including news from United Press International,
the Pacific News Service, and other suppliers; entertainment
news, including news about area happenings; society and per-
sonal news, including news about people as well as their social
functions; club and business news, including news about men's
clubs, the Chamber of Commerce, and area businesses; sports
news, including items about area sporting events; editorials,
including opinion columns and staff-written editorials; edu-
cation news, including news about the Lewisville Independent
School District; display advertisements; and classified adver-
tisements.

Conclusions

The data collected were applied to t-tests and Spearman
rank-difference correlation tests.

T-test

From the results of the t-tests across all categories,
all test weeks showed results below the level of significance,
indicating that the two newspapers were from the same distri-
bution. The critical value for all categories, with ten
degrees of freedom, was 2.23 at the .05 level of significance for a two-tailed test. T-test results across all categories, for test weeks, were as follows: February 5-11, 1.59; February 12-18, 1.19; September 24-30, 1.53; October 15-21, 1.75; October 29-November 4, 1.52; November 12-18, 1.94; December 3-9, 1.84; December 17-23, 1.85; and all weeks, 1.81.

From the results of the t-tests across all categories except display and classified advertising, all test weeks showed results below the level of significance, indicating that the categories were from the same distribution. The critical value across all categories except display and classified advertising, with eight degrees of freedom, was 2.31 at the .05 level of significance for a two-tailed test. T-test results across all categories except display and classified advertising, for test weeks, were as follows: February 5-11, 0.75; February 12-18, 0.68; September 24-30, 0.85; October 15-21, 0.83; October 29-November 4, 0.81; November 12-18, 1.02; December 3-9, 0.90; December 17-23, 0.96; and all weeks, 0.87.

From the results of the t-tests across the categories of display and classified advertising, individual test weeks showed results below the level of significance, indicating that the categories were from the same distribution; however, a t-test for the combined test weeks showed a result high above the level of significance, indicating that the categories were not from the same distribution. The critical
value across the categories of display and classified advertising, with one degree of freedom, was 12.71 at the .05 level of significance for a two-tailed test. T-test results across the categories of display and classified advertising, for test weeks, were as follows: February 5-11, 4.84; February 12-18, 1.07; September 24-30, 2.98; October 15-21, 3.80; October 29-November 4, 1.61; November 12-18, 9.55; December 3-9, 6.84; December 17-23, 4.09; and all weeks, 88.99.

From the results of the t-tests across the categories of staff-written news only, excluding wire and syndicated news and display and classified advertising, all test weeks showed results below the level of significance, indicating that the categories were from the same distribution. The critical value across the categories of staff-written news only, excluding wire and syndicated news and classified and display advertising, with seven degrees of freedom, was 2.37 at the .05 level of significance for a two-tailed test. T-test results across the categories of staff-written news only, excluding wire and syndicated news and classified and display advertising, for test weeks, were as follows: February 5-11, 0.96; February 12-18, 1.12; September 24-30, 1.16; October 15-21, 0.78; October 29-November 4, 0.86; November 12-18, 0.23; December 3-9, 1.46; December 17-23, 0.65; and all weeks, 1.44.

The t-tests were consistent in showing that there was no significant difference between the two newspapers for the eight
test weeks across all categories, across all categories except display and classified advertising, and across staff-written news only, excluding wire and syndicated news and display and classified advertising. For the categories of display and classified advertising, the t-tests showed no significant difference for individual weeks, but for all weeks, the result was high above the level of significance.

**Spearman Rho**

To evaluate the results of the Spearman rho, the following correlations were utilized:

- $+1.00 - .90$ -- very high correlation
- $+.89 - .70$ -- high correlation
- $+.69 - .40$ -- moderate correlation
- $+.39 - .20$ -- low correlation
- $+.19 - .00$ -- slight to no correlation

Because for the purposes of this study the lowest value chosen to indicate competition was $+0.40$, the least correlation acceptable was a moderate correlation.

From the results of the Spearman rho, a high positive relationship was shown in the categories of society and personal news, with a $+0.74$; sports news, with a $+0.79$; and education news, with a $+0.74$; indicating high competition between the two newspapers for these categories. However, the Leader

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printed two pages a week of news written by high school students in the categories of education and sports, and this may have skewed the sample somewhat, especially in the category of education, which had a lower number of total square inches than did the category of sports.

From the results of the Spearman rho, a moderate positive relationship was shown in the categories of city news, with a +0.62; editorials, with a +0.55; display advertising, with a +0.50; and total space, with a +0.62, indicating a moderate competition between the two newspapers for these categories. The two newspapers seemed to print the same types of news about the city, with coverage of the city council and activities of city departments. However, the category of editorials may be somewhat misleading, as two of the three missing Leaders were Sunday papers, and both newspapers printed editorials only on Sundays. A value of zero was assigned to the Leader for this category for the weeks of September 24-30 and October 29-November 4.

From the results of the Spearman rho, zero correlation was shown for the category of wire and syndicated news, indicating no competition between the two newspapers for this category. The News-Advertiser, which subscribes to the Pacific News Service, printed a maximum of 122.44 square inches for one test week of the eight. The Leader, a client of United Press International as well as other services, printed a maximum of 5,048.44 square inches for one test week of the eight.
The syndicated comics printed by the Leader every day also were tabulated as part of that newspaper's wire and syndicated news category.

From the results of the Spearman rho, a -0.88 relationship was shown in the category of entertainment news, indicating no competition between the two newspapers. During the first part of 1978, the News-Advertiser had a strong entertainment section on Fridays that included area entertainment news about dining establishments, museums, nightclubs, theater, family entertainment, sports, music, and community happenings. However, as the year progressed, the entertainment section shrank from 440.73 square inches for the first test week of February 5-11 to a low of 34.73 square inches for the week of November 12-18 and was below 100 square inches for each of the remaining weeks. The Leader, however, went from zero to more than 150 square inches for each of the remaining two weeks.

From the results of the Spearman rho, a low negative relationship was shown in the categories of county and regional news, with a -0.31, and classified advertising, with a -0.24, indicating no competition between the two newspapers for these categories. The News-Advertiser printed substantially more county and regional news than did the Leader, with the mean for the News-Advertiser for the eight test weeks being about 475 square inches, and the mean for the Leader for the eight test weeks being about 275 square inches. However, the Leader consistently had more classified advertising than did the News-Advertiser.
From the results of the Spearman rho, a slight negative relationship was shown in the category of club and business news, with a -0.07 for that category, indicating no correlation. This was the most skewed category, as the Leader had about 150 more inches of club and business news than did the News-Advertiser for one of the eight test weeks, and the News-Advertiser had about 600 more inches of club and business news than did the Leader for one of the eight test weeks.

Therefore, the questions posed in this study are answered as follows:

1. Was there a difference between the two newspapers in the amount of staff-generated news?

Results of \( t \)-tests for the eight test weeks were below the significance level for the categories, indicating no significant difference between the two newspapers in the amount of staff-generated news printed. The results of the \( t \)-tests were supported by the responses to the readership questionnaire that indicated how much respondents favored staff-generated news in each newspaper. As one respondent said, "I believe local papers should be for the local news." Another respondent said, "I read Lewisville paper to get local news and ads. I like small town touch to local paper that provides for more personal touch." Another respondent said, "I like the local papers to carry local news. I would hate to see them compete with the larger papers. I would lose interest if they started carrying more national news." (See Appendix G.) Favorable
percentages recorded for staff-written news for both newspapers did not vary more than 4 per cent. Responses for the News-Advertiser were as follows: club, business news, 17.81 per cent; sports news, 23.63 per cent; entertainment news, 19.86 per cent; education news, 26.37 per cent; opinions and editorials, 26.03 per cent; city news, 55.48 per cent; county and regional news, 22.95 per cent; and society and personal news, 22.95 per cent. Responses for the Leader were as follows: club, business news, 19.52 per cent; sports news, 26.03 per cent; entertainment news, 23.63 per cent; education news, 29.11 per cent; opinions and editorials, 27.40 per cent; city news, 55.48 per cent; county and regional news, 26.37 per cent; and society and personal news, 20.55 per cent.

2. Was there a difference between the two newspapers in the amount of advertising printed?

Results of the τ-tests for individual test weeks all were below the significance level for the categories, indicating no significant difference between the two newspapers in the amount of advertising printed; however, the result for all test weeks was high above the significance level. The difference in total square inches for the two newspapers for the category of display advertising was 24,117.43, and the difference in total square inches for the two newspapers for the category of classified advertising was 24,665.56. Apparently, when the categories were taken individually, the differences are not evident; however, when the categories were analyzed
for all test weeks, the differences become visible. The Leader had more square inches than the News-Advertiser for both display and classified advertising for each of the eight test weeks. The Spearman rho result for classified advertising showed a low negative relationship between the two newspapers for the category of classified advertising, but the Spearman rho result for display advertising showed a moderate positive relationship between the two newspapers for the category of display advertising. According to the results of the advertiser survey, advertisers seemed to prefer the Leader, as 95 per cent of those responding to the survey said they advertised in the Leader, and 68 per cent said they advertised in the News-Advertiser. Additionally, 61 per cent of the advertisers said they advertised in the Leader once a month or more, compared with 34 per cent who said they advertised in the News-Advertiser once a month or more. As one advertiser said, "Years of inhouse survey shows that this paper [Leader] makes my phone ring as opposed to the other and that is the purpose of advertising." Another advertiser said, "I've tried both. The few people that do read my ads respond from that paper [Leader]." However, another advertiser believes the News-Advertiser's "records indicate their effectiveness." Advertisers' most common reason for advertising in the Leader was the belief that the newspaper reached their customers; wider circulation was the reason most advertisers went with the News-Advertiser. As one respondent said, "It [News-Advertiser]
has a wider circulation and better "image." (See Appendix J.) However, the readers of the two newspapers seemed to prefer the advertising in the News-Advertiser, as 32.53 per cent said they enjoyed that newspaper's advertising, compared with 27.74 per cent who said they enjoyed the Leader's advertising.

3. Was there a difference between the two newspapers in the amount of wire and syndicated news printed?

Results of the Spearman rho test for the eight test weeks showed zero correlation for the two newspapers in the amount of wire and syndicated news printed, indicating a significant difference between the two newspapers in this category. However, the readers of the two newspapers did not seem to notice that there was a significant difference in the amount of wire and syndicated news printed by the two newspapers. Respondents indicated that they enjoyed the amount of state, national, and international news printed by the two newspapers almost equally, despite the fact that the News-Advertiser prints about 100 inches of such news per week maximum and the Leader prints thousands of inches of such news per week. More than 11 per cent of the respondents indicated that they enjoyed the state, national, and international news printed by the News-Advertiser, and more than 15 per cent of the respondents indicated that they enjoyed the state, national, and international news printed by the Leader. Readers were more critical of the Leader's performance in the category of state, national, and international news than they were of the News-Advertiser's
performance. There were 26.03 per cent of the respondents who said they would like to see the News-Advertiser's coverage of state, national, and international news expanded, and there were 26.37 per cent who said they would like to see the Leader's coverage of state, national, and international news expanded. As one respondent said, "National and international news . . . is highly inadequate in the two Lewisville papers." Another respondent said that national and international coverage is not provided by the local "small papers." (See Appendix G.)

4. Was there a difference between the two newspapers in the amount of news and advertising printed in all categories?

Results of t-tests for the eight weeks were below the significance level for the categories, indicating no significant difference between the two newspapers in the amount of news and advertising printed in all categories, despite the fact that the Leader publishes about forty more pages per week than does the News-Advertiser. As one respondent said, "There's so little difference in the two local papers that it is a waste for me to read both." (See Appendix G.) The News-Advertiser publishes three days a week compared with the Leader's five days a week, yet the average number of pages per issue is about even. The average number of pages per issue, for both newspapers, is as follows: February 5-11, News-Advertiser, thirteen, and Leader, thirteen; February 12-18, News-Advertiser, sixteen, and Leader, thirteen; September 24-30, News-Advertiser,
thirteen, and **Leader**, fifteen; October 15-21, **News-Advertiser**, fifteen, and **Leader**, sixteen; October 29-November 4, **News-Advertiser**, fifteen, and **Leader**, seventeen; November 12-18, **News-Advertiser**, fifteen, and **Leader**, eighteen; December 3-9, **News-Advertiser**, sixteen, and **Leader**, twenty-one; and December 17-23, **News-Advertiser** fifteen, and **Leader**, twenty-one. The eight-week average for the **News-Advertiser** was fifteen pages per issue, and the average for the **Leader** was seventeen pages per issue. Although the **Leader** had more pages per issue than did the **News-Advertiser**, the **Leader** also had substantially more wire and syndicated news, as well as advertising.

5. Were the amounts of news printed in each category similar enough to indicate the two newspapers were in competition as measured by a Spearman rank-difference correlation?

Results of Spearman rho tests for the eight test weeks indicated that the two newspapers are in competition in most categories. Society and personal news, sports news, and education news fell into the area of a high positive correlation, indicating that the two newspapers are in high competition. City news, editorials, and display advertising fell into the area of a moderate positive correlation, indicating that the two newspapers are in moderate competition in these three categories. The total amount of space devoted to both news and advertising by each newspaper fell into the area of a moderate positive correlation. In the remaining five categories of wire and syndicated news, entertainment news, county
and regional news, classified advertising, and club and business news, there was from zero to a high negative correlation, indicating that the two newspapers are not in competition in these categories.

Content Analysis

The Lewisville News-Adviser and the Lewisville Daily Leader, two newspapers with different circulation characteristics, were found to be in competition in six of the eleven designated categories. Categories where the two papers were in high competition were society and personal news, sports news, and education news. Categories where the two papers were in moderate competition were city news, display advertising, and editorials. The newspapers were found to be in moderate competition for the total amount of news and advertising space for the test weeks.

Areas where no competition existed were the categories of wire news, club and business news, county and regional news, classified advertisements, and entertainment news.

The t-test results for each test week across all categories, across all categories except display and classified advertising, and across staff-written news only, excluding wire and syndicated news and display and classified advertising, were all below the levels of significance for each of the test areas, indicating that there is no difference in the two newspapers across categories. However, t-test results for the individual weeks all were below the level of significance, but
the result for display and classified advertising for the two newspapers for all test weeks was high above the level of significance, indicating that there is a difference for the total amount of advertising printed. However, when each category is analyzed, results of the Spearman rho tests indicate a difference between the two newspapers. Evidently, when all categories are taken as a group, the newspapers have virtually the same amounts of news and advertising each week; however, when each category is analyzed over time, differences become evident. Additionally, the readership survey respondents indicated that they perceived a need for both newspapers. As one respondent said, "I take these papers to learn more about this town." (See Appendix G.)

A need for both newspapers in Lewisville apparently exists because of the strong competition in a majority of the categories, including display advertising, the lifeblood of most newspapers. Advertisers had varying reasons for using each newspaper. Comments generated by the advertiser survey about the News-Advertiser included the fact that it is circulated free to many households in Lewisville, beliefs that the newspaper is more sensitive to their needs, and beliefs that the newspaper has a better "image." (See Appendix J.) Comments generated by the advertiser survey about the Leader included the fact that it is a newspaper with a regular, paid circulation, belief that it is more effective, and belief that it has better delivery service. (See Appendix J.)
Despite the fact that the newspapers are not in competition in five categories (wire news, club and business news, county and regional news, classified advertising, and entertainment news), the newspapers seem to be healthy and thriving in the other categories, where moderate to high competition exists.

Readership Survey

Valid returns on the readership survey were reported by percentages. There were 2.07 per cent of the questionnaires returned.

The low returns on the survey may be attributed to the fact that the surveys were inserted in The Lewisville News-Advertiser, which is thrown free to 14,088 families. Perhaps the returns were representative of the number of people who read the newspaper. Perhaps many of the people receiving the News-Advertiser simply discard it. Another possible reason for the low returns was that no follow-up reminder was done. For financial and other reasons, it was not possible to duplicate the original survey distribution. The Lewisville public may not have understood that the survey was post-paid, and may have disregarded the survey, thinking they would have to pay postage. One respondent placed a stamp over the Business Reply Mail insignia.

Advertiser Survey

Valid returns on the advertiser survey were reported by percentages. There were 38.01 per cent of the questionnaires returned.
The low returns on the survey may be attributed to the advertisers' use of the other news media. Perhaps advertisers do not use the two Lewisville newspapers as much as they use the Dallas or Fort Worth newspapers. Another possible reason for the low return was that no follow-up reminder was done, although businesses were contacted personally that had incorrect addresses in the original mailing.

Recommendations for Further Study

In the course of this study, it became apparent that there were topics not addressed by this study that would bear research. Some topics included a market survey of the Lewisville area in the field of advertising, as the two newspapers seem to be in competition for display advertising; an analysis of the content of the two newspapers to determine if the quality of the articles was similar, as this was a quantitative study only; an impact study on readers of the two newspapers to find out if they valued wire news or staff-written news more, as one newspaper prints such a substantive quantity of wire news; and a study updating this one, to compare for longitudinal results and a readership survey seeking demographic data to discern what kind of reader the two newspapers have in their Lewisville market.
APPENDIX A

READERSHIP QUESTIONNAIRE DISSEMINATED THROUGH
THE LEWISVILLE NEWS-ADVERTISER
ON FEBRUARY 25, 1979

The readers of The Lewisville News-Advertiser and the Lewisville Daily Leader were sampled by a survey questionnaire that was included in each of the 14,088 copies of the Sunday, February 25, 1979, issue of the News-Advertiser. The survey questionnaire is as follows:

Hello, my name is Colleen Frerichs, and this confidential questionnaire is part of a survey for my master's thesis at North Texas State University.

This questionnaire was distributed with a Lewisville newspaper to ensure a broad sample of respondents. Your participation will help the newspaper to serve you better, and your answers will be carefully considered. Please complete, fold, fasten, and mail the survey as soon as possible. No postage is necessary. Thank you.

Please write answers in the blanks provided and check the desired answers to other questions. You may indicate more than one answer.

1. In which city do you live?

2. If you read the Lewisville News-Advertiser, please check how many issues you read each week:
   (a) One  (b) Two  (c) Three

3. If you are a Lewisville News-Advertiser reader and you believe the paper can serve you better, check areas you would like to see expanded:
4. If you are a Lewisville News-Advertiser reader, please circle the letters before each entry in Question Three of those features you enjoy the most.

5. If you read the Lewisville Leader, please check how many issues you read each week:

   (a) One  (b) Two  (c) Three  (d) Four  (e) Five

6. If you are a Lewisville Leader reader and you believe the paper can serve you better, check areas you would like to see expanded:

   (a) Clubs, business news  
   (b) Sports news  
   (c) Entertainment news  
   (d) Education news  
   (e) Opinions, editorials  
   (f) City news (council, police, etc.)  
   (g) County, regional news  
   (h) Society, personal news  
   (i) State, national, international  
   (j) Advertising

7. If you are a Lewisville Leader reader, please circle the letters before each entry in Question Six of those features you enjoy the most.

8. What other daily newspapers do you read? (If none, skip Questions Eight-Nine.)

   (a) Dallas Times Herald  
   (b) Dallas Morning News  
   (c) Fort Worth Star-Telegram  
   (d) Denton Record-Chronicle  
   (e) Other (please name)

9. Why do you read the newspaper(s) you checked in Question Eight?
APPENDIX B

BUSINESS REPLY MAIL INSIGNIA FOR
READERSHIP QUESTIONNAIRE

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 53 LEWISVILLE, TX.
POSTAGE WILL BE PAID BY ADDRESSEE

Colleen D. Frerichs
P. O. Box 310
Lewisville, Tx. 75067
APPENDIX C

PREREADERSHIP SURVEY NEWS ARTICLE

This article appeared on Page 2A of the Friday, February 23, 1979, Lewisville News-Advertiser.

Survey Sunday

In Sunday's [February 25, 1979] Lewisville News-Advertiser, there will be an insert which seeks to determine the readership habits and preferences of Lewisville newspaper readers.

The survey will be used as a part of the master's degree thesis of NT student Colleen Frerichs, who is studying the area and its newspapers.

The survey requires no postage, but simply is to be folded and mailed.

Those who fill out the survey will be helping the newspapers of the area serve their readers better, as the information will be made available to us.
APPENDIX D

ADVERTISER QUESTIONNAIRE DISSEMINATED
BY MAIL MARCH 8, 1979

Advertisers in the Lewisville area were sampled by a survey questionnaire that was mailed to 221 advertisers on March 8, 1979. The survey questionnaire is as follows:

Please indicate your answers with a check, by filling in blanks, or by circling the appropriate number on the scale. After you're finished please fold and mail the questionnaire in the envelope provided. No signature is necessary. Thank you.

1. In which city is your business located?
2. Is your business headquarters located in this city?
   yes no
3. How many people are employed with your business?
4. How is your business listed in the Yellow Pages?
5. What type of product do you sell or manufacture or what type of service(s) do you offer?
6. Does your business sell to people?
   a. Only in the city in which you are located
   b. In the city in which you are located, in area towns, and in the Metroplex
   c. Statewide
   d. Nationally
   e. International

The rest of this questionnaire is devoted to the media habits of you, the advertiser. Questions will be about your use of local and other media.
7. Do you advertise in the Lewisville Leader?  
   yes  no  
   If you answered "no" to Question Seven, please skip to 
   Question Eleven. If you answered "yes," please continue with 
   Question Eight.  

8. How often do you advertise in the Leader?  
   a. Every issue  
   b. Several times per week  
   c. At least once a week  
   d. Several times per month  
   e. At least once a month  
   f. Several times per year  
   g. At least once a year  

9. On a scale of one to seven, please circle the number 
   that most closely fits your evaluation of the Leader's per-
   formance in advertising.  
   
   
   1 2 3 4 5 6 7 
   Excellent Average Poor  

10. Why do you advertise in the Leader? (You may check 
    more than one.)  
    a. Wide circulation  
    b. Reaches your customers  
    c. Like ad salesman  
    d. Does good job with your ads  
    e. Effective coverage  
    f. Reaches customers early  
    g. Can afford rates, get more for money  
    h. Convenient, easy to call  
    i. Other reasons (specify)  

11. Do you advertise in the Lewisville News-Advertiser?  
    yes  no  
    If you answered "no" to Question Eleven, please skip to 
    Question Fifteen. If you answered "yes," please continue with 
    Question Twelve.  

12. How often do you advertise in the News-Advertiser?  
    a. Every issue  
    b. Several times per week
c. At least once a week
d. Several times per month
e. At least once a month
f. Several times per year
g. At least once a year

13. On a scale of one to seven, please circle the number that most closely fits your evaluation of the News-Advertiser's performance in advertising.

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14. Why do you advertise in the News-Advertiser? (You may check more than one.)

- a. Wide circulation
- b. Reaches your customers
- c. Like ad salesman
- d. Does good job with your ads
- e. Effective coverage
- f. Reaches customers at good time
- g. Can afford rates, get more for money
- h. Convenient, easy to call
- i. Other reasons (specify)

15. Which of the two newspapers do you believe is more effective for your business in your market?

- a. Lewisville News-Advertiser
- b. Lewisville Leader

16. Why do you believe the newspaper you indicated in Question Fifteen is more effective?

17. If you only advertise in one, why did you pick that one?

18. If you only advertise in one, please rate the effectiveness of the paper you do NOT advertise in on a scale of one to seven.

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The remainder of this questionnaire is devoted to your use of other media. If you don’t use other media, you may skip Questions Nineteen and Twenty.
19. What other media do you use in your advertising campaign?
   a. Radio
   b. Television
   c. Other newspapers (specify)
   d. Magazines
   e. Direct mail
   f. Other media (specify)

20. Which medium do you believe to be the most effective?

   Thank you for your time -- and patience!
A letter was sent, along with 221 questionnaires, to Lewisville-area advertisers March 8, 1979. The letter is as follows:

Dear Business Manager:

Thank you for taking time to participate in my study.

I am working on a master's degree in journalism at North Texas State University, and your time in filling out and mailing this study will be of inestimable value to the validity of the work I am attempting. A stamped, addressed envelope is enclosed for you.

I am doing a study of advertisers' use of the media in Lewisville as part of my thesis, and the most important part of the study involves how you, the advertiser, feel about the media and its performance.

I have tried to reach a representative sample of businesses in the Lewisville area in order to get the most accurate "barometer reading" of the feelings of advertisers that I can. Each response is important to me.

Again, thank you for your time and cooperation.

Sincerely,

Colleen D. Frerichs
Journalism Department
North Texas State University
Denton, Texas 76203

Enclosure
APPENDIX F

RESPONSES TO READERSHIP SURVEY QUESTION NINE

Responses to the valid readership survey Question Nine, Why do you read the newspaper(s) you checked in Question Eight?, were as follows:

Both The Dallas Morning News
and Dallas Times Herald

"Because of Dallas, regional and national coverage."

"Large amount of news and advertisements."

"Sports, comics, world news, local news."

"To keep up with the happenings -- and I feel these papers give me the information I need." [Listed Denton Record-Chronicle also.]

"For further entertainment and cultural news."

"Informative and interesting."

"First to keep abreast of current events both local and national and second, that's about all there is to do in Lewisville during the colder months."

"Better articles, sales paper (supplement)."

"I was at one time a citizen of Dallas and I like to keep up with the latest. I also was a coach, too."

"My place of employment takes The Dallas Morning News. I read it on my break. I read the Times Herald because I like that particular newspaper."

"Born and raised in Dallas."

"Other viewpoints -- Sunday magazines." [Listed Denton Record-Chronicle Sunday edition also.]
"They are delivered regularly and I like the papers."

"More information than Lewisville papers."

"I read the Dallas papers because I get a broad coverage and I'm interested in national and local news."

"I like to know what's going on around me."

"Yes, DTH [Dallas Times Herald] on Sunday mostly and DMN [Dallas Morning News] through week and Sunday. These people will throw to our street."

"National news, projected events, schedules for movies, Dallas dinner theaters, fine arts activities." [Listed Fort Worth Star-Telegram and Denton Record-Chronicle also.]

"Sunday editions only."

"News, information, feature stories."

"Basically for state, national news, Metroplex sports, national sports, advertisements."

"I read them because they are informative and entertaining. I believe the Times Herald is one of the best newspapers in the state and enjoy reading it because it expresses many of my own personal views (politically)." [Listed The North Texas Daily also.]

"Greater coverage of national sports (pro and college) and national news with more in-depth discussion of these topics. Better entertainment sections and crosswords."

"I read them because they have route/Lewisville."

"For different viewpoints, wider coverage." [Listed Fort Worth Star-Telegram and Denton Record-Chronicle also.]

"Because I feel they bring news from everywhere to our home. I as a child enjoy the newspapers too. I am eleven and one-half years old."

"My husband reads Times Herald -- I have always enjoyed Morning News for over-all coverage on local and national news."

"To see what's what!"

"Indepth news coverage."

"Because we work in Dallas and do some shopping in Dallas."
"Ads -- wider coverage of indepth special stories."
[Listed Fort Worth Star-Telegram and Denton Record-Chronicle also.]

"The Morning News has good columnists and state news -- the Times Herald is more modern, better for light reading."

"To get a better perspective of the Dallas area -- shopping, sales, local news, state and national news, to get a really* good morning daily paper that Lewisville doesn't offer."

"For sports section (husband), fashion sections and for national and international news (which is highly inadequate in the two Lewisville papers)."

"To get different slants on common articles, to be more aware of national and international news. I formerly was a NY Times reader and am darn near addicted." [Listed The Wall Street Journal also.]

"Best in all categories."

"Take the Dallas papers for state, national, international news."

"Stock, business, education news, editorials, entertainment and rest."

"Different specific strengths -- i.e., Wall Street Journal -- business update, DTH [Dallas Times Herald] -- Friday afternoon entertainment."

"Very informative in all areas -- editorials are superb. Covers everything Journalistic."

"It is a bigger paper [Dallas Times Herald] with more state and national news. It also has a good Living section and big Food section on Thursdays." [Listed Denton Record-Chronicle also.]

"Because of their larger advertising, they have more money to expound on special fashion articles, an entertainment section with reviews on plays, movies, best-selling books."

"The papers I read are very informing."

*All emphasis supplied by respondents.
Dallas Times Herald

"Current news events and horticultural news."

"Business news, sports news, international news."

"We read the Dallas Times Herald because we think they carry the most news up-to-date and their always on time."

"I prefer the way it is written over the others."

"I started reading the Times Herald about twenty-five years ago. Since then, I have read others, but best like Times Herald because I get more of what I want out of this paper."

"I work in Dallas and for ads (shopping, movies, TV)."

"For state and national news."

"Better coverage of nationally covered news throughout U.S. and foreign countries."

"(Weekend only.) Has extra supplements for broader areas of reading, activities to do in and around Dallas, checking for weekly advertisements and sales, broader news coverage."

"Because it tells me what goes on back home in Maryland at times plus it's got (S. Omarr) horoscope, he's the best."

"To keep informed."

"We take it for the TV program book for the week. Ann Landers, [unintelligible] store sales, Cavalcade and editorials, styles and fashion news."

"I read it because of 'Living' section, Thursday's 'Food' section and second-page 'People' section. My husband especially likes sports section. We both read front page, although it is sometimes old news."

"Read Sunday only because of magazine inserts -- Dallas area news and advertisements, national news."

"Better state and national news."

"To keep up on the news at home and around the world."

"To read about Dallas and country wide news. Also for the advertisements and supplements."
"For news in the Dallas area as well as the shopping areas in Dallas."

"They are very informative and emphasize all areas of news in great detail."

"I don't know, I just like to. They have more coverage of everything."

"Because it is an evening paper. I enjoy it very much."

"It's informative, always delivered, has articles that appeal to me, has few errors."

"Provides national and state news, Dallas sales, entertainment columns, Erma Bombeck, Dick Hitt."

"More sports news coverage, better state and national news."

"For the state, national, and international news. And sports and entertainment news."

"My husband gets it to get more news."

"Sports, city and country news, advertisements, state, national and international, entertainment, opinions and editorials."

"For national news and worldwide news."

"Gives us a more complete coverage of local news and surrounding areas. Also advertises bargains in Dallas stores and food stores."

"To keep myself aware of the happenings around me."

"Dallas movie schedule, Sunday supplements."

"We like the large Sunday paper and also read DTH [Dallas Times Herald] for Metroplex advertising of stores -- Sanger Harris, Treasury, Joske's, Target and various others."

"Because we enjoy it more than The Dallas Morning News."

"Usually read only Sunday issue to get a broad view of news."

"I think the Dallas Times Herald is the best newspaper in the area. It has so many features and stories and is presented in a very pleasing and interesting form."
"To get Dallas cultural events, entertainment, state and national news. Ads for dept. stores."

"I like it."

"To read about what is happening in Dallas and for the Thursday food section."

"For a complete Metroplex news and national news coverage."

"News and information."

"Wider variety of articles, keep up with the city."

"News, ads, information."

"I feel that it has a well-rounded variety of subjects to interest and inform the entire family."

"Sunday edition only."

"Interesting articles, good advertising, it's delivered."

"Because they have more news and ads."

"Because it covers all the areas . . . extensively."

"I enjoy reading the paper."

"Times Herald -- national and state, world wide news."

[Listed Denton Record-Chronicle also.]

"DTH [Dallas Times Herald] gives me more overall news and DR-C [Denton Record-Chronicle] fills me in on what's happening in the north part of the county, where I work."

"To keep informed." [Listed Denton Record-Chronicle, The Denton County Enterprise, and Moneysworth also.]

"World news -- also, Denton will cover Lake Dallas sports if asked." [Listed Denton Record-Chronicle also.]

"Denton news and Dallas news." [Listed Denton Record-Chronicle also.]

"Yes. I would like to read the Denton Record-Chronicle. Why don't they sell it in Lewisville and The Colony?"

"It keeps me more informed than either Lewisville paper."

"To get the world news and look at ads from Dallas stores. I believe local papers should be for the local news."
"We enjoy the many different sections of the Sunday Dallas Times Herald. It is much more informative than the local papers."

"For national news."

"For current events and entertainment."

"They give a better detail on stories. They are not controlled like some small town papers who write what the big shots let them and nothing else." [Listed Fort Worth Star-Telegram also.]

"More information for a big newspaper to cover wide circles."

"I think it is a good paper."

"To get news and society -- travel -- usually Sunday papers."

"Dallas for state and international news. Denton Chronicle for county news."

"Better sports and advertising."

"I read the Times Herald for national and world news. Also for listings of shows, art exhibits and other entertainments in Dallas."

"They give a good coverage on all events and have up-to-date on all events and happenings."

"Dallas sales -- broader scope of classified, national news." [Listed Denton Record-Chronicle also.]

"Detailed information on current news. Broader opinions of what is happening."

"We receive it on Sunday. I enjoy the variety of news and articles on special things, entertainment, styles."

"Great paper. It's a very good edited newspaper. There is just something about the Dallas Times Herald that outdoes any other newspaper around. Just can't put my finger on the reason. It's just there."

"It's a larger paper and has more information concerning Dallas and Fort Worth area."

"Wider scope of news and ads."
"'Living' section very interesting -- Times Herald gives good all-over view of national news although has very opinionated way in covering local issues."

"For regional and national news -- features."

"State and national news."

"I have a subscription."

"For the travel, Scene, Sunday, Style and Metroplex news."

"It has a wide variety of news."

"State, national, international news, editorials, comics."

"Work in Dallas, and lived there for five years."

"Sunday only -- for the heck of it."

"More news. Sports."

"Best coverage of news, investigative reporting."

"For state and national news."

"Times Herald has a wider or more complete news articles, covers more areas of news." [Listed The Colony Daily Leader also.]

"To get state and national news." [Listed The Colony Daily Leader also.]

"Why take it if you aren't going to read it?"

"The Herald is the best in the area!!"

"I can keep up with local and national happenings and the specials at stores in Dallas."

"Like the way the paper is 'laid out' (arranged). Like certain columns better."

"State and national news and sports."

"Regional and national news, opinions and editorials, sports, business."

"For national and international news. Also, we moved here from Dallas and are, to a certain extent, Dallas oriented."
"They cover the Metroplex area with good coverage and I enjoy the special interest stories and articles."

"World news -- city news, women's and entertainment sections -- store ads."

"More variety, depth and national."

"Columnist Ann Lander, Dear Abby, nationwide news coverage, sales advertisements."

"This is the newspaper I enjoy the most and it gives the best coverage. I find the evening a better time to relax and read of world and local happenings."

"National news."

"For over-all news."

"The Times Herald offers a broader scope of news (i.e., national, world) and advertises for a larger area (Dallas businesses). I read it in addition to, but not in place of, the local papers."

"Excellent paper which has all items I enjoy except local (Lewisville-Grapevine) news."

"The news is up-to-date. When I get the Leader it is one to three days old."

"For better national and education news coverage."

"1) Habit, 2) Comics."

"I lived and worked in Dallas many years."

"National and international up-to-date news. Real estate advertisements."

"Dallas news and other features in the Sunday special section."

The Dallas Morning News

"For more news involving the whole nation and most of the state."

"Dallas area and national news."

"National news, sports, ads."
"A good editorial page, national news coverage, good comic strip."

"Has Dallas news in it."

"It arrives early and we can read it before we go to work."

"National news, advertisements, entertainment."

"For state and national news, also sports and of course fashions."

"For news of Dallas-area happenings."

"I like their coverage of world-wide news as well as Metroplex coverage."

"Better international reporting and better and more extensive classifieds."

"To get Dallas news and world news also."

"I feel it has good coverage of state, national, international news, and current news and articles. I enjoy it each morning and it helps me start my day."

"I like to keep up with everything going on around me locally and world wide."

"Dallas news."

"To learn about the rest of the world."

"Current events -- entertainment. All news."

"National and international news, advertising, entertainment."

"The Dallas Morning News because it is a daily and you really get the latest news in it. I also like the editorials."

"Because we like to keep up with the happenings in and around the country."

"We thoroughly enjoy our papers. Actually I prefer the Dallas Times Herald if I could get it mornings. Why can't the Herald be delivered in this area? I know they now have an early morning edition (Fox Avenue territory)."

"Like the features better and feel the news coverage is as good as if not better than other area papers."
"To read latest national full coverage of sports, editorials, national, state and international news and to read syndicated columnists."

"To get world and state news."

"They give more national news."

"I buy the Sunday Dallas Morning News because of its news coverage."

"It contains more national news. Better sports coverage."

"For all the news. And we shop in Dallas."

"To keep abreast of news in Dallas and Fort Worth and throughout the state. Advertisements also are of interest."

"For the latest news, city news, county news."

"DMN [The Dallas Morning News] is more convenient to read. You have all day. Their is no time to read at night. Too, I believe it is more conservative."

"Pleasing format -- variety -- prefer a morning newspaper -- editorials."

"State and national news, sports, comics."

"Anything you wish to know, you find it in this paper."

"Adds, national news, regional news, garden, foods."

"Excellent newspaper that keeps one well informed. Editorials and sports reporting excellent."

"News coverage -- national and local basis, society news, ads."

"National news, international news."

"To keep up with local and national news -- ads, classified sections."

"Have been reading them for over forty years and it's too late to stop now." [Listed Denton Record-Chronicle also.]

"1) Comprehensive world news, 2) Fashion news, 3) Sale advertisements, 4) Business reviews." [Listed Denton Record-Chronicle also.]
"For Dallas news and Dallas advertisements." [Listed Denton Record-Chronicle also.]

"That way in addition to the Lewisville papers, I know about everything going on in the area." [Listed Denton Record-Chronicle also.]

"To keep up with what's going on and for the entertainments in those cities." [Listed Denton Record-Chronicle also.]

"We enjoy reading the newspapers. They are both good papers and especially the Dallas News is so informative." [Listed Denton Record-Chronicle also.]

"For information -- national, state, county, international -- and enjoyment, plus crossword puzzles." [Listed Denton Record-Chronicle and Pilot Point Post Signal also.]

"For news -- the local papers have very little."

"Not afraid to take issues with local politics or local leaders."

"General and national information not covered in local papers."

"Because more news in Dallas papers than Lewisville papers."

"I read the Dallas paper for news outside of Lewisville."

"More information. If I must go into Dallas I utilize my time and travel. Compare shop. I hate the way they all deliver the paper. Throw it anywhere. Lands on roof, bushes, gutter, driveway, in water. Upsetting. [Listed Denton Record-Chronicle also.]

"Ads."

"More sale advertising and entertainment sections."

"National and state news coverage. Local university news and entertainment." [Listed Denton Record-Chronicle and The Wall Street Journal also.]

"Covers a wide range of news."

"Gives an overall picture of news locally as well as national and international and they have Peanuts and Fred Bassitt!"

"The Dallas News is the best of all papers. I enjoy news coverage, editorials, fashion news. I read the Record-Chronicle for news of county and school news from universities."
"National and international news, indepth, Dallas ads, national sports and comics."

"Broader and more comprehensive coverage of national news; Metroplex business and finances; editorials."

"State, national, international news coverage."

"For broader coverage of international news."

"Because it's a cool newspaper and I like their television ads."

"Because of sports section and entertainment section. Because of Snoopy in comics."

"To keep current on news since we have no television, enjoyment."

"Sat. and Sun. only for expanded news, entertainment and advertisements."

"To get the Dallas area news and state and national news. Husband reads sports section." [Listed The Texas Catholic also.]

"1) For current events, 2) Sales -- advertisements in large stores."

"To get national and international as well as local Dallas news."

"To get more national and state news. To get more advertising."

"More current and better news coverage."

"For national and international news coverage."

"For information other than local news."

"National and state news."

"Broader national coverage, larger entertainment section, more educational articles."

"For national, international and Metroplex news and syndicated editorials."

"Best newspaper in the Southwest."

"Information not covered in local Lewisville papers."
"To keep updated on the Dallas news and also current on national news. To keep up on Coppell activities." [Listed the Coppell Times News also.]

"More national, regional (Metroplex) news and advertising."

"Need to know what's going on in Dallas where I shop and visit and Grapevine where I have a business." [Listed The Wall Street Journal, The Grapevine Banner, and The Grapevine News-Advertiser also.]

"For world, national and state news."

"For the sports and the TV news."

"More informative than most. I like the lay-out and I probably read it out of habit."

"Advertisements, broader state and national coverage, syndicated columns."

"Because the Lewisville papers give mainly local news and we like to also read state, national and international news." [Listed The Wall Street Journal also.]

"Enjoy it."

"National news -- Dallas sales."

"To keep informed of world events -- also like editorials."

"I shop in Dallas thus use the ads. Believe it to be a fairly comprehensive paper."

"For national news -- fashion ads."

"National and regional news, TV section guide to viewing, comics."

"Sunday only. Broader span of reading; also includes much more news."

Denton Record-Chronicle

"Because it covers all of Denton County and Denton. Also, the main reason our son is on the Fire Department there and also lives there."

"I am from Denton and therefore I am interested in the local news that the Record-Chronicle provides."
"Being life-time resident of L'ville, I have friends and acquaintances all over the county. Thru the paper I can keep in touch with them."

"My children go to school in Denton and know the people there."

Other Newspapers

"I read it because it gives more local news -- more adds. That relate to my area." [Listed The (Grapevine) Banner.]
APPENDIX G

READERSHIP QUESTIONNAIRE RESPONDENTS'
UNSOLICITED COMMENTS ABOUT
LEWISVILLE NEWSPAPERS

Some readers provided unsolicited comments about the Lewisville newspapers on the readership survey. Comments written on the valid readership surveys were as follows:

Both The Lewisville News-Advertiser and Lewisville Daily Leader

"[The Dallas papers have] more information than Lewisville papers."

"I read the local papers because I live here and am in business here."

"[The Dallas Times Herald] keeps me more informed than either Lewisville paper."

"I believe local papers should be for the local news. There are lots of things happening in our schools. I'm sure the public is interested and should be informed."

"I think both Lewisville papers have a long way to go before being able to say they print the local news -- they both are sorry excuses for home town newspapers."

"It [Dallas Times Herald] is much more informative than the local papers. Lewisville is growing more rapidly each day, the newspaper should do the same."

"They [Dallas papers] are not controlled like some small town papers who write what the big shots let them and nothing else."

"[The Dallas Times Herald has] more information for a big newspaper to cover wide circles. The hometown newspaper to really good for it purpose."
"In Lewisville papers, only past local information is printed. There's so little difference in the two local papers that it is a waste for me to read both."

"That way in addition to the Lewisville papers I know about everything going on in the area."

"[Reads The Dallas Morning News] for news -- The local papers have very little."

"Your local papers seem to be afraid to step on local political toes and dig into issues concerning the well-being of local residents. One gets the impression local papers are controlled by local powers-to-be. 'No Guts.'"

"General and national information not covered in local papers."

"More news in Dallas papers than Lewisville papers."

"I read the Dallas paper for news outside of Lewisville. I think only local news should [unintelligible] in the Lewisville papers."

"I like the expanded newspaper for Sun. but prefer our local ones on a daily basis because they are informative as to local happenings and can be read quickly."

"I take these papers to learn more about this town. I hear national news on TV -- but not local."

"Small newspapers do not provide [international news coverage]."

"Neither Lewisville paper is that great -- the town is over-saturated with papers! -- The Lewisville Shopper (I think) can claim more regular readers!"

"Lewisville doesn't offer [good morning daily paper]. I read Lewisville paper to get local news and ads. I like small town touch to local paper that provides for more personal touch. I regret the really haphazard way both papers are thrown (especially Advertiser) even after requesting better service."

"Sports section (husband), fashion sections and national and international news . . . is highly inadequate in the two Lewisville papers."

"Give the kids more press!"
"Local newspapers should reduce syndicated coverage and increase local news."

"[Reads The Dallas Morning News for] information not covered in local Lewisville papers."

"The Lewisville papers are for local -- south Denton Co. news, and this is the way it should be."

"Local papers would do best to deal with local news and issues -- more in-depth coverage."

"I want my local papers to be local and not copied features."

"I read it [Dallas Times Herald] in addition to, but not in place of, the local papers."

"The Lewisville papers give mainly local news."

"I like the local papers to carry local news. I would hate to see them compete with the larger papers. I would lose interest if they started carrying more national news. I think the 'small town' touch is important to this community."

The Lewisville News-Advertiser

"LOCAL* [club and business news, sports, entertainment, education news, and opinions and editorials]."

"Rodeo team, rodeo. However, I dislike warmed over and second-hand news and incorrent printing of The Lewisville News-Advertiser. It's always a re-run of the Daily Leader."

"Funeral notice earlier. Delivering paper on Bennett Lane, Lewisville, TX. We can't get this paper or L. Daily Leader delivered to us."

"Usually too brief or already heard [state, national, international news]."

"[Reads] every one I can get."

"[Reads] when and if delivered -- when carrier takes a notion to deliver -- irregular delivery by carrier does not get pay."

"[Reads] all when I get them."

*All emphasis supplied by respondents.
"School menu. Police. Delivery. [Reads] when they deliver."

"Local Adult Rec."

"I hate the way they all deliver the paper. Throw it anywhere. Lands on roof, bushes, gutter, driveway, in water. Upsetting."

"Things to do, places to go."

"Everything is good -- sports, school. (Teen opinion)."

"I read everything."

"[Reads two issues a week because] that's all my time permits."

"I read the paper when we get threwed and that isn't too often. We get it threwed on Bennett Lane."

"One paper weekly that know of."

"Church news."

"Local [sports]."

"I think the Lewisville paper should inform us mostly about city-county news, but I do like the News-Advertiser because it covers entertainment, art, and museum exhibits in the area."

"Lewisville News-Advertiser: This could be a good newspaper if someone would check it out for errors in spelling and putting pictures in backwards and with wrong scores in it. At times have the wrong person's name under the picture. I read the sports more than any other section and the coverage is poor and needs to be updated."

"Dislike inaccurate articles."

"Information in News-Advertiser is not current up-to-date."

"I don't approve of the way it is done. Do not subscribe. Thrown free and then the carrier wants to collect."

"More [than three issues a week]."

"Comics."

"Church news."
"Lewisville Advertiser is a paper worth while reading and I'm happy to have it delivered to my home. I read every issue published. LN-A is fine just the way it is published."

"Dear Abby -- Erma Bombeck."

"Police."

"Editorials are usually direct and to the point, unlike the Leader, who virtually backs popular opinion."

"Maybe [reads two issues a week] -- delivery is inconsistent."

"More about The Colony."

"Human interest."

"Hockey."

"[Would read] all of them if they delivered it daily but they don't."

"I rarely receive all three issues of the paper, but would read three if they were delivered."

"Want ads."

"Continuous, active support of NTSU."

"[Reads] all that are delivered."

"[Reads] as many as I get. Delivery has been poor."

"Local [education news]. News-Advertiser tends to be stale -- it is printed too far in advance."

"Has not been delivered in March -- so not read presently -- no explanation for non-delivery. Local [advertising]."

"More local coverage."

"Not censored by people with money."

"Local [opinions and editorials]."

"Real estate [advertising]."

"Don't like news -- one day old!!"

"County news."
"Ladies' section -- recipes. [Enjoys] the TV section on Sunday."

"Fishing."

"Get theAdvertiser with no problems, which is nice."

Lewisville Daily Leader

"Varies [how many delivered each week]. Have trouble getting it delivered. I have trouble with getting the Leader delivered . . . I get to know of Lewisville through the paper and its people."

"Rodeo."

"Funeral notices earlier. [Read] five until they stopped throwing to our route. It is awful that none of the city papers will throw to us in town."

"Already read [state, national, international news] in larger paper. Carrier service too spastic."

"[Reads] every one that I get."

"[Reads] when and if delivered -- when carrier takes a notion to deliver -- will not pay carrier if he does not deliver properly."

"[Reads] all that is delivered [three]. Daily Leader, they carry some news that you don't, comics, and my wife works there. Some advertisements [local] that your paper does not carry."

"Fishing."

"Here again they deliver late -- after dark -- not they mail stale news and to late for first come ads. Police. Delivery. School menu."

"Local Adult Rec."

"Deliver it properly. They do not print art as you send it in; if they do put it in."

"Everything is good -- sports, school. (Teen opinion)."

"Some issues are not so good."

"My schedule is very busy. I would like to have time to read more [than one per week]."
"[Reads] just once in awhile, for we don't get the paper throw on Bennett Lane. Coverage of all the death in Lewisville."

"Features [sports]."

"[Reads] all I receive [three]."

"Have route/Lewisville."

"We canceled the Herald, and would like to see more state, national and international news in the Leader. Good horoscope or biorhythm charts and recipes, women's news."

"Better comic section."

"[Reads Hubbard City News and Hill County News.] We lived there over six years in the '40s. There's a variety of articles and personal news. Hasn't gotten so commercialized. Our L. Leader used to be more that way. Our Sunday School class used to put a report of our meetings in the Leader for years. They turned it down some time ago. Needed the space to make money, I guess."

"Fishing on Lewisville Lake -- such as -- water level -- condition of water -- kind being caught -- depth at temp. of water."


"This paper voices the editor's viewpoint only. Non-objective newspaper. Leader's opinions are extremely biased and usually favor popular opinion."

"Like school newspaper on Thursday."

"I only read Lewisville Leader for the Texas Outdoor report from Texas Parks and Wildlife, but I haven't seen it in the Sunday edition lately."

"The Colony Daily keeps me informed about things happening for my area."

"To get news happenings in our neighborhood."

"Most papers have too many of these [advertisements] and not enough news areas."

"Want ads."
"Public service solicitations of support for NTSU."
"Girl's local [sports]."
"For local news."
"Local [education news]. Leader news is more current but avoids the controversial more."
"More local coverage."
"When I get the Leader it is one to three days old."
"Not controlled by people with money. School section."
"Recipes."
"[Reads] all when I receive them. I have missed them many times. I live upstairs."
"A local paper -- weekly events -- school -- businesses -- TV schedules -- local events -- personal news and ads."
"Local [sports, and opinions and editorials]."
"Real estate [advertising]."
APPENDIX H

RESPONSES TO READERSHIP SURVEY QUESTION NINE
FROM INCOMPLETE RETURNS

Responses to the readership survey Question Nine, Why do you read the newspaper(s) you checked in Question Eight?, from the incomplete returns, were as follows:

Both The Dallas Morning News
and Dallas Times Herald

"To read the national, international news."

"Both are interesting newspapers."

"Comprehensive news."

"Excellent editorials, amusement and entertainment news, national and expanded international news."

"For full coverage of national, international, and business news; to take advantage of business ads in Dallas."

"The Times Herald has good society and entertainment features. I like to read a paper with my morning coffee and love the crossword puzzles."

"We enjoy them -- but not enough news of the New York area is printed. Many people down here come from up there -- flights from D-FW [Dallas-Fort Worth Regional Airport] to NY are very popular -- would be nice to know what is going on up there as well as down here."

"Better coverage of all areas."

"Very expansive -- cover all fields of news."
Dallas Times Herald

"Wide span of news."

"Enjoy daily features, good food section, Dallas sales ads."

"Excellent paper on county and national news, sports, entertainment, and advertisements."

"I like the coverage in the various features -- it's well-balanced in its priorities in coverage."

"Because I like to read the newspaper at night when I come home from work."

"It is informative about all types of current matters, and there are enjoyable reading materials plus coupons and sales advertisements."

"News in general and advertising."

"Most comprehensive in over-all content."

"Former Dallas resident with friends and relatives living there."

"For Dallas and national news."

"State and national news. Women's section. Sports."

"Dallas/Fort Worth area news and sports -- good coverage of world/state news."

"It gives you more of the Metro area information instead of just local."

"To get additional coverage of business and industry news . . . not covered sufficiently in Lewisville paper -- wish the paper was sufficient so I could discontinue Dallas paper. Hometown newspaper -- just moved to Texas. Have read Leader some. It's not sufficient on coverage."

"(Listed The Bloomington (Minnesota) Herald-Telephone also.)"

"Tried several daily papers and found DTH [Dallas Times Herald] format and contents most suitable."

"One was sent to us before the move to the area. Continued to get it. Carrier came to the house the second day we were here."
"They are a large newspaper with more information than I am interested in -- mostly national news." [Listed Fort Worth Star-Telegram also.]

"More national and international coverage. Am interested in the Dallas area and merchants."


"Because I attend NTSU and I like the Times Herald's format." [Listed The North Texas Daily also.]

"Comics, advertising, national news coverage."

"It has the best coverage of all news: local, state, national and international, plus the columns and comics that I like."

"More complete news. Work in Dallas, need to keep up."

"Because it's the best."

"State, national, international news, advertisements, sports."

"Best coverage of national and international news. Best sports coverage. Good advertisements."

"To get more complete news coverage than that offered by radio and television; also for the advertisements from Dallas stores."

"We want to keep informed (biased or not) of current events. Absolutely tired of all Bad news. And violent TV. There are interesting people alive and newsworthy."

"DTH [Dallas Times Herald] and FW-ST [Fort Worth Star-Telegram] for state, national and international news." [Listed Denton Record-Chronicle also.]

"It's the paper our neighbor subscribes to."

"More news about entire Metroplex and country. Advertisements, because I shop in Dallas some."

"State, national, and international news and the Dallas ads."

"Herald for word games."
"No one has time to read a morning paper, and we naturally prefer the evening paper."

"Offers more news information, sports, and store sale information in the Dallas area."

"Good paper! Most of the time -- 'Style' in Sunday's paper is a waste of a tree for the paper."

"I read the Dallas Times Herald to get a broad coverage of news and weather news. The small town papers are very limited in their coverage."

"More ads and sports."

"News."

"Read the Herald for over forty years and like the newspaper very much."

The Dallas Morning News

"In order to read more news than just neighborhood news."

"It is the most comprehensive."

"Good news coverage, all important news events."

"Best news -- best sports -- best comics -- best advertising."

"It provides the best all-around news information."

"As feel as though don't get enough world coverage. The deaths are not reported daily so usually funerals are over before people know."

"For a broader scope of national news and advertising."

"I work in Dallas. It's easy to shop there so the ads are very important to me. Also read for international, national, state and Dallas coverage."

"Most informative."

"Quality of articles/scope of issues."

"International news, sports, opinions, puzzles."
"To give us more information of the goings-on of the rest of the world." [Listed The Colony Daily Leader also.]

"Current national news, each day, national sports, great editorials, social news, Dallas entertainment news." [Listed The Colony Courier also.]

"Weather, human interest stories, 'About Your Antiques,' sales, grocery (ads), coupons, Colony city news and school news and lunch menus. My husband reads it for sports, entertainment, all area and national news. He pretty well covers the whole paper. And our daughter enjoys, reads and works 'Mini Page.'" [Listed The Colony Courier also.]

"Sports, classified, local and world news."

"I subscribe to the Morning News and these local papers insist upon littering my yard with their extras; I do not subscribe." [Listed The Colony Daily Leader also.]

"National news, sports."

"News, crossword, information, advertising, restaurants."

"Greater volume of news, sports, advertising."

"To be informed regarding county and world news -- also to get the News 'comics.'" [Listed Denton Record-Chronicle also.]

"We are from Dallas and I enjoy the funny paper -- wider international and national coverage."

"Did live in Dallas, like to know what goes on -- sales and so on."

Denton Record-Chronicle

"Denton Chronicle for county news."

"Denton Record-Chronicle -- county news."

Fort Worth Star-Telegram

"I read the Fort Worth Star-Telegram occasionally for society and deaths of people I know. I read the Denton Record-Chronicle for general news.

*All emphasis supplied by respondents.
Other Newspapers

"To get the local as well as other happenings of our country." [Listed Carrollton Times Chronicle, The Coppell Star, and The (Grapevine) Banner also.]

"Why do we have three different newspapers in this area instead of just one good one? Grapevine Banner? Lewisville Leader? Coppell Chronicle? Lewisville Advertiser? I would pay for one that covered all three areas."

"Please do not deliver Lewisville papers to my yard. Please do not clutter The Colony with so many excess newspapers and ads! They only have to be picked up every day and taken to the garbage. I'm crippled and it is difficult to keep my yard clean when two Lewisville papers are thrown, Carrollton, Frisco, two Colony and two Dallas papers. They only get wet and the kids throw them all over the lawns and into the gutter. Thank you."

"For news of what is going on in the Catholic Church, so my faith will increase as I live and grow as a Christian." [Listed The Texas Catholic.]
APPENDIX I

READERSHIP QUESTIONNAIRE RESPONDENTS' UNSOLICITED COMMENTS ABOUT LEWISVILLE NEWSPAPERS FROM INCOMPLETE RETURNS

Some readers provided unsolicited comments about the Lewisville newspapers on the readership survey. Comments written on the incomplete readership surveys were as follows:

Both The Lewisville News-Advertiser and Lewisville Daily Leader

"The small town papers are very limited in their coverage [of news and weather]."

"Why do we have three different newspapers in this area instead of one good one? Grapevine Banner? Lewisville Leader? Coppell Chronicle? Lewisville Advertiser? I would pay for one that covered all three areas.

"Please* do not deliver Lewisville papers to my yard. Please do not clutter The Colony with so many excess newspapers and ads! They only have to be picked up every day and taken to the garbage. I'm crippled and it is difficult to keep my yard clean when two Lewisville papers are thrown, Carrollton, Frisco, two Colony and two Dallas papers. They only get wet and the kids throw them all over the lawns and into the gutter. Thank you."

"I subscribe to the Morning News and these local papers insist on littering my yard with their extras; I do not subscribe."

"It is and has been consistently difficult to get either Lewisville paper -- currently we receive only one [News-Advertiser]."

*All emphasis supplied by respondents.
"[Business and industry] not covered sufficiently in Lewisville paper. Wish the paper was sufficient so I could discontinue Dallas paper. Have read Leader some. It's not sufficient on coverage."

The Lewisville News-Advertiser

"Human interest."

"Called and they came out to cover a local story. None other came. I read every line in the paper and enjoy it very much."

"Not enough information."

"As feel as though don't get enough world coverage. The deaths are not reported daily so usually funerals are over before people know. Deaths -- hospital news -- would like a daily."

"TV."

"Metroguide TV Magazine every day. Radio and television programming news."

"Cost vs. news. Confidence in delivery to home."

"Would like more news of The Colony published."

"Hot Line (Action Line)."

"I don't read it. It sucks. Master's thesis, my ass! This questionnaire is obviously for the News-Advertiser's use only, and I am sick and tired of having this shitty excuse for a newspaper tossed unbidden into my yard!"

"Want ads -- need and want most."

"Suggestion of article: 'All Children Feel A Part.' In my hometown paper, population 1,000, The Conway Springs Star, ran an article by the high school journalism class, 'The Busy Hill' articles of kinds. Through hi-sch. class projects -- field trips -- special classes -- guest speakers -- assemblies, witty sayings to questions asked -- poems, all school-related items, each class reported on what they were doing. Activities for children. Elementary."

"I don't need to have this paper messing up my yard."

"I love this paper!!"
"Local [club, business news and advertising], national [sports]."

**Lewisville Daily Leader**

"Don't read the paper."

"Would [take Leader] but city get paper before route."

"Local [club, business news], local sports."

"Crossword puzzle."
APPENDIX J

RESPONSES TO ADVERTISER SURVEY

QUESTION SIXTEEN

Responses to advertiser survey Question Sixteen, Why do you believe the newspaper you indicated in Question Fifteen is more effective?, are as follows:

**The Lewisville News-Advertiser**

"Example: Article on restaurants includes pictures from several restaurants and interviews with several restaurant managers, not just one. Articles include more than one business in a given category."

"It goes to more people in this area."

"It has a wider circulation and better 'image.'"

"Because we have tried both papers."

"Wider circulation."

"More local news, it is a free paper to customers."

"We get more responses to our ads."

"Has wider area -- has better sports."

"Wider circulation."

"Wider distribution."

"Records indicate their effectiveness."

"Reaches every household in Lewisville (it's free)."

**Lewisville Daily Leader**

"Ad placement in business service section instead of at end of newspaper."
"If they choose to buy the paper, they intend to look at it."

"More people will read this paper."

"Years of inhouse survey shows that this paper makes my phone ring as opposed to the other and that is the purpose for advertising."

"More of a daily paper."

"Better response from customers."

"Reaches our customers."

"Better editorial coverage."

"Larger circulation."

"More circulation."

"We believe more people read this paper."

"I've tried both. The few people that do read my ads respond from that paper. I've tried both. Also, I cannot afford to advertise in both effectively."

"Circulation to people we serve is better."

"Believe more people read."

"Paid subscription."

"People pay for it; therefore, they value it and read it."

"More people read it. More local news."

"Daily delivery."
APPENDIX K

RESPONSES TO ADVERTISER SURVEY

QUESTION SEVENTEEN

Responses to advertiser survey Question Seventeen, If you only advertise in one, why did you pick that one?, are as follows:

The Lewisville News-Advertiser

"It has a wider circulation and better 'image.'"

"Often has ran free stories for us, advertising an event we are having, feel because of this they deserve my paid ad business."

"Because it is the best of what is available."

"More circulation."

Lewisville Daily Leader

"Feel circulation is better."

"Believe more people read."

"I've tried both. The few people that do read my ads respond from that paper. I've tried both. Also, I cannot afford to advertise in both effectively. Also, the Leader is paid subscription. It doesn't clutter up people's yards."

"Paid subscription."

"More people read it. More local news."

"Salesperson."

"If they choose to buy the paper, they intend to look at it."
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