A CONTENT SURVEY OF TEN
SUBURBAN NEWSPAPERS IN THE
DALLAS-FORT WORTH METROPLEX

THESIS

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

For the Degree of

MASTER OF JOURNALISM

By

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Denton, Texas
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This study compares the May, 1974 and May, 1975 editions of suburban daily newspapers in the Dallas-Fort Worth metroplex. The purposes of the study were to determine how, when, and why suburban daily newspapers in the metroplex altered their editorial content and to evaluate the effects of the changes on circulation.

The thesis is organized into four chapters. Chapter I introduces the study. Chapter II gives a historical overview. Chapter III analyzes the data. Chapter IV contains some conclusions.

Some conclusions that emerged from this study include:

1. Suburban newspapers have small editorial staffs.
2. Eight of the newspapers altered their content.
3. The changes helped them maintain or increase their circulation.
4. All of the editors responding to the questionnaire said that local news and sports are their primary goals.
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CHAPTER I

INTRODUCTION

Rising inflation, teamed with an economic recession, has made many Americans conscious about their spending. Families are trimming their budgets and looking for bargains more than they have for many years. If a family is going to eliminate something from its budget, it will be something of which the family has no need or has a surplus.

Consumers who subscribe to a metropolitan daily newspaper and also subscribe to their community daily newspaper may re-evaluate the benefit of subscribing to both publications. This could be a problem facing many suburban daily newspapers in the Dallas-Fort Worth metroplex.

Circulation figures for the Dallas Morning News and the Dallas Times Herald for the cities of Richardson, Carrollton, and Farmers Branch seem to indicate that most of the people who live in the suburbs subscribe to a metropolitan newspaper. The Dallas Morning News has a circulation of 9,590 in Richardson, 4,353 in Farmers Branch, and 2,742 in Carrollton, while the Dallas Times Herald has a circulation of 7,970 in Richardson, 4,547 in Farmers Branch, and 3,425 in Carrollton. The Richardson Daily News has a circulation of 8,482 in Richardson. It would not be possible, without extensive research, to
determine how many people in Richardson subscribe to one or both of the Dallas newspapers, but one can surmise from the circulation figures of the three newspapers that there must be a sizeable overlap, since the population of Richardson is about 69,000. The overlap factor is important, because if it did not exist, there would be no problem of suburban newspaper readers dropping one of their newspaper subscriptions in favor of another.

A similar relationship cannot be found between the suburbs of Carrollton and Farmers Branch and the Dallas newspapers because neither Carrollton nor Farmers Branch has a daily newspaper. However, Carrollton and Farmers Branch both have newspapers, the Carrollton Chronicle and the Farmers Branch Times-Chronicle, which are published twice a week, and they have a paid circulation of 4,026 and 4,729, respectively. The populations of Carrollton and Farmers Branch are about 21,000 each. Therefore, there is a probable overlap in the paid circulation of the Carrollton Chronicle and the Farmers Branch Times-Chronicle with the Dallas newspapers.

Traditionally, most people who live in the suburbs subscribe to a metropolitan daily newspaper to know what is happening in the state, nation, and the world, whereas they subscribe to their local community newspaper to obtain detailed information on what is happening in their community.
A 1974 survey prepared by H.D. Ostberg and Associates for the Suburban Newspaper Research Center points out the local news value to suburbanites. The report states,

The medium suburbanites depend upon for local, society, and sports events. Birth and wedding announcements. News that suburbanites really care about. That makes them feel more a part of their town. Only suburban newspapers contain local news. News that is covered only by community newspapers. The only place suburbanites can read about their schools and parks. And about all the other taxing bodies.1[sic],1

Some newspaper publishers, aware that their circulation may decline because of the economic conditions in their communities, have started searching for ways not only to keep the subscribers they have, but also to increase the number of subscribers. Since a greater emphasis is placed on the importance of state, national, and world news by most metropolitan newspaper readers, some suburban newspaper publishers are changing the traditional concept of a suburban newspaper by offering their subscribers more than just local news.

The importance of state, national, and international news is indicated, in part, by the decision of the publishers of the Irving Daily News, Richardson Daily News, Garland Daily News, Grand Prairie Daily News, Arlington Daily News, and Mid-Cities Daily News to include two common pages in each

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edition of their respective newspapers. One page has state, national, and international news and the other page has state and national sports. The two common pages are updated throughout the day for each press run. The Richardson, Mid-Cities, Irving, Grand Prairie, Arlington, and Garland newspapers are all part of the News-Texan, Incorporated suburban newspaper chain.

Statement of the Problem

The purpose of this study was to compare editorial change in suburban daily newspapers within a thirty-mile radius of the center of both Dallas and Fort Worth. The study sought to determine how many suburban newspapers throughout the metroplex increased the amount of state, national, and world news between May 1, 1974, and May 31, 1975. The survey was limited to twelve months. The first month, May, 1974, was two-months prior to the date the United States entered a recession, and the second month, May, 1975, was one calendar year later.²

Purposes of the Study

The purposes of the study were (1) to determine how many suburban daily newspaper publishers throughout the Dallas-Fort Worth metroplex altered their news content to maintain or attract new subscribers, (2) to determine how they altered their news

²*Newsweek*, July 29, 1974, p. 50.
content, (3) to determine when they altered their news content, (4) to determine how much of an increase there was in state, national, and international news in suburban daily newspapers in the metroplex, (5) and to evaluate the effects on circulation, if any, the changes may have had.

Hypotheses

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

1. Suburban daily newspapers in the Dallas-Fort Worth metroplex have changed their editorial format to compete with the Dallas and Fort Worth daily metropolitan newspapers for the subscription dollar of the residents in their communities.

2. Suburban daily newspapers increased the amount of state, national, and world news in their newspapers between May 1, 1974, and May 31, 1975.

3. The addition of state, national, and international news has helped suburban daily newspapers to maintain or increase their 1974 circulation.

Recent and Related Studies

A survey of several publications indicates that little research has been conducted on the editorial trends of suburban newspapers. A check with the national headquarters for the Suburban Newspaper Research Center and the American Newspaper Publishers Association revealed that those organizations have
conducted no studies concerning the trends of suburban newspapers in America. However, Editor & Publisher has published three articles about newspapers that have changed their editorial content.

A 1974 study by Gerald L. Grotta\(^3\) showed that from 1946 to 1950, newspaper advertising grew more than twice as rapidly as the gross national product. However, from 1950 to 1960, the growth rates were practically identical, and from 1960 to 1970, newspaper advertising growth had fallen to a rate of fifty-eight per cent of the gross national product, while the gross national product had risen to ninety-four per cent of its 1950 to 1960 figures.

The same picture emerged from a comparison of the growth rates of daily newspaper circulation and the population. Daily newspaper circulation grew at a much faster rate than the population from 1930 to 1950, and it has grown at a much slower rate since then, according to Grotta.

Grotta's conclusion was that if the newspaper industry is going to survive in the decades ahead, it must do so on the basis of offering the consumer a product that fulfills his needs.

A survey by Leo Bogart showed there is a pattern of population movement from the central city to the suburbs.\(^4\)

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Bogart said that fifty-eight per cent of the people who live in metropolitan area across the United States live in the suburbs of the central city; and, by 1980, an estimated sixty-two per cent will live in the suburbs.

Since 1960, the aggregated circulation of morning newspapers published in the top fifty metropolitan cities in America has fallen almost one per cent, while the population of the metropolitan areas has grown by twenty per cent. According to Bogart, even if one looks at the circulation pattern of only those metropolitan morning newspapers that did not go out of business during this time, they grew only twelve per cent when the metropolitan population was growing at a rate faster than sixty-seven per cent.

In contrast, suburban morning newspapers gained almost twenty-nine per cent in circulation and suburban afternoon newspapers gained almost fifty per cent. Yet, according to Bogart, these increases in suburban circulation growth did not make up for the lost metropolitan circulation. As a result, total United States daily circulation fell below the number of households in 1970 for the first time according to available circulation records. These figures indicate that although newspaper readership remains strong, there is a trend toward reading only one newspaper.

The third survey, by H.D. Ostberg and Associates, Incorporated, in 1974 revealed that fifty-one per cent of the people surveyed read a suburban newspaper during a four-week test period.
forty per cent subscribed to both a suburban and a metropolitan newspaper.5

Editor & Publisher reported that three newspapers altered their editorial content during 1974 to better serve the needs of their readers:

1. The Cincinnati Post switched to a "weekender" format. It runs feature profiles on the front page on the weekends and has moved the hard news to the inside pages. Since the shift to the new format, the newspaper's circulation increased from 218,973 to 229,695.

2. The New York Daily News is developing a "multiple-strategy."7 W.H. "Tex" James, publisher, said this new strategy will "bring our newspaper back to the neighborhoods," by compartmentalizing and decentralizing the paper in both editorial and advertising content. The New York Daily News replates certain pages that contain local news of primary interest to the area in which the newspaper is circulated. The New York Daily News has experienced a slight increase in circulation since the shift began in 1974.


6Editor & Publisher, January 25, 1974, p. 30.

7Editor & Publisher, January 18, 1974, p. 9.
3. The Niagara (New York) Gazette reorganized its staff to give readers more local news, according to managing editor John Hanchette. The reorganization has not noticeably affected the circulation of the paper.

The changes by the Cincinnati Post, New York Daily News, and Niagara Gazette, are only indirectly related to this study, since they are metropolitan, not suburban newspapers. Nevertheless, the concept is applicable, indicating a reverse trend of metropolitan newspapers trying to better serve their readers by offering more local news.

Perhaps the lack of information of suburban newspapers is linked to the fact that they are in the suburbs and possibly are not considered as important as the metropolitan newspapers and, therefore, are not frequently discussed in journalistic publications such as Nieman Reports, Editor & Publisher, Journalism Quarterly, Scholastic Editor, and Columbia Journalism Review.

Definition of Terms

For the purpose of this study, the following terms will be used:

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8Editor & Publisher, January 18, 1974, p. 9.
Circulation -- The number of paid copies of a publication distributed in a given period.

Controlled circulation -- A newspaper sent free to members of a specific business or to residents of a given geographical area.

Copy -- Any written news matter in a newspaper.

Down style -- A style used by some newspapers for writing headlines in which only the first word of the headline and proper nouns are capitalized.

Editorial policy -- The overall policy of a newspaper in regards to what type of news the paper will publish and how the newspaper will handle specific types of stories. The editorial policy should not be confused with an editorial on the editorial page in which the editor of the newspaper takes a stand on a specific topic.

Optional pay -- A type of circulation which gives the reader the option of paying for the newspaper. The paper is delivered whether the person pays for the newspaper or not.

Recession -- Two successive quarters in which there is a decline in the gross national product.

Shopper -- A newspaper published for the primary purpose of selling advertising instead of publishing news.

Tabloid -- A newspaper with a dimensional size of approximately eleven and one half inches by fifteen inches.
Wire copy -- Copy disseminated by a wire news service.

Wire service -- A news organization that supplies news stories to newspapers or magazines that subscribe to its service.

Wrap-up -- A group of unrelated stories under one heading, such as world wrap-up or sports wrap-up.

Limitations

The study was limited to suburban newspapers within a thirty-mile radius of the center of both Dallas and Fort Worth. The thirty-mile radius was used because it included all of the major suburban cities surrounding Dallas and Fort Worth. The cities which were selected are close enough to the metroplex to have a substantial number of residents who subscribe to at least one of the following publications: the Dallas Morning News, Dallas Times Herald, and the morning and evening Fort Worth Star-Telegram.

The newspapers included in the survey had the following parameters: (a) daily circulation, (b) at least 4,000 paid circulation, which included all of the daily newspapers published within the geographical area of the survey. Such parameters excluded newspapers published once or twice a week, shoppers, publications printed for the primary purpose of selling advertising, and controlled circulation newspapers. The daily publication parameter was included because only
daily publications compete on a competitive basis with the urban newspapers. The paid circulation restriction was included because it would not be valid to include free-distribution newspapers since they have no bearing on this study. The circulation size was set arbitrarily.

The survey was limited to twelve months from May 1, 1974, to May 31, 1975. This time span was selected because the first month was two-months prior to the date when the United States officially entered a recession, and the second month May, 1975, was one calendar year later.

Methodology

Two circles with a thirty-mile radius were drawn on a Texas road map with the City Hall of Dallas as the center of one circle and the City Hall of Fort Worth as the center of the other circle. Any city that fell within either circle, or the portion of the circles that overlapped was included in the survey, if the city had a newspaper that could meet the established parameters.

A questionnaire was mailed to each of the ten suburban newspaper editors with a cover letter and a self-addressed stamped envelope. Any editor who did not respond to the questionnaire within four weeks was contacted in person and asked for his cooperation.

It was determined to poll the editors of the suburban
newspapers, instead of the publishers, for two reasons: (1) Suburban newspapers usually have relatively small staffs headed by an editor who acts as the publisher's representative executing the plans of the publisher. Therefore, the editor would be aware of why the publisher decided on a particular plan of action. (2) Suburban newspaper publishers often have other business interests and would be less accessible than their editors.

The people who received the questionnaire were as follows: Weldon Lacy, editor of the *Mesquite Daily News*; Ken Flagner, editor of the *Waxahachie Light*; John Butner, editor of the *Cleburne Times-Review*; Delores Woodruff, editor of the *Weatherford Democrat*; Dennis Spruill, editor of the *Garland Daily News*; Adrienne Cohen, editor of the *Richardson Daily News*; Kathryn Allen, editor of the *Grand Prairie Daily News*; Myrtle Hall, editor of the *Mid-Cities Daily News*; Larry Toth, editor of the *Irving Daily News*; and Les Blaser, editor of the *Arlington Daily News*.

The survey analyzed each issue of the ten suburban newspapers for the months of May, 1974, and May, 1975 to determine (1) how many of the newspapers increased their state, national, and world news coverage during the twelve-month test period, and (2) the number of column inches in each state, national, and world news story.
Procedures for Analysis of Data

A questionnaire was used to determine when and why newspaper publishers decided they needed a change in the editorial content of their newspapers and what action they took towards changing their editorial content.

The second part of the research was a survey of the ten suburban newspapers listed in the methodology section of this paper to determine if their editorial content changed during the test period.

The results of the two content surveys were compared to see if there had been a significant increase in the number of state, national, and international articles carried by the suburban newspapers.

It is not known if the amount of state, national, and international news has any bearing on the subscriber's possible wish to terminate his subscription, but the publishers of the News-Texan newspapers obviously had this belief since they decided to add a page of state and national sports and a page of state, national, and world news to each of their suburban newspapers.

Organization of the Study

The thesis was organized into four chapters. Chapter I introduces the study and explains the purpose, nature, and procedure of the project. Chapter II gives an overview of suburban newspapers. This chapter also contains specific
information about the newspapers in the survey. Chapter III gives an analysis of the information gathered in the questionnaire and the content survey. The remainder of this chapter contrasts the data gathered by the questionnaire with the content survey to determine if the suburban newspaper editors implemented the changes they said they would. Chapter IV draws conclusions from the material collected and analyzed.
CHAPTER II

HISTORY AND OVERVIEW

OF COMMUNITY NEWSPAPERS

American cities began a period of rapid growth in the years following the Civil War. Population increases due to birth, internal migration, and an influx of immigrants were responsible for much of the growth.\(^9\) Along with the steady stream of immigrants came many thriving foreign language newspapers. The decline of foreign-born Americans and significant shifts in residence marked the decline of many of these foreign language newspapers.\(^10\)

The growth and present form of community newspapers are linked to the decentralization of the central business district and the development of secondary retail shopping areas in various sectors of the city and suburbs. The suburban community newspaper is similar to the country newspaper. Such newspapers frequently developed out of printing establishments which sought to supply an outlying town with a newspaper.\(^11\)


\(^10\)Ibid., p. 34.

\(^11\)Ibid., p. 35.
World War I and the situation which it created in the United States was the first interruption in the growth of community newspapers. It took community newspapers until 1924 to recover from the effects of World War I.

The next test for the community press was the Great Depression. Many suburban newspapers were not financially sound enough to survive this test.

World War II, in contrast to World War I, was not a period of decline for the community press. During this period, the suburban newspapers were much less sensitive to shifts in the business cycle.\(^{12}\)

The economics and technical efficiency of the large rotary press was an important factor in the development of the community press. Commercial printers who owned such presses were constantly seeking to keep their presses running and bid competitively for the work.\(^ {13}\)

As with all newspapers, circulation was the lifeline of the community press. The community newspaper in densely populated areas of a city sometimes used what is called "optional pay" circulation.\(^ {14}\) This type of circulation is also referred to as controlled circulation. The newspaper is delivered and the reader exercises the option of payment

\(^ {12}\)Ibid., p. 37.
\(^ {13}\)Ibid., p. 50.
\(^ {14}\)Ibid., p. 53.
to the circulation boy. Optional pay is frequently used to introduce a new paper in an area and the paper will continue to operate on an optional pay basis until the newspaper has a substantial number of paying subscribers.

The community newspaper devotes a significant portion of its space to news of local individuals and organizations, and in a routine fashion represents a broad segment of those activities as they occur in the community.\textsuperscript{15}

Suburban newspapers are strengthening their position in their communities. Readers and advertisers are beginning to realize that the suburban newspaper can fulfill their needs.\textsuperscript{16}

In an overview of suburban and community newspapers, the media department of the \textit{Ayer Directory}, said:

\begin{quote}
Today suburban newspapers represent a significant factor in newspaper coverage that should be considered. They have attracted more and more readership and now represent a share of newspaper readership which is uniquely their own.\textsuperscript{17}
\end{quote}

Suburban newspapers, which can be daily as well as weekly publications, owe much of their success to the shift of the reading population from metropolitan daily bailiwicks to

\begin{flushleft}
\begin{enumerate}
\item[Ibid., p. 84.]
\item[Ibid., p. 84.]
\item[\textit{Newspaper Production}, May 1975, p. 30.]
\end{enumerate}
\end{flushleft}
urban newspaper communities where the largest concentration of people lived.¹⁸

Suburban newspapers have overcome some competitive handicaps such as a lack of standardization, which was solved by new production techniques, and the need for four-color processing, which was solved by the conversion to offset.

Extensive readership in the community newspaper is related to family attributes and community orientation, and trends in these factors influence the viability of the suburban newspaper.¹⁹

Community newspaper publishers had reason to look forward to an active 1975 based on 1974 activities and reported trends during the past ten years.²⁰

Nature of Dallas-Fort Worth
Metropolitan Suburban Newspapers

Suburban newspapers play an essential role in the Dallas-Fort Worth metroplex, where over one-million people are living, working, and playing. Within a thirty-mile radius of the metroplex, there are thirty-one suburban newspapers that operate on a subscription basis.²¹

¹⁸Ibid., p. 30.
Only ten of the thirty-one newspapers operate on a
daily basis. During 1974, all ten of the newspapers published
on a six-day basis, electing to suspend publication on
Saturdays. The *Mesquite Daily News* suspended its Monday
newspaper in addition to the Saturday publication during
March 1975. The other nine newspapers continued to publish
six days a week.

The ten daily publications all met the parameters of
this study. Table I indicates specific information about
each of the newspapers in the study. A comparison of the
circulation figures shows sixty per cent of the newspapers
have a circulation of less than 7,000, while only twenty per
cent have a circulation in excess of 10,000. The circulation
figures reported by the editors were consistent with the ones
listed in the *Ayer Directory*. The circulation figures
possibly reflect the size of the town and not the quality
of the product since only two cities had populations over
100,000 and they were the newspapers with circulations over
10,000.

The size of the publication's circulation seemed to
have little bearing on the number of editorial staff members.
Two of the newspapers had staffs of nine people, two had
eight person staffs, while the remaining six newspapers had
staffs of five or less. Thus belief that Dallas-Fort Worth
suburban newspapers operate with relatively small staffs is
supported by the data.
TABLE I
COMPARATIVE CIRCULATION FIGURES AND STAFF SIZES OF SUBURBAN NEWSPAPERS IN THE DALLAS-FORT WORTH METROPLEX

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Editorial</th>
<th>Editorial Staff Size</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Daily News</td>
<td>Les Blaser</td>
<td>9</td>
<td>5,170</td>
</tr>
<tr>
<td>Cleburne Times-Review</td>
<td>John Butner</td>
<td>5</td>
<td>8,500</td>
</tr>
<tr>
<td>Garland Daily News</td>
<td>Dennis Spruill</td>
<td>11</td>
<td>14,046</td>
</tr>
<tr>
<td>Grand Prairie Daily News</td>
<td>Kathryn Allen</td>
<td>9</td>
<td>6,785</td>
</tr>
<tr>
<td>Irving Daily News</td>
<td>Larry Toth</td>
<td>8</td>
<td>12,363</td>
</tr>
<tr>
<td>Mesquite Daily News</td>
<td>Weldon Lacy</td>
<td>4</td>
<td>6,720</td>
</tr>
<tr>
<td>Mid-Cities Daily News</td>
<td>Myrtle Hall</td>
<td>8</td>
<td>6,000</td>
</tr>
<tr>
<td>Richardson Daily News</td>
<td>Adrienne Cohen</td>
<td>4</td>
<td>8,482</td>
</tr>
<tr>
<td>Waxahachie Light</td>
<td>Ken Flagner</td>
<td>5</td>
<td>4,612</td>
</tr>
<tr>
<td>Weatherford Democrate</td>
<td>Delores Woodruff</td>
<td>3</td>
<td>5,016</td>
</tr>
</tbody>
</table>

During May of 1974, all newspapers in the survey were published daily except for Saturday. In 1975 the Mesquite Daily News became a five-day daily, not publishing on
Saturdays or Mondays. The reason for the change was to reduce overhead and to eliminate the necessity for a subscription rate increase.\textsuperscript{22}

Several of the suburban newspaper editors had comments concerning the value of local news and sports in their newspapers. The editor of the \textit{Weatherford Democrat} wrote, "Our readers want the news of the Weatherford-Parker County area -- which is what we endeavor to give them."

According to Ken Kennamer, publisher of the \textit{Arlington Daily News}, the goal of the \textit{Daily News} is to be the community newspaper taken in addition to the metropolitan newspapers.

Kathryn Allen of the \textit{Grand Prairie Daily News} said the most important aspect of her news coverage is being able to feature local names and covering local news that would be insignificant to the metropolitan newspapers.

The \textit{Mesquite Daily News} concentrates heavily on Mesquite community news which the metropolitan papers almost completely ignore, according to Weldon Lacy, editor of the Mesquite paper.

\textsuperscript{22}Statement by Weldon Lacy, editor, Mesquite, Texas, June 17, 1975.
The comments by the editors of the suburban newspapers in this study reaffirm the value of local news in community newspapers.

Questionnaires were returned by eight of the ten suburban editors. Questionnaires were not received from the Garland or Irving newspapers. The editor of the Arlington Daily News forwarded his questionnaire to his publisher, Ken Kennamer who completed the questionnaire and returned it.
CHAPTER III

COMPARISON OF SUBURBAN NEWSPAPERS
IN THE DALLAS-FORT WORTH METROPLEX

One factor that determines the success or failure of any newspaper is the amount of competition it receives from other newspapers. Table II shows a breakdown on how the suburban newspaper editors viewed the competition between their newspaper and the Dallas-Fort Worth metropolitan papers. Fifty per cent of the editors said their newspapers compete with the metropolitan newspapers on a competitive basis.

It should be noted that while the editors of the Richardson Daily News and the Cleburne Times-Review said they did not compete with the metropolitan papers on a competitive basis, they made comments which seemed to indicate otherwise. One of the editors reported,

"Most of our readers subscribe to at least one of the Dallas metropolitan newspapers, very few of our readers subscribe solely to our newspaper."

While the other editor said,

"A significant proportion of the people in this town do subscribe to the Star-Telegram, but I believe that most of those subscriptions are duplicated with our newspaper."

Only one editor said that her paper did not compete with the Dallas-Fort Worth daily newspapers on any basis.
### TABLE II

COMPETITIVE CIRCULATION LEVEL OF SUBURBAN NEWSPAPERS WITH METROPOLITAN NEWSPAPERS

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Compete</th>
<th>Percentage of Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Arlington Daily News</td>
<td>x</td>
<td>None listed</td>
</tr>
<tr>
<td>Grand Prairie Daily News</td>
<td>x</td>
<td>33 1/3 %</td>
</tr>
<tr>
<td>Mid-Cities Daily News</td>
<td>x</td>
<td>60 - 70</td>
</tr>
<tr>
<td>Richardson Daily News</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Cleburne Times-Review</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Mesquite Daily News</td>
<td>x</td>
<td>50</td>
</tr>
<tr>
<td>Waxahachie Light</td>
<td>s</td>
<td>40</td>
</tr>
<tr>
<td>Weatherford Democrat</td>
<td>x</td>
<td></td>
</tr>
</tbody>
</table>

The editors who said their newspapers competed for the subscription dollar of the residents in their community seemed to believe the competition was fairly stiff as indicated in Table II. Five of the editors believed the Dallas-Fort Worth metropolitan newspapers took a significant proportion of
their possible subscription dollar. Four of the editors reported circulation competition of thirty-three and one-third per cent or more. The Mid-Cities Daily News reported the highest percentage stating the metropolitan newspapers took between sixty and seventy per cent of their possible subscription dollar. The Arlington Daily News reported that the metropolitan papers competed for the subscription dollar in their community, but did not indicate a percentage.

Table III indicates what the suburban editors considered the most important aspect of their news coverage. All of the editors listed local news and sports as the most important aspects of their news coverage. In addition to local news and sports, the editor of the Mesquite Daily News listed world, national, and state news and state and national sports.

Two of the editors said they considered something in addition to local news and sports to be their primary news objectives. One listed features and the other said school and women's news was important.

The heavy emphasis on local news and sports listed by the eight editors who answered the questionnaire, reaffirms the belief that local news and sports are cornerstones of suburban newspapers. The content survey showed that local news, particularly city government actions, women's news, and club news was important to the editors.
TABLE III

WHAT SUBURBAN NEWSPAPER EDITORS BELIEVE ARE THE MOST IMPORTANT ASPECTS OF THEIR NEWS COVERAGE

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Local News</th>
<th>State, National, World News</th>
<th>Local Sports</th>
<th>State National Sports</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Grand Prairie Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Mid-Cities Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Richardson Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Cleburne Times-Review</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Mesquite Daily News</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Waxahachie Light</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weatherford Democrat</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
</tbody>
</table>

Table IV supports the Hypothesis One, that suburban daily newspapers in the Dallas-Fort Worth metroplex altered their editorial format between May 1974 and May 1975.
<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Claimed Format Change</th>
<th>Date of Change</th>
<th>Did Circulation Change Occur?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Daily News</td>
<td>x</td>
<td>11-10-75</td>
<td>x</td>
</tr>
<tr>
<td>Mid-Cities Daily News</td>
<td>x</td>
<td>11-10-75</td>
<td>x</td>
</tr>
<tr>
<td>Grand Prairie Daily News</td>
<td>x</td>
<td>11-10-75</td>
<td>x</td>
</tr>
<tr>
<td>Richardson Daily News</td>
<td>x</td>
<td>11-10-75</td>
<td>x</td>
</tr>
<tr>
<td>Cleburne Times-Review</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Mesquite Daily News</td>
<td>x</td>
<td>3-24-75</td>
<td>x</td>
</tr>
<tr>
<td>Waxahachie Light</td>
<td>x</td>
<td>Summer 1974</td>
<td>x</td>
</tr>
<tr>
<td>Weatherford Democrat</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

The six newspapers in the News-Texan, Incorporated chain, the Arlington, Garland, Grand Prairie, Irving, Mid-Cities, and Richardson newspapers, altered their editorial content on November 10, 1974, with the addition of two pages of news. One page contains state, national, and world news and the other has state and national sports.
In addition, the Waxahachie Light altered its news format during the summer of 1974 by changing the front page makeup from an eight column layout to six columns. The Waxahachie Light also began using the down style of writing headlines at the same time.

Although the editor of the Mesquite Daily News said in the questionnaire he did not change the editorial format of his newspaper before May 1, 1974, and May 31, 1975, one important change was noted. On March 24, 1975, the Mesquite Daily News ceased publication on Mondays. The reason for the change was two-fold (1) the Mesquite Daily News is part of Taylor Communications, Incorporated. Other Taylor Communication newspapers are not published on Mondays, therefore, a decision was made to cease publishing on Mondays and (2), rising costs had indicated that an increase in the subscription price was necessary. However, the subscription increase was postponed when the newspaper ceased publishing on Mondays.

The remaining two newspapers, the Cleburne Times-Review and the Weatherford Democrat did not alter their format or content between May 1, 1974, and May 31, 1975.

The data tabulated on Table V shows how the newspapers altered their editorial content.
<table>
<thead>
<tr>
<th>ITEM</th>
<th>More</th>
<th>Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Daily News</td>
<td>x x x x x x</td>
<td>x</td>
</tr>
<tr>
<td>Grand Prairie Daily News</td>
<td>x</td>
<td>x x x x</td>
</tr>
<tr>
<td>Mid-Cities Daily News</td>
<td>x x x x x</td>
<td>x</td>
</tr>
<tr>
<td>Richardson Daily News</td>
<td>x</td>
<td>x x x</td>
</tr>
<tr>
<td>Cleburne Times-Review</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mesquite Daily News</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Waxahachie Light</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Weatherford Democrat</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In addition to the page of news and sports added by the News-Texan newspapers, several other changes were noted by the editors. Arlington noted increases in all categories, including local news and local sports. The other three News-Texan papers, Mid-Cities, Grand Prairie and Richardson, indicated they had increased the number of features used in all their papers. All
of the News-Texan newspapers added a feature page which contains columns, television previews, a television guide, cartoons, and a crossword puzzle.

The Waxahachie Light also noted an increase in more syndicated feature material between May 1, 1974, and May 31, 1975.

None of the newspapers altered their format by offering their readers less of any given type of article or feature in 1975 than they had in 1974.

Gathering information for articles other than local stories is a problem for any newspaper, especially for newspapers with small editorial staffs, so newspapers frequently resort to various reporting agencies to get assistance in gathering state, national, and international articles.

Table VI indicates how the newspapers in the survey obtain non-local news articles.

Eighty per cent of the newspapers in the survey use the services of United Press International. Only the Cleburne Times-Review and the Weatherford Democrat use the Associated Press wire service. The six News-Texan papers use the Long News service in addition to the UPI wire service to gather state news stories.

The remaining four newspapers, the Cleburne Times-Review, Mesquite Daily News, Waxahachie Light, and Weatherford Democrat do not use correspondents to gather additional stories. The Weatherford Democrat uses its staff to obtain state and national stories.
TABLE VI

METHODS FOR GATHERING STATE, NATIONAL, AND WORLD NEWS

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>AP</th>
<th>UPI</th>
<th>Correspondents</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Daily News</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Grand Prairie Daily News</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Mid-Cities Daily News</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Richardson Daily News</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Cleburne Times-Review</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mesquite Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waxahachie Light</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weatherford Democrat</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

Many reasons for altering their editorial content were given by the editors. Most of the reasons centered around providing their readers more complete coverage. One editor said he altered the content of his paper to keep abreast of the latest developments. An editor for one of the News-Texan newspapers said his publisher altered the format to,
Be able to compete with the metropolitan newspaper for readership and to offer state, national, and international news in a brief form.

Two of the News-Texan editors said the editorial changes were made to supply a wider base of coverage and to attract new readers.

Another News-Texan editor said the decision to change the editorial format was to,

Give the reader more news so that he could feel the Daily News could supply information from the local to the national level.

Table VII indicates how effective the editorial changes made by the various newspapers were in terms of increasing or maintaining circulation.

The results seem to prove Hypothesis Three, that the editorial changes helped the newspapers maintain or increase their 1974 circulation.

Three of the newspapers that altered their editorial format experienced increases in circulation, while an additional three of the newspaper editors said they believed their changes helped them maintain their circulation.

The Arlington Daily News had the largest circulation increase with a twenty-five per cent jump. The Grand Prairie Daily News recorded a twenty per cent increase, while the Waxahachie Light had an eleven per cent increase.
TABLE VII

RESULTS OF EDITORIAL CHANGES BY SUBURBAN NEWSPAPERS IN TERMS OF CIRCULATION

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Increase</th>
<th>Maintain</th>
<th>Decrease</th>
<th>Did Change Help?</th>
<th>Amount of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>Grand Prairie Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>Mid-Cities Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richardson Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waxahachie Light</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>Mesquite Daily News</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Three of the newspapers, the Richardson Daily News, Mid-Cities Daily News, and Mesquite Daily News, said their change helped them maintain their circulation.

The Weatherford and Cleburne newspapers did not alter their circulation, so any changes they might have had would not be relevant to this survey since they would probably be tied to population fluctuation. One of the editors whose newspaper had maintained its circulation stated,
The UPI pages have been generally well-received in our city, but I do not believe they have attracted a substantial number of new readers. In the past year, we have had several major local issues (police scandal, zoning controversy, etc.) and our readers (and non-readers) have found this paper to be the best source of information on these issues.

The data found in Table VII reflect the results of the May 1974 survey of the ten suburban newspapers. The News-Texan papers were divided into two groups according to the data collected. The Arlington, Garland, and Grand Prairie newspapers were fairly close in terms of the number of state articles and the number of column inches for the month of May, 1974. Arlington has a slight edge in both categories with 42 stories and 642 inches compared to 35 stories and 412 inches for Garland and 30 stories and 362.5 inches for Grand Prairie.

The second group of News-Texan newspapers, Irving, Mid-Cities, and Richardson were also fairly close in respect to the number of state articles appearing in their May, 1974 issues. These newspapers had only one-half the number of state articles of their News-Texan counterparts and only one-third as many column inches for the month of May 1974.
TABLE VIII
RESULTS OF MAY 1974 CONTENT SURVEY
OF DALLAS-FORT WORTH SUBURBAN NEWSPAPERS

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total World Stories</th>
<th>Total National Stories</th>
<th>Total State Stories</th>
<th>Total Wrap-up Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Daily News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Prairie Daily News</td>
<td>31 for 304&quot;</td>
<td>172 for 1,198&quot;</td>
<td>98 for 1,058&quot;</td>
<td>4 for 49&quot;</td>
</tr>
<tr>
<td>Irving Daily News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-Cities Daily News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garland Daily News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richardson Daily News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleburne Times-Review</td>
<td>78 for 513&quot;</td>
<td>235 for 2,115.5&quot;</td>
<td>178 for 1,878&quot;</td>
<td></td>
</tr>
<tr>
<td>Mesquite Daily News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waxahachi Light</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weatherford Democrat</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The News-Texan newspapers did not have any world or national articles in their May 1974 issues.

Of the remaining four newspapers, the Cleburne Times-Review, Mesquite Daily News, Waxahachie Light, and Weatherford Democrat, the Waxahachie and the Weatherford newspapers were relatively close in all categories, with the Waxahachie paper having a moderate lead in the number of state articles with 178 articles for 1,878 inches compared to 118 articles for 962.5 inches for the Weatherford Democrat.

The Cleburne Times-Review had a slight edge in the number of state article inches over the Weatherford paper, but trailed by twenty in the number of state articles included in the May 1974 issues. The number of articles and inches for the Cleburne paper in world and national story categories were approximately one-half of either the Waxahachie Light or the Weatherford Democrat.

The Mesquite Daily News had the lowest incidence of state, national, and world stories, according to the data. In May 1974, the Mesquite Daily News had 3 world stories for 114 inches, 63 national articles for 351 inches, and 59 state articles for 585 inches.

The data for the May 1975 newspaper surveys indicates the News-Texan newspapers had more state news than the Mesquite, Cleburne, Weatherford, and Waxahachie papers.
As indicated in Table IX, Arlington had the largest number of state articles, 254, and the greatest number of column inches, 2,128 of all of the newspapers, while in 1975, the Mesquite Daily News had the lowest number of state articles with sixteen stories for eighty-five inches.

In the world news category, Table IX indicates the six News-Texan newspapers had the largest number of articles with an average of 64 articles per paper for an average of 541 inches. The Waxahachie Light and the Weatherford Democrat followed with 43 articles for 607 inches and 42 articles for 464 inches respectively. The Mesquite Daily News was low in the world news category with 6 articles for 17 inches.

There was a slight difference in the state, national, and world figures for the News-Texan papers because the two common pages are updated throughout the day for each press run.

The Cleburne Times-Review presented the most national news in May of 1975. The Times-Review had 153 articles for a total of 1,832 inches, well ahead of the other nine newspapers.
<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total World Stories</th>
<th>Total National Stories</th>
<th>Total State Stories</th>
<th>Total Wrap-up Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Daily News</td>
<td>63 for 507 inches</td>
<td>117 for 1,484 inches</td>
<td>254 for 2,128 inches</td>
<td>32 for 582 inches</td>
</tr>
<tr>
<td>Grand Prairie Daily News</td>
<td>63 for 507 inches</td>
<td>117 for 1,484 inches</td>
<td>203 for 1,472 inches</td>
<td>32 for 582 inches</td>
</tr>
<tr>
<td>Irving Daily News</td>
<td>66 for 553 inches</td>
<td>115 for 1,451 inches</td>
<td>205 for 1,534 inches</td>
<td>32 for 582 inches</td>
</tr>
<tr>
<td>Mid-Cities Daily News</td>
<td>66 for 553 inches</td>
<td>115 for 1,451 inches</td>
<td>210 for 1,534 inches</td>
<td>32 for 582 inches</td>
</tr>
<tr>
<td>Garland Daily News</td>
<td>67 for 563 inches</td>
<td>120 for 1,483 inches</td>
<td>199 for 1,889 inches</td>
<td>32 for 582 inches</td>
</tr>
<tr>
<td>Richardson Daily News</td>
<td>67 for 567 inches</td>
<td>120 for 1,483 inches</td>
<td>212 for 1,555 inches</td>
<td>32 for 582 inches</td>
</tr>
<tr>
<td>Cleburne Times-Review</td>
<td>19 for 268 inches</td>
<td>153 for 1,832 inches</td>
<td>90 for 826 inches</td>
<td>1 for 10 inches</td>
</tr>
<tr>
<td>Mesquite Daily News</td>
<td>6 for 17 inches</td>
<td>19 for 88 inches</td>
<td>16 for 85 inches</td>
<td>11 for 171 inches</td>
</tr>
<tr>
<td>Waxahachie Light</td>
<td>43 for 607 inches</td>
<td>115 for 1,185 inches</td>
<td>176 for 1,481 inches</td>
<td></td>
</tr>
<tr>
<td>Weatherford Democrat</td>
<td>42 for 464 inches</td>
<td>92 for 932 inches</td>
<td>52 for 505 inches</td>
<td></td>
</tr>
</tbody>
</table>
The Arlington, Garland, Grand Prairie, Richardson, Irving, Mid-Cities, and Waxahachie newspapers were all grouped very closely with between 115 and 120 national articles for a low of 1,185 inches for the Waxahachie Light to a high of 1,484 inches for the Arlington Daily News and the Grand Prairie Daily News. The Mesquite Daily News had the lowest occurrence of national stories in May 1975 with 19 articles for 88 inches.

In every category throughout this study, the Mesquite newspaper had the lowest totals for both the number of articles and the number of total column inches. This tends to reflect the comment by Weldon Lacy, editor of the Mesquite Daily News who said that his newspaper gives the highlights of state, national, and world news, while concentrating on local news.

It was also noted that in every case there was a sharp decline in the number of national articles appearing in May 1975 from the May 1974 totals. This decline in national articles is possibly due to the settlement of Watergate related news with the resignation of former President Richard M. Nixon.
CHAPTER IV

SUMMARY AND CONCLUSION

The comparison of Dallas-Fort Worth metroplex suburban newspapers made it evident that the newspapers are similar in regard to staff size, circulation, and the belief that local news and sports is the cornerstone of their newspapers. From the examination of the editorial content of the suburban newspapers, it can be concluded that each of the newspaper's editors has a distinct view concerning the value of state, national, and international articles in their newspaper. Findings of this research can be summarized as follows:

1. Hypothesis one was supported by the data. The hypothesis stated that suburban daily newspapers in the Dallas-Fort Worth metroplex altered their editorial content between May 1, 1974, and May 31, 1975. The data show eight of the ten newspapers altered their content with the Cleburne Times-Review and the Weatherford Democrat being the only two exceptions.

2. The evidence proved hypothesis two to be true only for the six News-Texan newspapers. While the Irving, Mid-Cities, Garland, Richardson, Grand Prairie, and Arlington newspapers added two pages of state, national, and world news in 1975, the Cleburne, Mesquite, Weatherford, and Waxahachie newspapers had a significant decrease in all categories.

41
Hypothesis three was supported by the data. The hypothesis stated that the editorial changes by the suburban newspaper editors helped them maintain or increase their circulation. Of the eight editors who responded to the questionnaire, six said they had changed their editorial content during the test period. Three of the six editors said their newspapers had increased in circulation, while three of the editors said the changes had helped them maintain their circulation.

The data of this study show some areas of similarity and some areas of difference between the suburban daily newspapers as follows:

1. Each of the newspapers had editorial staffs of eleven or less with most of the newspapers having five or less editorial employees. There did not appear to be a correlation between either circulation size or population of the city and the number of editorial employees.

2. All of the newspapers were published daily excluding Saturdays during 1974. In March of 1975, the Mesquite Daily News ceased publishing on Mondays in addition to Saturdays. However, the other newspapers continued to operate on a six-day basis.

3. Most of the suburban newspaper editors said they compete with the Dallas-Fort Worth metropolitan newspapers for the subscription dollar of their readers. Two of the editors felt that their newspapers were read in addition to
the metropolitan newspapers, while only one editor said the metropolitan newspapers offered no competition to her newspaper.

4. Heavy coverage of local news and sports were listed by all of the editors returning the questionnaire as being the primary editorial goal of their newspapers. Comments by several of the editors further proved this point.

5. Eight of the ten suburban newspapers in the survey altered their editorial content between May 1, 1974, and May 31, 1975. Six of the newspapers increased state, national, and international news. One of the newspapers closed on Mondays and one newspaper changed the front page makeup and headline writing style.

6. Eight of the newspapers use the United Press International wire service to gather state, national, and world articles, while two newspapers use the services of the Associated Press. The six News-Texan newspapers also use the Long News Service to gather state news. One of the newspapers uses its staff to gather state, national, and international stories.

7. The editorial changes instituted by the newspaper editors helped them to increase or maintain their circulation. Three of the newspapers reported increases in circulation of between eleven to twenty-five per cent, while three newspapers reported they had maintained their circulation.

8. In 1974, the data revealed that the Waxahachie Light had the largest number of state articles and total inches.
9. In 1975, the News-Texan newspapers had the greatest number of state articles, with Arlington having the largest totals. The Arlington Daily News had 254 articles for 2,128 inches for the month of May.

10. None of the News-Texan newspapers had any national or world news articles during May of 1974.

11. The Waxahachie Light had the greatest incidence of national stories in 1974 with 235 articles for 2,115 inches.

12. The Weatherford newspaper had the largest number of world articles in May 1974 with 78 articles for 513 inches.

13. In May 1975, the Garland and Richardson newspapers had the largest number of world articles appearing of any of the newspapers surveyed with 67, however, the Weatherford Democrat had a greater number of total inches in the world news category with 607 inches, compared to a high of 563 inches by the Garland and Richardson newspapers.

14. The Cleburne Times-Review had both the largest number of national stories and the greatest number of column inches during May 1975 with 153 articles for 1,832 inches.

15. The Mesquite Daily News constantly had the lowest totals in every category in both May 1974 and May 1975 with the exception of state news in 1974 when all six of the News-Texan papers placed lower than the Mesquite Daily New's total of 59 articles for 585 inches.

16. In every incidence, there was a decline in the number of national stories appearing in the newspapers during
May of 1975. This decline could possibly be related to the settlement of the Watergate scandal with the resignation of former President Richard Nixon.

There has been very little research done in the field of suburban daily newspapers in the United States. This study suggests several areas which are in need of further study.

A study is needed to determine the role the suburban press plays in community affairs and how the residents of a community view the suburban newspaper as opposed to the metropolitan newspaper.

Comments by several of the editors indicated that their newspapers do not compete with the metropolitan newspapers on a viable basis. A study designed to show if the newspapers co-exist peaceably or if there is competition between the two for the subscription dollar would throw further light on this subject.

A future study would help determine if the circulation gains noted in this study were long-term or simply yearly fluctuations due to conditions within the individual communities.

It would be interesting to know how the staffs of the suburban newspapers view their employment and how the staffs cover community news. Studies in the area of advertising growth or decline among suburban newspapers in the metroplex would be a key to how the newspaper is received in the communities.
Zone editions such as mentioned earlier in this study may play a dramatic role in changing the scope of community newspapers. The newspapers in the Dallas metroplex will have an opportunity to face that challenge beginning in September of 1975, since the Dallas Times Herald will begin zone editions to the Dallas suburbs in September.\textsuperscript{23}

Future studies will be needed to determine how effective the zone editions are for the Times Herald and how the suburban newspapers accepted the challenge. Reader surveys will be needed to explore the minds of the readers since they will ultimately determine the success or failure of any newspaper.

Dear Editor:

Your assistance is needed to help determine how rising inflation has affected daily suburban newspapers in the Dallas-Fort Worth metroplex.

This research is being conducted as partial fulfillment of the thesis requirement for a Master of Journalism degree at North Texas State University.

The enclosed questionnaire is designed to gather information on how current economic conditions in your community have affected your newspaper and what steps you have taken to correct the situation.

Please take a few minutes to answer the questionnaire and return it in the postage-paid, self-addressed envelope.

A summary of the research findings will be provided to all editors who complete the questionnaire. Thank you.

Sincerely,

Tom Arnold
Graduate Student, NTSU
APPENDIX B

1. Name ____________________________________________

2. Name of company ___________________________________

3. Name of publication ________________________________

4. Title of your position ________________________________

5. Editorial staff size _________________________________

6. Circulation of your newspaper to the nearest thousand.
   _______3,000 _________ 7,000
   _______4,000 _________ 8,000
   _______5,000 _________ 9,000
   _______6,000 _________ 10,000 or above

7. Does your newspaper compete with the Dallas Morning News, Fort Worth Star-Telegram, and the Dallas Times-Herald for the subscription dollar of the residents in your community on a viable basis?
   _______yes _______ no.

7a. If yes, do the four Dallas-Fort Worth metropolitan newspapers take a significant proportion of your possible subscription dollar?
   _______yes _______ no.

7b. If yes, how large would you estimate the proportion to be?

7c. If no, why do you believe a significant proportion of the residents in your community do not subscribe to the Dallas-
Fort Worth metropolitan newspapers? ______________________________________

8. If you believe the Dallas-Fort Worth newspapers significantly compete with the newspaper subscription dollar in your community, what do they offer the readers that your newspaper does not? ______________________________________

____________________________________

9. What do you consider the most important aspect of your coverage? Check all that apply:

_____ Local news
_____ State, national, and world news
_____ Local sports
_____ State and national sports
_____ Other

10. If other please explain what you consider to be the most important aspect of your news coverage? ______________________________________

____________________________________

11. Have you changed the editorial format of your newspaper between May 1, 1974 and May 1, 1975? _____ yes _____ no.

11a. If no, thank you for your cooperation; you need not complete the remainder of the questionnaire.
llb. How did you change the editorial format of your newspaper? Check all that apply:

- more feature material
- more local news
- more state news
- more world news
- more local sports
- more national sports
- other

llc. If other, please explain how you changed your editorial format.

 ____________________________
 ____________________________
 ____________________________
 ____________________________
 ____________________________

lld. Why did you decide to change the editorial format of your newspaper?

 ____________________________
 ____________________________
 ____________________________
 ____________________________
 ____________________________

lle. When did you alter your editorial format?

12. If you use state, national and world news in your newspaper, how do you get your information? Check all that apply:

 AP
 UPI
 Correspondents
 Other
12a. If other, please explain how you get state, national, and world news for your newspaper.

__________________________________________________________________________
__________________________________________________________________________

13. What has been the results of your changes? Check one.
   
   ____ Increased circulation    ____ Approximately how much?
   ____ Maintained circulation
   ____ Decreased circulation    ____ Approximately how much?

14. If there has been a change in your circulation, to what factors do you attribute the change? Check all that apply:
   
   ____ New editorial format
   ____ Changing economic conditions in your city
   ____ Decreased population in your city
   ____ Increased population in your city
   ____ Other

15. If other, please explain the factors to which you attribute the change.

__________________________________________________________________________
__________________________________________________________________________

16. If your circulation has remained the same, why do you think there has been no change?

__________________________________________________________________________
__________________________________________________________________________

17. Do you believe your editorial changes have helped you maintain your circulation? ____ yes    ____ no.
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