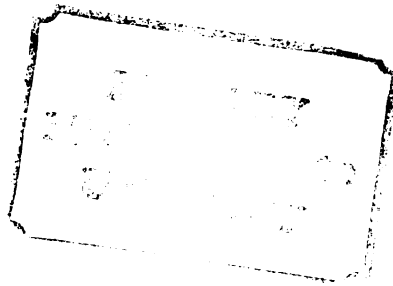


RESEARCH FOR THE  
SMALLER NEWSPAPERS

Thesis for the Degree of M. A.  
MICHIGAN STATE UNIVERSITY  
ROGER W. WILLIAMS  
1968

THESES





RETURNING MATERIALS:  
Place in book drop to  
remove this checkout from  
your record. FINES will  
be charged if book is  
returned after the date  
stamped below.

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

THE

ABSTRACT

RESEARCH FOR THE SMALLER NEWSPAPERS

By

Roger W. Williams

The small newspaper faces difficult times. It is confronted with competition from broadcast media, shopping guides, and often from nearby metropolitan dailies.

National advertising revenue has all but disappeared for the weekly and small daily, and concentrated sales efforts by competing media have now placed local advertising in jeopardy.

Small newspapers have found it difficult to keep pace with changes in marketing, advertising and retailing. Usually understaffed and underfinanced, the small publisher finds little time to incorporate advanced techniques which could improve his competitive position.

Increasingly, the smaller newspaper must prove its worth as an advertising vehicle if it is to attract and hold advertisers. This means it must engage in research.

A 1968 survey to determine the amount of research by Michigan newspapers showed that fewer than 12

newspapers in the state have undertaken any type of research within the past five years. The survey also indicated that most publishers realize the benefits of research and would be willing to support a "research service" through the Michigan Press Association.

The example of a newspaper study illustrates how small newspapers can collect meaningful data with a minimum of time, effort and expense. By using a "group approach" to newspaper research, such individual studies could be conducted at significant savings to the publishers.

Combined efforts and cost-sharing, under a central research center, would develop other benefits to newspapers: research procedures could be suggested and methodology explained; copies of individual newspaper studies could be centrally filed for future reference by newspapers which plan similar investigations; sources of professional counseling and EDP could be established; secondary research material could be recommended; data collected from individual newspaper studies could be incorporated into general presentations to effectively promote the medium to national advertisers and advertising agencies.

The Michigan Press Association already has most of the facilities needed to establish a central research bureau. It has communications, contacts, physical plant,

Roger W. Williams

and other requisites. Research personnel could either be hired on a full time basis or obtained on a fee basis from Michigan State University.

Services provided by MPA would be limited only by what members were willing to finance. Under such a plan, newspapers would take the first step in strengthening their competitive position among mass media.

RESEARCH FOR THE SMALLER NEWSPAPERS

By

Roger W. Williams

A THESIS

Submitted to  
Michigan State University  
in partial fulfillment of the requirements  
for the degree of

MASTER OF ARTS

Department of Advertising

1968

58811



Accepted by the faculty of the Department of Advertising, College of Communication Arts, Michigan State University, in partial fulfillment of the requirements for the Master of Arts degree.

*Kennard L. Atten*  
Director of Thesis 11-1-68

## ACKNOWLEDGEMENTS

I am sincerely grateful to many people without whose assistance this work would never have been completed. Mr. Elmer White, Executive Secretary of the Michigan Press Association, contributed valuable information and the service of printing and mailing my questionnaire. Dr. Kenward L. Atkin spent untold hours reviewing each stage of this work and providing considerable guidance towards its development. My wife, Janet, showed undying patience through the most difficult hours, and my children, Mike and Melady, inspired and encouraged my performance with the repeated admonition, "Quiet! Dad's working on his thesis!"

TABLE OF CONTENTS

|   | Page |
|---|------|
| ACKNOWLEDGEMENTS . . . . .  | iii  |
| LIST OF TABLES . . . . .  | v    |
| <br>Chapter   |      |
| I. INTRODUCTION . . . . .   | 1    |
| II. HOW MICHIGAN PUBLISHERS VIEW RESEARCH . . . . .                     | 18   |
| III. THE RESEARCH PROCESS . . . . .                                     | 26   |
| IV. MICHIGAN PRESS ASSOCIATION:<br>A PROPOSED RESEARCH CENTER . . . . . | 47   |
| V. SUMMARY AND CONCLUSIONS . . . . .                                    | 57   |
| APPENDIX . . . . .  | 62   |
| BIBLIOGRAPHY . . . . .  | 96   |

LIST OF TABLES

| Table  | Page |
|--|------|
| 1. National advertising expenditures,<br>1965-1967 . . . . .   | 5    |
| 2. Newspaper respondents by circulation . . .  | 20   |
| 3. Why newspapers have not conducted<br>research studies--factors ranked<br>by respondents . . . . . | 22   |
| 4. Amount newspapers would spend for<br>research . . . . .   | 23   |
| 5. Areas felt to benefit most from<br>newspaper research . . . . .                                   | 25   |
| 6. Importance of newspaper research--<br>by topic . . . . .  | 25   |

## CHAPTER I

### INTRODUCTION

Newspapers, which once enjoyed a virtual monopoly in mass communication, face an intensified battle with the newer mass media for the advertiser's dollar. National advertisers in particular have adopted more sophisticated methods for making media decisions, and newspapers must adjust to these new criteria if they are to remain competitive.

Some of the larger, more efficient newspapers have met the challenge by improving their publications and professionalizing their operations. Personnel have been upgraded, better rate structures have been established, and--most importantly--market and readership data have been collected and made available to advertisers and advertising agencies. Some of the larger metropolitan dailies have even established separate research departments within their corporate structures.

But publishers of many smaller daily and weekly newspapers are disheartened and confused over the loss of national advertising to competing media. They do not

comprehend the magnitude of the problem, its causes and possible cures. While they admit the need for research and the benefits of such study, they recognize the complexity of market-media research and believe such studies are beyond their capabilities.

The answer may be found in a "group approach" to research by these smaller newspapers. As proposed in this paper, a standardized group approach is both feasible and desirable.

The problem involves more than the loss of national advertising; the very existence of the small newspaper may well depend upon data uncovered through research. Not only can the small newspaper prove its effectiveness as an advertising vehicle, readership studies can uncover valuable information to indicate overall strengths and weaknesses of the publication.

Nor is it too late to recoup much of the loss in national advertising. Professor Ken Byerly, University of North Carolina's School of Journalism, berates newspapers for not meeting the challenge of other media. After discussing the problem with advertising agency executives, Byerly suggests five weaknesses of small newspapers which must be corrected if they are to be competitive: image, business methods, rates and costs, sales techniques, and research.

When discussing the need for more and better research Byerly said:

Some agencies suspect that weeklies are read more thoroughly and kept around longer, so have higher readership per page and more effective exposure per advertisement. But they have no proof.

So weeklies must work together to demonstrate and document greater readership. They will have a powerful weapon that will get them more national advertising if they prove through authentic research that cost per sale is cheaper in weeklies than for other media. Almost nothing has been done to prove this.

Individual weeklies must also provide correct demographic figures and maps on circulation, income, education, age and other buying power statistics for their areas.<sup>1</sup>

Such research would put small newspapers on the offensive, rather than relying on current defensive tactics such as cutting staff, "tightening up" pages, and using other cost-reducing methods in hopes of improving profit pictures. These defensive techniques only compound the problem and prolong the grief.

From all present indications, the condition of the small newspaper will continue to deteriorate unless it takes meaningful steps to improve its position among media.

---

<sup>1</sup>Ken Byerly, "Byerly Tells Weeklies How to Get Ad Linage," Editor & Publisher, V.C.I, No. 18, (May 4, 1968), p. 18.

### National Advertising Declines

Figures published by Media/scope, which compare national ad expenditures in major media, show newspapers have not effectively kept pace with their closest competitor, television.

In 1965, newspaper revenue from national advertisers amounted to \$770,891,000. This figure increased to \$872,813,000 in 1966, up some 13.2 percent.<sup>2</sup> Many newspaper-oriented professionals were quick to point out that this percentage increase was second only to "nationally distributed Sunday supplements," which enjoyed a 14.9 percent increase.

What they neglected to mention were the dollar amounts represented by the percentage figures.

It is evident from Table 1 on the following page that newspapers did not get the dollar increase which national advertisers allocated to other mass media in 1965, 1966, and 1967.

The 13.2 percent increase added \$91,922,000 to newspaper revenue derived from national advertisers over 1965. Spot television, by comparison, showed a percentage increase of only 10.6 percent; yet dollar volume

---

<sup>2</sup>J. K. Lasser & Co., "National Advertising Expenditures," Media/scope, V.XI, No. 5, (1967), p. 100.



Table 1.--National advertising expenditures, 1965-1967<sup>a</sup>

| Media              | Dollar Volume (add 000) |             | Increase-(decrease)<br>over previous year |
|--------------------|-------------------------|-------------|---|
|                    | 1965                    | 1967        |   |
| Network TV         | \$1,260,320             | \$1,411,293 | 12.0%                                     |
| Spot TV            | 1,075,500               | 1,189,346   | 10.6%                                     |
| Gen. Magazines     | 1,049,740               | 1,139,179   | 8.5%                                      |
| Newspapers         | 770,891                 | 872,813     | 13.2%                                     |
| Business Press     | 672,300                 | 728,919     | 9.0%                                      |
| Na. Spot Radio     | 255,700                 | 286,200     | 11.9%                                     |
| Outdoor Adv.       | 219,000                 | 220,000     | 2.3%                                      |
| Network Radio      | 67,500                  | 71,800      | 6.4%                                      |
| Farm Publica.      | 50,556                  | 50,772      | 0.4%                                      |
| Na. Distributed    |                         | N.A.        | N.A.                                      |
| Sunday Supplements | 42,438                  | 48,762      | 14.9%                                     |
| Transit Adv.       | 15,165                  | 15,556      | 2.6%                                      |
|                    |                         | 53,893      | 10.5%                                     |
|                    |                         | 16,031      | 3.1%                                      |

N.A. = Not Available

<sup>a</sup>Calculated from: "National Advertising Expenditures," Media/scope, V. XI, No. 5, (1967), p. 100; V. XII, No. 5, (1968), p. 64.

increased \$113,846,000. Network television, with a 12 percent increase, showed new revenue of \$150,973,000.

The 1966-67 comparison shows an even greater differential. While newspapers suffered a six percent loss of revenue over 1966 income, network television gained more than six percent. In fact, all electronic media showed an increase.

What the table fails to show is a breakdown of losses suffered by large metropolitan dailies as compared to small daily and weekly newspapers. It is the latter group which has been most seriously affected.

Because of their limited circulations, small newspapers are considered too costly by many national advertisers and their agencies. These smaller newspapers argue that their publications enjoy higher readership, and attempt to justify the expense by claiming better market penetration, more thorough readership, multiple exposure to message, and other attributes which derive from their "grass roots" existence.

But the lack of evidence in the form of meaningful research has left the small newspaper without proof of these claims.

Arthur A. Porter, Senior Vice President-Director of Media, Campbell-Ewald Company, remarks, ". . . we can run a newspaper ad in several thousand markets--markets big, medium, and small--from one end of America to the

other--without ever knowing how many people we reached, what kinds of people they were or how much it cost us to get our message across."<sup>3</sup>

He notes that demographics and other data are necessary if agencies are to make effective media decisions.

"If newspapers had such data," he says, "the agency could answer such questions as where do I stand the best chance of getting maximum attention for my message; what differences exist in levels of reader traffic by days of the week, time of the year, thick vs. thin issues; what are the relative values of black and white vs. two-color vs. four-color; how big an ad do I need in a small paper to deliver the same level of readership as does a larger ad in a big paper?"<sup>4</sup>

#### Retail Media Mix Changing

It is not only the national advertiser who questions the lack of newspaper market-media data. Local advertisers are reacting, and retail advertising is presently

---

<sup>3</sup>Arthur A. Porter, "The Newspapers' Interesting Condition," Paper read before the meeting of the Michigan Press Association, Kellogg Center, Michigan State University, East Lansing, Michigan, January 26, 1968.

<sup>4</sup>Ibid.

the "strong suit" of newspapers. It has absorbed much of the loss in national lineage.

Local advertising contributed nearly \$4 billion to newspaper revenue in 1967; national advertising accounted for only \$940 million.<sup>5</sup>

Donald M. O'Brien, vice president, Mabley & Carew Department Store, warns newspapers that many large retailers are now mixing their advertising budgets to include other media.<sup>6</sup>

Sears Roebuck & Company, with its 840 retail stores and an annual newspaper advertising budget of more than \$100 million,<sup>7</sup> spent \$3.6 million on tv alone in the first nine months of 1967, O'Brien points out. This amounted to a \$1 million increase over the entire year of 1966 . . . and the company recently hired its first radio-tv broadcast director.

O'Brien quotes Thomas Jeglosky, vice president of advertising and publicity of Dayton's Department Store in Minneapolis as recently stating, "Of the three million

---

<sup>5</sup>Al Kroeger, "What Kind of Tomorrow for Today's Newspaper," Media/scope, V.XII, No. 4, (1968), pp. 45-46.

<sup>6</sup>Donald M. O'Brien, "Newspapers Must Think Young," a paper delivered before the spring meeting of the Ad Executives Association of Ohio Daily Newspapers, Youngston, Ohio, March 10, 1968. (In the files of the Michigan Press Association)

<sup>7</sup>Kroeger, p. 45.

dollars spent for advertising last year, only four percent went for radio and tv. This year, it will be 15.5 percent . . . by 1969 it will be 20 percent . . . and by 1970 it could be half of our budget." Reporting on his tv commercials, Jeglosky notes, "We've had some that were great, others fair and some bad. But we've had tremendous response to all and you can't say that for newspaper advertising."

The F. & R. Lazarus Company in Columbus, Ohio, is another retailer which plans to use broadcast media to a greater degree, and O'Brien contends that large retail operations will continue to allocate more of their budgets to broadcast media unless newspapers offer "something more than circulation figures."

Newspapers must provide data which show how thoroughly they are read, and how readers compare the newspaper to competing media. A newspaper needs to indicate the particular market it serves and the demographics of its readers: age, sex, income, education, mobility, number in household, etc.

Such information may soon prove necessary if newspapers are to attract and hold smaller retail accounts. Competition from large chain operations is forcing smaller merchants to adopt a more modern approach to advertising expenditures.

Coops, small chains and affiliated operations now offer the medium-size and small merchant opportunities of volume buying and professional marketing assistance. A part of this assistance is selection of advertising media.

Newspapers, which have enjoyed the fruits of personal relationships with local retailers, find advertising decisions being made in New York and Chicago. Voluntary cooperatives employ professional advertising staffs to design promotions and suggest the most effective use of a media mix.<sup>8</sup> Advertising decisions are increasingly being made by other than local store managers.

Even those managers who retain an appreciable amount of influence in media selection are becoming more sophisticated in placing their advertising. They are better informed, better trained, better educated than their predecessors.

#### Wider Selection of Media

Not only are retailers more precise in their media choices, there is an increasing number of media from which to choose.

Today's retail merchant is likely to be called upon by a local radio salesman. Radio spots are within

---

<sup>8</sup>National Publisher, April 13, 1968, p. 6.

the economic means of local retailers, and the station usually arms its sales representatives with audience studies and market statistics which show the effectiveness of both the medium as well as the particular station. Attractive "package rates" for multiple spots, sponsorship of shows and newscasts, and remote broadcasts from the merchant's store are offered as additional promotions.

"Throwaway" shopping guides grow in number, adding bits of local news to enhance value to the receiver. They have organized a national trade association. National and manufacturer's cooperative advertising is already carried in some of these free-distribution publications. A research program, being launched to determine acceptance and readership, may produce more.<sup>9</sup>

Broadsides have been used by retailers for years. The previous expense of mailing has been diminished by population shifts to cities and towns, thus making low-cost carrier delivery a feasible method of distribution.

Large retailers, such as Federal Department Stores, Sears Roebuck & Company, and Montgomery Ward still publish individual broadsides. But coops, affiliated chains and even member stores in a shopping center pool efforts to produce attractive publications. Printing runs may exceed hundreds of thousands, and presses are

---

<sup>9</sup>Ibid.

stopped only to change the "signature" on broadsides produced for voluntary chains such as I.G.A.

Television has already made overtures to local retailers, and this threat to newspaper advertising will certainly increase.

While television rates are expensive, competition from new stations will bring reductions in local spot rates. The advent of UHF will compound the newspapers' problems. Non-network, short-range and locally-oriented, UHF will likely turn to local advertising for financial subsistence.

#### Move to EDP Systems

Faced with a myriad of media rate structures, discounts, mechanical requirements, market facts, audience demographics, regulations and budget restrictions, many advertisers and agencies are turning to electronic data processing assistance to develop an effective media mix.

Computers already accomplish such tasks as billing, preparing insertion orders, checking available media in markets, recording rate changes, etc. In major agencies and large corporations, advanced models have been programmed to handle more difficult assignments. In one company, real-life marketing and advertising situations are simulated through computer "role playing" to check



the soundness of various advertising proposals.

In summary, the newspaper industry finds itself in an environment of intense competition for both national and local advertising. It sees national advertising dollars being funneled into competing media, and watches with apprehension as local advertisers "experiment" in television, radio, shopping guides and even magazines.

Many smaller newspaper publishers seem hopelessly bogged down in "putting out a paper" while their competition speaks of Nielsen ratings, Politz reports, Gallup-Robinson copy tests, Starch studies, and other proofs of performance.

Why are they notably silent when advertisers and agencies ask for market penetration, readership studies, audience demographics, market facts, and other evidence on which sound media decisions can be based?

Such data could be readily collected if small newspapers would pool their resources under a cooperative research program.

#### Research Benefits

There are, of course, any number of topics which can be researched by newspapers. Meaningful market statistics prove valuable when convincing both local and national advertisers that the newspaper reaches an

important buying segment of their markets. Income, age, sex, marital status, number in household, number of children, occupation, home ownership, number of cars and other important demographics not only serve as solid sales tools, but also provide the advertiser an opportunity to design his message--and his budget--to make the best use of his newspaper advertising.

Research can establish the current "image" of the newspaper. An alert publisher should be interested in what the community thinks of his publication, knowing that he deals primarily in a service. He can use reader attitudes and opinions to determine what his community likes--and dislikes--about his newspaper, and take appropriate action.

Research is useful in planning the editorial format. Should one columnist be dropped in favor of another? Do more readers pay attention to school news than to city council? Do legal notices get readership? Does the editorial page command more readership than the back page? Do more women read the society page than the front page? These questions and others can be answered by appropriately designed studies.

Physical makeup can be studied for effectiveness, acceptability and function. Is readership higher for ads on right-hand pages? Do small stories on the bottom of

pages get reader attention? Are all lower-case headlines easier to read?

The International Circulation Managers Association listed ten broad areas of research which members felt would be most beneficial in increasing subscriptions and solving circulation problems. Proposed studies included subscriber mobility, carrier retention, vacation stop analysis, service to low income areas, reader reactions to subscription samples.<sup>10</sup>

The problems of growth are as acute for newspapers as they are for any other business. Reliable studies can guide newspapers to proper decisions when confronted with the need for growth strategies. Will the area accept a bi-weekly as well as it has a weekly newspaper? Is the community expanding faster than those around it? Should the newspaper's circulation be extended to the neighboring town? Will that community accept it? What effect will such a move have on present subscribers? While the ultimate decision rests with those in authority, research can narrow the chances of making a wrong move.

Market-media studies can benefit newspapers by uncovering what is wrong as well as what is right. They can point to areas of concern and suggest corrective

---

<sup>10</sup>Warren Engstrom, "10 Areas for Circulation Research Suggested," ICMA Official Bulletin, May, 1968, p. 22.

measures. After such action has been taken, follow-up studies can determine effect. Research may indicate only the probability of trouble and suggest the need for future study or in-depth investigation.

Basic research methodology is adaptable to many types of studies. Once management becomes familiar with the principles of research, it can tailor individual studies to fit specific needs.

Research is information. It may be sophisticated, large scale, expensive, in depth. Or it may be simple, small, inexpensive and designed only to give surface indications. Small or large, costly or inexpensive, the research must be done well if it is to be of value.

Newspapers which undertake studies will find that professional assistance will likely be needed in some areas. But much of the "legwork" can be accomplished by staff or inexpensive, temporary workers.

Publishers can undertake many projects with a minimum of assistance. The research process outlined in Chapter III is presented to familiarize the reader with various research "steps," and to develop a respect for the researcher and his profession. It should not be considered an absolute guide to all research projects. Methodology may vary from project to project. Different problems may dictate the use of different approaches.

It should give newspaper executives a basic understanding of sound research principles and a knowledge of the scientific methods of gathering and analyzing data.

## CHAPTER II

### HOW MICHIGAN PUBLISHERS VIEW RESEARCH

On April 18, 1968, a questionnaire was mailed through the facilities of the Michigan Press Association to virtually every weekly and daily newspaper in the state. The questionnaire and cover letter (Appendix A) was directed to the publisher and had the official endorsement of MPA's Board of Directors.

The purpose of the inquiry was to establish the number of research projects which Michigan newspapers had conducted within the past five years, to uncover publisher attitudes and opinions regarding such studies, and to determine whether newspapers would support and participate in a group approach to individual research problems.

Three general conclusions can be drawn from the survey results:

1. Most newspapers in Michigan, both weekly and daily, have not conducted any type of research for at least five years.

2. Many Michigan newspaper publishers are unfamiliar with research benefits, have a limited knowledge

of research procedures, and are unrealistic in estimates of project costs.

3. The majority of those responding indicate a desire and willingness to undertake research studies through a central organization, possibly through the Michigan Press Association.

Slightly over 25 percent of all Michigan newspaper publishers responded to the survey. A larger number of returns were anticipated, but the response does give a general indication of publisher attitudes. Questionnaires were sent to the 56 daily and 285 weekly newspaper members of MPA. A total of 81 questionnaires were returned: 63 from weekly newspapers and 19 from dailies.

Table 2 shows respondents according to circulation groups (see page 20).

#### Number of Studies in Past Five Years

Eight newspapers, less than ten percent of the sample, reported that they had conducted research projects within the past five years. However, four of them had conducted very limited "research" and, in one case, the project amounted only to determining the number of homes within the circulation area and increasing free distribution to equal that number!

Table 2.--Newspaper respondents by circulation

| Circulation Grouping     | Number of Weeklies | Number of Dailies | Percent of Sample | N        |
|--------------------------|--------------------|-------------------|-------------------|----------|
| 0 - 1,500                | 8                  | -                 | 9.87%             | 8        |
| 1,501 - 2,500            | 16                 | -                 | 19.74             | 16       |
| 2,501 - 3,500            | 15                 | 1                 | 20.99             | 17       |
| 3,501 - 5,000            | 9                  | 2                 | 13.59             | 11       |
| 5,001 - 7,500            | 4                  | 1                 | 6.18              | 5        |
| 7,501 - 10,000           | 3                  | 3                 | 7.40              | 6        |
| 10,001 - 15,000          | 2                  | 3                 | 6.18              | 5        |
| 15,001 - 25,000          | 2                  | 2                 | 4.94              | 4        |
| over 25,000 <sup>a</sup> | <u>3</u>           | <u>6</u>          | <u>11.11</u>      | <u>9</u> |
| Total                    | 63                 | 19                | 100.00%           | 81       |

<sup>a</sup>Weeklies in this grouping had circulations of 98,000; 65,000; and 47,700; dailies had circulations of 78,000; 60,000; 51,000; 44,000; 44,000; and 38,150.

Of the four newspapers which reported projects of wider scope, one had been completely handled by a small journalism class and showed questionable methodology and poor presentation. Only in one case was the research conducted by an outside research agency; one stated that results were "classified"; and one had no explanation of scope, methodology or findings.

With only three newspapers reporting any research projects within the past five years, or four percent of



the sample, it is estimated that just 12 of the state's newspapers have engaged in research since 1963.

### Why Research Has Been Neglected

By far, the majority of newspapers cited a lack of time for their lack of research activity. Over three-fourths of the respondents indicated they were too busy to engage in research studies. Over half felt personnel were not qualified to undertake such projects, and over a third felt research was "too complicated" or "too expensive."

Only 13 percent felt research was "not necessary." This indicates that many smaller newspapers would likely undertake research studies if programs could be established which were within the limits of their resources.

Apparent interest in research, however, should be viewed with a certain amount of reservation. It is commonly known that publishers and staffs of small newspapers usually have little time for anything besides the daily toil of producing the publication. Whether any research project, no matter how little time was required in execution, would be actually undertaken is open to speculation.

Although 42 percent replied that cost was not an important factor in their neglect of research, a later question revealed that some 70 percent would spend only \$15 to \$200 for such studies.

It is suspected that some newspapers give only "mouth service" to research benefits. They agree that research is good and necessary, but are reluctant to make the sacrifices necessary to accomplish meaningful studies. See Table 3 for calculated results.

Table 3.--Why newspapers have not conducted research studies--factors ranked by respondents

| Factor                  | Not Important | Important | Very Important | N  |
|-------------------------|---------------|-----------|----------------|----|
| Too busy                | 9.6%          | 13.7%     | 76.7%          | 72 |
| Personnel not qualified | 26.3          | 20.5      | 53.2           | 68 |
| Too expensive           | 42            | 20.2      | 37.8           | 69 |
| Too complicated         | 43.7          | 21        | 35.3           | 71 |
| Research not necessary  | 70            | 17        | 13             | 68 |

Other factors mentioned were: "insufficient personnel, need organizational help, no reason in particular, not beneficial."

#### Amount Newspapers Would Pay for Research

Cost may prove to be a major stumbling block in developing meaningful research studies for smaller newspapers. Only 42 percent of those responding answered

this question. Many made such comments as "would depend on the project . . . don't know . . . not very much . . . something reasonable."

Costs are sure to vary from newspaper to newspaper depending on such factors as scope of the study, validity sought, research design, staff involvement, etc. However, in order to follow scientific methods of procedure, there are basic costs which newspapers must be prepared to meet.

Expenditures of \$15, \$50 or \$100 are totally unrealistic unless the publisher plans to conduct the entire project without any outside assistance and overlooks the internal costs of staff time, automobile expenses, printing, etc.

Table 4 indicates response when newspapers were asked what maximum amounts they would spend on a research project.

Table 4.--Amount newspapers would spend for research

| Amount would spend | Percent of respondents | Amount would spend | Percent of respondents |
|--------------------|------------------------|--------------------|------------------------|
| \$15               | 2.9%                   | \$200              | 14.7%                  |
| \$50               | 8.8%                   | \$300              | 8.8%                   |
| \$100              | 35.2%                  | \$500              | 8.8%                   |
| \$150              | 2.9%                   | \$3000             | .8%                    |

N=34

Express Views on Research  
Importance, Benefits

When newspapers were asked in which areas they felt research data would be most beneficial, the majority listed "selling local advertising" as most important. Their concern with advertising was also apparent when they ranked possible areas for research study. "Reader-ship of advertising" drew the highest ranking of all suggested topics for study.

It is interesting to note that a comparatively low ranking was given to "selling national advertising." This indicates that many newspaper publishers have given up on trying to attract national advertisers, apparently convinced that research will have no affect on national lineage.

This, plus low scores assigned to areas of editorial and circulation, suggests that many publishers are not familiar with opportunities which exist in planning overall strategy and growth. Newspapers may be overly concerned with advertising, thus negating the importance of other departments.

Tables 5 and 6 show how newspapers rate various research topics, and in which areas they feel studies would be most beneficial.

Table 5.--Areas felt to benefit most from newspaper re-  
search<sup>a</sup>

| Area                         | Not<br>Important | Important | Very<br>Important | N  |
|------------------------------|------------------|-----------|-------------------|----|
| Selling local advertising    | 8%               | 11%       | 81%               | 78 |
| Promoting circulation        | 12.6             | 12.4      | 75                | 80 |
| Selling national advertising | 28.4             | 17.4      | 54.2              | 78 |
| Planning editorial format    | 29.6             | 33.4      | 37                | 70 |

<sup>a</sup>Miscellaneous areas listed: "close contact with readers, establish acceptance of newspaper in area, production, plan expansion, uncover community, sell classified advertising."

Table 6.--Importance of newspaper research--by topic

| Topic                                 | Not<br>Important | Important | Very<br>Important |
|---------------------------------------|------------------|-----------|-------------------|
| Readership of advertising             | 11.6%            | 6.5%      | 81.9%             |
| Readership of news copy               | 13.4             | 10.6      | 76                |
| Readers' opinions of<br>newspaper     | 9                | 21        | 70                |
| Readership patterns                   | 19.6             | 25.4      | 55                |
| General market demographics           | 27.8             | 21.5      | 50.7              |
| Suggestions to improve news-<br>paper | 20.3             | 32.2      | 47.5              |
| Characteristics of readers            | 17.4             | 36        | 46.6              |
| Comparison with competing<br>media    | 38               | 16        | 46                |
| Household data                        | 36               | 24        | 40                |

## CHAPTER III

### THE RESEARCH PROCESS

The word "research" is an inclusive term which covers a variety of information-gathering activities. Different names may be assigned by advertising professionals to the various classifications of advertising research, but in general such research can be grouped according to: the market, the consumer, the product, the copy, and the audience.

One advertising professional likens advertising research to the who, what, when, where, why, and how of a newspaper lead. He also suggests one other question be answered: what is the competition? what are we selling against?

The research process may involve a number of "steps" depending upon the scope of the study, its design, data sought, and many other factors. The following procedure indicates some of these steps although it is recognized that a further breakdown would be necessary for more sophisticated studies. Some of the steps may be conducted

simultaneously but are listed according to their usual order of occurrence:

1. A statement of the problem.
2. Development of the research design.
3. Investigation of secondary data.
4. Collection of primary data.
  - a. questionnaire design
  - b. sampling procedures
  - c. field investigation
5. Editing and tabulation.
6. Presentation and use of the data.

Newspaper studies should begin with the decision of exactly what is to be researched. The researcher needs a clear-cut definition of what he hopes to accomplish through the study--a "problem definition." It is important to design the study within a specific framework, and consider for investigation only those questions which will add value to the project.

The problem definition and objectives of the study should be written as clearly and concisely as possible.

### The Research Design

This is the "master plan" which will be followed when developing a meaningful study. Market-media studies

by newspapers usually employ the survey method to gather "primary data," i.e., information collected by the researcher.

The use of "secondary data," i.e., information already recorded in scholarly texts, trade journals, reference books, etc., can also provide meaningful data.

The research design takes into consideration probable sources of primary and secondary data, determines methodology of gathering primary data, and outlines procedures for editing, analyzing, and presenting the findings.

#### Use of Secondary Data

A good library is the logical starting point for secondary data collection. Both literature and statistical information can be found there, and both may prove useful in the study.

Secondary data may be found at institutions other than libraries. Statistical information may be obtained from state and local governments. Planning commissions or industrial development corporations are excellent sources. Nearby colleges and universities may have accumulated valuable data through their facilities.



## Primary Data Collection

### Types

Primary data may be classified into three groups: facts, opinions and motives. Most newspapers will be interested in facts and opinions but will not seek motives. Interpretative questions are difficult to answer, and they require depth interviewing, a technique accomplished only by an experienced interviewer.

Facts are the most definite, measurable sort of data. People are more likely to remember them than the reasons for their past behavior or their opinions, and they can describe them more accurately. Although many facts are "overt," i.e., can be observed, most facts must be acquired by asking someone for the information.

Use of the word "opinion" shall include beliefs, attitudes, evaluations, estimates, and preferences--what one believes or thinks about something. Not only is it important to determine how one feels about something, how strongly he feels may also be significant.

### Methods of communication

Newspaper studies may use telephone, mail or personal interview to conduct their surveys. Although personal interview is most desirable, an investigation of

the advantages and disadvantages of mail and telephone surveys will develop understanding of all three methods.

The telephone is the quickest method known for reaching people to secure information. Luck, Wales and Taylor list several pro's and con's of telephone surveys.<sup>11</sup> They note that local calls cost very little to make, no "field work" is necessary, a number of persons may be contacted in a short time and at hours when a personal call would not be proper.

However, the disadvantages include: the person is unseen so little can be learned about his environment; data must be brief and limited; rapport is often difficult to establish; in limited exchanges, toll calls are costly.

There may be occasion to conduct a survey by telephone if the researcher seeks information on a limited basis or if he wants to "spot-check" the reliability of data obtained by other methods (see Appendix B).

Letters are a convenient means of reaching a select group. The small price of postage and the elimination of a field staff makes mail studies very attractive.

There are other advantages.<sup>12</sup> Distance between respondents does not affect the cost, letters will reach

---

<sup>11</sup>David J. Luck, Hugh G. Wales, and Donald A. Taylor, Marketing Research (Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1961), pp. 123-124.

<sup>12</sup>Ibid., pp. 124-125.

the respondent when he picks up his mail so there is no problem of call-backs, there is no danger of interviewer influence, the respondent is usually anonymous and will give frank and confidential information, and may give a more complete response.

But there are serious disadvantages when using a mail survey. Relatively few questionnaires are returned, because of the small number of replies cost-per-return may be extremely high, those who do reply are seldom representative of the total sample--thus findings may be distorted, there is no way to observe the respondent or his surroundings, respondents may not answer all of the questions or give clear answers, replies may straggle back over several weeks.

Some Michigan newspapers have used mail questionnaires to determine reader attitudes of selected columns and features. The Michigan Press Association designed two such questionnaires for member use, one in 1959 and one in 1961 (see Appendix C and D).

The mail survey may be useful to newspapers which seek data for evaluating their effectiveness, but limitations of the method make it impractical for inclusive market-media studies. Although more expensive and complicated, the personal interview is suggested for newspaper research.

Personal interviewing is the most desirable method of collecting primary data for newspaper studies. The most serious difficulties which newspapers must overcome when using the personal interview technique are expenditures of time and dollars. Both are necessary to accomplish a meaningful study.

Luck, Wales and Taylor list many advantages of the personal interview:<sup>13</sup>

- the interviewer asks questions in the desired order and may explain questions which are not understood.
- few refusals are encountered as compared to non-response with mail surveys.
- the interviewer may stimulate memory and thought of respondents.
- "open-end" questions may be asked to obtain general attitudes and opinions beyond the printed question.
- the interviewer can supplement questions with observations.
- the interviewer can record information in a standardized manner that is easily understood and allows for ready tabulation.

There are also disadvantages of which the researcher should be aware:

- the interviewer is a fallible human being, and any failure on his part will be reflected in the data collected. The respondent may give those answers which he thinks will please the interviewer or impress him.
- respondents not at home cannot be interviewed. This may distort the findings.

---

<sup>13</sup>Ibid., pp. 127-128.

- in sparsely settled areas, costs of personal interviews may be prohibitive.
- questions of highly-personal nature may meet refusals by respondents.
- respondents may refuse to answer questions when they are rushed, distracted or tired. Information given under such conditions may be worth little.

### Questionnaire Design

There are definite principles which should be considered if problems of questionnaire design are to be overcome.

Wording must be clear and concise. Ambiguous words, such as "kind," should be avoided. Only one question per item should be asked, and reference to a previous question should not be used unless such reference is absolutely clear.

Aids to recall may be necessary. When the sought fact is likely to be unimportant to the respondent, the researcher may begin with a major fact and proceed to the minor event of interest.

The first few questions should be of personal interest to the respondent, easy to answer, and not touch on intimate matters. Age, income and education are three questions which may be met with refusal or exaggeration. Often, the bias may be overcome by handing the person a card which lists response by code, according to groups.

Income group "K" may represent income of \$5,000 to \$7,999, while group "G" may indicate income from \$3,000 to \$4,999.

One researcher suggests that an effort be made to counteract bias in the following manner:

. . . write out three questions at a time on the subject, to be compared side by side. The first should contain words and phrases likely to bias or prejudice the respondent negatively or against it; the second to bias him positively; finally the analyst should attempt to write a question that will, as nearly as possible, balance the two extremes.<sup>14</sup>

### Types of questions

The types of questions to be used depends upon information sought, the depth of questioning, the extent to which one must avoid influencing the respondent, tabulation requirements and other factors.

Some of the most common types of questions are: free response, direct response, multiple choice, check lists, ranking questions, dichotomous questions, and open-end.

### Physical design of the questionnaire

Three parts are essential: sought data, classification data and identification data. Two other parts,

---

<sup>14</sup>Alfred W. Hubbard, "Phrasing Questions," The Journal of Marketing, V.XV, No. 1, (July, 1950), p. 56.

a request for cooperation and instructions, are optional, depending upon the research design.

Sought data are facts whose collection is the chief objective for the study. Classification data describe the person, family, etc. by various economic, social or other characteristics which relate to the subject of the research. Identification data may include the respondent's name, the interviewer, and any other data necessary to identify important factors of the interview.

The interviewer must also be considered when designing questionnaires. Involved phraseology and tongue-twisting sentences should be avoided; print should be easy to read with instructions to the interviewer printed in contrasting type--usually all caps--to stand out from the questions. If some information is to be observed rather than asked, allocated space should be clearly distinguished from the questions.

Data on questionnaires must be tabulated after forms are returned, and design of the form must anticipate this tabulation.

### Sampling

Sampling is a powerful and efficient tool for research. It is efficient in the use of manpower, funds and effort; it reduces research time and may be more accurate than taking a full census.

The term "population" is used by the researcher to mean the totality of all possible phenomena that have certain characteristics in common, and may represent anything the researcher defines it to be so long as it is all of the members. In newspaper market-media studies, for example, the population may be defined as, "all those subscribing to Hometown Newspaper." Or it might be, "all those living within the circulation area of Hometown Newspaper."

A sample is a part of a population. A "sampling error" is defined as the difference between actual characteristics of the population and what the sample has represented those characteristics to be. "Non-sampling errors" are all the errors other than those due to the method of selecting the sample and the probability of error. They may include errors in faulty planning, response errors, errors in classification, compilation and publication.

The most valid sampling methods are those founded on straight-forward principles: the laws of probability. A probability sample is one chosen so that every member of the population has a mathematically-equal chance of being selected for the sample. A simple random probability sample requires using a predetermined method to select the desired number of members to be sampled--and not



deviating from that method no matter which members are selected.

Reliability depends upon every member designated as a sample being interviewed without substitution. If the member cannot be reached, the interview is simply discarded and the total number of completed surveys reduced by one.

A simple 10-page treatise on sampling, called "Sampling As An Exact Science," is available from the Advertising Research Foundation, 3 East 54th St., New York, N.Y.

### The Field Investigation

Field investigation refers to the activities of interviewers and their supervisors in obtaining the data at primary sources being canvassed. Many market-media studies can utilize standardized questions which the interviewer reads verbatim to lessen reliance on interviewer ability.

Although there are disadvantages to this structured approach, time and cost may force smaller newspapers to use housewives, college students, staff members, and even mature high school students for field investigators.

Training sessions should be held at a central meeting place where interviewers can receive instruction

in groups. The session should be long enough to cover every aspect of the work and permit all questions to be asked.

Some of the problems which field investigators will likely encounter are: people not at home, misinterpretation of questions, need to elicit response, biased answers, and wandering by respondent into irrelevant areas rather than giving specific answers.

Written instructions should be handed out at the first training session, and reviewed for the benefit of interviewers. Instructions should spell out exact descriptions in clear and precise terms. Some of the points to be covered are: what the survey is about, when the survey is to start and be finished, when to make calls, where to find respondents (lists and maps), how to introduce oneself and initiate the interview, how questions should be asked, any observations which are to be made, how questionnaires should be studied and corrected before being turned in, who and where to call if problems are encountered.

### Editing and Tabulation

Certain steps are necessary to put collected data in meaningful form. Editing is the process of inspecting, correcting and modifying the collected information so that

it is correct, adequate and common to all similar categories of reply. Tabulation brings together similar replies and totals them in an accurate and orderly manner.

Editing may be carried out in the field by interviewers and later in the office. The interviewer can minimize editing work by: putting down information correctly and being alert to inconsistencies or vagueness; writing and checking answers legibly; entering, immediately after the interview, observations or information which is not to be recorded until the interview is completed; scanning every questionnaire for errors immediately after the interview.

Coding can be simplified by "precoding" questionnaires. Code numbers are assigned to the categories of answers and are printed beside them. When it is impossible to precode questionnaires, special design may still facilitate tabulation. Spaces are simply provided alongside questions, in one of the margins, for entering code numbers. After codes have been established, the editor refers to his "code book" for proper coding and enters the number or letter in the space provided.

There are different methods of tabulation, but all involve the same basic principal steps. First, one must plan the breakdown of data in the order of tabulation. From this list, tables should be prepared, ready for entry of figures when counting has been completed.

When all tables are ready, a schedule may then show the groups into which questionnaires are to be sorted and the order in which the work is to be done. Questionnaires should be counted and numbered before tabulation takes place.

There are various methods of tabulation. Machine methods are usually superior to manual and should be used whenever equipment is available. Many newspapers can gain access to mechanical tabulation through nearby colleges and universities.

If this course is chosen, it is extremely important to make such contact prior to designing questionnaire and codes. The type of mechanical process to be used will greatly influence coding procedures. Specific requirements can be explained by university personnel and machine operators may wish to perform much of the set-up work.

#### Presentation and Use of Data

Once tabulation is complete, the data is prepared for presentation. Besides written reports, newspapers may wish to use collected data for promotional purposes. Professionally-designed brochures may be sent to advertising agencies and media representatives, or given to advertising salesmen for selling tools.

Stories may be published to inform readers of the results of the newspaper study. A word of caution: stories should not appear prior to the project since announcement of the study could easily bias respondents.

#### Example of a Weekly Newspaper Study

A market-media study for the Towne Courier, a weekly newspaper with 5,000 circulation in East Lansing and two major villages in Meridian Township, exemplifies research opportunities for smaller newspapers.

The study was conducted in August, 1967, under the supervision of Dr. Kenward L. Atkin, Department of Advertising, Michigan State University. Preparation, field work and analysis was done by an advanced class in advertising research under his direction.

By using such professional assistance, the project was virtually completed in two weeks (Appendix E) and produced much meaningful data. Cost was minimal and high school students were used for part of the field investigation. The project culminated in a 15-page report (Appendix F). The findings have proven of benefit to the newspaper in selling advertising and planning editorial format.

### Problem statement

The objectives of the study were to obtain market and readership data which would enable local and national advertisers to better evaluate the Towne Courier as an advertising medium. Because of data sought, the personal interview was chosen as the most practical approach. The study was designed to answer the following questions:

1. What are the general market characteristics of East Lansing and Meridian Township?
2. What are the demographic characteristics of Towne Courier subscribers?
3. What are the readership characteristics of Towne Courier subscribers and their attitudes toward the Towne Courier and competing newspapers circulated in the East Lansing-Meridian Township market, specifically including:
  - a. coverage and readership of the Towne Courier and competing newspapers.
  - b. how copies of newspapers read by residents are obtained.
  - c. how long the Towne Courier is "actively" kept in the home.
  - d. attitudes of subscribers of both the Towne Courier and the (Lansing) State Journal toward the newspapers.
  - e. specific "likes" and "dislikes" of Towne Courier subscribers.
  - f. thoroughness of readership, as rated by a modified form of the "recognition method" of selected ads and editorial material.

### Use of secondary data

Secondary data was found to be of limited value because of the confines of the study. Population, household units, number of households and people per household were determined through investigation of material collected by the Tri-County Regional Planning Commission.

Much secondary information was discarded because it did not conform to the research design. The area is experiencing explosive growth due to expansion of Michigan State University and state government. Data which was not timely was of little value to the study, and was also discarded.

### Selection of sample

The population was defined as the 5,030 subscribers included on the Towne Courier circulation lists as of May 31, 1967. Numbers from one to ten were placed in a receptacle. The number "9" was drawn at random and became the standard interval. Every ninth name on the circulation list then became a tentative sample. Business establishments and post office boxholders were eliminated from the sample. This left approximately 300 subscriber households for sampling purposes.

The total sample was then broken into units and listed by area for field investigators. Each interviewer

was given a packet with his name printed on the cover, addresses of respondents he was to contact, instructions and a detailed map which pin-pointed specific locations of interviews. Interviews were completed in 179 of these households.

### Questionnaire design

The questionnaire (Appendix G) was designed to be partially self-administered; that is, personal data would be filled in by the respondent rather than by the interviewer so as to minimize exaggeration and bias. It was also designed for easy coding in order to facilitate machine tabulation. The relatively short length of the questionnaire minimized the problem of respondent fatigue.

In addition to the direct-inquiry and probe-type questions, the survey utilized the technique of readership measurement. The technique was used to measure readership of both editorial matter and advertisements in the Tuesday, August 22, 1967, issue of the Towne Courier. To qualify as a reader of the newspaper, this issue was shown (banner side up) to the respondent. Those who indicated they had seen or read the issue were led through the paper, page by page, to determine their depth of readership.

Specific articles and advertisements in the issue had been predetermined and listed on the questionnaire.



As the respondent revealed to what extent he had read each article or advertisement, his response was recorded within one of the following readership degrees: noted, seen-associated (read lightly), or read most (read heavily).

Detailed written instructions were given (Appendix H) to field investigators and two training sessions were held. Interviewers consisted of a local senior girl scout troop, with members 16-18 years of age, and students in the research class. All call-backs and rural household interviews were conducted by class members.

During the training sessions, field investigators assumed roles of interviewers and respondents so that techniques could be assessed. The questionnaire was thoroughly explained and correct methods of interviewing were outlined.

#### Coding and tabulation

Since tabulation was to be by machine, the questionnaire was pre-coded for all but four questions. These four questions required examination of responses before any meaningful classifications could be established. Once classifications were developed, the code book was produced (Appendix I).

Codes were then transferred from the edited questionnaires to cards by means of a card-punch machine, and

responses were tabulated by a card-sorting machine.

The director of the project, a class member familiar with the newspaper profession, determined areas of cross-tabulation while assembling data for analysis.

The analysis and final report was written by the director under the supervision of Dr. Atkin.

Results of the study were published in two issues of the Towne Courier (Appendix J). Data have provided advertising salesmen valuable information. Editorial format can be better planned since characteristics of subscribers are known and many of their attitudes and opinions have been determined.

Followup studies, using the same methodology, will not be difficult to execute. The publisher now has an effective design for conducting either large or small scale research projects.

## CHAPTER IV

### MICHIGAN PRESS ASSOCIATION: A PROPOSED RESEARCH CENTER

A study, similar to that conducted for the Towne Courier, would seem to be within the reach of most of Michigan's smaller newspapers. Although Towne Courier personnel did not actively participate in the project, staff members could have effectively replaced most class members. The overall research design could be adjusted to satisfy the needs of most newspapers, and time and cost requirements are minimal.

Similarities in operations, and common problems shared by newspapers suggest that savings could be realized through a "group approach" to market-media studies. Such an approach could conceivably be based on any type of "grouping:" circulation, geographic proximity, spontaneity of colleagues, etc.

The most logical point to base cooperative research studies would seem to be the Michigan Press Association. Membership is held by virtually every newspaper in the state, and basic facilities needed to handle such a venture are already established.

All 56 of Michigan's daily newspapers and virtually all weekly newspapers in the state belong to MPA. There are a few weeklies who cannot meet the membership requirements and fewer still who do not wish to belong. Weekly members presently total 285.<sup>14</sup>

Qualifications for membership include:<sup>15</sup>

1. Publishing at not less than weekly intervals for 12 continuous months with paid circulation, 24 continuous months with controlled (free) circulation.
2. Publishing a newspaper of general interest--as opposed to special interest publications--in the English language.
3. Carrying not more than 75% advertising per issue, based on an annual average.

Dues are based on circulation and frequency of issue but carry both maximum and minimum amounts. Non-payment of dues and/or disregard of acceptable ethical behavior may be cause for membership termination. Applications for membership are processed by the Executive Secretary, who refers them to the Membership and Ethics Committee for investigation and recommendation to the Board of Directors.

In order to provide additional financing and be of greater service to members, two profit-making

---

<sup>14</sup>Michigan Newspaper Directory and Ratebook, 1968 ed., published by the Michigan Press Association, East Lansing, Michigan.

<sup>15</sup>Bylaws: Michigan Press Association, Revised 1967, pp. 2-3.

corporations are operated under the auspices of MPA: Michigan Press Service, Inc., and Michigan Newspapers, Inc.

#### Michigan Press Service

Michigan Press Service, Inc., offers two major services: a clipping bureau and a mailing service. The clipping bureau employs "readers" who scrutinize every issue of every newspaper in the state. Clients notify the bureau of the stories they wish to receive.

The mailing service is offered to those who wish to send "news releases" to Michigan newspapers. Unless a special mailing is requested, releases are enclosed with official association material mailed each Thursday.

#### Michigan Newspapers, Inc.

MNI is the media representative to state and regional advertisers. Although many of Michigan's daily newspapers and a few weeklies do not use the services of MNI, the association still processes insertion orders for them whenever an agency or advertiser requests the service.

Such a service as that offered by Michigan Newspapers, Inc., is beneficial to both the newspaper and

the agency.

The agency need not send insertion orders, check tear sheets or mail separate checks when using the MNI "one-order, one-bill, one-check" system.

The newspaper also benefits from the service. MNI acts as intermediary and can often get a "make good" for ads which were not published according to schedule. MNI's full time sales representative may, on occasion, get additional newspapers added to existing schedules. He also makes frequent calls on agencies and advertisers, urging them to use newspapers in their media mix and to expand existing newspaper schedules.

MNI has direct affiliation with American Newspaper Representatives, Inc., national media representatives.

ANR represents some 8,600 weekly and daily newspapers with the one-order, one-bill, one-check system previously noted. It performs the same functions of newspaper promotion on a national level as those performed by MNI on a state and regional basis.

#### Michigan Press Association

Michigan Press Association, a non-profit organization, completed 100 years of service to Michigan newspapers in January, 1968.

For the first 70 years, it operated as a loose-knit fraternal organization. In 1937, MPA employed its first full time Executive Secretary. Over the next 30 years, responsibilities and duties increased to such a level that an assistant to the Executive Secretary was hired in March, 1967.

An important function of MPA's Central Office is to maintain effective communications with member newspapers. This is accomplished primarily through the "weekly bulletin" sent to publishers and other newspaper executives each Thursday.

A one-page bulletin, called "This Week," is sent only to daily members. This communication deals with current happenings among daily newspapers: promotions, staff changes, honors and awards, appointments, circulation campaigns, etc.

An association magazine, Michigan Publisher, is produced monthly and sent to regular and associate members.

MPA holds numerous conventions and workshops for its members. The annual MPA convention is held on the Michigan State University campus the last weekend in January. A summer convention, held on the next-to-the-last weekend in June, is located in different places within the state.

Other conferences include circulation, classified advertising, display advertising, and a quarterly board of

directors meeting. In addition, MPA co-sponsors other newspaper conferences, such as Wayne State University Newspaper Workshops and University of Michigan Press Club meetings.

An expanding area of concern for Central Office is legislative activities. Both the executive secretary and his assistant are registered legislative agents and closely follow proceedings of the Michigan Legislature.

Individual problems of member newspapers also command a major part of Central Office activities. Since most newspapers use the mail for distribution, postal regulations are of constant concern. Current salary ranges, labor regulations, legal questions, hiring practices, available labor sources, typographical and mechanical difficulties are just some of the problems which members request Central Office assistance in solving.

Because of its membership composition and multifarious newspaper activities, MPA is considered the official industry representative. Central Office is called upon for speaking engagements, opinions and general counsel by those seeking information or wishing entree to the profession.

#### Proposed Center for Newspaper Research

The Michigan Press Association has many of the requisites necessary for organizing, promoting and



executing a group approach to newspaper research.

It is the center of the newspaper industry. Channels of communication are established and publishers look to MPA for advice and assistance. Central Office is familiar with newspaper problems, the limitations and opportunities of the industry. Financial conditions, strengths and weaknesses of individual newspapers are often divulged to or already known by the Executive Secretary.

Central Office is often aware of research projects conducted by newspapers and competing media throughout the United States. Personal contact, review of trade journals, exchange bulletins and newsletters furnish details of current studies and the value of collected data for planning purposes.

Professional and trade organizations, such as the American Newspaper Publishers' Association Research Institute, ANPA's Bureau of Advertising, and the research branch of the International Newspaper Promotion Association, frequently publish reports of meaningful studies. MPA receives all such reports. A close relationship is held between MPA's Executive Secretary and other state press association managers.

Another advantage enjoyed by MPA is its relationship with advertising agencies. Many agency executives have been invited to speak at conventions and workshops.

They are on a first-name basis with the MPA Executive Secretary and often use the facilities of the mailing and clipping bureau.

Contact made through MNI and ANR also tends to familiarize agencies with the Michigan Press Association. Research studies coordinated by the association would probably gain more recognition--and be in more acceptable and uniform format--than those bearing no relationship to MPA.

Professional assistance would be desirable in some studies and almost mandatory in others. Unless the project were extremely conservative in scope, tabulation of survey results may dictate use of a computer or card-counter.

The closest and most efficient source of assistance is Michigan colleges and universities. MPA is on excellent terms with institutions of higher learning and can quickly determine which schools have qualified research personnel willing to work with newspapers. Use of electronic data processing at these universities could be included in the arrangement.

There would be many benefits to cooperative newspaper research. The Michigan Press Association could serve as an initial "clearing house" for proposed projects. Cost estimates and experiences of other newspapers which had conducted similar studies would be readily available.

As projects were completed, copies could be filed for later reference.

Complete presentations could be organized by combining survey data from newspapers throughout the state. These presentations would be used by MNI and ANR for developing sales proposals to agencies, and by member newspapers for individual use.

Assistance could include helping develop methodology for the project. A list of sources and location of secondary data would save members countless hours of search. Other services might encompass suggesting sources for professional guidance, locating computers, designing questionnaires, selecting samples, and training field investigators. In fact, assistance offered through MPA facilities would be limited only to the extent of services the organization decided to provide.

#### Facilities Needed for MPA Research Center

To effectively establish this service, at least one parttime research person would be needed. He might be assigned other responsibilities while serving in a research capacity. He might be recruited from the academic ranks, or from a recognized research agency. In any case, he would need files, a desk and other office furnishings.

Over the long range, a complete research department could be set up within the framework of the Michigan Press Association. At that time, a secretary and one or two full time professional research people would be required.

There are at least four ways to finance such a service:

1. revenue from the general fund.
2. levy a special all-member assessment.
3. establish a fee for each newspaper using the service.
4. any combination of the above.

## CHAPTER V

### SUMMARY AND CONCLUSIONS

If newspapers are to remain competitive in the field of mass media, they must provide research data for advertisers and agency use. The loss of national advertising revenue to competing media has already been realized, and projection of current trends shows that local, retail advertising may soon follow.

Rising costs of time, space and production have forced advertisers to reevaluate budgets. There are more media from which to choose, and media decisions are increasingly being made on the basis of media effectiveness as proved by research data.

Some of the larger newspapers have accepted the challenge and are providing meaningful market demographics. Most smaller dailies and weekly newspapers are not.

Attempts have been made by such newspaper organizations as the research branch of the International Newspaper Promotion Association to stimulate studies by newspapers, but little success is evidenced in Michigan. A compilation of primary research studies released by the International

Newspaper Advertising Executives showed that only 78 of the nation's 1,750 dailies conducted such projects in 1966-67; less than 4.5 percent.<sup>16</sup> One can only speculate what the percentage must be for weekly newspapers!

This situation need not continue in Michigan. Newspapers in the state have the opportunity to receive professional assistance in research studies. The research process is not so complicated that a workable program is outside the realm of possibility for smaller newspapers. The cost in time and money is largely dependent upon the scope of the project and how much of the study will be conducted by newspaper personnel.

A market-media study, such as that conducted for the Towne Courier, could probably be duplicated by many newspapers for approximately \$500, excluding time of staff. If the newspaper did its own field investigation and tabulation, the cost would be much less.

Newspapers are a powerful medium and are recognized as such by retailers. O'Brien suggests that newspapers are the only medium which gives the retailer: selective market penetration, advertising impact, low cost production, retention of the advertising message, effective multiple-item presentation, and complete buying information.<sup>17</sup>

---

<sup>16</sup>National Publisher, April 27, 1968, p. 6.

<sup>17</sup>O'Brien, p. 4.

Most Michigan newspaper publishers apparently feel that they should engage in meaningful research. The major obstacles of time, money and organization are not insurmountable. A group approach to research for most Michigan newspapers seems to be the most effective way to proceed.

Although newspaper research "groups" could be organized on almost any basis, the most efficient and practical organization would appear to be on the state level through the facilities of the Michigan Press Association.

MPA already has many of the qualifications and requisites necessary to undertake such an endeavor: knowledge of the profession; an understanding of individual member problems; contact with advertising agencies, advertisers, colleges and universities, national and state newspaper associations and organizations; communications links to Michigan newspapers; other basic facilities such as files, duplicating equipment, etc. Deficiencies which do exist could be overcome with minimal investment.

It appears that MPA can play one of two roles in assisting members in meaningful research: Central Office could fulfill an advisory role only, promoting the need for research and counseling members on where professional research assistance could be obtained; or MPA could take a more active part by actually becoming involved in members' research projects.

The degree of involvement would be influenced by financial limitations and available office facilities, at least for the present.

Perhaps the most logical approach would be to limit activity until newspapers indicate what they want-- and will support. The facility would thus begin as a counseling service, but would expand into a more active service as the need develops.

The present lack of office space at MPA makes any expansion of services impractical at this time. However, MPA will likely have additional quarters in the near future when the MSU personnel department is relocated from the second floor of the building to new quarters.

It is not too early to begin planning for an MPA research center.

The Board of Directors should direct the Executive Secretary to prepare recommendations for establishing such a center within the organization.

Such recommendations should include major and alternate proposals, based on various types of proposed service. Costs, methods of financing, personnel requirements and office facilities should be estimated, as well as a time-table for implementing each plan.

Once recommendations are made, the board can approve that program most workable under prevailing conditions. Ultimate goals could also be set, based upon



future acceptance of such research service by member newspapers.

While ultimate responsibility for meaningful research lies with each newspaper, the Michigan Press Association has an obligation to provide each member those services which can help assure his success.

Not only success, but survival for many of Michigan's smaller newspapers may rest upon a program of meaningful research.

**APPENDIX**

Appendix A

MPA RESEARCH QUESTIONNAIRE

Has your newspaper undertaken any research projects within the past five years?

YES \_\_\_ NO \_\_\_

IF ANSWER TO QUESTION 1 IS "YES," PLEASE ENCLOSE COPIES, IF AVAILABLE, OF THE RESEARCH FINDINGS WHEN YOU RETURN THIS QUESTIONNAIRE. INCLUDE PROMOTION PIECES, SAMPLING PROCEDURES, QUESTIONNAIRES, ETC. Below, briefly outline the information sought by the research (market statistics, readership patterns, etc.) and the dates research projects were conducted.

---



---



---



---



---

If you have NOT conducted research within the past five years, please rank the following reasons according to importance; number 8 being the most important reason why research has not been conducted, number 1 the least important. Please circle your answer to every item.

LEAST IMPORTANT

MOST IMPORTANT

|                         |   |   |   |   |   |   |   |   |
|-------------------------|---|---|---|---|---|---|---|---|
| too complicated         | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| too expensive           | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| research not necessary  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| did not have time       | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| personnel not qualified | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| other: _____            | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| _____                   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |

If a program of research assistance were made available at a reasonable cost through MPA, how interested would you be in using the services?

VERY INTERESTED \_\_\_ QUITE INTERESTED \_\_\_ SLIGHTLY INTERESTED \_\_\_ NOT INTERESTED \_\_\_

If interested, what is the maximum amount you would spend on a research project?

\$ \_\_\_\_\_

In what areas do you feel research data would be most beneficial to your newspaper? Rank your answer according to importance, number 8 being the most important, number 1 the least. Please circle each answer to every item.

LEAST IMPORTANT

MOST IMPORTANT

|                              |   |   |   |   |   |   |   |   |
|------------------------------|---|---|---|---|---|---|---|---|
| selling local advertising    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| selling national advertising | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| planning editorial format    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| promoting circulation        | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| other: _____                 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| _____                        | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |

Rank the following from 1 - 5 according to their importance in newspaper research. You may use the same number more than once. A rank of "5" means the information would be most important; a rank of "1" means the information would be of least value. Write in the appropriate number beside each item.

readership of advertising \_\_\_ readership of news and editorial copy \_\_\_  
reader's opinion of newspaper \_\_\_ characteristic of reader (age, income, etc.) \_\_\_  
household data (number in household, type of structure, buy or rent, etc.) \_\_\_  
suggestions for improving newspaper \_\_\_ comparison with competing media \_\_\_  
general market demographics (population, number of families, homes, etc.) \_\_\_  
readership patterns (time spent with newspaper, best-liked features, etc.) \_\_\_  
other: \_\_\_\_\_

---

Is your newspaper a \_\_\_ Daily, a \_\_\_ Suburban Weekly, a \_\_\_ Weekly?

What is your current circulation? \_\_\_\_\_

Please use the remaining space below for any comments you may wish to make regarding newspaper research, this project, questionnaires, the possible role of MPA in newspaper research, or other suggestions relating to this topic.

April 18, 1968

# Michigan Press Association



257 Michigan Avenue

East Lansing, Michigan 48823

Phone (517) 32-4610

April 18, 1968

Memo to the Publisher:

An effort to devise a research program for newspapers is currently underway, and your cooperation is needed.


By filling out the enclosed questionnaire and returning it to Central Office as soon as possible you will help assure the success of this project.

The completed program should serve newspapers by offering suggested guidelines and a step-by-step example of how meaningful research can be conducted by any newspaper, regardless of size. It will show how valid research need not be expensive and will suggest benefits from group effort, possibly through MPA. The entire study will fulfill requirements of a Master's Thesis at Michigan State University.

Findings will be available to those who return a completed questionnaire. You need not sign the questionnaire, and all responses will be kept in confidence.

An addressed envelope is enclosed for your convenience. Thanks for your help.

Best wishes,

  
Roger W. Williams  
Assistant Executive Secretary

RWW:lgh

Enclosures - 2

# Appendix B

## Michigan Press Association

### DO IT YOURSELF NEWSPAPER SURVEY

\_\_\_\_\_ date

QUESTIONNAIRE FOR A POSSIBLE TELEPHONE SURVEY OF WEEKLY NEWSPAPER SUBSCRIBERS

Name of Respondent \_\_\_\_\_ Phone No. \_\_\_\_\_

Address \_\_\_\_\_

Interview Completed: \_\_\_\_\_ Incompleted: \_\_\_\_\_  
 Yes Mon Tues \_\_\_\_\_ No Ans. \_\_\_\_\_ Refused \_\_\_\_\_ Ill. \_\_\_\_\_ Disconnected \_\_\_\_\_

Introduction: This is (name of interviewer) of the Weekly News. We are making a survey and would like to ask you a few questions.

1. Have you happened to read the current copy of the Weekly News yet?  
 Yes \_\_\_\_\_
- 1a. What day did you read it? Thurs \_\_\_\_\_ Can't Recall \_\_\_\_\_ No \_\_\_\_\_  
 Fri \_\_\_\_\_ Didn't get paper \_\_\_\_\_
- 1b. Did you happen to read it any other day(s)? Sat \_\_\_\_\_ 1c. Do you expect to read it? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Sun \_\_\_\_\_  
 Don't Recall \_\_\_\_\_
- 1d. What day do you expect to read it? Sun \_\_\_\_\_ Don't Know \_\_\_\_\_  
 Mon \_\_\_\_\_  
 Tue \_\_\_\_\_  
 Wed \_\_\_\_\_  
 Don't Know \_\_\_\_\_

(Ask of All) Where is your copy of the Weekly News Now?

|                   |                               |                  |
|-------------------|-------------------------------|------------------|
| Living room _____ | Other available room _____    | Don't know _____ |
| Dining room _____ | Unavailable room _____        | Throw out _____  |
| Kitchen _____     | (attic, basement, etc.) _____ |                  |

(Ask only of reader) Did you happen to read any advertisements?

Yes \_\_\_\_\_ Can't Recall \_\_\_\_\_ No \_\_\_\_\_

- |  |   |
|--|---|
| 3a. Do you recall any particular ad in this issue? (Any others?) | 3b. Did you happen to shop at the advertiser's place this week? |
| 1st Mention _____  | Yes _____ No _____ Not Relevant _____                           |
| 2nd Mention _____  | Yes _____ No _____ Not Relevant _____                           |
| 3rd Mention _____  | Yes _____ No _____ Not Relevant _____                           |
| 4th Mention _____  | Yes _____ No _____ Not Relevant _____                           |
| 5th Mention _____  | Yes _____ No _____ Not Relevant _____                           |

Age: teens \_\_\_\_\_ 50's \_\_\_\_\_  
 20's \_\_\_\_\_ 60's \_\_\_\_\_  
 30's \_\_\_\_\_ 70's \_\_\_\_\_  
 40's \_\_\_\_\_

6. What is the occupation of the head of household?  
 \_\_\_\_\_

What was the last year in school you completed?

\_\_\_\_\_ (Kind of Job)

Grade or less \_\_\_\_\_

\_\_\_\_\_ (Kind of Firm)

Some high school \_\_\_\_\_

High school \_\_\_\_\_

Some College \_\_\_\_\_

College Grad \_\_\_\_\_

7. Sex Male \_\_\_\_\_ Female \_\_\_\_\_

WOMEN'S PAPER SURVEY

(Do not sign your name)

1. How many daily newspapers do you take? \_\_\_\_\_

2. How many weekly newspapers do you take? \_\_\_\_\_

3. How many women's magazines do you read monthly? \_\_\_\_\_

4. Who decides which newspapers to purchase at your house?

Husband \_\_\_\_\_ Wife \_\_\_\_\_ Total Family \_\_\_\_\_

5. Do you read the women's pages of your newspaper? Yes \_\_\_\_\_ No \_\_\_\_\_

6. Do you place newspaper materials for price information? Yes \_\_\_\_\_ No \_\_\_\_\_

7. In weekly newspapers, which kinds of information would you prefer? Please check five.

- \_\_\_\_\_ Sports Page
- \_\_\_\_\_ International News
- \_\_\_\_\_ Engagement announcements
- \_\_\_\_\_ Wedding Ceremony Descriptions
- \_\_\_\_\_ Society News
- \_\_\_\_\_ Local community news (P.T.A., Rotary etc.)
- \_\_\_\_\_ Advice to Levelers
- \_\_\_\_\_ Information of Food
- \_\_\_\_\_ Information of Clothing
- \_\_\_\_\_ Information on Family Health
- \_\_\_\_\_ Information on Rearing Children
- \_\_\_\_\_ Information on Home Management (money, time, energy)
- \_\_\_\_\_ Information on Gardening
- \_\_\_\_\_ Comic strips and puzzles

8. On a food page, which kinds of information would you prefer? Please check five.

- \_\_\_\_\_ Menu Planning Tips
- \_\_\_\_\_ Money-Saving Tips
- \_\_\_\_\_ How to Cook Vegetables
- \_\_\_\_\_ How to Cook Meats
- \_\_\_\_\_ How to Prepare Salads
- \_\_\_\_\_ How to Prepare Desserts
- \_\_\_\_\_ Party Ideas
- \_\_\_\_\_ Gourmet Foods
- \_\_\_\_\_ Herb Cookery
- \_\_\_\_\_ Foods for Children
- \_\_\_\_\_ Food Buying Tips
- \_\_\_\_\_ Family Nutrition Tips

THIS IS THE INSIDE OF THE QUESTIONNAIRE

WE NEED YOUR HELP!-----

IN GIVING YOU A BETTER HOME-TOWN NEWSPAPER!

To guide us in our continuous efforts to give you a first class hometown newspaper, we would like to have you tell us what things you like and read in the paper, and what parts of the paper are of less interest to you.

JUST CIRCLE THE NUMBER which indicates your answer. For instance, if you circle a "1", opposite "editorials," it means you never read them. A circled "7" means you read them all the time.

| ITEM IN THE PAPER        | Never Read | 2 | 3 | 4 | 5 | 6 | Read Always | 7 |
|--------------------------|------------|---|---|---|---|---|-------------|---|
| City council-----1       | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| County office news-----1 | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| School board news-----1  | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Other school news-----1  | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Hospital news-----1      | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Traffic court-----1      | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Business news-----1      | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Society news-----1       | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Organization news-----1  | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Church news-----1        | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Sports news-----1        | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Columns-----1            | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Pictures-----1           | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Correspondents-----1     | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Feature stories-----1    | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Other-----1              | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| -----1                   | 2          | 3 | 4 | 5 | 6 | 7 |             |   |
| Editorials-----1         | 2          | 3 | 4 | 5 | 6 | 7 |             |   |

PLEASE DO NOT SIGN YOUR NAME!



August 24, 1961

## THIS IS THE OUTSIDE OF THE QUESTIONNAIRE

## COMMENTS, PLEASE:

Do you have any comments to make about  
(name of newspaper)...either as a whole,  
or any part of it? Be frank with us;  
we're as interested in what you think is  
wrong as what you think is right! (Please  
do not sign your name.)

(Fold)

Male \_\_\_\_\_ Female \_\_\_\_\_

Under 20 \_\_\_\_\_ Over 20 \_\_\_\_\_

Rural \_\_\_\_\_ Urban \_\_\_\_\_

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in U.S.

FIRST CLASS

Postal Permit

Number

POSTAGE WILL BE PAID BY--

THE WEEKLY NEWSPAPER

11 FIRST STREET

HOMETOWN, U.S.A.

-over-

Appendix 1

TIME TABLE - TOONE BARRIER PROJECT

MONDAY - August 14 - preliminary questionnaire. Pretest before Wednesday, August 16.

WEDNESDAY - Aug. 16 - final questionnaire. Send to Lone Courier for printing.

FRIDAY - August 18 - instructions to field investigators.

MONDAY - August 21 - sample drawn, secondary data completed.

WEDNESDAY - Aug. 23 - maps and lists ready for field investigation.

FRIDAY  
SATURDAY - Aug. 25-26 - FIELD INVESTIGATION.

SUNDAY - August 28 - editing and tabulating.

MONDAY - Aug. 30 - Analysis.

FRIDAY - Sept. 1 - project complete except for report.

Appendix F

TOWNE COURIER  
MARKET - MEDIA STUDY

Dr. Kenward L. Atkin  
Department of Advertising  
MICHIGAN STATE UNIVERSITY

August, 1967



## BACKGROUND

The Towne Courier is a weekly newspaper published in East Lansing. It was established in December of 1962 and since its first year of publication has almost doubled its circulation, now totaling over 5,000 subscribers.

Circulation of the Towne Courier is concentrated in the City of East Lansing and two major villages of Meridian Township, Okemos and Haslett (see Appendix), with special inserts of local news and advertising included for the latter two.

In August, 1967, Dr. Kenward L. Atkin, Department of Advertising, Michigan State University, conducted a market-media study of Towne Courier subscribers. The field work and analysis was done by an advanced class in advertising research under his supervision.

Statement of Problems and Objectives

The objective of the study was to obtain market and readership data that would enable prospective advertisers to better evaluate the merits of the Towne Courier as an advertising medium.

The study was designed to answer the following questions:

- A. What are the general market characteristics of East Lansing and Meridian Township?
- B. What are the demographic characteristics of Towne Courier subscribers?
- C. What are the readership characteristics of Towne Courier subscribers and their attitudes toward the Towne Courier and competing newspapers circulated in the East Lansing-Meridian Township market, specifically including:
  1. coverage and readership of the Towne Courier and competing newspapers.
  2. how copies of newspapers read by residents are obtained.
  3. how long the Towne Courier is "actively" kept in the home.
  4. attitudes of subscribers of both the Towne Courier and the (Lansing) State Journal toward the two subscribers.

The first part of the report deals with the general situation of the country. It is a very interesting and informative study of the country's development. The author has done a great deal of research and has presented the facts in a clear and concise manner. The report is well written and is a valuable contribution to the study of the country's development.

CHAPTER II - THE ECONOMIC SITUATION

The economic situation of the country is a very complex one. It is a result of many factors, including the country's geographical position, its natural resources, and its political situation. The author has done a great deal of research and has presented the facts in a clear and concise manner. The report is well written and is a valuable contribution to the study of the country's economic situation.

The first part of the chapter deals with the country's general economic situation. It is a very interesting and informative study of the country's economic development. The author has done a great deal of research and has presented the facts in a clear and concise manner. The report is well written and is a valuable contribution to the study of the country's economic situation.

The second part of the chapter deals with the country's agricultural situation. It is a very interesting and informative study of the country's agricultural development. The author has done a great deal of research and has presented the facts in a clear and concise manner. The report is well written and is a valuable contribution to the study of the country's economic situation.

The third part of the chapter deals with the country's industrial situation. It is a very interesting and informative study of the country's industrial development. The author has done a great deal of research and has presented the facts in a clear and concise manner. The report is well written and is a valuable contribution to the study of the country's economic situation.

The fourth part of the chapter deals with the country's financial situation. It is a very interesting and informative study of the country's financial development. The author has done a great deal of research and has presented the facts in a clear and concise manner. The report is well written and is a valuable contribution to the study of the country's economic situation.

The fifth part of the chapter deals with the country's trade situation. It is a very interesting and informative study of the country's trade development. The author has done a great deal of research and has presented the facts in a clear and concise manner. The report is well written and is a valuable contribution to the study of the country's economic situation.

The sixth part of the chapter deals with the country's transportation situation. It is a very interesting and informative study of the country's transportation development. The author has done a great deal of research and has presented the facts in a clear and concise manner. The report is well written and is a valuable contribution to the study of the country's economic situation.

The seventh part of the chapter deals with the country's social situation. It is a very interesting and informative study of the country's social development. The author has done a great deal of research and has presented the facts in a clear and concise manner. The report is well written and is a valuable contribution to the study of the country's economic situation.

5. specific "likes" and "dislikes" of the Towne Courier subscribers.
6. thoroughness of readership, as rated by a modified form of the "recognition method" of selected ads and editorial material.

### Sample Selection

The population was defined as the 5,030 subscribers included on the Towne Courier circulation list as of May 31, 1967.

A sample of 300 subscriber households was selected from this list by means of a randomly chosen standard interval from which 179 completed interviews were obtained.

Assuming the subscribers interviewed were representative of the subscriber population, a sample of 179 should reflect the actual population characteristics with 95 percent certainty and no more than plus or minus eight percentage points of error.

### Questionnaire Design and Interviewing Techniques

The questionnaire (see Appendix) was designed to be partially self-administered; that is, completed by respondents rather than the interviewers so as to minimize interviewer bias. It was also pre-coded to facilitate machine tabulation. The relatively short length of the questionnaire minimized the problem of respondent fatigue that might occur with interviews.

In addition to the direct-inquiry and probe type questions, the survey utilized the technique of readership measurement. The technique was used to measure readership of both editorial matter and advertisements in the Tuesday, August 22, 1967, issue of the Towne Courier. To qualify the respondent as a reader of the newspaper, this issue was shown (banner side up) to the respondent. Those who indicated they had seen or read this issue were led through the paper, page by page, to determine their depth of readership.

Specific articles and advertisements in the issue were pre-selected and listed on the questionnaire. As the respondent revealed to what extent he had read each page, article, or advertisement his response was recorded within one of the following readership degrees: (1) noted, (2) seen-associated (read lightly), or (3) read most (read heavily).

The student interviewers were instructed relative to correct interviewing techniques. Specific instruction was given on administering the readership and attitudinal questions.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that proper record-keeping is essential for transparency and accountability, particularly in the context of public administration and financial management. The text notes that without reliable records, it becomes difficult to track expenditures, identify inefficiencies, and ensure that resources are being used for their intended purposes.

2. The second part of the document addresses the challenges associated with data collection and analysis. It highlights that while digital tools have significantly improved the speed and accuracy of data processing, they also introduce new risks, such as data breaches and system downtime. The document suggests that organizations should invest in robust cybersecurity measures and regular data backups to mitigate these risks. Additionally, it stresses the need for staff training to ensure that data is collected consistently and analyzed correctly.

3. The third part of the document focuses on the role of technology in enhancing operational efficiency. It discusses how automation can reduce manual errors and free up staff to focus on more strategic tasks. The text mentions that cloud-based solutions offer the advantage of accessibility and scalability, allowing organizations to expand their operations without significant additional costs. However, it also cautions that over-reliance on technology can lead to a loss of critical skills and knowledge, so a balanced approach is necessary.

4. The fourth part of the document explores the importance of collaboration and communication in achieving organizational goals. It argues that siloed departments and poor communication can lead to duplicated efforts and missed opportunities. The document recommends the implementation of cross-functional teams and regular inter-departmental meetings to foster a collaborative culture. It also suggests that clear communication channels and protocols should be established to ensure that all team members are aligned and informed.

5. The fifth and final part of the document discusses the need for continuous improvement and innovation. It notes that the business environment is constantly evolving, and organizations must be proactive in identifying and adopting new technologies and practices. The text encourages a mindset of experimentation and learning from failure, as this is often the path to innovation. It also suggests that organizations should regularly review their processes and strategies to ensure they remain relevant and effective in the current market.



TABLE I-CHARACTERISTICS OF TOWNE COURIER SUBSCRIBERS

Years Resided in Area

|                              |     |
|------------------------------|-----|
| More than 10 years . . . . . | 50% |
| Three to 10 years. . . . .   | 27% |
| One to three years . . . . . | 18% |
| Less than one year . . . . . | 5%  |

Marital Status

|                                     |     |
|-------------------------------------|-----|
| Married . . . . .                   | 95% |
| Single, widowed, divorced . . . . . | 5%  |

Type of Dwelling

|                            |     |
|----------------------------|-----|
| Single . . . . .           | 95% |
| Apartment, duplex. . . . . | 5%  |

Income

|                                     |     |
|-------------------------------------|-----|
| Over \$25,000 per year . . . . .    | 15% |
| \$15,000 to \$24,999 . . . . .      | 36% |
| \$10,000 to \$14,999 . . . . .      | 31% |
| \$7500 to \$9,999. . . . .          | 9%  |
| \$5000 to \$7499 . . . . .          | 3%  |
| \$3000 to \$4499 . . . . .          | 3%  |
| Less than \$3,000 per year. . . . . | 3%  |

Occupation, Head of Household

|                        |     |
|------------------------|-----|
| Professional . . . . . | 44% |
| Executive . . . . .    | 23% |
| Skilled . . . . .      | 23% |
| Unskilled. . . . .     | 3%  |
| Other . . . . .        | 7%  |

Education, Male & Female Combined

|  |       |
|--|-------|
| College Graduate/Post Graduate . . . . . | 56.9% |
| Some College . . . . .                   | 23.4% |
| High School Graduate . . . . .           | 16.2% |
| Some High School or less . . . . .       | 3.5%  |

1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy verification of the data.

2. The second section covers the process of reconciling bank statements with the company's internal records. It highlights the need to identify and resolve any discrepancies as soon as they are discovered. Regular reconciliation helps prevent errors from accumulating and ensures the accuracy of the financial statements.

3. The third part of the document addresses the issue of budgeting and cost control. It suggests that setting a clear budget at the beginning of each period can help management track expenses and identify areas where costs are exceeding expectations. This proactive approach is essential for maintaining financial discipline.

4. The final section discusses the importance of timely reporting and communication. Management should provide regular updates to the board and other stakeholders on the company's financial performance. Clear communication helps build trust and ensures that everyone is on the same page regarding the company's financial health.

FINDINGS: CHARACTERISTICS OF TOWNE COURIER SUBSCRIBERSResidence

More than 75% of Towne Courier subscribers have lived in the area for three years or more, 50% for over 10 years. Only 5% of the sample have resided in the area for less than a year. Ninety-five percent of Towne Courier subscribers are married and live in single-type dwellings, thus characterizing subscribers as permanently-settled residents of the area.

Number in Household

Households averaged about four members each (two adults and two children). The average household for the East Lansing population of all households consists of three members according to a recent census.<sup>1</sup>

The 179 households sampled had a total of 719 members represented, and as Table 2 shows, almost half of these members were aged 19 and under.

TABLE 2-AGE GROUPINGS IN HOUSEHOLDS

| <u>UNDER 12</u>                                       | <u>12 - 19</u> | <u>20 - 35</u> | <u>36 - 49</u> | <u>50 &amp; OVER</u> |
|---|----------------|----------------|----------------|----------------------|
| 27%<br>(193)  | 20%<br>(141)   | 19%<br>(136)   | 22%<br>(155)   | 12%<br>(94)          |
| Total households in sample - 179; Total members - 719 |                |                |                |                      |

Income

Income was defined as total income from all family members contributing to the maintainance of a household.

Over four-fifths of Towne Courier subscribers earn more than \$10,000 per year; 9% earn between \$7,500 and \$9,999; and 9% earn less than \$7,499. The median income of Towne Courier subscribers falls within the range of \$15,000 to \$24,000 per year.

Occupation

Questions were asked concerning the occupation of both husband and wife. In the Lansing area there are three major employers: General Motors' Oldsmobile Division, Michigan State

---

1. Tri-County Regional Planning Commission, Housing Units, Households and People Per Household, 1965.

1. Introduction

The purpose of this study is to investigate the effects of various factors on the performance of the system. The study is divided into several sections, each focusing on a different aspect of the problem.

The first section discusses the theoretical background of the system. The second section describes the experimental setup and the data collected. The third section presents the results of the experiments, and the fourth section discusses the conclusions and future work.

| Parameter   | Value 1 | Value 2 | Value 3 | Value 4 | Value 5 |
|-------------|---------|---------|---------|---------|---------|
| Time        | 100     | 200     | 300     | 400     | 500     |
| Cost        | 1000    | 2000    | 3000    | 4000    | 5000    |
| Quality     | 90      | 80      | 70      | 60      | 50      |
| Efficiency  | 85      | 75      | 65      | 55      | 45      |
| Reliability | 95      | 85      | 75      | 65      | 55      |

Figure 1: Comparison of different parameters across various conditions.

The results show that as the time and cost increase, the quality and efficiency of the system decrease. This is expected, as higher quality and efficiency require more resources. The reliability of the system also decreases as the time and cost increase.

In conclusion, the study has shown that there is a trade-off between time, cost, quality, efficiency, and reliability. The optimal solution depends on the specific requirements of the system.

Future work should focus on finding ways to improve the system's performance while maintaining low time and cost. This could involve optimizing the system's architecture or using more efficient algorithms.

University, and the State of Michigan. In order to determine the proportion of subscribers employed by these agencies respondents were asked where they were employed.

As Table 3 shows, approximately one-half of the households interviewed had someone employed by GM, MSU, or the State of Michigan.

TABLE 3 - OCCUPATION, EMPLOYER

| <u>EMPLOYED BY:</u>       | <u>NUMBER</u> | <u>% OF TOTAL</u> |
|---------------------------|---------------|-------------------|
| Michigan State University | 52            | 33%               |
| State of Michigan         | 15            | 9%                |
| General Motors            | 6             | 4%                |
| OTHER*                    | 87            | 54%               |

N = 160

\*"Other" classification showed no consistency for where employed except employment was generally in Lansing - East Lansing area.

Tables 4 and 5 show the occupational breakdowns according to sex. For women, the housewife category is the most prevalent, consistent with high average family income.

TABLE 4 - OCCUPATION, FEMALE

| <u>OCCUPATION</u>                          | <u>NUMBER</u> | <u>% OF TOTAL</u> |
|--|---------------|-------------------|
| Housewife only                             | 126           | 75%               |
| Office/Clerical                            | 13            | 8%                |
| Teaching/School Affiliated                 | 10            | 6%                |
| Other                                      | 6             | 3%                |
| Parttime Employed<br>(all classifications) | 13            | 8%                |

N = 169

Male subscribers hold high-status (and high income) positions; less than 3% fell into the unskilled category. Nearly half were in the professional category and skilled, executive and professional categories accounted for 90% of all Towne Courier subscribers.

Text block 1

Text block 2

Text block 3

TABLE 5 - OCCUPATION, MALE

| <u>OCCUPATION</u> | <u>NUMBER</u> | <u>% OF TOTAL</u> |
|-------------------|---------------|-------------------|
| Professional      | 72            | 44%               |
| Executive         | 38            | 23%               |
| Skilled           | 37            | 23%               |
| Unskilled         | 5             | 3%                |
| Other             | 10            | 7%                |
| N = 163           |               |                   |

Educational Levels

Tables 6, 7 and 8 show that nearly half of the female readers and two-thirds-(67%) of the males are college graduates. Those with advanced degrees are included in the "college graduate" classification. It is interesting to note that 80% of all readers, male and female, have had some college or are college graduates and that less than 4% did not complete high school. Compared to national averages, Towne Courier subscribers are much better educated than the general public.

TABLE 6 - EDUCATION, FEMALES

| <u>GRADE COMPLETED</u>   | <u>NUMBER</u> | <u>% OF TOTAL</u> |
|--------------------------|---------------|-------------------|
| 8th Grade or less        | 1             | .8%               |
| Some High School         | 3             | 1.7%              |
| High School Graduate     | 34            | 19.6%             |
| Some College             | 53            | 30.6%             |
| College Grad./Post Grad. | 82            | 47.3%             |
| N = 173                  |               |                   |

TABLE 7 - EDUCATION, MALE

| <u>GRADE COMPLETED</u>   | <u>NUMBER</u> | <u>% OF TOTAL</u> |
|--------------------------|---------------|-------------------|
| 8th Grade or less        | 1             | .9%               |
| Some High School         | 6             | 3.6%              |
| High School Graduate     | 21            | 12.8%             |
| Some College             | 26            | 15.9%             |
| College Grad./Post Grad. | 109           | 66.8%             |
| N = 163                  |               |                   |

1. The first part of the document discusses the importance of maintaining accurate records of all transactions. This is essential for ensuring the integrity of the financial statements and for providing a clear audit trail. The records should be kept up-to-date and should be easily accessible to all relevant parties.

2. The second part of the document outlines the various methods used to collect and analyze data. These methods include interviews, surveys, and focus groups. Each method has its own strengths and weaknesses, and it is important to choose the most appropriate method for the specific research objectives.

3. The third part of the document describes the process of data analysis. This involves identifying patterns and trends in the data, and then interpreting these findings in the context of the research objectives. It is important to use a systematic and transparent approach to data analysis to ensure the reliability of the results.

4. The fourth part of the document discusses the importance of reporting the results of the research. This involves presenting the findings in a clear and concise manner, and providing a detailed explanation of the methods used and the limitations of the study. It is important to be honest and transparent in reporting the results, and to acknowledge any potential biases or limitations.

5. The fifth part of the document concludes the report and provides a summary of the key findings. It also discusses the implications of the research and provides recommendations for future research. The conclusions should be based on the evidence presented in the report, and should be supported by a clear and logical argument.

6. The sixth part of the document provides a detailed description of the research methodology. This includes a description of the research design, the data collection methods, and the data analysis methods. It is important to provide a clear and detailed description of the methodology to ensure the reproducibility of the research.

7. The seventh part of the document discusses the ethical considerations of the research. This includes a discussion of the potential risks and benefits of the research, and the steps taken to minimize the risks and maximize the benefits. It is important to ensure that the research is conducted in a responsible and ethical manner.

8. The eighth part of the document provides a detailed description of the research findings. This includes a description of the data, the results of the data analysis, and the conclusions drawn from the findings. It is important to provide a clear and detailed description of the findings to ensure the transparency of the research.

9. The ninth part of the document discusses the limitations of the research. This includes a discussion of the potential biases and limitations of the research design, the data collection methods, and the data analysis methods. It is important to acknowledge the limitations of the research to ensure the reliability of the results.

10. The tenth part of the document provides a final summary of the research and provides recommendations for future research. It is important to provide a clear and concise summary of the research and to provide recommendations for future research to ensure the continued development of the field.



TABLE 8 - EDUCATION, MALE/FEMALE COMBINED

---

| <u>GRADE COMPLETED</u>   | <u>NUMBER</u> | <u>% OF TOTAL</u> |
|--------------------------|---------------|-------------------|
| 8th Grade or less        | 2             | .7%               |
| Some High School         | 9             | 2.8%              |
| High School Graduate     | 55            | 16.2%             |
| Some College             | 79            | 23.4%             |
| College Grad./Post Grad. | 191           | 56.9%             |

N = 336

---

Newspaper Coverage

Five newspapers circulate in the East Lansing - Meridian Township area: The Detroit News, Detroit Free Press, Towne Courier, (Lansing) State Journal, and the Michigan State University State News.

Respondents were asked "how often" they read these newspapers, "never, sometimes or usually." The Towne Courier scored highest in the "usually" category, followed by the State Journal and the Detroit Free Press.

TABLE 9 - READERSHIP OF NEWSPAPERS

---

| <u>NEWSPAPER</u>   | <u>"NEVER"</u><br><u>" READ</u> | <u>"SOMETIMES"</u><br><u>READ</u> | <u>"USUALLY"</u><br><u>READ</u> |
|--------------------|---------------------------------|-----------------------------------|---------------------------------|
| Towne Courier      | 1%                              | 5%                                | 94%                             |
| State Journal      | 3%                              | 9%                                | 88%                             |
| Detroit Free Press | 27%                             | 28%                               | 55%                             |
| M.S.U. STATE NEWS  | 45%                             | 26%                               | 29%                             |
| Detroit News       | 79%                             | 17%                               | 4%                              |

---

When asked how they obtained copies of the newspapers they read "sometimes" or "usually". The subscription category scored highest in all cases excepting the State News, with the Towne Courier scoring highest of all in this category.

---

1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud. The text notes that without reliable records, it would be difficult to track the flow of funds and identify any irregularities.

---

2. The second part of the document outlines the various methods used to collect and analyze data. It describes the process of gathering information from different sources, such as interviews, surveys, and document reviews. The text also discusses the importance of ensuring the accuracy and reliability of the data collected, and the need to use appropriate statistical techniques to analyze the results.

---

3. The third part of the document focuses on the interpretation of the data and the drawing of conclusions. It explains how the collected information is used to identify patterns and trends, and how these findings are used to support the overall objectives of the study. The text also discusses the importance of being objective and unbiased in the interpretation of the data, and the need to clearly communicate the results to the relevant stakeholders.

---

4. The fourth part of the document discusses the implications of the findings and the recommendations for future research. It highlights the key findings of the study and discusses their potential impact on the field. The text also provides recommendations for how the findings can be used to inform policy and practice, and suggests areas for further research that need to be explored.

---

5. The final part of the document provides a summary of the key points and a conclusion. It reiterates the importance of the research and the findings, and expresses confidence in the results. The text also thanks the participants and the funding sources for their support, and provides contact information for those interested in further information.

---

TABLE 10

| <u>NEWSPAPER</u>   | <u>SUBSCRIBE</u> | <u>NEWSSTAND</u> | <u>OTHER</u> |
|--------------------|------------------|------------------|--------------|
| Towne Courier      | 97%              | 0                | 3%           |
| State Journal      | 94%              | 5.8%             | .2%          |
| Detroit Free Press | 69%              | 29%              | 8%           |
| M.S.U. State News  | 6%               | 12%              | 82%          |
| Detroit News       | 39%              | 58%              | 3%           |

It should be noted that the State News is circulated by leaving bundles of the newspaper in strategic locations throughout campus. Those wishing copies merely pick them up without charge.

#### Media Attitudes

Attitudes of subscribers regarding the Towne Courier and its closest competitor, the State Journal, were ascertained by asking respondents to rate both newspapers.

TABLE 11 - Attitudinal Rating

| <u>NEWSPAPER</u> | <u>EXCELLENT</u> | <u>GOOD</u> | <u>FAIR</u> | <u>POOR</u> | <u>DON'T KNOW</u> |
|------------------|------------------|-------------|-------------|-------------|-------------------|
| Towne Courier    | 41%              | 51%         | 6%          | 1%          | 1%                |
| State Journal    | 6%               | 47%         | 34%         | 12%         | 1%                |

#### Specific "Likes" and "Dislikes"

Two open-end questions dealt with what subscribers "liked" and "disliked" about the Towne Courier. These were intended to discover the strengths and weaknesses of the newspaper. Overall, the respondents gave highly favorable responses, as shown in Tables 12 and 13.

TABLE 12 - What Subscribers Like

| <u>RANK</u> | <u>AREA LIKED</u>  | <u>PERCENTAGE</u> |
|-------------|--------------------|-------------------|
| 1           | local news         | 87%               |
| 2           | editorials         | 23%               |
| 3           | children's news    | 19%               |
| 4           | features           | 18%               |
| 5           | advertisements     | 15%               |
| 6           | theatre & arts     | 15%               |
| 7           | classified ads     | 14%               |
| 8           | physical qualities | 12%               |
| 9           | pictures           | 8%                |

---

| Account | Description | Amount | Balance |
|---------|-------------|--------|---------|
| 100     | ...         | ...    | ...     |
| 101     | ...         | ...    | ...     |
| 102     | ...         | ...    | ...     |
| 103     | ...         | ...    | ...     |
| 104     | ...         | ...    | ...     |
| 105     | ...         | ...    | ...     |

---

... ..

... ..

... ..

---

| Account | Description | Amount | Balance |
|---------|-------------|--------|---------|
| 200     | ...         | ...    | ...     |
| 201     | ...         | ...    | ...     |
| 202     | ...         | ...    | ...     |
| 203     | ...         | ...    | ...     |
| 204     | ...         | ...    | ...     |
| 205     | ...         | ...    | ...     |

---

... ..

... ..

---

| Account | Description | Amount | Balance |
|---------|-------------|--------|---------|
| 300     | ...         | ...    | ...     |
| 301     | ...         | ...    | ...     |
| 302     | ...         | ...    | ...     |
| 303     | ...         | ...    | ...     |
| 304     | ...         | ...    | ...     |
| 305     | ...         | ...    | ...     |
| 306     | ...         | ...    | ...     |
| 307     | ...         | ...    | ...     |
| 308     | ...         | ...    | ...     |
| 309     | ...         | ...    | ...     |
| 310     | ...         | ...    | ...     |

---

TABLE 13 - What Subscribers Dislike

| <u>RANK</u> | <u>AREA DISLIKED</u> | <u>PERCENTAGE</u> |
|-------------|----------------------|-------------------|
| 1           | "nothing"            | 62%               |
| 2           | advertisements       | 16%               |
| 3           | handling of news     | 16%               |
| 4           | physical qualities   | 7%                |
| 5           | sports coverage      | 4%                |
| 6           | society page         | 4%                |
| 7           | *other               | 11%               |

\*"Other" includes responses which were not consistent, isolated and/or sometimes personal. Each by itself was too small to compute individually and none would fit any of the above classifications.

#### "Staying Power" of Issues

When asked how long they usually kept a current issue of the Towne Courier:

60% kept the newspaper - 4 days or longer  
 18% kept the newspaper - 3 days  
 17% kept the newspaper - 2 days  
 5% kept the newspaper - 1 day

#### Readership of Towne Courier

Respondents were asked whether they had read the current issue of the Towne Courier (interviewers displayed the front page of the issue when asking the question). Approximately one-half of all interviews were conducted on Thursday, which is the day following delivery of the Towne Courier by mail. The remaining interviews were conducted on Friday and Saturday. It was found that 82% of subscribers had read the current week's issue by Saturday. Percentage of readership by day was:

Thursday - 68% had read the current issue  
 Friday - 77% had read the current issue  
 Saturday - 82% had read the current issue

After respondents had been established as readers of the current issue, a modified "recognition method" was employed. Readership of designated articles and advertisements was tested for the August 23, 1967 issue of the Towne Courier.



This method of testing readership involves asking respondents to go through the issue, page by page, with the interviewer. Respondents are asked if they recognize pre-selected articles and advertisements. The interviewer then records which articles and advertisements were "noted", which were "read lightly," and which were "read heavily." A score of "noted" means recognized but not read; "read lightly" means the respondent read one-fourth to one-half of the article or noticed the signature, headline and art in an advertisement; and "read heavily" means the respondent read one-half or more of an article or most of the copy in an advertisement.

Eight stories and seven advertisements were selected in the Towne Courier for the "recognition method". Interviewers were instructed to score the amount of readership for each of the designated articles and advertisements. Figures 1 and 2 show readership results for both relative ranking and percentage of readership in each scoring classification.

It is interesting to note that the two stories receiving the highest readership were located on the front and back pages respectively. The lead story on page 1 was noted by all but 13% of Towne Courier subscribers while the story of a local Lions' Club barbecue on page 32 was noted by all but 21% of the readers.

Readership of advertisements showed a significant "read heavily" score on over half of the seven advertisements tested. The Yat Wah Restaurant ad, only 2 columns by 3 inches, scored a 23% "read heavily" by subscribers. This may be due, in part, to the unusual visual employed; the headline was Chinese writing.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This not only helps in tracking expenses but also ensures compliance with tax regulations.

In the second section, the author outlines the various methods used for data collection and analysis. It includes a detailed description of the survey process, from the selection of participants to the distribution of questionnaires. The results of the survey are then presented in a clear and concise manner, highlighting the key findings and trends.

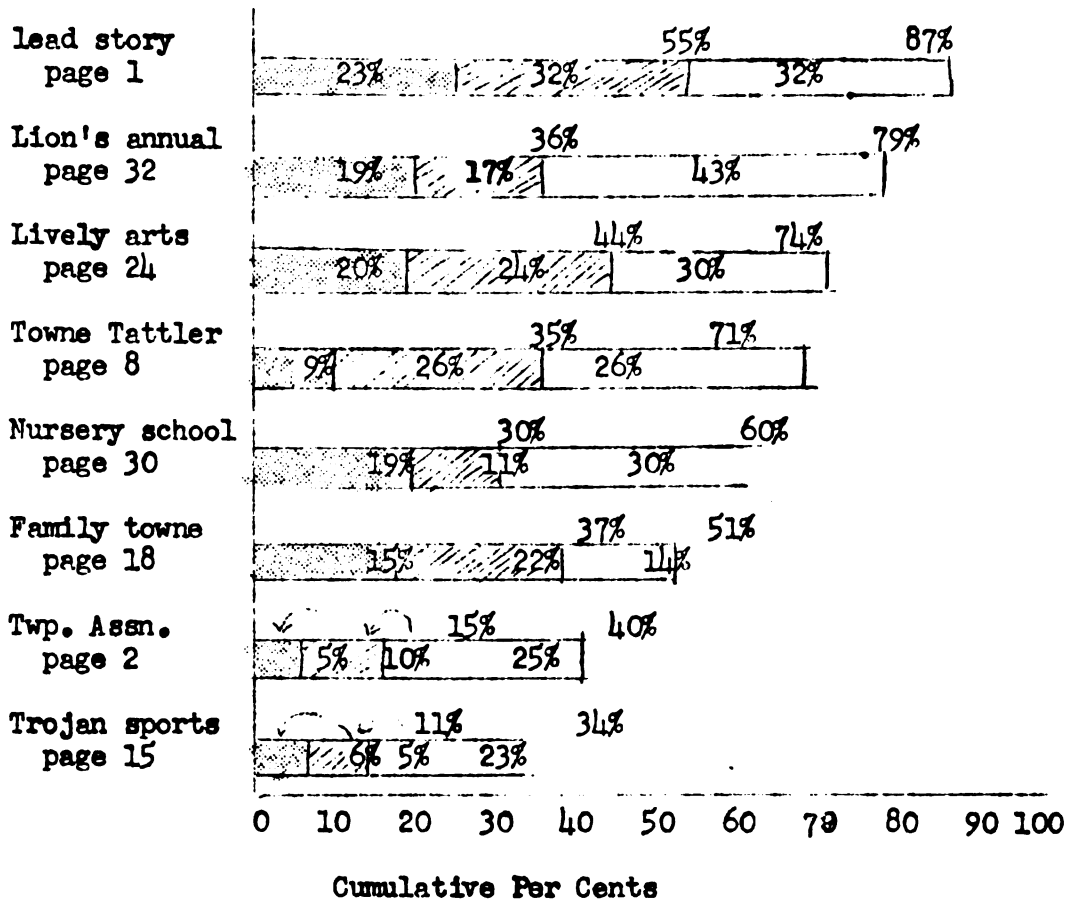
The third section focuses on the implementation of the proposed system. It details the steps involved in the development and testing of the software, as well as the challenges faced during the process. The author also provides a comparison between the proposed system and existing solutions, demonstrating its advantages and effectiveness.

Finally, the document concludes with a summary of the overall findings and recommendations. It suggests areas for further research and improvement, as well as practical advice for the implementation of similar systems in other organizations.



FIGURE 1

Editorial Content Recognition Scores  
 August 23, 1967, TOWNE COMPILER  
 (n=179)



% noted      % read lightly      % read heavily





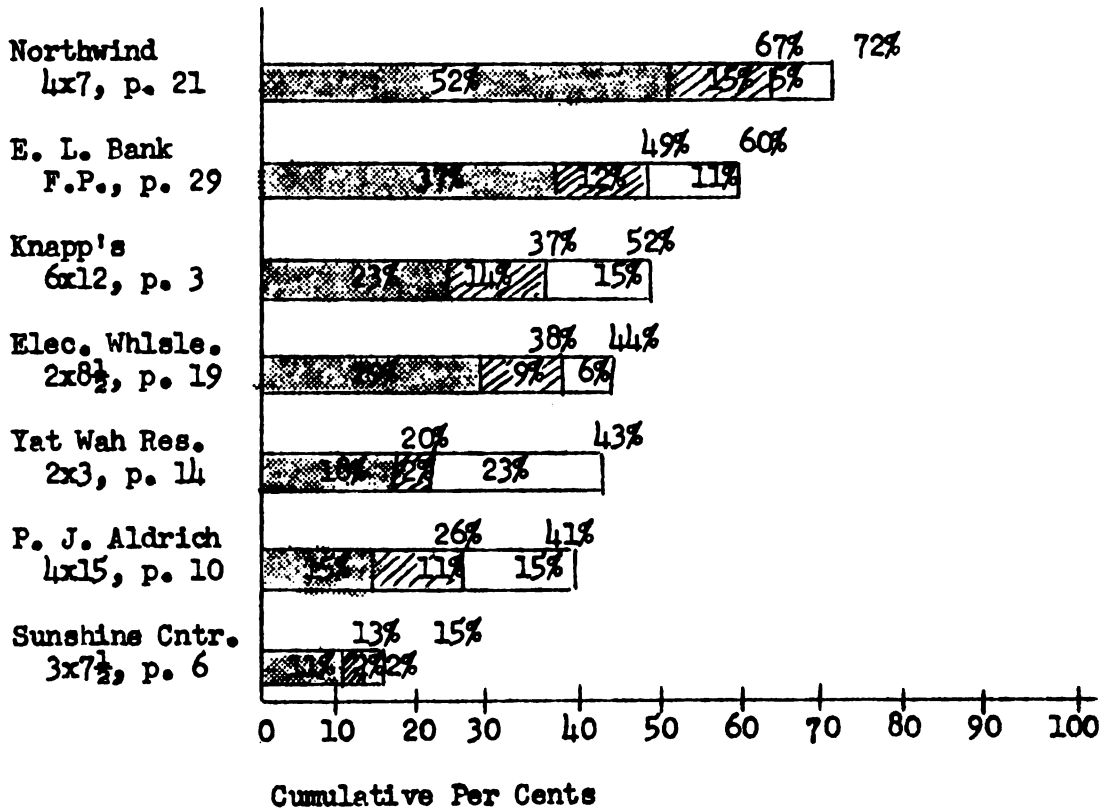
THEORY

The theory of the firm is a central concept in microeconomics. It seeks to explain the behavior of firms in a market. The basic model of the firm is based on the profit maximization problem. The firm chooses the level of output to produce, given its technology and the prices of inputs and outputs. The profit function is defined as the difference between total revenue and total cost. The firm's profit is maximized when the marginal revenue is equal to the marginal cost. This is the profit-maximizing rule. The firm's supply curve is derived from its marginal cost curve. The firm's demand curve is derived from the market demand curve. The firm's profit is maximized when the marginal revenue is equal to the marginal cost. This is the profit-maximizing rule. The firm's supply curve is derived from its marginal cost curve. The firm's demand curve is derived from the market demand curve.

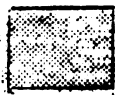
The theory of the firm is a central concept in microeconomics. It seeks to explain the behavior of firms in a market. The basic model of the firm is based on the profit maximization problem. The firm chooses the level of output to produce, given its technology and the prices of inputs and outputs. The profit function is defined as the difference between total revenue and total cost. The firm's profit is maximized when the marginal revenue is equal to the marginal cost. This is the profit-maximizing rule. The firm's supply curve is derived from its marginal cost curve. The firm's demand curve is derived from the market demand curve.

FIGURE 2

Advertisement Recognition Scores  
 August 23, 1967, TOWNE COURIER  
 (n=179)



% noted



% read.  
lightly



% read  
heavily



CHAPTER 10

THEORY OF THE FIRM

The theory of the firm is a branch of economics that seeks to explain the behavior of firms in a market. It is concerned with the decisions that firms make regarding production, pricing, and investment. The theory is based on the assumption that firms are profit-maximizing entities. The primary goal of the firm is to maximize its profit, which is the difference between total revenue and total cost. Firms make decisions based on the marginal revenue and marginal cost curves. The profit-maximizing level of output is where marginal revenue equals marginal cost. The firm then determines the price it can charge for that level of output. The theory of the firm also considers the role of technology and the firm's cost structure. The firm's cost structure is determined by its technology and the prices of its inputs. The firm's technology is represented by its production function, which shows the relationship between the firm's inputs and its output. The firm's cost structure is represented by its cost curves, which show the relationship between the firm's output and its total cost. The theory of the firm is a central part of microeconomics and is used to explain the behavior of firms in a market.

THEORY OF THE FIRM

CHAPTER 10

THEORY OF THE FIRM

THEORY OF THE FIRM

THEORY OF THE FIRM

THEORY OF THE FIRM

## SUMMARY

The Towne Courier is currently reaching forty percent of the total households in the East Lansing - Meridian Township area.

The "average subscriber" has the following characteristics:

- Annual income of \$15,000 or more per year
- Married with two children less than 19 years of age
- College graduate
- Has lived in the area 10 years or more
- Is employed in either a professional or executive capacity
- Lives in a single-family dwelling

This affluent, well-educated market thinks highly of the Towne Courier; 92% of the subscribers rated the newspaper either "excellent" or "good" and 62% said there was "nothing disliked". Acceptance of the Towne Courier is further substantiated with 94% of the respondents stating they usually read the newspaper and 97% of the households subscribing to the newspaper on an annual basis. Seventy-eight percent of subscribers keep their issues three days or longer.

Towne Courier readership, determined by the "recognition method," showed effective exposure for both news stories and advertisements. Only two of eight stories scored less than 50% "noted" and only one of seven advertisements scored less than 40% "noted."

Two "dislike" categories accumulated scores of over 10%; 16% of subscribers said they disliked the "handling of news," and 16% said they disliked the advertisements. It should be noted, however, that 15% of the subscribers said they liked the advertisements and 87% said they liked the local news.

CHAPTER 10

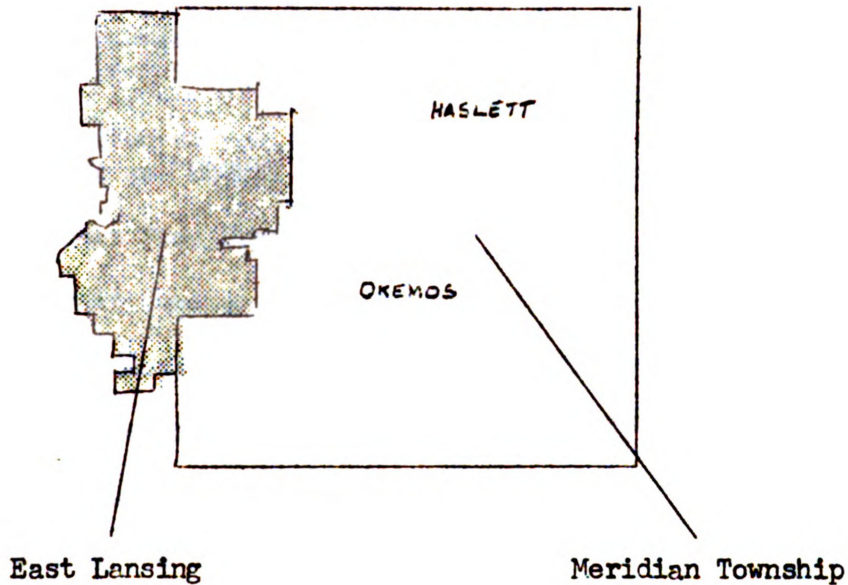
The first part of the chapter discusses the importance of maintaining accurate records of all transactions. This is essential for the proper management of the business and for the preparation of financial statements. The second part of the chapter covers the various methods of recording transactions, including the double-entry system and the use of journals and ledgers. The third part of the chapter discusses the importance of reconciling the books and the preparation of a trial balance. The fourth part of the chapter covers the various methods of adjusting the books, including the accrual method and the deferral method. The fifth part of the chapter discusses the importance of closing the books and the preparation of a balance sheet. The sixth part of the chapter covers the various methods of distributing the profits of the business, including the dividend method and the bonus method. The seventh part of the chapter discusses the importance of maintaining accurate records of the assets and liabilities of the business. The eighth part of the chapter covers the various methods of valuing the assets and liabilities of the business. The ninth part of the chapter discusses the importance of maintaining accurate records of the income and expenses of the business. The tenth part of the chapter covers the various methods of calculating the income and expenses of the business.

BIBLIOGRAPHY

Reports

Tri-County Regional Planning Commission, East Lansing and Meridian Township Population, 1960 and 1965. A report prepared for the Counties of Ingham, Clinton, and Eaton, Mr. William Roman, Director of Staff.

\_\_\_\_\_ Housing Units, Households and People Per Household, 1965.



### Geographic Location

The City of East Lansing buttresses the northern edge of Michigan State University and the eastern edge of the City of Lansing. Meridian Township, which includes the Villages of Okemos and Haslett, is located directly east and southeast of East Lansing.

Much of Meridian Township is rural. Concentrations of population are found in Okemos and Haslett; these villages have more than 70% of the township's total 20,675 residents.<sup>1</sup>

The population, excluding students, of East Lansing and Meridian Township is 58,175. There are 12,800 households, excluding student apartment buildings.<sup>2</sup>

---

1. Tri-County Planning Commission, East Lansing and Meridian Township Population - 1960 and 1965.

2. Tri-County Planning Commission, Housing Units, Households and People Per Household, 1965.



1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is crucial for ensuring the integrity of the financial statements and for providing a clear audit trail. The text notes that any discrepancies or errors in the records can lead to significant complications during an audit and may result in the disallowance of certain expenses.

2. The second part of the document addresses the issue of proper documentation. It states that all receipts, invoices, and other supporting documents must be properly filed and organized. This not only facilitates the audit process but also helps in identifying any potential areas of concern or non-compliance. The document stresses that the burden of proof is on the taxpayer to demonstrate that the expenses claimed are legitimate and allowable.

3. The third part of the document discusses the importance of timely reporting. It notes that any changes or corrections to the original return must be reported promptly to the relevant authorities. Failure to do so can result in penalties and interest charges. The text also mentions that the taxpayer should keep copies of all records for a sufficient period to allow for a complete review by the tax authorities.

4. The final part of the document provides a summary of the key points and offers some practical advice. It suggests that taxpayers should consult with a professional advisor, such as a tax accountant or lawyer, to ensure that they are fully compliant with all applicable tax laws and regulations. The document concludes by stating that maintaining accurate records and proper documentation is essential for a successful tax return and for avoiding any potential issues during an audit.

5. In addition, the document highlights the importance of understanding the specific requirements for each type of expense. For example, certain expenses may be subject to different rules or limitations depending on the nature of the activity. It is important to carefully review the relevant tax provisions to ensure that all claims are properly substantiated and supported by the required documentation.

6. The document also notes that the tax authorities have the right to request additional information or documentation at any time during the audit process. Taxpayers should be prepared to provide this information promptly and accurately. Failure to do so can result in the disallowance of the entire return or the imposition of penalties.

7. Finally, the document emphasizes the importance of staying up-to-date on changes in tax laws and regulations. Taxpayers should regularly review the latest tax developments to ensure that they are aware of any new requirements or changes that may affect their tax return. This can help in avoiding any potential issues and in maximizing the amount of allowable deductions and credits.



Do NOT  
write in  
this col.

8. SKIP THIS SECTION IF RESPONDENT HAS NOT READ The Towne Courier

\*\*\*\*\*  
+ Be prepared to show respondent the marked pages of the Towne +  
\*Courier. Make the statement below. \*  
+ As you go through the designated pages, mark an "X" under the +  
\*appropriate criteria below. Record the page number in the left- \*  
+hand margin and rate specified story or advertisement (which has +  
\*been marked) on Unnoted, Noted, Read-Lightly, and Read Heavily \*  
+basis. \*  
\* UNNOTED = Not seen NOTED = Recognized but not read \*  
+ READ LIGHTLY = Read 1/4 to 1/2 READ HEAVILY = 1/2 or more +  
\*\*\*\*\*

"AS I SHOW YOU THE FOLLOWING PAGES FROM THE TOWNE COURIER, PLEASE  
INDICATE THESE SELECTED ARTICLES OR ADVERTISEMENTS WHICH YOU HAVE  
READ."

| Page | Unnoted | Noted | (1/4 to 1/2 read)<br>Read Lightly | (1/2 or more read)<br>Read Heavily |
|------|---------|-------|-----------------------------------|------------------------------------|
| 25   |         |       |                                   |                                    |
| 26   |         |       |                                   |                                    |
| 27   |         |       |                                   |                                    |
| 28   |         |       |                                   |                                    |
| 29   |         |       |                                   |                                    |
| 30   |         |       |                                   |                                    |
| 31   |         |       |                                   |                                    |
| 32   |         |       |                                   |                                    |
| 33   | 1       |       |                                   |                                    |
| 34   | 18      |       |                                   |                                    |
| 35   | 19      |       |                                   |                                    |
| 36   | 21      |       |                                   |                                    |
| 37   | 24      |       |                                   |                                    |
| 38   | 29      |       |                                   |                                    |
| 39   | 30      |       |                                   |                                    |
| 40   | 32      |       |                                   |                                    |

## WOULD YOU MIND ANSWERING A FEW QUESTIONS ABOUT YOURSELF?

- 41 \_\_\_\_\_ 9. How many years have you lived in this area?  
 \_\_\_\_\_ years
10. Enter below the number of members of your household in each age group
- 42 \_\_\_\_\_    \_\_\_\_\_ under 12    \_\_\_\_\_ 12-19    \_\_\_\_\_ 20-35    \_\_\_\_\_ 36-49
- 43 \_\_\_\_\_    \_\_\_\_\_ 50 & over
- 44 \_\_\_\_\_
- 45 \_\_\_\_\_
- 46 \_\_\_\_\_
- 47 \_\_\_\_\_ 11. Marital Status:    \_\_\_\_\_ Married    \_\_\_\_\_ Single    \_\_\_\_\_ Other (specify)
- 48 \_\_\_\_\_ 12. What is your occupation? \_\_\_\_\_
- 49 \_\_\_\_\_ If Married, Is your husband employed?    \_\_\_\_\_ Yes    \_\_\_\_\_ No
- 50 \_\_\_\_\_ Where:    \_\_\_\_\_ General Motors  
 \_\_\_\_\_ M.S.U.  
 \_\_\_\_\_ State of Michigan  
 \_\_\_\_\_ Other (specify)
- 51 \_\_\_\_\_ Occupation? \_\_\_\_\_
- 52 \_\_\_\_\_ 13. Please check the last grade of school completed:  
 \_\_\_\_\_ 8th. or less    \_\_\_\_\_ Some High School  
 \_\_\_\_\_ High School Graduate    \_\_\_\_\_ Some College  
 \_\_\_\_\_ College Graduate
- 53 \_\_\_\_\_ Please check the last grade of school spouse completed;  
 \_\_\_\_\_ 8th. or less    \_\_\_\_\_ Some High School  
 \_\_\_\_\_ High School Graduate    \_\_\_\_\_ Some College  
 \_\_\_\_\_ College Graduate
- 54 \_\_\_\_\_ 14. Please check the category below for the total income of this household:  
 \_\_\_\_\_ Under \$3,000    \_\_\_\_\_ \$3,000-\$4,999    \_\_\_\_\_ \$5,000-\$7,499  
 \_\_\_\_\_ \$7,500-\$9,999    \_\_\_\_\_ \$10,000-\$14,999  
 \_\_\_\_\_ \$15,000-\$24,999    \_\_\_\_\_ \$25,000 and over
- 55 \_\_\_\_\_ 16. Type of dwelling:    \_\_\_\_\_ Single    \_\_\_\_\_ Apt.    \_\_\_\_\_ Duplex  
 \_\_\_\_\_ Other (specify)
- 56 \_\_\_\_\_ 17. Sex of respondent:    \_\_\_\_\_ Male    \_\_\_\_\_ Female
- 57 \_\_\_\_\_
- 58 \_\_\_\_\_

## Appendix II

### ABOUT THE SURVEY

The survey that you will be undertaking is for the purpose of determining certain characteristics of the readers of the Lowne Courier, a weekly newspaper. A sample of about 500 residences in the East Lansing -- Okemos -- Hill area has been selected for interviews. Your job is to do the interviews.

All of the information that you gather will be processed and printed in scientific form and appear under numbers in a table, charts, showing that the respondents' answers will be held in complete confidence.

The survey interviewing is scheduled to start Thursday evening, August 14, and finish by Sunday evening, August 20. The survey could possibly be completed in a week or so. We emphasize that you work as rapidly as possible to complete your interview contacts so that we may have the information for editing and publishing. The average time for an interview will be about 15 minutes.

You will be given contacts to interview. All your contacts should be located within the same general area to avoid wasting time for transportation. You will receive your list of addresses and a location map. Some people may not be home at the time you attempt to interview them. In this case, you must return at another time since it is absolutely necessary that each chosen house respond to our questionnaire. Please note on your interview list whenever you call on an address and do not secure an interview (not at home, refuse to cooperate, etc.) and tell why the contact was not made and give this information to your coordinator at the end of each day so that we may try again to establish contact, either by you or one of the research class.

Finished questionnaires should be given to your coordinator at the end of each day.

You should wear your Scout uniform when interviewing. Be as friendly and polite as possible towards the respondent.

Attempt to hold the interview in the residence, preferably at a table where the respondent can read the questionnaire with you while answering your questions, and also use when completing page 2 himself.

Your standard introduction when calling on a residence after making certain you are speaking with the male or female head of the household, will be:

"Good morning, afternoon, or evening (your name). My name is [name] and I am a research student at Michigan State University conducting a community survey using the Lowne Courier. We are trying to find out some characteristics of the Lowne Courier readers so that this paper can better serve you. Would it be convenient for you, at this time, to answer a 'Community Questionnaire' and your answers will be included in a report we will publish. All names will be completely confidential."

If, at the time you call on the home, it is inconvenient for the respondent to answer your questionnaire, attempt to establish a time, at their convenience, when you may return to see them. It is very important that each respondent that we have chosen provide us with a completed questionnaire.

Your materials required for each interview include the questionnaire, your specific issue of the Towne Courier (as explained in your training session), and at least two pencils.

### ASKING THE QUESTIONS

ALL ANSWERS on the questionnaire should be made with a checkmark (✓), with the exception of the two questions that require you to write down the respondent's actual comments.

Notice that the left hand side of the Questionnaire has a column of blanks numbered in sequence. Please do not write or mark in this area. It is to be used for tabulation purposes. The first three blanks contain the number of that questionnaire, and should be the only ones in which writing appears.

Note that you should check the location of the interview and the day on which the interview occurs at the top of the first page. ■

#### Questions:

For Question 1, tell the respondent, "I am going to mention several newspapers common in this area. Would you please tell me how often you read each one by replying never, sometimes, (if read once or twice a week) or usually, (if read more than twice a week)."

For Question 2, be specific if the respondent mentions some place other than subscription or newsstand. The State News, for instance, may be picked up on campus, or the husband may bring it home, etc.

Question 3, hand your copy of the Towne Courier to the respondent and let him examine the front page while asking this question.

Question 4, try to avoid "don't knows". Ask the respondent to think about how long he generally keeps the paper.

For Question 5, ask the respondent, "in your opinion, how does the Towne Courier compare in general with other newspapers you are familiar with?" no answer, excellent, good, fair, or poor. Repeat using the State Journal instead of the Towne Courier.

Questions 6 & 7, these two questions are open for expression of the respondent's thoughts. Allow him plenty of time to think about these questions. If his answer is short, or if he avoids giving any opinion, attempt to extend his reply by asking such neutral questions as:

"Could you be more specific?"  
"Is there anything else you can add?"  
"Can you explain that in more detail?"  
"Why do you say that?"

NEVER say to the respondent:

"Oh, I agree!"  
"I feel that way too."

Be certain to copy down responses as nearly word-for-word as possible.  
Please don't condense the respondent's answers any more than absolutely necessary for questions 6 & 7.

Question 8, p. 2. This question attempts to find out how much of a Towne Courier issue is read. You will be given four articles or ads in your copy of the paper. The technique will be carefully discussed in our instruction session.

Classification questions, page 3. This part of the questionnaire is to be given to the respondent: "Will you please check the answers to a few questions about yourself."

This ends your interview. Remember to say "Thank You" before leaving for the next interview.

August 1967

Project Towne Courier  
 Advertising 475  
 Department of Communication  
 Michigan State University

## CODE BOOK

## Basic Questionnaire Data

| <u>Column</u>  | <u>Item</u>  | <u>Code</u>   |
|--|--|---|
| 1-3  | Questionnaire number                                   | 001-300   |
| 4  | Location of interview                                  | 1-E.Lansing<br>2-Okemos<br>3-Haslett Lake<br>4-Other        |
| 5  | Day of interview                                       | 1-Thursday<br>2-Friday<br>3-Saturday<br>4-Sunday<br>5-Other |
| <u>Columns 6-10 pertain to newspaper readership.</u>                                 |  |   |
| 6  | Detroit Free Press                                     | 1-Never<br>2-Sometimes<br>3-Usually                         |
| 7  | Detroit News   |   |
| 8  | Towne Courier  |   |
| 9  | State Journal  |   |
| 10   | MSU State News   |   |
| <u>Columns 11-15 pertain to how the respondents obtain the newspapers they read.</u> |  |   |
| 11   | Detroit Free Press                                     | 1-Subscribe<br>2-Newsstand<br>3-Other                       |
| 12   | Detroit News   |   |
| 13   | Towne Courier  |   |
| 14   | State Journal  |   |
| 15   | MSU State News   |   |
| 16   | Did you read this week's edition of the Towne Courier? | 1-Don't know<br>2-No<br>3-Yes                               |



page 2 of 3 pages

| <u>Column</u>  | <u>Item</u>   | <u>Code</u>  |
|--|---|--|
| 17   | How many days do you usually keep your Towne Courier? | 1-One<br>2-Two<br>3-Three<br>4-Four or more              |
| <u>Columns 18-19 are the respondents' rating for two papers.</u>           |   |  |
| 18   | Towne Courier   | 1-Don't know<br>2-Excellent                              |
| 19   | State Journal   | 3-Good<br>4-Fair<br>5-Poor                               |
| 20   | What do you <u>like</u> about the Towne Courier?      | 0-9  |
| 21-22  | Columns held in reserve.                              |  |
| 23   | What do you <u>dislike</u> about the Towne Courier?   | 0-9  |
| 24   | Column held in reserve.                               |  |
| 25-40  | <u>Readership information on the Towne Courier.</u>   | 1-Unnoted<br>2-Noted<br>3-Read Lightly<br>4-Read Heavily |
| 41   | How many years have you lived in this area?           | 0-9  |
| <u>Columns 42-46 pertain to household members in following age groups.</u> |   |  |
| 42   | Under 12  | 0-9  |
| 43   | 12-19   |  |
| 44   | 20-35   |  |
| 45   | 36-49   |  |
| 46   | 50 and over   |  |
| 47   | Marital status  | 1-Married<br>2-Single<br>3-Other                         |
| 48   | What is your occupation?                              | 0-9  |
| 49   | If married, is your husband employed?                 | 1-Yes<br>2-No  |

| <u>Column</u> | <u>Item</u>  | <u>Code</u>   |
|---------------|--|---|
| 50            | Where is your <u>Husband</u> employed?   | 1-General Motors<br>2-M.S.U.<br>3-State of Michigan<br>4-Other  |
| 51            | What is your <u>husband's</u> occupation?  | 0-9   |
| 52            | Please indicate the <u>last grade</u> of school <u>completed</u> . ( <u>respondent</u> ) | 1-8th or less<br>2-Some High School<br>3-High School graduate<br>4-Some College<br>5-College graduate                                     |
| 53            | Same as above. ( <u>spouse</u> )   | 5-College graduate  |
| 54            | Please indicate the <u>total household income</u> .                                      | 1-Under \$3,000<br>2-\$3,000-4,999<br>3-\$5,000-7,499<br>4-\$7,500-9,999<br>5-\$10,000-14,999<br>6-\$15,000-24,999<br>7-\$25,000 and over |
| 55            | Type of dwelling.  | 1-Single<br>2-Apartment<br>3-Duplex<br>4-Other  |
| 56            | Sex of respondent  | 1-male<br>2-Female  |

## A news story reprinted from the Nov. 14 issue of the Towne Courier

# How well is Towne Courier read? New media study gives high scores

How well is the Towne Courier read?

A mail-of-media study of Towne Courier subscribers, conducted in August, draws a profile of the average subscriber. The profile shows:

--The head of the household earns an annual income of \$10,000 or more, is married and has 2.4 children less than 19 years old.

--He is a college graduate and has resided in the area 10 years or more. He is employed in either a professional or executive capacity and lives in a two-bedroom home.

--Eighty-four per cent of those surveyed are professional people with occupations such as teachers, accountants, lawyers.

--They are employed, in large part, either by MSU, the state of Michigan or General Motors.

The study was conducted by Dr. Eugene L. Meier, assistant professor of advertising and communications at Michigan State University.

The field work and analysis was done by an advanced class in advertising research and a Dr. Meier's supervision. He was assisted by MSU Graduate Student Robert Williams.

An Otisville High School 1973 student troop assisted with the interview and also a training workshop directed by Dr. Meier and Williams.

The purpose of the study was to obtain mail-of-media research data which would enable prospective advertisers to better evaluate the Towne Courier and to allow the staff to better evaluate the type of persons served.

Interviews were selected from the list

of Towne Courier subscribers on the basis of a scientific sample.

Subscribers were asked their opinions on the Towne Courier and the Lansing daily. Forty-one per cent rated the Towne Courier excellent.

Ninety-two per cent rated the Towne Courier in the excellent and good categories.

Six per cent rated the Lansing Daily excellent, while 53 per cent rated the newspaper in the excellent and good categories.

The respondents were then asked specific items and features about the Towne Courier. The results of the top 5 lines showed:

--Forty-three per cent liked the local news.

--Twenty-three per cent liked the editorials.

--Twenty-one per cent liked the children's news.

--Fifteen per cent liked the features.

--Fifteen per cent liked the advertisements and theater and arts coverage.

The results of the top 3 dislikes reported:

--Sixty-two per cent disliked nothing.

--Sixty per cent disliked the advertisements and opinion pieces.

Other dislikes falling under 10 per cent of the responses included physical quality, sports coverage, and society coverage.

About one-half of the interviews were conducted on Thursday, which is the day following delivery of the Towne Courier by mail. About 75 per cent said they

read the paper Thursday with 52 per cent having read it by Saturday.

The survey also reported that 60 per cent of the subscribers kept the paper 4 days or longer.

Using the Daniel P. Starch "recognition" method, specific items in the news and advertising throughout the newspaper were rated "read heavily, lightly, or noted."

Thirty-one per cent read nearly the lead story on the first page of the Aug. 23 issue of the Towne Courier with a total of 87 per cent having either noted, read lightly or heavily.

Forty-three per cent read heavily a story on the annual Lions barbecue on the back page with a total of 75 per cent scoring on the overall recognition level.

Other new features scoring more than 50 per cent on the recognition level were lively arts with 74 per cent; home theater with 71 per cent; a story on nursery schools with 60 per cent; and family in town with 57 per cent.

Advertisements selected for the survey ranged from full page ads to a small 3 inch ad at the bottom of the page. Recognition scores ranged from 73 per cent to 43 per cent for the 3 inch ad.

The survey asked subscribers which newspapers they usually read as compared with other area newspapers and Detroit dailies.

Ninety-four per cent said they usually read the Towne Courier with 58 per cent usually reading the Lansing paper, followed by 35 per cent usually reading the Detroit morning paper, with 29 per cent usually reading the campus newspaper.

**A newspaper that works at  
maintaining excellence in all  
fields serves its community  
and its readers better**

BIBLIOGRAPHY

## BIBLIOGRAPHY

### Books

Luck, David J., Wales, Hugh G., and Taylor, Donald A.  
Marketing Research. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1961.

### Articles and Periodicals

Byerly, Ken. "Byerly Tells Weeklies How to Get Ad Linage,"  
Editor & Publisher, CI, No. 18 (May 4, 1968).

Hubbard, Alfred W. "Phrasing Questions," Journal of Marketing, XV, No. 1 (July, 1950).

Kroeger, Al. "What Kind of Tomorrow for Today's Newspaper," Media/scope, XII, No. 4 (April, 1968).

Lasser, J. K. & Co. "National Advertising Expenditures,"  
Media/scope, XI, No. 5 (May, 1967).

National Publisher. April 13, 1968.

National Publisher. April 27, 1968.

### Reports

Engstrom, Warren. "10 Areas for Circulation Research Suggested," International Circulation Managers' Association Official Bulletin, May, 1968.

Michigan Newspaper Directory and Ratebook, published by the Michigan Press Association, East Lansing, Mich., 1968.

O'Brien, Donald M. "Newspapers Must Think Young," A paper delivered before the spring meeting of the Ad Executives Association of Ohio Daily Newspapers, Youngstown, Ohio, March 10, 1968.

Porter, Arthur A. "The Newspapers' Interesting Condition." A paper read before the annual meeting of the Michigan Press Association, East Lansing, Michigan, January 26, 1968.

Unpublished Material

Bylaws: Michigan Press Association, as revised, 1967.

MICHIGAN STATE UNIVERSITY LIBRARIES



3 1293 03178 6738