

# NEWSPAPER CONTENT

## MONDAY -SATURDAY

1	Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
2	Area of stories	34.7	33.5	34.5	40.5	37.0
3	Percent stories that jump	9.9	11.4	11.4	14.6	11.5
4	Percent of stories above fold	59.3	58.7	61.9	64.1	62.4
5	Average number of photos per story	0.37	0.38	0.43	0.51	0.43
6	Area of photos	17.7	17.8	17.3	19.3	17.3
7	Percent of stories with color photos	9.0	11.0	11.0	12.0	8.0
8	Average number of graphics per story	0.08	0.14	0.08	0.11	0.12
9	Percent of stories with color graphics	1	3	3	3	2
10	Type density	17.7	18.2	17.8	17.8	17.9
11	Percent stories with "go and do" information	10.4	8.9	8.4	8.1	8.5
12	Story Origin					
13	Wire or news service	56.9	58.6	56.5	50.6	43.5
14	Staff written	28.6	28.0	30.9	36.9	43.9
15	Reader submitted	4.4	5.1	5.8	5.1	5.2
16	Unspecified	10.1	8.4	6.8	7.4	7.3
17	Geographic Focus					
18	Local focus	37.0	34.9	33.5	32.0	34.6
19	State and regional focus	18.1	14.9	14.4	15.8	13.9
20	National focus	37.8	41.0	41.9	41.5	39.4
21	International focus	7.1	9.2	10.2	10.7	12.1
22	No geographic focus	0.0	0.0	0.0	0.0	0.0
23	News Styles					
24	General news	71.5	71.8	70.8	71.0	68.5
25	Features	16.9	15.9	16.8	15.0	17.6
26	Commentary/criticism	10.4	10.6	11.0	12.8	13.0
27	Other	1.2	1.8	1.5	1.2	0.9

# NEWSPAPER CONTENT

## SUNDAY ONLY

1 Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
2 Area of stories	40.9	45.2	46.7	55.8	55.0
3 Percent of stories that jump	8.9	13.0	11.1	13.9	13.1
4 Percent of stories above fold	64.8	64.0	61.7	67.2	67.5
5 Average number of photos per story	0.5	0.5	0.6	0.7	0.7
6 Area of photos	21.6	21.8	21.4	23.8	24.2
7 Percent of stories with color photos	0.08	0.14	0.14	0.14	0.12
8 Average number of graphics per story	0.10	0.09	0.11	0.14	0.13
9 Percent of stories with color graphics	0.01	0.04	0.04	0.03	0.03
11 Percent stories with "go and do" information	11.2	9.6	11.9	12.7	10.1
12 Story Origin					
13 Wire or news service	60.6	58.4	58.1	51.7	42.9
14 Staff written	27.4	30.1	29.9	38.6	47.0
15 Reader submitted	2.4	4.2	4.9	4.8	4.6
16 Unspecified	9.6	7.3	7.1	5.0	5.6
17 Geographic Focus					
18 Local focus	35.8	34.9	32.2	27.6	35.7
19 State and regional focus	16.3	16.2	17.6	17.8	15.6
20 National focus	38.6	38.5	40.0	42.3	36.1
21 International focus	9.2	10.5	10.2	12.4	12.7
22 No geographic focus	0.0	0.0	0.0	0.0	0.0
23 News Styles					
24 General news	65.3	61.9	59.0	52.9	54.5
25 Features	25.1	24.3	25.6	26.0	30.6
26 Commentary/criticism	8.3	11.5	13.5	18.6	13.7
27 Other	1.4	2.3	1.9	2.6	1.3

# NEWSPAPER THEMES

## MONDAY - SATURDAY

1	Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
86	Politics and government	20.3	20.8	20.4	20.7	20.3
87	Police and crime	10.9	10.8	11.7	12.3	11.0
88	Disaster and accident	3.1	2.9	3.0	2.6	2.8
89	Business and personal finance	7.1	8.4	9.1	10.1	10.8
90	Sports	21.5	21.6	22.5	22.6	22.7
91	Parenting and religion	5.3	4.6	4.5	3.8	4.0
92	Science, technology and environment	3.4	3.7	3.8	3.9	3.6
93	Health, travel and home	7.4	7.8	7.5	6.9	7.9
94	Education	4.1	3.6	3.0	2.5	2.1
95	Jobs	0.4	0.64	0.60	0.22	0.41
96	Automotive	0.4	0.46	0.46	0.98	0.55
97	Community announcements, obituaries and ordinary people	8.6	6.2	5.1	4.6	4.5
98	Movies and television	3.0	4.4	3.8	4.0	3.7
99	Popular music	0.8	1.0	1.1	2.0	1.5
100	Arts	2.2	1.6	1.8	1.8	2.9
101	Other	1.8	1.5	1.8	1.2	1.3

# NEWSPAPER THEMES

## SUNDAY ONLY

1	Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
86	Politics and government	18.7	18.8	16.5	16.0	15.6
87	Police and crime	8.1	9.1	10.0	6.5	5.9
88	Disaster and accident	4.0	3.4	2.8	3.2	2.5
89	Business	6.6	7.3	7.0	6.4	8.7
90	Sports	22.0	20.8	23.7	27.6	25.7
91	Parenting and religion	4.9	3.6	4.6	3.7	4.4
92	Science, technology and environment	5.2	5.3	5.7	4.9	4.5
93	Health, travel and home	6.9	9.8	10.6	11.1	14.4
94	Education	4.0	3.6	2.8	1.9	1.8
95	Jobs	0.83	0.70	0.68	1.34	1.18
96	Automotive	0.44	0.60	0.44	0.16	0.33
97	Community announcements, obituaries and ordinary people	10.0	5.6	5.4	4.9	4.5
98	Movies and television	3.0	2.5	2.0	2.7	2.2
99	Popular music	1.0	2.2	0.7	1.3	1.5
100	Arts	3.2	4.4	5.1	6.7	5.5
101	Other	1.3	2.5	2.0	1.5	1.4

# NEWSPAPER STRUCTURE

## MONDAY - SATURDAY

1 Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
28 Average number of pages	28.2	36.1	52.9	69.5	84.7
29 Average number of pages in color	4.7	7.1	11.4	13.9	12.7
30 Average number of sections	2.9	4.1	5.3	6.0	6.4
Monday	2.7	3.6	4.6	5.7	5.8
Tuesday	2.6	3.7	4.8	5.1	5.9
Wednesday	2.9	4.2	5.1	5.9	6.9
Thursday	2.7	4.3	5.3	6.0	6.4
Friday	3.7	4.5	6-0	6.7	7.0
Saturday	3.4	4.3	5.7	6.6	6.5
28 Average number of pages					
31 Editorial only	1.0	1.3	1.6	1.9	1.9
32 Advertising only	5.9	7.3	10.6	17.7	17.8
33 Listings	2.5	3.8	5.4	7.6	8.2
34 Comics	0.6	0.8	1.0	1.2	1.4
35 Letters to the editor	0.15	0.22	0.30	0.33	0.36
36 Listings (average number of pages)					
37 All listings	2.5	3.8	5.4	7.6	8.2
38 Sports	0.7	1.0	1.5	1.7	2.0
39 Stocks	0.5	1.0	1.6	3.0	3.1
40 Television	0.34	0.56	0.68	0.61	0.79
41 Movies	0.04	0.11	0.12	0.22	0.36
42 Entertainment	0.12	0.16	0.33	0.50	0.50
43 Obituaries	0.30	0.43	0.60	0.86	0.87
44 Community announcements	0.40	0.43	0.37	0.56	0.30
45 Other	0.10	0.11	0.15	0.19	0.27
46 Indexing					
47 Average number of indexed items on front page	11.3	16.5	15.4	13.8	18.1
48 Average area of front page index (square inches)	3.5	4.4	4.7	4.0	6.9
49 Number of all indexed items per day	14.4	23.2	23.7	21.2	34.6
50 Average area of all indexes (square inches)	6.2	9.1	11.2	13.6	27.1

# NEWSPAPER STRUCTURE

## SUNDAY ONLY

1 Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
28 Average number of pages	53.1	68.8	101.2	154.0	217.9
29 Average number of pages in color	8.1	10.2	15.1	26.8	40.0
30 Average number of sections	5.3	6.3	8.0	10.7	12.4
28 Average number of pages					
31 Editorial only	2.4	2.1	2.5	2.1	2.2
32 Advertisements only	10.0	11.2	22.5	41.5	45.4
33 Listings	3.7	5.6	6.4	11.4	11.0
34 Comics	0.4	1.1	1.1	1.9	1.4
35 Letters to the editor	0.14	0.26	0.33	0.46	0.44
36 Listings (average number of pages)					
37 All listings	3.7	5.6	6.4	11.4	11.0
38 Sports	1.0	1.2	1.9	2.8	2.9
39 Stocks	0.5	1.5	1.9	2.3	2.6
40 Television	0.24	0.39	0.16	0.33	0.91
41 Movies	0.02	0.06	0.09	0.14	0.19
42 Entertainment	0.14	0.21	0.46	0.36	0.78
43 Obituaries	0.30	0.36	0.53	0.98	1.11
44 Community announcements	1.22	1.50	1.06	1.59	1.31
45 Other	0.18	0.43	0.32	0.76	1.09
46 Indexing					
47 Average number of indexed items on front page	13.5	19.0	16.7	17.9	20.4
48 Average area of front page index (square inches)	5.1	5.2	4.9	5.8	9.4
49 Number of all indexed items per day	18.3	28.5	26.3	28.0	41.2
50 Average area of all indexes (square inches)	9.1	45.2	15.0	16.7	47.0

# FRONT PAGE CONTENT

## SEVEN DAYS

1	Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
2	Area of stories	53.3	60.6	63.5	82.2	84.5
3	Percent stories that jump	62.6	66.5	63.1	76.7	76.0
4	Percent of stories above fold	44.8	46.1	44.9	46.1	44.3
5	Average number of photos per story	0.6	0.9	0.8	1.0	1.0
6	Area of photos	23.9	25.8	25.6	32.0	29.1
7	Average number of stories with color photos	0.38	0.45	0.45	0.51	0.41
8	Average number of graphics per story	0.10	0.20	0.17	0.25	0.37
9	Average number of stories with color graphics	0.05	0.13	0.10	0.12	0.13
11	Percent stories with "go and do" information	7.5	8.0	9.9	9.4	6.7
12	Story Origin					
13	Wire or news service	35.2	36.5	37.6	34.1	23.5
14	Staff written	57.8	57.9	57.0	61.9	73.9
15	Reader submitted	0.6	1.3	1.2	1.2	1.1
16	Unspecified	6.5	4.4	4.2	2.7	1.6
17	Geographic Focus					
18	Local focus	57.8	55.9	47.1	44.7	42.6
19	State and regional focus	16.6	13.0	15.9	16.0	18.2
20	National focus	19.9	24.4	30.4	31.0	26.8
21	International focus	5.7	6.7	6.5	8.3	12.4
22	No geographic focus	0.0	0.0	0.0	0.0	0.0
23	News Styles					
24	General news	78.4	74.2	71.2	70.5	71.3
25	Features	19.2	20.9	23.4	22.5	22.5
26	Commentary/criticism	1.8	3.9	4.2	5.6	5.4
27	Other	0.6	1.1	1.3	1.5	0.8

# FRONT PAGE THEMES

## SEVEN DAYS

1	Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
86	Politics and government	24.9	31.2	33.8	39.3	36.5
87	Police and crime	15.8	16.7	18.9	16.4	20.4
88	Disaster and accident	6.7	8.0	4.8	3.3	2.7
89	Business	11.9	8.8	7.6	6.1	8.8
90	Sports	1.9	2.1	4.0	2.4	2.4
91	Parenting and religion	3.3	2.1	3.5	4.2	6.5
92	Science, technology and environment	6.1	5.7	7.2	7.4	6.3
93	Health, travel and home	6.2	4.4	4.0	5.8	4.3
94	Education	7.6	5.8	4.5	5.7	3.6
95	Jobs	1.7	0.7	0.6	0.0	0.2
96	Automotive	1.3	0.6	0.4	0.9	0.8
97	Community announcements, obituaries and ordinary people	5.0	4.1	3.0	3.1	2.1
98	Movies and television	0.4	0.7	0.4	0.3	1.0
99	Popular music	0.0	0.3	0.2	0.6	0.3
100	Arts	2.1	1.1	0.6	0.3	0.4
101	Other	5.2	7.7	6.5	4.3	3.5

# DIVERSITY ON THE FRONT PAGE

## SEVEN DAYS

1 Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
<b>51 Photographs</b>					
52 Total photographs studied	15.8	22.0	24.9	28.4	31.0
53 Total photographs without identifiable people	2.7	4.2	4.8	6.0	5.0
54 Total photographs with identifiable people	13.1	17.8	20.1	22.4	26.0
55 Percentage with white face only	86.0	83.0	74.0	73.0	74.0
56 Percentage with face of color only	5.0	11.0	15.0	18.0	18.0
57 Percentage with white face and face of color	8.5	6.0	10.9	9.2	7.5
<b>58 Sources</b>					
59 Total sources	150.0	145.9	164.0	180.5	213.2
60 Percentage of men	64.3	70.1	74.2	76.8	74.6
61 Percentage of women	18.3	22.4	22.1	21.2	21.3
62 Percentage unknown	17.6	7.4	4.1	2.1	4.2
63 Percentage of Caucasian	15.3	17.7	16.2	16.8	17.3
64 Percentage of African American	1.17	1.47	1.78	2.78	1.73
65 Percentage of Hispanic	0.68	0.32	0.66	1.55	1.52
66 Percentage of Native American	0.00	0.24	0.87	0.62	0.30
67 Percentage of Asian	0.66	0.70	0.76	0.14	0.93
68 Percentage of other	2.4	2.4	3.2	2.9	4.3
69 Percentage unknown	79.8	77.2	76.5	75.2	73.9

# IN-PAPER CONTENT PROMOTION

## SEVEN DAYS

1	Circulation category	10-25K	25-50K	50-100K	100-200K	200K+
70	In-paper content promotion					
71	Total number of items	116.2	150.7	204.6	203.7	270.7
72	Total space devoted	4.9	6.0	8.7	8.8	14.0
73	Average number per day	17.7	21.8	29.2	29.1	38.7
74	Average total space per day	0.74	0.87	1.24	1.26	2.00
75	General brand promotion					
	Number of items	59.4	61.7	81.4	82.5	109.5
	Total space	3.6	3.8	4.6	5.6	8.0
76	Same-day content promotion					
	Number of items	31.7	48.4	72.8	78.3	95.6
	Total space	0.86	1.45	2.28	2.05	3.62
77	Upcoming content promotion					
	Number of items	3.0	7.3	10.5	12.7	14.3
	Total space	0.28	0.59	0.66	0.49	1.31
78	Newspaper web site promotion					
	Number of items	20.5	30.1	39.6	29.0	44.6
	Total space	0.43	0.52	1.29	1.05	2.08
79	Monday					
	Number of items	14.2	16.1	24.6	23.2	22.3
	Total space	0.59	0.52	0.85	0.81	1.37
	Tuesday					
	Number of items	16.7	20.9	30.1	27.2	37.0
	Total space	0.71	0.84	1.10	1.28	1.51
	Wednesday					
	Number of items	14.5	16.9	22.4	22.8	26.9
	Total space	0.60	0.44	0.84	0.98	1.31
	Thursday					
	Number of items	14.9	20.6	26.0	27.8	29.1
	Total space	0.58	0.88	0.97	1.05	1.35
	Friday					
	Number of items	19.9	24.0	35.8	29.4	44.9
	Total space	0.82	0.94	1.50	1.05	2.10
	Saturday					
	Number of items	20.5	24.4	32.6	33.6	36.3
	Total space	0.91	0.92	1.74	1.74	1.77
	Sunday					
	Number of items	25.2	30.4	33.1	39.8	74.1
	Total space	1.09	1.52	1.71,	1.92	4.61

## GENERAL NEWSPAPER INFORMATION

1	Circulation category	<b>10-25K</b>	<b>25-50K</b>	<b>50-100K</b>	<b>100-200K</b>	<b>200K+</b>
80	Standard page height	22.56	22.56	22.29	22.56	22.52
81	Standard page width	13.32	13.32	13.42	13.52	13.32
Monday - Saturday						
82	Number of days studied	5.61	5.61	6	6	6
83	Stories analyzed	277.8	362.9	424.9	429	482.3
84	Total pages printed	161.8	214.7	317.2	416.9	511.8
Sunday Only						
82	Number of days studied	0.92	0.98	1	1	1
83	Stories analyzed	70.22	79.62	91.41	103.9	126.2
84	Total pages printed	51.93	68.75	101.2	154	217.9
85	Architectural stability	B	C	C	C	B

# Definitions of Data Categories

**1**

## **Circulation Category**

Combined data from comparably sized newspapers provided for comparison. Circulation sizes have been determined using a seven-day average (or equivalent) circulation. Groups are as follows:

Circulation	Number of papers included
10,000-25,000	34
25,001-50,000	22
50,001-100,000	22
100,001-200,000	11
200,001+	15

**2**

## **Area of stories**

Area in square inches of total story package. Includes text, headlines, photographs, graphics and any other elements of the story. Excludes “refers” and other promotional elements that are not directly a part of the story.

**3**

## **Percent of stories that jump**

Number of stories that continue on a second page divided by the total number of stories.

**4**

## **Percent of stories above the fold**

Stories beginning above the fold divided by total stories. Story headline must begin above the fold on broadsheet newspapers; story can continue below.

**5**

## **Average number of photos per story**

Total number of photographs divided by total stories.

**6**

## **Area of photos**

Area in square inches of the photo. Includes photo area only, excluding captions, headlines, etc.

**7**

## **Average number of stories with color photo**

Number of stories with color photograph divided by total stories.

**8**

## **Average number of graphics per story**

Total number of graphics divided by total stories.

**9**

## **Average number of stories with color graphics**

Number of stories with color graphics divided by total stories.

**10****Type density**

Average number of words that fit into one square inch area; text selected from the front page. This measure gives a sense of the “airiness” of the type in terms of font, size and leading.

**11****Percent of stories with “go and do” information**

Stories with “go and do” information divided by total stories. “Go and do” information gives specific facts that allow readers to take action as a direct result of reading. It includes: times, dates and places where events will occur, phone numbers to call and make reservations, join in, etc; Website URLs of non-newspaper sources of information. It does NOT include: recipes, the author’s contact info or prices in product reviews.

**12****Story origin**

Who wrote or provided the story: a wire service, staff, a reader or unknown.

**13****Wire or news service**

Stories credited to AP, Reuters or any other news service, including stories credited to staffs at other newspapers.

**14****Staff written**

Stories with or without a byline that are identified as coming from the newspaper, including special correspondents, bureaus and any articles “special to” the newspaper.

**15****Reader submitted**

Stories specifically identified as having been written by a reader; a common example would be a letter to the editor.

**16****Unspecified**

Origin of the story was not specified.

**17****Geographic focus**

Determined relative to the newspaper’s home market and local readers. The central idea of the story is focused on, relevant to, or tailored to a specific geography.

**18****Local focus**

Local is defined as the geography where readers live and work on a daily basis. Local news occurs in that region and also includes distant events that involve people and organizations of local origin. It also includes other events that would be more meaningful or important to local people than it might be to others. Includes local government and institutions.

**19****State and regional focus**

News focused on the state or neighboring states. Also includes distant events that involve state residents or state organizations in a direct way. Includes state governments and institutions. Excludes stories with a local angle.

**20****National focus**

News of national importance and news about national institutions including the U.S. government, television, professional sports, etc. Excludes stories with a local or state angle.

**21****International focus**

Stories that happen abroad or involve multiple countries. Excludes stories with a local angle.

**22****No geographic focus**

Stories without a specific place of occurrence or relevance. Includes stories such as Dear Abby, scientific trend stories, etc.

**23****News styles**

The writing style and narrative approach of a story.

**24****General news**

Any story that emphasizes facts of a recent event in as concise and clear a way as possible. Associated with the “inverted pyramid” story structure that puts the most important facts first and continues to least important information.

**25****Features**

Longer stories, more reflective in tone. Often humorous or entertaining.

**26****Commentary/criticism**

A story that offers a first-person opinion or is a stated opinion of the newspaper, e.g., editorials, opinion or advice pieces, art, music and entertainment criticism and product advice, etc.

**27****Other**

Includes specialty columns, how-to stories and other stories that did not fit into any of the other categories.

**28****Average number of pages**

Average number of pages in the newspaper, including all sections and other editorial material. Excludes special advertising supplements. Note: pages expressed as the paper’s own typical trim size. Non-standard pages (such as a Sunday magazine) were converted to the paper’s typical trim-size equivalent.

**29**

**Average number of pages in color**

Average number of pages with any spot or process color

**30**

**Average number of sections**

Number of stand-alone sections included on any given day

**31**

**Average number of pages: Editorial only**

Average number of pages with no paid advertising content

**32**

**Average number of pages: Advertising only**

Average number of pages with no editorial content

**33**

**Average number of pages: Listings**

Average space of agate listings, in pages. Includes all agate listings for sports, stocks, television, movies, entertainment, obituaries and community announcements. Pages defined as the area of your newspaper's typical trim size.

**34**

**Average number of pages: Comics**

Average space of comics in page equivalents. Pages defined as the area of your newspaper's typical trim size.

**35**

**Average number of pages: Letters to the Editor**

Average space of all letters to the editor in page equivalents. Pages defined as the area of your newspaper's typical trim size.

**36**

**Listings**

Listings include all listings, box scores and other editorial information not presented in complete sentences, often in a smaller typeface.

**37**

**Listings: All listings**

Average space, in pages, of all listings.

**38**

**Listings: Sports**

Average space, in pages, of sports listings, including agate scores and statistics.

**39**

**Listings: Stocks**

Average space, in pages, of stock information and other financial market data.

**40**

**Listings: Television**

Average space, in pages, of television listings including show times and summaries and reviews.

**41**

**Listings: Movies**

Average space, in pages, of movie listings including show times and summaries and reviews.

**42**

**Listings: Entertainment**

Average space, in pages, of entertainment listings – excluding television and movies – including special event information, live performance, fine art events and other entertainment activities.

**43**

**Listings: Obituaries**

Average space, in pages, of obituary and death notice listings.

**44**

**Listings: Community Announcements**

Average space, in pages, of community announcement listings including events, support groups, church notices, school information, etc.

**45**

**Listings: Other**

Average space, in pages, of listings that did not fall into the above categories.

**46**

**Indexing**

Indexes refer to the listing of items and page numbers as it appears anywhere in the newspaper. An index must include several items and specific location information. If on the front page, it must be a standard feature on the front page and not a special promotion.

**47**

**Average number of indexed items on front page**

Total number of indexed items on front page divided by the number of editions studied.

**48**

**Average area of front page index (square inches)**

Total area of front page index divided by number of editions studied.

**49**

**Number of all indexed items per day**

Total number of indexed items from whole newspaper per day.

**50**

**Average area of all indexes (square inches)**

Total area of indexes from whole newspaper divided by number of editions studied.

**51**

**Photographs**

Photographs include all items that are specifically photographs. Graphics and computer-generated artwork are not included.

**52**

**Photographs: Total photographs studied**

Total photographs included in study of front page diversity.

**53**

**Photographs: Total photographs without identifiable people**

Photographs without people or without people whose race could be identified, i.e., a crowd shot.

**54**

**Photographs: Total photographs with identifiable people**

Photographs with people or with people whose race could be identified.

**55**

**Photographs: Percentage with white face only**

Number of photographs with a white face divided by the total number of photographs with identifiable people.

**56**

**Photographs: Percentage with face of color**

Number of photographs with a face of color divided by the total number of photographs with identifiable people.

**57**

**Photographs: Percentage with white face and face of color**

Number of photographs with a white face and a face of color divided by the total number of photographs with identifiable people.

**58**

**Sources**

Sources include all individuals or groups directly quoted within a story.

**59**

**Sources: Total sources**

Total number of individual sources directly quoted within the front page stories. A specific source, quoted more than once within any given story, is considered one source.

**60**

**Sources: Percentage of men**

Number of men used as sources divided by the total number of sources within the front page stories.

**61**

**Sources: Percentage of women**

Number of women used as sources divided by the total number of sources within the front page stories.

**62**

**Sources: Percentage unknown**

Number of sources with gender unidentifiable divided by the total number of sources within the front page stories.

**63**

**Sources: Percentage of Caucasian**

Number of Caucasian sources divided by the total number of sources within the front page stories.

**64**

**Sources: Percentage of African American**

Number of African American sources divided by the total number of sources within the front page stories.

**65**

**Sources: Percentage of Hispanic**

Number of Hispanic sources divided by the total number of sources within the front page stories.

**66**

**Sources: Percentage of Native American**

Number of Native American sources divided by the total number of sources within the front page stories.

**67**

**Sources: Percentage of Asian**

Number of Asian sources divided by the total number of sources within the front page stories.

**68**

**Sources: Percentage of other**

Number of sources which do not fall under the above categories divided by the total number of sources within front page stories.

**69**

**Sources: Percentage unknown**

Number of sources whose race/ethnicity could not be determined divided by the total number of sources within front page stories.

**70**

**In-paper content promotion**

Content promotion includes all instances, within the newspaper, of that newspaper promoting itself in general or its specific components.

**71**

**Content Promotion: Total number of items**

Total number of individual instances of content promotion in the seven-day sample.

**72**

**Content Promotion: Total space devoted**

Total space, in pages, devoted to content promotion in the seven-day sample.

**73**

**Content Promotion: Average number per day**

Total number of instances of content promotion divided by total days of newspaper studied.

**74**

**Content Promotion: Average total space per day**

Average total space, in pages, devoted to content promotion per day (Total space divided by number of days in the sample).

**75**

**Content Promotion: General brand promotion**

General brand promotion promotes the newspaper as a whole. This includes the front page masthead, free-standing contact information and any general advertisement for the newspaper. Total for seven-day sample.

**76**

**Content Promotion: Same-day content promotion**

Same-day content promotion promotes an item that can be found within the current day's newspaper. This includes articles, featured items and specific sections. It does not include information leading to the second page or jump of a story. Total for seven-day sample.

**77**

**Content Promotion: Up-coming content promotion**

Up-coming content promotion promotes items that will appear in subsequent editions of the newspaper. This includes articles, features and specific sections. Total for seven-day sample.

**78**

**Content Promotion: Newspaper website promotion**

Newspaper website promotion promotes the whole or part of a website for a newspaper. Total for seven-day sample.

**79**

**Content promotion by day of the week**

Total number of instances of content promotion for specific editions of the newspaper and total space in square inches.

**80**

**General Newspaper Information: Standard page height**

The height in inches of a standard page.

**81**

**General Newspaper Information: Standard page width**

The width in inches of a standard page.

**82**

**General Newspaper Information: Number of days studied**

Total number of individual newspaper editions studied.

**83**

**General Newspaper Information: Stories analyzed**

Total number of stories analyzed in the editions studied.

**84**

**General Newspaper Information: Total pages printed**

Total pages printed by the newspaper in the editions studied.

**85**

**General Newspaper Information: Architectural stability**

Based on the number of different sections in which key content items appear during the seven-day sample. The items measured: crossword puzzle, obituaries, televisions listings, first page of classifieds, comics and weather. A=more stable, features consistently appear in the same section each day; B=moderately stable, features appear fairly regularly within the same section each day; C=less stable, features are located in several different sections in the editions studied.

**86**

**Politics and government**

Process, institutional action, legislation, and events, description, trends, or statistics relating to governing (including executive & legislative branches), elections and political appointments. This theme will likely interact with others (e.g., a story on legislation about the environment may be coded in this category). Includes stories about war and international conflict

**87**

**Police and crime**

Process, institutional action, and events, description, trends, or statistics relating to the police, crime or the judiciary system.

**88**

**Disaster and accident**

Events, description, statistics relating to accidents or forces of nature.

**89**

**Business**

Events, description, trends, statistics, advice relating to these topics, including personal finance, jobs and career information.

**90**

**Sports**

Events, scores, trends, personalities.

**91**

**Parenting and religion**

Includes parenting and relationship advice, religious and spiritual news, trends and statistics relating to that area.

**92**

**Science, technology and the environment**

Events, description, trends, statistics relating to these topics.

**93**

**Health, travel and home**

Events, description, trends, or statistics relating to health, fitness, medicine, leisure travel, home, garden and real estate.

**94**

**Education**

Process, events, description, trends, or statistics relating to education of children (e.g., schools) or adults.

**95**

**Jobs**

Events, description, trends and advice relating to jobs and career.

**96**

**Automotive**

Events, description, trends, statistics relating to cars, motorcycles and other vehicles.

**97**

**Community announcements, obituaries and ordinary people**

Announcements for events such as wedding, fairs, festivals, shows, concerts; obituaries and stories about ordinary people.

**98**

**Movies and television**

Description, trends, statistics and personality news relating to television and movies. Includes guides and reviews.

**99**

**Popular Music**

Description, trends, statistics, personalities relating to popular music including (e.g. rock, hip-hop, rap, jazz, blues). Includes guides and reviews.

**100**

**Arts**

Description, trends, statistics, personalities relating to arts (e.g., dance, classical music, museums). Includes guides and reviews.

**101**

**Other**

Stories that do not fall into any of the above categories.