

## Promotions Content Analysis Form

### Instructions

*Fill out one form per promotion.*

*Below you will find definitions of each of the questions and how to answer them.*

#### **Promotion ID**

Total of 12 digits: newspaper code – date – promotion number (xxx-xxxxxx-xxx)

Newspaper code: Three digits.

For example, 108.

Date: Six digits.

For example, September 16, 2002 is 091602.

Promotion number: Three digits.

Promotions numbered on copy of newspaper.

The correct ID in this example would be 108-101603-001.

#### **Coder**

Coder ID number.

#### **Key words in promotion**

Write key words in promotion for easy identification.

#### **Section Front**

A section is a stand-alone entity, not just a themed page. Does the promotion appear on the front page of a section?

Mark 1 if the promotion appears on the front page of a section, 2 if it doesn't.

#### **Section**

Mark the section that the promotion appears in from the list below using the appropriate number. Be careful *not* to confuse the *promotion's content* with the *section in which it appears*. (Note: the names of the sections on the list are meant to indicate the type of section; newspapers may have different names for these sections.)

Please refer to the Quick Reference Code List and use appropriate code.

#### **Area**

Measure the total area of the promotion in square inches using the grid. Include headlines, text, photographs, graphics and any other material relating to the promotion. If a headline, text, photo, or graphic applies to more than one promotion, include it in the area of the promotion. If a promotion is in a box include the entire area of the box (including white space). Begin with the top left corner of the promotion area, whether it begins with a headline, a photo or a graphic. Round to the nearest square inch.

**Promotion Measuring Protocol**

For the purposes of this study, we need a systematic method for analyzing the space a promotion occupies on a page.

**Measuring Instrument**

To measure promotions you will use an 11.5” by 17” acetate grid. The grid contains squares, each of which has been marked with a number in the lower-right corner. The numbers denote total square inches.

**What is Measured?**

Since we are concerned with a promotion’s overall presence and impact, the measurement should include the text, related graphics and photographs.

**Measuring Procedure**

Place the upper-left corner (square 1) of the grid on the upper-left corner of the promotion. Align the rest of the grid with the promotion. Find the number in the square covering the lower-right corner of the promotion. Record that number.

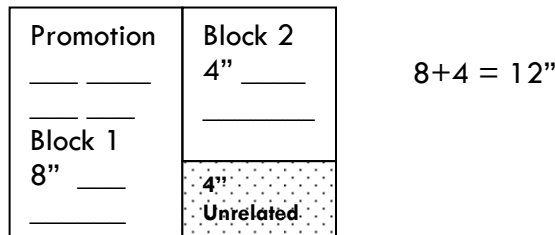
**FAQs**

*Where should I align the upper-left corner of the grid?*

Usually, the headline will mark the beginning of a promotion. Always place the grid flush against the text. (An exception: You may include white space if an article is enclosed in a box. Use the lines of the box as the starting point of measurement.) If related graphics precede a promotion, move the grid appropriately. When measuring a promotion with a banner headline, which refers to several promotions, don’t count the banner headline.

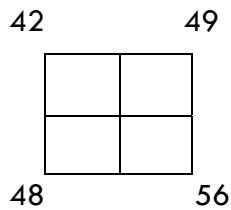
*What do I do if the promotion does not fit into a rectangular block or is too large for the grid?*

Promotions don’t always fit perfectly within a rectangle. Separate the promotion into small rectangular blocks. Measure each block and add the values together for total promotion space.



*How do I determine which square to use for the final measurement if the promotion doesn’t fill the lower-right box?*

The answer is rounding. For example, below is the 56 square inch on the grid. But not all promotions that make it to this square are coded as 56 square inches. A promotion that ends in the top left quadrant should be coded as 42 square inches, in the top right quadrant should be coded as 48 square inches, in the bottom left quadrant should be coded as 49 square inches and only if it hits the bottom right quadrant will we call it 56 square inches.



The grid can be placed in either portrait or landscape format when measuring.

**Above Fold**

The fold is the mid-point of the newspaper page vertically (i.e., separates top from bottom).

Mark (1) if the promotion is placed above the fold (or the top half of the page) (2) if is not.

**Stand-Alone**

The main distinction here is whether the promotion is attached to a specific story or not.

Decide whether the promotion is an item by itself (i.e., stand alone), part of larger promotional content (e.g., one story of several promoted, one section of several promoted, or one index among specific stories promoted), or part of a story (e.g., a refer).

Mark (1) if the promotion is a stand alone, (2) if it is part of a larger promotion or a group of promotional items and (98) if it is part of a story.

**Color**

This Mark (1) if the promotion includes graphics or text in color, (2) if it does not.

**Graphics**

Refers to illustrations, drawings and any non-photographic visual used to enhance the presentation of the promotion. Examples include maps, charts, logos and sports teams' mascots and helmets.

This Mark (1) if the promotion includes graphics, (2) if it does not.

**Photos**

Photos refer to photographic visuals used to enhance the presentation of the promotion. Does not include graphics.

This Mark (1) if the promotion includes photos, (2) if it does not.

**Spanish Language**

Does the story include Spanish language?

Code (1) if a word or a sentence in Spanish, (2) if the whole story is in Spanish, or (98) if there is no Spanish at all.

## Demographic Focus

Determine if the promotion is focused on one of the following groups: African-American/ Black, Latin/ Hispanic, Asian-American/ Asian, Women, Youth/ Young adults.

The question to ask is: Is the race/ ethnicity, the age or the gender of the people/ places/ events presented a focus of the promotion? (not necessarily THE focus but A focus)

Some rules of thumb:

- The promotion explicitly refers to ethnic minorities/ women/ young people and/ or other issues related to these groups (e.g., affirmative action, bilingual education, glass ceiling).
- The promotion refers to or depicts an event, situation, or issue that a person of color caused or clearly helped cause become newsworthy.
- The promotion is accompanied by a photo of an event, situation or issue that a person of color/ woman/ young person caused or clearly helped cause become newsworthy.
- If more than one category is applicable, give priority in this order:
  - Age
  - Race / Ethnicity
  - Gender

For example, “Teen now BMX ‘expert’; B4” is a promotion with a demographic focus on youth / young adults. “Jesse Jackson at PSU; ” is a promotion with a demographic focus on African-American/ Black.

Mark 1 – 5 to indicate which group the promotion is focused on. Mark 98 if the promotion does not have a demographic focus and 99 if it has a strong focus on another group not listed above.

**Note:** Mark all reviews of ethnic restaurants, music or other entertainment as having the appropriate minority focus.

## Voice

Distinguish between promotions that are written in 3<sup>rd</sup> person (they, one, he, she) or no person and promotions written in 1<sup>st</sup> and 2<sup>nd</sup> person (I, me, you) that address the reader directly.

**Note:** This does not refer to the use of “I,” “me” or “you” in quotes.

Mark (1) if the promotion is written in 1<sup>st</sup> or 2<sup>nd</sup> person, (2) if it is written in 3<sup>rd</sup> person or no person.

## Pay-off

This refers to promotions that mention an explicit and concrete benefit to reading the paper. Benefits include getting a recipe, a free gift, but also impressing your friends or being smarter. For example, “What to wear Saturday night? Look in Thursday’s

fashion section for ideas.” Another example is “Watch for your True Value Hardware Ads... that can help you save on all your hardware needs.”

Mark (1) if the story includes a pay-off, (2) if it is doesn't.

### Promotion Category

Select one of three main categories: In-Paper Content, General Brand and Other Media.

- In-Paper Content** = Promotion of content in the newspaper.
- General Brand** = Promotion of the image and identity of the newspaper.
- Other Media** = Promotion of either content or image of other media explicitly affiliated with the newspaper.

Work down the column you selected and choose one appropriate answer in each cell.

### In-Paper Content

#### When?

Is the item promoting content in today's paper or an upcoming edition of the paper?

Mark (1) if the promotion refers to today's paper, (2) if upcoming.

#### What?

What is the item promoting? Choose the appropriate response.

- (11) **Specific story / Series** identified in the promotion.
- (12) **Section / Topic** identified in the promotion.
- (13) **Index / Multiple Topic** includes promotions that refer the reader to more than one content item.
- (14) **Advertising** identified in the promotion.
- (15) **Contact / Submit** includes promotions that give readers ways to contact the paper for sending in specific **content**. For example, “Send us a photo of your tattoo.”
- (16) **Unspecified** – use when it is difficult to tell from the item whether it is promoting advertising or stories.

#### Topic?

What is the general topic of the content promoted? What is it about?

**Note:** There are two lists to work from. If the content promoted is editorial, use “Content Topic for Stories or Sections.” If the content promoted is advertising, use “Content Topic for Ads.”

**Note:** Please avoid using “other” as much as possible.

Please refer to the Quick Reference Code List and use appropriate code.

## General Brand

### What?

What is the item promoting? Choose the appropriate response.

- (21) **Name only** includes the paper's name only.
- (22) **Name Plus** includes the paper's name and some characterization such as "We mean the world to you" or "The Valley's leading newspaper."
- (23) **Contact** includes information about who works at the paper, how to contact them or specific instructions to submit content (e.g., letters to the editor policy, who to advertise in the classifieds).
- (24) **Program / Sponsor** includes promotions of other businesses or events which are sponsored by the paper (e.g., "Taste of Chicago"), or are a program of the paper (e.g., "Volunteer of the week").

## Other Media

### Which?

Which other media are promoted by the newspaper? Choose the appropriate response.

- (31) **Web Site** is the paper's own web site, or "gate" web site clearly linked (e.g., Boston.com).
- (32) **Television** is a TV station, typically local, affiliated or partnered with the paper.
- (33) **Radio** is a radio station, typically local, affiliated or partnered with the paper.
- (34) **Other** may include other types of media (e.g., weeklies) promoted by the paper as partners.

### What?

What is the item promoting? Choose the appropriate response

- (41) **Name only** includes the paper's name only.
- (42) **Name Plus** includes the paper's name and some characterization such as "We mean the world to you" or "The Valley's leading newspaper."
- (43) **Forum / Poll / Interactive** includes any feature that requires the reader to actively communicate with the medium. Most likely found in web site promotions.
- (44) **Editorial Content** includes promotions to other media for additional editorial content (e.g., a story, additional information on a story, poll results).
- (45) **Advertising** includes promotions to other media for advertising content (e.g., "see [www.tribune.com](http://www.tribune.com) for special Sears ads").
- (46) **Unspecified** – use only when it is difficult to tell from the item whether it is promoting advertising or stories.

**Topic?**

What is the general topic of the content promoted? What is it about?

**Note:** There are two lists to work from. If the content promoted is editorial, use “Content Topic for Stories or Sections.” If the content promoted is advertising, use “Content Topic for Ads.”

**Note:** Please avoid using “other” as much as possible.

Please refer to the Quick Reference Code List and use appropriate code.

**Reliability coder**

Mark (1) if the promotion is coded for a reliability test, (2) if it isn't.