

1950

# An attitudinal survey for newspaper readers in Newport, New Hampshire

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BOSTON UNIVERSITY  
School of Public Relations

Thesis

AN ATTITUDINAL SURVEY OF NEWSPAPER READERS IN NEWPORT, N.H.

By

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(B.A., Stanford University, 1948)

Submitted in partial fulfillment of the  
requirements for the degree of  
Master of Science

1950

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## I. PURPOSE OF THE SURVEY

Despite the increased use of polling and survey techniques, the editors of every newspaper and magazine in the world use hit-or-miss, by-guess-or-by-God methods in determining the attitudes of their readers.

Editors of large city papers or magazines use the polls and surveys to guide them, but in the main they depend on insight and intuition. For too often the polls have been wrong. And too often the insight of an editor turns into near-sight or no-sight.

The country weekly has this problem, but not in so great a proportion as the great-circulation publications. The country weekly has much less circulation, and when its editor displeases his readers, he is much more likely to hear about it. The country editor has not the protection of anonymity that shields the big-city newspaperman. While the city reporter and the city editor are blank-faced figures to their readers, the country editor is a definite personality to each of his readers. The pot-bellied stove is not gone from the country weekly. The country editor's constituents drop in to chat, they see him at church, at service clubs, at social functions. The country editor is certainly not an anonymous figure.

And this study will show the influence of personality upon a weekly paper, and the influence of the editor's personality on his readers' attitudes.

This study was done to measure the attitudes of readers in

Newport, New Hampshire, this writer's home, and the site of a bitter newspaper fight.

Primarily the study compares readers' attitudes concerning the two home-town papers, the semi-weekly Argus-Champion, circulation 2,047, and the weekly Newport Guardian and Kearsarge Sunapee Sun, circulation 1,613. (Both figures from sworn post office statements, October, 1949.) However, two daily newspapers enter Newport, and these were included in the questionnaire. They are the Claremont Daily Eagle, printed ten miles away and circulating 713 copies in Newport daily; and the Manchester Morning Union, a statewide newspaper printed in Manchester and circulating 486 copies in Newport daily.

It will be noted, however, that the respondees tended to ignore the Eagle and the Union in answering the questionnaire, possibly because they considered them outside papers, and possibly because the daily with the largest circulation has less than half that of the smallest circulating weekly. (See chart in Appendix for Circulation of Newspapers in Newport. Page 71.)

This writer was editor (not publisher or owner, as is the case of so many country weeklies) of the Argus-Champion for one year, from September, 1948, until September, 1949. And this experience was one of the factors involved in the selection of Newport as a town for a study of readers' attitudes concerning weekly newspapers. For not only is the writer familiar with Newport as a town, but knows intimately the newspaper situation, and was eager to test the by-guess-and-by-God methods he used when at the desk of the semi-weekly

measured in this survey.

"What does the reader think?"....."What does the reader like?"  
....."What does the reader feel?"....."To what does the reader object?"  
....."Am I serving the reader well?"....."Am I giving him as full a  
coverage as possible?"....."Am I being accurate?" Every editor asks  
himself these questions, but few have the opportunities of a research  
service to scientifically test the answers and to determine if the  
gods that hover over a news desk are serving the editor well.

Newport was ideal for this survey for several reasons:

1. because of the writer's familiarity with the scene.
2. because of the bitter competition.
3. because the readers were vitally interested in  
the two papers.

This study does not answer all the questions to such a degree  
that it can be considered a complete guide for the editors in Newport,  
but it does tell what the 190 respondees think and feel about their  
two papers.

## II. METHOD IN CONDUCTING THE SURVEY

In order to hold costs and the size of the survey staff to a reasonable minimum, it was decided to use a mail questionnaire which was mailed to a list of 852 adults in Newport and vicinity on January 30, 1950. (See appendix, exhibit p. 72) The questionnaire was mailed first class, with a self-addressed, stamped envelope enclosed. Three cent stamps were used on both mailing pieces because it was thought that more returns would result from this method than if third-class postage or imprinted envelopes were used. The average person could complete the questionnaire in less than two minutes.

Simultaneously the four newspapers involved ran stories announcing that the survey was being mailed and asked readers to complete the questionnaire and to return it. The name of this writer was not used for fear that it might influence the answers of the recipients.

Two days after the mailing, the first questionnaire was returned and in three weeks a total of 196 questionnaires were returned. Six of the questionnaires were returned with the vital statistics questions answered, but were blank on the page asking about the newspapers. These were discarded. Four questionnaires did not indicate the sex of the respondee. These were included in the 190 questionnaires processed. (See Appendix: Rate of Reply on Questionnaire, Page 70.)

The mailing list of 852 adults was obtained from a Newport department store because of its easy access and because it was already cut on Addressograph plates, eliminating the necessity of typing each

address individually. Other advantages of this list were that it was "live", that it was a large sampling of Newport with its population of 6,000, and that it was felt the list would enter almost every household in the community. The local papers offered their mailing lists for the survey, but such lists would not include newsstand sales which are fairly large, and these lists were declined. Other methods of compiling a mailing list were considered but rejected because of the limitation of time and funds needed to work from telephone directories, town directories and public utilities lists.

One point about the department store mailing list that must be stressed is that all the names were those of women. This is a partial explanation of the large proportion (76%) of women answering the questionnaire.

As rapidly as the questionnaires were returned, they were coded, and processed for sorting and tabulating by IBM machines.

In coding the questions, whenever both the Argus and Guardian were mentioned as answers to a question, the first paper mentioned was coded and the second discarded. In some cases the word "all" was written to signify that all papers were equal in the eyes of the respondent. In these cases, the replies were coded as "no answer."

### III. FAULTS IN THE METHOD

This writer is aware of the errors in method in conducting the survey, but was limited by lack of funds.

Had sufficient funds been available, two separate surveys would have been conducted. One would have been the mail questionnaire used in this survey, but with the addition of at least two follow-up post cards to all persons on the mailing list, or two follow-up remailings to the same list, in each case asking the recipient to respond if he had not done so, and to ignore the reminder if he had. Even so, this method would have covered a list of women only, and it would have been more thorough if a complete list of householders could have been compiled from telephone and town directories, newspaper mailing lists, voter check lists, and public utilities lists.

The mail survey would tell (as does this survey) only what the respondees think. The poll taker would have no way of knowing the attitudes of the people who did not reply to the questionnaire.

CAUTION: This survey does not tell what the people of Newport think about four of the newspapers they read; it shows only what 190 people of 6,000 think; and these people are the articulate, responding people of the 852 who received the questionnaire.

So it would be advisable, if not vital, for the pollster to take a random sampling of the town, block by block, interviewing equal percentages of each sex, and returning to each household, in the case of persons being away from home, until each person selected by random

7.

sampling has been interviewed and included in the sample.

A comparison of the mail questionnaire and the home interview would be interesting, if not enlightening, in the field of surveying.

#### IV. BACKGROUNDS OF THE TOWN

Important for the understanding of the charts and figures of this survey, and the attitudes expressed (See Part VII, Questionnaire Comments, Page 51.) is a knowledge of the town, its people and of the four newspapers studied.

Newport is typical of many a rural New Hampshire town which depends on industry for its livelihood. It has a population of 6,000, with the majority of the labor force employed in three textile mills and a shoe factory. Farming and dairying contribute little to the gross business done in the area. It is the shopping center for a growing summer resort area at nearby Lake Sunapee, and recently the construction of a large state-owned ski area has added to the influx of tourists.

A fairly large Roman Catholic population, most of French-Canadian extraction, is present in Newport, but most Newporters are of Anglo-Saxon origin, although there are small Greek and Finnish colonies.

Politically the town is almost equally divided between the Republican and Democratic parties. There have been few labor troubles in the history of the town.

The town is governed by an appointed town manager who has the board of three selectmen as an advisory group, but this system has been in effect for less than three years, and at the past two town meetings articles have been introduced to abolish the town manager system and return to an all-powerful board of selectmen. Both arti-

cles were defeated, the most recent by a smaller margin than the earlier article.

The town has been served for 127 years by the Argus-Champion, which was founded in 1823. Several times in the last 50 years other newspapers have been started in Newport to compete with the Argus lineage, but until 1948 the town was a monopoly field, all other papers having been merged with the Argus, some after a generation of existence.

In 1925 the Republican Champion and the Argus-Spectator, both weeklies, were purchased by a retired Boston newspaperman, and merged to form the Argus-Champion. This Boston newspaperman published the merged papers for over 20 years when he sold the weekly to two young men, one an advertising man and the other a printer.

Within a short time the new owners had made their weekly a semi-weekly, and the advertising man had increased the advertising lineage by several hundred per cent. No newsman, or man with news experience, was on the staff, and the Argus suffered in its news columns. Pages of plate were common practice, and often six or seven pages of the eight-page paper were advertising. Page one was reserved for what was called news and often consisted of state and national handouts of dubious value as news, and the columns were filled with galleys of correspondents' items which were of no interest to the majority of the readers.

The big problem with the Argus was that the new owners were trying to do the jobs of five men. The printer was occupied completely with the back shop, and the work of advertising, circulation, public relations, community relations, and news reporting fell on the shoulders of

one man, the former advertising expert. Where the front office should have been staffed with one full-time ad man, one full-time editor and a full-time female reporter, in addition to a high school boy or girl, one man assumed all positions. He quite naturally did a good job in the department for which he was trained, and the advertising linage increased and the remaining departments of the paper suffered to the point that the readers became dissatisfied, then dismayed, then disgusted with the service their paper was giving them.

The paper was given a triple-A award for excellence during this period, although this writer cannot understand the reasoning of the board of judges unless the award was granted solely on advertising. The paper blew its own horn on this matter, but out of proportion to the facts, and the townspeople paraphrased the "AAA" of the award as meaning "Always After Advertising". Others said, and truthfully, that the Argus could be read in ten minutes. Circulation dropped and the people became increasingly dissatisfied.

The advertising man became active in town affairs, but his handling of some of the news reports lacked objectivity, and readers accused the paper of being the personal organ for the advertising man, and said that both sides of a question were not given space. Increased dissatisfaction turned to bitterness in many cases, and word-of-mouth stories were circulated, many of which were slander and some of which had basis in fact.

After two years of management by the printer and the advertising man, the young western bureau chief of the statewide daily, the

Morning Union, was encouraged by local readers and merchants to start another weekly in Newport. It was felt by many that the town was not large enough to support two newspapers, but the new competitor's supporters felt that he would soon put the Argus out of business, and the town could support one "good newspaper." This attitude is still evident after a year and a half. (See Appendix: Questionnaire Comments, Page 51.)

In October, 1948, the first issue of the Newport Guardian was distributed. Being edited by a man with news experience, and being printed in Claremont, N.H., ten miles from Newport, on a web press, the paper had an excellent appearance, and many readers greeted it with pleasure. The Guardian editor was acquainted with Newport and vicinity as a result of covering the area for the state-wide paper for several years, and had many news contacts. Other news sources came to his side because they had been so displeased with the Argus. Generally each issue of the Guardian was excellent.

However, because of its fine old heritage, many Newporters hoped that the Argus would survive and become better because of the competition. Many readers had taken the Argus all their lives, as had their parents and grandparents. Even today the Argus has correspondents who are third generation reporters for that paper.

Shortly before the first issue of the competing Guardian hit the newsstands, displaying many local pictures and feature stories (something that had seldom previously made the pages of the Argus), a newsman was hired by the Argus. He assumed the editor's desk and the Argus

became a new paper. News coverage was increased, editorials began to appear, the pages were departmentalized, a sports page was initiated, makeup was revamped and followed a style, heads were counted to fit and a hed sked was used. Because of pressroom limitations the paper did not have the professional look of the Guardian, and a limitation in the picture budget held down the number of cuts, but the Argus became a fairly good country semi-weekly. It was not on a par with the competition in some respects, because of comparison of size of news staffs, (The Guardian never had less than two full-time news people to publish one issue each week, while the Argus had one full-time news man for two issues each week.) but it had quite adequate news coverage, several pictures each issue, and because it published twice weekly, scored constant beats on its weekly competitor.

If these changes had been made six weeks previously to the first issue of the Guardian, the competitor would never have published his first issue, as its publisher has told this writer, but once committed, the fight was on.

Various claims were made by the circulation departments of both local papers, and as Guardian circulation increased it was thought that the Argus would lose readers. This, however, was not true. The Argus steadily added paid subscribers to its list; and newsstand sales, although depleted by new mail subscribers, did not take any appreciable drop. The people of Newport were vitally interested in what was one of the most interesting happenings in the town in many years, and bought both papers to keep abreast of developments in the feud between the two

papers, and to compare them.

The Guardian unwittingly acted as an excellent advertising medium for the Argus in its many front page attacks on the older paper, and more people bought the Argus to look for replies or to judge for themselves the truth of the accusations. The Argus seldom replied to the attacks in its columns, with the exception of an April Fool issue which devoted two pages of satire, irony and humor to the previous six months of attacks.

Occasionally the Argus editor would subtly needle the editor of the Guardian, and in many cases, apparently until the Guardian editor became aware of his intent, the Guardian would attack the Argus in its news columns.

In these cases the readers could see no reason for such unwarranted attack on the Argus, and would chalk it up to vindictiveness on the part of the Guardian. Inasmuch as the Argus never replied to the accusations, it was painted white and was often complimented for acting like a gentleman.

Word of mouth campaigns, slandering each other, were started by both publishers, and the attitudes of readers and advertisers were affected by such attitudes.

This was the situation between the two papers until February, 1950, when the Argus was sold to a new owner. Previous announcement of the sale informed readers that the new owner would take over in February, and most of the respondees to the questionnaire were aware that a change of ownership was in the offing.

Indicative of the bitterness between the two papers was the announcement in the Guardian of the sale of the Argus. The story informed Guardian readers that the Argus had been sold "subject to a series of three chattel mortgages." On the other side of the ledger were repeated three or four line stories, sometimes on page one of the Argus saying that the publisher of the Guardian had flown to Montreal for the weekend. In this part of New England, in the words of the Guardian publisher, "you go to Montreal because it's a good place to raise hell." The purpose of the Argus publisher in printing these "items" about his competitor was to impugn his reputation.

This, then, is a brief background of the local situation concerning the two competing papers, and undoubtedly affecting the attitudes of Newport readers and the response to the questionnaires.

The Claremont Daily Eagle is published ten miles from Newport, and is a one-edition, area paper, extending its circulation as far as 30 miles north and east and well into Vermont on the west. It maintains a news bureau in Newport and has a circulation of 713 in Newport. It devotes a part of one page to Newport news each issue.

The Manchester Morning Union is a statewide daily published in Manchester, N.H., has a western bureau in Claremont and generally has fairly good coverage of the Newport area, but, unlike the Eagle or the local papers, does not publish the local items so necessary to the weekly. It circulates 486 papers in Newport each morning. (Figures on the Eagle and the Union are from the ABC Report for March 31, 1949.)

COMPOSITION OF THE SAMPLE:

Because all of the 852 names on the department store mailing list were women, a large percentage of female respondees were found in the returns. Seventy-six per cent, or 145 women, replied to the questionnaire. The male respondees numbered 41, or 22 per cent.

The respondees fell into the classifications below:

TABLE NO. 1BY AGE

	<u>Persons</u>	<u>Per Cent of Sample</u>
Below 35	70	37
36 - 45	49	26
Over 45	63	33
No answer	$\frac{8}{190}$	$\frac{4}{100}$

TABLE NO. 2BY PLACE OF BIRTH

	<u>Persons</u>	<u>Per Cent of Sample</u>
In county	59	31
In state (outside of county)	37	19
In New England (not in state)	64	34
Other	22	12
No answer	$\frac{8}{190}$	$\frac{4}{100}$

TABLE NO. 3BY EDUCATION

	<u>Persons</u>	<u>Per Cent of Sample</u>
Grade school	26	14
Some years in high school	40	21
Completed high school	73	38
Any college	43	23
No answer	<u>8</u>	<u>4</u>
	190	100

TABLE NO. 4BY OCCUPATION

	<u>Persons</u>	<u>Per Cent of Sample</u>
Professional and managerial	20	11
White collar	25	13
Blue collar	48	26
Housewife	85	45
Retired	5	2
Unemployed	4	2
No answer	<u>3</u>	<u>1</u>
	190	100

TABLE NO. 5WHERE HAVE YOU TRAVELLED?

	<u>Persons</u>	<u>Per Cent of Sample</u>
New England	36	19
Other United States	76	40
Foreign	57	30
No answer	<u>21</u> 190	<u>11</u> 100

TABLE NO. 6HOW LONG HAVE YOU LIVED IN NEWPORT OR VICINITY?

	<u>Persons</u>	<u>Per Cent of Sample</u>
Ten years and less	56	30
Over ten years, but not all life	77	40
All life	53	28
No answer	<u>4</u> 190	<u>2</u> 100

TABLE NO. 7HOW ALL RESPONDED

The 190 respondees answered as follows to the 19 questions concerning the four newspapers coming into the area, and to the eight questions concerning divorce and court news in the small town. The replies are presented in percentages.

TABLE NO. 7 (Cont'd.)

HOW ALL RESPONDED

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
1. Which paper does a better job of bringing to your attention matters which affect the community and which might not be known otherwise?	25	44	15	4
2. Which paper has the most social news?	29	41	8	7
3. Which paper has the most local sports?	25	25	24	10
4. Which paper has the most local court news?	31	20	21	4
5. Which paper do you prefer for local items such as "About the Town" or "Local Briefs"?	32	48	7	2
6. Which paper gives you the most news of summer residents?	29	49	2	1
7. Which paper do you feel is more likely to fight for your interests?	19	40	9	6
8. In reporting local news, which paper do you think is more accurate and trustworthy?	23	36	12	5
9. Which paper carries the ads you are most interested in?	19	24	25	9
10. Which paper do you like best?	17	31	21	19
11. Which paper do you think most accurate?	15	27	13	20
12. Which paper do you think most dignified?	20	21	13	23

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
13. Which paper do you think most honest in its presentation of the news?	15	25	15	16
14. Which paper do you think is most independent politically?	16	29	15	12
15. Which paper do you think most friendly?	21	45	10	3
16. Which paper gives you the most news about Newport and vicinity?	30	48	9	0
17. Which paper is easiest reading?	17	27	22	14
18. Which paper has the best editorials?	11	20	21	31
19. Which paper has the best appearance?	10	24	18	24

	<u>Yes</u>	<u>No</u>	<u>No Answer</u>
20. Do you read divorce news?	67	27	6
21. Do you read local court news?	84	10	6
22. Do you think local papers such as the <u>Argus</u> and the <u>Guardian</u> should report divorce news?	73	20	7
23. Should they report local court or "crime" news?	85	11	4
24. Should they use the names of the persons involved?	77	19	4
25. Do you think daily papers, such as the <u>Union</u> and the <u>Eagle</u> , should report divorce news of Newport?	58	35	7
26. Should they report local court or "crime" news?	78	17	5
27. Should they use the names of the persons involved?	69	23	8

How 190 Respondees Replied to the Questionnaire

BY AGE

Table No. 8

How 190 Respondees Replied to the Questionnaire

BY AGE

All Figures in Per Cent

1. News which affects the community and which might not be known otherwise.
2. Which paper has the most social news?
3. Which paper has the most local sports?
4. Which has the most local court news?
5. Which do you prefer for "local items"?
6. Most news of summer residents?
7. Most likely to fight for your interests?
8. Most accurate and trustworthy in reporting local news?
9. Which has ads you are most interested in?
10. Which paper do you like best?
11. Which paper do you think most accurate?
12. Which paper do you think most dignified?
13. Most honest presentation of the news?
14. Which is most independent politically?
15. Which paper do you think most friendly?
16. Which has most news of Newport, vicinity?
17. Which paper is easiest reading?
18. Which paper has the best editorials?
19. Which paper has the best appearance?

	BELOW 35 70 Cases				36 - 45 49 Cases				OVER 45 63 Cases			
	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION
1.	31	41	19	3	16	47	16	8	24	46	11	3
2.	37	43	7	6	14	41	16	14	27	40	3	5
3.	29	24	27	10	22	27	25	14	21	24	21	6
4.	43	14	23	6	16	25	25	6	29	21	16	2
5.	36	54	4	1	25	53	12	2	35	37	6	2
6.	29	53	1	0	20	57	4	0	38	38	0	2
7.	26	37	11	7	18	45	10	4	14	37	8	6
8.	27	40	13	7	22	37	14	4	21	30	8	5
9.	17	24	31	11	16	33	27	6	22	19	17	8
10.	19	29	29	17	18	31	25	16	16	35	10	24
11.	19	26	16	23	12	22	18	22	11	32	6	16
12.	29	17	19	20	14	20	16	29	13	24	6	24
13.	17	23	20	19	12	20	20	22	16	27	8	11
14.	17	30	20	10	14	27	18	16	14	30	8	11
15.	29	43	11	3	16	55	10	6	16	38	10	0
16.	31	46	11	0	27	51	12	0	33	49	3	0
17.	24	26	27	13	8	22	31	14	14	30	11	16
18.	17	19	26	29	6	20	29	35	8	19	11	33
19.	11	23	27	23	6	25	25	25	11	24	3	25

20. Do you read divorce news?
21. Do you read local court news?
22. Should local papers report divorce news?
23. Should they report local court news?
24. Use names of persons involved?
25. Should dailies report Newport divorces?
26. Should dailies report Newport court news?
27. Use names of persons involved?

	YES	NO
20.	66	34
21.	81	19
22.	73	21
23.	86	13
24.	74	23
25.	57	37
26.	79	16
27.	66	26

	YES	NO
20.	74	20
21.	92	4
22.	78	16
23.	92	4
24.	90	8
25.	65	29
26.	88	8
27.	82	12

	YES	NO
20.	65	22
21.	79	8
22.	71	19
23.	79	14
24.	76	17
25.	56	37
26.	70	25
27.	67	24

How 190 Respondees Replied to the Questionnaire

BY SEX

Table No. 9

How 190 Respondees Replied to the Questionnaire

BY SEX

All Figures in Per Cent

1. News which affects the community and which might not be known otherwise
2. Which paper has the most social news?
3. Which paper has the most local sports?
4. Which has the most local court news?
5. Which do you prefer for "local items"?
6. Most news of summer residents?
7. Most likely to fight for your interests?
8. Most accurate and trustworthy in reporting local news?
9. Which has ads you are most interested in?
10. Which paper do you like best?
11. Which paper do you think most accurate?
12. Which paper do you think most dignified?
13. Most honest presentation of the news?
14. Which is most independent politically?
15. Which paper do you think most friendly?
16. Which has most news of Newport, vicinity?
17. Which paper is easiest reading?
18. Which paper has the best editorials?
19. Which paper has the best appearance?

MALE 41 Cases*			
ARGUS	GUARDIAN	EAGLE	UNION
19	49	17	5
17	39	15	12
22	24	29	10
29	15	32	2
17	56	10	0
22	59	2	2
12	54	5	2
7	41	12	5
10	22	34	12
12	36	29	15
10	34	17	20
24	12	24	17
10	32	20	12
10	42	24	5
10	50	17	4
22	53	7	0
4	39	27	12
4	27	27	29
2	24	22	24

FEMALE 145 Cases*			
ARGUS	GUARDIAN	EAGLE	UNION
26	43	15	4
31	42	6	6
26	26	23	10
31	21	18	5
37	46	6	2
32	48	1	0
22	35	11	7
28	35	12	6
21	24	23	9
19	30	19	21
17	25	12	20
19	23	10	24
17	22	14	18
18	25	13	14
24	43	8	3
33	46	8	0
21	25	21	14
14	18	20	32
12	24	17	23

20. Do you read divorce news?
21. Do you read local court news?
22. Should local papers report divorce news?
23. Should they report local court news?
24. Use names of persons involved?
25. Should dailies report Newport divorces?
26. Should dailies report Newport court news?
27. Use names of persons involved?

YES	NO
63	37
82	17
76	20
90	10
78	22
61	35
88	10
76	22

YES	NO
69	23
84	9
73	19
84	12
78	17
59	35
76	19
68	22

\*4 Respondees did not indicate sex

How 190 Respondees Replied to the Questionnaire

BY EDUCATION

Table No. 10

How 190 Respondees Replied to the Questionnaire

BY EDUCATION

All Figures in Per Cent

	GRADE SCHOOL 26 Cases				SOME HIGH SCHOOL 40 Cases				COMPLETED HIGH SCHOOL 73 Cases				ANY COLLEGE 43 Cases			
	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION
	1. News which affects the community and which might not be known otherwise.	15	31	27	8	20	50	17	3	25	49	14	3	33	42	7
2. Which paper has the most social news?	19	39	4	19	30	45	8	5	29	44	7	7	30	35	12	5
3. Which paper has the most local sports?	12	12	35	19	30	20	27	5	23	26	25	4	32	30	14	7
4. Which has the most local court news?	23	12	27	31	27	22	25	0	34	21	19	4	32	19	16	7
5. Which do you prefer for "local items"?	35	35	12	4	40	45	5	0	27	55	4	3	28	51	9	0
6. Most news of summer residents?	31	42	4	4	45	40	0	0	29	52	1	0	16	58	2	0
7. Most likely to fight for your interests?	15	42	15	0	25	35	13	5	18	41	7	7	19	42	9	9
8. Most accurate and trustworthy in reporting local news?	27	35	12	4	25	32	13	8	25	38	11	4	16	35	14	7
9. Which has ads you are most interested in?	15	19	27	4	15	25	27	15	15	23	33	7	28	26	9	14
10. Which paper do you like best?	11	31	15	27	13	25	22	20	18	31	25	16	21	35	16	23
11. Which paper do you think most accurate?	11	35	11	19	15	18	15	20	14	26	14	25	16	30	12	16
12. Which paper do you think most dignified?	23	27	4	27	20	27	22	7	21	14	11	19	19	21	14	28
13. Most honest presentation of the news?	19	27	8	19	13	22	18	10	14	18	16	23	16	35	16	12
14. Which is most independent politically?	19	19	15	19	13	27	17	5	18	27	14	15	14	40	19	7
15. Which paper do you think most friendly?	19	46	8	1	22	42	13	0	19	42	10	4	23	53	9	0
16. Which has most news of Newport, vicinity?	27	50	11	0	32	40	10	0	30	47	10	0	28	58	5	0
17. Which paper is easiest reading?	8	35	15	19	22	20	27	5	22	25	21	12	9	32	21	23
18. Which paper has the best editorials?	8	8	19	38	5	25	32	13	16	18	18	36	12	23	19	40
19. Which paper has the best appearance?	11	19	19	27	8	17	20	15	14	26	18	25	7	24	19	32

  

	YES	NO		YES	NO		YES	NO		YES	NO
20. Do you read divorce news?	73	15		72	26		69	23		58	37
21. Do you read local court news?	81	11		98	2		84	8		72	23
22. Should local papers report divorce news?	77	11		82	17		73	16		63	32
23. Should they report local court news?	81	8		92	8		85	10		84	16
24. Use names of persons involved?	73	15		82	17		78	15		79	21
25. Should dailies report Newport divorces?	77	11		55	40		57	34		56	42
26. Should dailies report Newport court news?	85	4		77	20		75	16		79	21
27. Use names of persons involved?	81	8		62	26		65	22		77	23

How 190 Respondees Replied to the Questionnaire

BY TRAVEL

Table No. 11

How 190 Respondees Replied to the Questionnaire

BY TRAVEL

All Figures in Per Cent

	NEW ENGLAND ONLY 36 Cases				OTHER UNITED STATES 76 Cases				FOREIGN 57 Cases			
	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION
1. News which affects the community and which might not be known otherwise.	17	44	17	8	29	38	16	5	25	51	14	0
2. Which paper has the most social news?	19	50	6	8	32	42	5	8	32	33	12	7
3. Which paper has the most local sports?	19	19	33	6	26	25	24	12	28	30	18	5
4. Which has the most local court news?	36	19	19	3	30	22	21	4	28	21	21	5
5. Which do you prefer for "local items"?	28	56	3	3	34	53	5	1	32	44	7	0
6. Most news of summer residents?	31	42	0	3	30	50	1	0	28	54	2	0
7. Most likely to fight for your interests?	11	42	6	6	26	38	9	5	16	49	7	5
8. Most accurate and trustworthy in reporting local news?	19	44	8	3	28	36	13	4	19	35	12	7
9. Which has ads you are most interested in?	22	25	19	3	18	25	24	12	23	25	25	11
10. Which paper do you like best?	8	47	11	17	22	25	20	4	18	30	25	16
11. Which paper do you think most accurate?	11	36	8	14	14	24	14	24	18	26	14	18
12. Which paper do you think most dignified?	19	28	6	28	16	18	18	22	26	19	12	19
13. Most honest presentation of the news?	14	31	8	19	18	20	17	18	14	28	18	14
14. Which is most independent politically?	8	22	11	25	22	25	17	8	14	37	18	11
15. Which paper do you think most friendly?	11	56	6	6	24	43	9	1	21	46	12	2
16. Which has most news of Newport, vicinity?	22	58	3	0	36	45	9	0	30	42	12	0
17. Which paper is easiest reading?	11	33	19	14	20	22	18	17	18	32	25	9
18. Which paper has the best editorials?	11	17	22	31	11	14	22	37	11	28	21	28
19. Which paper has the best appearance?	14	31	14	22	11	21	16	29	9	26	21	19

	YES	NO
20. Do you read divorce news?	75	22
21. Do you read local court news?	89	8
22. Should local papers report divorce news?	78	17
23. Should they report local court news?	89	8
24. Use names of persons involved?	78	19
25. Should dailies report Newport divorces?	53	36
26. Should dailies report Newport court news?	78	17
27. Use names of persons involved?	72	19

	YES	NO
	64	29
	82	12
	70	21
	84	11
	80	14
	57	37
	75	18
	70	22

	YES	NO
	70	25
	86	9
	74	18
	86	9
	76	19
	61	32
	81	14
	65	25

How 190 Respondees Replied to the Questionnaire

BY LENGTH OF RESIDENCE

Table No. 12

How 190 Respondees Replied to the Questionnaire

BY LENGTH OF RESIDENCE All Figures in Per Cent

	TEN YEARS & LESS 56 Cases				OVER 10, NOT ALL LIFE 77 Cases				ALL LIFE 53 Cases			
	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION
	1. News which affects the community and which might not be known otherwise?	29	43	14	7	23	44	16	3	21	49	17
2. Which paper has the most social news?	32	41	9	4	25	45	5	6	30	36	9	13
3. Which paper has the most local sports?	27	23	25	7	22	27	22	6	26	23	26	17
4. Which has the most local court news?	30	20	20	5	27	26	17	4	38	13	28	4
5. Which do you prefer for "local items"?	39	37	5	4	30	51	8	0	25	60	6	2
6. Most news of summer residents?	27	48	0	0	30	49	3	0	30	53	2	2
7. Most likely to fight for your interests?	21	34	7	11	18	43	10	3	19	43	9	4
8. Most accurate and trustworthy in reporting local news?	23	34	20	2	26	38	5	5	19	38	13	8
9. Which has ads you are most interested in?	23	21	21	14	17	29	23	8	19	19	34	8
10. Which paper do you like best?	25	21	25	21	13	42	16	18	15	28	23	19
11. Which paper do you think most accurate?	11	23	20	20	16	32	9	16	15	25	13	26
12. Which paper do you think most dignified?	20	25	13	20	17	22	12	25	23	17	17	23
13. Most honest presentation of the news?	13	20	21	20	17	30	14	12	13	25	11	19
14. Which is most independent politically?	16	25	18	13	16	29	12	14	17	36	17	8
15. Which paper do you think most friendly?	20	46	11	4	18	48	6	1	23	43	15	4
16. Which has most news of Newport, vicinity?	32	39	14	0	30	51	6	0	28	55	8	0
17. Which paper is easiest reading?	21	34	20	13	14	23	19	16	15	28	25	13
18. Which paper has the best editorials?	11	20	20	36	6	25	17	31	17	15	28	26
19. Which paper has the best appearance?	13	21	27	18	8	27	9	25	11	25	19	28

	TEN YEARS & LESS		OVER 10, NOT ALL LIFE		ALL LIFE	
	YES	NO	YES	NO	YES	NO
20. Do you read divorce news?	63	32	77	18	59	34
21. Do you read local court news?	80	14	92	4	77	15
22. Should local papers report divorce news?	68	25	83	13	66	23
23. Should they report local court news?	86	13	84	12	87	8
24. Use names of persons involved?	79	18	81	17	76	19
25. Should dailies report Newport divorces?	59	34	65	30	51	42
26. Should dailies report Newport court news?	77	16	78	19	79	15
27. Use names of persons involved?	70	20	74	21	64	28

How 190 Respondees Replied to the Questionnaire

BY READERS OF THE ARGUS ONLY, READERS OF THE  
GUARDIAN ONLY, AND BY BOTH

Table No. 13

How 190 Respondees Replied to the Questionnaire

BY READERS OF THE ARGUS ONLY, READERS OF THE  
GUARDIAN ONLY, AND BY BOTH

All Figures in Per Cent

	ARGUS READERS 123 Cases				GUARDIAN READERS 141 Cases				READERS OF BOTH 158 Cases			
	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION	ARGUS	GUARDIAN	EAGLE	UNION
1. News which affects the community and which might not be known otherwise.	33	34	13	4	19	53	15	4	25	46	14	4
2. Which paper has the most social news?	38	29	6	7	21	51	6	8	30	42	7	8
3. Which paper has the most local sports?	33	15	24	7	18	31	26	9	18	28	19	9
4. Which has the most local court news?	41	9	19	2	26	26	21	5	33	22	19	4
5. Which do you prefer for "local items"?	41	34	7	1	23	60	7	1	32	52	5	1
6. Most news of summer residents?	39	37	2	1	24	58	1	1	32	52	0	0
7. Most likely to fight for your interests?	27	30	9	7	13	45	11	5	22	44	7	4
8. Most accurate and trustworthy in reporting local news?	31	24	13	6	15	45	13	4	25	39	9	5
9. Which has ads you are most interested in?	25	13	25	8	15	30	25	10	20	28	22	9
10. Which paper do you like best?	27	24	19	16	9	40	21	21	19	34	17	20
11. Which paper do you think most accurate?	22	20	15	18	9	33	13	20	17	27	9	22
12. Which paper do you think most dignified?	23	16	14	20	19	24	11	26	22	22	11	24
13. Most honest presentation of the news?	20	19	14	15	11	31	14	16	18	27	12	17
14. Which is most independent politically?	21	19	17	11	12	35	15	13	16	34	13	12
15. Which paper do you think most friendly?	28	33	10	3	11	56	11	2	23	49	6	3
16. Which has most news of Newport, vicinity?	41	38	8	0	22	60	8	0	30	50	6	0
17. Which paper is easiest reading?	23	19	24	11	12	33	20	13	18	28	18	15
18. Which paper has the best editorials?	15	15	22	29	7	26	18	33	13	21	19	33
19. Which paper has the best appearance?	13	20	18	20	8	29	17	23	11	26	15	27

	YES	NO	YES	NO	YES	NO
20. Do you read divorce news?	61	29	70	26	70	25
21. Do you read local court news?	80	11	84	12	85	9
22. Should local papers report divorce news?	70	20	75	20	75	18
23. Should they report local court news?	81	12	87	11	87	9
24. Use names of persons involved?	76	20	78	20	79	17
25. Should dailies report Newport divorces?	55	37	59	36	58	35
26. Should dailies report Newport court news?	75	20	75	20	78	16
27. Use names of persons involved?	65	26	68	26	70	22

## V. ANSWERS TO THE QUESTIONS

According to the 190 persons who replied to the questionnaire, the Guardian is a hands-down favorite.

An analysis of the attitudes of all the respondees shows the Guardian as the favorite over the Argus in answer to all questions except for most local sports news, in which it was tied with the Argus, and in most local court news, in which 31 per cent of the respondees replied for the Argus, 20 per cent for the Guardian, and 21 per cent for the Eagle.

In every one of the remaining 17 questions the respondees replied that the Guardian was preferred over the Argus, but the Eagle was named the paper which carried the ads the respondees were most interested in. On this question the Eagle received 25 per cent, the Guardian 24 per cent, and the Argus 19 per cent. The Union received nine per cent.

The paper considered most dignified was the Union with 23 per cent. The Guardian received 21 per cent, the Argus 15 per cent and the Eagle 13 per cent.

The Union was named the paper with the best editorials with 31 per cent; the Eagle was second with 21 per cent; the Guardian scored 20 per cent and the Argus trailed with 11 per cent.

The Guardian and the Union tied for first place for the best appearance, with 24 per cent each, and the Eagle took second with 18 per cent of the respondees naming it as their choice. The Argus received credit from ten per cent of the respondees.

For a more accurate appraisal of the attitudes of the respondees and the significance of their answers, the answers to each question were sorted according to total answers from the 190 respondees, by age, by sex, by length of residence in Newport and vicinity, by education, by travel and by readers of each of the two papers, the Argus and the Guardian. The answers made by the total 190 respondees regardless of category have already been discussed in the preceding paragraphs in this section. (See Table No. 7 on Pages 17, 18, 19.)

The remainder of this section of the survey will be used for an analysis of questions by total response and by sociological category.

A succeeding section will discuss the eight questions concerning divorce and local crime news.

Question 1:

Which paper does a better job of bringing to your attention matters which affect the community and which might not be known otherwise?

HOW ALL ANSWERED

<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
25	44	15	4

In age breakdown all three classifications favored the Guardian, with the middle and higher age groups showing slightly more preference than the group under 35. The Argus was named second choice by all age groups, but was most popular among the younger age group. The least confident was the 36-45 group. These figures would indicate

that the Argus is not so popular among the older readers as would be expected for a paper which has been published for so long, but gives hope that younger readers, who will be subscribers for more years than the older people, are fairly well pleased with the product, and will probably continue to subscribe. But it must be pointed out that the Guardian, as is the case in almost all the questions, is the favorite. The Eagle's popularity diminishes as readers grow older, while the Union finds its most popularity among the middle age group. Table below, in per cent of total members of each age group.

BY AGE

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Below 35	31	41	19	3
35 - 36	16	47	16	8
Over 45	24	46	11	3

Of the four papers studied, the Argus was the only one for which more women found favor than did the men. Of the female respondees 43 per cent favored the Guardian, and 26 selected the Argus on the question. But of the men responding, 49 per cent favored the Guardian compared to 19 per cent favoring the Argus. The Eagle and the Union had comparatively similar responses.

BY SEX

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Male	19	49	17	5
Female	26	43	15	4

The longer a person had lived in Newport the less popular the Argus was on this question, as was the case with the Union. Both the Guardian and the Eagle gained popularity as the respondee lived longer in Newport and vicinity.

BY LENGTH OF RESIDENCE

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
10 years or less	29	43	14	7
Over 10, not all life	23	44	16	3
All life	21	49	17	2

As education increased among the respondees the Argus gained with marked degree, but the Guardian hit its peak with those of some high school education and diminished in the group with college training. The Eagle slid down the scale as the reader gained education, and the Union's popularity slumped in the two middle groups.

BY EDUCATION

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Grade school	15	31	27	8
Some high school	20	50	17	3
Completed high school	25	49	14	3
Any college	33	42	7	7

BY TRAVEL

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
New England only	17	44	17	8
Other United States	29	38	16	5
Foreign	25	51	14	0

So slight is the difference in percentages above that there is only little indication that readers favor the Argus more as their travel increases, and that the Guardian loses favor when readers have traveled in the United States but not in foreign lands.

BY READERS OF BOTH PAPERS

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
<u>Argus</u> regularly, and <u>Guardian</u> occasionally or never	33	34	13	4
<u>Guardian</u> regularly, and <u>Argus</u> occasionally or never	19	53	15	4
Read both papers regularly	25	46	14	4

This category, in all its analyses, poses the question of why do Argus readers continue to read the Argus? In this question regular Argus readers, who are only occasionally exposed to the Guardian preferred the Guardian. The lead of the Guardian is only slight among Argus readers, but the Guardian readers express themselves in much larger numbers in favor of their paper on this question. Readers of both papers prefer the Guardian.

Questions 2, 3, 4, 6, 16 are questions concerning quantity, and although of interest to this survey and to the publishers of the four papers, cannot be included in a detailed discussion. In order to analyze these answers a competent content analysis of the four papers would be necessary. The figures, however, are available in the charts and are interesting from the standpoint that the favorite, the Guardian, is a weekly newspaper averaging nine pages each week, while the semi-weekly Argus never has less than 16 pages each week and often more. The Eagle prints at least 48 pages each week and the Union might average 150.

The question regarding most local sports news finds the Guardian and the Argus tied with 25 per cent each in total number of respondees, while the Argus wins by a large per cent in the most coverage of court news. Even Guardian readers only indicated by a 26 per cent tie that the Argus contained much court news.

Question 5, "Which paper do you prefer for local items such as "About the Town" or "Local Briefs", is partially a quantitative question also, but one factor might enter in influencing the large per cent of readers who favored the Guardian. The Argus has the unfortunate habit of splitting its "items" into two or three line paragraphs and using them as fillers, while the Guardian consistently groups all items under one or two label heads. Readers are irritated by the scattering of locals in the Argus, while they find the departmentalization of the Guardian pleasing. Another factor might be the fact that the Argus splits the number of locals into two issues, while the

Guardian runs them all in one issue, but here too a content analysis would be necessary to determine the comparative amounts, and the amount of "lifting" done by each paper.

Question 7:

Which paper do you feel is more likely to fight for your interests?

HOW ALL ANSWERED

<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
19	40	9	6

As has been mentioned in Section IV many of the townspeople have accused the former owners of the Argus of using the Argus as a personal medium for their aims and purposes. Although this is a common use of a newspaper by its publishers, Newporters objected because they claimed that sides opposing the publishers were not given equal space or were refused the columns to answer and publicize points of their programs. Sometimes these accusations were unjust, but the onus remained and the reputation multiplied.

Some of the most important issues during the reign of the two young owners was the construction of an airfield which the paper supported and which was opposed by many of the older residents because of the necessity to cut down a beautiful double row of old pine trees, and the selection of a site for a high school gymnasium in which dispute the Argus (with a co-publisher on the school board) opposed the wishes of some members of the school board and the high school principal. Some of the attitudes expressed in age classifications following

will be affected by these two disputes.

BY AGE

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Below 35	26	37	11	7
36 - 45	18	45	10	4
Over 45	14	37	8	6

Argus proponents, as do those of the Eagle, apparently grow more skeptical as they add years to their lives, while the Guardian groups equal percentages in the top and bottom groups and draws its large strength from the 36 - 45 age bracket.

BY SEX

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Male	12	54	5	2
Female	22	35	11	7

Although both sexes favored the Guardian on this question of fighting for their interests, the female respondees were almost twice as large in percentage as the males who favored the Argus, while the shift went in inverse proportion in the Guardian group.

BY LENGTH OF RESIDENCE

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Ten years and less	21	34	7	11
Over 10, but not all life	18	43	10	3
All life	19	43	9	4

So little difference exists among the Argus proponents that it is doubtful that the sample shows any indication of change in thought as a result of residence, but it does seem that the longer the residence among the Guardian proponents, the more they think the Guardian is the paper most likely to fight for their interests.

BY EDUCATION

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Grade school	15	42	15	0
Some high school	25	35	13	5
Completed High School	18	41	7	7
Any College	19	42	9	9

While the Guardian and the Eagle apparently have persons with some grade school education convinced about their virtues, the Argus does not seem so virtuous to this group, but draws heavily from the "some high school" category. Both the Guardian and the Argus jump swiftly in percentages as they reach the high school graduates and the college classification. The Eagle again loses reader confidence as the group is more educated.

BY TRAVEL

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
New England only	11	42	6	6
Other United States	26	38	9	5
Foreign	16	49	7	5

BY READERS OF BOTH PAPERS

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
<u>Argus</u> regularly, and <u>Guardian</u> occasionally or never	27	30	9	7
<u>Guardian</u> regularly, and <u>Argus</u> occasionally or never	13	45	11	5
Read both papers regularly	22	44	7	4

Again, the regular readers of the Argus feel that the opposition is more likely to fight for their interests. However, regular Guardian readers show quite clearly that they feel their paper will serve them in this respect.

Question 8:

In reporting local news, which paper do you think is more accurate and trustworthy?

HOW ALL ANSWERED

<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
23	36	12	5

This question is similar to Question 11, which asks which paper

is most accurate. Question 8 was written to determine readers' attitudes about local news in an effort to find if small town readers felt that large city dailies were more efficient or produced a better product. This writer suspected that the big city daily might have more prestige than its country cousin, but the statistics do not seem to bear out that suspicion. Often news sources tipped the dailies before the local papers, and often Newporters almost fawned on reporters from the Union and the Eagle while treating local weekly reporters in a fashion akin to high-handedness. On the other hand, many Newport news sources held their news so that it would break in the local sheets before or simultaneously with the city dailies. There is no doubt, however, that the source of a handout is often more pleased with the "write-up" given him by the daily, even though it is no more than a stickful on page 28, than he is with a two-column story on page one of the local weekly. The prestige factor of greater circulation and the greater competition for news space on the daily is evident in the attitudes, but apparently not in the faith the reader has in the dailies' accuracy and trustworthiness.

The average reader seems to feel it is fair game to criticize his paper, whether it be daily or weekly, and it is a popular American thought that any layman can edit a newspaper better than the man at the desk. Frank Lloyd Wright, one of America's foremost architects, once told this writer that "Anyone who can poke a fire can build a house," and this attitude is even more apparent in the American's attitude toward his press.

The recurrent typographical errors in both daily and weekly press has tended to break down reader confidence, and in the case of both the Argus and the Guardian, repeated typos, caused by faulty proof reading, have not helped the matter. One of the most notorious errors committed in Newport while this writer held down the desk of the Argus was the Mrs. Martin faux pas done by the Argus. Unfortunately the linotype operator hit the cap "f" key when setting the "m" in Mrs. Martin's name and the proofreader missed the mistake. The total press run was completed before the error was discovered, and the issue was released. Errors of this sort, although humorous in some respects, are ulcer-makers for the publishers, and increase the readers' disrespect for his newspaper. Evidence of reader dissatisfaction with typographical mistakes is seen in Questionnaire Comments in this survey.

The word "trustworthy" was added to Question 8 in order to make the question more broad than mere type errors, and "local news" attempted to narrow the question down to the local scene to get the comparison between the dailies and the local papers. However, the readers' preoccupation with the local scene tended to cause him to ignore the intent of the question. The only significance seen in the answer is that the Guardian is considered more accurate and trustworthy.

A study of the sociological categories show little difference in attitudes for the separate groups except in sex break down, and there the Argus is heavily favored by women, while the Guardian is given more confidence by the men. As this seems to be recurrent for all questions, it seems possible, though not conclusive, that the Farm and

Home Page published in the Tuesday issue of the Argus might be pleasing female readers of that paper more. This has never been a strong page, but does appeal to some extent to women readers. Generally this point has been ignored by the Guardian, and may be a partial explanation of the Argus' comparative popularity among women. No explanation seems evident for the Guardian's popularity among the men.

Question 11 asks "Which paper do you think most accurate?" which was intended to probe the readers' attitude concerning typographical errors rather than the matter of distortion or deletion. And here both the local papers lost ground to the dailies. The Union gained 15 per cent to come from last to second place, and this is understandable from the standpoint of the number of checkpoints set up to stop errors on a large daily. Comparison of percentages for both questions follows:

HOW ALL ANSWERED

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Accurate and trustworthy	23	36	12	5
Most accurate	15	27	13	20

Again sociological breakdown on the question of "most accurate" reveals little difference from the attitudes expressed by the 190 respondees.

Question 9:

Which paper carries the ads you are most interested in?

HOW ALL ANSWERED

<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
19	24	25	9

Dear to the heart of the business office and to the wallet pocket of the publisher, the answers to this question will be a surprise to the advertising man who once published the Argus.

It was thought, before the figures of this survey were studied, that the Argus would walk away with the percentages on this question, for the advertising man who was co-publisher of the Argus at the time this survey was taken is one of the best advertising men known to this writer, and even his most bitter enemies will attest to this impression. However, the figures from the questionnaire do not bear out the impression. It seems natural that an expert would write and layout ads that would appeal most, but apparently this was not the case.

The Eagle wins with a slight margin over the Guardian, and the Argus takes third place. A possible explanation is that the Eagle's classified section has been built up as has the Guardian's while the Argus had neglected this department. Another factor in the Eagle's winning first place by total respondees is that it is published from one of the largest shopping centers in its part of the state, and this shopping center is only ten miles from most Newporters. The Union, although carrying more advertising of more variety, serves merchants so far from the Newport area that its service to the readers is of dubious value.

By age Eagle supporters diminished as they grew older; Guardian

supporters were most heavily grouped in the middle age category; and the other two papers were scattered to a point where no significance could be seen.

BY SEX

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Male	10	22	34	12
Female	21	24	23	9

With the exception of the Eagle and the Union, female readers supported the papers they selected to a greater degree than the males, with the Argus' feminine appeal more evident than for most questions. The Guardian almost splits its popularity between the sexes.

In length of residence, the Eagle increases its percentage as the respondee increases his length of residence in the vicinity, and the Guardian takes its greatest popularity from the middle, or "over ten years, but not all life" group.

By education, both the Argus and the Guardian have general increases in percentage as education increases; the Eagle takes a sharp drop when it reaches the college group; and the Union scatters with highest percentages in the some high school and any college groups.

As travel increases, both the Eagle and the Union show increases, but amount of travel does not seem to affect the respondees who selected the Argus and the Guardian on this question of ads they are most interested in.

Question 10:

Which paper do you like best?

HOW ALL ANSWERED

<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
17	31	21	19

Although, as has been pointed out previously, the circulation of the Argus has increased since the Guardian began publishing, and its circulation is greater than any of the other three papers, it is least liked by the respondees to the questionnaire.

The Argus has the greatest circulation, is increasing its press run, and from the standpoint of money earned is probably the most successful of the four papers. Yet this survey shows that the 190 respondees consistently favored the newly-started Guardian. Such figures show either that people do not necessarily buy what they like, that people will say one thing and mean another, that their attitudes are still affected by the past, or that in some manner the survey was rigged.

All four publishers were aware that the survey was being made, but the fact that it was being done by a former employee of the Argus was concealed as much as possible in order to prevent undue influence on the answers to the questionnaire. It is possible that the publisher of the Guardian, for example, in some way unknown to this writer, urged his friends to reply to the questionnaire, and therefore weighted the response.

But, assuming that this conjecture is true, the statistical

breakdown of readers of both papers, and readers of each, do not bear out the generally overwhelming count in favor of the Guardian and disliking the Argus. (See Table No. 13)

BY READERS OF BOTH PAPERS

	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
<u>Argus</u> regularly, and <u>Guardian</u> occasionally or never	27	24	19	16
<u>Guardian</u> regularly, and <u>Argus</u> occasionally or never	9	40	21	21
Read both papers regularly	19	34	17	20

The fact that the survey shows that 24 per cent of the respondents who read the Argus regularly and read the Guardian occasionally or never, say that the Guardian is the paper they like best, gives a curious and interesting insight into readers' newspaper-selecting and reading habits. The response among regular Guardian readers is understandable, for it merely shows that a person likes what he gets, and he gets what he likes. But this is not true among regular Argus readers. The figures for readers of both closely parallel the responses of the total number of respondents. Differences in percentages are accounted for by the fact that not all respondents read both, and some respondents read neither the Guardian nor the Argus regularly. It was thought at first that some of the attitudes reflected in responses might be traced to impressions several years old, as in the case of the Argus critic who recently said he didn't like the Argus

because it ran a comic page. The fact of the matter is that the Argus had not run comics for two years previously to the man's comment, but he was not aware of it, and criticised the paper from his memory rather than from the basis of present content. Certainly some of the regular Guardian readers who read the Argus occasionally or never have answered with such memories affecting their responses, but this cannot be the case among regular readers of the Argus.

In breakdowns by age and length of residence, the responses parallel the answers of all respondees, but as education increases the Argus gains favor, as travel increases fewer respondees favored the Guardian, and as respondees travelled more they favored the Eagle more.

	<u>BY SEX</u>			
	<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
Male	12	36	29	15
Female	19	30	19	21

The Argus popularity among female respondees continues on this question of the paper liked best. More men than women prefer the Guardian, and the situation is the same concerning the Eagle. The Union finds more female readers liking it better than the other three papers.

Question 12:

Which paper do you think most dignified?

HOW ALL ANSWERED

<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
20	21	13	23

"Dignity" is a term that not only connotes attitudes of editorial content, excitability and calmness in the treatment of crisis stories, but includes make-up and layout, so it is advisable to compare the answers to this question with those to Question 19, which asks "Which has the best appearance?"

On the matter of dignity the Argus took third place after the first place Union and the second place Guardian. Yet the columns of the Argus have generally been calm in cases where the Guardian has joined with Calamity Jane and the Union has become highly indignant with vindictive comments in news columns and editorials.

The question "Which paper has the best appearance?" left the Argus in fourth place with ten per cent, the Guardian and the Union in first place tied with 24 per cent each, and the Eagle in second place with 18 per cent. These figures are for the 190 respondees.

This is purely a matter concerning taste in layout and makeup, and has curious figures for the 190 respondees. The low-place Argus resembles the Union more than any other paper in makeup and appearance, using head type of the same family, but using more formal balance in its pages. Seldom, however, does the Argus use large headlines and generally a two column, two-line head of 36 point is the largest face in its pages. The Union often runs an eight-column banner line and almost every issue carries a four or five column line on page one. The Union has what could be considered a medium makeup. Yet the Union

ted with the Guardian in its appearance.

The Guardian is printed on the same press with the same type faces as is the Eagle which was considered second place by the total respondees. In fact the Guardian, with the exception of a large number of pictures, resembles the Eagle more than any other paper. It was expected that the Guardian and the Eagle would have been rated similarly rather than the Guardian and the Union. One other point about Guardian makeup is that, although it uses the same type faces as the Eagle it tends toward circus makeup and some issues have resembled the Denver Post.

In age breakdown the Argus, the Guardian and the Union have only slight differences in the age groups, but the Eagle's percentage drops greatly in the over-45 group. On the question of dignity the younger age group favors the Argus over the older groups; the Guardian becomes more popular as the respondees grow older; the Eagle loses as age increases; and the Union's percentages are scattered.

Female respondees overwhelm the men favoring the Argus in best appearance; the Guardian halves its proponents between the sexes; the Eagle loses in the female group and the Union maintains approximately the same percentages. More men than women think the Argus is more dignified; more women than men think the Guardian most dignified; more than twice as many men as women think the Eagle most dignified; and women favor the Union.

There is little significant difference on the two questions by length of residence or by education, but in the travel breakdown, the

Argus and the Guardian lose as travel increases on the question of best appearance; the Eagle gains as travel increases; and the Union is scattered. On the question of dignity the Argus is scattered; the Guardian loses; the Eagle is scattered and the Union loses.

Question 13:

Which paper do you think most honest in its presentation of the news?

HOW ALL ANSWERED

<u>Argus</u>	<u>Guardian</u>	<u>Eagle</u>	<u>Union</u>
15	25	15	16

Although the 190 respondees favored the Guardian on this question, the differences in opinion were not so great that they might give an indication of overwhelming favoritism. These figures and the comments written on the questionnaires leave the impression that readers feel that there is no paper which is really honest in its presentation of the news, and that they have selected merely the least guilty. And here, too, to determine how accurate the reader is in his selection, a detailed and thorough content analysis would be necessary. But these figures, as do all those in this study, show indications of how the 190 respondees feel about the four papers, and can serve as some kind of a guide to editors who have been editing by feel.

On this question the respondees replied in much the same fashion and with comparative percentages as on other questions. It seems that persons who are Guardian proponents are blindly loyal to their paper and apparently marked each question in favor of the Guardian,

while Argus readers apparently weighed the questions and often split their votes. Whether this attitude on the part of Guardian proponents is based on the actual excellence of that paper or on the readers' dislike of the Argus cannot be determined by this survey.

On the other questions asked concerning the four newspapers, the respondees replied in similar patterns to those described above, but for the reader of this report who wants further breakdowns looking for trends and indications, the charts and tables will reveal the figures.

VI. DIVORCE AND CRIME NEWS

Eight questions concerning crime and divorce news were included in the questionnaire, although it was realized that the interpretation of such figures might well make a separate study.

But inasmuch as the figures were coded and broken down in the same categories as were the questions concerning the four newspapers, it was thought advisable to include these answers in this section of the survey.

The country editor often feels that his town is really a big family and that skeletons should be kept in the closet. Divorce and petty crime are often classified as skeletons and avoided, but the editor knows that they will have high readership. His problem is continuous if he determines to run this type of news, and the complaints often keep his phone buzzing. People ask for protection because of the harm to be done by printing such news, but the editor has no way of knowing about the people who want and who read such news. The problem of protection is constant and is multiplied when advertisers run afoul of the law. The Argus in the past had a policy of running drunken driving news, for it was thought that such actions are a menace to the community and publication of court actions for such crimes would do the community good. However, no drunk and disorderly cases were used unless the defendant had been convicted so many times that he was sentenced to the county farm.

Editorial conferences on these policies considered the harm done

to families and children if the paper published a story telling that the father and husband had been fined for drunkenness, and yet would do little good in curbing such activities. However, it was determined that no one should get protection regardless of position in the community or the amount of advertising purchased annually. During this writer's editorship of the Argus only two efforts at suppression were brought to his attention. One of which concerned drunkenness (which was already taboo) so this was no real test of the policy. In the other case a woman was fined for reckless driving. The woman, whose husband was a state senator, telephoned for a retraction of the story, saying the Argus had disgraced her. The retraction was not printed, and the woman cancelled several large printing jobs and advertising. In this case, however, there was no test of the Argus' virtue, for the attempt and threat was not aimed at prior censorship, but asked for a retraction of a factual story that was already run.

Although the Argus previously did not run news of divorces, it does so now; and the other papers seldom handle it.

It was thought that readers might have more confidence in daily papers in reporting such matters as local crime or divorce, but the replies do not bear out the assumption.

The tables show that more people read local court news than read divorce news, but that overwhelming majorities read both classifications. More people believe that the local papers should report local court news than believe the locals should report divorce news and large majorities believe that all papers should use the names of the persons

involved.

In discussing the reasons for their answers, the 190 respondees felt slightly less sure that the dailies should report local crime and divorce, but the comments on their questionnaires indicated that they were placing themselves in the place of the editor rather than that of the reader. Their answers indicated that they thought the dailies should not report Newport court and divorce because such news would be of little interest outside of Newport and would be a waste of space for the big papers.

Repeated warnings that all papers should treat all persons equally in any news that might tend to disgrace them were given in the questionnaire comments. Some papers were accused of catering to certain groups and protecting others. Other comments indicated that divorce and crime news was interesting and often useful from the standpoints of information and to discourage crime, as long as no person or groups of persons were protected.

In breakdowns by education on all eight questions there is a definite indication that as education increases more respondees feel that such news should not be used or if so the names should be deleted. There seems to be no change in attitude as the result of travel, by papers read, by sex, by age, or by length of residence.

VII. QUESTIONNAIRE COMMENTS

The following pages are devoted to verbatim comments made by the respondents in the section of the questionnaire requesting comments. All comments are reproduced exactly as written and are not edited. Several comments were deleted because they concerned the personal lives and histories of the respondents, and did not pertain to the questionnaire or the subjects of this study.

The comments have been separated into the general classifications named below:

Divorce and Crime

I think it is for the town's own good not to print so much trouble, divorce and crime, especially for the young people to read. Tendency is bad to keep such things constantly before the young people. I despise the "beer and liquor ads", also tobacco. I sincerely believe that liquor is the worst curse of our nation. I would like to have it barred from the radio. -- 59-year-old woman, high school graduate.

I do not know how interesting it would be to read about divorces of someone I do not know. We are all subjected to individuals who are forever breaking the laws of our town and state, so I feel that all should know what these individuals are doing. -- 40-year-old man, one year college.

It is a crime that influential people can prevent their names from being printed while folks with no inside connection are printed so all can read. I believe all should be published. -- 32-year-old mail carrier.

In divorce cases of this town, I think they should be publicized only here. Most out of town people are not interested and have no concern for them. In crime or court news (at times) I mean only when they are major crimes that may effect (sic) others outside of this town in some way. In my personal opinion, I think the papers do not have full coverage of the news that they print and should obtain it. Especially sport news. -- 24-year-old electrical worker.

A local paper as small as the Guardian is too personal to present local divorce cases, and crime where it involves minors of local people. -- 42-year-old business woman.

Being a country of free press I believe they should print whatever they wish whenever they want to. -- 43-year-old business man.

Because if they report the individual's name, the reputation they will have, shall be black! That the Guardian is the best straight-forward paper in the locale. They are not afraid to blast the public or to divulge of any crooked deals, if any. -- 16-year-old male student.

There is a lot of such news that is better left unprinted. We

get too much of it. -- 58-year-old wool dyer.

It is enough for the local papers to supply such news. People in other localities are not interested. The Argus and the Guardian are good local papers. The Union is a good state paper, the Eagle is all right for Claremont. -- 50-year-old housewife.

I think it is nice who get divorce and why not as sometimes mistake are made if you do not know. -- 74-year-old housewife.

It should be brought to the people and for the people to try to find the reason for crime in the town of Newport. -- 45-year-old housewife.

I think local papers O.K. but doesn't need to be spread all over the state. -- 54-year-old female weaver.

I think such facts should simply be recorded in the weekly or bi-weekly papers under court proceedings. -- 47-year-old nurse.

I like the Guardian for Newport news, and the Union for state news and nation-wide stories. A community needs a paper that will give them vital statistics on its inhabitants: births, deaths, marriages, divorces, good luck and bad. An editor can exclude details that are not suitable for his reading public, and soon learns what they want. I think the local public does not like to see in print stories which will hurt another unnecessarily. -- 41-year-old housewife.

Cannot see as this news benefits anyone and may injure someone when people live locally. Reports of crime doesn't seem to lessen it any. -- 26-year-old housewife.

To my belief, I think the local paper should print the same as daily papers concerning crime, divorce news, etc. -- 39-year-old female textile worker.

Let Newport papers take care of its divorces and courts and the Eagle and Union do the same. -- 25-year-old woman.

Some show preference for people of so-called "distinction and money". All crimes and persons committing them should not be "covered up." -- 38-year-old woman.

Should report major crimes not juvenile where there is a chance that a youngster might be permanently harmed by publicity. -- 39-year-old housewife.

Divorce news is private (a family affair); court news affect the public to some extent, in criminal court at least. Wrong doers should have their names published perhaps. This would deter some petty crimes at least. -- former school teacher.

I believe that certain crime news should be published in the first paper going to press, like for instance shooting a pet dog, stealing a car or robberies. -- 46-year-old business woman.

Local papers such as Argus and Guardian should print crimes and court local names so that it would be news. -- restaurant owner.

I believe it would be nice to have all news reported but not names because of loved ones and children in the crime cases, who often are hurt more than the ones involved. -- 25-year-old housewife.

I think crime news and divorce and court cases should only be recorded for the information and knowledge of the readers, not for a description of the details. -- 45-year-old housewife.

Comments on "Local Items"

Think news should be more carefully screened. Who cares if "Mrs. A went to Claremont one day last week" or "Mr. and Mrs. So-and-So were dinner guests of Mrs. So-and-So." PETTY TRASH. -- housewife.

The local bi-weekly is very often misinformed due to poor reporting. Also their local briefs are usually found anywhere except in one column. -- 55-year-old housewife.

Newport needs two good papers a week but not three. There is too much repetition. Also if they had a larger number of reporters there might be more local briefs which could be more accurate in wording as well as spelling of person's names. -- 54-year-old sewing machine operator.

The Argus and Guardian could improve by putting all the news of a town on one page or continue to another if needed news or local

briefs. Of course special news is front page stuff, and is O.K. It has been cut up so in the past a little here and a little there that people got so they would \_\_\_\_\_ with the papers. Do you blame them? Nor could they find what they wanted to read. -- 49-year-old farmer.

The Champion (one of the papers merged 25 years ago to form the Argus-Champion) and the Guardian every week have in there local briefs, Mrs. \_\_\_\_\_ was ill this week, so what, so was the other people some. -- 27-year-old male textile worker, high school graduate.

Argus would be better if it didn't scatter local items all over the paper. -- 31-year-old housewife.

Both Argus and Guardian have too much news which may have the rural twist to interest some, but who cares that a niece upstairs had Sunday dinner with Aunt Hattie downstairs, and that John Brown has a new stove, etc. -- 47-year-old housewife.

Comments on Content of the Argus

The local papers should print the local news. The Eagle and the Union should print local sport news and club news which is of interest to others outside of town. The Argus gives the best representation of news and the first edition of most of it. The Eagle and the Guardian are just a repetition of the Thursday edition. Why buy all three for local news when you get it in the Argus. -- 41-year-old woman, a weaver.

Argus trying to run on too big a scale for size of the town. 29-year-old male garage owner, probably commenting on the change of the Argus from a weekly to a semi-weekly.

Argus has very little of common interest. In fact all there ever is, is advertising and the catering to Sunapee and New London. (two nearby towns.) Used to have this paper all the time but it has got so disgusting lately, that when I buy a local paper it is the Guardian -- 22-year-old female woolen mill worker.

The Argus and the Guardian stab each other in the back too freely right on their front pages. -- 21-year-old female clerk.

Argus and the Union are always late on their news as much as one day to a week and seem to have been copied. -- woman shoe worker.

I think the Argus and Guardian should feature funnies that continue on. -- 22-year-old housewife.

The Argus both prints and uses in sales, cut-throat methods of salesmanship to which I for one object. -- 42-year-old housewife.

The Argus and the Guardian both claim to be the largest paid circulation in Newport and vicinity. They both can't be so which is voicing the true facts. -- 30-year-old housewife.

I personally do not think the Argus has been as good on local news the last few years. The Union is a good state paper but when local news are sent they omit any they see fit which I do not think is fair to subscribers. -- 41-year-old housewife.

The pictures of local people in the Argus are not always clear, distinct or in focus. -- 35-year-old housewife.

Argus and Guardian about equal all around. Eagle copies news word for word from Argus. Eagle not dependable. Seldom gets news as it should be. There shouldn't be two local papers in so small a town. -- 50-year-old housewife.

When a newcomer in Newport we subscribed to the Eagle but dropped it because of inadequacy in local and world news, switched to Argus for good local news coverage and to a Boston paper for world news. Didn't enjoy the Union. -- 31-year-old housewife.

Comments on Content of the Guardian

Guardian best weekly. Eagle most unprejudiced daily with most local news. -- 28-year-old mail store clerk.

Reading only two of the papers, the Guardian and the Eagle, I feel that the Guardian does a very good job of the local news. But for world news I always read the Boston Herald. -- 21-year-old telephone operator.

The Guardian is not well organized. To many "locals" are repetitious. The local papers do not cover local news fully. Their editorial policy is nil. They are too interested in social prestige. They could be a valuable asset to new ideas, but either steer clear of pertinent issues or follow a decadent policy. -- 52-year-old housewife.

For a newcomer to this section the local papers carry nothing of interest. Not enough world news to make one buy it. Guardian covers town events more thoroughly. Argus very poor coverage of carnival and other local news. -- 60-year-old housewife, lived in Newport four years.

The Eagle is a daily so brings out the news to us sooner than the others but it prints the Guardian which is a weekly and lifts the items from it and brings them out just before the Guardian reaches us. The Guardian has more news from a large area than any other and uses many pictures. Its camera is seen at any and all events. -- 35-year-old housewife.

Before the advent of the Guardian in Newport we took both the Union and the Argus. Never seemed to find enough, if any, local news

in the Union. The Argus being a town paper, should have had plenty of local news, but never did, to say nothing about the mistakes they made so many times, especially wrong names in obituaries, and they having to apologize. When the Guardian arrived my husband and I decided that for us it is a perfect town and local paper. -- 29-year-old housewife.

If I could have but one paper a week it would be the Guardian. In a small town most people hear the news before it gets in print, but after reading it in the papers I find the Guardian tops them all. -- 60-year-old housewife.

Since the Guardian has been in circulation local news has been sent in by local reporters, but not printed. This has happened occasionally. -- 37-year-old housewife.

I subscribed to the Guardian from a neighbor boy for three months, and they have continued to send it ever since. When I called to tell them about it, they said there would be no charge. There is no fresh news about Newport and I got tired of their continual unethical comments about their competition. -- 31-year-old housewife.

Guardian has better pictorial coverage. Eagle doesn't print half of the Newport news sent in by their Newport representatives. Also quite anti-Newport in many instances. -- 34-year-old housewife.

The Newport Guardian is the best local paper, for reporting news of interest. It is my opinion that everyone likes to see their name

printed in the paper. The Guardian does. That's what people want -- is to read about the neighbors over the hill, or next door. We can always get national news and politics via radio. -- 36-year-old housewife.

The Guardian is a much better newspaper than the so-called Argus ever thought of being. More praise to the up and coming editors of the Newport Guardian. The Eagle is very technical in their sports articles! No local news in the Eagle. -- 16-year-old high school student.

The Guardian is very accurate and covers the news of the locality well. -- a student.

#### Comments on Content of the Eagle

Have felt the Eagle is likely to distort news on occasion for sensational headlines. Bought the paper for that reason on occasion and was irritated by the distortion. We take a Boston daily paper and rely on the Argus, which is bi-weekly, for local news only. -- 41-year-old housewife.

#### Comments on Content of the Union

I think the Manchester Union concentrates more on national news than it does locally. It does a poor job of reporting facts of local interest. In fact, it does a poor job of reporting news in and around Manchester. -- 27-year-old woman bookkeeper.

Union doesn't carry enough news of the Newport vicinity. -- 27-year-old housewife.

The editorial policy of the Union stinks. -- 64-year-old electrician.

I think we are unusually fortunate in our local papers. I like the Union because of its broader coverage, but do not care for the editorials or paper's policy on the whole. There is too much onesidedness in many of the articles. -- 39-year-old woman, substitute school teacher.

Inaccuracies

The Eagle has the habit of getting news items mixed up so that one is left guessing, who, what, and when, the affair mentioned took place. In one issue I counted 37 errors or disjointed lines on the front page of the Eagle in just one issue. -- 48-year-old carpenter.

I think the Union is a very fine paper but as I do not subscribe to it I am not as familiar with it as with local papers. The Guardian makes very bad mistakes in names, facts, and set-up of type. -- 47-year-old woman.

More accurate coverage needed, as many items are erroneously reported. -- 32-year-old woman secretary.

Daily Eagle -- More accuracy in printing and in the truth of the story. Guardian -- Print the news of local interest all on one page, instead of different pages. -- 27-year-old housewife.

I feel that the two local papers should endeavor to print items more accurately. From personal experience I know that accuracy means so much to those concerned. -- 35-year-old telephone operator.

The Eagle is difficult reading besides being very negligent about giving correct names and proper sequence of news and social affairs. The Guardian and the Union are the more efficient and satisfying type of newspaper for our family. -- 38-year-old housewife and nurse.

Typographical errors in Argus and Guardian are careless and annoying. Would prefer accuracy in first report of items to apologies printed in later issues. -- 32-year-old telephone operator.

All papers should take more care in proof-reading and be less opinionated. -- 51-year-old housewife.

General Comments

The Eagle and the Union do a good job on coverage of state and world news. The Guardian and the Argus have good points so if they were together, in one paper, it would cover everything local better.

-- 34-year-old woman restaurant owner.

I think both daily and local papers should carry the same news as to enable those who aren't able to get a daily paper might be subscriber to a local one. -- 35-year-old housewife.

We all hope the Argus improves under the new managership. The Eagle has too many misprints, but otherwise is an interesting little paper. The Guardian is a nice small town paper as long as it keeps its high standard. The Union could print more spicy news to off-set the long lists of deaths, funerals, accidents which happen daily all over the state. -- 45-year-old business woman.

I have read the Argus ever since I could read. It has been in our family ever since it has been published. -- 73-year-old housewife.

The Eagle is a broad-minded paper. The Argus and Guardian are too provincial and the editorials are too biased. They do not give full justice to both sides of a question. The Union is altogether too New Hampshire rock-ribbed Republican. -- 57-year-old housewife and former school teacher.

Argus is top local paper. Union is top circulating paper. --

45-year-old female teacher.

The Manchester Union gives best New Hampshire coverage, also has good editorials and brings more national news, also legislative news. Although a new paper, the Guardian already surpasses the Argus in bringing in the news covering Newport and many other vicinities. The Claremont Eagle gives the lower part of the county news also some Vermont news. -- 39-year-old housewife.

The Argus and the Guardian should be made a daily paper because by the time they come out their news is stale and sometimes taken from other papers or so it seems. Most of the community likes a daily paper instead of keeping up with not only local, state, but also world news which our papers seem to lack. The Eagle cooperates with small town news and even sends a fortographer (sic) along if he thinks it would interest the readers but the other two, the Argus and the Guardian takes the news they gets all mixed up. -- 36-year-old housewife.

Ads in Eagle bring best results. If the Argus had the backing the Eagle has it would do as well. -- 65-year-old housewife.

The Argus and the Guardian have about the same type of reading that is news. -- 29-year-old housewife.

I believe that the present arrangement of news is about as near to being ideal as it could be in a community of this size. And the reporters and press do a good job. I say Hurrah for them. -- 45-year-old nurse.

We buy the Union only in the fall to get the football news daily -- 47-year-old housewife.

They are all good. I prefer the Argus and Eagle. -- 76-year-old couple.

In my opinion the Guardian will outlast the Argus to become the only local paper. -- 38-year-old female textile worker.

On the whole, all four newspapers cover the news in their own territories, or immediate vicinities, pretty thoroughly. -- 22-year-old nurse's aide.

The Eagle prints mostly news of Vermont, which I'm not interested in, and doesn't give enough local news for the money, and the Argus isn't worth the paper it is written on. -- 50-year-old female mill operative.

To me the Argus reports on only a few people in town. The Guardian is a friendly newspaper and reports people's activities regardless of wealth, power, etc. The Eagle doesn't give enough Newport news. -- 40-year-old housewife.

I wish Newport were covered better by Union. It seems to me Keene and Swanzey are best covered areas of N.H. in the Union. I'd like more school news in Argus and Guardian. I believe it a grand "builder-upper" for children to see their names. -- 49-year-old woman shoe stitcher.

Hospital news are of interest to natives and elderly people, especially news of the new babies. School notes mentioning the same names every week of the bright scholars must be discouraging to the average child. -- 65-year-old housewife.

We are proud to have four local papers in our nice little town. -- 54-year-old housewife.

Eagle and Union do not have much Newport area news. Guardian copies Argus. Argus has more ads than news many times in Fri. issue. -- 26-year-old housewife.

If the Guardian was a daily paper it would be the paper I'd prefer, but being a weekly paper, it has to repeat the news I've read in the Eagle, days before the Guardian is printed. I like the Union for the state news as I know so many people all over the state. -- 37-year-old housewife.

They don't have enough pictures of happenings in or around Newport. Most of these papers did not have too many pictures of the winter carnival this last week-end. -- 20-year-old woman office worker.

I have read the Argus a good many years up until Dec. 1, 1949, when I changed to the Guardian, which I like very much. -- 71-year-old man, retired.

The Guardian is a weekly but very good. The Eagle is a paper whose news is centered around Claremont and vicinity. The Union has

more world-wide news. The Argus I don't bother to read. It may improve now it has changed hands. I hope so. -- 58-year-old wool dyer.

Both local papers carry just about the same news as the other. If you read one, there is really no sense in reading the other. -- 20-year-old male shoe worker.

I fail to see how both the Argus and the Guardian can both make good in a town of this size. I think that the two local papers, Guardian and Argus, should be combined and put out a daily paper and they would have a better proposition to offer the people. -- 40-year-old salesman.

Papers are supported by advertisers, we all know that. But what many papers forget, that in order to get people to buy the paper, you have to have news of interest to read. -- 40-year-old male insurance agent, one year of college.

Thank God they are all part of a free press. -- 37-year-old male mill worker.

Local papers copy each others news and in a town of our size one paper should be enough. -- 40-year-old dairy foreman.

Rate of Reply on Questionnaire

852 questionnaires were mailed January 30, 1950.

<u>Date</u>	<u>Female</u>	<u>Male</u>	<u>Sexless</u>	<u>Blank</u>	<u>Total</u>
Jan. 31	1	0	0	0	1
Feb. 1	16	7	0	2	25
2	40	12	1	2	55
3	17	5	1	0	23
6	31	8	2	1	42
7	9	3	0	1	13
8	7	3	0	0	10
9	7	2	0	0	9
10	5	0	0	0	5
13	4	1	0	0	5
14	3	0	0	0	3
15	1	0	0	0	1
20	3	0	0	0	3
21	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>
	145	41	4	6	196

Five questionnaires were returned during the period of February 24 to February 28, but were discarded because coding had been completed and code sheets were in the hands of the statistical department and were in the process of sorting and tabulating.

Circulation of Newspapers in NewportPapers in Town

Argus-Champion (semi-weekly) . . . . .	2,047
Newport Guardian (weekly) . . . . .	1,613

Papers in County

Claremont Daily Eagle . . . . .	713
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Papers in State

Manchester Union . . . . .	486
New Hampshire Sunday News . . . . .	296
Concord Monitor . . . . .	18

Foreign Language Papers

Atlantis (Greek) . . . . .	135
Two Finnish language papers (neither replied to query)	

Boston Papers

Morning Globe . . . . .	258
Evening Globe . . . . .	30
Sunday Globe . . . . .	397
Traveler . . . . .	49
Herald . . . . .	82
Sunday Herald . . . . .	149
Post . . . . .	282
Sunday Post . . . . .	303
Daily Record . . . . .	320
Evening American . . . . .	44
Sunday Advertiser . . . . .	600

# BUREAU OF GRADUATE RESEARCH

Boston University School of Public Relations

Division of Journalism

178 Newbury St., Boston, Mass.

You can be of great aid to this Division by using a few minutes to fill out this questionnaire and return it in the enclosed self-addressed, stamped envelope.

We are not interested in your name, or who you are. We would like to know what you think about the questions asked on this page and on the opposite side.

What do you think about the four papers coming into Newport? These questionnaires are going to a selected list of names, and the answers will give us an opportunity to see what newspaper readers think of the papers they read.

DAVID M. WHITE, PH. D.  
Division of Graduate Studies

On this side of the sheet, we would like to know something about you. Not your name, for this questionnaire is anonymous. We are not making a study of persons, but of a group of persons. Please fill this out and then turn the page.

Which of the papers listed below do you read, and how often?  
Please check.

Argus —	each issue? .....	occasionally? .....	never? .....	do you subscribe? .....
Eagle —	each issue? .....	occasionally? .....	never? .....	do you subscribe? .....
Guardian —	each issue? .....	occasionally? .....	never? .....	do you subscribe? .....
Union —	each issue? .....	occasionally? .....	never? .....	do you subscribe? .....

Your age ..... Woman ..... Man ..... Born where? .....

Education (check highest grade completed)

Grade school: 1 2 3 4 5 6 7 8; High school 1 2 3 4; College: 1 2 3 4 5

Occupation? .....

Travel where? If in U.S., what states? .....

What foreign countries? .....

How long have you lived in Newport or vicinity? .....

Do you live North?..... South?..... East?..... or West?..... of  
the Common?

(Please turn the page)

This section is about the four papers read in Newport and vicinity. Please write in the name of the paper you think answers the question below.

1. Which paper does a better job of bringing to your attention matters which affect the community and which might not be known otherwise? .....
2. Which paper has the most social news? .....
3. Which paper has the most local sports? .....
4. Which paper has the most local court news? .....
5. Which paper do you prefer for local items such as "About the Town" or "Local Briefs"? .....
6. Which paper gives you the most news of summer residents?
7. Which paper do you feel is more likely to fight for your interests? .....
8. In reporting local news, which paper do you think is more accurate and trustworthy? .....
9. Which paper carries the ads you are most interested in? .....
10. Which paper do you like best? .....
11. Which paper do you think most accurate? .....
12. Which paper do you think most dignified? .....
13. Which paper do you think most honest in its presentation of the news? .....
14. Which paper do you think is most independent politically? .....
15. Which paper do you think most friendly? .....
16. Which paper gives you the most news about Newport and vicinity? .....
17. Which paper is easiest reading? .....
18. Which paper has the best editorials? .....
19. Which paper has the best appearance? .....
20. Do you read divorce news?..... Do you read local court news? .....
21. Do you think local papers such as the Argus and the Guardian should report divorce news? ..... Should they report local court, or "crime" news? ..... Should they use the names of the persons involved? .....
22. Do you think daily papers, such as the Union and the Eagle, should report divorce news of Newport? ..... Should they report local court, or "crime" news? ..... Should they use the names of the persons involved? .....
23. If you think the daily paper should report some of the types of news in the question above, and the local paper should not, please explain why.

Any Comments about the four local papers reaching this area: