



Research You Can Use

From: Association for Education in Journalism & Mass Communication
Journalism & Mass Communication Quarterly

For immediate release

Research finds increased investment boosts newspaper profits

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Small and medium newspapers that spend more money on their newsrooms make more money, a study finds in the current *Journalism & Mass Communication Quarterly*.

Researchers analyzed data from the Inland Press Association from 1998 to 2002 for newspapers with less than 85,000 circulation and found correlations between increased spending on news quality – including newshole and the newsroom budget – and increases in circulation revenue per copy, advertising revenue per copy, total revenue and gross profit per copy.

The strongest relationships were found between investment and ad revenue and total revenue. The researchers conclude that putting money into newsrooms is good business, and managers who cut spending are risking their papers' future.

Rene Chen, Esther Thorson, and Stephen Lacy, "The Impact of Newsroom Investment on Newspaper Revenues and Profits: Small and Medium Newspapers, 1998-2003." *Journalism & Mass Communication Quarterly*. Autumn 2005, 82: 3

Research You Can Use is produced by a volunteer group of faculty and staff within the Association for Education in Journalism and Mass Communication (AEJMC). The group selects new research from AEJMC refereed journals that may interest journalists. Journalists may use the releases for stories or for continuing education.

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*Journalism & Mass Communication Quarterly***

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More than industry fad behind formation of TV-newspaper partnerships

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News managers are as likely to follow industry trends as to weigh costs and benefits when deciding what form their newspaper-TV partnerships should take, a study finds in the current *Journalism & Mass Communication Quarterly*.

However, newspaper-TV partnerships tend to be started in the first place to achieve concrete goals such as increasing revenue and improving news coverage.

The study finds that for newspapers, level of commitment to partnering is strongly shaped by the way nearby flagship papers practice partnering, whereas TV station commitment tends to come from a desire to beat the competition.

Both TV and newspaper managers are much more likely to view partnerships favorably if they think their news partners share their goals and values.

The study surveyed 226 news organization partnerships. The most common partnering practice was cross-promotion of stories. More substantial practices such as sharing news beats and centralizing news desks were pursued by fewer than 10 percent of survey respondents.

Wilson Lowrey, "Commitment to Newspaper-TV Partnering: A Test of the Impact of Institutional Isomorphism." *Journalism & Mass Communication Quarterly*. Autumn 2005, 82: 3.

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For immediate release

Sources find errors in 61% of stories, survey finds; credibility affected

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Sources found errors in 61 percent of local news and feature stories from 14 newspapers from across the country, a study finds in the current *Journalism & Mass Communication Quarterly*. That's an inaccuracy rate among the highest reported in nearly 70 years of research of public impressions of press credibility.

The survey of 4,800 news sources found that inaccuracy rates varied from a low of 55 percent in the Aberdeen American News to a high of 70 percent in the Boulder Daily Camera. Factual errors — such as an incorrect age or address — were identified in nearly half the stories, with misquotation the largest error at 20 percent.

Subjective errors were found in 47 percent of the stories and were considered more serious than factual errors. The biggest error — at 30 percent — was that sources said essential information was left out; 23 percent said their quotes were distorted or taken out of context.

Despite the number of errors, news sources were generally trusting of their newspapers. But the more errors they identified, the less credible they judged the story and the paper. That affected their willingness to serve as a source next time. The 14 newspapers surveyed all belonged to chains. Ten belonged to Knight Ridder.

Scott R. Maier, "Accuracy Matters: A Cross-Market Assessment of Newspaper Error and Credibility."
Journalism & Mass Communication Quarterly. Autumn 2005, 82: 3.

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