Suburban Press Research Series No. 16, October 1974

The Suburban Press; first steps toward an annotated bibliography

Produced by the Suburban Press Research Center

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ANOTATED BIBLIOGRAPHY

Advertising Age

Advice given U.S. Suburban Press, Inc. by representatives of national ad agencies on how the suburban press can become the "biggest new national medium since network TV."

Survey of the first five months of the U.S. Suburban Press, Inc., and their future expectations, according to president James Nerson.

Statistics and reasons for the increase in suburban dailies, weeklies. Discusses population, advertising, news coverage, zoning, etc.

Comments by Otto Fuerbringer, vice-president for newspapers, Time, Inc., about population trends in cities and suburbs in regard to their effect on newspapers.

Description and goals for the monthly supplement "Dimensions in Living" by publisher Elmer Werles.

Business Week

How suburban newspapers have been competing with their city counterparts. Statistics given generally pertain to advertising space and circulation.

Columbia Journalism Review

Author states that the time has come to challenge the commonly accepted dividing line between city and suburbs; believes metropolitan press should take an active part in urging an end to this distinction.


1973. "Suburban Papers Need Much More Market Research," 106:20, July 21. Problems of suburban newspapers becoming a national advertising media is discussed by national ad men at annual meeting of U.S. Suburban Press, Inc. Suggestions were more marketing research, less comparison with metro dailies; and, in general, the suburban editor must answer: "What Can You Offer That We Can't Buy Someplace Else?"

1973. Lovelady, S. "How To Cover The Suburbs," 106:14, September 15. How the Philadelphia Inquirer covers the suburbs in the face of 157 suburban newspapers with 1,000 editors and reporters and a combined circulation of 1.6 million.


Three suburban newspaper organizations merge into Suburban Newspapers of America. Goals, problems of membership in the association discussed by the three presidents of the merger groups.

ComCorp adds another newspaper to its chain in the Cleveland suburbs. The "Southeast Sun" will serve more than 135,000 suburban residents.

Details of a survey entitled "The Suburban Majority," released by members of the Gannett Group. Survey determines where suburbanites were "most likely" to read ads for local stores, where they work, income, etc.

The merging of services of the Suburban Section of the NNA, The Suburban Press Foundation, and Accredited Home Newspapers of America as debated during the NNA meeting, October, 1970.

Suburban papers no longer are guaranteed of growth; regular and searching self-examination and upgraded services will be required for further growth. Other opinions by Paul Hirt, promotion manager of Chicago Sun-Times and Daily News.

Pointing out a conservation crisis helped win the Suburban Journalist of the Year Award. Tells of winner's investigation, reporting.

An effort to tie together the 15 newspapers published in a three-county area around Detroit, now designated Detroit Area Weekly Newspapers (DAWN) with the DAWN trademark.


1968. Friedman, R. "Suburban Non-Dailies Told To Run Like Hell," 101:66, October 12. Main topics of the Editorial Seminar at Northern Illinois University are reported, including starting salaries for reporters, responsibility, and other questions asked by journalism students.

1968. Friedman, R. "Parks," 101:44, November 9. Analysis of the investigations by one of the runners-up in the Suburban Journalist of the Year award who did her "in-depth reporting of a community nature" on municipal parks.

The "New Westminster Columbian" (W. Vancouver, British Columbia) splits into four suburban papers. Gives circulation figures and reasons for the change.

1967. "Suburban Press Unit Representatives Plan-- Gets Off To A Flying Start," 100:49, April 15. SPUR as the advertising arm of the Suburban Press Foundation. Newspapers in the group will co-operate in merchandising activities, market development and research directed toward documenting the growth of the suburban press as a communications medium.

1967. Johnson, K. S. "Suburbs Battleground for Mets," 100:11, March 25. A representative of Field Enterprises stresses that their competition is not with the Paddock Publications but with the "Chicago Tribune."


Awards by The Suburban Press Foundation announced, 
including "Suburban Journalist of The Year." Comments 
by contest judge, Dr. H. Goodwin, concerning writing 
style, importance of suburban journalism, etc.

Announcement of the publication of "Prospect Day"--a 
suburban daily by Field Enterprises, Inc. Potential 
readership and competition with local papers mentioned.

March 5. 
Advice given to suburban newspapers in northern Illinois 
to obtain more advertising.

Results of a readership survey conducted by a New York 
suburban paper. Analyzed by the Suburban Press Foundation.

August 21. 
Two men team to publish the "Chicago Daily Calumet," 
five affiliated "Journal" newspapers in the suburbs, 
and a weekly shopper.

Sketch of three cartoonists who work for nonsyndicated 
papers.

Suburban Press Foundation method for conducting a survey 
to find reader's habits and what advertising agents think 
of suburban papers.

Problems of a weekly newspaper's role in the civil rights 
movement. How several newspapers coped, even when there 
was no particular racial problem in their own community.

March 7. 
Remarks of Edward Lindsay, editor and director of Lindsay- 
Schaub Newspapers, Inc. Generally optimistic, he calls 
for more reporters, more research, better logistics and 
higher quality.
   Circulation figures for some 25 New York area papers.
   Most compare 1962 with 1963.

   Suburban Press Foundation conference in New York—an attempt to
   obtain Eastern members. Robert Paddock details SPF aims.

   Climaxing a decade of growth in Orange County, The Los Angeles Times
   increases its Sunday-Thursday sections in Orange County to daily news coverage.

   Sept. 5 first edition of "Metro-West"—a weekly supplement to the "Oregon Journal.
   Potential advertising and growth discussed by its editors.

   Suburban weekly journalism typified by an in-depth look at Lloyd Hollister Inc.,
   publications. Make-up, other departments, editorial staff of Hollister papers discussed.

   Ridgewood (N.J.) Newspapers (formerly published Sunday, Thursday) and why they
   went daily ahead of schedule due to the strike of New York dailies.

   Study of New York suburban paper going from losing money in 1961 to grossing $1
   million in 1963.

   Summary of speeches made to suburban newspapermen during two days of the
   Editorial, Advertisement and Promotional Clinic of Suburban Press Foundation Inc.

   Well-documented statistics of the growth of the "Third Force"—the suburban press.
Grassroots Editor

Summary of the dilemma of defining a suburb, a newspaper and, finally, a suburban newspaper.

Journalism Abstracts

Thesis presents history of the suburban press (emphasis since World War II), its likely future development and role in society, the history of the peculiar communities it serves and documented analysis of career opportunities it offers.

Thesis is a study to determine the reason for success of the Neighbor Newspapers in the Atlanta suburbs.

1972. Fisher, James M. "The Effects of Community and Editor-Publisher Attitudes on the Community Weekly Newspaper," Brigham Young University.
Thesis demonstrates the effects of community attitudes on the weekly newspaper.

A thesis to test the assertion that the smaller newspapers which circulate in urban areas of Florida are not in competition with the metropolitan daily press but provide supplementary services.

Thesis devotes study to two local press councils to determine 1) how a working council defined its own task, 2) what procedures it employed, 3) what effects it had.

This thesis assesses the impact of the founding of Field Enterprises' daily suburban Arlington Day on the Arlington Heights Herald, a successful weekly of Paddock Publications.
Journalism Abstracts (cont')

Thesis answers a series of questions concerning constitution of life-style in different ecological locations and the effect it might have on media use behavior.

This thesis tested the hypothesis that the capacity of a community to support a newspaper can be predicted by analysis of its service structure.

This thesis analyzes questionnaire responses of Washington, D.C., teenagers to their out-of-school activities, use of 13 communication channels.

Journalism Quarterly

Explores whether the press council leads a publisher "to a greater awareness of the need for responsible press performance," and whether the press council "increases esteem and understanding of the newspaper" among readers and members.

Details the struggle of Paddock papers with the Field papers, the "Trib," etc. Market research is the key, the author contends, that kept Paddock in circulation. Lists four conclusions stating the influences of the Paddock success on modern journalism.

Documents the rise, decline and fall of the "American Weekly" supplement of the Hearst papers.

Article gives statistical support for the hypothesis that the community press frequently tends to protect community institutions rather than report the disruptive side of public life.
Editor and publisher are largely neglected as an important part of the local power structure, according to the author. Lists reasons in detail.

Study compares the attitudes of "elites" and the general population toward the leadership role and performance of the weekly newspaper.

Statistics of the late 19th and early 20th centuries indicated an erroneously high number of weeklies for that period.

Statistical article concerning the perils of suburban newspapers on the metropolitan papers. Offers comment on the attitudes of publishers about the concept of zoning, list of earliest newspapers to use zoning. Based on author's thesis: "The Effects of Suburbanization on Detroit's Metropolitan Newspapers."

Research of editors of weekly newspapers and people who read both a weekly and daily paper to determine their views of the "ideal" weekly paper. Differences between the views of editor and readers discussed.

Study of 215 non-dailies in Iowa: Only 41% have editorial pages compared to 63% in 1930. Only 27% of the weeklies under 2,500 had editorials. Documented with four tables.

Results of a "job satisfaction" questionnaire of newsmen working for weekly newspapers. The questionnaire was concerned not with how the individual does his job but how he views his job.
Nieman Reports

How the city press must cope with a decentralized city.

Printers Ink

A statement of goals by newly formed Suburban Press Foundation Inc., and the Southern California Local Area Newspapers Inc.

The Quill

Besides the title figure, shows many other statistics demonstrating the growth of suburban papers and the corresponding figures for the metros.

A look at how the Alhambra Post Advocate, a suburban paper in California, competes in street sales with Los Angeles Metropolitan papers.


Detailed article based on surveys reports topics that most need more news coverage in the suburban press.


Sales Management

Reasons for and profits resulting from the growth of suburban newspapers.
Saturday Review

Weekly suburban editor tells of his efforts to improve his newspaper.

Time

Written the week of the first Arlington Day. Gives background of the Arlington Heights' reading public, reasons for the paper, etc.

Sale of the Macy chain of newspapers to Gannett Newspapers.

U. S. News

Information about newspapers in general, about one-fourth of which is concerned with suburban press--mostly statistical growth over a 25-year period.

New York Times

Trenton magistrate L. Leventhal on March 15 dismisses charges against Rank and File, volunteer community newspaper, declaring the paper's constitutional right to free press overrides police charges that its distribution on streets constitutes a public nuisance.

1957. "Publisher Charges San Francisco Paper With 'Unlawful Combination and Conspiracy,'" 16:1, July 29.
San Mateo (Calif.) Times publisher J. H. Clinton charges San Francisco Chronicle-Examiner join" operation hurts suburban competitors through "unlawful combination and conspiracy."

Wall Street Journal

Explains growing significance of suburban press to reader, local and national advertiser. Uses Paddock Publications and ComCorp in specific examples.
Los Angeles Citizen News and six weekly papers in the Los Angeles area, all of them owned by Lammot du Pont Copeland Jr., are scheduled to reappear on newsstands again July 1 after nine months in bankruptcy proceedings.


Paddock's papers to go from tri-weekly to daily. Gives summary of newspaper competition in Chicago's northwestern suburbs.

How Newsday has evolved over 30 years; how it competes with other Long Island dailies; policies of its past and current editors and publishers.

Announcement of the start of publication of "The Trib" to appear as a suburban section of the Chicago Tribune.

Field Enterprises Inc. plans new daily paper for Chicago's suburban Arlington Heights.

Miscellaneous

Report sponsored by Suburban Newspaper Research Center presents the findings of a broad-scale readership study, conducted in 1972 for suburban newspapers.
Suburban Press Research Series No. 17, March 1975

The Suburban Press; first steps toward an annotated bibliography, ADDITIONAL ENTRIES

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ANNOTATED BIBLIOGRAPHY

Editor and Publisher

William H. Over, President of the Suburban Newspaper Research Center, Suburban Newspapers of America, hails the report as "absolute proof of the strong position of suburban newspapers in the national marketplace."

Kenneth R. Ketcham, Executive Director of Suburban Newspapers of America, is optimistic about future of suburban press, cites immediate goals.

Suburban Newspapers of America's Suburban Newspapers Research Center launches a national survey designed to plumb the depth of influence and acceptability of suburban newspapers in the United States.

Suburban Newspapers of America announces study to construct a recognized and acceptable national profile of member suburban newspapers; to measure their community impact; to examine the life-style of their readers, and to measure their advertising effectiveness.

Minipresses turning out copies of the local newspaper in shopping centers are envisioned by David L. Bowen, Director of Communications for the Associated Press.

U. S. Suburban Press, Inc., launches attempt to group papers into markets that can be sold to national advertisers as a "network." (National advertising in suburban papers has not kept up with circulation growth.) Goal is $50 million by end of 1976.

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Editor and Publisher (con't)

Keen competition coupled with suburban sprawl prompted the Elgin (Ill.) Daily Courier-News to branch out with area offices and weekly shoppers in five locations.
Result: 15 per cent circulation increase in one year.


Story behind development by Los Angeles Times of a publishing concept that combines the best features of a major metropolitan newspaper with integrated coverage of a suburban area.

Neighbor Newspapers, Inc., publisher of 22 newspapers in metropolitan Atlanta, begins publication of two more.

Neighbor Newspapers, Inc., publisher of 18 newspapers in suburban Atlanta, added a 19th weekly newspaper - the North Atlanta Neighbor.

The Des Plaines Day, the third daily newspaper to be launched by Field Enterprises in the Chicago suburbs, makes its debut Aug. 26.

A race for readership has started in Arlington Heights, Ill. with the entry of a new daily - The Arlington Day (Day Pub., Inc.). Initial response has been favorable. However, its competition The Herald (Paddock Pub.), has circulation study and intense telephone solicitation planned. Only time will tell the real success of the Day.
Editor and Publisher (con't)

1966. "Suburb Coverage Changes; More News, Less Chit-Chat," 99:51, p. 11, December 17. Subject matter in small-town newspapers is changing from personals to hard news and features, according to a survey of 21 newspapers in New England. The result is a switch from part-time correspondents to full-time reporters, often operating from bureaus.


Chicago Journalism Review


ENTRIES THAT COULD NOT BE ANNOTATED DUE TO LACK OF AVAILABILITY OF PUBLICATION:

American Press


American Press (con't)


Publishers' Auxiliary


National Publisher


