

FOREIGN NEWS COVERAGE IN SELECTED U.S. NEWSPAPERS  
1927-1997:  
A CONTENT ANALYSIS

A Dissertation

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## DEDICATION

This effort is dedicated in memory of my parents, the late Mildred Vincent Joffrion and the late Cephus Joffrion, both of whom instilled a love and respect for education in me despite their own lack of access in their youth. Thank you, Mom and Dad.

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## ABSTRACT

This content analysis was designed to examine, in a single longitudinal study, trends in the quantity and kinds of world news coverage in selected U.S. newspapers during times of relative peace. Using complementary proportion and absolute-item frequencies, two constructed weeks in 1927, 1947, 1977, and 1997 in three newspapers, 168 issues in all, were analyzed. The findings indicate that the percentage of foreign news coverage compared to non-foreign coverage in the three newspapers actually *increased* between 1927 and 1997. The amount of foreign coverage spiked in 1947 and then started to decline. But even with the decline, coverage by proportion in 1997 was still significantly higher than in 1927. On the other hand, a negative relationship was found in front-page foreign coverage in the three newspapers comparing 1927 with 1977 and 1997. A positive relationship was found in front-page coverage for 1947. Results for front-page coverage were significant for 1947 and 1977.

## CHAPTER 1 INTRODUCTION

Is foreign news getting enough attention? The simple answer is no . . . In our lifetime, foreign news has taken on a far greater significance; it is going to take on even greater significance...[T]oday our interests are worldwide. Our sons and daughters serve in all corners of the world. Our people are streaming to those far corners as travelers. Our business interests, our governmental interests, with hundreds of billions of dollars being spent to preserve our democratic enterprise system, all tend to develop activities that are newsworthy and to which we ought to give our full attention.

Those words, spoken in 1959 by *Portland Oregonian* managing editor Robert Notson before a meeting of the American Society of Newspaper Editors (*International News*, p. 73), sound hauntingly similar to those spoken by the *Washington Post's* Katherine Graham in 1997 before the Overseas Press Club. Graham said while Americans are more involved in global affairs than ever, “coverage of foreign policy, diplomacy, and other traditional foreign affairs issues is on a steep decline.”

Journalists' concern about the paucity of foreign news obviously is nothing new, and the subject continues to generate comment. In 1995, the *U.S. News and World Report* reported that the three networks used up nearly 30 hours covering the O.J. Simpson trial – twice as much time that was “allotted to the Bosnian war in its most virulent year involving American air strikes and commitment of the American infantry to keep the peace.” The *Tyndall Report*, a bimonthly newsletter that tracks the total number of minutes of network news coverage, reported total 4,828 minutes of foreign news for 1989, when the Berlin Wall came down, and half that by 1996, 2,270. By 2000, the three networks were spending a combined 1,382 minutes on foreign news – a decline of 65 percent from 1989.

Moisy (1996) noted, “By all measures, the status of foreign news on network television has not only declined from its peak in the watershed years of 1990/91, but from the levels of the Cold War years” (p. 9). He found that foreign news coverage on network television comprised 35 percent of the stories and 45 percent of the time in the 1970s and 23 percent of the stories and 13.5 percent of the time by 1995.

Foreign coverage in news magazines, according to *Hall’s Magazine Editorial Reports*, showed marked decline from 1985 to 1995. *Time’s* foreign coverage declined from 24 percent foreign news to 14 percent; *Newsweek*, from 22 percent to 12 percent; and *U.S. News and World Report*, from 20 percent to 14 percent. Pogrebin (1996) said a news magazine reader couldn’t even tell the United States had launched a missile attack on Iraq on Sept. 9, 1996, because all three news magazines featured domestic covers. An international cover (except for Princess Diana) has apparently become the kiss of death for newsstand sales, according to editors.<sup>1</sup>

That leaves newspapers, “still the biggest watchdog in town” as network television news retreats from investing in foreign coverage and 24-hour cable television and online media increasingly provide raw elements of news as the end product (*State of the News Media*, 2004). The amount of foreign news coverage reported in previous research varies widely, as does the methodology on which the numbers were based. Riffe et al. (1994), who used the article as his unit of analysis and the *New York Times* as a

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<sup>1</sup> While *The Tyndall Report* and *Hall’s Editorial Reports* are not scholarly research, data from both have been included in what has been billed as the most comprehensive assessment of news media to date (*The State of News Media*, 2004), for which Ohio University Journalism Professor Daniel Riffe served as research design consultant.

case study to examine the foreign newshole, suggested that further study should go beyond one newspaper and absolute-item frequencies. He suggested a “complementary proportion and item frequency approaches for both domestic and foreign news . . . employing longitudinal studies of representative samples of papers.” (p. 85).

### **Purpose**

That is what this study proposes to do. The purpose of this study is to examine trends in the quantity of world news coverage in selected U.S. daily newspapers *during times of relative peace* in a single longitudinal study covering four years over the past seven decades. Since gatekeeping is the underlying construct that drives this study (how much foreign news gets included into the total newshole), the content analysis also will examine the kinds of foreign news included.

### **Why Only “Times of Relative Peace”?**

Like Woodward (1930), who in a pioneering quantitative content analysis of foreign news coverage examined issues during nine months of 1927 *when there were no major “cataclysms,”* this study focuses on times of relative peace for three reasons. Crises coverage involving the United States tends to overshadow all other kinds of foreign news by U.S. media outlets. Crises coverage has received considerable scrutiny on its own. And removing periods of extreme crises in a longitudinal study will result in a more reliable baseline to examine trends.

First, it is intuitive that the media will offer more foreign coverage about physical conflict involving the United States. Even a cursory examination of newspaper coverage during the current Gulf crisis indicates the preponderance of coverage related to the

Middle East, particularly Afghanistan and Iraq. For example, on June 11, 2004, of the 14 foreign news articles included in the New Orleans (La.) *Times-Picayune*, 12 articles, or 86 percent, were specifically about the aforementioned countries. A 13<sup>th</sup> story was about Israel, also in the Mideast, totaling 93 percent of foreign coverage in that paper. Only one article was unrelated to Mideast strife – a brief about the death of Princess Diana’s mother.

More rigorous analysis bears this out. Ogan et al. (1975) looked at front-page coverage of the *New York Times* over seven decades (one constructed week in 1900 and every five years to 1970) and reported a major increase during World War II in the percentage of stories in the “world” category. They found 19 percent of the front-page stories in the “world” category in 1900; 52 percent during 1940/45; and 23 percent by 1970. So it seems reasonable that avoiding “major cataclysms” should prevent the data from being skewed, rather than the reverse.

Second, many case studies have been performed on coverage during such times, from the Spanish-American War (Hamilton, research in progress), to coverage during the first Gulf Crises (Iyengar and Simon, 1993), to after the terrorist attack on September 11, 2001 (Reynolds and Barnett, 2003). Hamilton’s content analysis using frames specific to the Spanish-American War found the most prevalent frame centered around U.S. political interests, followed by Cuban independence and conflict or aggression by Spain. Iyengar and Simon found that network news viewers in 1991 had two months of “virtual saturation” into episodic activities in the Gulf, which consumed virtually all of network news slots. They called the Gulf War a “mediated issue par excellence” (p. 381), with the

government dominating the flow of information. Reynolds and Barnett said journalists had to play multiple roles as details broke of the events of Sept. 11, 2001, including that of expert and social commentator. They used personal references, anonymous sources, and reported unsubstantiated reports.

Finally, no modern studies of foreign news coverage in America were found that have compared years similar in terms of strife in a longitudinal study to get an accurate reading of trends. Studying foreign news coverage in times of relative peace removes what could be a confounding variable of national interests. Henry (1981) said journalists become patriots and nationalists in times of crisis, and Yang (2003) called the national interest another potential variable that influences the framing process. The same could be said of the initial process of gatekeeping. A longitudinal study such as this one using times of relative peace could provide a baseline for the worldview that newspapers provide their readers when their physical and economic well-being are not being threatened. Thus, this research seeks to fill a gap in our knowledge about foreign news coverage.

## CHAPTER 2 LITERATURE REVIEW

This chapter starts with a description of the pioneering quantitative analysis of foreign news coverage by Woodward (1930) that helped to spawn the current research effort, then moves into the underlying theoretical construct of gatekeeping. An historical overview of the construct's development is provided, and its place in the dominant mass communication paradigm of effects is discussed. Various approaches to the study of gatekeeping are examined before a discussion of gatekeeping criteria. An overview of previous gatekeeping research findings is provided as well as a summary of research on U.S. media's coverage of international news and previous studies on foreign coverage abroad. The chapter culminates in a formal statement of the problem.

### **Woodward's Research as Baseline**

In 1930, Cornell University Assistant Professor Julian Woodward became the first to document the proportion of space devoted to foreign news coverage systematically in a "pioneering work in the evolution of quantitative content analysis," said Wilke (1987, p. 148). Although Woodward's primary interest was the methodology rather than the results, he selected "the problem of foreign news reporting by American newspapers" to examine "oft-repeated assertions" that the United States was provincial in terms of news coverage (p. 41). Examining 40 metropolitan morning newspapers over nine months of 1927 – a time he selected because there were no major world "cataclysms" (p. 49) – Woodward measured both foreign and non-foreign coverage in column centimeters.

He found that, overall, the proportion of space devoted to news from abroad was 5.15 percent, with a range of nearly 9 percent to 2.4 percent. Woodward said the situation was different in Europe, where a study by Riis (1924) showed 23 percent to 35 percent foreign coverage. Woodward found the top five newspapers leading the others in terms of foreign coverage were the *New York Times*, *Baltimore Sun*, *Chicago Tribune*, *Washington Post*, and the *New York Herald-Tribune*. The bottom five newspapers were in Indianapolis, Houston, Boston, Cleveland, and Pittsburgh.

In his suggestions for further study (p. 113), Woodward speculated that an historical study would show American newspapers increasing both the amount and proportion of foreign news coverage, with the growth of the Associated Press as at least one factor. Woodward reported 58.5 percent of foreign news in his sample had been furnished by AP, with the *New York Times* have the least at 24.1 percent and the *Washington Post* the most at 96.1 percent, followed by the *Boston Globe* at 92.1 percent. Regarding the three newspapers in the current study, Woodward reported 78.1 percent of foreign news coverage in the *Portland Oregonian* came from AP; 63 percent in the *Cleveland Plain Dealer*, and 50 percent in the *Memphis Commercial Appeal*.

### **Gatekeeping as Underlying Construct: An Historical Overview**

The theoretical construct that underlies this area of research is gatekeeping, one of mass communication research's oldest (Shoemaker, 1991), defined as whether an issue or

information is included or excluded from media accounts, hence, the media agenda.<sup>2</sup>

Mass communication's original construct was introduced into the field by David Manning White (1950) based on Kurt Lewin's research on how social change could be effected in a community (1947). Lewin, a social psychologist, coined the term in his investigation of how food habits change in a population. He described how food selection choices were made through "channels" (such as the garden or market), with each channel entrance being a "gate." Human gatekeepers (such as a store manager or shopper) or a set of impartial rules determine movement from one channel or section of a channel to another (Lewin, 1951, p. 186). Lewin said positive and negative forces surround each gate, and these forces can also themselves reverse. He believed his "theory of channels and gate keepers" could be generalized into other venues, and a work published posthumously actually mentioned other examples – "the traveling of a news item through certain communication channels in a group, for movement of goods, and the social locomotion of individuals in many organizations" (p. 187).

White, who was Lewin's graduate assistant at the University of Iowa, applied Lewin's theory in the first study of communication research – a content analysis involving a wire editor on a small newspaper daily. The editor, dubbed "Mr. Gates," agreed to keep all rejected copy from a one-week period in 1949 and explain why he had rejected 90 percent of the total received. White called Mr. Gates' decisions "highly subjective" and individual. But Gieber (1956) re-emphasized Lewin's ideas of

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<sup>2</sup> Woodward's research actually predates the development of gatekeeping theory. While his research was atheoretical, Woodward said he considered news content to be "an index of the public mind"

established criteria; Gieber said the 16 editors under study were “caught in a strait jacket of mechanical details,” such as deadlines (p. 432). This moved the concept away from an emphasis on individual preferences into the notion of organizational constraints.

Westley and MacLean (1957) offered a more theoretical model of a source (A) sending a message through a channel (C) (the media as gatekeeper) to a receiver (B), with feedback loops possible from the receiver, gatekeeper, and/or source. The pair developed the model based on Newcomb’s ABX coorientation model of organizational activity, in which two people orient themselves simultaneously to an object and each other (1957). Westley was a student of Newcomb. Shoemaker noted that Gieber’s study and Westley and MacLean’s model “treat the media organization as monolithic, with individual workers collectively acting as one gatekeeper” (1991, p. 13).

Seventeen years after White’s seminal work, Snider (1967) replicated the case study using the same “Mr. Gates,” with whom he worked. He found that the wire editor was able to use about a third of the news supplied by the Associated Press compared with 10.8 percent in 1949. The 1966 breakdown included nearly 18 percent of international war news; 16.8 percent crime; 13.6 percent each national economy and human interest; and 10.3 percent disaster news. Snider reported a “slump” in both national and international political categories. He said Gates’ main reason for not using copy this time also was inadequate space. His next two reasons were lack of local interest and “old” news.

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(p. 15), a reflection of public opinion rather than a mold of it (p. 16), and that content was “in all probability” correlated to aggregate public opinion (p. 17).

Shoemaker and Reese (1996) indicate that the study of media content, including gatekeeping, was coopted into the dominant mass communication paradigm of media effects. It was under this paradigm, too, that the successive theories regarding content and selection also emerged – agenda setting (which transfers salience, or importance, from the media to the audience, what to think *about*) (McCombs and Shaw, 1972), and second-level agenda-setting, or framing (what to *think*) (Goffman, 1974). Gatekeeping examines what gets in, what doesn't, and why. Agenda-setting looks at how important the issue becomes to the audience as a result of the impact of large numbers of messages on the same general issue (Dearing and Rogers, 1996). And framing examines how issues are evaluated, or from which perspective the issue is reported. All three are part of the sociology of news, studies of how media select/create news and what the likely effects are, with gatekeeping as a root.<sup>3</sup>

Reese and Ballinger (2001) are more direct in a similar assessment. They said that while gatekeeping and Breed's (1955) study on social control were exceptions to most research of the time on audience and effects, "they nevertheless accepted and implicitly reinforced" the prevailing media framework, grounded in "the limited-effects perspective of Lazarsfeld and the broader functionalist tradition of Merton." (p. 642) "The potentially troublesome questions [the two studies] made were domesticated within the dominant assumptions of the time," they said. (p. 652) Only much later, they said, would sociologists outside communication engage in newsmaking studies, treating "newswork as an object of study in its own right" (p. 653).

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<sup>3</sup> For a complete discussion of the sociology of news, see Schudson (1989).

Gatekeeping has not been without its critics. McQuail (1994) said gatekeeping, while useful in assessing many media situations, is limited because the framework is based on the assumption that a knowable reality of events exists and that news arrives ready-made at the “gates” (p. 214). Reese and Ballinger (2001) said gatekeeping and Breed’s notion of social control may have been “rendered out of date” by subsequent research (p. 642). They said gatekeeping overlooks framing of the message and implies that the individual choices have no systematic pattern. However, Shoemaker (1996) said while gatekeeping is considered to be a “primitive or base part of news production,” it is an “enduring construct.” (p. 79) She added that only when scholars define gatekeeping as a primitive process does it become uninteresting. In 2001, Shoemaker et al. said, “A theory that was once seen as simplistic is revealed to involve one of the more complex processes in mass communication.” (p. 242)

### **Relevant Gatekeeping Literature**

Over the course of the past half-century since White’s study, numerous gatekeeping studies have been performed. McQuail (1994) characterized early efforts as studies on what fails to get in and the subjective nature of the decision. Later, he said, more consideration has been given to systematic influences, both organizational and ideological.

Shoemaker with Mayfield (1987) and Shoemaker and Reese (1991) described five levels of analysis. Two, the individual and routines, are at the micro-level, and three, organizational, extramedia, and societal, are at the macro-level.

The individual, which examines gatekeeper attitudes and studies patterns of authority and influence, where White began with an examination of an editor's news decisions.<sup>4</sup>

Another example of this level would be the prestige of an individual reporter.<sup>5</sup>

- Routines that facilitate processing large amounts of information and affect selection, such as deadlines, the inverted pyramid, news beats; decision standards; and other medium-specific techniques. Shoemaker's example here would be assessing newsworthiness and meeting deadlines.<sup>6</sup> An examination of news criteria in the selection process is included in this study.
- Organizational: examines variables such as news flow, ownership patterns, and what routines are common across media. Shoemaker's example here is policies covering topics in certain ways.<sup>7</sup>
- Extramedia, or the social/institutional level: areas outside of mass media that can influence what is selected or excluded, including government, advertising, and interest groups. Research on sources is performed at this level.<sup>8</sup>
- Social system level: examines variables such as ideology and culture. One example would be cultural differences in the appropriateness of some coverage, such as rape.<sup>9</sup>

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<sup>4</sup> See also Cohen (1963); Snider (1967); Bass (1969); Chibnall (1977); Gandy (1982); and Chang and Lee (1992).

<sup>5</sup> Examples are from Shoemaker et al. (2001).

<sup>6</sup> See Stempel (1962, 1985); Tuchman (1972, 1974); Gans (1979); Gitlin (1980); Bantz, McCorkle and Baade (1981); Riffe et al. (1986); Bridges (1989); Donohoe, Olien and Tichenor (1989); Berkowitz (1990); Shoemaker and Reese (1991); Bridges and Bridges (1997); and Shoemaker et al. (2001).

<sup>7</sup> Researchers who have examined organizational socialization include Tuchman (1972); Sigal (1973); and Rosengren (1974).

<sup>8</sup> See Riffe and Shaw (1990); Berkowitz (1991); and Johnson (1997).

<sup>9</sup> See Brown (1979) and Riffe et al. (1986).

Shoemaker et al. (2001) noted that Lewin's "forces" that constrain or facilitate information getting through could operate on multiple levels of analysis, making the gatekeeping construct much more sophisticated than originally perceived in mass communication research. Explaining Lewin's concept in mass communication terms, they said channels are communication links, such as the source-journalist relationship, while sections are events or states of being occurring within each channel, such as the editing process. The gates themselves are the decision points where items may be stopped.

"Gatekeepers are either the individuals or sets of routine procedures that determine whether items pass through the gates . . . Routinized practices of news work may act as surrogates for individual people's decisions." (p. 235)<sup>10</sup>

The researchers said it's important to determine whether the individual's characteristics or the set of routine procedures he or she is carrying out should take center stage. "If these routines are more important, we would expect uniformity in selection across gatekeepers. Variation across individuals would indicate that characteristics of the individual are more important" (p. 236). Shoemaker et al.'s content analysis and survey of staff writers at 40 newspapers found that newsworthiness predicted coverage rather than individual characteristics.

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<sup>10</sup> Wu (1998) placed news flow determinants in two broad categories: the gatekeeper perspective, centering on social psychology and how characteristics of professionals affect news output, and the logistical perspective, which examines the socioeconomic components and physical logistics of newsgathering, the broad systemic factors, based on the work of Galtung and Ruge (1965).

### **Gatekeeping Criteria (News Values)**

Examination of criteria on which to judge an item's newsworthiness is an important component for research under the routines rubric in Shoemaker's typology. Galtung and Ruge (1965) published a landmark study that McQuail (1994) called "the first clear statement of the news values (or factors) which would be most influential in deciding whether or not a potential news 'event' would be noticed" and selected (p. 214). But as early as 1922, Lippmann described a criterion for news – the event must "obtrude," or be out of the ordinary. Galtung and Ruge suggested the events that become news fit organizational and cultural/ideological criteria. They offered eight "culture-free" factors and four "culture-bound" factors by which a journalist determines what is news. The eight culture-free factors are a short time-span; magnitude; lack of ambiguity; cultural proximity; relevance; consonance; unexpectedness; and a balanced news mix. The four culture-bound are elite nations; elite people; personification of an event; and negativity.

Harcup and O'Neill (2001) revisited Galtung and Ruge's taxonomy and proposed a modern set of news values that includes 10 factors: the power elite; celebrity; entertainment; surprise; bad news (negative overtones, such as conflict or tragedy); good news (positive overtones, such as rescues or cures); magnitude; relevance; follow-up stories (stories about stories already in the news); and newspaper agenda (stories that fit the news organization's agenda).

Gans (1979) noted the "unwritten rules of journalism" contain values and ideology, even though the profession "deems itself objective and nonideological." (p. xiv) Journalists aim to be objective (free from values and ideology), but instead engage in

value inclusion and exclusion that affect story selection and emphasis. Value inclusion means facts are presented as reality judgments and preference statements made by taking a stand or using connotative, perjorative words and phrases. Also included are society's enduring values, (p. 42-51) such as ethnocentrism, altruistic democracy, responsible capitalism, small-town pastoralism, individualism, moderatism, social order, and national leadership. Value exclusion means the reporter attempts to leave out personal values and use similar fact-gathering methods validated by consensus. A disregard for the implications of the story and a rejection of ideology (narrowly defined) also are involved.

Tuchman (1972) calls this "objectivity by strategic ritual," which hides the reality of subjectivity and protects the journalist from criticism. She said the journalist's notion of objectivity is affected by three factors (p. 661): form, the attributes of articles that exemplify procedures; content, "notions of social reality" taken for granted by the reporter; and interorganizational relationships, his experiences within the organization that guide his assumptions. Tuchman (1978) said news processing is routinized based on how events are thought to unfold at legitimating institutions. She said sites of newsgathering are objectified as legitimate and legitimating sources of the message and those who govern, and social forces are reified, reaffirming the status quo and affirming that individuals are powerless. Newsworthiness is negotiated, she said, "constituted by mutual agreements." (p. 35)

Gitlin (1980) said routines result in coverage of "the event, not the condition; the conflict, not the consensus; the fact that 'advances' the story, not the one that explains it"

(p. 122-23). This sort of coverage, he said, is detrimental to the political actor in general and the social movement in particular.

Peterson (1979) had 98 journalists at the *Times of London* rank a list of fabricated events using Galtung and Ruge's factors. All but one response was in the expected direction, the exception being consonance (what is expected to happen is both what one predicts and what one wants to occur).

Several studies have targeted the specific news values of conflict and proximity. Horvit (2003) looked at 10 smaller U.S. dailies (circulation under 250,000) and found that most of the international news used involved combat or political violence. While she found 7 percent of the foreign stories Associated Press sent to papers contained these elements, 12 percent of the stories selected by the newspapers had conflict as a news value. Hawkins (2002) found a "major imbalance" in conflict coverage in his content analysis of newspapers in the United States, France, and Japan along with CNN and the BBC. Lacy, Chang and Lau (1989) examined 114 U.S. newspapers and found a conflict-oriented emphasis in foreign coverage, with nearly 76 percent involving conflict. They found that city population, dependence on wire services, and newspaper circulation size were significantly related to the proportion of foreign news coverage. Wilhoit and Weaver (1981, 1983) also found that conflict (violence, crisis, fatal events) dominated U.S. coverage of less-developed nations in 11 small Indiana dailies; they also found that roughly half of all the foreign wire stories specifically mentioned the United States (relevance), with stories from the Third World significantly more likely to include conflict. Berkowitz and Beach (1993) used proximity as a control to determine that use of

sources changed for stories generated locally if the stories were non-routine and/or involved conflict, but the same did not apply for nonproximate news. Van Belle (2000) looked at U.S. media coverage of foreign disasters and determined that, controlling for magnitude, distance away from the United States was the only determining factor.

### **Previous Studies on Foreign Coverage in the United States**

The study of U.S. foreign news coverage started early and has grown exponentially as the nation matured. Tsang et al. (1988) counted at least 150 published papers on foreign coverage from 1970-86, and Wu (1998) performed a meta-analysis of 55. Many different approaches have been taken, and that makes the findings difficult to compare. As Potter (1987) said, “It is difficult to identify a reliable figure of how much international news is being presented to readers on a daily basis” (p. 73).

While Woodward’s 1930 work was considered pioneering for its systematic evaluation, Wilcox (1900) performed one of the earliest content analyses with an “approximation [of] scientific methodology,” according to Willey (1926, p. 25). Willey’s assessment of the Wilcox study was accurate, since Wilcox had faulty methodology (using different dates in 1898 for different newspapers). Wilcox also separated the categories for war and foreign news because the Spanish-American War was under way. He found 17.9 percent of news related to the war and another 1.2 percent of additional foreign news, for a total of 19.1 percent.

More recent scholars also have researched foreign coverage prior to the 20<sup>th</sup> century. Avery (1982) performed a content analysis and reported 30.2 percent of news was foreign coverage in 1809; 10 percent in 1810; and 6.8 percent in 1812. Shaw (1981)

examined pre-Civil War newspapers and found a decline from 28 percent to 19 percent from 1820-1860.

Many modern researchers have attempted to look at foreign coverage in U.S. newspapers either at one point in time, with one newspaper as a case study, or by using a group of elite newspapers.

For example, Riffe et al. (1994) and Stepp (1999) attempted a long-range look at U.S. newspapers' coverage of foreign news from the 1960s to the 1990s. Riffe used the *New York Times* as a case study to look for trends in foreign news coverage. Using 10 coders, he analyzed two constructed weeks for 22 years, from 1969-90. He found coverage declined although the newshole increased, from an average of 48.9 items in 1969 to 23.8 items in 1990. Riffe said the "evidence that the foreign newshole is shrinking over time is indirect and comes primarily through juxtaposition of isolated (and methodologically dissimilar) content analyses, rather than from well-designed longitudinal comparisons" (p. 74).

Riffe et al. said their study was limited because of the use of one newspaper and the use of only absolute-item frequencies. Riffe said, "Without a tally of all news items (foreign and domestic), the proportion of all items which are international remains unclear," (p. 85) and suggested a "complementary proportion and item frequency approaches for both foreign and domestic news . . . employing longitudinal studies of representative samples of papers." That is what this study proposes to do.

Carl Sessions Stepp examined 10 newspapers for the Project on the State of the American Newspaper funded by the Pew Charitable Trusts. While it was called a survey,

it was a content analysis with descriptive results. Examining one date each from 1963-64 and 1998-99, Stepp found that newsholes for all 10 newspapers had doubled, but foreign news declined sharply from 20 percent to 3 percent. The high for the latter year was 5 percent, the low 3 percent. In Stepp's study, use of one date each from one decade poses some questions of internal validity since current standard procedure would be the examination of content in two constructed weeks per year.

Emery (1989) engaged in what he described as "one of the largest content analyses ever conducted" to study 10 leading U.S. newspapers from late 1987 and early 1988, when major news broke in Israel's occupied territories, Korea, the Persian Gulf and Central America. Nevertheless, Emery reported a mere 2.6 percent of non-advertising space was devoted to international news, which he called "an endangered species." Emery noted his findings were less than those of the National Advertising Bureau, which found – measuring stories 5 inches or more in length – that U.S. dailies gave 10.2 percent of non-advertising space (including comics, puzzles, horoscopes and radio/TV listings) to foreign news in 1971; 6.3 percent in 1977; and 6 percent in 1982. Hess (1996) analyzed 20 American newspapers in 1989 and reported an average of 4.5 international-dateline stories per issue.

Analysis of foreign news coverage over four decades was part of what was billed as a research project "unprecedented in its comprehensive scope" ([www.journalism.org](http://www.journalism.org), overview, p. 2). Conducted by the Project for Excellence in Journalism, the research was funded by the Pew Charitable Trusts with a number of partners, including Ohio University Journalism Professor Daniel Riffe as research design consultant. *The State of*

*the News Media 2004: An Annual Report on American Journalism* used aggregated data along with original content analyses to examine all media in six areas of interest: content, audience, economics, ownership, newsroom investment, and public attitudes. The section on newspapers reported that newspapers are “still the biggest watchdog in town,” with the most newsgathering capacity, the widest range of coverage and the largest number of stories (*State of the News Media*, 2004, [www.journalism.org](http://www.journalism.org), Newspapers introduction, paragraph 4).

The Project for Excellence content analysis of three section fronts (front page, metro page, and lifestyle pages) in 16 newspapers in a range of circulation sizes was performed over four constructed weeks in 2003, with articles as the unit of analysis. That information was compared to previously collected data from front pages of major newspapers analyzed in 1977, 1987, and 1997. The researchers found that while the number of lifestyle articles on section fronts continued to climb, “foreign affairs, even with the [Gulf] war, made up a smaller number of the articles on the front page than in the 1970s during the cold war, but about the same as six years ago.” Foreign news totaled 27 percent of front-page coverage in 1977 and 1987 and 21 percent in both 1997 and 2003, the report said. It also found that as circulation size increases, news becomes more local and less international, and use of wire copy for foreign news becomes more prevalent. Foreign news totaled 22 percent of front-page coverage in 2003 in the largest newspapers, compared with 9 percent of front-page coverage in the smaller papers (those with less than 100,000 circulation.) The report also found that 17 percent of network morning news shows and 25 percent of network nightly news was related to foreign

affairs. (While this research was comprehensive in scope in terms of time and media, the newspaper content analysis examined only three section fronts, so it still did not address the research deficiency as noted by Riffe that this project attempts to address.)

Fitzgerald (2003) said an Audit Bureau of Circulation FAS-FAX indicated circulation actually dropped during coverage of the most recent Gulf crisis. Many of the papers that were hit hardest were the ones providing the “most extensive – and the most expensive – coverage.” He cited a 5.3 percent circulation drop for the *New York Times* and a 1.9 percent for the *Washington Post*. The biggest gain was received by the *New York Post*, which has increased its circulation by 42 percent since 2000.

Gerbner and Marvanyi (1977) reported an average of 25 foreign news items a day when they studied nine U.S. mostly large newspapers in 1970. The average total length of coverage was 518 column inches per issue.

Semmel (1976) used four elite U.S. dailies to examine foreign coverage at one point in time – the last three months of 1974 (one of every three issues). He found that the *New York Times* printed almost 25 percent more foreign news than the *Los Angeles Times*; more than 40 percent more than *the Miami Herald*; and more than twice as much as the *Chicago Tribune*. Yet all four were “remarkably” homogenous in subject content. He said more than half of each paper’s foreign coverage was about events directly or indirectly related to two or more states. He also found a pronounced elite stance, with the predominance of coverage going to “highly industrialized, economically advanced countries most similar to the United States” (p. 735). The exception was the *Miami*

*Herald*, in which a larger proportion of foreign coverage was devoted to Central and South American countries.

How foreign news coverage is allocated to countries is a subset of foreign news research, with special attention starting in the 1970s to the amount and kind of coverage about the Third World, or undeveloped countries, and the role of Western media as dominant gatekeepers. Masmoudi (1981) decried a “flagrant imbalance” of coverage in favor of Western developed countries while he claimed that three-fourths of the world’s population residing in less developed nations are ignored. Amidst the demand for a new International Information Order, UNESCO in 1976 passed a resolution to study the subject (Nordenstreng, 1994). As a result, a major study of media in 29 countries, including some in the United States, was organized through the International Association for Mass Communication Research, or IAMCR, and conducted in 1979 (Sreberny-Mohammadi, 1984).

Six of the largest American newspapers and CBS were content-analyzed for two six-day weeks in 1979 as part of that research effort. While the researchers excluded specialized news such as finance, travel, “women’s” pages, etc., the UNESCO research found 42 percent of all “general” news in the *Washington Post* was international; 39 percent, *New York Times*; 30 percent, *Minneapolis Tribune*; 25 percent, Los Angeles Times; and 19 percent, *New York Daily News*. The report said Western Europe and North America showed a “reciprocity of concern” for each other, with both sides paying the most attention to the other when it comes to content outside their borders.

Potter (1987) expanded Semmel's list to eight prestige newspapers to examine front-page coverage over 10 randomly selected weekdays in 1913, 1933, 1963, and 1983. (The years were selected because they didn't include major wars or national elections.) He found that 43.7 percent overall of the front-page stories were international in focus, but that the absolute number of articles was declining. Potter also saw a curvilinear pattern of coverage; a higher number of stories was found in 1933 and 1963 and a lower number in 1913 and 1983.

Regarding the coverage allocation, he said nearly three-fourths (72.6 percent) of coverage was exclusively about Western countries. Nearly 8 percent was about the Third World only and nearly 3 percent about the East only. The rest were dual-focus. He also found a strong negative relationship between the proportion of news space devoted to international news and Third World coverage. Potter also said Third World coverage skewed to the sensational, compared with more government news from the West.

Riffe et al. (1993) reported allocation of foreign coverage by geopolitical region (First, Second and Third worlds as defined by the World Bank) in their analysis of the *New York Times* over 22 years. They reported a shrinking newshole for all foreign news, but a shift in regional emphasis from the First World (Western, industrialized nations and Japan) in the 1970s to the Third World by the 1980s. Coverage of the Second World (Communist or Socialist nations) declined in the 1969-79 period and then increased in the 1980s.

### **Previous Studies on Foreign Coverage in Other Countries**

How does foreign coverage in U.S. media compare to that in other nations? Wilke (1987) examined coverage in four countries – Germany, Great Britain, France, and the United States over three centuries. He performed content analysis at 60-year intervals from 1622 to 1906, although not all papers were available for all time periods. His findings: The world view and “cognitive maps” of all four countries had been extended. At first, coverage in all were heavily Euro-centered; later, coverage was extended to other parts of the world. “But regionalism remains a common factor of foreign news selection around the world,” he concluded (p. 174). Wilke found national differences. Foreign coverage in the United States dwindled from 81 percent foreign coverage vs. 19 percent domestic coverage in 1674/1705 to a complete reversal by 1906 (91 percent domestic to 9 percent foreign coverage). “In none of the other three countries did press news coverage turn away from the outside world to such an extent and appear so preoccupied with itself as the United States,” he said (p. 159).

In the UNESCO research cited previously (Sreberny-Mohammadi, 1984), research teams from 13 countries studied press systems in 29 countries in 1979. The report said despite economic and political differences among the countries, there was a notable similarity in the “overall pattern of attention paid to certain kinds of events” (p. 126). Politics dominated international news in all the countries. Regionalism was found in all countries, except for Poland and Yugoslavia. The media in each country paid the most attention to the events in their immediate geographical area, with Western Europe and North America on the second tier of attention as “consistent newsmakers” despite their

distance away from the countries in question. They also reported that the “exceptional event,” such as coups and earthquakes, defined news everywhere. But an accompanying qualitative analysis found differences in focus, perspective, and value orientation among countries.

Schramm (1980) analyzed the content of four Asian “prestige” newspapers and four wire services. He found that 25 percent of the coverage was outside their countries’ borders. Like their American counterparts, he reported, the Asian papers showed little interest in developmental news. Skurnik (1981) found that the dominant factors in news selection for journalists from Kenya and the Ivory Coast were national interests and the position of the Organization of African Unity.

In a study similar in methodology to the one planned here, Cho and Lacy (2000) examined international news coverage in 48 of 70 Japanese newspapers. They measured the total newshole for one constructed week over five months to determine the amount of international coverage, how much of that coverage was related to conflict and disaster, and how much of it came from wire services. They found that international news comprised 7.1 percent of the total news space, with 57 percent of it wire copy, and 16 percent related to conflict and disaster. (The difference between their study and the current effort is that this study is longitudinal in nature and relates to local U.S. newspapers.)

Semetko and Valkenburg (2000) found that foreign news comprised 6 percent of subjects in four Dutch newspapers and three television outlets. But Europe was a separate category for nearly 19 percent of the news.

Malinkina and McLeod (2000) used the Russian newspaper *Izvestia* and the *New York Times* to analyze conflict coverage pre- and post-Cold War. They examined articles in both newspapers for five and a half years on the Afghan conflict and nearly two years on the Chechen conflict. They found the Russian newspaper coverage changed post-Cold War as control structures in Russia changed, with more government criticism and graphic accounts of devastation. But they found no change in the way the *New York Times* covered pre- and post-Cold War conflicts. In both, the newspaper offered harsh criticism, which the authors attributed in part to some “remaining ideological residue.” (p. 46)

Soderlund et al. (2002) conducted a series of surveys with editors of Canada’s daily newspapers between 1995 and 2000 and compared their perceptions of foreign news coverage quality and quantity. They found two trends. The first was a consistent increase in the perceived importance of the United States. (Two important trade agreements were enacted during that time – the Free Trade Agreement of 1988 and the North American Free Trade Agreement of 1994.) The second was that while editors still felt their newspapers’ edge over other media was in the area of local news, they had increased their perception of importance for every region of the world.

Ogan (1987) used a 1984 international conference on population in Mexico City as a case study to compare coverage in developed and developing countries, expecting no difference. She looked at 23 publications, six of them based in the United States: the *New York Times*, *Chicago Tribune*, *Los Angeles Times*, *Christian Science Monitor* and *Time* and *Newsweek* magazines. She found a significant difference between media in

developed and undeveloped countries in how the conference was covered, with media in developed countries more likely to cover the political issues than the population issue.

### **Formal Statement of the Problem**

Thus, the body of literature includes foreign news by specific event/issue and by a specific news organization in case studies; across media and countries; and across time. But the missing link, as Riffe described it, is the “complementary proportion and item frequency approaches for both domestic and foreign news . . . employing longitudinal studies of representative samples of papers.” (p. 85). This research seeks to close that gap.

The purpose of this study is to examine trends in the quantity and kinds of world news coverage in selected U.S. daily newspapers during times of relative peace in a single longitudinal study: the proportion and kinds of news coverage in four years over the past seven decades and the change over time.

Three metropolitan newspapers that were among the 40 selected by Woodward (1930) in a pioneering quantitative content analysis of foreign news coverage will be used: the *Portland Oregonian*, *Memphis Commercial Appeal*, and the *Cleveland Plain Dealer*. Two constructed weeks are included from the year he analyzed, 1927, to serve as a baseline for comparison, along with two constructed weeks each from 1947, 1977, and 1997.

Questions:

Q<sub>1</sub>: What is the proportion of world news coverage in selected U.S. daily newspapers during times of relative peace?

Q<sub>2</sub>: Has the quantity changed over time?

Many previous studies have examined the amount of coverage. However, no scholarly study published in a refereed journal has been found since Woodward that attempted to examine not only the number of foreign news articles and the total length of the articles in U.S. newspapers, but complementary proportion and item frequency for both domestic and foreign news in times of relative peace, the true baseline for comparison. Only Cho and Lacy (2000) apparently have analyzed the entire newshole in research published in a refereed journal in recent times. But this was done with Japanese newspapers, and their effort did not include the temporal aspect since they examined only five months of issues in one year. Thus, a gap in the research remains to be filled by this study.

Q<sub>3</sub>: What kind of world news coverage is offered in selected U.S. daily newspapers during times of relative peace?

Q<sub>4</sub>: Have the kinds of news changed over time?

From previous research findings, we can expect to find similar criteria being used for all the sample newspapers because of the training and culture of the newsroom and its use of standard criteria for deciding what gets into the newspaper and what does not. As a result, the kind of coverage we find should be similar in all newspapers – an emphasis on conflict and proximity as news values and on political news as a category.

Q<sub>5</sub>: What countries are covered?

Q<sub>6</sub>: How much of the coverage relates specifically to the United States?

Q<sub>7</sub>: Has the amount of U.S.-linked coverage changed over time?

Other research has indicated the American press's emphasis on information from abroad about countries like the United States (the industrialized, First World) and on

information from other countries that has a direct bearing on Americans' well-being, be it physical or financial. We expect similar findings here, but with a more definitive answer because of the longitudinal aspect of this study.

## CHAPTER 3 METHODOLOGY

This section discusses the essential features of the research project, including the purpose, newspaper selection, date randomization, and the process used to avoid times of major crises. Operational definitions of both dependent and independent variables are provided and the process of coder training and coding described. Finally, plans for analysis of the data will be discussed.

### **General Overview**

The purpose of this study is to examine, in a single longitudinal study, trends in the quantity and kinds of world news coverage in selected U.S. daily newspapers *during times of relative peace*. It reviews the proportion and kinds of news coverage in four selected years over the past seven decades, and the change over time.

Three metropolitan newspapers that were among the 40 used by Woodward (1930) in a pioneering quantitative content analysis of foreign news coverage were included: the *Memphis Commercial Appeal*, the *Cleveland Plain Dealer*, and the *Portland Oregonian*. (See Appendix A for Woodward's list and the subset of selected newspapers.) Two constructed weeks were included from the year he analyzed, 1927, to serve as a baseline for comparison, along with two constructed weeks each from 1947, 1977, and 1997.<sup>11</sup>

Separate random samples of two constructed weeks were developed for each year of the study, with all seasons covered. At three newspapers and 14 days, that's 42 issues per

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<sup>11</sup> The use of two constructed weeks using stratified sampling (two Mondays, two Tuesday, etc., for each year) overcomes the problem of systematic content variation Riffe, Aust, and Lacy (1993) found

year. One-hundred-sixty-eight issues are included in the four years included in the study. (See Appendix B for random dates.)

“Coverage” is the dependent variable. Study units, the elements of content selected and defined by the analyst, were determined based on *Analyzing Media Messages* (1998) by Riffe, Lacy and Fico (pp. 58-62). The sampling unit, that is, the physical unit selected for study, is the newspaper issue. Two recording units, both physical, were used: the number of articles and the number of paragraphs per article. The latter two also are the units of analysis, the units that are analyzed statistically to test hypotheses, along with the percentage of articles that fit into specific categories.

Foreign news is defined as copy about events and issues in any country other than the United States, identified by headline, dateline, and/or text on all pages and sections of the newspaper.<sup>12</sup> A news item/article is a discrete piece of information four lines or longer that typically is indicated by use of a headline, but may not be in the case of briefs, especially in older newspaper issues. Briefs were counted as separate stories even if under a joint headline if the combined news items are obviously unrelated, i.e., separated by a graphic device such as stars, a rule, bold-faced lead-in, etc. “Roundup” news articles, which discussed a variety of related but distinctly separate events without a graphic delineation (seen periodically in sports) were coded as briefs if the international item was four lines or more.

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that a minimum of two constructed weeks could reliably represent an entire year of content for a newspaper.

<sup>12</sup> The definition is an expanded version of Riffe et al. (1994): news identified by dateline, headline, and text (p. 76). Woodward’s definition was “news stories only [he distinguished between news and features] carrying a dateline other than the United States, Mexico, Canada, or Alaska” (p. 55).

Coders analyzed each news item for placement (front page or inside), source (newspaper correspondent, wire service, or none), countries involved, news focus, and for the presence of two news values, which have been found in the majority of articles in previous studies – proximity, or relevance, and conflict.

The content focus categories are political, social/cultural, economic, and other.<sup>13</sup> Political is defined as diplomatic and/or military activities that underpin governance of states and other political units. It may include human rights issues and violence related to politics (i.e., ethnic cleansing). Public health and environmental issues may be included IF a political unit discusses the issue as a societal threat (i.e, AIDS, the Ebola virus, or global warming).

The social/cultural focus includes crime; disasters; lifestyle/travel; religion; arts/media/entertainment; food; society news; births/deaths; science/technology (including health or technology with the above exceptions); weather; and sports. For example, the natural death of an Irish labor leader and the pregnancy of a Dutch royal would be coded in this category.

Coders selected the economic focus if the news item reported an event, problem, or issue in terms of the economic impact on an individual, group, institution, region, or country; if the item mentions financial gains/losses now or in the future; or if the costs/degree of expense involved is discussed. The item may refer to the economic consequences of pursuing or not pursuing a course of action. Finally, “other” is a

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<sup>13</sup> Foci (except for “other”) was derived from Galtung and Ruge’s landmark 1965 study on news values. Since news values are not mutually exclusive and their 12 factors related to newsworthiness have been found to be difficult to operationalize (Harcup and O’Neill, 2001), their foci were used instead.

miscellaneous category, which includes weather (excluding natural disasters), the environment (with the exception noted above), and any other topics not covered above.

The coders coded 1 or 0 (yes or no) for the presence of two news values – conflict and proximity, labeled in this study as local referents. Conflict was coded if the item discussed a disagreement between or among parties; timely stories that involve either physical or ideological disputes, disaster, crime, or violence. Coding for conflict also was acceptable if the item referred to winners or losers (except in sports). The coders will select local referent if there is a “hometown connection.” Two choices are available: whether the item is merely U.S.-related (with a mention of the United States) or closer in proximity, or relevance, including a mention of a state, city, or local individual. (For variables and operational definitions, see Appendix C.)

Some examples of how the coding was performed are:

- An article with the headline, “Britain under wartime control,” and a London dateline is a foreign article that would be coded political focus; conflict.
- The article “Pearl Harbor put where Tojo can chew on it,” while having a Dallas dateline, reports that a young Texas dentist in the Naval Reserve wrote home to say he had engraved “Remember Pearl Harbor” in Morse code on a new dental plate for Hideki Tojo in Sugamo Prison. It would, therefore, be coded as foreign coverage with a political focus; no conflict; and a “more local” referent.

- “Ship still missing,” about the aftermath of a typhoon, would be coded social/cultural because it’s a disaster; conflict; local referent U.S. (because an American ship was mentioned).
- Headline: “Canadian veteran to lecture here tonight” on The Inexcusable Lie, an appeal for understanding, peace, and harmony among nations. This would be coded social/cultural; no conflict; “more local” referent. (While he plans to make an anti-war speech, he’s an “average joe” at a public lecture. His speech might be about conflict, but there’s no conflict in the announcement of his speech.)
- “Churchill attacks world war tactics.” The prime minister criticizes allies’ World War II strategy in a new book released the date the article was published, with a dateline of New York. This would be coded political; conflict; “more local” referent (New York publisher).
- “Mussolini’s wife not devoted to politics.” The article is about her attention to raising her children. This would be coded social/cultural (for lifestyle); no conflict; no local referent.
- “British auto expert buys two Stearns-Knights” autos; coded economic; no conflict; local referent U.S. because it mentions U.S. production.
- “Foreign nags seldom win Kentucky Derby.” This would be coded social/cultural (because it’s sports); no conflict; “more local” referent (because the dateline is Louisville, where event occurred.)

Because of financial and time constraints involved in the use of microfilm, four researchers counted and listed non-foreign and foreign news stories and paragraphs from the microfilm page and copied the foreign news articles to provide to two coders. (See Appendix D.) Two coders then counted the paragraphs in each foreign article and coded for the variables (Appendix E). Ten percent of the articles were recoded to test for intercoder reliability scores of .80 to 1.00.

### **Why These Three Newspapers Were Selected**

The newspapers on Woodward's 1927 list were metropolitan morning papers. At the time of Woodward's study, the list included recognized leaders according to circulation and prestige along with some lesser newspapers. Woodward's list was checked to determine which newspapers still existed and still were metropolitan in circulation. From that list, three were selected for regional diversity and circulation similarity. While not constituting a sample by region, the three are located in distinct parts of the country to provide diversity. The *Portland Oregonian* is in the West; the *Cleveland Plain Dealer*, Midwest; and the *Memphis Commercial Appeal*, the South.

All three of the sample newspapers in this study are categorized as major metropolitan newspapers by NewsLink (2004). They are defined as leading full-service newspapers that serve the nation's 50 largest metropolitan areas, with populations in excess of 1 million, as determined by the latest U.S. Census Bureau metropolitan area population estimates. However, the newspapers selected are not the largest ones in the United States. Newspapers such as the *New York Times*, *Chicago Tribune*, and the *Los Angeles Times* (all of which were on Woodward's list) were purposefully avoided

because these are not typical of the newspapers that most Americans read. Therefore, a conscious decision was made to select newspapers from the original list that are in the middle range, roughly 200,000 to 350,000 in circulation. The assumption is that newspapers of similar circulation size will have roughly the same newshole, which will facilitate comparison.

The majority of U.S. daily newspapers today are actually under-50,000 in circulation, according to the Newspaper Association of America (2004). A decision was made to exclude smaller-circulation newspapers from the sample because Northwestern University's Impact project (2001) found practically no difference in the proportion of all stories that focused on national news, although the smallest (under 25,000) carried fewer international stories. That study called the news mix virtually identical in all five of the size groups.

### **Avoiding Times of Crisis**

The years were selected and random dates examined to avoid major acts of war and major domestic catastrophes, since even the latter would potentially affect the amount of foreign news that would be published in a standard newshole. The years selected are 1927, 1947, 1977, and 1997. The entire decade of the 1960s was omitted from consideration because of U.S. involvement in Vietnam, domestic civil rights protests, and the assassinations of President John F. Kennedy, presidential contender Robert F. Kennedy, and civil rights activist the Rev. Martin Luther King Jr. The random dates selected were double-checked in annual *Facts on File* and History Central online ([www.multied.com/dates](http://www.multied.com/dates)) to ensure the dates were times of relative peace.

Of course, events happen throughout any given year. No year would be without some upheaval, both domestic and foreign. But an examination of the dates selected indicated only relatively inconsequential events were under way. For example:

Chang Kai-shek, who had controlled most of China since the death of Sun Yat Sen, broke with the Communists and set up a separate government on April 12, marking the start of the long Chinese Civil War. The date selected for analysis was April 27. Charles Lindbergh made his historic transatlantic flight in 1927. Fortunately, the dates in May end just prior to his arrival in Paris on May 27; the next date for analysis that year is June 20.

In 1947, President Harry Truman went before Congress on March 12 to seek \$400 million for Greece and Turkey after the Britain withdrew its support in the fight against Communist guerrillas. (He received it.) On March 29, a year-long nationalist rebellion broke out against the French in Madagascar. The closest study date to both is March 24. The Marshall Plan was unveiled in a Harvard speech on June 5, and the Taft-Hartley Act was passed over presidential veto on June 23. The study dates in question are May 25 and June 30. India and Pakistan gained independence from the British on August 15. The study dates nearby are August 6 and 24. Finally, the United Nations General Assembly voted to partition Palestine on November 29. The study dates are November 21 and December 6.

In 1977, the first general election in Pakistan was held March 7, four days after the selected research date of March 3. Menachem Begin was elected prime minister of Israel on June 20, after the research dates of June 5 and 6. The United States agreed on

September 7 to give up the Panama Canal by the year 2000. No dates were set in September, with August 19 the closest but prior to the action. Egyptian President Anwar Sadat became the first Arab leader to visit Israel on November 20. No dates were set in that month.

The year 1997 saw the opening of the Oklahoma bombing trial of Timothy McVeigh in April; Hong Kong handing over from Britain to China on July 1; Iran and Iraq skirmishing in September; and Iraq barring U.S. arms inspectors in October. One research date is set in April, the 27. No dates were set in July nor September. Two dates are in October, the 2 and 18.

### **Plans for Analysis**

Descriptive and inferential statistics were used to explain the findings and check for levels of significance. Logistic regression was used to examine trends. Dummy variables were made for each year and newspaper. The year 1927 was used as a constant to compare with the other years examined to test whether changes were significant. The *Memphis Commercial Appeal* was used as a constant with which to compare with the other two newspapers being studied.

## CHAPTER 4 FINDINGS

This section will provide specifics on the time frame of the study, descriptive findings and inferences. Specifics on each individual newspaper will be discussed and compared. And specific examples of coverage will be noted.

### **The Time Frame of the Study**

This research project represents more than 300 hours of microfilm preparation and coding time between Fall 2004 and Spring 2005, not including a month of coder training in Summer 2004. The bulk of the pre-coding preparation – going through each newspaper to list foreign and non-foreign items, counting paragraphs, and printing the foreign news articles – was performed during a marathon session at the Library of Congress in Washington, D.C., in October and November 2004. It took between one and two hours per weekday issue and up to three hours per Sunday issue of the 168 issues of newspapers for pre-coding preparation. In January and February 2005, two coders analyzed the foreign articles, then recoded 10 percent of the foreign articles, taking between a half-hour to an hour per issue. Another seven weeks were spent on data entry before analysis could begin.

Intercoder reliability ranged from .997 for page location to .882 for local referent subcategory (whether U.S.-related or closer). Intercoder reliability for other variables were .901 for number of paragraphs; .973 for byline; .877 for countries; .871 for news focus; .890 for whether conflict was involved; and .932 for local referent.

## Descriptive Findings

### Comparison of Foreign to Non-Foreign Coverage (The Article as a Unit of Analysis)

Since two units of analysis were used – the article and the paragraph – there are two sample Ns. The number of articles analyzed totaled 39,841, encompassing 246,301 paragraphs. Of the total articles analyzed, 3,906, or 9.8 percent, of the entire 168 issues (four years, three newspapers) were identified as foreign articles. (See Table 1.) The proportion of foreign articles in individual newspapers overall ranged from 9.1 percent, or 1,040 articles, in the *Memphis Commercial Appeal*; 9.9 percent, or 1,161 articles, in the *Cleveland Plain Dealer*; and 10.2 percent, or 1,704 articles, in the *Portland Oregonian*. (See Tables 2-4.)<sup>14</sup>

Table 1  
Percentage of Articles Comparing Foreign to Non-Foreign News Coverage

Year	Foreign Articles	% Foreign	Non- foreign Articles	% Non-foreign	Total Articles
1927	1,234	8.2	13,728	91.8	14,962
1947	1,080	11.8	8,052	88.2	9,132
1977	701	10.4	6,036	89.6	6,737
1997	890	9.9	8,120	90.1	9,010
<b>Totals</b>	<b>3,905*</b>	<b>9.8</b>	<b>35,936</b>	<b>90.2</b>	<b>N=39,841</b>

\* 1 case missing

Looking at individual newspapers by year, the *Memphis Commercial Appeal* ran 11,461 articles in 56 issues, with 9.1 percent, or 1,040, of them foreign news. The Memphis newspaper provided 302 articles, or 6.6 percent of coverage, in foreign news in

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<sup>14</sup> Materials related to the May 25, 1927, issue of the *Portland Oregonian* were lost prior to coding. As a substitute, data from the other random Wednesday, April 27, 1927, were duplicated.

1927; 265 articles, or 10.1 percent, in 1947; 237 articles, or 11.8 percent in 1977; and 236 articles, or 10.5 of coverage, in 1997. (See Table 2.)

Table 2  
Percentage of Articles in the *Memphis Commercial Appeal*

MCAP Year	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
1927	302	6.6	4,285	93.4	4,587
1947	265	10.1	2,352	89.9	2,617
1977	237	11.8	1,766	88.1	2,004
1997	236	10.5	2,017	89.5	2,253
<b>Totals</b>	<b>1,040</b>	<b>9.1</b>	<b>10,420</b>	<b>90.9</b>	<b>N=11,461</b>

The *Cleveland Plain Dealer*, with an N of 11,686 over the entire period, had 1,161, or 9.9 percent, in foreign coverage. Foreign articles totaled 291, or 9.3 percent in 1927; 347, or 12.2 percent in 1947; 241, or 10.1 percent in 1977; and 282, or 8.5 percent, in 1997. (See Table 3.)

Table 3  
Percentage of Articles All Years in the *Cleveland Plain Dealer*

CLPD Year	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
1927	291	9.3	2,846	90.7	3,137
1947	347	12.2	2,494	87.8	2,841
1977	241	10.1	2,136	89.9	2,377
1997	282	8.5	3,049	91.5	3,331
<b>Totals</b>	<b>1,161</b>	<b>9.9</b>	<b>10,525</b>	<b>90.1</b>	<b>N=11,686</b>

The *Portland Oregonian*, the largest newspaper, had a sample size of 16,695, with 1,704, or 10.2 percent, of foreign news. The *Oregonian* published 641 foreign articles, or

8.9 percent, in 1927; 468 articles, or 12.7 percent, of the 1947 total; 223, or 9.5 percent, in 1977; and 372, or 10.9 percent, in 1997. (See Table 4.)

Table 4  
Percentage of Articles All Years in the *Portland Oregonian*

<b>PO Year</b>	<b>Foreign Articles</b>	<b>% Foreign</b>	<b>Non-foreign Articles</b>	<b>% Non-foreign</b>	<b>Total Articles</b>
1927	641	8.9	6,597	91.1	7,238
1947	468	12.7	3,206	87.3	3,674
1977	223	9.5	2,134	90.5	2,357
1997	372	10.9	3,054	89.1	3,426
<b>Totals</b>	<b>1,704</b>	<b>10.2</b>	<b>14,991</b>	<b>89.8</b>	<b>N=16,695</b>

When foreign news output is examined on an annual basis, the proportions appear to be within the same general range, but with slightly more variation (Tables 5-8). Analysis shows an average of 8.2 percent, or 1,234 articles, for all newspapers in 1927; 11.8 percent, or 1,080 articles in 1947; 10.4 percent, or 701 articles in 1977; and 9.9 percent, or 890 articles, in all newspapers studies for 1997. In 1927, the *Cleveland Plain Dealer* provided the highest proportion of coverage of the three, 9.3 percent, or 291 articles. The *Portland Oregonian* was second in proportion, with 8.9 percent, but had a greater number of articles, at 641. The *Memphis Commercial Appeal* ran the lowest percentage, 6.6 percent, or 302 articles. (See Table 5.)

Table 5  
Percentage of Articles in 1927 for All Newspapers

Newspaper	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
MCAP	302	6.6	4,285	93.4	4,587
CLPD	291	9.3	2,846	90.7	3,137
PO	641	8.9	6,597	91.1	7,238
<b>Annual Totals</b>	<b>1,234</b>	<b>8.2</b>	<b>13,728</b>	<b>91.8</b>	<b>N =14,962</b>

In 1947, all the newspapers increased foreign coverage 3.6 percentage points for an overall average of 11.8 percent, or 1,080 articles. The *Portland Oregonian* provided the most coverage this time, slightly outranking the *Cleveland Plain Dealer*, with 12.7 percent, or 468 articles, and 12.2 percent, or 347 articles, respectively. The *Memphis Commercial Appeal* still had the lowest percentage at 10.1, or 265 articles. (See Table 6.)

Table 6  
Percentage of Articles in 1947 for All Newspapers

Newspaper	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
MCAP	265	10.1	2,352	89.9	2,617
CLPD	347	12.2	2,494	87.8	2,841
PO	468	12.7	3,206	87.3	3,674
<b>Annual Totals</b>	<b>1,080</b>	<b>11.8</b>	<b>8,052</b>	<b>88.2</b>	<b>N = 9,132</b>

In 1977, overall coverage declined by 1.4 percentage points to 10.4 percent, or 701 articles, in all three newspapers. That amount, however, was still 2.2 percentage points above the average in 1927. For the first time in this analysis, the *Memphis Commercial Appeal* in 1977 had the highest percentage of foreign coverage at 11.8 percent, or 237

stories. The *Cleveland Plain Dealer* was second, with 10.1 percent, or 241 articles. (Once again, the Cleveland newspaper lagged in percentage, but with a larger number of articles.) Trailing with 9.5 percent, or 223 articles, was the *Portland Oregonian*. (See Table 7.)

Table 7  
Percentage of Articles in 1977 for All Newspapers

Newspaper	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
MCAP	237	11.8	1,766	88.1	2,004
CLPD	241	10.1	2,136	89.9	2,377
PO	223	9.5	2,134	90.5	2,357
<b>Annual Totals</b>	<b>701</b>	<b>10.4</b>	<b>6,036</b>	<b>89.6</b>	<b>N = 6,738</b>

The year 1997 saw a half-percentage point decline from 1977 in average foreign coverage for all three newspapers, but the 1997 average of 9.9 percent, or 890, articles was still 1.7 percentage points above the 8.2 percentage average of 1927. This time, the *Portland Oregonian* came in with the highest percentage, 10.9 percent, or 372 articles, followed by the *Memphis Commercial Appeal* with 10.5 percent, or 236 articles. The *Cleveland Plain Dealer* had the lowest average, 8.5 percent, 282 articles. (See Table 8.)

Table 8  
Percentage of Articles in 1997 for All Newspapers

Newspaper	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
MCAP	236	10.5	2,017	89.5	2,253
CLPD	282	8.5	3,049	91.5	3,331
PO	372	10.9	3,054	89.1	3,426
<b>Annual Totals</b>	<b>890*</b>	<b>9.9</b>	<b>8,120</b>	<b>90.1</b>	<b>N = 9,010</b>

\* 1 case missing

Thus, when the percentage of foreign articles is compared with non-foreign articles over the course of eight decades by newspaper and by the four years studied, only a small variation appears to exist from the average of 9.8 percent overall. Also, it should be noted that while the number of articles overall published by each newspaper declined from 1927 to 1997 (fewer shorter articles, more longer ones), the percentage of foreign to non-foreign appears to be remaining fairly constant. The foreign article average in 1997 of 9.9 percent for all newspapers is 1.7 percentage points higher than the average of 8.2 percent in 1927.

### **Comparison of Foreign to Non-Foreign Coverage by Paragraph**

Since articles come in different lengths, ranging from the one-paragraph item that was ubiquitous in 1927 to much longer lengths in more modern issues (for example, the longest article in this research effort totaled 115 paragraphs), this research also examines the proportion of foreign coverage with the paragraph as the unit of analysis.<sup>15</sup>

For the 168 issues analyzed, foreign news comprised 9.8 percent of coverage overall. With a sample size of 246,301 paragraphs, 24,146 were foreign news paragraphs. In this area, a slightly higher range in proportion – seven percentage points – can be found over the entire period. The proportion in paragraphs ranges from 8.2 percent, or 5,043 paragraphs, in 1977, to 15.2 percent, or 6,982 paragraphs, in 1947. Foreign coverage by paragraph in 1927 totaled 8.5 percent, or 5,219 paragraphs. In 1997, 9 percent, or 6,902 paragraphs, were coded as foreign news. (See Table 9.)

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<sup>15</sup> Analysis of paragraphs includes “jumps,” or the portion of an article that is continued on a separate page from where the story began.

Table 9  
Percentage of Paragraphs Comparing Foreign to Non-Foreign News Coverage

Year	Foreign Paragraphs	% Foreign	Non-foreign Paragraphs	% Non-foreign	Total Paragraphs
1927	5,219	8.5	56,503	91.5	61,722
1947	6,982	15.2	38,879	84.8	45,861
1977	5,043	8.2	56,664	91.8	61,707*
1997	6,902	9.0	70,109	91	77,011
<b>Totals</b>	<b>24,146</b>	<b>9.8</b>	<b>222,155</b>	<b>90.2</b>	<b>N=246,301</b>

\* 1 case missing

Analyzing newspapers separately, a range of 8.7 percent on average, or 6,524 paragraphs, was the low in the *Memphis Commercial Appeal*, and an average of 11.7 percent, or 10,166 paragraphs, was the high in the *Portland Oregonian*. That reflects a difference of 3 percentage points.

Examining the *Memphis Commercial Appeal* over the four years studied, the average overall was 8.7 percent, or 6,524 paragraphs. However, a 4.6-percentage point jump was noted between 1927 and 1947 before coverage appears to level off. Seven-point-three percent, or 1,548 paragraphs, were coded as foreign news in 1927 and 11.9 percent, or 1,660, in 1947. The proportion had declined 3 percentage points in 1977, to 8.9 percent, or 1,671 paragraphs. Another 1.1 percentage point decline was noted in 1997, with 7.8 percent, or 1,645 paragraphs, being foreign news. The sample size for the *Appeal* was 75,132 paragraphs. (See Table 10.)

Table 10  
Percentage of Paragraphs All Years in the *Memphis Commercial Appeal*

<b>MCAP Year</b>	<b>Foreign Paragraphs</b>	<b>% Foreign</b>	<b>Non-foreign Paragraphs</b>	<b>% Non-foreign</b>	<b>Total Paragraphs</b>
1927	1,548	7.3	19,567	92.7	21,115
1947	1,660	11.9	12,343	88.1	14,003
1977	1,671	8.9	17,171	91.1	18,842*
1997	1,645	7.8	19,527	92.2	21,172
<b>Totals</b>	<b>6,524</b>	<b>8.7</b>	<b>68,608</b>	<b>91.3</b>	<b>N=75,132</b>

\* 1 case missing

The *Cleveland Plain Dealer* also published a greater proportion of paragraphs related to foreign news in 1947 when compared to 1927 – with a percentage point increase of 7.9. Coverage in 1927 averaged 8.1 percent foreign, or 1,450 paragraphs, compared with 16.0 percent, or 2,435 paragraphs in 1947. Coverage in 1977 declined below 1927 averages to 7.3 percent, or 1,628 paragraphs. The 1977 figure represents an 8.7 percentage point decline from 1947 and is 0.8 percentage point below the 1927 average. The four-year average was 8.9 percent, or 7,456 paragraphs, with an N of 84,072. (See Table 11.)

Table 11  
Percentage of Paragraphs All Years in the *Cleveland Plain Dealer*

<b>CLPD Year</b>	<b>Foreign Paragraphs</b>	<b>% Foreign</b>	<b>Non-foreign Paragraphs</b>	<b>% Non-foreign</b>	<b>Total Paragraphs</b>
1927	1,450	8.1	16,547	91.9	17,997
1947	2,435	16.0	12,803	84.0	15,238
1977	1,628	7.3	20,797	92.7	22,425
1997	1,943	6.8	26,469	93.2	28,412
<b>Totals</b>	<b>7,456</b>	<b>8.9</b>	<b>76,616</b>	<b>91.1</b>	<b>N=84,072</b>

The third newspaper studied, the *Portland Oregonian*, similarly published a greater proportion of paragraphs related to foreign news in 1947 when compared to 1927 – with a percentage point increase of 7.6. Nearly 10 percent, or 2,221 paragraphs, of coverage was foreign news in 1927, compared with 17.4 percent, or 2,887 paragraphs in 1947. Coverage in 1977 declined by 8.9 percentage points to 8.5 percent, or 1,744 paragraphs. Unlike the other two newspapers, however, the *Oregonian* increased its coverage in 1997 by 3.6 percentage points to 12.1 percent, or 3,314 paragraphs. Its overall average was 11.7 percent, or 10,166 paragraphs, with an N of 87,097 paragraphs. (See Table 12.)

Table 12  
Percentage of Paragraphs All Years in the *Portland Oregonian*

<b>PO Year</b>	<b>Foreign Paragraphs</b>	<b>% Foreign</b>	<b>Non-foreign Paragraphs</b>	<b>% Non-foreign</b>	<b>Total Paragraphs</b>
1927	2,221	9.8	20,389	90.2	22,610
1947	2,887	17.4	13,733	82.6	16,620
1977	1,744	8.5	18,696	91.5	20,440
1997	3,314	12.1	24,113	87.9	27,427
<b>Totals</b>	<b>10,166</b>	<b>11.7</b>	<b>76,931</b>	<b>88.3</b>	<b>N=87,097</b>

An examination of the proportion of coverage by paragraph by year finds 1927 with 8.5 percent, or 5,219 paragraphs, being coded as foreign (N = 61,722). The *Portland Oregonian* had the highest proportion of foreign paragraphs at 9.8 percent, or 2,221 paragraphs. The *Cleveland Plain Dealer* followed, with 8.1 percent, or 1,450 paragraphs coded as foreign. The *Memphis Commercial Appeal* had the lowest proportion at 7.3 percent, or 1,548 foreign paragraphs. (See Table 13.)

Table 13  
Percentage of Paragraphs in 1927 for All Newspapers

Newspaper	Foreign Paragraphs	% Foreign	Non-foreign Paragraphs	% Non-foreign	Total Paragraphs
MCAP	1,548	7.3	19,567	92.7	21,115
CLPD	1,450	8.1	16,547	91.9	17,997
PO	2,221	9.8	20,389	90.2	22,610
<b>Annual Totals</b>	<b>5,219</b>	<b>8.5</b>	<b>56,503</b>	<b>91.5</b>	<b>N = 61,722</b>

In 1947, foreign coverage increased by 6.7 percentage points to an average of 15.2 percent, or 6,982 paragraphs for all three newspapers (N = 45,861). The *Portland Oregonian* again had the larger share, with 17.4 percent, or 2,887, coded as foreign paragraphs. The *Cleveland Plain Dealer* had 16.0 percent, or 2,435 foreign paragraphs. And the *Memphis Commercial Appeal* had 11.9 percent, or 1,660 paragraphs in foreign news. (See Table 14.)

Table 14  
Percentage of Paragraphs in 1947 for All Newspapers

Newspaper	Foreign Paragraphs	% Foreign	Non-foreign Paragraphs	% Non-foreign	Total Paragraphs
MCAP	1,660	11.9	12,343	88.1	14,003
CLPD	2,435	16.0	12,803	84.0	15,238
PO	2,887	17.4	13,733	82.6	16,620
<b>Annual Totals</b>	<b>6,982</b>	<b>15.2</b>	<b>38,879</b>	<b>84.8</b>	<b>N = 45,861*</b>

\* 1 case missing

Foreign coverage declined by 7 percentage points in the year 1977, with a 1977 average of 8.2 percent, or 5,043 paragraphs (N = 61,707). The Memphis newspaper topped the list for the first time at 8.9 percent, or 1,671 foreign paragraphs. It was followed by the Portland newspaper, with 8.5 percent, or 1,744 paragraphs coded as

foreign. Trailing in third was the *Cleveland Plain Dealer*, with 7.3 percent, or 1,628. (An interesting note is that while the *Portland Oregonian* came in second in terms of percentage, it was still first in overall number of paragraphs compared to the Memphis paper – 1,744 paragraphs compared with 1,671 respectively. The Portland paper had more paragraphs counted overall – it was a larger newspaper – so its percentage was less.) (See Table 15.)

Table 15  
Percentage of Paragraphs in 1977 for All Newspapers

<b>Newspaper</b>	<b>Foreign Paragraphs</b>	<b>% Foreign</b>	<b>Non-foreign Paragraphs</b>	<b>% Non-foreign</b>	<b>Total Paragraphs</b>
MCAP	1,671	8.9	17,171	91.1	18,842
CLPD	1,628	7.3	20,797	92.7	22,425
PO	1,744	8.5	18,696	91.5	20,440
<b>Annual Totals</b>	<b>5,043</b>	<b>8.2</b>	<b>56,664</b>	<b>91.8</b>	<b>N = 61,707</b>

In 1997, foreign coverage had increased by less than 1 percentage point to an overall average of 9 percent, or 6,902 foreign paragraphs coded (N = 77,011). The *Portland Oregonian* led with 12.1 percent foreign coverage, or 3,314 paragraphs. The *Memphis Commercial Appeal* was second, with 7.8 percent, or 1,645 paragraphs, followed by the *Cleveland Plain Dealer* at 6.8 percent, or 1,943 paragraphs. (In this case, too, the *Cleveland Plain Dealer* has more paragraphs than the Memphis newspaper, but its percentage to the total newshole is smaller.) (See Table 16.)

Table 16  
Percentage of Paragraphs in 1997 for All Newspapers

Newspaper	Foreign Paragraphs	% Foreign	Non-foreign Paragraphs	% Non-foreign	Total Paragraphs
MCAP	1,645	7.8	19,527	92.2	21,172
CLPD	1,943	6.8	26,469	93.2	28,412
PO	3,314	12.1	24,113	87.9	27,427
<b>Annual Totals</b>	<b>6,902</b>	<b>9.0</b>	<b>70,109</b>	<b>91.0</b>	<b>N = 77,011</b>

Thus, the bump-up in coverage in 1947 becomes more evident when paragraph data are examined by years, with a 6.7 percentage point increase seen between 1927 and 1947 – 8.5 percent vs. 15.2 percent respectively. A decline of 7 percentage points is noted between 1947 and 1977, where 8.2 percent, or 5,043 paragraphs, were foreign in nature. But when the project analysis ends in 1997, the proportion of coverage is ½ percentage point higher than in 1927 – with 9 percent of coverage being foreign, or 6,902 paragraphs.

**Front-page Foreign Coverage (Using The Article as a Unit)**

Since some previous research looked at foreign news coverage using only front pages and section fronts, it was important to see whether looking at these alone would suffice as a means of analysis. (This project, however, did not tackle section fronts since the use of section fronts for major articles and/or as a means of categorization for say, local news or sports, is a more modern invention. In 1927, for example, a new section could easily be a full-page ad or filled with generic news and start on, say, page 15. Many older newspaper issues had completely consecutive page numbers.) The proportion of front-page coverage devoted to foreign news was analyzed with the news article as the unit of analysis.

Encompassing all newspapers for all years studied, the average amount of foreign news on the front page was 21.9 percent, or 474 articles (N = 2,169 foreign and non-foreign). The *Memphis Commercial Appeal* had the most foreign coverage on the front page, with 26.4 percent, or 192 articles. The *Portland Oregonian* had 21.0 percent, with 161 articles. And the *Cleveland Plain Dealer* published 17.9 percent foreign news on its front pages, or 161 articles. (See Table 17.)

Table 17  
Percentage of Front-Page Coverage by Article Overall

Newspaper	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
MCAP	192	26.4	536	73.6	728
CLPD	121	17.9	555	82.1	676
PO	161	21.0	604	79	765
<b>Annual Totals</b>	<b>474</b>	<b>21.9</b>	<b>1,695</b>	<b>78.1</b>	<b>N = 2,169</b>

Examining the data for all newspapers by year, 19.4 percent of front pages in 1927 were foreign news, or 160 articles (N = 826). The *Memphis Commercial Appeal* had the highest amount of foreign news on the front – at 25.8 percent, or 62 articles. The *Portland Oregonian* followed, with 19.8 percent, or 65 articles (more total articles than the Memphis paper, but a lower percentage). Finally, the Cleveland newspaper had 12.8 percent foreign news on its front pages. More articles ran on the front page in 1927, with an average of 19.7 per issue. (See Table 18.)

Table 18  
Percentage of Front-Page Coverage by Article for All Newspapers in 1927

<b>Newspaper</b>	<b>Foreign Articles</b>	<b>% Foreign</b>	<b>Non-foreign Articles</b>	<b>% Non-foreign</b>	<b>Total Articles</b>	<b>Average # of stories overall on front</b>
MCAP	62	25.8	178	74.2	240	17
CLPD	33	12.8	224	87.2	257	18.4
PO	65	19.8	264	80.2	329	23.5
<b>Totals</b>	<b>160</b>	<b>19.4</b>	<b>666</b>	<b>19.4</b>	<b>N = 826</b>	<b>19.7</b>

In 1947, nearly one-third of news on the front pages of the three newspapers was foreign – 29.8 percent, or 254 articles (N=851). The *Memphis Commercial Appeal* had the most, at 32 percent, or 102 articles. The *Portland Oregonian* ran 80 foreign articles, or 29.4 percent, on its front page. And the *Cleveland Plain Dealer* had 27.7 percent, or 72 foreign articles. The average number of articles on the front page of these three newspapers in 1927 was 20.3. (See Table 19.)

Table 19  
Percentage of Front-Page Coverage by Article for All Newspapers in 1947

<b>Newspaper</b>	<b>Foreign Articles</b>	<b>% Foreign</b>	<b>Non-foreign Articles</b>	<b>% Non-foreign</b>	<b>Total Articles</b>	<b>Average # of stories overall on front</b>
MCAP	102	32.0	217	68.0	319	22.8
CLPD	72	27.7	188	72.3	260	18.5
PO	80	29.4	192	70.6	272	19.4
<b>Totals</b>	<b>254</b>	<b>29.8</b>	<b>597</b>	<b>70.2</b>	<b>N =851</b>	<b>20.3</b>

In 1977, the number of foreign articles on the newspapers' front pages had dropped nearly 20 percentage points, with only 9.9 percent, or 27 front-page foreign articles on average. The *Memphis Commercial Appeal* had more than three times as many as the

other two newspapers, with 17.3 percent, or 18 foreign front-page articles. The *Portland Oregonian* and *Cleveland Plain Dealer* ran about the same amount – 5.4 percent, or five articles, and 5.3 percent, or four articles, respectively. By 1977, the average number of articles that ran on a front page was 6.5. (See Table 20.)

Table 20  
Percentage of Front-Page Coverage by Article for All Newspapers in 1977

Newspaper	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles	Average # of stories overall on front
MCAP	18	17.3	86	82.7	104	7.4
CLPD	4	5.3	72	94.7	76	5.4
PO	5	5.4	87	94.6	92	6.6
<b>Totals</b>	<b>27</b>	<b>9.9</b>	<b>245</b>	<b>90.1</b>	<b>N=272</b>	<b>6.5</b>

In 1997, more foreign coverage was seen again on the front page, with 15 percent, or 33 articles, coded as foreign (N=220). The percentage rose 5.1 percentage points from 1947, and all three newspapers were within about 1 percentage point of each other. The Memphis newspaper had 15.4 percent, or 10 foreign articles; *Portland Oregonian*, 15.3 percent, or 11 foreign articles; and the *Cleveland Plain Dealer*, 14.5 percent, or 12 foreign articles. The average number of stories overall on front pages for these three newspapers in 1997 was 5.2. (See Table 21.)

An analysis of front-page coverage by newspaper shows the *Memphis Commercial Appeal* with foreign news accounting for 26.4 percent of its front-page coverage over the years studied, or 192 articles (N = 728). It had the most foreign news on the front page in 1947, with 32 percent, or 102 articles. It had the least in 1997, with 15.4 percent, or 10

articles. Inbetween were 1927, with 25.8 percent, or 62 articles, and 1977, with 17.3 percent, or 18 articles. (See Table 22.)

Table 21  
Percentage of Front-Page Coverage by Article for All Newspapers in 1997

Newspaper	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles	Average # of stories overall on front
MCAP	10	15.4	55	84.6	65	4.6
CLPD	12	14.5	71	85.5	83	5.9
PO	11	15.3	61	84.7	72	5.1
<b>Totals</b>	<b>33</b>	<b>15.0</b>	<b>187</b>	<b>187</b>	<b>N = 220</b>	<b>5.2</b>

Table 22  
Percentage of Front-Page Coverage by Article in the *Memphis Commercial Appeal*

MCAP Year	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
1927	62	25.8	178	74.2	240
1947	102	32.0	217	68.0	319
1977	18	17.3	86	82.7	104
1997	10	15.4	55	84.6	65
<b>Totals</b>	<b>192</b>	<b>26.4</b>	<b>536</b>	<b>73.6</b>	<b>N = 728</b>

The *Cleveland Plain Dealer* averaged 17.9 percent, or 121 articles, on the front page that related to foreign matters (N = 676). Like the Memphis paper, its highest proportion of foreign news on the front page came in 1947, with 27.7 percent, or 72 articles, and its lowest came in 1977, with 5.3 percent, or four articles. Again, inbetween were 1997 with 14.5 percent, or 12 articles, and 1917, 12.8 percent, or 33 articles. (See Table 23.)

Table 23  
Percentage of Front-Page Coverage By Article in the *Cleveland Plain Dealer*

CLPD Year	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
1927	33	12.8	224	87.2	257
1947	72	27.7	188	72.3	260
1977	4	5.3	72	94.7	76
1997	12	14.5	71	85.5	83
<b>Totals</b>	<b>121</b>	<b>17.9</b>	<b>555</b>	<b>82.1</b>	<b>N = 676</b>

The *Portland Oregonian* averaged 21 percent, or 161 foreign articles, on its front pages over the years studied (N=765). It, too, had the highest proportion in 1947, with 29.4 percent, or 80 articles, and its lowest in 1977, with 5.4 percent, or five articles. It ran 19.8 percent, or 65 foreign articles, on its front page in 1927 and 15.3 percent, or 11 articles, on the front page in 1997. (See Table 24.)

Table 24  
Percentage of Front-Page Coverage by Article in the *Portland Oregonian*

PO Year	Foreign Articles	% Foreign	Non-foreign Articles	% Non-foreign	Total Articles
1927	65	19.8	264	80.2	329
1947	80	29.4	192	70.6	272
1977	5	5.4	87	94.6	92
1997	11	15.3	61	84.7	72
<b>Totals</b>	<b>161</b>	<b>21.0</b>	<b>604</b>	<b>79</b>	<b>N = 765</b>

To recap, the proportion of front-page coverage devoted to foreign news apparently varied widely over the years. An overall average of 21.9 percent was tallied for all newspapers all years, and nearly 20 percent of news on the front page in 1927 was foreign. The proportion increased to nearly one-third in 1947 and then declined to about

one-tenth in 1977. By 1997, the amount of foreign news on the front page is 15 percent – 4.4 percentage points less than in 1927.

An examination of individual newspapers finds a variation of 8.5 percentage points between the newspaper that carried the most foreign news on its front pages over the years – the *Memphis Commercial Appeal*, with 26.4 percent – and the newspaper that carried the least – the *Cleveland Plain Dealer*, at 17.9 percent. In the middle, the *Portland Oregonian* was 3 to 5.4 percentage points away from the other two newspapers, with 21 percent of its front-page news being foreign.

### **The Focus of Foreign Coverage (Using the Article as a Unit)**

Next comes an analysis of the kinds of world news coverage provided in the three newspapers in the four years studied. For this examination, annual output is tallied in four categories: political, social/cultural, economic, and “other.”

In 1927, social/cultural news accounted for nearly 55 percent of the foreign news articles, or 677 articles (N=1,234). Political news was a distant second, with 22.5 percent, or 278 articles. Next came economic news, at 18.4 percent, or 227 articles. Finally, the “other” categories included 3 articles, or 0.2 percent. By newspaper, the *Cleveland Plain Dealer* ran 62.9 percent social/cultural foreign news, or 183 articles; followed by 24.1 percent, 70 articles, political news; 8.9 percent, or 26 articles, economic; and 0.3 percent, or one article, classified as “other” (N = 291). The *Portland Oregonian* published foreign news that was 53.5 percent social/cultural, 343 articles; 22.3 percent economic, 143 articles; 20.6 percent political, 132 articles; and none classified as “other” (N = 641). The *Memphis Commercial Appeal* had 50 percent of its foreign news in the social/cultural

category, 151 articles, followed by 25.2 percent political, 76 articles; 19.2 percent economic, 58 articles,; and 0.6 percent “other,” or 2 articles (N = 302). (See Table 25.)<sup>16</sup>

Table 25  
Focus of Foreign Coverage (Articles) in 1927\*

Newspaper	Political	Social/ Cultural	Economic	Other	Missing	Total
MCAP	76 (25.2%)	151 (50%)	58 (19.2%)	2 (0.6%)	15 (5%)	302
CLPD	70 (24.1%)	183 (62.9%)	26 (8.9%)	1 (0.3%)	11 (3.8%)	291
PO	132 (20.6%)	343 (53.5%)	143 (22.3%)	0 ---	23 (3.6%)	641
<b>Totals</b>	<b>278</b> <b>(22.5%)</b>	<b>677</b> <b>(54.9%)</b>	<b>227</b> <b>(18.4%)</b>	<b>3</b> <b>(0.2%)</b>	<b>49</b> <b>(3.9%)</b>	<b>N = 1,234</b> <b>(99.9)</b>

\*N = 3,906 for all four years

In 1947, political news came to the forefront, with an average of 53.4 percent, or 577 articles, in the category for all newspapers (N=1,080). More than one-third (35.1 percent), or 379 articles, were in the social/cultural group while 8.1 percent, or 88 articles were coded as economic. Another six articles, or 0.6 percent, were coded as “other.” The *Memphis Commercial Appeal* had 54.7 percent of foreign coverage, or 145 articles, in the political category, followed by 29.8 percent, or 79 articles, as social/cultural; 12.8 percent, or 34 articles, as economic; and 0.4 percent, one article, as “other” (N=265). The *Cleveland Plain Dealer* ran foreign news that was 53.3 percent political, for 185 articles; 32.9 percent, 114 articles, that was social/cultural; 6.9 percent, or 24 articles, economic;

<sup>16</sup> Forty-nine articles, or 3.9 percent, could not be coded for focus in 1927 because the actual articles were missing as a result of printer problems at the Library of Congress. Of the 3,906 foreign news articles in the entire project, 140 articles, or 3.6 percent, were missing because of this problem. Other percentages by year are 1947, 2.8 percent, or 30 articles; 1977, 4.9 percent, or 34 articles; and 1997, 2.9 percent, or 26 articles.

and 0.9 percent, or 3 articles, “other” (N= 347). The *Portland Oregonian* had 52.8 percent, or 247 of its articles, in the political category; 39.7 percent, or 186 articles, in social/cultural; 6.4 percent, or 30 articles, in economic; and 0.4 percent, or two articles, in “other” (N=468). (See Table 26.)

Table 26  
Focus of Foreign Coverage (Articles) in 1947\*

Newspaper	Political	Social/ Cultural	Economic	Other	Missing	Total
MCAP	145 (54.7%)	79 (29.8%)	34 (12.8%)	1 (0.4%)	6 (2.3%)	265
CLPD	185 (53.3%)	114 (32.9%)	24 (6.9%)	3 (0.9%)	21 (6.1%)	347
PO	247 (52.8%)	186 (39.7%)	30 (6.4%)	2 (0.4%)	3 (0.6%)	468
<b>Totals</b>	<b>577</b> <b>(53.4%)</b>	<b>379</b> <b>(35.1%)</b>	<b>88</b> <b>(8.1%)</b>	<b>6</b> <b>(0.6%)</b>	<b>30</b> <b>(2.8%)</b>	<b>N = 1,080</b> <b>(100.0)</b>

\*N = 3,906 for all four years

In 1977, the social/cultural category again took the lead, but the political and social/cultural categories were more evenly matched, a trend that continued in 1997 as well. Three-hundred-nineteen articles in the three newspapers, or 45.5 percent, were coded as social/cultural, followed by 40.5 percent, or 284 articles, in the political category. Economic articles totaled 8.8 percent, or 62 articles while 0.3 percent, two articles, were coded as “other” (N=701).

The *Cleveland Plain Dealer* had the most variation between the two top categories; 50.6 percent, 122 articles, coded as social/cultural while 32.8 percent, 79 articles, were coded as political – a difference of 17.8 percentage points. It also had 7.4 percent, 18 articles, coded economic and 0.8 percent, or two articles, coded as “other” (N=421).

The other two newspapers were more evenly aligned in the top two categories. The *Memphis Commercial Appeal* had 43.9 percent, 104 articles, coded as social/cultural and 43.5 percent, 103 articles, coded as political. In the *Portland Oregonian*, political stories accounted for 45.7 percent, 102 articles, while social/cultural accounted for 41.7 percent, 93 articles. The Memphis newspaper had 10.5 percent, 25 articles, coded as economic and none coded as “other” (N=237). The Portland paper had 8.5 percent, 19 articles, and none coded as “other” (N=223). (See Table 27.)

Table 27  
Focus of Foreign Coverage (Articles) in 1977\*

Newspaper	Political	Social/ Cultural	Economic	Other	Missing	Total
MCAP	103 (43.5%)	104 (43.9%)	25 (10.5%)	0 ---	5 (2.1%)	237
CLPD	79 (32.8%)	122 (50.6%)	18 (7.4%)	2 (0.8%)	20 (8.3%)	241
PO	102 (45.7%)	93 (41.7%)	19 (8.5%)	0 ---	9 (4.0%)	223
<b>Totals</b>	<b>284</b> <b>(40.5%)</b>	<b>319</b> <b>(45.5%)</b>	<b>62</b> <b>(8.8%)</b>	<b>2</b> <b>(0.3%)</b>	<b>34</b> <b>(4.9%)</b>	<b>N = 701</b> <b>(100.0)</b>

\*N = 3,906 for all four years

Once again, in 1997, the categories of social/cultural and political focus were more evenly matched – with 47.9 percent, or 427 articles, and 42 percent, 374 articles, respectively. Fifty-seven articles, or 6.4 percent, were coded as economic while 0.8 percent, seven articles, were coded as “other” (N=891).

By newspaper, the *Memphis Commercial Appeal* had the widest variation this time between the two, with 54.2 percent, 128 articles, coded social/cultural, and 31.8 percent, 75 articles, coded as political – a difference of 22.4 percentage points. The Memphis

paper had 10.6 percent, 25 foreign articles, coded as economic and 0.4 percent, 1 article, coded as “other” (N=236).

The *Cleveland Plain Dealer* ran 48.2 percent, 136 articles, foreign articles in the social/cultural category and 40.8 percent, 115 articles, in the political. Economic articles accounted for 6.3 percent, or 18, of the foreign articles while 1.1 percent, three articles were “other” (N=282).

As in 1977, the *Portland Oregonian* in 1997 reversed the ranking, with 49.3 percent, or 184 articles, coded as political and 43.7 percent, 163 articles, in the social/cultural category. Another 3.8 percent, 14 articles, were coded economic and 0.8 percent, three articles, were “other” (N=373). (See Table 28.)

In all of the four years except 1947, social/cultural news dominated, followed by the political, economic, and other categories. Only in 1947 did political news take the lead, followed by social/cultural, economic, and “other” categories. However, in the final two years studied – 1977 and 1997 – the gap between political and social/cultural narrowed. And the *Portland Oregonian* bucked the trend of the other two newspapers by emphasizing political news in three of the four years examined.

### **Conflict in Foreign Coverage (Using the Article as a Unit)**

With the exception of 1927, conflict dominated foreign news coverage in newspapers overall. Of 1,234 articles coded in 1927, 466 of them, or 37.8 percent, involved conflict. The other three years under study had considerably more articles coded for conflict: 692 articles, or 64.1 percent in 1947; 436 articles, or 62.2 percent in 1977; and 536 articles, or

60.2 percent in 1997. Overall for the four years studied, conflict was coded in 54.5 percent, or 2,130 articles. (See Table 29.)

Table 28  
Focus of Foreign Coverage (Articles) in 1997\*

Newspaper	Political	Social/ Cultural	Economic	Other	Missing	Total
MCAP	75 (31.8%)	128 (54.2%)	25 (10.6%)	1 (0.4%)	7 (3.0%)	236
CLPD	115 (40.8%)	136 (48.2%)	18 (6.3%)	3 (1.1%)	10 (3.5%)	282
PO	184 (49.3%)	163 (48.2%)	14 (3.8%)	3 (0.8%)	9 (2.4%)	373
<b>Totals</b>	<b>374</b> <b>(42.0%)</b>	<b>427</b> <b>(47.9%)</b>	<b>57</b> <b>(6.4%)</b>	<b>7</b> <b>(0.8%)</b>	<b>26</b> <b>(2.9%)</b>	<b>891</b> <b>(100.0)</b>

\*N = 3,906 for all four years

Table 29  
Conflict in Foreign Coverage All Years (Articles)

Year	Conflict Involved	No Conflict	Missing	Total
1927	466 (37.8%)	719 (58.3%)	49 (4.0%)	1,234 (100.1)
1947	692 (64.1%)	357 (33.1%)	31 (2.9%)	1,080 (100.1)
1977	436 (62.2%)	231 (32.9%)	34 (4.9%)	701 (100.0)
1997	536 (60.2%)	329 (36.9%)	26 (2.9%)	891 (100.0)
<b>Totals</b>	<b>2,130</b> <b>(54.5%)</b>	<b>1,636</b> <b>(41.9%)</b>	<b>140</b> <b>(3.6%)</b>	<b>N = 3,906</b> <b>(100.0)</b>

In 1927 in all three newspapers, 58.3 percent, or 719 articles, did not involve conflict, compared with 37.8 percent, or 466 articles, that did (N=1,234). All three newspapers'

coverage was in the same direction, with no conflict in 60.7 percent of foreign articles (389) in the *Portland Oregonian*; 55.7 percent, 162 articles, in the *Cleveland Plain Dealer*; and 55.6 percent, 168 articles, in the *Memphis Commercial Appeal*. (See Table 30.)<sup>17</sup>

Table 30\*  
Conflict in Foreign Coverage in 1927 (Articles)

Newspaper	Conflict Involved	No Conflict	Missing	Total
MCAP	119 (39.4%)	168 (55.6%)	15 (5.0%)	302
CLPD	118 (40.5%)	162 (55.7%)	11 (3.8%)	291
PO	229 (35.7%)	389 (60.7%)	23 (3.6%)	641
<b>Totals</b>	<b>466</b> <b>(37.8%)</b>	<b>719</b> <b>(58.3%)</b>	<b>49</b> <b>(4.0%)</b>	<b>N = 1,234</b> <b>(100.1)</b>

\*N = 3,906 for all four years

The categories reversed rank in 1947, with 64.1 percent, or 692 of the foreign articles, coded as involving conflict, compared with 33.1 percent, or 357 articles, that did not (N=1,080). All three newspaper were coded in the same direction, with conflict involved in 65.1 percent, or 226 of the foreign articles in the *Cleveland Plain Dealer*; 63.9 percent, or 299 articles, in the *Portland Oregonian*; and 63 percent, or 167 articles, in the *Memphis Commercial Appeal*. (See Table 31.)

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<sup>17</sup> Forty-nine articles, or about 4 percent, could not be coded for conflict in 1927 because the actual articles were missing because of printer problems at the Library of Congress. Of the 3,906 foreign news articles, 140 articles, or 3.6 percent, were missing. Other percentages by year are 1947, 2.9 percent, or 31 articles; 1977, 4.9 percent, or 34 articles; and 1997, 2.9 percent, or 26 articles.

Table 31\*  
Conflict in Foreign Coverage in 1947 (Articles)

<b>Newspaper</b>	<b>Conflict Involved</b>	<b>No Conflict</b>	<b>Missing</b>	<b>Total</b>
MCAP	167 (63.0%)	91 (34.3%)	7 (2.6%)	265
CLPD	226 (65.1%)	100 (28.8%)	21 (6.1%)	347
PO	299 (63.9%)	166 (35.5%)	3 (0.6%)	468
<b>Totals</b>	<b>692</b> <b>(64.1%)</b>	<b>357</b> <b>(33.1%)</b>	<b>31</b> <b>(2.9%)</b>	<b>N = 1,080</b> <b>(100.1)</b>

\*N = 3,906 for all four years

The same rankings appear in 1977 data. Conflict was involved in an average of 62.6 percent, or 436 of the foreign articles, compared with 32.9 percent, or 231 articles, that were coded as having none (N = 701). The *Portland Oregonian* was coded with 73.5 percent of foreign articles having conflict (164 articles) (N = 223). The Memphis newspaper had 57.4 percent, or 136 articles coded for conflict (N = 237), and the Cleveland newspaper had 56.4 percent, or 136 articles coded the same (N = 241). (See Table 32.)

Finally, in 1997, the average number of foreign articles coded for conflict in all three newspapers was 60.2 percent, or 536 articles (N=891). By newspaper, the *Cleveland Plain Dealer* had 67 percent, or 189 articles (N=282) while the *Portland Oregonian* had 63 percent, or 235 (N=373). The *Memphis Commercial Appeal* was the only one of the three with the ranking reversed, with 49.6 percent, or 117 articles, coded for conflict. (See Table 33.)

Table 32\*  
Conflict in Foreign Coverage (Articles) in 1977

Newspaper	Conflict Involved	No Conflict	Missing	Total
MCAP	136 (57.4%)	96 (40.5%)	5 (2.1%)	237
CLPD	136 (56.4%)	85 (35.3%)	20 (8.3%)	241
PO	164 (73.5%)	50 (22.4%)	9 (4.0%)	223
<b>Totals</b>	<b>436</b> <b>(62.2%)</b>	<b>231</b> <b>(32.9%)</b>	<b>34</b> <b>(4.9%)</b>	<b>701</b> <b>(100.0)</b>

\*N = 3,906 for all four years

Table 33\*  
Conflict in Foreign Coverage (Articles) in 1997

Newspaper	Conflict Involved	No Conflict	Missing	Total
MCAP	112 (47.4%)	117 (49.6%)	7 (3.0%)	236
CLPD	189 (67.0%)	83 (29.4%)	10 (3.5%)	282
PO	235 (63.0%)	129 (34.6%)	9 (2.4%)	373
<b>Totals</b>	<b>536</b> <b>(60.2%)</b>	<b>329</b> <b>(36.9%)</b>	<b>26</b> <b>(2.9%)</b>	<b>891</b> <b>(100.0)</b>

\*N = 3,906 for all four years

### **Byline/Source of Foreign Coverage (Using the Article as a Unit)**

Wire services were overwhelmingly the source of origination for foreign copy over all three newspapers in the four years studied. Newspaper bylines were coded 3.4 percent of the time, 42 articles, in 1927; 6.7 percent in 1947, 72 articles; 4.7 percent in 1977, 33 articles; and 4.8 percent in 1997, 43 articles (N=3,906). While the “none” or no

byline category ranged from 9.9 percent in 1947 to 24.8 percent in 1927, one could expect most of these to be additional wire service copy. (See Tables 34 through 38.)<sup>18</sup>

Table 34  
Byline/Source of Foreign Coverage All Years (Articles)

Year	Newspaper Byline	Wire Service	None	Missing	Total
1927	42 (3.4%)	835 (67.7%)	306 (24.8%)	51 (4.1%)	1,234 (100.0)
1947	72 (6.7%)	871 (80.6%)	107 (9.9%)	30 (2.8%)	1,080 (100.0)
1977	33 (4.7%)	592 (84.5%)	43 (6.1%)	33 (4.7%)	701 (100.0)
1997	43 (4.8%)	641 (71.9%)	181 (20.3%)	26 (2.4%)	891 (99.9)
<b>Totals</b>	<b>190</b> <b>(4.9%)</b>	<b>2,939</b> <b>(75.2%)</b>	<b>637</b> <b>(16.3%)</b>	<b>140</b> <b>(3.6%)</b>	<b>3,906</b> <b>(100.0)</b>

Table 35\*  
Byline/Source of Foreign Coverage in 1927 (Articles)

Newspaper	Newspaper Byline	Wire Service	None	Missing	Total
MCAP	10 (3.3%)	251 (83.1%)	26 (8.6%)	15 (5.0%)	302
CLPD	23 (7.9%)	171 (58.8%)	84 (28.9%)	13 (4.5%)	291
PO	9 (1.4%)	413 (64.4%)	196 (30.5%)	23 (3.6%)	641
<b>Totals</b>	<b>42</b> <b>(3.4%)</b>	<b>835</b> <b>(67.7%)</b>	<b>306</b> <b>(24.8%)</b>	<b>51</b> <b>(4.1%)</b>	<b>N = 1,234</b> <b>(100.0)</b>

\*N = 3,906 for all four years

<sup>18</sup> Missing data for byline/source was 4.1 percent, 51 articles, in 1927; 2.8 percent, 30 articles, in 1947; 4.7 percent, 33 articles, in 1977; and 2.9 percent, 26 articles, in 1997. All told, missing data totaled 140 articles, or 3.6 percent, out of a total 3,906 foreign articles.

Table 36\*  
Byline/Source of Foreign Coverage in 1947 (Articles)

Newspaper	Newspaper Byline	Wire Service	None	Missing	Total
MCAP	8 (3.0%)	240 (90.6%)	11 (4.2%)	6 (2.3%)	265
CLPD	50 (14.4%)	230 (66.3%)	46 (13.3%)	21 (6.1%)	347
PO	14 (3.0%)	401 (85.6%)	50 (10.7%)	3 (0.6%)	468
<b>Totals</b>	<b>72</b> <b>(6.7%)</b>	<b>871</b> <b>(80.6%)</b>	<b>107</b> <b>(9.9%)</b>	<b>30</b> <b>(2.8%)</b>	<b>N = 1,080</b> <b>(100.0)</b>

\*N = 3,906 for all four years

Table 37\*  
Byline/Source of Foreign Coverage in 1977 (Articles)

Newspaper	Newspaper Byline	Wire Service	None	Missing	Total
MCAP	16 (6.8%)	201 (84.8%)	15 (6.3%)	5 (2.1%)	237
CLPD	10 (4.1%)	192 (79.7%)	20 (8.3%)	19 (7.9%)	241
PO	7 (3.1%)	199 (89.2%)	8 (3.6%)	9 (4.0%)	223
<b>Totals</b>	<b>33</b> <b>(4.7%)</b>	<b>592</b> <b>(84.5%)</b>	<b>43</b> <b>(6.1%)</b>	<b>33</b> <b>(4.7%)</b>	<b>N = 701</b> <b>(100.0)</b>

\*N = 3,906 for all four years

Table 38\*  
Byline/Source of Foreign Coverage in 1997 (Articles)

Newspaper	Newspaper Byline	Wire Service	None	Missing	Total
MCAP	12 (5.1%)	213 (90.3%)	4 (1.7%)	7 (3.0%)	236
CLPD	11 (3.9%)	150 (53.2%)	111 (39.4%)	10 (3.5%)	282
PO	20 (5.4%)	278 (74.5%)	66 (17.7%)	9 (2.4%)	373
<b>Totals</b>	<b>43</b> <b>(4.8%)</b>	<b>641</b> <b>(71.9%)</b>	<b>181</b> <b>(20.3%)</b>	<b>26</b> <b>(2.9%)</b>	<b>891</b> <b>(99.9)</b>

\*N = 3,906 for all four years

### **Regions/Transnational Organizations in Foreign Coverage**

The following section examines which regions of the world were covered in the foreign articles. While coders listed the actual countries and organizations covered, the list was collapsed into regions to facilitate analysis. Transnational organizations, such as the United Nations, OPEC and the Palestinian Liberation Organization, or PLO, were coded in case a foreign article mentioned such an organization only. (See Appendix F.)

Western Europe was the overwhelming favorite whether examining the data by year and/or by newspaper. It received 52.7 percent of coverage, 2,058 articles, on average over the three newspapers in the four years studied. The next five regions in proportion of foreign coverage were Asia, 19.7 percent, 771 articles; Eastern Europe, 18.3 percent, 716 articles; Latin America, 10.5 percent, 409 articles; the Mideast, 10.2 percent, 398 articles; and Canada, 9.1 percent, 355 articles. More diversity was noted among regions covered as the decades passed, with Africa moving into the top 5 regions covered in 1977 and as No. 6 on the list in 1997. But even at Western Europe's nadir of coverage, 37.8 percent in 1997, 336 articles, it still remained nearly 17 percentage points ahead of the No. 2 region in coverage – Asia, at 21.1 percent, 188 articles. (See Tables 39-42.) The *Portland Oregonian* ran more articles on Canada, 11.8 percent, or 201 articles, compared with 7.8 percent, 90 articles, the *Cleveland Plain Dealer*, and 6.2 percent, or 64 articles, in the *Memphis Commercial Appeal*. It should be noted that both Portland and Cleveland are closer geographically to Canada than is Memphis. (See Table 40.)

Table 39  
Percentage of Foreign Coverage By Region/Organization All Newspapers Overall \*

Region/Organization	Number of articles	Percentage of Articles
Western Europe	2,058	52.7
Asia	771	19.7
Eastern Europe	716	18.3
Latin America	409	10.5
Mideast	398	1.2
Canada	355	9.1
Africa	217	5.6
United Nations	155	4.0
Other nations	130	3.3
Caribbean	110	2.8
Other organizations	38	1.0
NATO	18	0.5
OPEC	7	0.2

N = 3,905

Table 40  
Region/Transnational Organizations with Foreign Mention by Newspaper\*

Region/Org	MCAP		CLPD		PO	
	Frequency	%	Frequency	%	Frequency	%
W. Europe	571	54.9	581	50.0	906	53.2
Asia	213	20.5	166	14.3	392	23
E. Europe	192	18.5	245	21.1	279	16.4
Latin Am	119	11.4	97	8.4	193	11.3
Mideast	114	11.0	129	11.1	155	9.1
Canada	64	6.2	90	7.8	201	11.8
Africa	61	5.9	76	6.5	80	4.7
U.N.	37	3.6	56	4.8	62	3.6
Caribbean	35	3.4	36	3.1	39	2.3
Other nations	33	3.2	38	3.3	59	3.5
OPEC	2	0.2	2	0.2	3	0.2
NATO	3	0.3	6	0.5	9	0.5
Other orgs	7	0.7	13	1.1	18	1.1
<b>Totals</b>	<b>N = 1,040</b>		<b>N = 1,161</b>		<b>N = 1,704</b>	

N = 3,905 for all three newspapers, all four years

\* **Note:** Items total to more than 100% because more than one country and/or organization might be included in the same article.

Table 41  
Region/Transnational Organizations with Foreign Mention in 1927\*

Region/ Org	MCAP		CLPD		PO		Total	% Overall
	Freq	%	Freq	%	Freq	%		
W. Euro	205	67.9	177	60.8	405	63.2	787	63.8
Asia	52	17.2	42	14.4	129	20.1	223	18.1
E. Euro	48	15.9	46	15.8	85	13.3	179	14.5
Canada	28	9.3	37	12.7	113	17.6	178	14.4
Lat Am	54	17.9	34	11.7	89	13.9	177	14.3
Mideast	10	3.3	8	2.7	16	2.5	34	2.8
Other nations	3	1.0	6	2.1	26	4.1	35	2.8
Carib	7	2.3	5	1.7	14	2.2	26	2.1
Africa	4	1.3	5	1.7	12	1.9	21	1.7
Other orgs	---	---	3	1.0	7	1.1	10	0.8
U.N.	---	---	---	---	---	---	---	---
OPEC	---	---	---	---	---	---	---	---
NATO	---	---	---	---	---	---	---	---

N = 1,234 for 1927

\* **Note:** Items total to more than 100% because more than one country and/or organization might be included in the same article.

Table 42  
Region/Transnational Organizations with Foreign Mention in 1947\*

Region/ Org	MCAP		CLPD		PO		Total	% Overall
	Freq	%	Freq	%	Freq	%		
W. Euro	166	62.6	202	58.2	274	58.5	642	59.4
E. Euro	77	29.1	98	28.2	105	22.4	280	25.9
Asia	54	20.4	39	11.2	133	28.4	226	20.9
Mideast	31	11.7	36	10.4	43	9.2	110	10.2
U.N.	18	6.8	31	8.9	34	7.3	83	7.7
Lat Am	19	7.2	25	7.2	34	7.3	78	7.2
Canada	12	4.5	24	6.9	29	6.2	65	6.0
Other nations	7	2.6	19	5.5	11	2.4	37	3.4
Carib	3	1.1	11	3.2	6	1.3	20	1.9
Africa	5	1.9	8	2.3	5	1.1	18	1.7
Other orgs	---	---	5	1.4	7	1.5	12	1.1
U.N.	---	---	---	---	---	---	---	---
OPEC	---	---	---	---	---	---	---	---
NATO	---	---	---	---	---	---	---	---

N = 1,080 for 1947

\* **Note:** Items total to more than 100% because more than one country and/or organization might be included in the same article.

Table 43  
Region/Transnational Organizations with Foreign Mention in 1977\*

Region/ Org	MCAP		CLPD		PO		Total	% Overall
	Freq	%	Freq	%	Freq	%		
W. Euro	97	40.9	97	40.2	99	44.4	293	41.8
Asia	53	22.4	36	14.9	45	20.2	134	19.1
E. Euro	38	16.0	46	19.1	37	16.6	121	17.3
Mideast	42	17.7	37	15.4	34	15.2	113	16.1
Africa	31	13.1	35	14.5	31	13.9	97	13.8
Lat Am	23	9.7	19	7.9	27	12.1	69	9.8
Canada	13	5.5	11	4.6	17	7.6	41	5.8
Carib	13	5.5	8	3.3	4	1.8	25	3.6
U.N.	7	3.0	9	3.7	8	3.6	24	3.4
Other nations	8	3.4	4	1.7	4	1.8	16	2.3
Other orgs	6	2.5	2	0.8	---	---	8	1.1
OPEC	2	0.8	2	0.8	2	0.9	6	0.9
NATO	1	0.4	1	0.4	2	0.9	4	0.6

N = 701 for 1977

\* **Note:** Items total to more than 100% because more than one country and/or organization might be included in the same article.

Table 44  
Region/Transnational Organizations with Foreign Mention in 1997\*

Region/ Org	MCAP		CLPD		PO		Total	% Overall
	Freq	%	Freq	%	Freq	%		
W. Euro	103	43.6	105	37.2	128	34.4	336	37.8
Asia	54	22.9	49	17.4	85	22.8	188	21.1
Mideast	31	13.1	48	17.0	62	16.7	141	15.8
E. Euro	29	12.3	55	19.5	52	14.0	136	15.3
Lat Am	23	9.7	19	6.7	43	11.6	85	9.6
Africa	21	8.9	28	9.9	32	8.6	81	9.1
Canada	11	4.7	18	6.4	42	11.3	71	8.0
U.N.	12	5.1	16	5.7	20	5.4	48	5.4
Other nations	15	6.4	9	3.2	18	4.8	42	4.7
Carib	12	5.1	12	4.3	15	4.0	39	4.4
NATO	2	0.8	5	1.8	7	1.9	14	1.6
Other orgs	1	0.4	3	1.1	4	1.1	8	0.9
OPEC	---	---	---	---	1	0.3	1	0.1

N = 890 for 1997

\* **Note:** Items total to more than 100% because more than one country and/or organization might be included in the same article.

### **The “Local Angle” in Foreign Coverage (Using the Article as a Unit)**

Of the 3,905 foreign articles analyzed in this study, 49.3 percent, or 1,925 articles overall, had a local angle, meaning they were in some way related to the United States.

Looking at the data by year for all newspapers, as with previous data analyzed, there was a rise in the number of articles with a local referent in 1947, followed by a decline. In 1927, 637 articles, or 51.6 percent had a local angle; in 1947, the percentage rose six

points to 57.6 percent, or 622 articles. The actual number of articles had dropped precipitously in 1977 to 331, or 47.2 percent. And in 1997, 37.6 percent, or 335 foreign articles, had a local referent. (See Table 45.)

Table 45  
Percentage of Local-Angle Foreign Articles by Year

Year	Local Referent	%	No local Referent	%	Missing	%	Total
1927	637	51.6	547	44.3	50	4.1	1,234
1947	622	57.6	427	39.5	31	2.9	1,080
1977	331	47.2	336	47.9	34	4.9	701
1997	335	37.6	530	59.6	25	2.8	890
<b>Totals</b>	<b>1,925</b>	<b>49.3</b>	<b>1,840</b>	<b>47.1</b>	<b>140</b>	<b>3.6</b>	<b>N = 3,905</b>

When the data are examined by newspaper, the *Memphis Commercial Appeal* had the highest percentage at 52.2 percent, or 543 articles. While the *Portland Oregonian* was second in terms of percentage with 49.6 percent, it had a higher number of “local-angle” foreign articles, at 845. The *Cleveland Plain Dealer* followed, with 46.3 percent of its foreign articles, or 537, having a local referent. (See Table 46.)

Table 46  
Percentage of Local-Angle Foreign Articles by Newspaper

Newspaper	Local Referent	%	No local Referent	%	Missing	%	Total
MCAP	543	52.2	463	44.5	34	3.3	1,040
CLPD	537	46.3	562	48.4	62	5.3	1,161
PO	845	49.6	815	47.8	44	2.6	1,704
<b>Totals</b>	<b>1,925</b>	<b>49.3</b>	<b>1,840</b>	<b>47.1</b>	<b>140</b>	<b>3.6</b>	<b>N = 3,905</b>

All three newspapers, when analyzed separately, experienced the same increase in U.S.-related foreign news in 1947 before experiencing a decline in the two successive years. While the *Cleveland Plain Dealer* had the lowest overall average of local-referent foreign articles, it also had the widest range of the three in percentage points between 1927 and 1997. The Cleveland newspaper started in 1927 with a high of 52.9 percent, or 154 articles, with a local referent, and ended in 1997 with 30.9 percent, or 87 articles. (See Tables 47-49.)

Table 47  
Percentage of Local-Angle Foreign Articles by Year in the *Memphis Commercial Appeal*

Year	Local Referent	%	No local Referent	%	Missing	%	Total
1927	155	51.3	131	43.4	16	5.3	302
1947	149	56.2	110	41.5	6	2.3	265
1977	139	58.6	93	39.2	5	2.1	237
1997	100	42.4	129	54.7	7	3.0	236
<b>Totals</b>	<b>543</b>	<b>52.2</b>	<b>463</b>	<b>44.5</b>	<b>34</b>	<b>3.3</b>	<b>N = 1,040</b>

Table 48  
Percentage of Local-Angle Foreign Articles by Year in the *Cleveland Plain Dealer*

Year	Local Referent	%	No local Referent	%	Missing	%	Total
1927	154	52.9	126	43.3	11	3.8	291
1947	202	58.2	124	35.7	21	6.1	347
1977	94	39.0	127	52.7	20	8.3	241
1997	87	30.9	185	65.6	10	3.5	282
<b>Totals</b>	<b>537</b>	<b>46.3</b>	<b>562</b>	<b>48.4</b>	<b>62</b>	<b>5.3</b>	<b>N = 1,161</b>

Table 49  
Percentage of Local-Angle Foreign Articles by Year in the *Portland Oregonian*

<b>Year</b>	<b>Local Referent</b>	<b>%</b>	<b>No local Referent</b>	<b>%</b>	<b>Missing</b>	<b>%</b>	<b>Total</b>
1927	328	51.2	290	45.2	23	3.6	641
1947	271	57.9	193	41.2	4	0.9	468
1977	98	43.9	116	52.0	9	4.0	223
1997	148	39.8	216	58.1	8	2.2	372
<b>Totals</b>	<b>845</b>	<b>49.6</b>	<b>815</b>	<b>47.8</b>	<b>44</b>	<b>2.6</b>	<b>N = 1,704</b>

A subset of “local-angle” foreign articles also was examined. Coders noted whether a foreign article related to the U.S. in general or was “closer,” with a “more local” or relevant mention, meaning the article went beyond just a mention of the United States and its officials to more specific references to areas of the country and/or of residents and/or businesses. Of the 1,925 articles with a local mention, the average was 43.5 percent, or 838 articles, with a “closer” local referent over the time period studied. In this category is a steady decline in the “closer” referents, from 51.8 percent, or 330 articles in 1927, to 38.2 percent, or 128 foreign articles, in 1997. In other words, more foreign articles mentioned the United States generally rather than a specific area or people beyond the national government and its officials. (See Table 50.)

Table 50  
Percentage of Local-Angle Foreign Articles, U.S. or Closer, by Year

<b>Year</b>	<b>U.S.</b>	<b>%</b>	<b>Closer</b>	<b>%</b>	<b>Missing</b>	<b>%</b>	<b>Total</b>
1927	305	47.9	330	51.8	2	0.3	637
1947	369	59.3	253	40.7	---	---	622
1977	203	61.3	127	38.4	1	0.3	331
1997	207	61.8	128	38.2	---	---	335
<b>Totals</b>	<b>1,084</b>	<b>56.3</b>	<b>838</b>	<b>43.5</b>	<b>3</b>	<b>0.2</b>	<b>N = 1,925</b>

When the “closer” referent is analyzed by newspaper, the *Portland Oregonian* had the highest percentage of “closer” local referents overall, at 50.7 percent, or 428 foreign articles. The *Cleveland Plain Dealer* had 41.3 percent, or 222 articles with “closer” referents. And the *Memphis Commercial Appeal* had 34.6 percent, or 188 articles. (See Table 51.)

Table 51  
Percentage of Local-Angle Foreign Articles, U.S. or Closer, by Newspaper

<b>Newspaper</b>	<b>U.S.</b>	<b>%</b>	<b>Closer</b>	<b>%</b>	<b>Missing</b>	<b>%</b>	<b>Total</b>
MCAP	354	65.2	188	34.6	1	0.1	543
CLPD	314	58.6	222	41.3	1	0.2	537
PO	416	49.2	428	50.7	1	0.1	845
<b>Totals</b>	<b>1,084</b>	<b>56.3</b>	<b>838</b>	<b>43.5</b>	<b>3</b>	<b>0.2</b>	<b>N = 1,925</b>

Tracking the yearly averages by newspaper, the Portland newspaper had a high of 61.6 percent, or 202 foreign articles, with a “closer” referent in 1927, but the amount declined as the years progressed. It ended 1997 with 38.5 percent, or 57 foreign articles, with a more-local emphasis. The Memphis newspaper declined nearly 10 percentage points from 1927 to 1947, then settled within two percentage points of 1927 in the successive two years studied. The *Cleveland Plain Dealer* remained with 4.6 percentage points of its 1927 average. (See Tables 52-54.)

Table 52  
 Percentage of Local-Angle Foreign Articles,  
 U.S. or Closer, in the Memphis Commercial Appeal

Year	U.S.	%	Closer	%	Missing	%	Total
1927	95	61.3	59	38.1	1	0.6	155
1947	106	71.1	43	28.9	---	---	149
1977	89	64.0	50	36.0	---	---	139
1997	64	64.0	36	36.0	---	---	100
<b>Totals</b>	<b>354</b>	<b>65.2</b>	<b>188</b>	<b>34.6</b>	<b>1</b>	<b>0.1</b>	<b>N = 543</b>

Table 53  
 Percentage of Local-Angle Foreign Articles,  
 U.S. or Closer, in the *Cleveland Plain Dealer*

Year	U.S.	%	Closer	%	Missing	%	Total
1927	84	54.5	69	44.8	1	0.6	154
1947	121	59.9	81	40.1	---	---	202
1977	57	60.6	37	39.4	---	---	94
1997	52	59.8	35	40.2	---	---	87
<b>Totals</b>	<b>314</b>	<b>58.5</b>	<b>222</b>	<b>41.3</b>	<b>1</b>	<b>0.2</b>	<b>N = 537</b>

Table 54  
 Percentage of Local-Angle Foreign Articles,  
 U.S. or Closer, in the *Portland Oregonian*

Year	U.S.	%	Closer	%	Missing	%	Total
1927	126	38.4	202	61.6	---	---	328
1947	142	52.4	129	47.6	---	---	271
1977	57	58.2	40	40.8	1	1.0	98
1997	91	61.5	57	38.5	---	---	148
<b>Totals</b>	<b>416</b>	<b>49.2</b>	<b>428</b>	<b>50.7</b>	<b>1</b>	<b>0.1</b>	<b>N = 845</b>

## **Inferential Findings**

### **Analysis of Trends from 1927-97 in Foreign Coverage**

To determine whether the variation in the percentage of foreign coverage is significant over the course of the period of study, a logistic regression model was estimated since the independent variable, coverage, is dichotomous. This permits the calculation of log-odds ratios, which can then be converted into predicted probabilities. Dummy variables were created to represent each year and each newspaper, with 1927 and the *Memphis Commercial Appeal* used as excluded categories, the effects of which are captured in the intercept term.

With 1927 used as the constant, the difference in foreign news coverage is highly significant and positive at the 0.000 level for all three of the other years. Since the unstandardized logit coefficient (b) represents the effect of this variable on the dependent variable, the spike in 1947 is evident. The coefficients are not as large in successive years, but remains highly significant at the 0.01 level. Thus, a one-unit change in the independent variable, the year, results in a 0.400-unit change in the log-odds ratio of coverage for 1947, a 0.256-unit change in 1977, and a 0.198-unit change in 1997. The probability spiked nearly 3 percentage points from 8.52 percent in 1927 to 11.38 percent in 1947 before declining in the successive years. However, a greater chance of coverage existed in 1997 (9.88 percent) than in 1927 (8.52 percent), a difference of 1.36 percentage points.

The Pseudo  $R^2$ , which represents an estimate of how much of the variance in the dependent variable model is explained by the independent variables, is only 0.002; thus,

two-tenths of a percent of foreign coverage is explained by the change over time.

Obviously, there is considerable variation in the dependent variable explained by other variables that are excluded from this model. (See Table 55.)

Table 55  
Logistic Regression Results  
Change Over Time in Proportion of Foreign Articles All Newspapers

	<b>b</b>	<b>t</b>		<b>Predicted Probability</b>
1947	0.400	9.10	***	11.38%
1977	0.256	5.15	***	10.41%
1997	0.198	4.30	***	9.88%
Constant (1927)	-2.409	81.07	***	8.52%

N = 39,841 (1 missing)  
Pseudo R<sup>2</sup> = 0.002  
Model Chi-square = 85.751  
Prob (Chi-square) = 0.000

\*\*\* prob. < .001  
\*\* prob. < .01  
\* prob. < .05

Table 56 explores the effects of newspaper on the dependent variable. Dummy variables for the *Cleveland Plain Dealer* and the *Portland Oregonian* are included, with the *Memphis Commercial Appeal* the excluded category, the effect of which is captured in the intercept term. In comparison to the Memphis newspaper, the *Cleveland Plain Dealer* has a significantly higher level of foreign coverage that is significant at the 0.05 level (N = 38,841). The effect is actually quite small (i.e., less than 1 percent difference in the percent of foreign coverage for the two newspapers), but the coefficient is

significant – in large part due to the large sample size. The effect is slightly greater for the *Portland Oregonian*, with significance at the 0.01 level. The Pseudo R<sup>2</sup> is 0.000. The probability values from the log-odds ratio is similar, with a percentage-point difference ranging from 0.27 to 1.13. (See Table 56.)

Table 56  
Logistic Regression Results  
Proportion of Foreign Articles by Newspaper

	<b>b</b>	<b>t</b>		<b>Predicted Probability</b>
<i>Cleveland Plain Dealer</i>	0.100	2.23	*	9.93%
<i>Portland Oregonian</i>	0.130	3.14	**	10.2%
Constant ( <i>Memphis Commercial Appeal</i> )	-2.305	70.87	***	9.07%

N = 39,841 (1 missing)  
Pseudo R<sup>2</sup> = 0.000  
Model Chi-square = 10.294  
Prob (Chi-square) = 0.006

\*\*\* prob. < .001  
\*\* prob. < .01  
\* prob. < .05

Next comes an examination of the change over time in the proportion of foreign articles by year and by newspaper. Seeking an estimate of the effect of year and newspaper simultaneously finds all but the *Cleveland Plain Dealer* having highly significant results. The spike in the value of the dependent variable in 1947 is significant at the 0.000 level, as was 1977 and 1997. Results for the *Portland Oregonian* were highly significant at 0.001. A greater chance of coverage existed in 1947 (11.02 percent), but the

predicted probability of coverage for 1997 (9.18 percent) was higher than the constant (7.63 percent). The Pseudo R<sup>2</sup> is 0.002. (See Table 57.)

Table 57  
Logistic Regression Results  
Change Over Time in Proportion of Foreign Articles by Year and Newspaper

	<b>b</b>	<b>t</b>		<b>Predicted Probability</b>
<b>Years</b>				
1947	0.405	9.17	***	11.02
1977	0.265	5.29	***	9.72
1997	0.202	4.34	***	9.18
<b>Newspapers</b>				
<i>Cleveland Plain Dealer</i>	0.071	1.56		8.14
<i>Portland Oregonian</i>	0.141	3.39	***	8.68
Constant	-2.494	61.67	***	7.63

N = 39,841 (1 missing)  
Pseudo R<sup>2</sup> = 0.002  
Model Chi-square = 97.516  
Prob (Chi-square) = 0.000

\*\*\* prob. < .001  
\*\* prob. < .01  
\* prob. < .05

Logistic regression also was performed on front-page coverage. With 1927 as the constant, 1947 foreign coverage on the front page is positive and highly significant at 0.000. Front-page coverage in 1977 was negative in direction at highly significant at 0.000. The log-odds probabilities jumped 10 percentage points to 29.86 percent in 1947, dropped nearly 20 percentage points in 1977, to 9.93 percent, and then rose 5 points to 15.01 percent. The predicted probability was still lower, however, than the initial 19.37 percent in 1927. The relationship was not significant in 1997. The Pseudo R<sup>2</sup> is 0.030. (See Table 58.)

Table 58  
 Logistic Regression Results  
 Change Over Time in Front-Page Foreign Articles

	<b>b</b>	<b>t</b>		<b>Predicted Probability</b>
1947	0.572	4.94 ***		29.86%
1977	-0.779	3.53 ***		9.93%
1997	-0.308	1.48		15.01%
Constant (1927)	-1.426	16.20 ***		19.37%

N = 2,169  
 Pseudo R<sup>2</sup> = 0.030  
 Model Chi-square = 66.174  
 Prob (Chi-square) = 0.000

\*\*\* prob. < .001  
 \*\* prob. < .01  
 \* prob. < .05

When the proportion of front-page coverage is analyzed by newspaper with the *Memphis Commercial Appeal* as the constant, the relationship to the *Cleveland Plain Dealer* is in the negative direction and highly significant at the 0.000 level. The relationship to the *Portland Oregonian* was negative but less significant at the 0.05 level. The probability from log-odds ratio has a difference range of 3.13 to 5.34 percentage points. The Pseudo R<sup>2</sup> is 0.007. (See Table 59.)

Table 59  
 Logistic Regression Results  
 Proportion of Front-Page Foreign Coverage by Newspaper

	<b>b</b>	<b>t</b>		<b>Predicted Probability</b>
<i>Cleveland Plain Dealer</i>	-0.496	3.79	***	17.90%
<i>Portland Oregonian</i>	-0.296	2.42	*	21.03%
Constant ( <i>Memphis Commercial Appeal</i> )	-1.027	12.20	***	26.37%

N = 2,169  
 Pseudo R<sup>2</sup> = 0.007  
 Model Chi-square = 15.104  
 Prob (Chi-square) = 0.001

\*\*\* prob. < .001  
 \*\* prob. < .01  
 \* prob. < .05

Comparing the effects of year and newspaper simultaneously on front-page foreign coverage, the years 1947 and 1977 and the *Portland Oregonian* results are highly significant at the 0.000 level. The *Cleveland Plain Dealer* effect is moderately significant at the 0.05 level (0.032). Both are negative in direction. Only the result for the year 1997 is not significant. Once again, 1947's direction is positive while the direction for the two successive years are negative. The Pseudo R<sup>2</sup> is 0.036. (See Table 60.)

Table 60  
 Logistic Regression Results  
 Proportion of Front-Page Foreign Coverage by Year and Newspaper

<b>Years</b>	<b>b</b>	<b>t</b>		<b>Predicted Probability</b>
1947	0.551	4.73	***	34.8
1977	-0.816	3.68	***	11.97
1997	-0.298	1.43		18.59

(Table continued)

<b>Newspapers</b>				
<i>Cleveland Plain Dealer</i>	-0.267	2.14	*	19.06
<i>Portland Oregonian</i>	-0.488	3.67	***	15.88
Constant	-1.179	10.31	***	23.52

N = 2,169

Pseudo R<sup>2</sup> = 0.036

Model Chi-square = 80.061

Prob (Chi-square) = 0.000

\*\*\* prob. < .001

\*\* prob. < .01

\* prob. < .05

## CHAPTER 5 DISCUSSION OF RESULTS/IMPLICATIONS

This longitudinal study was designed to examine trends in the quantity and kinds of world news coverage in three selected U.S. daily newspapers *during times of relative peace* – in 1927, 1947, 1977, and 1997. The answers to the following questions were sought:

Q<sub>1</sub>: What is the proportion of world news coverage in selected U.S. daily newspapers during times of relative peace?

Q<sub>2</sub>: Has the quantity changed over time?

In a rare examination of complementary proportion and item frequency for both domestic and foreign news, an average of 9.8 percent foreign coverage was found by article and paragraph over the four years studied. Of the 39,841 articles coded, 3,906 were foreign. By paragraph, the total sample size was 246,302, and 24,146 paragraphs were foreign. For both the article and paragraph, and for all three newspapers, foreign coverage spiked in 1947, then moved closer to its starting point in 1927 in the successive years studied. (See Figure 1.) Results of the logistic regression show that the change was highly significant in the positive direction, not only for the obvious jump in 1947, but also for the two successive years in the study. Compared to 1927, there was growth in foreign coverage in all three years in all three newspapers.

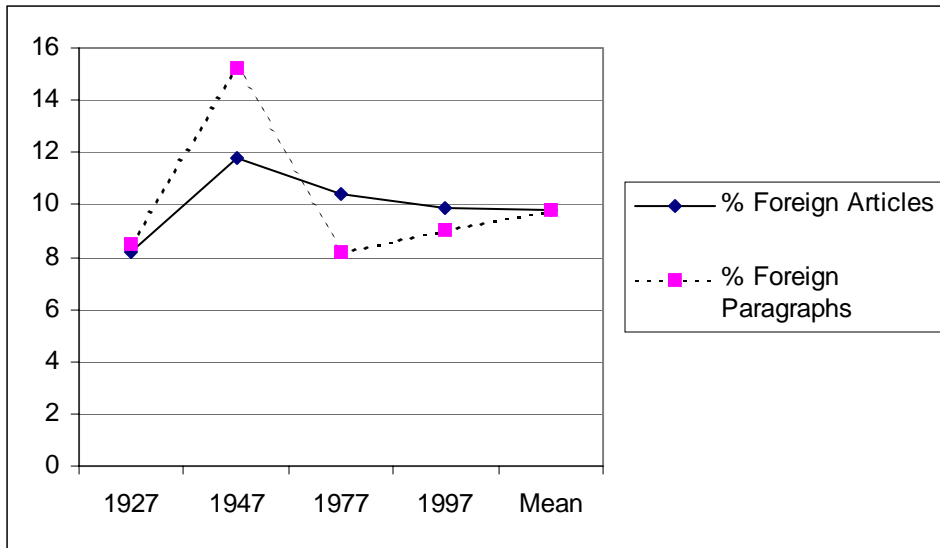


Figure 1 Comparison of Foreign Articles to Paragraphs Over Time

Comparing 1927 to 1997, foreign coverage in the *Memphis Commercial Appeal* was up 3.9 percentage points, from 6.6 percent to 10.5 percent, and the *Portland Oregonian*, up 2 percentage points, from 8.9 percent to 10.9 percent. Only the *Cleveland Plain Dealer* showed a slight decline over the years, down 0.8 percentage point, from 9.3 percent in 1927 to 8.5 percent in 1997. And while the Portland newspaper often came in second in terms of percentage, it always had the greatest number of articles when compared to the other two newspapers.

Of course, the fact that the most significant growth was in 1947 for all newspapers was not surprising since America was coming out of World War II, and there was considerable discussion in the news about the Marshall Plan and the Yalta conference. India and Palestine were freed of British control, and Palestine was partitioned. The

United States also became financially involved in Greece and Turkey's fight against communism.

At first glance, the sheer numbers suggest that there was a decline in foreign coverage, since 1927 had 1,234 foreign articles coded, compared with 1,080 in 1947, 701 in 1977, and 890 articles in 1997. But having a count of the total number of articles, both foreign and non-foreign as well, allows a tally of the percentage, which puts the absolute number in more appropriate perspective. (See Figure 2.) The trend has been to fewer, but longer articles. For example, in 1927, the average front page held 20 articles, many of them one paragraph long. By 1997, however, an average of five articles ran on the front page.

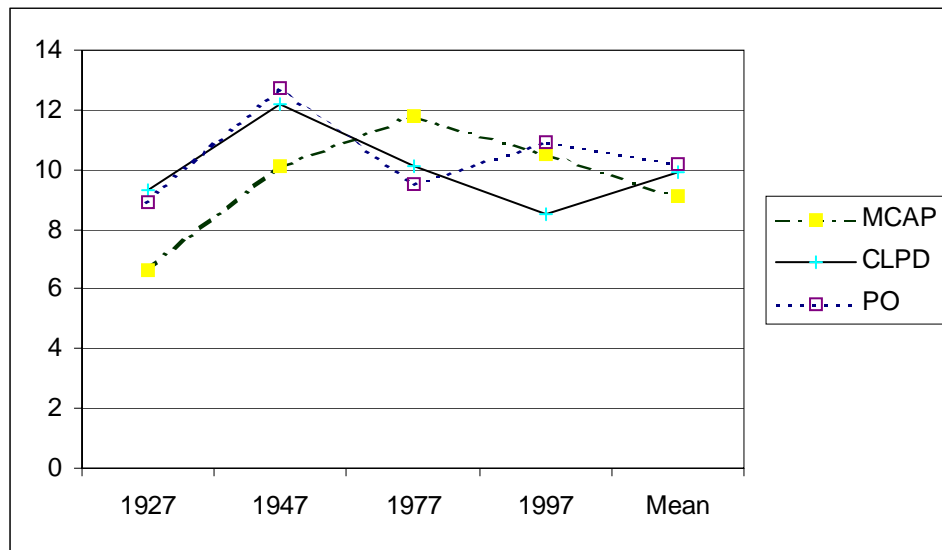


Figure 2 Changes by Percentage in Newspaper Coverage Over Time (Articles)

Indeed, if one were to judge foreign coverage only by looking at front-page coverage before 1997, these numbers, too, could be misleading. One of five articles on a 1927 front page was foreign in 1927, compared with nearly one of three in 1947, but only one of 10 in 1977. By 1997, the average had risen to one of about seven. Inferential statistics indicate the rise in 1947 and the decline in 1977 were both highly significant, but not so for the 1997 average of front-page coverage. This would suggest that, compared to 1927, which was the constant, there is no significant difference in front-page coverage of foreign news in 1997.

Finally, going back 70 years from 1997 provided a longer glimpse than most similar efforts, which could explain why such a debate has raged about whether the amount of foreign news is on the wane. From this research, it can be seen that foreign coverage, rather than declining since 1927, has actually increased since 1927. However, since a high reached in 1947, the percentage has, indeed, dwindled. But the proportion still remained in 1997 above that of 1927. So findings related to foreign coverage can differ depending on the start and end dates of the period of study and whether one examined only absolute-frequency items.

Q<sub>3</sub>: What kind of world news coverage is offered in selected U.S. daily newspapers during times of relative peace?

Q<sub>4</sub>: Have the kinds of news changed over time?

With the exception of 1947 (and its continued coverage of the war's aftermath), social/cultural news dominated, followed by political and economic news and the "other"

category. Political news took the lead in 1947, followed by social/cultural, economic, and “other.” The gap between the top two narrowed in the final two years that were studied. Portland bucked that trend, however, and emphasized political news in three of the four years.

Conflict dominated the news in all years except for 1927, when articles without conflict accounted for 58.3 percent of foreign news. The highest amount of conflict reported was in 1947 at 64.1 percent. The amount dropped 1.9 percentage points in 1977 to 62.2 percent and another 2 percentage points to 60.2 percent in 1997.

Wire services were the source for the majority of foreign news reported, with only 4.6 percent over the four years studied accounted for by newspaper byline (180 articles). While the “none” category held another 16.3 percent, or 637 articles, it could be speculated that these, too, were from the wire.

The “local angle” typically was represented in less than half the foreign coverage overall, 49.3 percent, and declined 20 percentage points from its high of 57.6 percent in 1947 to 37.6 percent in 1997. The “closer” referent, denoting articles with a local angle related to America’s heartland and beyond its national actors, experienced a steady decline of 13.6 percentage points from 1927 to 1997 – from 51.8 percent to 38.2 percent. Here is an area some argue could easily be addressed. Hamilton (1986) has recommended showing global interdependence by developing hometown news stories with a genuine foreign connection, such as the assistance provided by Virginia banks to Brazilian shoe companies. Indeed, there were some examples of this kind of story in the newspapers analyzed here, but apparently not enough. For example, “On a China Venture” in the

December 10, 1997, issue of the *Cleveland Plain Dealer*, discussed a local business' efforts in the China market.

Q<sub>5</sub>: What countries are covered?

Q<sub>6</sub>: How much of the coverage relates specifically to the United States?

Q<sub>7</sub>: Has the amount of U.S.-linked coverage changed over time?

As was predicted, Western Europe was the overwhelming favorite in year and newspaper analysis, garnering an average of 52.7 percent of coverage, 2,058 article overall. The second-highest region, Asia (which jockeyed over the years with Eastern Europe for the No. 2 spot), was 33 percentage points away, at 19.7 percent, or 771 articles. Following these three were Latin America, the Mideast, and Canada. Western Europe's coverage in the United States went from a high of 63.8 percent in 1927 (787 articles) to a low of 37.8 percent in 1997 (336 articles).

But coverage became more diverse with each decade. Africa moved into the top 5 regions covered in 1977; it was No. 6 in 1997. Coverage of the Middle East went from 2.8 percent in 1927 (34 articles) to a high of 16.1 percent (113 articles) in 1977 and 15.8 percent (141 articles) in 1997. Yet even at its lowest in 1997, Western Europe still remained nearly 17 percentage points ahead of No. 2 Asia on the list.

One area that lost space on America's news pages in the process was Canada, which tallied 14.4 percent of coverage (178 articles) in 1927, compared with 8.0 percent, or 71 articles in 1997. Canadian coverage dropped as low as 5.8 percent in 1977, or 41 articles. Among newspapers, however, the *Portland Oregonian* kept up its coverage of its neighbor – with 11.8 percent of its foreign coverage overall devoted to Canada, compared

with 6.2 and 7.8 percent of coverage from the Memphis and Cleveland newspapers, respectively. While Cleveland also is a neighbor to Canada, Portland also has a major port.

Slightly under half, 49.3 percent, or 1,925 of the foreign articles analyzed had a local angle. Of that amount, the majority – 56.3 percent or 1,084 articles – were strictly related to America in general rather than mentioning a specific region or person not involved in the Washington, D.C., Beltway.

### **Comparisons of Findings with Those of Woodward and Others**

How do these results compare to Woodward's pioneering study? Woodward found that in the 40 newspapers he studied over nine months in 1927, 5.15 percent of the space was devoted to news from abroad, with a range of 9 percent to 2 percent. Woodward ranked the *Memphis Commercial Appeal* No. 12, with 4.90 percent (compared to 6.6 percent of coverage in 1927 in this study). He ranked the *Portland Oregonian* No. 35, with 3.50 percent of the space devoted to foreign coverage, compared with this study's finding of 8.9 percent in 1927. And the *Cleveland Plain Dealer* was ranked No. 39, with 3.07 percent of space for foreign news, compared with this study's 1927 average of 9.3 percent for the newspaper. Woodward also found the Associated Press provided 58.5 percent of the foreign coverage, compared with this project's finding of 67.7 percent.

Of course, some of the differences between the current findings and that of Woodward may be explained partially by his exclusion of the neighboring nations of Mexico and Canada, both of which were included in this effort. Another difference in

operationalization was his definition of that newshole that excludes features (p. 58). For example, he allowed lists of books “most in demand at libraries” to be a news item, but not book reviews; he allowed theater “puffs” referring to current attractions playing or about to play as a news item, but did not allow poetry and jokes. The exclusions for the current study were less convoluted and are common exemptions in modern research: editorial and op-editorial pages; photos, cartoons, advertising, and agate.

Woodward also noted the common dilemma found in older newspapers of separate items strung together under a single headline (discussed under limitations for this study). Instead of attempting to separate them as content dictated, his decision was to “make the average length of an item in the given category more nearly approach that in the newspaper as a whole” (p. 59), an explanation not entirely coherent. Additionally, Woodward excluded Sundays and used prestige newspapers, which were intentionally excluded in this study.

Riffe et al. (1994), whose suggestion for further research prompted the current effort, looked at one newspaper only – a case study of the *New York Times* – from 1969-90 and absolute-item frequencies only, conceding that the evidence of a shrinking foreign newshole was indirect. The findings in this project did, however, coincide with their note of a decline in First World coverage as Third World coverage increased. While their World Bank terminology is now outdated, the findings are similar.

Ogan et al. (1975) looked at front-page coverage only and found an increase in foreign coverage during World War II, which correlates with this project’s finding of a greater spike in 1947 during the Marshall Plan talks after World War II. However, the

results of this study indicate that limiting content analysis to front-page coverage can be misleading.

The Project for Excellence study (2004) also reported front-page results. It reported 27 percent foreign coverage on the front-page in 1977 and 21 percent in 1997. The current research effort found that a 21.9 percent average of foreign news on the front page for all years, with the highest percentage in 1947 at 29.8 percent and the lowest in 1997, at 9.9 percent. The regressions showed a decline in front-page foreign coverage by year and newspaper, with the exception of 1947. The decline was significant in 1977.

Emery (1989) examined 10 U.S. newspapers in 1987-88 and found foreign news in 2.6 percent of non-advertising space overall, much less than this study's finding of 9.8 percent foreign news overall. (His project measured some items that the current study did not, such as comics and puzzles.) The only study similar in methodology was Cho and Lacy's (2000) analysis of Japanese newspapers over five months, so their findings would not be comparable to the American newspapers currently under scrutiny.

### **Limitations of Study**

Ideally, this study would have been performed with coders actually looking at each physical page and counting column inches for both the foreign and non-foreign articles in the 168 issues. However, the physical pages were no longer accessible, and the idea of copying every page of every newspaper was dropped quickly as the prohibitive expense of such an undertaking became obvious. Besides, even copying every page did not assure that the size of the pages would be proportionately the same, making measuring column inches problematic; thus, the expense would have been fruitless.

And so the decision was made to count articles and paragraphs, which was not without its problems as well. Paragraphs can vary widely by size, and the older versions of the newspapers included some very long and very short paragraphs. Additionally, a range existed in type size for the body copy, or the article after the headlines, with older newspapers using much smaller type. And until the 1970s in American newspapers, it was not unusual for an article to start off with regular-size body type and then move into agate (6 points or smaller) for less significant information, or “B” matter. Although this research did not count agate copy in general, the agate attached to the end of a regular article was counted.

Why not count all of the agate? Over the course of operationalizing this study, the discussion went back and forth about whether agate should be included. Many researchers do not, and their reasoning became clear when an attempt was made to include agate. Because the type is so small, one would have to estimate its size by comparing it to more-normal-size body copy nearby, which was not always feasible. And intercoder reliability would have been an issue because the estimates varied widely.

Along with agate type, this study also excluded pictures, cartoons, and the editorial and op-editorial pages. While these are acceptable exclusions seen in similar studies, some foreign copy was not counted as a result. For example, the *Memphis Commercial Appeal* in 1927 would have picture pages in the back of each issue that often related to international news. In the March 24, 1947 issue (p. 11), large pictures featured the Byrd expedition and sailors in Australia. In October and November 1947, all three newspapers ran pictures related to Princess Elizabeth’s wedding to Prince Phillip. The

*Portland Oregonian* carried information in agate about Canadian weather and ship arrivals and departures in earlier editions. And some economic news and sports was overlooked because it was in agate, such as foreign exchange rates and race or game results.

The 1927 editions, especially, were problematic because of extreme design differences. The design was not modular, so one had trouble tracking where a story began and ended. Columns were narrower, with eight columns in earlier papers rather than the five to six in use today. In addition to the small, nearly illegible type, many subordinate heads were used. In the *Portland Oregonian*, for example, some headlines were six deep (and the space occupied by headlines wasn't tallied). On the other hand, some related stories didn't have a headline at all. The only way one knew it was a sidebar was because it started with a new dateline. The headline styles themselves were confusing; sometimes the same type of headline would be used as a subhead in an article; sometimes it would be used to start a new article; and sometimes an article started with no line of demarcation whatever and no head. For example, the *Portland Oregonian* Sunday society section in 1927 often had a generic label head such as "Teacup topics" or "Society personals" with pages and pages of hundreds of small briefs strung together. And the division between advertorials (ads masquerading as articles) was very slight. All of this made listing every article in every newspaper issue (foreign and non-foreign) a painstaking and laborious process, which made this component too expensive to have coders perform. Instead the coders received the foreign articles alone for analysis.

One also had to be wary of seeming foreign appellations in headlines that could be misleading. The 1927 newspapers were not hesitant when discussing a local happening to call someone “Mexican,” “Irish,” or the “Bulging Bulgarian” and the “Lithuanian Lothario,” as was the case for two fighters (much in the same way that the term “Negro” was liberally sprinkled through newspapers of the time).

There also is the question of external validity of this study: Can these results be generalized? The three newspapers were selected from 40 used previously by Woodward. And while an attempt was made to select three from various areas of the United States, the choices were not made with random sampling. It should be noted that the regression on the newspapers, with the *Memphis Commercial Appeal* as constant, showed moderate significance (at the 0.05 level) between it and the *Cleveland Plain Dealer* and greater significance (at the 0.01 level) between the Memphis paper and the *Portland Oregonian*.

Finally, the focus of this research is on the quantity, not quality, of foreign coverage. Admittedly, some of the foreign articles were about honeymoons to Canada and other relatively trivial material, but it can be said that much of the non-foreign news of the same era was trivial in nature as well. Consider, for example, the poems throughout the sports pages in a 1927 *Portland Oregonian* or the dramatic fiction installments that ran daily in the *Memphis Commercial Appeal* and the *Cleveland Plain Dealer*, precursors to the television soap opera. Examples include “Starring Dulcie Jane, Chapter 32” in the March 1, 1927, Cleveland newspaper (p. 28) and “Love’s Embers” in the May 6 edition.

However, some valiant efforts at providing readership with foreign news were noted as well. For example, the *Portland Oregonian* by 1997 had full-page coverage of a foreign issue called “News Focus,” its self-described version of the news show “60 Minutes,” in which it examined a foreign issue in-depth. For example, it looked at landmines on Tuesday, August 16, 1997 (p. 6-A), and Islamic conferences on Wednesday, December 10, 1997. The *Portland Oregonian* and the *Cleveland Plain Dealer* in 1997 also ran “Earthweek: Diary of a Planet,” with briefs related to science and the environment from around the world.

### **Value of Findings**

Having listed its deficiencies, what benefit does this study offer? The foremost contribution this study provides is this: For the first time in modern history, U.S. newspapers are analyzed for foreign news coverage in more than one newspaper by absolute-item frequency and proportion over time. The attempt to get a baseline during times of relative peace also is a relatively rare effort as well.

This detailed look at the evolution of press coverage during times of relative peace over a period of seven decades has failed to find support for the continuing complaint about the demise of foreign news coverage. While foreign coverage in this analysis did decline from 1947 to 1997, the 1997 amount of coverage was still higher than that of 1927. So when one seeks to determine the amount of foreign coverage in American newspapers, this study shows that an historical approach must be taken.

The important finding in the current study is the suggestion that during times of peace, it’s normative to have little foreign news. The spikes in foreign news tend to be

based on conflict that, generally, represents a threat to U.S. security. Thus, sustained foreign coverage in the United States over a period of time is generally a definition of war. Because the coverage tends to go up when there is a perceived impact on the United States, one might even say the definition of the news changes, and the foreign news actually becomes local.

If it's normative to have little foreign news coverage in American daily newspapers, wouldn't it be more interesting to examine what might account for an increase in coverage? Perhaps researchers should look at foreign news coverage from a slightly different perspective. Instead of asking why foreign news coverage has decreased, perhaps the more appropriate question would be why does it increase?

It's also extremely important that researchers look beyond the front pages of a newspaper to ascertain the amount of foreign coverage. This study clearly shows a decline in front-page coverage that did not parallel with its findings for foreign coverage overall. Additionally, looking only at the front page ignores some valiant efforts inside to show Americans the world beyond U.S. borders. For example, the regular international packages provided in the *Portland Oregonian* was described by a wire editor as "our '60 Minutes'" (Shanor, 2003, p. 129). Indeed, the *Oregonian's* "News Focus" takes an entire page to examine one issue in-depth.

But this effort also found support for other previous research conclusions. The newspapers studied here have become more diverse in countries covered over the years, but continue to emphasize events in Western Europe to a greater degree than other regions. To echo Wilke (1987) in his analysis of newspapers from the 1600s to the 1900s,

the newspapers' "cognitive maps" have been extended, but a Euro-centric focus continues to exist. And just as Semmel (1976) found the *Miami Herald* covering Central and South America more, so this study saw the two newspapers closest in distance to Canada providing more information about Canada than the one newspaper farther away in distance. So it appears with this effort that proximity – geographic nearness or relevance – remains an important criterion.

The newspapers in this research effort, like others studied before, have kept an emphasis on conflict, or the coups and earthquakes that Sreberny-Mohammadi (1984) says defines news. But, surprisingly, the newspapers reduced the amount of local referents, an area that Hamilton (1986) indicated has the potential to show how globally interdependent nations have become. Indeed, Sreberny-Mohammadi notes the definition of international news is an issue. She noted there's no "neat dividing line" between "foreign news at home" and "home news abroad" (p. 126).

The apparent ebb and flow in foreign news coverage found in this study is not unlike that anticipated by Morris et al. (2002) in a Pew International Journalism Program-commissioned study. The survey of foreign editors indicated 58 percent of the editors at large and mid-sized newspapers expected coverage after the terrorist actions of September 11, 2001, to gradually return to pre-September 11 levels. The current study reported a spike during post-World War II coverage and a decline thereafter.

Besides, can anyone say definitively that the 1,234 foreign articles published in 1927 in the three newspapers in this study (many of them one paragraph long) provided more information for citizens to judge foreign policy issues than did the 701 articles in 1977 or

the 890 articles in 1997? The answer certainly is “no” if one is comparing one-paragraph political snippets and breathless accounts of honeymoon trips with a full-page discussion and analysis of issues as provided by the *Portland Oregonian* in more recent times. As Hamilton and Jenner (2004) described the redefinition of the foreign correspondent, foreign coverage itself is about evolution, not extinction. They called for broader definitions of foreign correspondence and foreign correspondents.

### **Suggestions for Further Study**

The problem with generalizability was noted earlier in the discussion of limitations. The next step in this process would be to continue to add newspapers using the same time frame and random dates. Since one each from the Midwest, South, and West were used in this study, the obvious choice for addition would be one from the East. Perhaps the number could be increased from three to eight newspapers total, with two from each U.S. region.

But beyond the debate over fewer correspondents and less foreign news, perhaps the questions that should be asked instead are, “With the proportion of coverage no less than seven decades ago, what about the *quality* of coverage? And, can the media contribute to getting citizens to *attend* to what is covered?”

Former New York City Mayor Ed Koch used to ask the trademark question, “How ‘m I Doin’?” to assess his effectiveness; so, too, must media assess their actions in creating public knowledge, as described by Schudson (1995). He lists seven goals to which a media system within a democracy might aspire. These include providing fair and full information so citizens can make sound decisions; offering coherent frameworks for

understanding; serving as common carriers for various perspectives; providing the quality and quantity of news that people want; representing the public to hold government accountable; evoking empathy for other human beings in the world, such as showing the plight of those in Sarajevo and Somalia; and providing a forum for dialogue that informs decision-making and is an element of the process (p. 29).

“The news gains power not in its direct impact on audiences, but in the belief, justified in viable democracies, that the knowledge of citizens can from time to time be effective,” said Schudson (p. 28).

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APPENDIX A  
 NEWSPAPERS SELECTED COMPARED WITH ORIGINAL WOODWARD GROUP

<b>In original study</b>	<b>Current name of paper*</b>	<b>Selected for new CA</b>
1. Atlanta <i>Constitution</i>	Atlanta <i>Journal-Constitution</i>	
2. Baltimore <i>Sun</i>	Same`	
3. Boston <i>Globe</i>	Same	
4. Boston <i>Herald</i>	Same	
5. Boston <i>Post</i>	DEFUNCT	
6. Buffalo <i>Courier-Express</i>	Buffalo <i>News</i>	
7. Chicago <i>Herald &amp; Examiner</i>	Chicago <i>Sun-Times</i>	
8. Chicago <i>Tribune</i>	Same	
9. Cincinnati <i>Commercial-Tribune</i>	Cincinnati <i>Post</i>	
10. Cincinnati <i>Enquirer</i>	Same	
11. Cleveland <i>Plain Dealer</i>	Same	v Midwest
12. Dallas <i>News</i>	Dallas <i>Morning News</i>	
13. Des Moines <i>Register</i>	Same BUT NOT major metro	
14. Detroit <i>Free Press</i>	Same	
15. Houston <i>Post-Dispatch</i>	Houston <i>Chronicle</i>	
16. Indianapolis <i>Star</i>	Same	
17. Kansas City <i>Journal</i>	Kansas City <i>Star</i>	
18. Kansas City <i>Times</i>	DEFUNCT	
19. Los Angeles <i>Examiner</i>	Los Angeles <i>News</i>	
20. Los Angeles <i>Times</i>	Same	
21. Louisville <i>Courier-Journal</i>	Same	
22. Memphis <i>Commercial Appeal</i>	Same	v South
23. Milwaukee <i>Sentinel</i>	Milwaukee <i>Journal-Sentinel</i>	
24. New York <i>American</i>	DEFUNCT	
25. New York <i>Herald-Tribune</i>	New York <i>News</i>	

26. New York <i>Times</i>	Same	
27. New York <i>World</i>	New York Post	
28. <i>Daily Oklahoman</i> (Okla. City)	Same	
29. Omaha <i>World-Herald</i>	Same NOT MAJOR METRO	
30. Philadelphia <i>Inquirer</i>	Same	
31. Philadelphia <i>Public Ledger</i>	Philadelphia <i>News</i>	
32. Pittsburgh <i>Post</i>	Pittsburgh <i>Post-Gazette</i>	
33. Portland <i>Morning Oregonian</i>	Portland <i>Oregonian</i>	v West
34. Rochester <i>Democrat &amp; Chronicle</i>	Same	
35. San Francisco <i>Chronicle</i>	Same	
36. San Francisco <i>Examiner</i>	Same name BUT...**	
37. St. Louis <i>Globe-Democrat</i>	St. Louis <i>Post-Dispatch</i>	
38. St. Paul <i>Pioneer-Press</i>	Same	
39. Washington <i>Herald</i>	Washington <i>Times</i>	
40. Washington <i>Post</i>	Same	

\* Based on daily newspapers list at [www.newslink.org](http://www.newslink.org)

\*\* *Atlanta Journal-Constitution*: Two newspapers came under joint ownership in 1950, and merged into one paper in 2001. Since our study ends in 1997, the merger has no effect.

\*\* The *Examiner* was down to a 50,000 press run by February 2003 and had become a free daily tabloid. Hearst, which started the *Examiner*, bought the *Chronicle* and sold the *Examiner* to the Fang family (Independent Newspapers).

**Note:**

Nineteen newspapers were the same, but two longer were major metropolitan papers.

Therefore, 17 were the same and major metros.

Three newspapers were defunct.

Eighteen experienced name changes.

Three were selected.

APPENDIX B  
RANDOM SAMPLE OF DATES OVER SEVEN DECADES

**1927**

January:

**Jan. 20, 1927 (Thursday)**

February:

**Feb. 12, 1927 (Saturday)**

March:

1. March 1, 1927 (Tuesday)

2. March 13, 1927 (Sunday)

**April:**

3. April 27, 1927 (Wednesday)

May:

4. May 6, 1927 (Friday)

5. May 14, 1927 (Saturday)

6. May 25, 1927 (Wednesday)

7. May 26, 1927 (Thursday)

June:

8. June 20, 1927 (Monday)

9. June 27, 1927 (Monday)

July: NONE

August:

10. Aug. 19, 1927 (Friday)

September: NONE

October:

**Oct. 2, 1927 (Sunday)**

November:

11. Nov. 29, 1927 (Tuesday)

December: NONE

None in July, September, December

**1947**

January:

1. Jan. 31, 1947 (Friday)

February:

2. Feb. 13, 1947 (Thursday)

March:

3. March 24, 1947 (Monday)

April: NONE

May:

4. May 25, 1947 (Sunday)

June:

5. June 30, 1947 (Monday)

July:

6. July 15, 1947 (Tuesday)

August:

7. Aug. 6, 1947 (Wednesday)

8. Aug. 24, 1947 (Sunday)

September: NONE

October:

9. Oct. 7, 1947 (Tuesday)

10. Oct. 29, 1947 (Wednesday)

November:

11. Nov. 21, 1947 (Friday)

December:

12. Dec. 6, 1947 (Saturday)

13. Dec. 11, 1947 (Thursday)

14. Dec. 20, 1947 (Saturday)

None in April and September

## 1977

January:

1. Jan. 17, 1977 (Monday)

February:

2. Feb. 6, 1977 (Sunday)

3. Feb. 19, 1977 (Saturday)

March: NONE

4. March 3, 1977 (Thursday)

April:

5. April 6, 1977 (Wednesday)

6. April 7, 1977 (Thursday)

May: NONE

June:

7. June 5, 1977 (Sunday)

8. June 6, 1977 (Monday)

**July:**

9. July 2, 1977 (Saturday)

10. July 19, 1977 (Tuesday)

August:

11. Aug. 10, 1977 (Wednesday)

September: NONE

October:

12. Oct. 11, 1977 (Tuesday)

13. Oct. 14, 1977 (Friday)

14. Oct. 28, 1977 (Friday)

November: NONE

December: NONE

None in March, May, September,  
November, and December

## 1997

January:

1. Jan. 27, 1997 (Monday)

February: NONE

March:

2. March 13, 1997 (Thursday)

April:

3. April 27, 1997 (Sunday)

May:

4. May 13, 1997 (Tuesday)

5. May 25, 1997 (Sunday)

6. May 26, 1997 (Monday)

June:

7. June 20, 1997 (Friday)

8. June 27, 1997 (Friday)

July: NONE

August:

9. Aug. 19, 1997 (Tuesday)

September: NONE

October:

10. Oct. 2, 1997 (Thursday)

11. Oct. 18, 1997 (Saturday)

November:

12. Nov. 1, 1997 (Saturday)

13. Nov. 19, 1997 (Wednesday)

December:

14. Dec. 10, 1997 (Wednesday)

No dates in February, July, and  
September

APPENDIX C  
OPERATIONAL DEFINITIONS/CODEBOOK

**I. Items in the newshole** (foreign and other).

**A. News item/article:** a discrete piece of information four lines or longer that typically is indicated by use of a headline, but may not be in the case of briefs, especially in older newspaper issues.

**B. Briefs:** count as separate stories even if under a joint headline if the combined news items are obviously unrelated, i.e., separated by graphic device such as stars, a rule, bold-faced lead-in, etc. “Round-up” news articles, which discuss a variety of related but distinctly separate events without graphic delineation columns (seen periodically in sports), will be coded if the international news item is four lines or more.

**C. Limitations:** Headlines are not included in measurements since we are counting paragraphs; exclude all ads (display and classified), agate type, cartoons, pictures, and special tabloid sections, and specified editorial pages in later years. Include features sections, such as lifestyle, business, sports.<sup>19</sup>

**D. Foreign news:** copy about events and issues in any country other than the United States, identified by headline, dateline, and/or text on all pages and sections of the newspaper.<sup>20</sup>

**II. Length (count paragraphs.)**

**III. Coding foreign items**

1. **Name of newspaper:** Check whether MCAP (*Memphis Commercial Appeal*); CLPD (*Cleveland Plain Dealer*); or *Portland Oregonian* (PO)
2. **Issue date:** Write in date of issue (noted on separate folders AND on front of copied stories).
3. **Completed by:** Your first name or initials.
4. **Page:** Note whether story is on front page or inside.

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<sup>19</sup> Woodward apparently used sports; only excluded editorials, magazine materials and features specifically. Riffe used sports.

<sup>20</sup> Riffe (1994) defined is as “all international news identified by headline or dateline.” Woodward’s definition was: news from abroad carrying a dateline from any country *other than the U.S., Mexico, Canada, and Alaska*.

5. **Story number:** Number articles in issue consecutively. Each issue list should start with story No. 1.  
NOTE: Please code copied pages in the order provided and keep them in order; it will make things easier for me later. But if there is more than one article on a page, it doesn't matter how these are numbered.
6. **Number of paragraphs, also referred to as "grafs":** Count and note the number of grafs.  
If the story "jumps" to another page, add the notation "+j" for "plus jump."  
For example, the first article on the sample code sheet, "Chinese," has a jump. There are 12 grafs on Page 1, so the notation says "12 + J."
7. **Headline:** Use the first one or two words of a headline for reference. If there is no head, but there's an upper case or bold lead-in phrase, use that for the head. If the brief doesn't even have that, use the designation "NH" for "no head."
8. **Byline:**
  - a. **NP:** newspaper's correspondent or reporter
  - b. **Wire:** if from wire or "press" services
  - c. **None:** if none noted.
9. **Countries mentioned:** Please write these legibly. Write in the countries noted up to the fourth graf (and highlighted ones.) See the sample code sheet for how to handle many countries. Don't forget to mention U.S. if there's a local referent.  
NOTE: If article only mentions a city in the country and you're unsure about the country, write in the city and underline. I'll look up the country. Also note if general terms for organizations of countries such as "United Nations" or "OPEC," etc.
10. **News focus:** (Please select only one)<sup>21</sup>
  - a. **Political:** diplomatic and/or military activities that underpin governance of states and other political units; violence related to politics (i.e., ethnic cleansing); human rights issues. Public health and environmental issues may be included if a political unit is discussing the issue as a societal threat (i.e., AIDS, global warming).
  - b. **Social/cultural:** crime; disasters; accidents; lifestyle/travel; religion; arts/media/entertainment; food; society news; births/deaths; science/technology, including health with the above exceptions; and sports. For example, the natural death of

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<sup>21</sup> Foci (except for "other") was derived from Galtung and Ruge's landmark 1965 study on news values. Since news values are not mutually exclusive and their 12 factors related to newsworthiness have been found to be difficult to operationalize (Harcup and O'Neill, 2001), their foci were used instead.

an Irish labor leader and the pregnancy of a Dutch royal would be coded in this category.

- c. **Economic:** Article reports event, problem, or issue in terms of economic consequences it will have on an individual, group, institution, region, or country; mentions financial gains/losses now or in the future; costs/degree of expense involved; refers to economic consequences of pursuing/not pursuing a course of action. For example, a “Money market” story lists increases/decreases in rates would be economic.
- d. **Other:** weather (excluding natural disasters); the environment (unless a political unit is discussing issue as societal threat); and any other topics not included above.

11. **Conflict: (Yes or no)**

Code yes if there is a disagreement between or among parties; timely stories that involve either physical or ideological disputes, disaster, crime, or violence. Also code if the item refers to winners/losers (EXCEPT in sports).

12. **Local referent:** (hometown connection)

- a. Yes (U.S. OR closer)  
If you check yes, then note if the story is “U.S.” (mentions only the U.S.) or “closer,” with a more “local” or relevant mention; i.e., state, city, individual who doesn’t represent the federal government)
- b. No



APPENDIX E  
FOREIGN NEWS CODE SHEET

Completed week of: \_\_\_\_\_ By: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Date: \_\_\_\_\_ Story #: \_\_\_\_\_ Number of paragraphs: \_\_\_\_\_

Page: 1. Front page: \_\_\_\_\_  
2. Inside (Page number): \_\_\_\_\_

Headline: \_\_\_\_\_

Byline: 1. NP correspondent: \_\_\_\_\_

2. Wire service: \_\_\_\_\_

3. None: \_\_\_\_\_

Countries involved:

\_\_\_\_\_  
\_\_\_\_\_

News focus: 1. Political: \_\_\_\_\_ 3. Social/cultural: \_\_\_\_\_

2. Economic: \_\_\_\_\_ 4. Other: \_\_\_\_\_

Conflict: Yes: \_\_\_\_\_

Local referent: 1. Yes: \_\_\_\_\_

If so, is it:

a. U.S.-related: \_\_\_\_\_

b. Closer in proximity (more "local" or relevant; i.e., state, city,  
individual) \_\_\_\_\_

APPENDIX F  
COUNTRIES SORTED BY CATEGORY\*

**1. Canada**

Includes Newfoundland, Nova Scotia and Labrador.

**2. Latin America**

Mexico on down; includes Costa Rica, Panama, the Falklands, Guyana, and the Galapagos Islands.

**3. Caribbean**

Includes Cuba, Puerto Rico, Monserrat, Antilles, Dominican Republic, and Granada.

**4. Western Europe**

Britain (UK)	Finland	Austria
France	Austria	Iceland
Hibernia/Ireland	Greece	Cyprus
Spain	Crete	Germany
Portugal	Malta	Monaco
Netherlands	Hebrides Islands	Azores
Belgium	Canary Islands	Lapland
Denmark	Gibraltar	
Norway	Shetland Islands	
Sweden	Canary Islands	

**5. Eastern Europe**

Russia	Slovakia	Macedonia
Poland	Bosnia-Herzegovina	Turkestan
Georgia	Azerbaijan	Romania
Estonia	Kazakhstan	Hungary
Latvia	Krygyzstan	Yalta
Lithuania	Balkans	(Ukraine/Crimea)
Czech Republic	Montenegro	

**6. Mideast**

Libya	Yemen	Iran
Egypt	Oman	Afghanistan
Morocco	UAR	Tunisia
Algeria	Bahrain Qatar	Turkey (Tarsus)
Jordan	Lebanon	
Saudi Arabia	Iraq	

## 7. Sub-Saharan Africa

Everything below Morocco, Algeria, Libya and Egypt; includes island of Madagascar, the Sudan, Burundi, Sierra Leone, Comoros Islands, and Seychelles.

## 8. Asia

China	Malaysia	Nepal
Japan	Indonesia (formerly	Siam
Korea	Dutch East Indies)	Mauritius
Pakistan	Taiwan (Formosa)	Maldives
Philippines	Burma	Sumatra
India	Guam (U.S.	Papau New Guinea
Thailand	territory)	
Cambodia	Tibet	

## 9. Other

Australia (Little	Antartica	Fiji
America)	Greenland	Marshall Islands
New Zealand	Polynesia	

\* The list above is representative, but not all countries that were coded are included.

## VITA

Cleo Joffrion Allen has more than 16 years of journalism and public relations experience and seven years of fulltime teaching experience at the college level. She earned her master's degree in journalism from Louisiana State University and a bachelor's degree in liberal studies (journalism) from Southern University, Baton Rouge, Louisiana. She also has been accredited in public relations by the Universal Accreditation Board of the Public Relations Society of America.

Allen's work experience includes newspaper reporting and copy editing at the Alexandria (Louisiana) *Daily Town Talk*; *The State Times* and *Morning Advocate* (now *The Advocate*) in Baton Rouge, Louisiana; and *The Trucker*, a national trade publication based in Little Rock, Arkansas.

Her public relations experience includes professional internships at the U.S. Pentagon, Entergy Corporation in New Orleans, Louisiana, and Stone & Ward Advertising and Public Relations agency in Little Rock, Arkansas, in addition to freelance PR projects.

She served as a guest lecturer in Lusaka, Zambia, on a U.S. AID project, worked as an assistant professor of mass communication at Southern University, Baton Rouge, and at the University of Arkansas, Little Rock, and taught newswriting courses at LSU as a graduate assistant.

Her research interests include the sociology of news production, public relations, the Internet, and race in media. Published and presented research includes:

Sylvester, Judith, and Allen, Cleo J. 2003. Healthcare news online: a misdiagnosis? Paper presented to the Southwest Education Council for Journalism and Mass Communication's Southwest Symposium, Salt Lake City, Utah, November.

Allen, Cleo J. 2002. Media effect on race and immigration: testing the link. Regression analysis using NES data presented at the Association for Education in Journalism and Mass Communication National Convention, Miami, Fla., August.

Allen, Cleo J. 2001. Crisis aftermath: a comparison of coverage of the 1997 LSU and MIT alcohol deaths. A content analysis of newspaper coverage presented at the International Association of Business Disciplines National Convention, Orlando, Fla., April.

Allen, Cleo J. 2001. Crisis aftermath: A comparison of coverage of the 1997 LSU and MIT alcohol deaths. *Business Research Yearbook: Global Business Perspectives*, 8: 628-32.

Allen has been married for the past 25 years to Michael Jerone Allen. They have two sons, Michael Vincent Allen, 17, and Christopher Jerone Allen, 16. They reside in Gonzales, Louisiana.