BLACK NEWSPAPERS EFFECT ON PUBLIC OPINION
IN THE BLACK COMMUNITY:
A STUDY OF ONE SOUTHSIDE CHICAGO COMMUNITY

A Thesis
Presented to
the Faculty of the Department of Communications
Morehead State University

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

by
Eugene Maxwell, Jr.
April 1987
Accepted by the faculty of the Department of Communications, Morehead State University, in partial fulfillment of the requirements for the Master of Arts degree.

Dr. Richard J. Dandeneau
Director of Thesis

Master’s Committee:  

Date:
BLACK NEWSPAPERS EFFECT ON PUBLIC OPINION IN THE BLACK COMMUNITY: A STUDY OF ONE SOUTHSIDE CHICAGO COMMUNITY

Eugene Maxwell, Jr., M. A.
Morehead State University, 1987

Director of Thesis: Dr. Richard J. Dandeneau

Statement of the Problem:
American media has been said to have the greatest influence on the way people think, act, and react to various issues. Since black newspapers represent a significant portion of the American media, then they, too, have an influence on their readers — black communities.

Source of Data:
The subjects for this study were randomly selected households in one predominantly black community in Chicago, Illinois, known as the Morgan Park-Beverly area.
Methodology and Procedure:

Households in the Morgan Park-Beverly community area were identified, based on their 60643 zip code. Three-hundred seventeen addresses, representing 1.36% of the delivery population, were randomly created using the guidelines specified in the 1986 U.S. Postal Directory for the City of Chicago. A number-coded, three-page mail survey, containing 20 study-related questions, and a self-addressed stamped envelope for convenient returning, was mail to each of the 317 study addresses.

Findings:

The results of this study were various kinds of measurements, from the community's perspective, on how Chicago's local black newspapers have influenced this southside community on issues pertaining to local, national, and international concerns, and limited only to those respondents participating in this study.

Conclusion:

According to the results of this study, black newspapers, to a degree, do influence the black community, and are still serving a very vital role in black communities throughout this country.
Accepted by: 

David Brown
Jack E. Wilson

June 18, 1987
Date
IN LOVING MEMORY OF

Mrs. Ruth Small-Smith, my great-aunt, who passed on Friday, February 6, 1987; and, Mrs. Rachel Sams Middleton, my great-aunt, who passed on Friday, June 26, 1987.

"For we which live are always delivered unto death for Jesus' sake, that the life also of Jesus might be made manifest in our mortal flesh." (II Corinthians, 4:11)

Rest in peace Nanna and Rachel.
PREFACE

A tone for this kind of study must be established in order to properly address the significance of black newspapers in various communities across this country. Recorded history states that blacks have come a very long way in this world. The heritage and culture of blacks can be traced to the "mother country" of Africa, where -- over two hundred years ago -- innocent Africans were stolen from their native land and brought to America to be sold into American slavery. Obviously, many black-Americans were in search of relief outlets to overcome this oppression. For many, faith served a vital role in fulfilling this need. Nevertheless, as blacks progressed toward freedom and equality, a need became more apparent for a black line of communication. The black newspaper then came into existence, expressing all of the emotional, social, economical and educational unrests and cries of black citizens. For obvious reasons, this kind of study serves a significant purpose because studies addressing black newspapers are rather insufficient in quality and inadequate in number during this day and age.
Furthermore, it is even safe to suggest that the number of blacks doing studies of themselves can always stand improvement, and perhaps substantiates why more black scholars should be interested in studying themselves. Now this is not a suggestion that the validity or reliability of white research studies on blacks is erroneous or invalid; however, a great deal of value through cultural association and affiliation is strongly connected with studies of such an ethnic awareness. As a young black scholar and journalist in today’s competitive educational arena, it is a part of my cultural and ethnic duty to research every aspect of my profession as it pertains to my race. "In the grand struggle for liberty and equality now waging it is meet, right and essential that there should arise in our ranks authors and editors, as well as orators, for it is in these capacities that the most permanent good can be rendered to our cause..." (Aptheker, part 1, p.266). Therefore, this study is offered because it obviously would not be of any significance, on first glance, to someone who is non-black. This study should be, and must be, done as suggested by the embarrassing number of references available on the subject of black newspapers in general. Black media have become a substantial part of the mass media; therefore, each one has some kind of influence at the level it serves. Considering this fact, this research study of "Black
Newspapers Effect on Public Opinion in the Black Community" has been undertaken. This study should contribute to, and support, further understanding of why black newspapers are significant in this country, and specifically in black communities; the roles they play in developing and directing the social growth of blacks; and the influences they have on the black community's way of thinking and feeling about themselves, and various issues that affect their life styles.
ACKNOWLEDGEMENTS

For the completion of this study, I am grateful to God, who has blessed me with the strength, courage, and the quest for knowledge, to undertake such a tedious and enormous task as a master's thesis. In addition, thanks also goes to my thesis and academic advisor, Dr. Richard J. Dandeneau, chair of the Department of Communications at Morehead State University. His technical guidance in this research study was very helpful and reassuring. Also, my thesis committee members Dr. Jack Wilson, MSU professor of speech, and Mr. W. David Brown, MSU associate professor of journalism, both in the Department of Communications, equally have my gratitude for their time in reading, and proofreading, my master's thesis, as well as making recommendations and suggestions to improve the overall effectiveness of this study. Obviously, Mrs. Patty Watts, coordinator of graduate programs, is to be commended for her assistance in proofreading my thesis as well. A special "thank you" also goes to Dr. N. Batra, my former advisor. His guidance in preparing me for doing extensive
research studies, perhaps, is the most valuable source of relatedness I could have ever had in this research study.

Additional "thank you's" also go to Ms. Mary Braggs in the office of publications, who assisted with the placement of the University's logo on the original survey sheet and cover letter; Penny Maggard in printing services, who provided quality printing in a short amount of time; and, Jeff Crump in the Alumni Center, who processed the 317 surveys as third-class, non-profit bulk-mail in December, and once again in January when reminder letters and surveys were later sent. Perhaps the most valuable words of gratitude must go to four Morehead State University students, who rendered superb services in preparing the surveys for mailing: Keith Wayne LaRue, a graduate journalism major from Louisville, Kentucky; Phillip LaMont Gray, a senior clothing and textile major from Lexington, Kentucky; Brian Emile Davis, a sophomore accounting major from Chicago, Illinois; and, Rodney Wayne Gordon, a sophomore sociology major from Russellville, Kentucky.

Thank you's must also go to three agencies that provided factual information relevant to my study. They are: The Chicago Urban League; The United States Census Bureau in Chicago; and the Morgan Park United States Post Office in Chicago, Illinois.
Without the cooperation and assistance of these wonderful individuals this thesis would not be completed. To all, you have my deepest admiration and gratitude.
ABOUT THE AUTHOR

Eugene Maxwell, Jr., a native of Savannah, Georgia, was born on October 27, 1962. He started first grade at Spencer Elementary School in Savannah at the age of five, while living with his grandparents, Mr. and Mrs. Emile and Louise Walker. After he completed first grade, he joined his family in Fallschurch (Fairfax County), Virginia, and attended Bailey's Elementary School, and later Glasgow Intermediate School. Mid-way through the ninth grade at J.E.B. Stewart High School, his family moved back to Savannah, where he went on to graduate on June 6, 1980 from Alfred Ely Beach High School, his father's alma mater.

He started college at Savannah State as a music major in September of 1980. Two years later, he transferred to Morehouse (men's) College in Atlanta, and changed his
major to journalism. There he served as editor of the Torch yearbook, and was named Who's Who Among Students in American Universities and Colleges. He earned his bachelor of arts degree on December 14, 1984, and pursued his master of arts degree in journalism at Morehead State University in Kentucky in August of 1985.

After taking membership in Kappa Alpha Psi fraternity, incorporated on March 26, 1986, he spent his summer studying at the University of London (Kensington) in England. He is presently a candidate for the master of arts degree at Morehead State University, to be conferred on May 16, 1987.

He is planning to pursue the Ph.D. degree in communications theory and research at Purdue University in W. Lafayette, Indiana.
DEDICATED TO

My father and mother, Mr. and Mrs. Eugene and Catherine Maxwell, Sr.; and, my two younger brothers, Dairen Gerard and Steven LaMont.

With Love,

[Signature]

Eugene
Gene, Jr.
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CHAPTER I.
INTRODUCTION

A justification for this study becomes quite apparent when you can count the number of related sources on the fingers of your hands. Obviously, more and more studies on black newspapers are needed. This need is even more apparent from the perspective of the black scholar because a study of a specialized group of people should be done by a member of that specialized group. In the forward of Henry G. LaBrie's book, A Survey of Black Newspapers in America, he wrote "...after a few weeks of library work, it became apparent that the black press had received little if any attention in the major works on journalism in the United States. Further still, the material that was available was often contradictory, superficial and authored by a mass of press researchers, few of whom stopped long enough to contribute a second or third article on the place the black press has had in the American media mix... In short, it seemed at first glance, that the black press had been a victim of shoddy analysis" (LaBrie, p.4-5). With this thought in mind, this study is offered as a contribution to research on black newspapers in the 20th century.
1.1 THE PURPOSE

The purpose of this study is to address black newspapers and the extent of their influence on public opinion in the black community. Such a study is needed because so few studies of this nature exist. The lack of adequate studies, in itself, is a problem which needs to be addressed. Of course, this study alone will not solve all of the problems surrounding an inadequate number of studies related to black newspapers; however, this study will contribute to the reduction of the inadequacy.

1.2 THE PROBLEM

Conventional wisdom suggests that American mass media have a very strong impact on public opinion. This influence comes basically through radio, television, and the newspaper. "Present concepts of what is going on in the community and the world are shaped to a large degree by what the mass media, including newspapers, say is going on" (Hynds, 1970's, p.16). Perhaps the most convenient of these three media outlets is the radio. Today's technology has made radio the most transportable device for news and entertainment.

Although television has not been able to maintain competitiveness with the convenience of radio, many advancements are apparent through this medium as well.
When addressing the convenience as a factor of influence, obviously, the radio is a leading method. The newspaper, likewise, is a convenient medium and one is much more likely to find a newspaper left lying around, than a television. On the other hand, radio and television are ahead of the newspaper in their abilities to reach large groups of people in a small amount of time. One has to search and read news from a newspaper, whereas with broadcasting, the newscaster tells you what you need to know. All one has to do is listen. The issue of "who influences who the most" is important when addressing accessibility; but, other considerations must also be taken into account. Not everyone can afford a radio, and even so, radios require batteries. The smaller and more compact the radio, the more expensive are the batteries. Unfortunately, technology has not reached the point whereby electrical outlets are conveniently available wherever one may be. On the other hand, a television may not be within the means of some. A television set is expensive and the most inconvenient to transport. Not surprisingly, the newspaper is the most economical of the three media devices -- and, to a certain extent, the most convenient to transport. Of course, circulation plays a very vital role in newspapers' accessibility when comparing influences, especially when there are no newspapers readily available at the newsstand, where
people may be waiting to purchase them. "Newspapers provide information, entertainment and guidance for many; their impact reaches even those who as yet cannot or do not read them" (Hynds, 1970's, p.11). Therefore, it would seem logical that the medium of the mass media that influences the public's opinion the most is the newspaper. Newspapers don't need batteries, or run the risk of periodic maintenance repairs. For obvious reasons, the newspaper is the oldest of the various news media; therefore, it has a rather traditional means of communicating news and influencing the opinions of its readers. "The newspaper preserves the past, chronicles the present, and helps assure the probability of a better future for those it serves... The newspaper's basic roles are to inform, influence, entertain and foster development of the nation's economy through advertising" (Hynds, 1970's, p.11-12).

American newspapers have been traced to the early seventeenth century; however, black newspapers have a shorter track record. They can be traced only to the year 1827, when Freedom's Journal was first published. Black newspapers have always had a distinctive purpose for existing -- they serve black communities. Although, the history of black newspapers is rather difficult to assess prior to the 1900's, still a number of black newspapers have been in circulation in this country. "Over 1,500
black newspapers were started during the third growth period [1927-77]. Today, 165 continue to publish with an average weekly circulation of just over 2.9 million. Only 5 of these papers have histories which can be traced to before 1900" (LaBrie, p.12). During the earlier years of the black newspaper, a need and purpose for its existence had to be established. Therefore, many black newspapers spent much of their time working to develop community awareness as a basis for their existence as a vital part of the total black community. "During the first six decades [1827-87] of its existence, the black press established itself as an indispensable part of the developing black community" (Dann, p.8). The black newspaper then took on a role as an educator of the black community. Much of what the black community knew and learned in the past came from the black newspaper. This study on black newspapers and the affects they have on public opinion in the black community will contribute to our knowledge of the black press in America. Specifically, this study is intended to measure the degree of influence black newspapers have on public opinion from the community's point of view.
1.3 THE HYPOTHESIS

The findings in this study should show through a statistical survey what influences black owned and operated newspapers have on public opinion in one black southside Chicago, community; and how they affect the thought processes and behavioral patterns in that black community. The results of this study will contribute to the understanding of the significance of black newspapers in the black community, and will lend insight to the role black newspapers serve today in directing and developing the ideas, concepts, opinions, and attitudes of blacks on issues of local, national, and international scope.
CHAPTER II.

REVIEW OF LITERATURE

The literature review for this study initially began with a search for other studies on or similar to the topic. A search through Dissertation Abstract proved fruitless. However, three separate studies were located that will serve as the foundation from which to build this specific research study. These three studies are:

I. AN INVESTIGATION OF BLACK PRESS AND WHITE PRESS USE PATTERNS IN THE BLACK INNER CITY OF SYRACRUSE, NEW YORK: A FIELD SURVEY.
   (by Robert Devon Bontrager, Ph.D., Syracuse Univ., 1969)

   --Bontrager's results show how "Local white newspapers served a limited information/influence role for black inner city residents on a selected community issue." Further study was recommended by Bontrager "to provide data from a number of cities of diverse characteristics before generalizations can be made regarding the current status of the black and of the white press in black urban communities. Also, longitudinal or panel studies would help to make valid observations on any changes or trends that may be taking place in the blacks' use of their own media, and in their use of the white media."

   (by Doreen Maria Indra, Ph.D., Simon Fraser Univ., 1977)
--Indra's results show how "Vancouver newspaper had a very influential role in constantly structuring opinions of readers about certain ethnic groups over three different periods of time."

III. THE EFFECTS OF NEWSPAPER ACCOUNTS OF NUCLEAR POWER INCIDENTS ON READER UNDERSTANDING AND ATTITUDE: AN EXPERIMENT.
(by Alice Lois Gagnard, Ph.D., Univ. of Tennessee, 1982).

--Gagnard's results show "effects of different newspapers accounts of nuclear power accidents on readers' understanding and attitude."

2.1 THE RATIONALE

Each of these three studies is very significant to the topic of this research study because of their logical extension. However, the results of any one study alone are not sufficient to justify the significance of this chosen topic. Therefore, the collective results of all three studies will be used to validate the need for research on "Black Newspapers Effect on Public Opinion in the Black Community."

The results reported in the first abstract clearly indicate a difference in newspapers' service in the communities. Bontrager's study shows that white presses do not serve the black community satisfactorily. The obvious question then is whether, "black presses serve a significant purpose in the black communities."

The results reported in the second abstract suggest that newspapers do have influences. Indra's study shows
how the power of the press controls the way the community thinks, acts, and reacts toward various ethnic groups. Of importance from Indra’s study is the concept that -- "the press has the power to control behavior patterns of a given community."

The results reported in the third abstract by Gagnard have proven by using a specific issue -- "nuclear power accidents" -- how various newspapers affected the understanding and attitude of one classroom of students. If a classroom of students can have their opinions affected, then on a broader scale, an entire community may be able to be influenced by newspapers with regard to specific issues.

Therefore, given the results of these three studies, a study of "Black Newspapers Effect on Public Opinion in the Black Community" can be justified. Furthermore, since there is a lack of research addressing the issue of public opinion in the black community, a study of this nature is very much needed.
CHAPTER III.
METHODOLOGY

A study of the black newspapers' effect on public opinion in the black community can only be accomplished by questioning the subject -- the black community. Efforts to find and touch base with the black community can be accomplished in several ways. Although personal interviewing is definitely a possibility, as is telephone interviewing, this particular study questions the subject group through the technique of mail surveying. In order to better understand the total methodological process for this kind of study, we shall discuss four important categories of this approach: 1) Subject; 2) Design; 3) Materials; and, 4) Procedures.

3.1 THE SUBJECT

This study was designed so that such factors as sex, age, socio-economic status, educational level, and nationality, could be properly identified for statistical purposes. The subjects for this study come from randomly selected households in the 60643 zip code area of Chicago, Illinois (see appendix D). The 60643 zip code area consists of two subsets known as Morgan Park and Beverly
(see appendix B and C). Because of the obvious complications of receiving a mailing list of black residents exclusively, or perhaps the addresses of readers or subscribers of black newspapers specifically, an alternative method of identifying the subject group for this study had to be used. Many black newspapers in Chicago were simply not cooperative or understanding of this study enough to release the personal information needed. After talking with the Chicago Urban League's research department and one Morehead State University student from Chicago, an area in Chicago having one of the largest concentration of black households was located. The Morgan Park-Beverly area was originally identified as having nearly a 99% black population according to the Chicago Urban League. However for clarity purposes, it appears that the actual black population in Morgan Park is 62.17% based on the 1980 U.S. Census Report for the Morgan Park area of Chicago. The actual population for Morgan Park was reported to be 29,315. Out of the total community population of 29,315, a total of 18,226 was reported as being members of the black community. Since the methodological approach in this study concerns itself with households, it is important to note the total number of households in this subject area. The total number of households in the Morgan Park area is 8,866. Out of the total number of community households, 4,997 were
identified as being black households. This represents 56.36% of the actual household population. This information is important to note because the households for this study were taken from the 1986 U.S. Postal Directory for the Chicago 60643 zip code area. To clarify the complications that have arisen from this method of approach, it is necessary to indicate that the 60643 zip code area is inclusive of most of Morgan Park and most of Beverly (see appendix H). However, it is also important to note that there is a portion of Beverly (on the north side and on the west side), which extends outside of the 60643 zip code area (see appendix G). Furthermore, there is a portion of Morgan Park (on the west side), which extends outside of the 60643 zip code area as well (see appendix F). To add to the complexity, the 60643 area includes some additional areas on the northeast and southeast sides; however, the Postmaster General for the Morgan Park Station still identifies these areas as a part of the Morgan Park-Beverly area. The 60643 zip code area is primarily a residential area, according to the 1986 U.S. Postal Directory. The Chicago Daily Defender serves as the primary newspaper for this area, although several other black newspapers are in circulation, and probably contribute equally to the impact of black newspapers' effect on public opinion in the black community. The Chicago Daily Defender is the largest of
the black newspapers in circulation in Chicago, Illinois, today (see appendix A).

3.2 THE DESIGN

The survey questions were designed so that the results would clearly indicate how much or how little the respondents believed their local black newspapers influenced their opinions. Since this was a mail survey, it was necessary to be able to identify respondents who participated. Each of the 317 surveys were coded with a corresponding number, which matched a code number for the randomly selected address. This enabled me to determine, which respondents had participated. This coding method later proved useful and convenient, when reminder letters were sent to subjects. This avoided the harassment of a second letter going to respondents who had already returned their original surveys. The 317 addresses were created, based on the total number of streets in the 60643 area. According to the 1986 U.S. Postal Directory, there are a total of 119 actual streets in the 60643 area. "Actual" streets in this instance refer to streets having a different name. However, when considering the number of continuation streets, then there are really 124 total streets. "Continuation" streets in this instance refer to those streets that stopped, and continued at another location within the same zip code area, and still carried
the same name (as though it were one street). Of the 124 total streets in the 60643 area, there were 23 streets that were identified as major streets. "Major" streets in this instance refer to those streets running through the Morgan Park-Beverly area. These "Major" streets were, obviously, longer than the normal neighborhood streets, according to the 1986 U.S. Postal Directory. In order to make this study effective in coverage of the 60643 area, two addresses were randomly selected from each street in the 60643 area, excluding all "major" streets. Therefore, two addresses from each of the 101 streets gave a total of 202 addresses. In addition, five addresses from each of the 23 major streets gave a total of 115 addresses, for a grand total of 317 addresses for this study (see appendix I). This method assured that a more exhaustive and expansive coverage of the subject area had been effectively selected.

The 1986 U.S. Postal Directory provides a number range for each street in a given zip code area. For Example: "11800-12699 Honore Street S." is listed as being in the 60643 zip code area. If "11940 Honore Street S." was selected, then a valid address for the 60643 area had been randomly selected, or created for technical purposes (see appendix E). Any address outside of this number range would be an invalid address, according to the 1986 U.S. Postal Directory. Subsequently, a survey mailed to an
invalid address in the 60643 zip code area could not be delivered. Once the mailing list had been compiled, seven weeks were allowed for the return of the surveys. This worked out quite well at the end of the fall semester, because it allowed a portion of the Christmas holiday to carry most of this "time-span." Therefore, no unnecessary semester time was wasted awaiting the return of survey responses.

The surveys were mailed from Morehead, Kentucky, on Tuesday, December 16, 1986, according to Jeff Crump in MSU's Alumni Center. Each envelope contained the following items: An introduction letter; a survey questionnaire; a self-addressed stamped envelope (for return); a personal name card; and a biblical bookmark. The introduction letter served as a greeting letter, with an explanation of the enclosed materials (see appendix J). In this cover letter, the researcher was identified as a student at the University, working toward a master's degree in the area of communications. Furthermore, details regarding their selection as subjects for this study were also given in the cover letter. The survey questionnaire itself consisted of a 3-page 8.5 by 11 sheet, containing a total of 20 questions (see appendix K). Some of the questions contained A, B, and C parts. For statistical purposes, other questions were included in the questionnaire regarding age, sex, educational level,
income level, and occupational status. This would later enable me to determine results under differing variables, if necessary. All of the questions were relevant questions, geared at helping determine the validity of my hypotheses for this study. The self-addressed stamped envelope was included in each survey for their convenience, and to help assure a better return. In addition, each stamped envelope was self-addressed. Providing the self-addressed, stamped envelopes proved to be expensive. Postage for the return envelopes could not be obtained through a cheaper method; therefore, 317 postage stamps had to be purchased at .22 cents each and affixed to the self-addressed stamped envelope. For accessibility and inquiry purposes, a personal name card, containing the campus address and telephone number, as well as the home address and telephone number of the researcher, was enclosed in each envelope (see appendix L). By providing this information to the participant, any respondent who might have been curious about the researcher, as a student, or this study, was welcomed to call or write for verification and/or further information. A biblical bookmark was also enclosed in each survey envelope (see appendix L). The bookmark was given to each participant as a token of appreciation for his/her time in completing the survey questionnaire, and properly returning it in the return envelope provided.
All of these items were grouped together, and stuffed into an outside envelope, which contained the address label of the randomly selected participant. The envelope stuffing procedure took several hours once all of the materials for packaging had been properly secured. Approximately 15 hours (periodic) of physical labor went into preparing the envelopes for mailing, which included folding, stapling, numbering, stamping, licking, and stuffing.

3.3 THE MATERIALS

The survey could not have been conducted without the necessary materials. The cost is outlined on table 3.41. Those materials included: A set of 3 column labels for computer generated addresses; 317 #10 envelopes for outside mailing; and, 317 #9 envelopes to go inside the #10 envelopes to serve as return envelopes for the survey questionnaire. An address stamp and ink pad was the simplest method of supplying a self-addressed return envelope. Other materials included 317 copies of a 3-page survey questionnaire and cover letters. Later, 317 reminder letters and more 3-page survey questionnaires were obtained to be mailed in January 1987 (see appendix M). The reminder surveys also required another 317 #9 and #10 envelopes; however, the return envelopes of the January reminder surveys did not have postage stamps on
them due to limited funds. Also, enclosed in the initial
mail survey was 317 biblical bookmarks to serve as a token
of appreciation to each of the survey participants. In
addition, a complete copy of the 1986 U. S. Postal
Directory, containing all of the Chicago, Illinois, zip
codes was needed -- from which to effectively create my
survey addresses of all streets in the 60643 area.

3.4 THE PROCEDURES

The procedure used in this study is rather
interesting; yet, very time consuming. A lot of time was
initially spent during September, October and November,
refining my research topic and selecting an appropriate
area, in which to conduct this study. Chicago, Illinois,
was chosen because it has a rather large black population,
and because it was the closest to Morehead State
University of the other city possibilities (i.e.,
Washington, D.C., Atlanta, Georgia, New York City,
California.). Several telephone calls to black newspapers
in circulation in Chicago proved rather unsuccessful in
efforts to secure a mailing list of their subscribers.
However, the Chicago Urban League's research department
was able to help identify a black community in Chicago
based on the zip code index, which would best serve as a
subject group for this study. In addition, Chicago's
Urban League and U.S. Census Bureau, both, provided
factual information regarding the various populations in the Morgan Park-Beverly area. Once these matters had been taken care of, a search began for the most economical method of getting the mail survey to the Chicago residents in the 60643 zip code area — since this study could not be conducted personally. The deadline for returning surveys was set for Sunday, February 15, 1987.

The cost to successfully conduct this mail survey came to a total of $300.01. A break down of the expenses are as follow:

(Table 3.41)

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<th>ACTUAL COST TO CONDUCT SURVEY</th>
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<td>MATERIALS</td>
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<tr>
<td>PRINTING OF 310 COVER LETTERS</td>
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<td>(8.5 X 11) PAPER AND 310 SURVEY SHEETS</td>
<td>$21.70</td>
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<td>(8.5 X 11) PAPER (3 PAGES)</td>
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<tr>
<td>317 STAMPS/FOR RETURN ENVELOPE</td>
<td>$69.74</td>
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<td>(FOR RETURNING SURVEY)</td>
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</tr>
<tr>
<td>317 SIZE #10 ENVELOPES FOR BULK MAILING 1 BOX</td>
<td>$3.17</td>
</tr>
<tr>
<td>(PURCHASED FROM KAPPA ALPHA PSI FRATERNITY)</td>
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</tr>
<tr>
<td>317 SIZE #9 ENVELOPES FOR RETURN MAILING</td>
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<tr>
<td>(MSU PRINTING SERVICE)</td>
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<tr>
<td>BULK MAILING OF 310 THIRD CLASS LETTERS</td>
<td>$22.01</td>
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<tr>
<td>NON-PROFIT ORGANIZATION SHIPPING</td>
<td></td>
</tr>
<tr>
<td>(MSU ALUMNI ASSOCIATION)</td>
<td></td>
</tr>
<tr>
<td>COST OF 317 &quot;BIBLICAL&quot; TOKENS</td>
<td>$87.24</td>
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<tr>
<td>PERSONAL NAME/ADDRESS STAMP</td>
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<tr>
<td>(FOR OUTSIDE MAIL ENVELOPE AND INSIDE RETURN</td>
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<tr>
<td>ENVELOPE)</td>
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<tr>
<td>317 ADDRESS LABELS</td>
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<tr>
<td>(3 COLUMN TYPE)</td>
<td>$14.13</td>
</tr>
<tr>
<td>Description</td>
<td>Cost</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Cost of reprinting 308 cover letter and 308 &quot;reminder&quot; survey sheets</td>
<td>$21.70</td>
</tr>
<tr>
<td>Cost of 308 survey to re-mail reminder letters and surveys bulk-rate and third class</td>
<td>$22.16</td>
</tr>
<tr>
<td>Cost of 1 box of 500 #10 envelopes for reminder mailing</td>
<td>$5.86</td>
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<td>$5.86</td>
</tr>
<tr>
<td>Cost of six computer diskettes</td>
<td>$12.50</td>
</tr>
</tbody>
</table>

Estimated cost = $193.00

Actual cost = $300.01
CHAPTER IV.
ANALYSIS OF DATA

In spite of the advance preparations in this study to prevent errors in the analysis of the data, only a small amount of the target audience participated in this study. Out of the total 317 surveys mailed to randomly selected members of the Morgan Park-Beverly community, only 17 surveys were completed and returned (see appendix P-FF). This represents a 5.36% return rate on this study, and definitely supports previous research that has proven mail surveys to have extremely low return rates. Since the 317 surveys for this study only represent 1.36% of the postal delivery or household population, obviously using a sub-sample of results from an initial sample opens doors to unwanted errors. Therefore, results from 17 returned surveys are not adequate in number to represent the Morgan Park-Beverly community area. However, the results from the surveys of those persons who did participate, despite the shortcoming of my research efforts, are -- nevertheless -- interesting enough for a discussion. All of the survey questionnaires contained a code in the upper, back, left hand corner of the second page of a three-page survey. The questionnaire coding system
enabled the researcher to identify the corresponding address of the survey respondent for later use in mailing reminder letters. The responses from returned surveys were transferred onto a bubble sheet using a coding guide sheet (see appendix N and O), and were computed by a scan-tron computer system at the Atlanta University Computational Center. All bubble sheets were triple checked to be certain the data from the questionnaires had been accurately transferred.

4.1 THE STATISTICAL IDENTITY

Since it is very important to indicate the general background identity of subjects and research participants, without invading their personal identities, some general background information was selected that would be significant for identity purposes in this study. These categories include age, sex, educational level, income level, and current status.

AGE

Age is both an important factor to consider and a varied category. The age factor was broken into five groups. They were: 1) those under the age of 20; 2) those between the ages of 21-30; 3) those between the ages of 31-40; 4) those between the ages of 41-50; and, 5) those over the age of 50. The results from the 17 survey...
participants show that 11.76% were under the age of 20; 11.76% were between the ages of 21 and 30; 17.64% were between the ages of 31 and 40; 11.76% were between the ages of 41 and 50; and, 41.17% were over the age of 50. Five point eight percent of the respondents did not answer this question.

SEX

Another very important identity factor to note is sex. What percentage are males and what percentage are females? Out of the 17 respondents, the results indicated that 41.17% were males and 41.17% were females, while 17.64% of the respondents did not answer this question.

EDUCATION LEVEL

Educational level is important in this study because the degree of influence is said to be directly proportionate to one's educational training. On the education level, the respondents were identified as: 1) having less than a high school education; 2) having a high school education; 3) having further study beyond the high school level, but not holding an advanced degree; and, 4) having earned at least one advanced degree or more. Out of the 17 survey participants, 1 respondent (5.8%) reported having less than a high school education. Two respondents (11.76%) indicated having a high school education. Five respondents (29.41%) reported having
educational training beyond the high school level — but did not hold an advanced degree, while 6 surveys (35.29%) showed respondents holding at least one advanced degree. Three surveys (17.64%) had no responses to this question.

**INCOME LEVEL**

Another variable to consider in giving identity to the subjects of this study is the socio-economic or income level. Whether respondents represent lower class, middle class, or upper-middle class is rather significant in focusing on the public's opinion. Therefore, respondents in this category have been identified in the following income ranges: 1) below $8,000; 2) between $8,001 and $15,000; 3) between $15,001 and $25,000; and, 4) in excess of $25,000. Out of the 17 survey participants, 2 (11.76%) reported they had incomes of less than $8,000. Three respondents (17.64%) indicated incomes of between $8,001 and $15,000. Two respondents (11.76%) reported incomes between $15,001 and $25,000, while 6 respondents (35.29%) reported that they had incomes in excess of $25,000. Four surveys (23.52%) were unmarked in this category.

**STATUS**

The status of survey respondents with regards to certain variables is also significant. A study of this kind of outreach needs to indicate the status of respondents who have participated. Are they employed or
unemployed? Some respondents who may have indicated "unemployed" may be students, housewives, retired, or disabled persons. For this category, respondents were placed in the following categories: 1) Employed; 2) Unemployed; and, 3) Other (such as -- student, housewife, retired, disabled, etc.). This would help alleviate the misunderstanding of respondents identified as being "Unemployed." From the results of the 17 surveys returned, 10 (58.82%) indicated that they were employed. Two (11.76%) of the respondents indicated they were unemployed, while 3 respondents (17.64%) indicated "Other." The "Other" option allowed respondents to clarify that they were out of work for legitimate reasons. Two respondents (11.76%) did not answer in this category.

It is important when reporting results of studies to give special attention to such variables as these categories listed above (and others). For technicality purposes, it serves for a much more clearer picture of the actual results of a study as conclusions and assumptions from results of collected data are made.

4.2 THE RESEARCH QUESTIONS

The most tedious analysis of the data collected for this study comes when addressing the actual questions on the survey questionnaire. After all, these are questions that were carefully created and selected, worded and
organizationally structured within the survey questionnaire, to measure the truth about this research effort. Results of the findings in this study are then used to confirm or deny the researcher's stated hypothesis.

The questionnaire for this study contained 20 numbered research questions, with some questions having A, B, and C parts. Specific answers to a few of the research questions required respondents to skip to another specific numbered question, while one question required respondents to give an evaluation-rating on the impact of specific issues listed. Some of the research questions required the respondent to write in a personal response. In cases where a "free-will" answer was given by a respondent as an answer option to a question, the answer was evaluated on the basis of whether the response was for the "better," "worse," or simply an "unclear" answer to the question.

The results of each research question on this survey are listed on table 4.31 as follows (NR represents No Response; DK represents Don't Know):

(Table 4.31)
RESULTS OF SURVEY

<table>
<thead>
<tr>
<th>Answer</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>11</td>
</tr>
<tr>
<td>No</td>
<td>6</td>
</tr>
</tbody>
</table>

1A. Are you black?

1B. Do you live in a black or predominantly black community?
2. Do you feel black newspapers serve a significant purpose in the black community?
   - Yes: 10
   - No: 0
   - DK: 4

3. Do you read your local black newspaper?
   - Yes: 10
   - No: 4

4. How long have you been reading your local black newspaper?
   - Less/one yr.: 0
   - 1-3 years: 0
   - 3-5 years: 3
   - More/5 yrs.: 9

5. Why do you read your local black newspaper?
   - More black-related issues: 4
   - Issues on how blacks are effected: 3
   - Entertainment: 0
   - Cost: 0
   - All of the above: 3
   - None of the above: 0
   - Other: 1 (better)

6. Do you read other black newspapers?
   - Yes: 8
   - No: 3

7. How would you feel if you did not have a local black newspaper?
   - Less informed on black issues: 4
   - Deprived of social information: 1
   - Unaware/issues effect on blacks: 4
   - All of the above: 3
   - None of the above: 0
   - Other: 1 (unclear)

8. Do you feel the news coverage in your local black newspaper is informative?
   - Yes: 10
   - No: 1
   - Don’t know: 1

9. Do you feel your local black newspaper negatively influences your opinion on issues of local, national or international scope?
10. Do you feel general newspapers lack adequate coverage of the black community?
   - Yes: 3
   - No: 9
   - Don't Know: 2

11. Have you ever changed your opinion about an issue of local, national or international scope after having read a news story in your local black newspaper?
   - Yes: 7
   - No: 5
   - Don't Know: 2

12. Compared to major newspapers, do you feel your local black newspaper best meets your cultural and/or social needs?
   - Yes: 8
   - No: 3
   - Don't Know: 1

13. How would you evaluate the impact that your local black newspaper has on your opinion about the following issues? (5=strongest impact)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Impact rate</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics</td>
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<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3</td>
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<td></td>
<td>3</td>
<td>5</td>
</tr>
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<tr>
<td>Economics</td>
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<td>1</td>
</tr>
<tr>
<td>Drugs</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sex</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Marriage</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
14. Do you feel the influences from news stories in your local black newspaper have caused you to react differently toward others in various environments?
   Yes 1
   No 11
   Don’t Know 0

15. If you moved, would you continue to subscribe to your current local black newspaper?
   Yes 6
   No 1
   Don’t Know 5

16. Does your local black newspaper cover issues involving apartheid in South Africa?
   Yes 11
   No 1
   Don’t Know 0

17A. Does your local black newspaper suggest how you should react to businesses with ties in South Africa?
   Yes 5
   No 6
   Don’t Know 1

17B. If yes, do you?
   Yes 4
   No 0
   Don’t Know 0

17C. Why?
   for better 3
   for worse 0
   unclear 0

18. Do you have another source of reference, other than your local black newspaper, for valid facts about apartheid?
   Yes 10
19. Does your local black newspaper keep you informed on our government's position on apartheid?
   Yes          11
   No           1
   Don't Know   0

20A. Do you feel good about our government's position on apartheid?
   Yes          4
   No           8
   Don't Know   2

20B. Why?
   for better   3
   for worse    4
   unclear      3

4.2 THE RESULTS

Again, the results from the 17 survey respondents who participated in this study are not adequate in number to represent the total population in the Morgan Park-Beverly area; however, the respondents participating in this study and their responses are still significant to discuss. Hence, the statistical procedures used in this study are not very complicated. Even though most of the questions on the survey were on the nominal level of statistical analysis, some of the questions were on the ordinal level of data analysis — though the ordinal level used could be easily described as the interval level of data analysis, consisting of a limited type of parametric statistics. Most of the questions were in "yes — no" format, a simple method of classifying responses. Therefore, the results
of this study are not too complicated or intense, because of the nature of this study, and the number of respondents who have participated. Thus, the survey questions have been analyzed in the order that they appeared on the survey questionnaire.

The first question was, "Are you black?" This was one way of identifying if the respondent was a valid subject for this study. Sixty-four point seventy percent of the respondents reported they were black. A supplemental question to my first question then read, "Do you live in a black or predominantly black community?" This question allowed those who may not have been black, yet lived in a black community, to participate in this study as well. After all, if they live in a black community, then obviously, they are affected by the influence of black newspapers serving that community. Thirty-five point twenty-nine percent answered "yes," while 11.76% answered "no." There were 9 respondents who did not answer this question; however, the respondents who answered "yes" to question #1A, were also given the option to skip question #1B. Question #2 asked, "Do you feel black newspapers serve a significant purpose in the black community?" Fifty-eight point eighty-two percent felt it did, while no respondents felt it did not. However, 23.52% responded "don't know," and 17.64% did not bother to answer the question. Question #3 read, "Do you read
your local black newspapers?" Fifty-eight point eighty-two percent responded "yes," while 23.52% said "no." Seventeen point sixty-four percent did not respond to this question. Question #4 then asked, "How long have you been reading your local black newspaper?" Fifty-two point ninety-four percent claimed they had been reading their local black newspaper for more than 5 years, while 11.76% said they had been reading their local black newspaper between 3 and 5 years. No respondents answered the remaining choices. And, 35.29% gave no answers to this question. Question #5 asked, "Why do you read your local black newspapers?" Twenty-three point fifty-two percent said because it addresses more black-related issues, while 17.64% said because it presents issues based on how it affects the black community. No respondent felt the cost was an influencing factor; however, 17.64% chose "All of the above" as their reasons for reading their local black newspaper, which also includes the cost. Five point eight percent selected "other," of which the write-in response was for the "better." And, 35.29% did not respond to the question. The 6th question read, "Do you read other black newspapers?" Forty-seven point five one-hundreth percent said "yes," while 17.64% said "no." 35.29% did not respond to this question.

"How would you feel if you did not have a local black newspaper?" is how question #7 read. Twenty-three point
fifty-two percent said they would feel less informed about black-related issues, while 5.8% said they would feel deprived of social information. Twenty-three point fifty-two percent said they would feel unaware of how current issues affected the black community, while 17.64% chose "All of the above" as their response to this question. Five point eight percent marked "other," and wrote in their own answers, which were not clear. And, 23.52% did not respond to this question. Question #8 read, "Do you feel the news coverage in your local black newspaper is informative?" Fifty-eight point eighty-two percent responded "yes," while 5.8% said "no." Five point eight percent also said they "didn't know," while 29.41% did not answer this question. Question #9 read, "Do you feel your local black newspaper negatively influences your opinion on issues of local, national or international scope?" Seventeen point sixty-four percent said "yes," while 52.95% said "no." Eleven point seventy-six percent said they "didn't know," while 17.64% did not respond to this question.

"Do you feel general newspapers lack adequate coverage of the black community?" is how question #10 read. Fifty-two point ninety-four percent said "yes," while 11.76% said "no." Also, 11.76% said they "didn't know," while 23.52% had no response to this question. Question #11 read, "Have you ever changed your opinion
about an issue of local, national or international scope after having read a news story in your local black newspaper?" Forty-one point seventeen percent said "yes" they had, while 29.41% said "no" they had not. Eleven point seventy-six percent said they "didn’t know," while 17.64% had no response to this question. Question #12 then asked, "Compared to major newspapers, do you feel your local black newspaper best meets your cultural and/or social needs?" Forty-seven point five one-hundredth percent said "yes" it does, while 17.64% said "no" it does not. Five point eight percent said they "didn’t know," while 29.41% had no response to this question.

Question #13 asked, "How would you evaluate the impact that your local black newspaper has on your opinion about the following issues (5=strongest)? On issues of political concern, 17.64% rated the impact at 5, while 17.64% rated the impact at 4. On the other hand, 29.41% rated the impact at 3. And, 35.29% had not responded in this category. On issues of economical concern, 23.52% rated the impact at 5, while 11.76% rated the impact at 4. On the other hand, 23.52% rated the impact at 3, and 5.8% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues of national concern, 11.76% rated the impact at 5, while 11.76% also rated the impact at 4. However, 35.29% rated the impact at 3, and 5.8% rated the impact at 1. And,
35.29% had no response in this category. On issues of international concern, 5.8% rated the impact at 5, while 17.64% rated the impact at 4. On the other hand, 35.29% rated the impact at 3, and 5.8% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues of local concern, 23.52% rated the impact at 5, while 11.76% rated the impact at 4. However, 23.52% rated the impact at 3, and 5.8% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues of state concern, 11.76% rated the impact at 5, while 11.76% also rated the impact at 4. However, 35.29% rated the impact at 3, and 5.8% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. In issues of educational concern, 23.52% rated the impact at 5, while 17.64% rated the impact at 4. On the other hand, 17.64% also rated the impact at 3, and 5.8% rated the impact at 1. And, 35.29% had no response in this category. On issues concerning sports, 11.76% rated the impact at 5, while 5.8% rated the impact at 4. On the other hand, 35.29% rated the impact at 3, and 5.8% rated the impact at 1. Forty-one point seventeen percent had no response in this category. On issues concerning religion, 11.76% rated the impact at 5, while 11.76% also rated the impact at 4. However, 23.52% rated the impact at 3, and 11.76% rated the impact at 2. Five point eight percent rated the
impact at 1, while 35.29% had no response in this category. On issues concerning drugs, 23.52% rated the impact at 5, while 5.8% rated the impact at 4. However, 23.52% rated the impact at 3, and 5.8% rated the impact at 2. Five point eight percent also rated the impact at 1, while 35.29% had no response in this category. On issues concerning sex, 11.76% rated the impact at 5, while 17.64% rated the impact at 4. However, 23.52% rated the impact at 3, and 11.76% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues concerning marriage, 5.8% rated the impact at 5, while 23.52% rated the impact at 4. On the other hand, 23.52% also rated the impact at 3, and 11.76% rated the impact at 1. Thirty-five point twenty-nine percent had no response in this category. On issues concerning crime, 23.52% rated the impact at 4. On the other hand, 23.52% rated the impact at 3, and 5.8% rated the impact at 2. Thirty-five point twenty-nine percent had no response in this category. On issues concerning nuclear, 11.76% rated the impact at 5, while 17.64% rated the impact at 4. However, 23.52% rated the impact at 3, and 5.8% rated the impact at 2. Five point eight percent also rated the impact at 1, and 35.29% had no response in this category.

Question #14 asked, "Do you feel the influences from news stories in your local black newspapers have caused you to react differently towards others in various
environments?" Five point eight percent said "yes" it had, while 64.70% said "no" it had not. Twenty-nine point four percent had no response to this question. Question #15 asked, "If you moved, would you continue to subscribe to your current local black newspaper?" Thirty-five point twenty-nine said "yes" they would continue to subscribe, while 5.8% said "no" they would not. Twenty-nine point forty-one percent answered "don't know." And, 29.41% also did not respond to this question.

"Does your local black newspaper cover issues involving apartheid in South Africa?" is how question #16 read. Sixty-four point seventy percent said "yes," while 5.8% said "no." Twenty-nine point forty-one percent had no response to this question. Question #17A read, "Does your local black newspaper suggest how you should react to businesses with ties in South Africa?" Twenty-nine point forty-one percent said "yes," while 35.29% said "no." Five point eight percent responded "don't know." And, 29.41% had no response in this category. Of the 29.41% answering "yes" to question #17A, this was their response to question #17B which read, "If yes, do you?" Eighty percent said they do react, based on the suggestions given by their local black newspapers on apartheid. The remaining twenty percent did not wish to further elaborate on the issue. Then, as a part C of question #17, those who responded "yes" were asked "Why?" Sixty percent
responded with an answer that was for the "better" (or in support of), while 40% had no response in this category.

Question #18 asked, "Do you have another source of reference, other than your local black newspaper, for valid facts about apartheid?" Fifty-eight point eighty-two percent said "yes," while 11.76% answered "no." Twenty-nine point forty-one percent had no response to this question.

"Does your local black newspaper keep you informed on our government's position on apartheid?" is how question #19 read. Sixty-four point seventy percent said "yes," while 5.8% answered "no." And, 29.41% had no response in this category. Question #20A asked "Do you feel good about our government's position on apartheid? Twenty-three point fifty-two percent said "yes," while 47.05% said "no." However, 11.76% answered "don't know," and 17.64% had no response in this category. Question #20B then asked, "Why?" Seventeen point sixty-four percent responded with answers that were for the "better," and 23.52% responded with answers that were for the "worse." Seventeen point sixty-four percent responded with "unclear" statements, and 41.17% had no response to this question.
CHAPTER V.
DISCUSSION

Before an effective discussion of the results of this study can be held, it is necessary to pull this entire study into perspective with an understanding of the black newspaper, once referred to as the Negro newspaper, from its beginning. It is necessary to account for Negro newspapers prior to the 1980's; and, of course, black newspapers since the 1980's. Once a firm foundation of "understanding" has been established, with regards to where the black newspaper has come, then -- and only then -- can a study of this nature be effectively discussed, and have valuable recommendations for further research efforts.

5.1 THE NEGRO NEWSPAPER BEFORE THE 80'S

The history of Negro newspapers is an interesting one. It, in essence, is the story of the existence of Negroes in this country since the Negro newspaper's inception. Negro newspapers represent the voice of an oppressed and downtrodden people. Recorded history documents that any person born of the Negro race prior to 1865 in the United States was born a slave -- unless he or
she was born to Negro parents who were already freed as a result of escape (few of whom existed). Although Negro newspapers did not come into existence until 4 years before his death, it was one famous black American, Richard Allen (1760-1831), who raised $2,000 and purchased his freedom in Philadelphia. Furthermore, it was another famous black American activist, Harriet Tubman (1820-1913), who escaped from slavery in the South in 1849, leading some 300 slaves to freedom (in the North) through what came to be known as "the underground railroad." Later, it would be the emotional writings of such famous black Americans as Dr. W.E. B. Dubois (1868-1963) and Paul Laurence Dunbar (1872-1906), which would affirm the social, educational, economical, and political conditions existing in this country for blacks during these times. Realistically, it is the very existence of the Civil War in 1861, which is evidence enough that Negroes have come a very long way in this country. Perhaps, the most important means of motivating the Negro race came through religion. "By stressing the primacy of racial pride and thus forging ethnic solidarity, the black press became, along with the church, a central institution in the black community" (Dann, p.13). God has been and always will be the "guiding light" for blacks, and other ethnic groups. It is necessary to cite this means of motivation because to a degree, there has to
be a means of communicating this motivation. Communication is a key word as the origin of Negro newspapers is understood. The earliest means of communication initially began with singing. Singing communicated faith. It was a method of releasing burdens and pressures, and finding courage to continue on while in the bondage of slavery. Therefore, a correlation between "singing for faith" and the initial founding of Negro newspapers existed. Actually, Negro newspapers conceptually supplemented "singing for faith" as an extension to the main outlet from oppression. Obviously, a printed document has a far greater outreach than a single voice. Therefore, black newspapers were destined to come into existence, in order to effectively communicate the needs and wants of the black community. "The Negro seems to have newly discovered his fourth estate," according to Frederick D. Detweiler, "To have realized the extraordinary power of his press... His newspaper is the voice of the Negro" (Detweiler, p.18). This suggests that Negro newspapers evolved as a result of a need for Negroes to express themselves, to know themselves, and to understand their plight in America. Martin E. Dann has written, "The main theme which runs through the entire history of the black press is the need for self-definition, for self-determination, and most important, the need to speak for themselves" (Dann, p.33).
With such a growing need for the expression of oneself, the first Negro newspaper came into existence in 1827.

5.1.1 ITS BEGINNING

The first Negro newspaper, "Freedom's Journal," appeared in New York City on March 16, 1987 (Apetheker, part 2, p.82). Its wry title is an expression of the need Negroes in this country felt during that time period. The publishers were: John Russworm, a graduate of Bowdoin College; and Reverend Samuel Cornish, a young militant minister. These two black men published the paper in New York as an expression of force and energy that could no longer be contained in the Negro race (Dann, p.16). This is the starting point of growth for Negroes and their newspapers. Several Negro newspapers began to appear in various states, such as California, New York, and Illinois. "Cornish was responsible, in part, for the survival of the black press as an effective instrument of protest. Before the civil war, some twenty-four newspapers sprang up to champion the cause of men Cornish called 'Colored Americans' " (Bennett, p.100). How Negro newspapers came into existence is discussed in depth. Our country offered Negroes very little opportunity to excel, and in most all instances, Negroes were misrepresented by major presses. Roland E. Wolseley has noted, "During most of the white press' history, in fact, there has been
indifference to black minority's problems, if not
downright opposition to that race, giving rise to the
black press as a corrective force as well as a weapon with
which blacks have been fighting for their
rights" (Wolseley, p.19). Obviously, some kind of social
injustice plagued the Negro communities because they often
resented white media. Ernest C. Hynds has indicated,
"Black newspapers were started in the United States during
the nineteenth century to oppose the exploitation of black
persons and to secure for them equal rights and
opportunities... Many blacks say that the white press has
been discriminatory in its coverage as well as in its
editorial policies" (Hynds, 1970's, p.104). This form of
social ridicule strengthened the Negroes tension towards
white presses. The simple rejection of white presses was
not adequate enough to satisfy Negroes, they wanted to
have their own newspaper to tell their side of the story,
and to communicate their needs for equality. Therefore,
the need for black newspapers became very apparent during
these times of crises. A rather thorough set of
reasonings have been paraphrased as to why blacks felt
they should have their own newspaper. Most all tend to
favor social oppression as the leading problem (Dann,
p.47-48). On the other hand, it is believed that Negro
newspapers were not so much needed for the slaves as they
were for the ex-slaves. "Antebellum black newspapers were
not written for the slave population, but for ex-slaves and free black citizens, largely in northern states, who were becoming upwardly mobile"(Dann, p.16). In that instance, we can see two reasons for the need for Negro newspapers. In essence, it was an effective means of keeping the Negro race together as they made strides toward freedom in this country. Therefore, it is significant to be able to identify a Negro newspaper as such. Obviously, one would think a newspaper carrying mainly articles about Negroes is an adequate identity of a Negro newspaper. However, that perhaps is the misconception. "A black publication actually is one which helps establish the black identity and serves the black community"(Wolseley, p.14). It is significant to note three criterion as we search for a definition of Negro newspapers: 1) Blacks must own and manage the publication, and must be the dominant racial group connected with it; 2) The publication must be intended for black consumers; and, 3) The paper ... must serve, speak and fight for the black minority(Wolseley, p.19).

Although these three criterion would prove to be an adequate identification for a black newspaper, "... others would insist that for a newspaper to be considered black, the majority of the stock-holders and employees must be black"(Hynds, 1970's, p.104). This gives a rather diverse recognition to black newspapers.
5.1.2 ITS PURPOSES

In an effort to understand some historical strides of black newspapers, obviously a purpose for existing would have a great deal of significance. "Perhaps the most important function of the black press was in building self-confidence and self-respect as a foundation for black self-determination and black unity" (Dann, p.293). Such a purpose for existing gives an overview of the role black newspapers played in the black community, in terms of establishing and redefining the identity; in terms of communicating messages of hope and strength for the race; in terms of providing a general awareness of issues on the local and national levels, which affected the black community; and, in terms of providing an escape vehicle for the black community to overcome various oppressions from slavery, racism, poverty and inequality. "Black papers, by their very nature, reflected a definite sense of immediacy and, at times, a tendency to deal with problems at an adhoc level" (Dann, p.22). With a clearer picture of black newspapers in this respect, an understanding of the significant role they played, and are still playing today, in the black community has been effectively established.

The role black newspapers played in the black communities in the late 1820's provides a unique and
valuable purpose. "Under the editorship of John Russwurm, Freedom's Journal principle objectives were to disseminate useful knowledge; to defend the community; and to necessitate the advantage of education." (Dann, p.38). It was these kinds of objectives that enabled the first Negro newspaper to gain the respect of not only the black community but the white community as well."...The paper [Freedom's Journal] printed articles in favor of the society (usually by whites, notably John H. Kennedy of Philadelphia) and against society (usually by black men)" (Dann, p.16). Perhaps, the most important element that needs to be noted is the lack of trust the black community had for the white community and anything produced by whites. Although some reporting techniques did improve in white presses concerning black issues, "...Colored citizens still look to the Negro press for their side of the story and for an interpretation of the news that affects their vital interests" (Wolseley, p.19).

For most of the black communities, their own newspapers served as a means of identifying who they were. "In January 1937, 'The Weekly Advocate' began as a new stage in developing national identity within the black community" (Dann, p.18). Certainly, blacks had experienced some rather troubled times during the mid-19th century. With the first black newspaper only in its 23rd year of
existence, it would still be another 15 years longer before President Abraham Lincoln would sign the Emancipation Proclamation, which would abolish slavery in this country following the Civil War of 1861. In addition, it would be another 3 more years after the passage of the 13th amendment in 1865, before Negroes would be granted citizenship in this country (1868); and, 2 more years after the passage of the 14th amendment in 1868, before the passage of the 15th amendment (1870) would extend voting rights to Negroes. Unfortunately, with all of these formal efforts toward justice and equality, segregation still existed up until the late 1950's and early 1960's. Public education, public business services, and interstate travel were among the leading concerns of black student protestors during the second reconstruction period, known as the Negro revolution. All of this was communicated within the black press.

Furthermore, after being stolen from their native land -- Africa -- to be sold into American slavery, a great deal of the "new black community" felt raped of their cultural heritage. So, in its early years there was a strong need for a source of identity, of which black newspapers fulfilled for blacks in this country. Another proposal for a new black newspaper to be called "The Anglo-African" read:
"...We hope to supply a demand too long felt in the community. We need a Press -- a press of our own. We need to know something else of ourselves through the press than the everyday statement made up to suit the feelings of the base or the interests of our opponents. We need something more than the general news or the mere gossip of the hour, such as is usually presented to us through the press, in general. Our cause (for in this country we have a cause) demands our own advocacy" (Dann, p.55).

Merely giving an identity to the black community is not the highlight of the black newspaper. It was the methodology used by black newspapers in communicating messages. Black newspapers became the voice of the black community, while also psychologically promoting growth in the black community. Yet another proposal for a new Negro newspaper to be called The American, indicated, "The primary objects of The American shall be, to convey useful and wholesome information to our coloured [sic] brethren and at the same time endeavor to stimulate them in the paths of education and virtues" (Dann, p.41). So, in this respect we can see a dual-role black newspapers served in their efforts to communicate messages. Communicating, on the broader scale, for black newspapers meant basically providing an awareness of the world around them, locally and nationally. This was the only way blacks were able to combat the various oppressions that existed. "...The black press provided one of the most potent arenas in which the battle for self-definition could be fought and
won... Indeed, black papers were usually the only source of information about the repression of the black community since white papers rarely printed such information" (Dann, p.13). Moreover, one time it was against the law for blacks to be educated — and ironically, today's society is structured such that economic security is equated with educational training. Black newspapers in this instance served as educators of the black community. "The black press throughout its history brought to its readers an awareness of oppressive conditions, while it emphasized the successes of black men and women" (Dann, p.22). Obviously, there was a need to highlight the many accomplishments of the black community because they were constantly reassured by white America that they were worthless, and would never amount to anything. To the contrary, this is how the black newspaper served as an escape vehicle. The black community could read of the achievements that other blacks were making in their own newspaper, and feel great about themselves as a race. Although they were still oppressed in many ways, it was the joy of seeing the success of another black, which enabled oppressed blacks to rise above their misfortune, and to find faith and strength to survive in white America. Therefore, it is important to cite the purpose of another black newspaper called "The Rights of All." It reads, "This paper will more especially be devoted to the
rights and interests of the coloured [sic] population. It will at all times give a correct representation of that people, in opposition to persecuting, slanderous accounts, too often presented to the publick [sic] eye" (Dann, p.40).

5.1.3 ITS IMPACT

As an understanding of black newspapers in the 19th century is grasped, it is also significant to address the impact that black newspapers have had in the black community. Some rather important questions to ask in determining this factor is, "Did Negro newspapers have an influence in the black community?" "How did Negro newspapers influence its readers? And, "How strong was the impact of the influence of Negro newspapers? These questions are significant because this study was centered around this concept. It was suggested that black newspapers have had a substantial impact in the black community. "The black press was the focal point of every controversy and every concern of black people... These endeavors were a consistent and realistic attempt to put black people in a position where they could overcome white racism and develop, in spite of a hostile environment, with an awareness of their capabilities" (Dann, p.14). Certainly with continuous efforts of this nature existing through the black newspaper, obviously there was some kind of impact on the developing black community.
In an effort to search for an answer to this question: "Do Negro newspapers have an influence in the black community?", this general statement was found: "Information is the staple of any good newspaper. Most hope to influence their readers. If read, newspapers exert some influence regardless of their intentions. How much influence they exert and what kind is not easy to assess" (Hynd, 1950's, p.16). It is implied here that most newspapers want to influence their readers to take some kind of action, or believe certain things. It also suggests that there is, however, complication when trying to assess the amount of influence a newspaper has had. Perhaps if one is not able to assess the precise influence of a newspaper, then at least some fundamental outreaches of its influence can be obtained. "It was The Defender [Chicago] that advocated a northern migration and thousands of blacks left the South to settle in Chicago or to work for Henry Ford in Detroit" (LaBrie, p.11). Therefore, given this massive response of readers of "The Defender" to move north, it is implied that black newspapers can and do influence its readers.

How Negro newspapers influence its readers is perhaps more of an indirect action than a direct one. The influence has a lot to do with how readers interpret the structure of black newspapers.
"First, it is evident that newspapers exert influence through their total presentations and their image in the community and not through their advocacies alone... It appears that the influence of editorial endorsements in newspapers is dependent on the amount of information that the reader has about the candidate or issue being endorsed... The greatest influence of newspapers and other media is of a long-range and cumulative nature... It is possible that newspapers exert influence through a chain reaction process... Newspapers exert some influence by providing an account of what takes place in society, what people think about it and how they react to it" (Hynds, 1980's, p.16).

It takes a lot of imagination and conceptual envisioning to understand how various issues become more important than others in the structural layout of a newspaper. "The direct deletion of various news stories or specific details, pertinent to a 'clear understanding' of a given issue is, yet, another means of influencing readers' opinions" (Wolsely, p.169). These are the ways black newspapers influence its readers.

Since the influence of black newspapers and how it is done has been established and documented, it is still important to determine the strength of the impact of black newspapers. It was indicated that measuring the strength of an impact is complicated to do. Obviously, this is true. But, there are certain variables that contribute to the magnitude of social behavior, and responses to various issues. A five year old National Negro Convention, a movement established in 1830 suggested, "The black press
was a crucial factor in bringing leaders together and in disseminating information about these meetings"(Dann, p.17). Obviously, this case supports one statement which suggests influences come over a period of time. On the other hand, word-choice and other such variables can contribute strongly to the overall tonality of a forceful impact of newspapers. Apparently, the tone of the newspaper has the ability to control the attitude of the people/readers. "It wasn't until The Chicago Defender changed its abrasive tone that the community became calmer... headlines had to be redressed where racial-tension might arise"(Wolseley, p.37-38). This gives evidence to the fact that the mere wording of a headline -- to say the least about the actual article -- could very well cause the black community to react violently to various issues. There is a theory that may contribute to the understanding of the impact of black newspapers on its readers. The theory suggests that the degree of educational training on an issue will determine an individual's way of reacting to an article in a black newspaper, or newspapers in general. If a person has limited sources of reference for facts, then it is possible the person can be very easily manipulated. On the other hand, if a person is well educated on the issue, and has other sources of reference for documentation, then chances are the impact and influence will not be half as
great. Ernest C. Hynd's has noted, "The effect of reading one article or editorial may be limited unless it is the reader’s only source of information about the topic. But the effect generated by reading a newspaper over a long period of time may be considerable. Such reading can contribute to the reader's storehouse of information and ideas, and help shape his perceptions and stereotypes" (1970's, p.15). Considering this fact in recalling black newspapers during a time when blacks were virtually illiterate, then perhaps it can be concluded that blacks were greatly influenced by their own newspapers. However, as blacks became more "Americanized" or educated and issue-oriented to the affairs of national and local concerns, then obviously, the degree of influence became lessened.

5.1.4 ITS EARLY STRUGGLES

When more black newspapers came into existence towards the mid-19th century, they were not exactly welcomed by white America. Many whites condemned black newspapers because they spoke out against slavery, racism, and various kinds of oppression. Because of its ability to stir up the black community, causing violence and racial tension, many black newspapers received direct opposition. "The freedom and integrity of the Negro press became an object of increasing attack from the Boubon and from Big
Business during the earlier years of the twentieth century" (Apetheker, part 2, p. 848). Black editors' homes and newspapers were sabotaged in the early years of the black press. Based on the reaction of white America to black newspapers, it became apparent that black newspapers were definitely needed. Roland E. Wolseley has noted that the black press, "... is needed mainly because all of the old battles have not yet been won and because there are so many new ones ... without the black press, the black man would not know who he is nor what is happening to his struggle for the freedom of citizenship," (p. 8). Obviously, direct oppression clearly indicated a greater need for the existence of black newspapers. "... The American Negro would be unintelligent indeed if he did not, through his press, demand greater freedom for himself..." (Wolseley, p. 302). Among the leading struggles of black newspapers was direct opposition from white America. "Despite blacks being destroyed when efforts were made toward advancement, black newspapers continued to press for an equalitarian system and urged resistance to oppression" (Dann, p. 22). This supports the theory that as blacks became more educated, they became less likely to be influenced by black newspapers. Gunnar Myrdal's view cites, "the Negro press is bound to become even stronger as Negroes are increasingly educated and culturally assimilated, but not given entrance to the white
world" (Wolseley, p.323). In this instance, we can see how
black newspapers have caused blacks to realize their
disadvantage -- the lack of education -- and has used the
lack of education to get blacks moving forward. And, in
so moving forward in education, blacks have, in turn,
strengthened the black press with increased significance
and support for its existence. "In such a way, the black
press was able to instill a positive sense of the progress
and future of black people which was imperative to
resisting persistent attempts by white racists to
undermine the black community" (Dann, p.23).

In addition to direct opposition of black newspapers,
there was also enormous criticisms. Many of the
criticisms addressed the same concern -- black newspapers
carried nothing but violence; hence, promoted violence in
the black community. James Baldwin wrote in 1948, and
inevitably it is still true today, "Negroes live violent
lives, unavoidably; a Negro press without violence is
therefore not possible..." (Wolseley, p.306). Various
reasons exist as to why blacks engaged in so much violence
in their communities. Obviously, many blacks are
unsatisfied with the American system, which is still
oppressive and discriminatory. It has merely been
redressed with a "new face" of racism. Therefore, racism
today has become a lot more sophisticated. It is no
longer direct --- but indirect.
With all of the slaps in the face that came from early struggles against oppression and strong criticisms, this had some effect on the mortality rate of black newspapers prior to the 1980's. But, for the most part, it has had very little impact. Thus, black newspapers continued to survive. "In 1950, press scholar Dr. Armistead Pride of Lincoln University estimated that the average lifespan of a black newspaper was nine years. In spite of being short-staffed, under-funded and untrained, the black press gained significant support and respect in the black community"(LaBrie, p.11). The determination of black newspapers was indicative of the black community. Black newspapers were determined to struggle for survival until the very end. "...They wanted to reach as many readers as possible so as to widen their chances of influencing them to improve and advance the race"(Wolseley, p.308). These were, indeed, crucial times for black newspapers prior to the 1980's. It seems for a moment that as blacks were becoming more Americanized in the twentieth century that the black press experienced its most troubled times. "Limping along at first, struggling to identify new weekly angles on 'the news which now appeared 'daily' in the press, it was, 'at least through the late fifties, the most life threatening period the modern black press from 1900-1979 had to face"(LaBrie, p.7).
5.2 THE BLACK NEWSPAPER SINCE THE 80'S

It was necessary to establish the Negro newspapers' development prior to the 80's, in order to account for the black newspapers since the 80's. This will serve as a basis for comparing black newspapers' roles in their communities; assessing their significance in developing their communities; and, determining their influences on black communities. In addition, an account of the survival rate of black newspapers can be assessed as blacks make strides toward the 21st century. "Substantial changes in American lifestyles and values during the past fifteen years require that newspapers give increased emphasis to serving the diverse needs of readers in the 1980's and beyond" (Hynd, 1980's, p.18). Obviously, with these kinds of social changes in Americans' lifestyles in general, there is definitely a more concise need for black newspapers in the black community. "The ideal black newspaper... is one that informs its readers fully and also provides analysis, interpretation, and opinion material to help them comprehend the meaning and significance of events occurring in their own society and in surrounding white society" (Wolseley, p.300).
5.2.1 ITS ROLE

What is the role black newspapers of the 80's is playing in the black communities? Or, is there a role? "Along with black radio, the black press is still the main source of the black citizen's information and comments about his life" (Wolseley, p. 14). It, perhaps, coincides with the need for black newspapers, which, in essence, is their role and purpose in the black community. Although issues regarding black culture of the 80's are rather well covered in major daily newspapers today, and perhaps we have the increased numbers of black employees on major white news staffs to credit with this, many black editors will tell you that their newspapers still serve a valuable role in the black community. "Undoubtedly most editors and publishers affirm that their readers look to the press to find out 'what really went on' when a news story about blacks break, even though it may be covered by the white media. And unquestionably, they must turn to their own press for details about the vast majority of events occurring in their ranks" (Wolseley, p. 166). It seems that news in black newspapers are simply more tailored to black concerns. Wolseley further noted, "Editorials usually are on subjects of concern to black readers: politics, government actions or plans, and white actions affecting black life" (Wolseley, p. 167). On the other hand, let it
be clarified that black newspapers serving black communities, do not replace the major daily newspapers. "...Within those households which receive newspapers, the black newspaper has always been viewed as a supplement rather than a substitute for the daily newspapers" (LaBrie, p.14). Therefore, it may seem like black newspapers exist to supersede major daily newspapers; however, they do not serve that purpose from findings. Furthermore, it is assumed that black newspapers carry a cultural value, of which the black community feels is significant to their identity. This makes for an excellent transition to the question, "Has black newspapers' roles changed since prior to the 80's?" It seems the role of the black press has not changed much from its original purpose prior to the 80's. In looking back at the black press, it is indicated that, "It was in the sixties, with the dramatic and intensity of a well-organized civil rights movement and a recognition of credibility and faith in black institutions and blackness (and slogans like "black is beautiful"), that a resurgent black press came to the front and took on again a role of leadership" (LaBrie, p.7). It is implied that black newspapers have played, and are still playing, a leadership role in the black community. Today's black newspapers are viewed in that same role. They keep the black community abreast of various legislation which affect the black community on all levels of government.
Therefore, it would not be inaccurate to say that black newspapers are still serving the same role in the black community, as it has been serving in the past.

5.2.2 ITS SIGNIFICANCE

With a justified argument concerning the continuous role black newspapers are playing in the black community, obviously the significance can be equally supported in the 80's as well. Results from one 1975 study showed, "An increasing desire and need for their [blacks] own community newspaper... As long as black communities exist, there would seem to be a need for black newspapers" (Hynd, 1980's, p.113). Perhaps, this is a sufficient enough documentation to make such a rationale. But, in an effort to understand better the significance, the question -- "Why is there a need for black newspapers in the 80's?" -- should be addressed. In an effort to secure an answer, in turn, the significance of black newspapers today will be realized. "Although an increase coverage of blacks in the 1960's and 70's by many white newspapers occurred as a result of the human rights movement, many people believed that black newspapers still were needed to cover the everyday affairs of the black community, and to support causes of interest to its citizens just as other specialized newspapers are needed to serve other specialized groups" (Hynds, 1970's, p.104). This reason,
perhaps, answers all of the questions regarding black newspapers' need in the black community. Obviously, there is no pressing or required need for black newspapers, per se, but because blacks are a specialized group of people, with cultural differences, a newspaper tailored to their interests can and should exist, without any questions. "The [black] newspapers give their audiences news of the black community as well as of national and international events directly affecting black citizens"(Wolseley, p.13).

Yet, another question to be concerned with in a quest for black newspapers significance in the 80's is, "Is there a difference compared with major daily presses?" One would believe that there would have to be a difference of some kind, in order for there to be such a strong demand for black newspapers in black communities. The answer is "yes!" There are some differences in black newspapers when compared to white presses. "The black press differs from the white not so much in kind as in message and in quality... Reports news not covered by other journalism... Interprets that news differently, from an uncommon standpoint... ventures opinions about matters not dealt with by other presses and its opinions frequently vary from those of other publications treating the same topic"(Wolseley, p.14). Perhaps the most interesting finding in the search for differences of black newspapers compared with major daily presses was
discovered in a course offered at Syracuse University in 1968. "The course called, 'The Black Press in the U.S.,' concluded at the end of the term --- there is such a press and that a distinction be made between it [the black newspaper] and other press groups" (Wolseley, p.3). Since the findings of this course have confirmed that there is a difference between black newspapers and white presses, then perhaps a logical progression at this point would be to begin identifying the kinds of black newspapers in existence. According to Roland E. Wolseley, national black newspapers are of four kinds:

1) Those with separate, regional editors but bearing one name; 2) Those originating in a particular community and sold widely in the country; 3) Those having a local edition but also one under the same name and intended for wider than local reading; 4) Those known widely in the nation although they may have few subscribers outside their localities" (p.86).

This is perhaps the most systematic method of identifying the kinds of black newspapers. Of course, this method of identification was based on the locality of the newspapers' readership audience. To the contrary, another method of identifying the kinds of black newspapers is based on their method of circulation. In this instance, Henry G. LaBrie, III., notes that there are four types of black newspapers in circulation in the United States:
1) (VAC) Verified Audit Circulation "Non-Paid" newspapers; 2) "Controlled Circulation" newspapers; 3) "Publisher's Statement Paid" newspapers; 4) "Publisher's Statement Paid and Free" newspapers" (p.14).

Furthermore, there is still a need for black newspapers today because many white presses still have not gained the confidence of the black community. Some blacks today are still living in the "days of old" -- feeling and believing as their ancestors did during slavery. "Included in the policy of general and continual protest is the attitude of consistent suspicion [of blacks] toward the white man's press. There is a conviction that scarcely any white dailies can be trusted to tell the truth about the Negro and that many deliberately place him in an unfavorable light" (Detweiler, p. 149). This feeling of insecurity is not an unusual behavior pattern in the black community. "...For many years the black people have mistrusted the white press... The white press and news services earned the suspicion of black citizens in the first half of this century because they could not be trusted to tell the truth about blacks... News about blacks, it also was charged, always is negative and the newspapers tend to deal only with conflict stories about what goes on in the ghetto" (Wolseley, p.8). Given this kind of friction existing in the black community towards the white press, the only obvious resolution to the problem was to
establish a black newspaper. This is what created a need for black newspapers.

5.2.3 ITS INFLUENCES

Black newspapers since the 80's have had a lesser influence on the black community today than it has had prior to the 80's. What is always interesting to note about the influences of black newspapers is the degree to which they influence their readers. What has been found by some research studies is newspapers have indirect influences on people, who may not have read the newspaper as yet. It seems that the influence of newspapers can be exchanged through word of mouth, if the initial reader tells someone else and a chain reaction occurs. 

"...Newspapers exert influence through a chain reaction process. Influential persons in various groups rely on the mass media, and especially newspapers and magazines, for informations. These persons receive data from the newspapers, structure it to suit their own needs, then share it with others" (Hynds, 1970's, p.16). This is the same kind of influence that existed during the early years of black newspapers. As a result, this is how the news was able to spread through the black community so rapidly.

Once black newspapers have influenced its readers, it is always important to note the impact of the influence. What action will the newspaper reader take now? Roland E.
Wolseley has written, "The degree to which any reader of a newspaper is influenced has a great deal to do with the word-choices used in the news story... Such angled writing is to be expected in the ultra-militant publications, for they make no pretense of telling it like it is but only of telling it like the way they think it is (or want it to be or to be seen)" (p.169). This type of influence was prominent in the early years of the Negro newspapers. Many of the members of the white community and their white presses were against black newspapers, because of its ability to influence the black community such that they would eventually take action. Many white editors felt that blacks should not have access to that kind of "power of the press." But, a question to address is, "Do black newspapers really control the attitudes, opinions, and actions of the black community?" It is believed that compared with black newspapers prior to the 60's, black newspapers of today do not control the attitudes, opinions, and actions of the black community as much as they once did. As blacks progressed in America and became more educated, black newspapers became less influential in the community. For clarity purposes, there are some other kinds of influences existing, which deal with the structure of the newspaper and the order of importance of articles included in the publication. "Still yet another method of influencing opinions of the
readers can be found in the 'position and dress' of news articles throughout an issue. Priority definitely is an influence of what is most important, according to the papers' layout" (Wolseley, p.170). This, in itself, could be the start of a long discussion of the media as trend-setters. Since there are different kinds of influences by newspapers, it is important to understand how black newspapers are influencing the black community. Wolseley has this recommendation for politicians gauging in public opinion "...Be aware of what the black press is urging upon its readers, or even exposing them to, by way of news coverage" (p.308). This recommendation suggests that black newspapers have the power to control just how their readers will respond on given issues. Therefore, black newspapers really do control the attitudes and actions of their readers.

5.2.4 ITS SURVIVAL

Looking at black newspapers in this decade, in an effort to compare them with black newspapers of earlier years, it is important to note the differences and changes in its survival rate. A new kind of black newspaper is being sought in the black community with an increase in demands. This, indeed, has redirected survival factors of today's black newspapers. "To succeed, and perhaps to
survive; newspapers must perform their traditional First Amendment role more effectively than in the past, and they must provide other services for an increasingly self-oriented society bent on self-fulfillment and finding the full rich life" (Hynds, 1980's, p.11). At one time, black newspapers were surviving merely on their cultural affiliation with the black race. Of course, this was during a time when black newspapers were scarce. However, today's black newspapers are much more abundant; therefore, the competition factor is much more severe. Not all of the black newspapers can be effectively supported by the black community. Therefore, the black newspapers of today must meet their journalist obligations to the community, or suffer the consequences. "No longer will readers buy the paper because it is 'owned by a brother.' No longer will advertisers take space in an effort to relax organized social and economic pressures. Rather, the black newspaper will be supported based on its ability to report the news, add a new perspective to key issues and supply solutions for the problems which plague the community" (Labrie, p.7). This competition was not only among black presses, but with white presses as well. It seems that black newspapers went through a rather trying time to compete with white presses on both the professional and financial levels. On the professional level, black newspapers felt deprived of their
professional involvement because critics appeared to compare them with major white presses. Obviously, most of the standards in journalism evolved around white newspapers. This is what many of the black newspapers argued. They felt that perhaps a different kind of standard should exist for black newspapers. Furthermore, black newspapers questioned the validity, as well, of those persons who established the criteria, charging them with neglecting black journalists and their method of reporting. "Whether black journalism is 'good' journalism depends on questions of what standards have been used and who sets up the criteria" (Wolseley, p. 298). This is what black newspapers believe has been their biggest pitfall in being competitive with the white newspaper's in advertisement outreach. It appears that no matter what strides were made by black newspapers to improved their competitiveness with white presses, the critics were always harsh. Henry G. LaBrie, III. has proven once again that "nothing the black press seems to do in the way of journalism seems to satisfy some of its white critics..." (p. 3). With this kind of opposition, it seems the survival of black newspaper was virtually impossible. This ill-feeling was emotionally felt by some black journalists toward black newspapers, some of whom decided not to report, write, or provide their journalistic works to black presses. In turn, these black journalist looked
toward white newspapers for their professional development. Now, this is not to say that there were a lot of black journalists to begin with. This was one of the reasons why black newspapers, obviously, were not competitive, and their survival rate became increasingly threatened. "One reason for the problem in reporting and writing was a shortage of talented young blacks in the business" (Hynds, 1980's, p.112). What perhaps needs to be mentioned is the underestimated power that black newspapers had to offer its potential advertisers. "Big business ignored the black press, unaware of the buying power of the black consumer... The buying power of black America exceeds $70 billion." (LaBrie, p.11-13). As a result of advertisers' economic ignorance to black newspapers, many of the black newspapers' support came from within the black community and locally-owned white businesses (Hynds, 1970's, p.107). Now, although the black newspapers were still in existence, there were some difficulties that threatened their continued existence. "Some individual black newspapers and newspaper groups appeared to be doing well financially in the 1970's, but the black press generally was facing economic problems" (Hynds, 1980's, p.111).

Although monetary reasons perhaps have always been the leading reason why black newspapers have had difficulty surviving, there are other reasons why black
newspapers have fallen short as well. Contributing to the pitfall of black newspapers are also stereo-types and criticisms from the whites, and even the blacks. Furthermore, black newspapers have far lesser exposure on newsstands (Wolseley, p.9). On the other hand, one of the major pitfalls of black newspapers was reported to be the direct fault of black newspapers. "Efforts to start an active black press news service for members of the National Newspapers Publishers Association (NNPA) failed because of the lack of interest by members and lack of financial support" (Hynds, 1980's, p.112). Certainly stereo-types have been a major pitfall of black newspapers. "It was charged that many black newspapers filled their front pages with crime and violence and their inside pages with publicity handouts and trivia. It was said that much of their advertising appealed to superstition or was preoccupied with sex" (Hynds, 1970's, p.107). In addition to the stereotypes that exist, there are also a number of criticism from the community about black newspapers. Roland E. Wolseley has noted the belief of Warren H. Brown of the Negro Relations Council for Democracy, "The black press presented a dishonest picture of the U.S.A. and of the opportunity of the black man" (p.302). This statement was made in support of Brown's further belief that most Negro newspapers put the race before the country. This was Brown's way of
suggesting black newspapers deliberately caused tension in the community. This led to a larger pool of black newspaper criticisms, which questioned the entire black newspapers' purpose in the community. "Black newspapers were caught up with their obligation to blacks... The effectiveness of black newspapers became a question (Hynds, 1970's, p.107). Certainly, the list goes on and on regarding other pitfalls, but some of the more prevailing ones in this account have been noted. With these kinds of obstacles, it is amazing black newspapers are still surviving in this decade.

5.3 THE BLACK NEWSPAPER IN CHICAGO

Black newspapers in the U.S. is, indeed, a task to list in itself. "An estimated 3,000 black newspapers have been published in the United States since the first one, "Freedom's Journal" (Hynds, 1970's, p.105). The reason why it is so difficult to comprise a list is because black newspapers have such a short life-span. "Black press is changing in number so rapidly that figures on how many publications existing are incorrect the day they are published. It is the result of free access to the printing press in the U.S.A., and the quick turnover of publications, for some are born and die without ever getting into anybody's listing" (Wolseley, p.10). This is important to note because the circulation of some
newspapers in the early 70's are among those still in existence today. *Muhammed Speaks*, the Islam weekly, published in Chicago, had by far the largest circulation of any black newspaper in the early 1970's ... cir. 600,000+" (Hynds, 1970's, p.105).

According to a report by Henry LaBrie in 1973, 208 black newspapers existed throughout the United States. In terms of the number of black newspapers leading in various states, California reported 25 black newspapers in circulation, Texas reported 20, Florida reported 14, Illinois reported 13, New York reported 11, Alabama reported 9, and North Carolina reported 9 also.

5.3.1 ITS CIRCULATION

Out of the 13 black newspapers reported to be in circulation in the State of Illinois, eleven appeared to have served the greater metropolitan area of Chicago. A list of these Chicago black newspapers can be found in the appendix (See appendix A). Four of these black newspapers serving Chicago, are no longer in existence. These four newspapers are: *The Chicago Courier*, *The Chicago Gazette*, *The Woodlawn Observer*, and *The South Suburban News*. This information is based on LaBries' 1972 study of "Black newspapers in the United States."
5.3.2 A COMMUNITY STUDY

In an effort to secure an understanding of black newspapers and the affects they have on public opinion in the black community, this study was conducted in the city of Chicago, Illinois. Again, the community selected was the Morgan Park-Beverly area. The total population for Morgan Park is 29,315 for a total of 8,866 households, according to the 1980 U.S. Census Bureau Report for Chicago. The Beverly area population was reported to be 23,360 for a total of 7,750 households in that area. The total population of blacks in Morgan Park, based on this same report, is 18,226 for a total of 4,997 household of blacks. The total population of blacks in Beverly is 3,151 for a total of 895 households of blacks. In both instances, the percentage of blacks in Morgan Park is 62.17%, while the percentage of blacks in Beverly is 13.5%. The Morgan Park-Beverly community area postal delivery population for the zip code 60643 is 23,249. Therefore, the 317 mail surveys sent represented 1.36% of the total postal delivery or household population in the Morgan Park community area. The addresses of these 317 residents were randomly created, based on their zip code number of 60643. The study was done by mail, and contained a 3-page questionnaire of 20 numbered research questions. After a period of 7 weeks had elapsed in
awaiting the return of survey responses, the results of the findings have been reported in chapter 4, based solely on those respondents participating in this study.

5.3.3 FINDINGS AND INTERPRETATION

Based on the data analysis, it appears a majority of respondents participating in this study were black or at least lived in a black community. This was a significant question to ask because "The black community," in this study, could refer to a preponderance of black residents in an area as well, without requiring a respondent to actually belong to the ethnic race of blacks. Many of the respondents felt that black newspapers served a significant purpose in the black community and, in turn, supported their local black newspaper as readers or subscribers. It also appears that along with the support offered to their local black newspapers, there was a solid foundation of readers who had been reading black newspapers for greater than five years.

In order to direct this research study in the proper direction, it was necessary to ask respondents why they read black newspapers. The leading reason was because it addressed more black-related issues. Many of the respondents not only read one local black newspaper, but often consulted several other black newspapers as well. The feeling of being less informed about black-related
issues and being unaware of how current issues affected the black community, together, seemed to dominate their feelings had black newspapers not existed in their community. A substantial number felt the news coverage in black newspapers was rather informative, and most did not feel that their local black newspapers had a negative influence on their opinions. Many, however, did feel that major daily newspapers lacked adequate coverage of blacks and their interests. A number of respondents did say, on the other hand, that their opinions had changed about a few issues after having read a news story in their black newspapers. Compared with major white dailies, most respondents agreed that black newspapers served their cultural and social needs. In measuring the intensity of black newspapers impact on given issues, the intensity was found to vary on the nature of the subject. It appears that black newspapers greatest influences, however, fell under economic, local, educational, drugs and crime-related issues. On the other hand, a majority of the respondents did not feel that black newspapers had influenced them enough to cause them to react differently to others in various social environments. Most respondents agreed that if they had moved out of their community, they would, indeed, continue to subscribe to their local black newspapers. Apartheid was selected as a practical issue from which to measure the influence of
black newspapers. Most respondents said that their local black newspapers covered stories on apartheid in South Africa. However, most said their local black newspapers did not suggest how they should react to businesses with ties in South Africa. In most instances, it appears that a majority of respondents had alternative sources from which to get valid facts about the conditions existing in South Africa. A substantial number of respondents agreed that black newspapers kept them abreast of our government's position on apartheid. Unfortunately, a majority of the respondents did not feel satisfied with our government's position on apartheid, and their reasonings subsequently supported their discontentments.
CHAPTER VI.

SUMMARY

In concluding, black newspapers in America are quite significant in their roles as leaders in the black communities. "Newspapers must lead in the search for truth... Newspapers in a democratic society have a responsibility to help make democracy work... Newspapers have a responsibility to help individuals and communities adjust to change and improve themselves... Newspapers have a responsibility to remain free, independent, and solvent" (Hynds, 1970's, p. 27-37). This does not mean that black newspapers should put themselves up and above the black community, in an effort to seek journalistic perfection. Obviously, if black newspapers are not fulfilling the needs of the community they serve, then they will become extinct. David L. Bowens, vice-president and director of communications of Associated Press said during a newspaper seminar that, "future readers might well look only for the news that is relevant to their personal needs" (Hynds, 1980's p.15). Therefore, it is an ever pressing demand that black newspapers maintain their purpose in the black community, as initially established when Freedom's Journal emerged in the 19th century. Of
course various kinds of advancements in technology have forced some changes, to a degree, upon black newspapers' function --- but, for the most part, they are still serving their original purpose. "In retrospect, the black press is doing today what it set out to do in 1827, only it is doing it differently. How far we have come in these United States since 1827 might be measured best by the contents of all those papers" (LaBrie, p.12).

This study, "Black Newspapers Effect on Public Opinion in the Black Community," gives reassurance to the vital role black newspaper have played, and are still playing in developing the black community of the 1980's. Perhaps an unproductive black community in this day and time, might be the measure of no community newspaper, or an extremely insignificant and purposeless black newspaper. This strongly suggests that wherever there are black people, there will always be a need for black newspapers. "The black press is indeed here to stay... black editors and publishers continue to see the need for a black press in 1972 and the years ahead... The black press has been the black suburban/urban newspaper and will continue to fulfill this role in the twentieth century and on into the twenty-first" (LaBrie, Black Press, p.6). Therefore, let the results of respondents in this study, though few in number, serve as an indication that the black newspaper does have an influential role in the
black community. However, the degree of influence varies upon the individual and his or her personal needs. Furthermore, let this study serve, if for no other worthwhile reason, as a contribution to the number of available research studies on black newspapers, in general.

6.1 RECOMMENDATIONS

Given this area of research interest, it is recommended that continued study be done on black newspapers and their affect on public opinion in the black community. This study was conducted through a randomly selected mail survey; however, this same study could be replicated, using a different survey technique (i.e., by telephone, field study, etc.). Furthermore, this study could also be conducted using a different area other than Chicago, where a substantial number of blacks reside, and consequently, a substantial number of black newspapers are in circulation as well. At any rate, any additional studies on black newspapers would contribute vastly to an area in need of research.
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V. Respondent #35
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X. Respondent #10
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Z. Respondent #29
AA. Respondent #315
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CC. Respondent #270
DD. Respondent #43
EE. Respondent #307
FF. Respondent #60
BLACK NEWSPAPERS IN CHICAGO, ILLINOIS

*Based on LaBrie's 1972 study

Chicago Daily Defender 1905
2400 So. Michigan Avenue
312-225-2400
John Sengstacke

Chicago Bilalian News (Weekly)
Cottage Grove Avenue
312-651-7600
Nation of Islam
Ghayth Nur`Kashif

Chicago Metro News (Weekly) 1972
2600 S. Michigan Avenue 60616
312-842-5950

Chicago Citizen (Weekly)
412 E. 87TH Street 60619
312-487-7700
66,309 cir. (controlled)

Chicago Independent Bulletin (Weekly) 1958
728 W. 65TH Street 60621
312-783-1040
Hurley Green, Sr.
35,000 cir. (controlled)

Chicago New Crusader (Weekly) 1940
6429 S. Martin L. King Drive 60637
312-752-2500
Mrs. Dorothy R. Leavell
21,000 cir. (controlled)

Chicago Sentinel (Weekly) 1977
11740 South Elizabeth 60643
312-568-7091
Al Johnson
312-568-7091
20,000 cir. (publisher's statement paid and free)

***Chicago Courier
Chicago Gazette
Woodlawn Observer
South Suburban News

***Newspapers no longer in circulation
COMMUNITY AREA 72
BEVERLY
Blue = Beverly area
Orange = Morgan Park area
Yellow (Green trim) = 60643 zip code area
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RESIDENTS OF
9951 LINCOLN ST S
CHICAGO, IL 60643

272
RESIDENTS OF
10160 LINCOLN ST S
CHICAGO, IL 60643

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RESIDENTS OF
10373 LINCOLN ST S
CHICAGO, IL 60643

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RESIDENTS OF
10580 LINCOLN ST S
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9951 MALTA ST S
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RESIDENTS OF
10580 MALTA ST S
CHICAGO, IL 60643

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RESIDENTS OF
9740 MONTEREY AVE W
CHICAGO, IL 60643

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RESIDENTS OF
9951 MONTEREY AVE W
CHICAGO, IL 60643

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RESIDENTS OF
10160 MONTEREY AVE W
CHICAGO, IL 60643

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10580 MONTEREY AVE W
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9740 PAGE ST S
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10373 PAGE ST S
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RESIDENTS OF
10580 PAGE ST S
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RESIDENTS OF
9740 PROSPECT AVE S
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RESIDENTS OF
9951 PROSPECT AVE S
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RESIDENTS OF
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10373 PROSPECT AVE S
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9740 PRYOR AVE W
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10373 PRYOR AVE W
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| 305 | RESIDENTS OF 10580 WATKINS AVE S CHICAGO, IL 60643 |
| 306 | RESIDENTS OF 9740 WINSTON AVE S CHICAGO, IL 60643 |
| 307 *** | RESIDENTS OF 9951 WINSTON AVE S CHICAGO, IL 60643 |
| 308 | RESIDENTS OF 10160 WINSTON AVE S CHICAGO, IL 60643 |
| 309 | RESIDENTS OF 10373 WINSTON AVE S CHICAGO, IL 60643 |
| 310 | RESIDENTS OF 10580 WINSTON AVE S CHICAGO, IL 60643 |
| 311 | RESIDENTS OF 1750 113TH ST W CHICAGO, IL 60643 |
| 312 | RESIDENTS OF 1951 113TH ST W CHICAGO, IL 60643 |
| 313 | RESIDENTS OF 10740 WALDEN PKY S CHICAGO, IL 60643 |
| 314 | RESIDENTS OF 10951 WALDEN PKY S CHICAGO, IL 60643 |
| 315 *** | RESIDENTS OF 10160 WALDEN PKY S CHICAGO, IL 60643 |
| 316 NSA | RESIDENTS OF 12373 WALDEN PKY S CHICAGO, IL 60643 |
| 317 NSA | RESIDENTS OF 12580 WALDEN PKY S CHICAGO, IL 60643 |

*** denotes participating respondents
NSA denotes No Such Address (return to sender)
DEAR SURVEY PARTICIPANT:

WHAT IS THIS?

This is a mail survey of randomly selected members of the Black Community in the Southside Chicago, Illinois area.

WHO IS GIVING THIS SURVEY?

My name is Eugene Maxwell, Jr. and I am a 24-year old native of Savannah, Georgia. Currently, I am enrolled as a full time graduate student at Morehead State University in Kentucky, where I am pursuing the master of arts degree in journalism. I recently earned my bachelor of arts degree, also in journalism, at Morehouse College in Atlanta, Georgia. I expect to complete requirements for my master's degree by May of 1987.

WHY DID YOU CHOOSE THIS AREA?

The Chicago area was chosen because it has the largest number of black newspapers in circulation, and at the same time, has a very large number of black residents. Your address was selected from the 1986 U.S. Postal directory for the Chicago, Illinois area, based on your zip code. Your name is unknown to me because it is insignificant in this study.

WHY ARE YOU GIVING THIS SURVEY?

I have chosen the academic program leading to the master's degree with thesis in journalism; therefore, I am required to write and defend a master's thesis (before earning the degree). Your prompt attention and participation in this survey will assist in completing a major part of this assignment. Of course, the results of this survey will serve a significant part in the completion of the actual thesis.

Enclosed is a survey sheet related to this study. Please take a moment to complete and return the survey in the enclosed self-addressed stamped envelope at your earliest convenience. Please accept the enclosed "Biblical" book-marker as a token of appreciation for your time and kind participation in this study.

Thank you in advance for your cooperation, and may God continue to keep you.

Sincerely yours,

Eugene Maxwell, Jr.
Master's Degree Candidate
May 1987
FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW $8,000 $8,001-$15,000 $15,001-$25,000 $25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?
   YES NO
   (YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
   YES NO
   (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
   YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   YES NO
   (ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
   A LESS THAN 1 YEAR
   B 1-3 YEARS
   C 3-5 YEARS
   D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   A IT ADDRESSES MORE BLACK-RELATED ISSUES.
   B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
   C ENTERTAINMENT.
   D COST.
   E ALL OF THE ABOVE
   F NONE OF THE ABOVE
   G OTHER ANSWER:_____________________________________________
6. Do you read other Black newspapers?

   YES  NO

7. How would you feel if you did not have a local Black newspaper?

   A. LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   B. DEPRIVED OF SOCIAL INFORMATION.
   C. UNAWARE OF HOW CURRENT ISSUES AFFECT THE BLACK COMMUNITY.
   D. ALL OF THE ABOVE
   E. NONE OF THE ABOVE.
   F. OTHER ANSWER:

8. Do you feel the news coverage in your local Black newspaper is informative?

   YES  NO  DON'T KNOW

9. Do you feel your local Black newspaper negatively influences your opinion on issues of local, national or international scope?

   YES  NO  DON'T KNOW

10. Do you feel general newspapers lack adequate coverage of the Black community?

    YES  NO  DON'T KNOW

11. Have you ever changed your opinion about an issue of local, national or international scope after having read a news story in your local Black newspaper?

    YES  NO  DON'T KNOW

12. Compared to major newspapers, do you feel your local Black newspaper best meets your cultural and/or social needs?

    YES  NO  DON'T KNOW

13. How would you evaluate the impact that your local Black newspaper has on your opinion about the following issues? (5=strongest impact)

    A. POLITICS  5  4  3  2  1
    B. ECONOMICS  5  4  3  2  1
    C. NATIONAL  5  4  3  2  1
    D. INTERNATIONAL  5  4  3  2  1
    E. LOCAL  5  4  3  2  1
    F. STATE  5  4  3  2  1
    G. EDUCATION  5  4  3  2  1
    H. SPORTS  5  4  3  2  1
    I. RELIGION  5  4  3  2  1
    J. DRUGS  5  4  3  2  1
    K. SEX  5  4  3  2  1
    L. MARRIAGE  5  4  3  2  1
    M. CRIME  5  4  3  2  1
    N. NUCLEAR WAR  5  4  3  2  1
14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

   YES       NO       DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

   YES       NO       DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING Apartheid IN SOUTH AFRICA?

   YES       NO       DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

   YES       NO       DON'T KNOW
   (GO TO Q. 18)

17B. IF YES, DO YOU?

   YES       NO       DON'T KNOW

17C. WHY?

   ANSWER:_____________________

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT Apartheid?

   YES       NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON Apartheid?

   YES       NO       DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON Apartheid?

   YES       NO       DON'T KNOW

20B. WHY?

   ANSWER:_____________________

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!
The 23rd Psalm

The Lord is my shepherd: I shall not want. He maketh me to lie down in green pastures, He leadeth me beside still waters. He restoreth my soul. He leadeth me in the paths of righteousness for His name's sake. Yea though I walk through the valley of the shadow of death, I will fear no evil: For thou art with me. Thy rod and Thy staff they comfort me. Thou preparest a table before me in the presence of mine enemies: thou anointest my head with oil; my cup runneth over. Surely goodness and mercy shall follow me all the days of my life: and I will dwell in the house of the Lord forever. Amen.
DEAR SURVEY PARTICIPANT:

(THIS IS A LETTER TO REMIND YOU TO COMPLETE AND RETURN YOUR SURVEY SHEET IMMEDIATELY!!)

Just before the Christmas holidays, you should have received a survey sheet in the mail. Enclosed with the survey sheet was a self-addressed "stamped" envelope for your convenient return, along with a token of appreciation for your time and kind participation in my study. Although a majority of you have already responded to this study, it is still important to remind those of you who have not responded to complete and return your survey sheets immediately!

Due to the extreme cost of this project, I am unable to send you a second self-addressed "stamped" envelope; however, a plain self-addressed envelope is enclosed for your convenience. I am trusting that you will complete and return your survey sheet immediately. (In case you have mis-placed your original survey sheet, I have enclosed another one for your convenience.)

Once again, your time and kind participation in this study is deeply appreciated. Thank you in advance for your cooperation, and may God continue to be with you throughout the new year.

Sincerely yours,

Eugene Maxwell, Jr.
Master's Degree Candidate
May 1987

DEADLINE: JANUARY 31, 1987
FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 (1a) 21-30 (1b) 31-40 (1c) 41-50 (1d) 50+ (1e)
SEX: MALE (2a) FEMALE (2b)
EDUCATION: BELOW H.S. (3a) H.S. (3b) H.S.+ (3c) ADVANCED DEGREE (3d)
INCOME: BELOW $8,000 (4a) $8,001-$15,000 (4b) $15,001-$25,000 (4c) $25,000+ (4d)
STATUS: EMPLOYED (5a) UNEMPLOYED (5b) OTHER (I.E., STUDENT, (5c) HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?
   YES (6a) NO (6b)
   (YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
   YES (7a) NO (7b)
   (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
   YES (8a) NO (8b) DON'T KNOW (8c)

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   YES (9a) NO (9b)
   (ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
   (10a) A LESS THAN 1 YEAR
   (10b) B 1-3 YEARS
   (10c) C 3-5 YEARS
   (10d) D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   (11a) A IT ADDRESSES MORE BLACK-RELATED ISSUES.
   (11b) B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
   (11c) C ENTERTAINMENT.
   (11d) D COST.
   (11e) E ALL OF THE ABOVE
   (11f) F NONE OF THE ABOVE
   (12) OTHER ANSWER: b/better c/worse d/unclear
6. DO YOU READ OTHER BLACK NEWSPAPERS?
   YES (13a) NO (13b)

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?
   (14a) A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   (14b) B DEPRIVED OF SOCIAL INFORMATION.
   (14c) C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
   (14d) D ALL OF THE ABOVE.
   (14e) E NONE OF THE ABOVE.
   (15abc) F OTHER ANSWER: ____________________________
   a/better b/worse c/unclear

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?
   YES (16a) NO (16b) DON'T KNOW (16c)

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?
   YES (17a) NO (17b) DON'T KNOW (17c)

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?
    YES (18a) NO (18b) DON'T KNOW (18c)

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?
    YES (19a) NO (19b) DON'T KNOW (19c)

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?
    YES (20a) NO (20b) DON'T KNOW (20c)

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES? (5=STRONGEST IMPACT)

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<td>34</td>
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<td>NUCLEAR WAR</td>
<td>5(a)</td>
<td>4(b)</td>
<td>3(c)</td>
</tr>
</tbody>
</table>
14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES (35a)  NO (35b)  DON'T KNOW (35c)

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES (36a)  NO (36b)  DON'T KNOW (36c)

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES (37a)  NO (37b)  DON'T KNOW (37c)

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES (38a)  NO (38b)  DON'T KNOW (38c)

(GO TO Q. 18)

17B. IF YES, DO YOU?

YES (39a)  NO (39b)  DON'T KNOW (39c)

17C. WHY?

ANSWER: (40abc)  a/better  b/worse  c/unclear

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES (41a)  NO (41b)

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES (42a)  NO (42b)  DON'T KNOW (42c)

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES (43a)  NO (43b)  DON'T KNOW (43c)

20B. WHY?

ANSWER: (44abc)  a/better  b/worse  c/unclear

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!
SURVEY QUESTIONS:

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:  UNDER 20  21-30  31-40  41-50  50+
SEX:  MALE  FEMALE
EDUCATION:  BELOW H.S.  H.S.  H.S.+  ADVANCED DEGREE(S)
INCOME:  BELOW $8,000  $8,001-$15,000  $15,001-$25,000  $25,000+
STATUS:  EMPLOYED  UNEMPLOYED  OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?
   YES
   NO  (YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
   YES
   NO  (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
   YES
   NO  DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   YES
   NO  (ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
   A  LESS THAN 1 YEAR
   B  1-3 YEARS
   C  3-5 YEARS
   D  MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   A  IT ADDRESSES MORE BLACK-RELATED ISSUES.
   B  IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
   C  ENTERTAINMENT.
   D  COST.
   E  ALL OF THE ABOVE
   F  NONE OF THE ABOVE
   G  OTHER ANSWER:
6. DO YOU READ OTHER BLACK NEWSPAPERS?
   - YES
   - NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?
   - A. LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   - B. DEPRIVED OF SOCIAL INFORMATION.
   - C. UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
   - D. ALL OF THE ABOVE
   - E. NONE OF THE ABOVE.
   - F. OTHER ANSWER: __________________________

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?
   - YES
   - NO
   - DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?
   - YES
   - NO
   - DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?
    - YES
    - NO
    - DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?
    - YES
    - NO
    - DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?
    - YES
    - NO
    - DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
    (5=STRONGEST IMPACT)

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<td>N NUCLEAR WAR</td>
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14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

- YES
- NO
- DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

- YES
- NO
- DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

- YES
- NO
- DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

- YES (GO TO Q. 18)
- NO
- DON'T KNOW

17B. IF YES, DO YOU?

- YES
- NO
- DON'T KNOW

17C. WHY?

- ANSWER: Supporting our fellow africans against apartheid

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

- YES
- NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

- YES
- NO
- DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

- YES
- NO
- DON'T KNOW

20B. WHY?

- ANSWER: Not supported enough

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!
FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW $8,000 $8,001-$15,000 $15,001-$25,000 $25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?
   YES NO
   (YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
   YES NO
   (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
   YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   YES NO
   (ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
   A. LESS THAN 1 YEAR
   B. 1-3 YEARS
   C. 3-5 YEARS
   D. MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   A. IT ADDRESSES MORE BLACK-RELATED ISSUES.
   B. IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
   C. ENTERTAINMENT.
   D. COST.
   E. ALL OF THE ABOVE
   F. NONE OF THE ABOVE
   G. OTHER ANSWER:
6. DO YOU READ OTHER BLACK NEWSPAPERS?
   - [YES]  NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?
   - [A] LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   - [B] DEPRIVED OF SOCIAL INFORMATION.
   - [C] UNAWARE OF HOW CURRENT ISSUES AFFECT THE BLACK COMMUNITY.
   - [D] ALL OF THE ABOVE
   - [E] NONE OF THE ABOVE
   - [F] OTHER

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?
   - [YES]  NO  ---  DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?
   - [YES]  NO  ---  DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?
    - [YES]  NO  ---  DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?
    - [YES]  NO  ---  DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?
    - [YES]  NO  ---  DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
   (5=STRONGEST IMPACT)
   - [A] POLITICS  5  4  3  2  1
   - [B] ECONOMICS  5  4  3  2  1
   - [C] NATIONAL  5  4  3  2  1
   - [D] INTERNATIONAL  5  4  3  2  1
   - [E] LOCAL  5  4  3  2  1
   - [F] STATE  5  4  3  2  1
   - [G] EDUCATION  6  4  3  2  1
   - [H] SPORTS  5  4  3  2  1
   - [I] RELIGION  5  4  3  2  1
   - [J] DRUGS  5  4  3  2  1
   - [K] SEX  5  4  3  2  1
   - [L] MARRIAGE  5  4  3  2  1
   - [M] CRIME  5  4  3  2  1
   - [N] NUCLEAR WAR  5  4  3  2  1
14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES ☐ NO ☐ DON'T KNOW ☐

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

☐ YES ☐ NO ☐ DON'T KNOW ☐

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

☐ YES ☐ NO ☐ DON'T KNOW ☐

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

☐ YES ☐ NO ☐ (GO TO Q. 18) ☐ DON'T KNOW ☐

17B. IF YES, DO YOU?

☐ YES ☐ NO ☐ DON'T KNOW ☐

17C. WHY?

ANSWER: ____________________________

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

☐ YES ☐ NO ☐

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

☐ YES ☐ NO ☐ DON'T KNOW ☐

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

☐ YES ☐ NO ☐ DON'T KNOW ☐

20B. WHY?

ANSWER: ____________________________

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

good luck on your Thesis

LH.
SURVEY QUESTIONS:

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:  
- UNDER 20
- 21-30
- 31-40
- 41-50
- 50+

SEX:  
- MALE
- FEMALE

EDUCATION:  
- BELOW H.S.
- H.S.
- H.S.+ ADVANCED DEGREE(S)

INCOME:  
- BELOW $8,000
- $8,001-$15,000
- $15,001-$25,000
- $25,000+

STATUS:  
- EMPLOYED
- UNEMPLOYED
- OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A.  ARE YOU BLACK?
   - YES (YOU MAY SKIP Q. 1B)
   - NO

   I am a West Indian

1B.  DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
   - YES
   - NO
   (STOP HERE AND RETURN)

2.  DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
   - YES
   - NO
   - DON'T KNOW

3.  DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   - YES
   - NO
   (ANSWER Q. 7, 9 & 11 ONLY)

4.  HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
   - A. LESS THAN 1 YEAR
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   - C. 3-5 YEARS
   - D. MORE THAN 5 YEARS

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   - C. ENTERTAINMENT.
   - D. COST.
   - E. ALL OF THE ABOVE
   - F. NONE OF THE ABOVE
   - G. OTHER ANSWER:
6. DO YOU READ OTHER BLACK NEWSPAPERS?
   - YES
   - NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?
   A. LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   B. DEPRIVED OF SOCIAL INFORMATION.
   C. UNAWARE OF HOW CURRENT ISSUES AFFECT THE BLACK COMMUNITY.
   D. ALL OF THE ABOVE
   E. NONE OF THE ABOVE.
   F. OTHER ANSWER:

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?
   - YES
   - NO
   - DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?
   - YES
   - NO
   - DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?
    - YES
    - NO
    - DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?
    - YES
    - NO
    - DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND OR SOCIAL NEEDS?
    - YES
    - NO
    - DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES? (5=STRONGEST IMPACT)
   - A. POLITICS      5 4 3 2 1
   - B. ECONOMICS     5 4 3 2 1
   - C. NATIONAL      5 4 3 2 1
   - D. INTERNATIONAL 5 4 3 2 1
   - E. LOCAL         5 4 3 2 1
   - F. STATE         5 4 3 2 1
   - G. EDUCATION     5 4 3 2 1
   - H. SPORTS        5 4 3 2 1
   - I. RELIGION      5 4 3 2 1
   - J. DRUGS         5 4 3 2 1
   - K. SEX           5 4 3 2 1
   - L. MARRIAGE      5 4 3 2 1
   - M. CRIME         5 4 3 2 1
   - N. NUCLEAR WAR   5 4 3 2 1
14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES  NO  DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES  NO  DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES  NO  DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES  NO  DON'T KNOW

( GO TO Q. 18 )

17B. IF YES, DO YOU?

YES  NO  DON'T KNOW

17C. WHY?  ANSWER:__________________

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES  NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES  NO  DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES  NO  DON'T KNOW

20B. WHY?  ANSWER: There are a lot of racial prejudice in this country.

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!
SURVEY QUESTIONS:

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+

SEX: MALE FEMALE

EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)

INCOME: BELOW $8,000 $8,001-$15,000 $15,001-$25,000 $25,001+

STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

***********************

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

[ ] YES (YOU MAY SKIP Q. 1B)

[ ] NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

[ ] YES

[ ] NO (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

[ ] YES

[ ] NO

[ ] DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

[ ] YES

[ ] NO

(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

[ ] A LESS THAN 1 YEAR

[ ] B 1-3 YEARS

[ ] C 3-5 YEARS

[ ] D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

[ ] A IT ADDRESSES MORE BLACK-RELATED ISSUES.

[ ] B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.

[ ] C ENTERTAINMENT.

[ ] D COST.

[ ] E ALL OF THE ABOVE

[ ] F NONE OF THE ABOVE

[ ] G OTHER ANSWER:
6. DO YOU READ OTHER BLACK NEWSPAPERS?
   YES
   NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?
   A. LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   B. DEPRIVED OF SOCIAL INFORMATION.
   C. UNAWARE OF HOW CURRENT ISSUES AFFECT THE BLACK COMMUNITY.
   D. ALL OF THE ABOVE
   E. NONE OF THE ABOVE.
   F. OTHER ANSWER: ______________________

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?
   YES
   NO
   DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?
   YES
   NO
   DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?
    YES
    NO
    DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?
    YES
    NO
    DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?
    YES
    NO
    DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?
(5=STRONGEST IMPACT)

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14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES   NO   DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES   NO   DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES   NO   DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES   NO   (GO TO Q. 18)   DON'T KNOW

17B. IF YES, DO YOU?

YES   NO   DON'T KNOW

17C. WHY?    ANSWER: [I do not believe in apartheid]

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES   NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES   NO   DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES   NO   DON'T KNOW

20B. WHY?    ANSWER: [They have not taken a firm stand]

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!
SURVEY QUESTIONS:

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

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STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

[ ] YES [ ] NO
(YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

[ ] YES [ ] NO
(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

[ ] YES [ ] NO [ ] DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

[ ] YES [ ] NO
(ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

[ ] A. LESS THAN 1 YEAR
[ ] B. 1-3 YEARS
[ ] C. 3-5 YEARS
[ ] D. MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

[ ] A. IT ADDRESSES MORE BLACK-RELATED ISSUES.
[ ] B. IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
[ ] C. ENTERTAINMENT.
[ ] D. COST.
[ ] E. ALL OF THE ABOVE
[ ] F. NONE OF THE ABOVE
[ ] G. OTHER ANSWER:
6. **Do you read other black newspapers?**
   - **Yes**
   - **No**

7. **How would you feel if you did not have a local black newspaper?**
   - A. Less informed about black-related issues.
   - B. Deprived of social information.
   - C. Unaware of how current issues affect the black community.
   - D. All of the above.
   - E. None of the above.
   - F. Other answer:

8. **Do you feel the news coverage in your local black newspaper is informative?**
   - **Yes**
   - **No**
   - **Don't know**

9. **Do you feel your local black newspaper negatively influences your opinion on issues of local, national or international scope?**
   - **Yes**
   - **No**
   - **Don't know**

10. **Do you feel general newspapers lack adequate coverage of the black community?**
    - **Yes**
    - **No**
    - **Don't know**

11. **Have you ever changed your opinion about an issue of local, national or international scope after having read a news story in your local black newspaper?**
    - **Yes**
    - **No**
    - **Don't know**

12. **Compared to major newspapers, do you feel your local black newspaper best meets your cultural and/or social needs?**
    - **Yes**
    - **No**
    - **Don't know**

13. **How would you evaluate the impact that your local black newspaper has on your opinion about the following issues?**
    (5 = Strongest Impact)

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14. Do you feel the influences from news stories in your local Black newspapers have caused you to react differently towards others in various environments?

   Yes  
   No  
   Don't know  

15. If you moved, would you continue to subscribe to your current local Black newspaper?

   Yes  
   No  
   Don’t know  

16. Does your local Black newspaper cover issues involving apartheid in South Africa?

   Yes  
   No  
   Don’t know  

17A. Does your local Black newspaper suggest how you should react to businesses with ties in South Africa?

   Yes  
   No  
   Don’t know  

(As to Q. 18)

17B. If yes, do you?

   Yes  
   No  
   Don’t know  

17C. Why? Answer: ______________

18. Do you have another source of reference, other than your local Black newspaper, for valid facts about apartheid?

   Yes  
   No  

19. Does your local Black newspaper keep you informed on our governments’ position on apartheid?

   Yes  
   No  
   Don’t know  

20A. Do you feel good about our governments’ position on apartheid?

   Yes  
   No  
   Don’t know  

20B. Why? Answer: ______________

Thank you very much for your time. Please return this survey in the self-addressed stamped envelope provided.

Best wishes for a very happy holiday season!
Survey Questions:

For Statistical Identity Only, Please Complete The Information Below About Yourself.

Age: 
- Under 20
- 21-30
- 31-40
- 41-50
- 50+

Sex: 
- Male
- Female

Education: 
- Below H.S.
- H.S.
- H.S.+ (Advanced Degree(s))

Income: 
- Below $8,000
- $8,001-$15,000
- $15,001-$25,000
- $25,000+

Status: 
- Employed
- Unemployed
- Other (I.E., Student, Housewife, Retired)

Please Circle One Answer Only!

1A. Are You Black?
- Yes (You May Skip Q. 1B)
- No

1B. Do You Live In A Black Or Predominantly Black Community?
- Yes
- No (Stop Here And Return)

2. Do You Feel Black Newspapers Serve A Significant Purpose In The Black Community?
- Yes
- No
- Don't Know

3. Do You Read Your Local Black Newspaper?
- Yes
- No (Answer Q. 7, 9 & 11 Only)

4. How Long Have You Been Reading Your Local Black Newspaper?
- Less Than 1 Year
- 1-3 Years
- 3-5 Years
- More Than 5 Years

5. Why Do You Read Your Local Black Newspaper?
- It Addresses More Black-Related Issues.
- It Presents Issues Based On How It Effects The Black Community.
- Entertainment.
- Cost.
- All Of The Above
- None Of The Above
- Other Answer (For Social and Economic)
6. DO YOU READ OTHER BLACK NEWSPAPERS?

   YES   NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

   A. LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   B. DEPRIVED OF SOCIAL INFORMATION.
   C. UNAWARE OF HOW CURRENT ISSUES AFFECT THE BLACK COMMUNITY.
   D. ALL OF THE ABOVE
   E. NONE OF THE ABOVE.
   F. OTHER ANSWER: ____________________________

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

   YES   NO   DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

   YES   NO   DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

     YES   NO   DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

     YES   NO   DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

     YES   NO   DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?

   (5=STRONGEST IMPACT)

   A. POLITICS  5  4  3  2  1
   B. ECONOMICS  5  4  3  2  1
   C. NATIONAL  5  4  3  2  1
   D. INTERNATIONAL  5  4  3  2  1
   E. LOCAL  5  4  3  2  1
   F. STATE  5  4  3  2  1
   G. EDUCATION  5  4  3  2  1
   H. SPORTS  5  4  3  2  1
   I. RELIGION  5  4  3  2  1
   J. DRUGS  5  4  3  2  1
   K. SEX  5  4  3  2  1
   L. MARRIAGE  5  4  3  2  1
   M. CRIME  5  4  3  2  1
   N. NUCLEAR WAR  5  4  3  2  1
14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?

YES ☐ NO ☐ DON'T KNOW ☐

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

YES NO ☐ DON'T KNOW ☐

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

YES ☐ NO ☐ DON'T KNOW ☐

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

YES ☐ NO ☐ DON'T KNOW ☐ (GO TO Q. 18)

17B. IF YES, DO YOU?

YES NO ☐ DON'T KNOW ☐

17C. WHY? ANSWER: ___________

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

YES ☐ NO ☐

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES ☐ NO ☐ DON'T KNOW ☐

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES ☐ NO ☐ DON'T KNOW ☐

20B. WHY? ANSWER: IN THE END JUSTICE SHOULD PREVAIL. JUSTICE IS COMPLEX AND DEPENDS ON THE RELIGIOUS, SOCIAL, ECONOMIC, AND POLITICAL CONDITIONS. I HOPE AND PRAY FOR A PEACEFUL SOLUTION. THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!

The same to you.
SURVEY QUESTIONS:

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW $8,000 $8,001-$15,000 $15,001-$25,000 $25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?
   YES (YOU MAY SKIP Q. 1B) NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
   YES NO (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
   YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   YES NO (ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
   A. LESS THAN 1 YEAR
   B. 1-3 YEARS
   C. 3-5 YEARS
   D. MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   A. IT ADDRESSES MORE BLACK-RELATED ISSUES.
   B. IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
   C. ENTERTAINMENT.
   D. COST.
   E. ALL OF THE ABOVE
   F. NONE OF THE ABOVE
   G. OTHER ANSWER:
FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
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STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?  
YES (YOU MAY SKIP Q. 1B)  
NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?  
YES  
NO (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?  
YES  NO  DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?  
YES  NO  
(ANSWER Q. 7, 9 & 11 ONLY)

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C. ENTERTAINMENT.  
D. COST.  
E. ALL OF THE ABOVE  
F. NONE OF THE ABOVE  
G. OTHER ANSWER:
SURVEY QUESTIONS:

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE: UNDER 20 21-30 31-40 41-50 50+
SEX: MALE FEMALE
EDUCATION: BELOW H.S. H.S. H.S.+ ADVANCED DEGREE(S)
INCOME: BELOW $8,000 $8,001-$15,000 $15,001-$25,000 $25,000+
STATUS: EMPLOYED UNEMPLOYED RETIRED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES NO

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

YES NO

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?

A LESS THAN 1 YEAR
B 1-3 YEARS
C 3-5 YEARS
D MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

A IT ADDRESSES MORE BLACK-RELATED ISSUES.
B IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
C ENTERTAINMENT.
D COST.
E ALL OF THE ABOVE
F NONE OF THE ABOVE
G OTHER ANSWER:
6. DO YOU READ OTHER BLACK NEWSPAPERS?

YES

NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?

A LESS INFORMED ABOUT BLACK-RELATED ISSUES.
B DEPRED OF SOCIAL INFORMATION.
C UNAWARE OF HOW CURRENT ISSUES EFFECT THE BLACK COMMUNITY.
D ALL OF THE ABOVE
E NONE OF THE ABOVE.
F OTHER ANSWER: ________________________________

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?

YES

NO

DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?

YES

NO

DON'T KNOW

10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?

YES

NO

DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?

YES

NO

DON'T KNOW

12. COMPARED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?

YES

NO

DON'T KNOW

13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES? (5=STRONGEST IMPACT)

A POLITICS 5 4 3 2 1
B ECONOMICS 5 4 3 2 1
C NATIONAL 5 4 3 2 1
D INTERNATIONAL 5 4 3 2 1
E LOCAL 5 4 3 2 1
F STATE 5 4 3 2 1
G EDUCATION 5 4 3 2 1
H SPORTS 5 4 3 2 1
I RELIGION 5 4 3 2 1
J DRUGS 5 4 3 2 1
K SEX 5 4 3 2 1
L MARRIAGE 5 4 3 2 1
M CRIME 5 4 3 2 1
N NUCLEAR WAR 5 4 3 2 1
14. DO YOU FEEL THE INFLUENCES FROM NEWS STORIES IN YOUR LOCAL BLACK NEWSPAPERS HAVE CAUSED YOU TO REACT DIFFERENTLY TOWARDS OTHERS IN VARIOUS ENVIRONMENTS?
   - YES
   - NO
   - DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?
   - YES
   - NO
   - DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVERAGE ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?
   - YES
   - NO
   - DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?
   - YES
   - NO
   - DON'T KNOW
   (GO TO Q. 18)

17B. IF YES, DO YOU?
   - YES
   - NO
   - DON'T KNOW

17C. WHY?  
   ANSWER: [Blank]

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?
   - YES
   - NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?
   - YES
   - NO
   - DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?
   - YES
   - NO
   - DON'T KNOW

20B. WHY?  
   ANSWER: [Blank]

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!
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INCOME: BELOW $8,000 $8,001-$15,000 $15,001-$25,000 $25,000+
STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?
   YES NO
   (YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
   YES NO
   (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
   YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   YES NO
   (ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
   LESS THAN 1 YEAR
   1-3 YEARS
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   MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
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   C. ENTERTAINMENT.
   D. COST.
   E. ALL OF THE ABOVE
   F. NONE OF THE ABOVE
   G. OTHER ANSWER:
6. DO YOU READ OTHER BLACK NEWSPAPERS?
   [ ] YES  [ ] NO

7. HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?
   [ ] LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   [ ] DEPRIVED OF SOCIAL INFORMATION.
   [ ] UNAWARE OF HOW CURRENT ISSUES AFFECT THE BLACK COMMUNITY.
   [ ] ALL OF THE ABOVE
   [ ] NONE OF THE ABOVE.
   [ ] OTHER ANSWER: _______________________

8. DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?
   [ ] YES  [ ] NO  [ ] DON'T KNOW

9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?
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   YES  NO  DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

   YES  NO  DON'T KNOW

17B. IF YES, DO YOU?

   YES  NO  DON'T KNOW

17C. WHY? ANSWER:________________________

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

   YES  NO

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

   YES  NO  DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

   YES  NO  DON'T KNOW

20B. WHY? ANSWER: BECAUSE I BELIEVE OUR GOVERNMENT CONCERNS OR THAT THEY WANT US AT BLACK POWER.

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

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STATUS: EMPLOYED  UNEMPLOYED  OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?
   YES  NO
   (YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
   YES  NO
   (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
   YES  NO  DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   YES  NO
   (ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
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   D. COST.
   E. ALL OF THE ABOVE
   F. NONE OF THE ABOVE
   G. OTHER ANSWER:
6. Do you read other Black newspapers?
   
   YES  NO

7. How would you feel if you did not have a local Black newspaper?
   
   A. Less informed about Black-related issues.
   B. Deprived of social information.
   C. Unaware of how current issues effect the Black community.
   D. All of the above
   E. None of the above.
   F. Other answer: ___________________

8. Do you feel the news coverage in your local Black newspaper is informative?
   
   YES  NO  DON'T KNOW

9. Do you feel your local Black newspaper negatively influences your opinion on issues of local, national or international scope?
   
   YES  NO  DON'T KNOW

10. Do you feel general newspapers lack adequate coverage of the Black community?
    
    YES  NO  DON'T KNOW

11. Have you ever changed your opinion about an issue of local, national or international scope after having read a news story in your local Black newspaper?
    
    YES  NO  DON'T KNOW

12. Compared to major newspapers, do you feel your local Black newspaper best meets your cultural and/or social needs?
    
    YES  NO  DON'T KNOW

13. How would you evaluate the impact that your local Black newspaper has on your opinion about the following issues?
(5=Strongest impact)

   A. Politics 5 4 [3] 2 1
   B. Economics 5 [4] 3 2 1
   C. National 5 [4] 3 2 1
   D. International 5 4 [3] 2 1
   E. Local 5 4 3 2 1
   F. State 5 4 [3] 2 1
   G. Education 5 [4] 3 2 1
   H. Sports 5 [4] 3 2 1
   I. Religion 5 [4] 3 2 1
   J. Drugs 5 4 [2] 1
   K. Sex 5 4 [3] 2 1
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   YES  NO  DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

   YES  NO  DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

   YES  NO  DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

   YES  NO  DON'T KNOW

17B. IF YES, DO YOU?

   YES  NO  DON'T KNOW

17C. WHY?

   ANSWER:   

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

   YES  NO  

19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

   YES  NO  DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

   YES  NO  DON'T KNOW

20B. WHY?

   ANSWER:   

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

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1A. ARE YOU BLACK?
   YES                                               NO
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1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
   YES                                               NO
   (STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
   YES  NO  DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
   YES  NO
   (ANSWER Q. 7, 9 & 11 ONLY)

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
   A. LESS THAN 1 YEAR
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   C. ENTERTAINMENT.
   D. COST.
   E. ALL OF THE ABOVE
   F. NONE OF THE ABOVE
   G. OTHER ANSWER:
SURVEY QUESTIONS:

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6. **DO YOU READ OTHER BLACK NEWSPAPERS?**

   YES   NO

7. **HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?**

   A. LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   B. DEPRIVED OF SOCIAL INFORMATION.
   C. UNAWARE OF HOW CURRENT ISSUES AFFECT THE BLACK COMMUNITY.
   D. ALL OF THE ABOVE
   E. NONE OF THE ABOVE. **OTHER ANSWER:** See their opinion on certain issues

8. **DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?**

   YES   NO   DON'T KNOW

9. **DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?**

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    D. INTERNATIONAL 5  4  3  2  1
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   YES  NO  DON'T KNOW
   (GO TO Q. 18)

17B. IF YES, DO YOU?
   YES  NO  DON'T KNOW

17C. WHY?
   ANSWER: __________________

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- 31-40
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SEX:  
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EDUCATION:  
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- $15,001-$25,000
- $25,001+

STATUS:  
- EMPLOYED
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- OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

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- YES
- NO

(YOU MAY SKIP Q. 1B)

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- NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?  
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   (5 = strongest impact)

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   B. Economics  5  4  3  2
   C. National  5  4  3  2
   D. International  5  4  3  2
   E. Local  5  4  3  2
   F. State  5  4  3  2
   G. Education  5  4  3  2
   H. Sports  5  4  3  2
   I. Religion  5  4  3  2
   J. Drugs  5  4  3  2
   K. Sex  5  4  3  2
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19. DOES YOUR LOCAL BLACK NEWSPAPER KEEP YOU INFORMED ON OUR GOVERNMENTS' POSITION ON APARTHEID?

YES  NO  DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

YES  NO  DON'T KNOW

20B. WHY?

ANSWER: Because its moral, inhuman, money grubbing and wrong.

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON!
SURVEY QUESTIONS:

FOR STATISTICAL IDENTITY ONLY, PLEASE COMPLETE THE INFORMATION BELOW ABOUT YOURSELF.

AGE:  
- UNDER 20
- 21-30
- 31-40
- 41-50
- 50+

SEX:  
- MALE
- FEMALE

EDUCATION:  
- BELOW H.S.
- H.S.
- H.S.+
- ADVANCED DEGREE(S)

INCOME:  
- BELOW $8,000
- $8,001-$15,000
- $15,001-$25,000
- $25,000+

STATUS:  
- EMPLOYED
- UNEMPLOYED
- OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?
- YES
- NO

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?
- YES
- NO

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?
- YES
- NO
- DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
- YES
- NO

4. HOW LONG HAVE YOU BEEN READING YOUR LOCAL BLACK NEWSPAPER?
- A. LESS THAN 1 YEAR
- B. 1-3 YEARS
- C. 3-5 YEARS
- D. MORE THAN 5 YEARS

5. WHY DO YOU READ YOUR LOCAL BLACK NEWSPAPER?
- A. IT ADDRESSES MORE BLACK-RELATED ISSUES.
- B. IT PRESENTS ISSUES BASED ON HOW IT EFFECTS THE BLACK COMMUNITY.
- C. ENTERTAINMENT.
- D. COST.
- E. ALL OF THE ABOVE
- F. NONE OF THE ABOVE
- G. OTHER ANSWER:  

(Handwritten notes:)

- IT ADDRESSES MORE BLACK-RELATED ISSUES.
6. **DO YOU READ OTHER BLACK NEWSPAPERS?**
   - [ ] **YES**
   - [ ] **NO**

7. **HOW WOULD YOU FEEL IF YOU DID NOT HAVE A LOCAL BLACK NEWSPAPER?**
   - [ ] LESS INFORMED ABOUT BLACK-RELATED ISSUES.
   - [ ] DEPRIVED OF SOCIAL INFORMATION.
   - [ ] UNAWARE OF HOW CURRENT ISSUES AFFECT THE BLACK COMMUNITY.
   - [ ] ALL OF THE ABOVE
   - [ ] NONE OF THE ABOVE.
   - [ ] OTHER **ANSWER:**

8. **DO YOU FEEL THE NEWS COVERAGE IN YOUR LOCAL BLACK NEWSPAPER IS INFORMATIVE?**
   - [ ] **YES**
   - [ ] **NO**
   - [ ] **DON'T KNOW**

9. **DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?**
   - [ ] **YES**
   - [ ] **NO**
   - [ ] **DON'T KNOW**

10. **DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?**
    - [ ] **YES**
    - [ ] **NO**
    - [ ] **DON'T KNOW**

11. **HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?**
    - [ ] **YES**
    - [ ] **NO**
    - [ ] **DON'T KNOW**

12. **COM帕RED TO MAJOR NEWSPAPERS, DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER BEST MEETS YOUR CULTURAL AND/OR SOCIAL NEEDS?**
    - [ ] **YES**
    - [ ] **NO**
    - [ ] **DON'T KNOW**

**13. HOW WOULD YOU EVALUATE THE IMPACT THAT YOUR LOCAL BLACK NEWSPAPER HAS ON YOUR OPINION ABOUT THE FOLLOWING ISSUES?**
   (5=STRONGEST IMPACT)

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   YES   NO   DON'T KNOW

15. IF YOU MOVED, WOULD YOU CONTINUE TO SUBSCRIBE TO YOUR CURRENT LOCAL BLACK NEWSPAPER?

   YES   NO   DON'T KNOW

16. DOES YOUR LOCAL BLACK NEWSPAPER COVER ISSUES INVOLVING APARTHEID IN SOUTH AFRICA?

   YES   NO   DON'T KNOW

17A. DOES YOUR LOCAL BLACK NEWSPAPER SUGGEST HOW YOU SHOULD REACT TO BUSINESSES WITH TIES IN SOUTH AFRICA?

   YES   NO   DON'T KNOW

   (GO TO Q. 18)

17B. IF YES, DO YOU?

   YES   NO   DON'T KNOW

17C. WHY? ANSWER: _______________

18. DO YOU HAVE ANOTHER SOURCE OF REFERENCE, OTHER THAN YOUR LOCAL BLACK NEWSPAPER, FOR VALID FACTS ABOUT APARTHEID?

   YES   NO

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   YES   NO   DON'T KNOW

20A. DO YOU FEEL GOOD ABOUT OUR GOVERNMENTS' POSITION ON APARTHEID?

   YES   NO   DON'T KNOW

20B. WHY? ANSWER: Yes? Because I think the Govern

THANK YOU VERY MUCH FOR YOUR TIME. PLEASE RETURN THIS SURVEY IN THE SELF-ADDRESSED STAMPED ENVELOPE PROVIDED.

BEST WISHES FOR A VERY HAPPY HOLIDAY SEASON
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PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

[ ] YES [ ] NO
(YOU MAY SKIP Q. 1B)

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(STOP HERE AND RETURN)

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   D. ALI. OF THE ABOVE
   E. NONE OF THE ABOVE.
   F. OTHER ANSWER: ____________________

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   YES  NO  DON'T KNOW

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   ANSWER: __________________________

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STATUS: EMPLOYED UNEMPLOYED OTHER (I.E., STUDENT, HOUSEWIFE, RETIRED)

PLEASE CIRCLE ONE ANSWER ONLY!

1A. ARE YOU BLACK?

YES

(NO YOU MAY SKIP Q. 1B)

1B. DO YOU LIVE IN A BLACK OR PREDOMINANTLY BLACK COMMUNITY?

YES NO

(STOP HERE AND RETURN)

2. DO YOU FEEL BLACK NEWSPAPERS SERVE A SIGNIFICANT PURPOSE IN THE BLACK COMMUNITY?

YES NO DON'T KNOW

3. DO YOU READ YOUR LOCAL BLACK NEWSPAPER?

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(ANSWER Q. 7, 9 & 11 ONLY)

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9. DO YOU FEEL YOUR LOCAL BLACK NEWSPAPER NEGATIVELY INFLUENCES YOUR OPINION ON ISSUES OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE?
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10. DO YOU FEEL GENERAL NEWSPAPERS LACK ADEQUATE COVERAGE OF THE BLACK COMMUNITY?
    YES  NO  DON'T KNOW

11. HAVE YOU EVER CHANGED YOUR OPINION ABOUT AN ISSUE OF LOCAL, NATIONAL OR INTERNATIONAL SCOPE AFTER HAVING READ A NEWS STORY IN YOUR LOCAL BLACK NEWSPAPER?
    YES  NO  DON'T KNOW

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    (5=STRONGEST IMPACT)

   A. POLITICS  5  4  3  2  1
   B. ECONOMICS 5  4  3  2  1
   C. NATIONAL  5  4  3  2  1
   D. INTERNATIONAL 5  4  3  2  1
   E. LOCAL  5  4  3  2  1
   F. STATE  5  4  3  2  1
   G. EDUCATION 5  4  3  2  1
   H. SPORTS  5  4  3  2  1
   I. RELIGION 5  4  3  2  1
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   M. CRIME  5  4  3  2  1
   N. NUCLEAR WAR 5  4  3  2  1
14. Do you feel the influences from news stories in your local black newspapers have caused you to react differently towards others in various environments?

Yes
No
Don't know

15. If you moved, would you continue to subscribe to your current local black newspaper?

Yes
No
Don't know

16. Does your local black newspaper cover issues involving apartheid in South Africa?

Yes
No
Don't know

17A. Does your local black newspaper suggest how you should react to businesses with ties in South Africa?

Yes
No
Don't know

(Go to Q. 18)

17B. If yes, do you?

Yes
No
Don't know

17C. Why? Answer: ____________

18. Do you have another source of reference, other than your local black newspaper, for valid facts about apartheid?

Yes
No

19. Does your local black newspaper keep you informed on our governments' position on apartheid?

Yes
No
Don't know

20A. Do you feel good about our governments' position on apartheid?

Yes
No
Don't know

20B. Why? Answer: ____________

Thank you very much for your time. Please return this survey in the self-addressed stamped envelope provided.

Best wishes for a very happy holiday season!
WORKS CITED


EXTENDED BIBLIOGRAPHY


SUPPLEMENTAL READINGS


FORTHCOMING BOOKS


ARTICLES


-----The Baton Rouge Examiner (to be renamed the Greater Baton Rouge Metro in January 1985), is a free monthly newsprint tabloid aimed at blacks with money. The Examiner was founded in August 1983 by Kermit Thomas. His formula for success is to portray attractive black role models, not poverty and street crime, to create a positive publication. Thomas has been able to capitalize on his paper's appeal to businesses trying to target the black market and trying to maintain an image in the black community. Thomas' Baton Rouge paper is the first of a chain of monthlies with similar philosophies that he plans to start across the South. Thomas helped to assure financial success for his publications when he flew to
Chicago in October 1984 to sell the black advertising establishment on his paper. The Examiner is now included in agency recommendations to such clients as Coca-Cola, McDonald's, Jos. Schlitz Brewing Co., and Stroh Brewery.


"Apparently, black people do not relate to white newspapers. White newspapers do not seem to serve minority readers' needs. Furthermore, many of the stories that make up "Black" metro news are negative ones. There are 2 newspapers that are trying to fill in the gap left by the major dailies. One is The Post, in Oakland, California, and the other is the Atlanta Daily World. Both publications try to present a mix of local, national, and international news. The Post has prospered in recent years, as advertisers have come to realize the importance of minority consumers. The Post aims to inspire, and its editorial policy is country first, race second, and party third. A strong professional marketing approach has been the key to the paper's success. The Post also has a heavily religious Saturday/Sunday edition. Both The Post and The Daily have strong food sections, and they have been profitable, as are both papers' religious sections. Both papers are looking forward to a more minority-oriented marketplace."


"Advertisers are looking to black newspapers as a way to reach the nation's largest minority consumer market, but black newspapers suffer from a triple identity crisis -- they are not exactly certain who they are and whom they are serving, and they continue to have problems
conveying their role to advertisers. For example, black newspapers do not have the circulation or penetration needed to make them primary advertising vehicles. Of the 162 black weeklies listed in the Editor & Publisher 1985 Yearbook, only 12 are audited by the Audit Bureau of Circulation, a fact that keeps many advertisers away. Tobacco and liquor companies headed the 1984 list of advertisers in black newspapers, with Philip Morris as the leading spender at $2 million. To improve and sustain this type of advertising support and for greater market penetration, editorial quality must be improved. The newspapers must also target their audience within the increasingly segmented black community. Essentially, black newspapers have entered an era of great growth potential, but one in which they must learn to compete."


"Pam McAllister Johnson is the US' most influential black woman in newspaper publishing today. As president and publisher of the Ithaca Journal, a small college-town paper in upstate New York, Johnson is the first black woman in the US to control a general-market daily. However, it is not only her work at The Journal that has kept Johnson in the news for the past 3 years, but the fact that she is publisher of a Gannett newspaper. Gannett Co. Inc. is the largest and among the most prestigious newspaper groups in the US. When Gannett announced Johnson's appointment in November 1981, most of the newspaper industry was taken by surprise. Johnson was recruited from her teaching position at Norfolk State University; most publishers tend to come up through the ranks. Moreover, a black woman is not often put in charge of an award-winning paper in a virtually all-white community."


"Lack of advertising is a problem that plagues the entire black press, including the Chicago Defender, the oldest black daily in the US. Positioned as a
community paper, its goal is to competently cover and report what goes on in Chicago's black community. It has an unaudited daily circulation of 30,000, but it has struggled with financial problems since its inception in 1905. Its goal, then and now, is to assist in eliminating all traces of discrimination and unjust practices in America. Continuing that dream is the paper's main purpose, according to John H. SengstacKe, chairman of publisher SengstacKe Enterprises. Although advertisers usually prefer nationally circulated magazines that allow them to reach the most people. For this reason, The Defender's advertising is 70% local. It does, however, have a small list of national advertisers, including General Foods, Pillsbury, and R. J. Reynolds (RJR). According to Dan Pearson, media director of RJR, black dailies are as effective at reaching their target audience as their mainstream counterparts, and they have an immediacy impact similar to most general market dailies."


--- "Urban Focus (Chicago, Illinois) is a free monthly newspaper distributed in offices, stores, and restaurants. Urban Focus targets black career women and features a local slant on the issues. It meets its audience's need for a positive, supportive forum to communicate about careers and related subjects. Urban Focus began in 1982 as a newsletter for a group of black professional women; it became a newspaper in 1983. It has an audited circulation of 20,000 and has been successful at attracting advertisers, especially for recruitment ads. About half of the advertisers are corporations or educational institutions seeking to recruit black professionals. Other advertisers — national as well as local — include Lorillard U.S.A., Anheuser-Busch, Ford Motor Co., and Eastern Airlines. Urban Focus expects to expand circulation to 100,000 and to evolve into a weekly by the end of 1985. Its market research indicates that the more than 646,000 black women in Chicago are part of the fastest growing money income segment of the area market."


**RESOURCE AGENCIES**

Chicago Urban League
4510 S. Michigan Avenue
Chicago, Illinois 60653
312-285-5800
Ms. Brenda Moore, Research Analyst

U. S. Department of Commerce
Bureau of the Census
175 W. Jackson Blvd.
Chicago, Illinois 60404
312-353-0980 or 353-6251

Northeastern (Illinois) Planning Commission
312-454-0400
Research Department

National Association for the Advancement of Colored People (NAACP) Chicago Chapter
312-363-8600
Research Department

People United to Serve Humanity (PUSH) Chicago Chapter
312-373-3366

**REFERENCE BOOKS**


Freeman, Linton C. *Elementary Applied Statistics.* New
Heiss, George D., Ed.D., and Gerhard Lang, Ph.D.  
_A Practical Guide to Research Methods_, (3rd ed.)  

