TODAY'S ARMY: AN EXAMINATION OF THE DIFFERENCES OF

NEWSPAPER COVERAGE ABOUT AMERICA'S ARMY IN

SMALL AND LARGE MARKETS

by

KIMBERLY LEVINE HANSON

Presented to the Faculty of the Graduate School of

The University of Texas at Arlington in Partial Fulfillment

of the Requirements

for the Degree of

MASTER OF ARTS IN COMMUNICATION

THE UNIVERSITY OF TEXAS AT ARLINGTON

December 2007

ACKNOWLEDGEMENTS

ABSTRACT

TODAY'S ARMY: AN EXAMINATION OF THE DIFFERENCES OF

NEWSPAPER COVERAGE ABOUT AMERICA'S ARMY IN

SMALL AND LARGE MARKETS

Publication No. _____

Kimberly Levine Hanson, M.A.

The University of Texas at Arlington, 2007

Supervising Professor: Thomas B. Christie, Ph.D.

This study examines differences in coverage of prominent Army news stories in a daily newspaper in a rural town near an Army post and the nearest metropolitan area. Past media and visual effects research suggests that newspaper coverage sets the agenda not only for its readers, but for other mass media, as well. As the American population moves in and around metropolitan regions and further away from any major Army presence, newspaper coverage may become essential in informing the general public about the Army that serves them.

A content analysis over a two-month timeframe of the *Killeen Daily Herald* and the *Dallas Morning News* looked for possible differences in coverage in eight areas.

Findings suggest that while prominent Army news stories in the *Dallas Morning News* include several attributes to help catch readers' attention, the total number of stories published and the location of those stories within the newspaper lacked in comparison to those in the *Killeen Daily Herald*. This research suggests that metropolitan media may be contributing to a lack of knowledge and understanding about the Army.

Further research should address the implications and impact of the differences found in this study on the general American public.

TABLE OF CONTENTS

LIST OF ILLUSTRATIONS

LIST OF TABLES

CHAPTER 1

INTRODUCTION

The terrorist attacks of September 11, 2001, awoke the nation and brought the United States military back to the forefront of the American public's agenda. Declaring an official War on Terrorism, President George W. Bush set the stage for ongoing military operations and a following struggle that may not have been anticipated.

Six years after the attacks on the World Trade Center towers and the Pentagon, the U.S. Army, the largest branch of service, is operating at maximum capacity, sending forces throughout the world while still retaining an all-volunteer force. Such sustained military operations are the first for the Army since the inception of the all-volunteer force in 1973.

As operations continue and the loss of lives of American Soldiers rises, the U.S. government faces the challenge of maintaining public support for an unpopular war. Meanwhile, compared to other wars in American history, the general American population has not directly felt the impact of the war (Henderson, 2007). Taxes have not been raised. No mandatory service or draft has been implemented. For most Americans, the closest they come to being affected by the war is having met someone or having a distant relative serving in the military, or watching scenes unfold through the media.

Even in the nation's capital, where military service used to be viewed as a requisite for public office, the number of elected officials with a military background

has steadily declined over the past three decades (Kuczka, 2007). According to the Congressional Research Service's Profile of the 110th Congress (Amer, 2006), less than a quarter of America's current decision-makers and lawmakers in Congress have a military background – the lowest ratio since World War II.

The Army is the oldest and largest branch of service in the Armed Forces. Since 1775, the Army has served as an apolitical institution responsible to the American public and dependent upon elected officials and taxpayer dollars to function, including policy and funding. The U.S. Army has a relatively short chain of command – it is led by the Army Chief of Staff, who reports to the Chairman of the Joint Chiefs of Staff to the President of the United States. Made up of more than half a million active duty and Reserve soldiers, the Army also depends upon American men and women for its force and personnel strength.

Yet, as support for the politics and the war wanes, the tendency exists for support of the Army and its soldiers, who are carrying the brunt of the overseas operations, to also decline (Henderson, 2007). While studies have shown that media-military relations have neither worsened nor bettered over the past several years (Wilson, 2001), the media-military association is critical to public opinion and perception. The frequency and nature of war coverage by mass media has the potential to sway public opinion (Arsenault & Castells, 2006). According to Ricchiardi and Clark (2005), over the past few years, media coverage of national security and the domestic battle against terrorism has dwindled.

Another potential factor affecting public support for the Army is the public's physical proximity to Army posts and operations. Since most Army operations are conducted away from major metropolitan areas, the vast majority of Americans do not physically observe these operations and may know little about them; as more people move in and around metropolitan cities, one may ask how the distance from any considerable Army presence affects overall knowledge and understanding about the Army. This thesis seeks to address this and related questions by first examining possible differences between media coverage of prominent Army news stories in a small-town daily newspaper near an Army post and the closest major metropolitan daily paper. The study will specifically explore in what way the coverage between these two papers differs. By observing possible differences in overall content, placement in the newspaper, size of the stories and headlines, sources used and photographic coverage, it is possible to understand if those living in metropolitan areas are receiving similar messages through the daily newspaper, leading to knowledge and understanding of the Army, as those living near an Army post. Does newspaper coverage, or a lack thereof, of relevant Army news stories contribute to a lack of understanding and knowledge that exists between the United States Army and what the general population knows and believes about it?

Currently, today's military represents less than one percent of the nation's population, the lowest ratio during any major war in American history. To ensure continuing public support for the Army in the face of an unpopular war, the general

public in and around cities who have little interaction with the Army need to be educated.

A primary means of increasing awareness and an understanding about the Army and its operations is through mass media coverage. The coverage, positive or negative, potentially informs prospective recruits and the people who influence them, such as parents, teachers, coaches and community leaders. Further, mass media coverage potentially informs key leaders in communities such as public officials, policy makers, and even voters, who may play a role in affecting and shaping Army policy and operations in the future.

CHAPTER 2

LITERATURE REVIEW

2.1 Media Effects

Media effects research has taken an in-depth look at the power of the media and how mass media affect its audience. The idea of the agenda-setting function of the press began a deeper look at the persuasive role of the media on audiences, and media as gatekeepers of information. Three key theories, agenda setting, framing and priming, are used to develop this thesis and examine the impact of newspaper coverage on readers.

2.1.1 Agenda-Setting

One theory associated with understanding the importance and influence of newspapers in society is the agenda-setting function of the press (Griffin, 2006). McCombs and Shaw (1972) postulated that mass media set the public agenda and tell the American public what to think about; however the premise was voiced long before. In fact, the basic idea of their study, "the media tells the public what to think about, not what to think," reflects a quote from political scientist Bernard Cohen (1963) from a decade earlier. Cohen stated, "The press may not be successful much of the time in telling people what to think, but it is stunningly successful much of the time in telling its readers what to think about."

Since the inception of this approach to the study of media influence, agenda-setting studies have been conducted with similar results (Griffin, 2006; McCombs, 2005; Kim & McCombs, 2007; Scheufele & Tewksbury, 2007). Agenda-setting theory is frequently used in the field of political communication. Political scientists and communication researchers have often applied the theory to political candidate campaigns (Scheufele & Tewksbury, 2007). Kiousis, McDevitt, and Wu (2005) took the theory one step further and applied it to political socialization and development. Looking at adolescent involvement in the 2002 U.S. elections, they suggest that agenda-setting provides a valuable perspective for understanding how adolescents come to decide what issues are important to them, when taken in context with other influences, including family, school, and peer networks.

Other agenda-setting research found that media not only shape and reflect social values, but can also act as an educational tool, providing information directly to audiences (Wakefield, Flay, Nichter, & Giovino, 2003). Thus, communication scholars have demonstrated the effect of the media agenda on public perception.

Today, however, some suggest that the Internet can have a similar effect, setting the public's agenda of what issues are important and worthy of discussion (McCombs, 2005; Drezner & Farrell, 2004; Riddell, 2005). With the growth of the Internet, mass media scholars are beginning to explore some ways the Internet is gaining relevance and affecting, in some way, the mass media and traditional press (Kunkel, 2006; Stepp, 2007; Lewis, 2007; Cohen, 2002). As more people turn to the Internet for both news

and entertainment, some argue that the Internet will take over the role as agenda-setters in society (Cristol, 2002).

Early studies have shown, though, that much of the online news originates from traditional press sources. Kuttner (2007) argues that "the best material on the Internet consistently comes from Web sites run by print organizations" (p. 26). In other words, the best news online is still closely connected to newspapers.

Non-newspaper media depending on their print media counterpart is nothing new, though. Palser (2006) explains, "other media have always depended on reporting of newspaper journalists – and none has relied on newspapers as much as online news has" (p. 42). In a comparison of media outlets, Roberts, Wanta and Dzwo (2002) found that *The New York Times* had the strongest agenda-setting influence among the public, even over its Web version.

While newspaper readership is steadily declining, the Internet is growing considerably in usage, primarily among younger audiences who rely less on newspapers and more on the Internet for news (Palser, 2006), a finding supported by an independent Internet news media usage report (Readership Institute, 2002). Lowrey and Anderson (2005) found that Internet users are increasingly also seeking news on non-traditional sites, but not challenging the role of traditional journalists. While the Internet's impact on agenda-setting is still not completely evident, research maintains that in today's society, the traditional print media continue to act as the primary agenda-setters for the public.

Throughout the years, agenda-setting has been refined and extended by many communication researchers (McCombs, 2005; Griffin, 2006; Scheufele & Tewksbury, 2007). McCombs (2005) noted that the transfer of salience from the news media to the public is a key early step in the formation of public opinion. Griffin (2006) points out that later studies conducted by McCombs and Shaw focused on framing and the media's ability to influence the *way* we think, not just what we think about.

The newer concept is referred to as "second-level agenda-setting" and delves into how the media set an agenda of attributes (McCombs, Llamas, Lopez-Escobar, & Rey, 1997). From this perspective, agenda-setting becomes a two-step process. First, the media establish a subject as salient, or important. Second, the media assign a certain attitude to certain attributes of a subject. Agenda-setting takes place when the pictures that are 'painted' by the media transfer into the minds of the public.

2.1.2 Framing and Priming

A construct labeled 'framing' emerged from second-level agenda-setting. Entman (1993) explored framing by examining how mass media highlight and focus on certain aspects of a subject. The public's reaction to highlighted topics determines their response to the topic itself.

Golan and Wanta (2001) point out the framing of public affairs news by newspapers can affect the way in which the public perceives issues that are covered. Further, since much of the public's knowledge about public affairs is mediated rather than direct, popular understanding of and opinions about political issues may be

substantially shaped by the selection and presentation of information (Iyengar & Kinder, 1987).

Framing begins to break into the realm of media persuasion and explains how media affect public opinion and perceptions. Blood and Phillips (1997) conducted a study that measured behavioral effects of agenda-setting and framing and tracked consumer spending behaviors based off of sentiment with financial news; they found that the media coverage of financial news had a clear impact on actual behavior and spending habits.

Framing studies began to examine elements of media bias, influence and persuasion. Nelson, Oxley, and Clawson (1997) note "...the mass media, and other institutions of mass political communication, can profoundly influence public opinion even without any overt attempt at persuasion or manipulation" (p. 236). In the case of the War on Terrorism, it has been noted that some positive coverage on issues such as the progress on re-building the Iraqi infrastructure, the increasing strength of the Iraqi economy, and new freedoms enjoyed by Iraqi citizens may be more rarely covered by the news media, as media outlets withdrew the majority of their reporters following President Bush's declaration of the end of the war (Ritea, 2004). Hence, more attention was then given to insurgency attacks and casualties. Because of this coverage, the American public may have been more likely to think about the loss of life and the dangers in Iraq than military progress.

Yet another construct related to agenda setting is known as 'priming.' Priming explains the impact of news coverage on the weights that individuals assign to their

opinions on particular issues (Iyengar & McGrady, 2005). Priming includes an examination of social learning and attitude strength. That is, the more attention an issue gets from the media, the stronger the public feels and the higher their concern about that issue (Kiousis & McCombs, 2004).

A recent example of both framing and priming as it relates to news coverage of the Global War on Terrorism can be found in a study conducted by Aday, Cluverius, and Livingston (2005). They examined how the media framed the toppling of the Saddam Hussein statue in Baghdad, Iraq, on April 9, 2003. The study found that through the amount of media coverage and the content of that coverage, the media was effective in establishing a victory frame that led to the majority of the American public perceiving the end of the war in Iraq. The study's results revealed that the media coverage of the one event led to a change in public perception and opinion.

<u>2.2 Newspaper Content and Visual Effects</u>

On issues of newspaper content and newspaper readership, research showed only a few years ago that newspapers were a part of the lives of nearly nine out of ten Americans, and the majority of the American public reads metropolitan papers (Bogart, 2001). However, newspaper readership has steadily declined over the past decade, especially among those under the age of 35 (Stepp, 2007).

Newspaper readers respond to stories in terms of their relevance, importance, or human interest (Bogart, 2001). The majority of the general population says they are more interested in international and national news than in the news of their own city or

9

town (Bogart, 2001). However, a later study revealed that readers better recall stories that are closer in proximity to their everyday lives (Donnelly, 2005).

The importance of placement and visual imaging has also been well-documented through research. Among newspaper readers, attention levels are much higher for illustrations and photographs or for stories accompanied by photographs than they are for straight text (Bogart, 2001). Photographs attract the attention of newspaper readers, and stories that lack photographs risk information processing being interrupted (Hollander, 2001). Bogart (2001) also reports that stories placed on pages that contain more than half advertising attract more reader attention than stories placed on pages with predominately text. Pull-quotes, too, have been found to be a persuasive form of illustration or interruption from text-only, catching readers' eyes and even drawing their attention to the disposition of the story by using specific quotes (Gibson, Hester, & Stewart, 2001). Hollander's (2001) research reaffirms the importance of the newspaper's "package," and the use of visual elements to draw readers in. He states, "Readers prefer these modern designs and pay greater attention to and are more likely to remember pages with large photographs," (p. 86).

Gibson and Zillmann (2000) also report on a photograph's ability to enhance the news media's agenda-setting effect on readers. They conclude that the use of images and photographs with news stories amounts to additional storytelling that affects the readers' perception of the issue addressed in the news report. Meanwhile, front-page stories get the best readership, and stories located on the back pages get slightly more readership than those placed inside the paper (Bogart, 2001).

10

This research suggests that placement of a news story in the paper, as well as accompanying photographs, can affect a story's readership. Newspaper editors can use placement and packaging to frame and set the agenda with stories.

<p style="text-align:center">2.3 News Content and Sources</p>

While limited research has been done on the influence of sources used in news stories on readers, some studies have been done to examine the choices of sources used by reporters (Steele, 1995; Fico & Balog, 2003; Fico, Ku & Sofin, 1994). Steele (1995) suggests that journalists should use nonpartisan experts in local political and conflict stories to help retain objectivity; however, a later study revealed that partisan sources were the most likely to be used, were used more extensively and appeared more prominently in local conflict stories (Fico & Balog, 2003).

Another study focused on Gulf War stories in large daily newspapers found that most stories gave anti-war advocates more prominence and space than they did pro-war sources (Fico, Ku, & Sofin, 1994). Conversely, during a look at sources used in military conflicts over time from Vietnam to Desert Storm, research found that media reporters relied more heavily on official sources during more recent conflicts than in earlier ones (Barber & Weir, 2002).

<p style="text-align:center">2.4 Trends in Small and Large Newspaper Coverage</p>

Gartner's (2004) research supports the argument that national newspapers pay more attention to international stories than non-national papers, but what of the difference between dailies in small and large markets?

Using the umbrella model of newspaper competition developed by James Rosse, newspapers fall into four basic categories based on their location of publication and the nature of their coverage (Hallock, 2006). Rosse's categories include: metropolitan dailies offering regional, national and international news; satellite-city dailies with some regional, national and international coverage, but more locally-oriented content; suburban dailies focusing coverage on home communities, but also carrying some local and international news; and weekly papers focusing solely on local news.

While it is sometimes assumed that smaller local papers focus more on local issues, an analysis of more than 100 daily newspapers that differed in size and circulation showed virtually no difference in the proportion of coverage devoted to national news (Bogart, 2004). Harry (2001) also found that news coverage of conflicts by small-town and big-city news media is generally more similar than different.

Some differences, however, have been identified through research. Reader (2006) found support for the theory of "connectivity" in journalism, explaining that "journalists in small markets are likely to be more in touch with, and more concerned with, community values than journalists in large markets. At large newspapers, journalists approach ethics with more concern for their newspapers' professional reputations, whereas journalists at small newspapers are more concerned about their newspapers' relationships with their communities" (p. 851).

2.5 Army Knowledge and U.S. Population Characteristics and Trends

2.5.1 Population Movement and Characteristics

As the American population grows, so do the major metropolitan and urban cities that comprise the U.S. According to the U.S. Census Bureau as of April 2007, more than 83 percent of the American population lives in metropolitan areas, revealing steady growth over the past decade.

Meanwhile, Army installations largely remain where they were first developed decades ago. Because of the requirement of large masses of undisturbed and uninhabited land for training and operational exercises, remote and rural areas of the country have often proven better locations for Army posts (Poppert & Herzog, 2003). Some of the most active Army posts, complete with their own schools, churches, stores and recreational facilities, such as Fort Riley, Kansas, Fort Bragg, North Carolina, and Fort Hood, Texas, are located hours away from the nearest metropolitan city and operate day-to-day as their own "islands of tranquility" (Morgan, 2001).

Thus as metropolitan areas grow at a fast pace, towns in close proximity to Army installations largely remain the same. For example, according to U.S. Census data, between 2000 and 2006, Dallas/Fort Worth, Texas, reported the second largest numerical growth in population in the nation of any major metropolitan area, growing just more than 14 percent. About 160 miles south, Bell County, Texas, home of Fort Hood, one of the largest and premier Army installations, reported a growth of only 7 percent during the same timeframe – half of its neighboring metropolitan area.

2.5.2 Army Knowledge in Metropolitan Cities

On the surface, one could assume that the movement to urban areas and the distance from Army installations has led to less exposure of Army life to the majority of the population. Likewise, the declining population of adults who have served in the military could also contribute to a lack of connectivity to the Army. Warner, Simon and Payne (2003) found that the declining number of veterans making up the adult population who serve as influencers to today's youth serves as one factor explaining the challenges in military recruiting.

On college campuses across the nation, the Reserve Officer Training Corp (ROTC) programs, intended to weave Army education and future Army leaders into the broader scope of society, has suffered a decline in enrollment over the past decade (Stewart, 2007). Most of the nation's elite universities, such as Yale, Harvard and Stanford, while spawning America's top civilian leadership including five of the six Republican and Democratic presidential nominees since 1992, do not offer military science classes (Henderson, 2007). Thus, even the higher education of government leadership could be contributing to a lack of understanding and knowledge of the Army in general and current Army issues in particular. Whether metropolitan media also contribute to the lack of Army understanding remains to be seen.

A recent study conducted by KRC Research, a civilian communications research company, examined citizen exposure to the Army and knowledge of the Army in the Dallas/Fort Worth major metropolitan area. KRC Research surveyed a sample taken from a database of more than 1,000 names of some of the most influential people

in the Dallas/Fort Worth area, including business leaders, elected officials, education leaders, and more, to determine their knowledge of and participation with the Army and Army recruiting initiatives.

Applying Lazarsfeld's two-step flow process, key opinion leaders are often more exposed to media messages, and then share their knowledge and opinions with others in their sphere of influence or others who are less exposed to mass media (Lazarsfeld, Berelson, & Gaudet, 1968; Lowery & DeFleur, 1995; Yang & Stone, 2003). Interpersonal communication between community leaders, or influencers, who rely heavily on the media, and the general public who may not, becomes a key component of how the general public obtains knowledge of issues.

The KRC Research (2007) results in Dallas/Fort Worth showed that key leaders in the area were supportive of the Army and believed they had a good understanding of the Army, but were not exposed to frequent Army messages and had little interaction with Army Soldiers and Army events. Overall, key leaders indicated that the media environment was weak as they recalled very few Army stories, and while many leaders reported having a healthy knowledge of the Army, few felt knowledgeable about Army recruiting objectives, needs, and initiatives.

2.5.3 News Media and the Importance of an Informed Society in a Democracy

"In a democracy, knowledge is power," notes Jerit, Barabas, and Bolsen (2006, p. 266). The most common definition of America's democracy is a government by the people, where the power is vested in the people and exercised by them.

15

Delli Carpini and Keeter (1991) point out that "an informed citizenry is an implicit requisite for any theory of democracy" (p. 583), and knowledge about the people, institutions, processes and substance of national politics is necessary for an effective democracy. In later research, Delli Carpini and Keeter (1996) reveal that not only does political knowledge help citizens of a democracy build stable, consistent opinions, but it also allows them to translate their opinions into meaningful forms of political participation. In other words, in order to actively and effectively participate in government decision-making and the political process, it is necessary to first have a solid knowledge of the politics.

"For a democracy to thrive, it must have a wealth of supporting institutions that foster a well-informed public and competitive elections," (Snider, 2005, p. 29). To obtain political knowledge, citizens rely on any number of sources, including each other, schools, associations, and of course, the news media.

Mondak (1995) found that voters get most new information they receive over the course of an election through news media, and media exposure fuels political discussion. Citizens entrust the media with a measure of sovereignty and control, as journalists are relied on for their political analysis and reporting (Schudson, 1999).

Nicodemus (2004) reports that one of the most important roles of the news media in society is to facilitate the democratic process by reporting various political perspectives and positions, and highlighting awareness across a diverse range of political topics. Specifically the newspaper, the agenda-setter for the rest of the news

media, is an essentially democratic form, informing the self-governing citizenry (Barnhurst, 1991).

The media hold public officials accountable through their news reporting to the public, and essentially, media act as a watchdog over the government (Campbell, 2004). To foster a strong democracy with a government that serves its people, the public must be informed and relies on the news media for the majority of their information. Hence, mass media coverage often determines what the public knows about certain topics, such as the Army, and what opinions the public forms about those topics.

2.5.4 America's Reliance on Newspapers

While readership has steadily declined over the past decade, newspapers continue to be an important and relevant part of our society. Metropolitan newspapers are a part of nearly 90 percent of Americans' lives (Bogart, 2001).

In 2000, the Readership Institute, backed by the Newspaper Association of America and the American Society of Newspaper Editors, embarked on a research effort to study the newspaper readership habits of Americans, interviewing more than 37,000 people and generating more than 70 reports based off the data. The Readership Institute's Impact Study: Consumers, Media, and U.S. Newspapers (2002) reported that the average American spends slightly more than 28 minutes per day reading the newspaper. Americans continue to rely on newspapers for their news. While more than 50 percent of Americans do not watch national television news, more than 80 percent of Americans read a newspaper during any 7-day week. Reader demographics show that older men who are more affluent tend to be heavier readers.

America's key leaders, including business executives, politicians, and the owners of large wealth, also rely on newspapers and print media for their news (Weiss, 1974). In other words, some of the most influential people in our society credit the print media as their leading source of information for most issues, particularly foreign policy.

The Future of the News Survey by the Radio and Television News Directors Foundation (2006) found the public wants serious news, in content and presentation, and at the top of the list following weather is news about what's going on around the country and the world. Given the issues of less American public interaction with and exposure to the U.S. Army and the reliance on newspapers for information by persons yielding societal influence, this research will focus on how newspapers in metropolitan cities cover major Army news stories, and how coverage differs near Army installations. Are metropolitan newspapers contributing to conditions that lead to an informed public about the Army that serves them? This leads to the following research questions guiding this thesis:

<u>2.6 Research Questions</u>

RQ1: Do prominent Army news stories run on the front page or in the front section more often in a small-town daily newspaper near an Army post than in a daily newspaper in a metropolitan area?

RQ2: Do headlines of prominent Army news stories stand out more with larger text in a small-town daily newspaper near an Army post than in a metropolitan daily newspaper?

RQ3: Do headlines of prominent Army news stories stand out more with bold font in a small-town daily newspaper near an Army post than in a metropolitan daily newspaper?

RQ4: Do prominent Army news stories more often include accompanying visual art, such as photographs or illustrations, in a small-town daily newspaper near an Army post than a metropolitan daily newspaper?

RQ5: Are prominent Army news stories longer and contain more content in a small-town daily newspaper near an Army post than a metropolitan daily newspaper?

RQ6: Are the sources quoted in prominent Army news stories more often government/military sources rather than civilian sources in a small-town daily newspaper near an Army post than a metropolitan daily newspaper?

RQ7: Are prominent Army news stories more often written by local reporters instead of from wire services in a small-town daily newspaper near an Army post than a metropolitan daily newspaper?

RQ8: How does the overall nature of prominent Army news coverage regarding story subject-matter differ in a small-town daily newspaper near an Army post from that of a metropolitan daily newspaper?

RQ9: How does the overall nature of prominent Army news coverage regarding disposition differ in a small-town daily newspaper near an Army post from that of a metropolitan daily newspaper?

CHAPTER 3

METHODOLOGY

A content analysis of prominent Army news stories was conducted of two newspapers in Texas: the *Killeen Daily Herald*, a daily newspaper serving the area surrounding Fort Hood, a major Army installation, and the *Dallas Morning News*, serving the nearest significant metropolitan area to Fort Hood. A content analysis was appropriate for this study in order to examine the actual content of a sample of mass media texts, in this case newspapers.

The *Killeen Daily Herald*, launched in 1890, is owned by Frank Mayborn Enterprises, Inc., and services the Bell County, Texas, area of about 250,000 people. According to its Web site (http://www.kdhnews.com/docs/about.aspx), the paper has a daily circulation of about 20,000 with a Sunday circulation of about 26,000. The *Dallas Morning News*, launched in 1885, is owned by Belo Corporation and services the Dallas/Fort Worth metropolitan area with a population of about 6 million people. The *Dallas Morning News* has a daily circulation of about 400,000 with a Sunday circulation of more than 550,000 (http://www.dallasnews.com/about/index.html).

A two-month period of news coverage, from August 15 to October 15, 2007, was selected for this study. This period covered the last six weeks of the Army's Fiscal Year 2007 and the first two weeks of the Army's Fiscal Year 2008, allowing the possibility to examine news coverage resulting from lessons learned from the previous

year, and the public policy debate on budgetary issues affecting the Army for the upcoming year. The Army's budget in Fiscal Year 2007 totaled more than $110 billion, and the Department of Defense allocated more than $130 billion for Fiscal Year 2008, all funded through taxpayer dollars. The time frame selected also covered the six year anniversary of the attacks on the World Trade Center and Pentagon, precursors to the current Global War on Terror. Finally, this period covered expected remarks and reports due from top generals in Iraq to the administration on the progress made with the President's surge strategy in the Middle Eastern region.

Seven major areas outlined in the research questions were coded to determine differences of coverage: placement of the story in the paper, font size and boldness of the headline, whether the story had accompanying visual art, sources used in the story, length of the story, whether the story was locally written or obtained from a wire service, and overall nature of the story, including content category and disposition.

Placement of the story was coded as front page above the fold, front page below the fold, front section, front page of a later section, or other. Three measurements for headline font size – small, medium, or large – and headline bolding – bolded or not bolded, which were determined from the formats of the two papers analyzed, were coded. See Appendix C for illustration examples of headline sizes. Three measurements were coded for accompanying photographs or illustrations, including photograph included, illustration or artwork included, or text only with neither included. An illustration or artwork was considered to be any included element outside of the

headline and text of the story other than a photograph, such as pull quotes, charts, diagrams or graphs.

Sources used were coded as official government and/or military, former official government and/or military, or civilian sources. Length of the story was measured by the total number of words in each story. Stories written by staff writers or contributing staff writers were coded as locally written, and stories reported from wire services were coded as such.

Finally, the nature of the story was coded in two ways: subject-matter of the story and disposition of the story. For the purposes of this study, prominent Army news stories included, and were coded, as those related to major shifts in Army personnel and base locations, Army overseas operations, modifications to Army contracts and equipment, Army personnel strength and recruiting, and Army casualties. These content and subject-matter areas were selected for their possible effect on American public policy. Major shifts in personnel and base locations affect not only those on Army posts, but entire communities and states that surround Army posts through business, employment, housing and more (Poppert & Herzog, 2003). Army overseas operations and modifications to contracts and equipment both rely on taxpayer dollars and decisions made by elected officials. Additionally overseas operations and Army casualties depend upon American lives and the service of the nation's sons and daughters. Army recruiting, which is considered to be essential to maintaining an all-volunteer force, operates continuously in every city and town across the U.S. An 'other' category was also included to capture those stories that may not be widely discussed,

but may still have a wide impact on the general public, such as large Army training operations and Army efforts and initiatives in the community. One such story included a group of Congressmen who visited a local post to discuss Army issues and Soldiers' concerns for policy decisions.

Disposition was coded as favorable/positive toward the Army, unfavorable/negative toward the Army, or neutral/neither positive nor negative toward the Army. Positive stories were considered to be good news stories, including those about accomplishments, progress, awards, etc. Negative stories were those that put the Army in an unfavorable light, and included stories about failed missions, casualties, etc. All casualty stories were coded as negative, including those that may have been covered in a positive or neutral way, as any loss of Soldiers' lives reflects badly on the Army and often leads to declining support among the general public (Mueller, 2005). Neutral stories were those that either contained both positive and negative aspects, or contained neither a positive nor negative nature. Because of the subjectivity, two independent coders (including the researcher), were used to determine disposition. Inter-coder reliability for disposition was .96.

Central tendencies, Chi Square Crosstab tests and an independent samples t-test were used to examine differences in coverage. Findings and results are reported below.

CHAPTER 4

FINDINGS AND RESULTS

During the August 15 through October 15, 2007, timeframe, a total of 118 newspapers were read and coded – 58 editions of the *Killeen Daily Herald* and 58 editions of the *Dallas Morning News*. Two editions of each newspaper were unavailable and missing from those coded.

The typical edition of the *Killeen Daily Herald* published any given day consisted of three major sections: News, with an average of 14 pages, 'Our Texas,' with an average of 8 pages, and Sports, with an average of 6 pages. Occasionally, a Business section was included, with an additional 4 pages. The typical edition of the *Dallas Morning News* consisted of five major sections: News, with an average of 22 pages, Metro, with an average of 14 pages, Sports, with an average of 12 pages, Business, with an average of 6 pages, and Guide Live, with an average of 6 pages. Often, a Healthy Living, Taste, and/or Automotive section were also included, with an average of 6 pages each. On any given day, the *Killeen Daily Herald* was about 28 pages in length, while the *Dallas Morning News* was about 60 pages in length, without the classifieds section in either paper.

The *Killeen Daily Herald* ran 93 prominent Army news stories during the specified timeframe, averaging 1.55 stories per day, while 52 prominent Army news stories were published in the *Dallas Morning News,* an average of .87 stories per day.

The *Killeen Daily Herald* published 79 percent more prominent Army news stories than the *Dallas Morning News*.

4.1 Story Location

In the *Killeen Daily Herald*, stories appeared on the front page the most often at 52 percent. Front page stories above the fold accounted for 30 percent of all stories, while front page stories below the fold accounted for 22 percent. Those appearing on the front page of a later section and in the front section other than the front page showed similar results at 26 and 20 percent respectively. Only 2 percent of the stories were located elsewhere in the newspaper. See Table 4.1 and Figure 4.1.

In the *Dallas Morning News*, 67 percent of Army stories appeared in the front section but not on the front page. Front page stories accounted for 23 percent, with 13 percent being above the fold and 10 percent falling below the fold. Only 2 percent of the stories were located on the front page of a later section, and 8 percent of the stories were found elsewhere in the paper.

Addressing the first research question, a Chi Square Crosstabs test found that a significant difference exists in story location among the two newspapers, X^2 (4, N=145) = 39.75, p=.000. The *Killeen Daily Herald* published twice the percentage of stories on the front page than the *Dallas Morning News*. That number is even higher when taking into consideration the front page of later sections. Combined, 78 percent of stories that ran in the *Killeen Daily Herald* were either on the front page of the newspaper or on the front page of a later section, compared to only 25 percent in the *Dallas Morning News*. However, the *Dallas Morning News* published more stories either on the front page or

in the front section of the newspaper. Ninety percent of all stories were located somewhere within the front section in the *Dallas Morning News* compared to 72 percent in the *Killeen Daily Herald*. Results are presented in Table 4.1 and Figure 4.1:

Table 4.1 Story Location by Newspaper

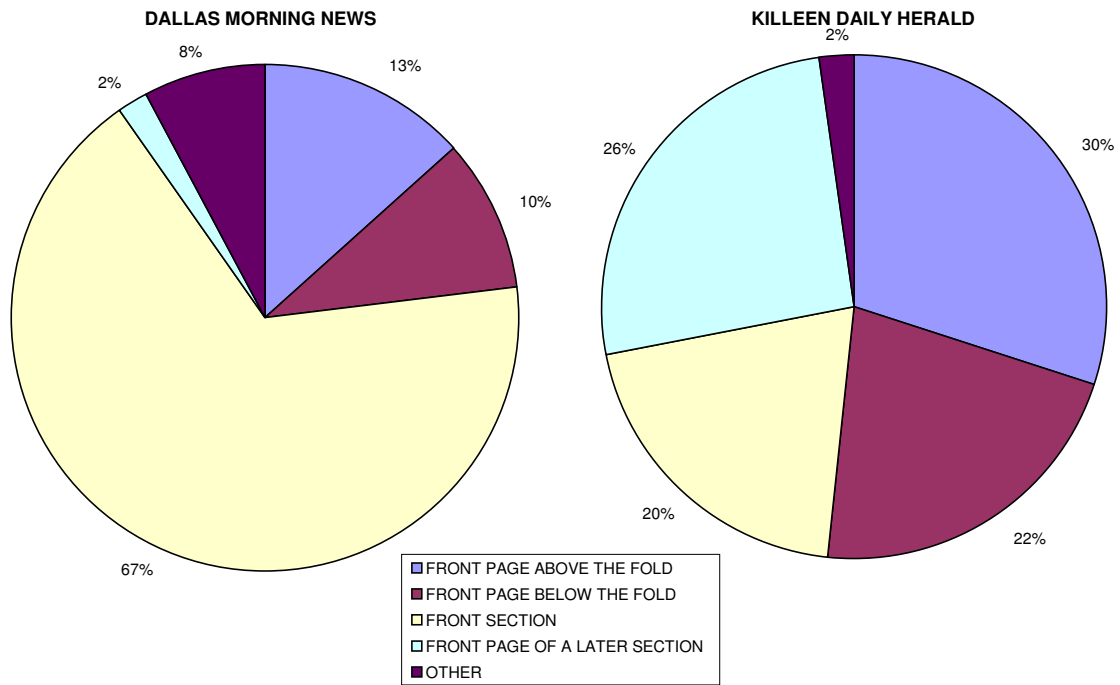| Newspaper	Location									
	Front Page - above fold		Front Page - below fold		Front Section		Front Page of Later section		Other	
	N	%	N	%	N	%	N	%	N	%
Dallas Morning News	7	13	5	10	35	67	1	2	4	8
Killeen Daily Herald	28	30	20	22	19	20	24	26	2	2

X^2 (d.f.=4, N=145)=39.753, p=.000

Figure 4.1 Story Location

4.2 Headline Characteristics

The headline sizes of Army news stories were similar in all categories for both newspapers. See Figure 4.2. In the *Killeen Daily Herald*, 38 percent of the headlines were coded as small, 33 percent were medium, and 29 percent were large. In the *Dallas Morning News*, 37 percent of the headlines were small, 40 percent were medium, and 23 percent were large. The majority of headlines were small in the *Killeen Daily Herald*, and medium headlines had the slight majority in the *Dallas Morning News*.

The *Killeen Daily Herald* had slightly more large headlines than the *Dallas Morning News*; however, 83 percent of the *Dallas Morning News* headlines were bold, while only 39 percent of the *Killeen Daily Herald* headlines were bold. See Table 4.2.

Answering the second research question, a Chi Square Crosstabs test showed no significant difference existed between the size of the headlines in the *Dallas Morning News* and the *Killeen Daily Herald*. A significant difference was found, however, in the amount of bolded headlines in the two newspapers, X^2 (1, N=145) = 26.02, *p*=.000. The *Dallas Morning News* headlines were bolded considerably more often than the *Killeen Daily Herald* headlines, indicating that they are in a position to stand out more.

Table 4.2 presents the Chi Square Crosstab results on bolded and not bolded headlines, while Figure 4.2 reflects the sizes of the headlines in the two newspapers.

Table 4.2 Bold and Non-Bold Headlines by Newspaper

Newspaper	*Bold Headline*			*Non-Bold Headline*	
	N	**%**		**N**	**%**
Dallas Morning News	43	83		9	17
Killeen Daily Herald	36	39		57	61

X^2 (d.f.=1, N=145)=26.016, p=.000

DALLAS MORNING NEWS

23%

37%

40%

KILLEEN DAILY HERALD

29%

38%

33%

SMALL
MEDIUM
LARGE
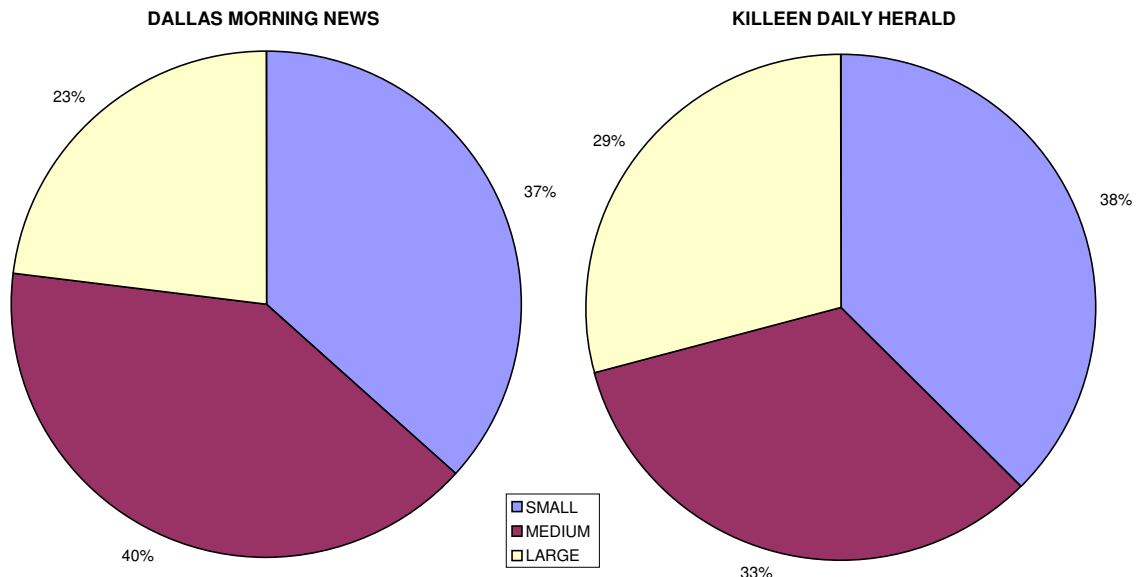
Figure 4.2 Headline Sizes

4.3 Visual Art

An examination of whether or not the stories had an accompanying photograph, artwork or illustration also revealed very similar results in the two newspapers. In the *Killeen Daily Herald*, 53 percent of stories had an accompanying photograph, while 55 percent of stories in the *Dallas Morning News* included a photograph. Ten percent of stories in both newspapers had accompanying artwork or illustrations. Text-only stories accounted for 37 percent of stories in the *Killeen Daily Herald* and 35 percent of stories in the *Dallas Morning News*.

A Chi Square Crosstabs test revealed no significant differences in accompanying photographs and artwork among the two newspapers. Figure 4.3 illustrates the percentages of photographs, illustration and artwork, and text-only stories.

DALLAS MORNING NEWS

35%

55%

10%

KILLEEN DAILY HERALD

37%

53%

10%

- PHOTOGRAPH INCLUDED
- ILLUSTRATION/ARTWORK INCLUDED
- TEXT ONLY
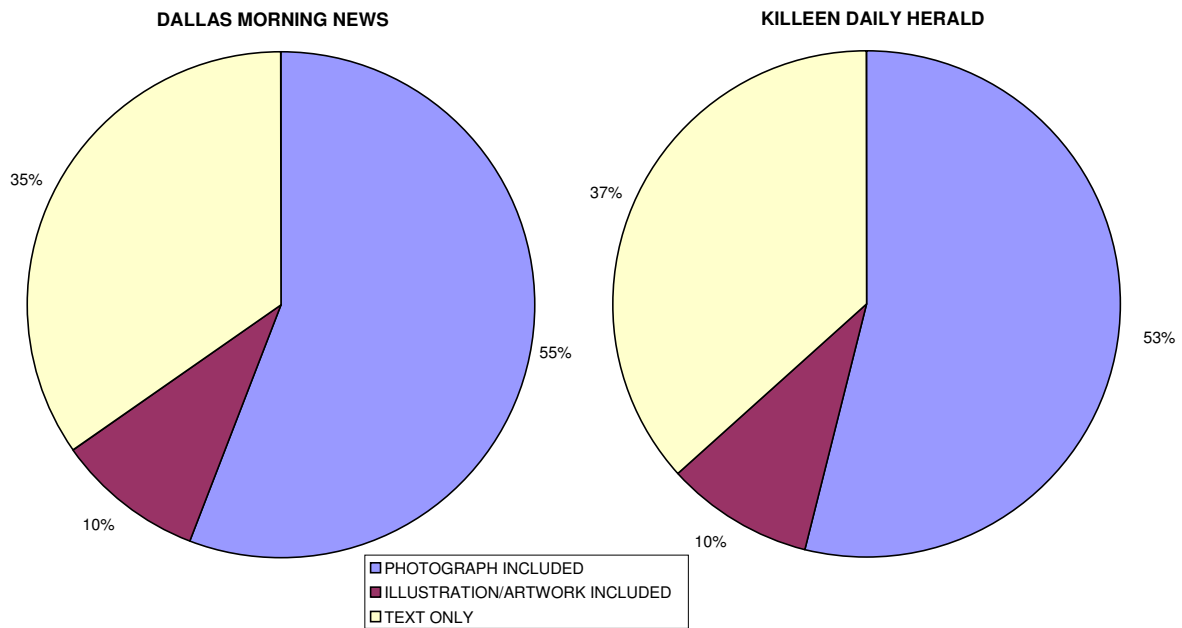
Figure 4.3 Photographs and Artwork

4.4 Story Length

The average word count for stories in the *Killeen Daily Herald* was 450. *Dallas Morning News* stories averaged higher at 556 words per story. Twenty-four percent of stories in the *Killeen Daily Herald* were 200 words or less, while 19 percent of stories in the *Dallas Morning News* were 200 words or less. More significantly, though, only 4 percent of stories were 1,000 words or longer in the *Killeen Daily Herald*, while 11 percent of stories in the *Dallas Morning News* were 1,000 words or longer.

Looking at the fourth research question, an independent samples t-test indicated a significant difference in the average length of the stories, $t(143) = -2.01$, $p=.046$. *Dallas Morning News* stories were longer and contained more words and content than the stories coded in the *Killeen Daily Herald*. Results are presented in Table 4.3.

Table 4.3 Story Length by Newspaper

Newspaper	N	Mean Word Count	S.D.	t	Prob.
Dallas Morning News	52	556.44	345.36	-2.013	.046
Killeen Daily Herald	93	450.30	279.17		

4.5 Sources

The average number of sources used in the *Killeen Daily Herald* stories was 2.77, and slightly higher at 3.06 in the *Dallas Morning News* stories.

Both newspapers revealed similar trends in the types of sources used. Official government and/or military sources accounted for 76 percent of sources in the *Killeen Daily Herald* stories, and 77 percent of sources in the *Dallas Morning News* stories. Civilian sources were used slightly more frequently in the *Killeen Daily Herald* at 19 percent compared to 17 percent in the *Dallas Morning News*. Meanwhile, former government and/or military sources were cited only 5 percent of the time in the *Killeen Daily Herald* and 6 percent of the time in the *Dallas Morning News*.

4.6 Authors

Stories written by staff writers or contributing staff writers accounted for slightly under half of those coded in the *Killeen Daily Herald* at 49 percent, while wire stories accounted for 51 percent. In the *Dallas Morning News*, wire service stories made up a clear majority at 88 percent, while only 12 percent were locally authored by staff writers or contributing staff writers. See Table 4.4 and Figure 4.4.

A Chi Square Crosstabs test showed a significant difference in the authors of stories in the two newspapers, X^2 (1, N=145) = 20.85, p=.000. The *Killeen Daily Herald* published more than four times the percentage of locally-written stories as the *Dallas Morning News*, answering the sixth research question. Table 4.4 presents the Chi Square Crosstab results on authors, while Figure 4.4 illustrates the percentages of authors used.

Table 4.4 Authors Used by Newspaper

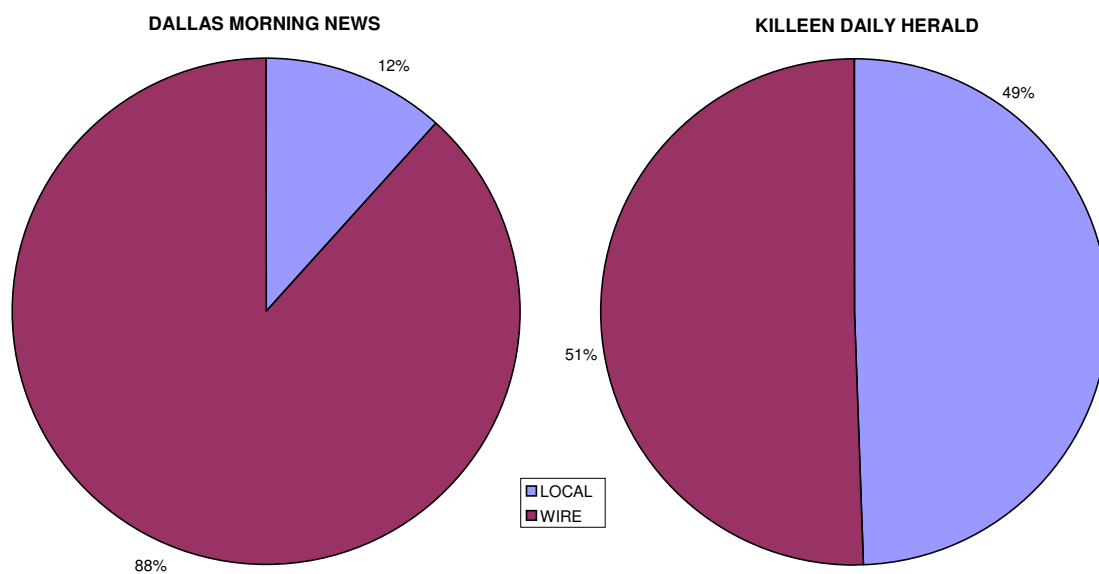| *Newspaper*	*Local / Staff Writers*		*Wire Services*	
	N	**%**	**N**	**%**
Dallas Morning News	6	12	46	88
Killeen Daily Herald	46	49	47	50

X^2 (d.f.=1, N=145)=20.854, p=.000

Figure 4.4 Authors

4.7 Story Nature

The two newspapers showed similar results in the nature, both story subject-matter and disposition, of the stories coded.

The subject-matter of 73 percent of Army stories in the *Killeen Daily Herald* was Army overseas operations or Army casualties. Army overseas operations accounted for 35 percent, while Army casualties accounted for 38 percent. Major changes to Army personnel and base locations, modifications and changes to Army equipment or contracts, and Army personnel strength and recruiting each covered 5 percent of the stories. Twelve percent of stories fell into the 'other' category. See Figure 4.5.

The *Dallas Morning News* revealed similar trends with 82 percent of stories about Army overseas operations and Army casualties. Army overseas operations accounted for more than half, 51 percent, of all stories coded, while Army casualties accounted for 31 percent. Meanwhile, major changes to Army personnel and base locations, modifications and changes to Army equipment and contracts, and 'other' stories each accounted for 4 percent. Army personnel strength and recruiting fared slightly higher with 6 percent.

While results were similar for the two newspapers, the *Dallas Morning News* published a clear majority and 16 percent more stories about Army overseas operations, while the *Killeen Daily Herald* published slightly more, 7 percent more, stories on Army casualties and 8 percent more stories that fell into the category of 'other.' However, based on a Chi Square Crosstabs test, no significant differences were found based on the content category of stories published.

Figure 4.5 illustrates the percentage for each content category used in each newspaper.

DALLAS MORNING NEWS

KILLEEN DAILY HERALD

Legend:
- PERSONNEL & BASE LOCATION CHANGE
- OVERSEAS OPERATIONS
- MODIFICATIONS/CHANGES TO CONTRACTS/EQUIPMENT
- PERSONNEL STRENGTH & RECRUITING
- CASUALTIES
- OTHER
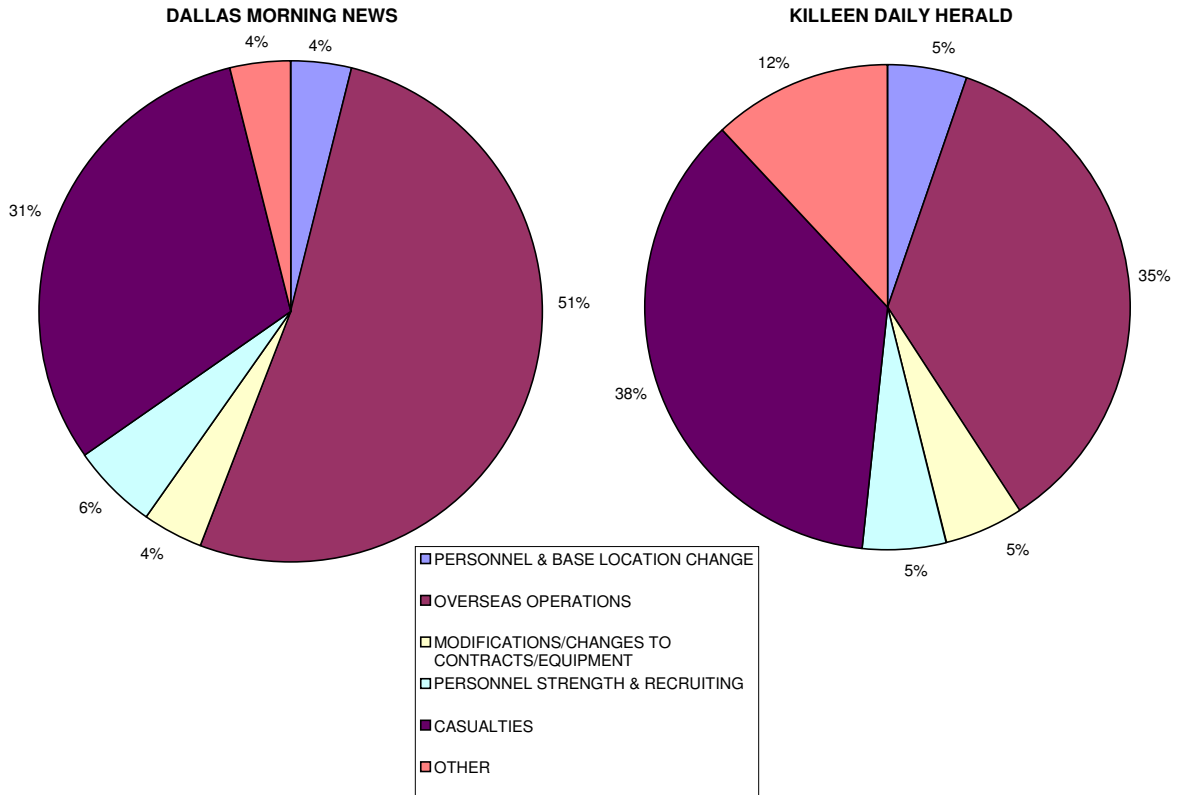
Figure 4.5 Content Categories

Looking at the disposition of the news stories, the slight majority of stories were unfavorable or negative toward the Army at 47 percent in the *Killeen Daily Herald*. Meanwhile, unfavorable/negative stories and neutral stories both accounted for 44 percent of the articles in the *Dallas Morning News*. The *Killeen Daily Herald* published slightly more positive or favorable stories at 19 percent, while only 12 percent of the *Dallas Morning News* stories were favorable. Neutral stories accounted for the remaining 34 percent of stories coded in the *Killeen Daily Herald*. See Figure 4.6.

The *Killeen Daily Herald* ran slightly more favorable stories than the *Dallas Morning News*, and the *Dallas Morning News* ran slightly more neutral stories than the *Killeen Daily Herald*. Addressing the last research question, the nature of prominent Army news stories in the *Killeen Daily Herald* and *Dallas Morning News* did not significantly differ, according to a Chi Square Crosstabs test.

An illustration of the percentages of positive, negative and neutral stories can be found in Figure 4.6 below.

DALLAS MORNING NEWS   **KILLEEN DAILY HERALD**

12%   19%
34%
44%
44%   47%

■ FAVORABLE/POSITIVE TOWARD THE ARMY
■ UNFAVORABLE/NEGATIVE TOWARD THE ARMY
□ NEUTRAL/NEITHER POSITIVE NOR NEGATIVE

Figure 4.6 Disposition

CHAPTER 5

DISCUSSION

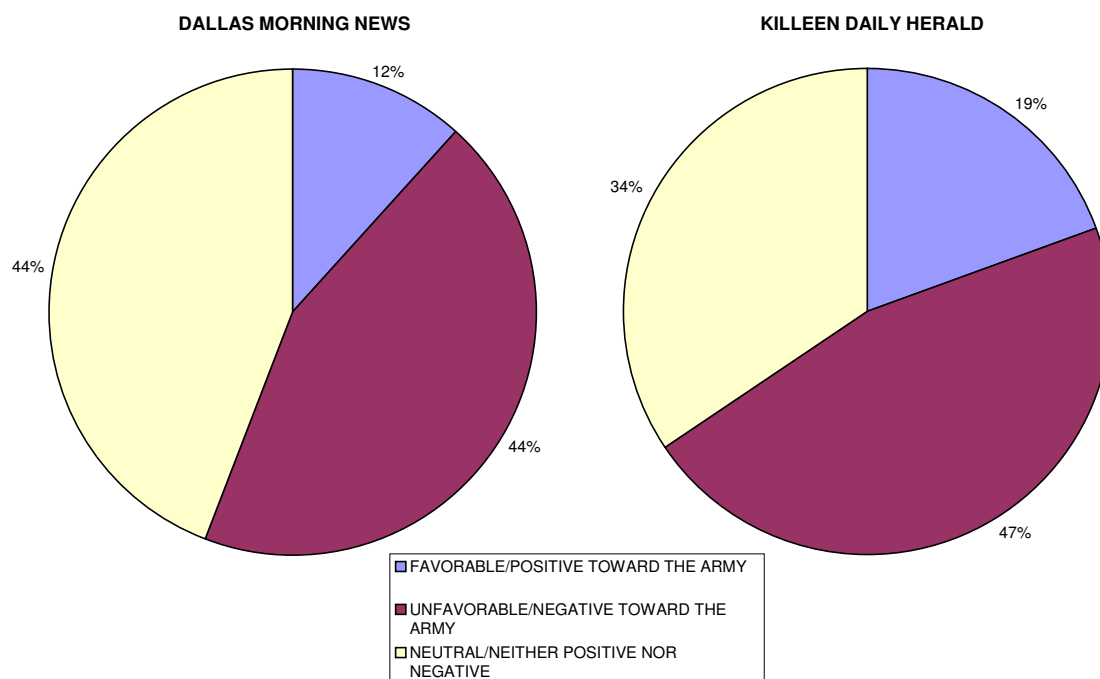Significant differences in coverage of prominent Army news stories in the *Killeen Daily Herald* and *Dallas Morning News* were found in four different areas: the location of stories, number of bold versus non-bold headlines, story length, and locally-written versus wire service stories. Meanwhile, the size of the headlines, the number of stories with accompanying photographs or illustrations, the number and type of sources used, and the overall nature - content category and disposition - of the stories were similar, with no significant differences found.

While the results indicate that both daily newspapers contain features to attract readers' attention, such as accompanying photographs and headline characteristics, the story locations may be the most revealing in that aspect. With more than half of the covered prominent Army news stories published on the front page, the *Killeen Daily Herald* demands readers' attention to those stories. Research has shown that front-page stories get the best readership (Bogart, 2001). Readers are likely to at least acknowledge and have awareness of the prominent Army news stories in the *Killeen Daily Herald*, even if they only glance at the newspaper or skim the front page.

Meanwhile, the majority of prominent Army news stories published in the *Dallas Morning News* seem to be more hidden. Two-thirds of the stories published in the *Dallas Morning News* were found in the front section other than the front page. This

allows readers to easily bypass or simply overlook the stories, particularly those readers who tend to skim over the front pages instead of reading more thoroughly. At least, the location requires readers to flip through the pages of the newspaper to notice and acknowledge the stories. That said, stories located in the front section are certainly more noticeable than those buried deeper in later sections of the paper. The Army stories in the front section of the *Dallas Morning News* were often found on pages with predominant advertising, as well, which prior research indicates also attracts readers' attention (Bogart, 2001). To that note, the *Dallas Morning News* showed positive tendencies to attract readers to the prominent Army news stories within the front section.

The headline sizes were similar for both newspapers, with a mix of small, medium, and large. However, *Dallas Morning News* headlines were bolded significantly more often than *Killeen Daily Herald* headlines. This could be attributed to the formats of each newspaper. Perhaps all headlines, regardless of the subject-matter, are less often bolded in the *Killeen Daily Herald.* According to Karen Ayres (personal interview, Nov. 19, 2007), a *Dallas Morning News* reporter, while the paper does not have a policy on headline features, guidelines at the paper advise that hard news stories in the *Dallas Morning News* almost always get a bold-face headline, while light-face headlines tend to be restricted to feature stories. A relationship could possibly exist between the size of the headline and whether or not it is bolded, as well. Potentially, small and medium headlines are more often bolded to attract readers' attention, while large headlines are not bolded as the size alone attracts attention. Further research

would be needed to reveal these types of trends. Nevertheless, the bolded headlines in the *Dallas Morning News* are more prone to catch readers' eyes.

Prominent Army news stories in the *Dallas Morning News* were significantly longer than those in the *Killeen Daily Herald*. This could possibly be attributed to either the format of the paper or the overall length of the paper. Whereas the average edition of the *Dallas Morning News* is 60 pages, the *Killeen Daily Herald* only averages 28 pages per edition. The longer paper lends itself to more content within its pages. While it makes sense that the length of the story would correlate with additional information and knowledge, further research is necessary to determine this. The possibility does exist that at some point, readers simply stop consuming and understanding what they are reading. However, on the surface, it would seem that the *Dallas Morning News* is providing its readers with comprehensive coverage of prominent Army news stories in terms of length of the stories.

Another factor that may have contributed to the difference in the average length of stories is the number of casualty briefs published in the *Killeen Daily Herald*. Twenty stories about Army casualties were 200 words or less in the *Killeen Daily Herald*, mostly news briefs about individual soldiers. Meanwhile, only six casualty stories in the *Dallas Morning News* were 200 words or less. The number of casualty briefs in the *Killeen Daily Herald* may have affected other results, as well, and will be addressed throughout this discussion.

A correlation may also exist between the length of the story and the author. The *Killeen Daily Herald* stories were written by local staff writers or contributing staff

writers significantly more often than the *Dallas Morning News* stories. Almost nine out of 10 prominent Army news stories in the *Dallas Morning News* were wire service stories, while only about half of those in the *Killeen Daily Herald* were taken from wire services. Because wire service stories are intended for use in many different types of publications, they are often longer with more content; this allows individual publications to pick and choose portions of the stories to run. For example, during the timeframe of this research, the *Killeen Daily Herald* and *Dallas Morning News* published a few of the same wire service stories; however, the stories were not always published in exactly the same way. The stories occasionally ended in different places and included different quotes from sources. Further research is necessary to determine if, indeed, a relationship does exist between the author and the length of the story.

The difference in authors in the two newspapers may impact readers in other ways as well. Because local staff writers tend to be more 'connected' to their communities (Reader, 2006), readers may tend to trust them more and have more confidence in them than they would a wire service story, authored by someone with no name recognition. Hence, in this sense, *Killeen Daily Herald* readers may be more trusting of the 50 percent of stories published by their local staff writers, while *Dallas Morning News* readers would only have confidence in the 12 percent of stories written by local staff writers.

Additionally, the majority of locally written stories in the *Killeen Daily Herald* were authored by the same staff writer, indicating that the newspaper has a reporter assigned to the 'Army beat.' Those locally authored stories in the *Dallas Morning*

News, however, were observed to be written by different staff writers, suggesting that the larger newspaper in the metropolitan area lacks an 'Army beat' writer. *Dallas Morning News* reporter Karen Ayres (personal interview, Nov. 19, 2007) confirmed that the paper does not employ a pure military reporter, but has a reporter that occasionally writes on military issues. The paper also has a few staff writers who will cover military stories in the local area on a case-by-case basis. Without a staff writer assigned to the beat, the possibility exists for several local and national stories to be overlooked and not covered. Because of the size difference of the two newspapers, one would assume that the *Dallas Morning News* would have a larger staff, and hence, would be able to assign a reporter to the military beat, especially during a time of war. Yet, this does not seem to be the case.

About 65 percent of stories in both newspapers had accompanying photographs, illustrations or artwork, which research has shown guides readers' eyes to a story (Hollander, 2001). No significant differences were found between the two newspapers; findings suggest that both papers use photographs, artwork or illustrations almost two-thirds of the time to attract readers to prominent Army news stories. The number of Army casualty briefs published in the *Killeen Daily Herald* may be noteworthy here, as well, though. Out of the 20 Army casualty news briefs, 200 words or less, published in the *Killeen Daily Herald*, only one had an accompanying photograph. If the news briefs were left out of the results, the percentage of stories with photographs or illustrations would have been higher, possibly significantly so, in the *Killeen Daily Herald*. Meanwhile, three of the six Army casualty news briefs in the *Dallas Morning News*

included photographs; the Army casualty news briefs in the *Dallas Morning News* would likely have no effect on the overall results found of stories including photographs and illustrations.

The number and types of sources used in the *Dallas Morning News* and *Killeen Daily Herald* were similar. The *Dallas Morning News* used slightly more sources in its prominent Army news stories, but that may correlate with both the length of the stories published and the authors of the stories. Longer, wire service stories found often in the *Dallas Morning News* likely include more sources than locally-authored, shorter stories.

Interestingly, both newspapers used official government and military sources the most often -- more than three-quarters of the time. One might think that because of the close proximity to Fort Hood and the easy access to Army sources, the *Killeen Daily Herald* would use official sources more than the *Dallas Morning News*. Conversely, no differences were found. However, this research did not differentiate between whether a source was identified by name or title, or simply as a 'military or government official.' Using the same rationale of proximity to Fort Hood and access to official sources, one would also think that the *Killeen Daily Herald* would use more named official sources, while the *Dallas Morning News* would use more generic officials, but more research would be needed to determine this. This research seems to support and possibly further Barber and Weir's (2001) research on sources used during military conflicts, though, which found that official sources were used more often in recent conflicts than in earlier conflicts. Although sources were defined and coded slightly different in the two studies, and this study included non-conflict related Army stories, official sources were used

more often in prominent Army news stories during today's conflict than what was reported in the research during Desert Storm.

No significant differences were found in the nature of the Army news stories published in the two newspapers. Both the content categories and disposition revealed similarities. Amidst the current Global War on Terror, it is not surprising that the majority of stories in both papers were about overseas operations and Army casualties. While articles on overseas operations were a clear majority of subjects covered with 51 percent in the *Dallas Morning News*, Army casualties had the slight majority over overseas operations in the *Killeen Daily Herald*. This may be due to the number of local casualties from Fort Hood, as the installation continuously deploys thousands of soldiers to Iraq and Afghanistan. Again, the high number of casualty news briefs, 200 words or less, in the *Killeen Daily Herald* may have had some effect on the percentage of content categories, as well. Had those been excluded, the content category percentages may have resembled those in the *Dallas Morning News* even more similarly.

Another finding of note was the 12 percent of stories coded as 'other' in the *Killeen Daily Herald*, in contrast to only 4 percent in the *Dallas Morning News*. These were stories that did not fall into the specified content categories, but were still identified as having an impact on the general American population. The *Killeen Daily Herald* seemed to publish a wider variety of stories, including those related to Army training and community relations.

Noticeably missing from both papers, however, were stories about Army personnel strength and recruiting, accounting for only 5 percent of stories in the *Killeen Daily Herald* and 6 percent of stories in the *Dallas Morning News*. In Fiscal Year 2007, Army recruiters across the nation were faced with the challenge of enlisting 80,000 new active Army soldiers and 26,500 new Army Reserve soldiers from the American population. One would think more stories would have been published addressing the progress, challenges and related issues. Additionally, the North Texas recruiting battalion, which covers both the Bell County area and Dallas/Fort Worth metroplex area, signed up more Army recruits than any other region in the nation. In other words, more people 17 to 42-years-old from the North Texas area joined the Army than in any other area nationwide in Fiscal Year 2007. As that directly affects and relates to the local population, one would think that the local media would cover more stories about it. Furthermore, because Army recruiters are often the only interaction a metropolitan population located away from an Army installation has with the Army and with soldiers, and because Army recruiters regularly interact with the general population in order to recruit for the all-volunteer force, news coverage of Army recruiting activities and initiatives becomes even more important for the Army. Despite the Army desire for coverage of recruiting issues, during the two-month timeframe, only three stories about Army personnel strength and recruiting were covered in the *Dallas Morning News* and only five stories were covered in the *Killeen Daily Herald*.

Opinion pieces, columns and editorials were excluded from coding in both newspapers. Further research would be necessary to determine whether a difference

exists between coverage of these types of stories and what effect, if any, the difference has on readers.

Although not significant, prominent Army news stories in the *Killeen Daily Herald* were more often negative or unfavorable toward the Army, 47 percent of stories compared to 44 percent of stories in the *Dallas Morning News*. This difference could possibly once again be attributed to the high number of Army casualty briefs published in the *Killeen Daily Herald*, as all stories about casualties were coded as having a negative disposition.

The *Killeen Daily Herald* also published more, although not significantly more, stories that were positive or favorable toward the Army at 19 percent compared to 12 percent in the *Dallas Morning News*. The higher number of positive stories may be attributed to the locality of the *Killeen Daily Herald* next to an Army post. It is possible that the Fort Hood Public Affairs Office more actively pitches positive news stories to the *Killeen Daily Herald*, where positive pitches to the *Dallas Morning News* may be noticeably absent. Also noted was that the *Killen Daily Herald*, in the top left corner of the front page of every edition, included an illustration of a yellow Army ribbon with the words, "We support our soldiers." This represents a positive symbol of Army support in a highly-noticeable location by the *Killeen Daily Herald*. Again, this public declaration of support is likely due to the audience and readers of the *Killeen Daily Herald*, many of whom are personally involved in or related to the Army in some way.

Perhaps the most prevalent and noteworthy difference in the coverage of prominent Army news stories in the *Killeen Daily Herald* and the *Dallas Morning News*

was the total number of articles published. The *Killeen Daily Herald* averaged 1.55 stories per day, while the *Dallas Morning News* averaged .87 stories per day. The *Killeen Daily Herald* included nearly two times as many prominent Army news stories as the *Dallas Morning News* in its newspaper. While it is still enlightening that the *Dallas Morning News* published almost one Army story per day, considering that the average edition size of the *Dallas Morning News* is more than two times that of the *Killeen Daily Herald*, one might think the figures would be reversed.

One argument that could be made for the higher total number of stories in the *Killeen Daily Herald* is that the *Killeen Daily Herald*'s audience is more closely affected by Army happenings, living right beside an active and major Army installation. The post provides jobs, residents, additional consumers and money for the local community. However, the counter argument could be made that for that same reason, it is even more essential that metropolitan newspapers and mass media cover Army stories in order to keep the Army connected to the American population – a population residing away from Army installations.

Also noteworthy is the number of Army stories published in the *Killeen Daily Herald* that were not coded, due to their local nature. Several stories were published during the two-month timeframe that seemingly affected only the local audience, mostly related to coverage of events. In fact, included as an insert in the *Killeen Daily Herald* once a week is a separate publication, the *Fort Hood Herald*, intended for and dedicated to the Army post. Many more local and prominent Army news stories were included in the *Fort Hood Herald* publication. However, those stories with a local-only nature in

the *Killeen Daily Herald* and all stories in the *Fort Hood Herald* were intentionally left out of this research to compare differences only between stories with a wider impact on the general American population in the two main newspapers. Leaving out stories in the *Fort Hood Herald* allows this research to be more prone to generalizations to any small town versus metropolitan daily newspaper rather than just those small towns near Army installations. However, Fort Hood has a total economic impact of more than $6 billion, not only on the local area, but on the entire state of Texas, lending stories about the post and Army happenings to be relative to both the Killeen area and Dallas/Fort Worth metroplex (www.killeenworks.com/forthood).

Additionally, both newspapers published a multitude of stories on the current Global War on Terror that were not Army-specific, and were consequently left out of the coding for the purposes of this research. For example, several stories in both papers discussed the political debates and aspects of the war. A few were also focused on other branches of the military, mainly the Marines who share a portion of the day-to-day operations. Further research is necessary to reveal differences in specifically coverage of the war in the two newspapers.

Overall, while prominent Army news stories in the *Dallas Morning News* had several attributes to help catch readers' attention, such as bolded headlines, longer stories with more content, and a good percentage of stories with photographs and artwork, the sheer number of stories published and the location of those stories within the newspaper lacked in comparison to those in the *Killeen Daily Herald*. These findings suggest that while prominent Army news stories in metropolitan daily

newspapers do have positive trends to inform readers about the Army, differences do exist in coverage of Army stories compared to a small-town daily newspaper near an Army post.

Applying agenda-setting research to these findings would support the idea that because media coverage of the Army is much more prevalent in the rural town of Killeen, Texas, that the 250,000 people living in Bell County are more likely to have a better understanding and knowledge of Army happenings. Likewise, priming research would suggest that the population in Bell County would give more weight and importance to Army happenings, due to the high amount of coverage of prominent Army stories in the *Killeen Daily Herald*. Presumably, because media coverage of the Army is less prominent in the Dallas/Fort Worth metroplex, the more than 6 million people there would know less about and assign less importance to Army happenings.

Given that the vast majority, more than 80 percent, of the American population lives in and around metropolitan areas, generalizing these findings suggests the argument that metropolitan newspapers may be contributing to a lack of knowledge and understanding among the general population. Conversely, in small-towns near Army installations where the Army is already presumably top-of-mind, newspapers are serving to further the populations' knowledge of the Army. With less than 1 percent of the American population actively serving in the Armed Forces and the vast majority of the American population living in metropolitan areas away from Army installations, the mass media become even more important to informing the public about the U.S. Army.

Research has indicated the importance of an informed citizenry in a democracy, especially related to political decision-making. Because the Army depends upon elected officials to function, including policy-making, funding, and more, the general American population needs to know and understand the organization and its operations to base their voting decisions on.

Furthermore, for Army recruiting purposes, better understanding of the Army amongst the American population would likely lead to more patience, tolerance, and acceptance of Army recruiters in schools, neighborhoods, and communities across the nation. This would likely have a cyclical effect; Army recruiters would be better able to inform America's youth of Army opportunities, leading to more understanding and knowledge of the Army across the country.

Perhaps if both Army recruiting and Army knowledge across the country increased, so would the appreciation, respect and understanding for the less than one percent of Americans who serve this country in the Army. A country of 300 million people needs to understand the Army charged with providing their protection – even if they may not always agree with executive decisions directing employment of military force.

The implications of this research go beyond the contributions to what is known about the nature of media coverage of Army operations to Army Public Affairs professionals, as well as journalists and mass media across the nation. Army Public Affairs professionals throughout the nation are charged with continually pitching Army news stories to mass media in metropolitan areas. Especially with media outlets that

lack military beat reporters, the Army is charged with ensuring that the media first know and understand the Army culture, second, realize the importance of covering Army stories, and finally, take the step to cover the stories – realizing that such coverage may or may not reflect positively on the Army. Likewise, journalists and mass media should examine whether or not a lack of prominent Army news coverage in their own publications or media exists, and if so, take the necessary actions to address the coverage accordingly.

Further, media owners, managers and editors who serve as the ultimate gatekeepers to the news must become active in understanding the implications and importance of covering Army news stories. In a time of war when the Army budget is viewed as taking a disproportionate share of the federal budget, recruiting efforts to maintain the all-volunteer force are struggling, and the Army is operating autonomously away from the majority of the population, the public should be aware of the operations of the U.S. Army. However, this awareness is largely made possible through the efforts of the mass media. Thus, media outlets will continue to determine whether or not the general population is informed about the Army and current Army happenings.

5.1 Limitations and Future Research

Limitations of this study include the number of markets and the timeframe examined. Only two newspapers were coded over a two-month timeframe. Additionally, while the *Dallas Morning News* is arguably the largest and most prominent daily newspaper in the Dallas/Fort Worth area, the *Fort Worth Star-Telegram*, a separate daily newspaper, also covers the Dallas/Fort Worth metroplex but

was excluded from coding to limit the study to two papers. Conducting a similar study in additional like markets for a longer period of time would allow the findings to be better generalized.

While research has shown that newspapers tend to set the agenda for the rest of the mass media, future studies should incorporate a variety of media, especially local television newscasts, to determine differences in coverage. Future research might also look at how coverage differs in a metropolitan area that is closer in proximity to a major Army installation or presence. A metropolitan city such as San Antonio, Texas, which is also home to Fort Sam Houston and Brooke Army Medical Center, may reveal different findings. Because so many factors contribute to coverage of stories, it may be difficult to reveal general trends in differences in small and large market newspaper coverage, but more research may also be needed to better understand if such trends are present.

Also, this research did not examine what types of stories were more likely to run on the front page of the newspapers; future research might address this more specifically and how the types of stories on the front page affect the agenda setting function. Finally, further studies are needed to determine what effect the differences that were found in coverage have on the population in the Dallas/Fort Worth metropolitan area, and hence the general American population.

<u>5.2 Summary and Conclusion</u>

The findings of this study reveal both similarities and significant differences in newspaper coverage of prominent Army news stories in a small market near an Army installation and the nearest large metropolitan market. Some of the more interesting

findings include the similarities in the coverage of subject-matters, accompanying photographs and artwork, and the types of sources used, in regards to Army news stories in the two markets. These findings suggest that both daily papers focused the majority of coverage on Army overseas operations and Army casualties, both papers use measures, such as photographs, to attract readers' attention to stories, and both papers tend to use official sources the most often in Army stories.

Meanwhile, noteworthy significant differences were found in the locations of the stories, story length and locally-written versus wire service stories in the two markets. Prominent Army news stories were longer in the metropolitan daily newspaper but were most often obtained from wire services. The metropolitan daily newspaper seemed to lack a military beat reporter. However, Army stories in the small-market daily newspaper were more often found on the front page or on a front page of a later section, increasing their probability of being seen, and were authored about half of the time by local staff writers.

One of the most revealing findings was the difference in the total number of prominent Army news stories covered in the large market compared to the small market. The daily newspaper in the small market published almost double the number of Army news stories as its counterpart in the large market. This finding implies that prominent Army news stories are more often covered by daily newspapers in small markets than large markets, and in turn, that large market media may be contributing to a lack of understanding and knowledge of the Army among the majority of the population.

APPENDIX A

CODING FORM

Prominent Army News Story Coding Form

Name of coder: _____

Date: _____

Story ID #	News-paper	Content Category	Location	Headline Bold	Headline Size	Photo	Word Count	# of Sources	Source Type	Nature	Author

NEWSPAPER:
1=Killeen Daily Herald
2=Dallas Morning News

CONTENT CATEGORY:
1=Personnel & Base Location Changes
2=Army Overseas Operations
3=Modifications to Contracts/Equipment
4=Personnel Strength & Recruiting
5=Army Casualties
6=Other

LOCATION:
1=Front Page above the fold
2=Front Page below the fold
3=Front Section other than front page
4=Front Page of a later section
5=Other

HEADLINE BOLD:
1=Bolded Headline
2=Not Bold Headline

HEADLINE SIZE:
1=Small
2=Medium
3=Large

PHOTO:
1=Photograph Included
2=Illustration/Artwork Included
3=Text-Only

SOURCE TYPE:
1=Official Government/Military Sources
2=Former Official Gvt./Military Sources
3=Civilian Sources

NATURE:
1=Favorable/Positive toward the Army
2=Unfavorable/Negative toward the Army
3=Neutral/Neither Positive nor Negative

AUTHOR:
1=Local – Staff-writer
2=Wire Service

APPENDIX B

CODING INSTRUCTION BOOK

Prominent Army News Story Coding Instruction Book

One coding sheet is to be used for each coder. Stories are to be coded in their entirety. Stories related to either active Army, Army Reserves, and/or Army National Guard are to be coded.

Newspaper:
-Enter a Code '1' for stories published in the *Killeen Daily Herald*. Enter a Code '2' for stories published in the *Dallas Morning News*.

Content Category:
* Only one code will be entered for each story. Use the code that BEST fits the content category. A story should be coded if any one of the content category requirements is met. (All criteria under each code need not be met.)

Code 1: Army Personnel & Base Location Changes
-Content focuses on the movement and/or relocation of Army units between Army installations;
-Content focuses on major shifts of Army personnel to and from Army installations;
-Content focuses on Base Realignment and Closure (BRAC) issues;
-Content focuses on shifts/changes in locations of Army installations;
(Deployment and/or redeployment of units and/or personnel to current overseas operations will be coded under Code 2: Army Overseas Operations.)

Code 2: Army Overseas Operations
-Content focuses on the deployment and/or redeployment of Army units and soldiers to areas of conflict, including, but not limited to, Iraq, Afghanistan, Kuwait, Qatar;
-Content discusses Army operations and activity in overseas areas of conflict;
-Content discusses the progression/regression made by Army troops overseas;
-Content features Army soldiers for their actions in overseas areas of conflict;
-Content features Army leaders in command of overseas operations;
(Political discussions/debates and content focusing on other branches of the service that do not specifically address and focus on the Army need not be coded.)

Code 3: Modifications/Changes to Army Contracts and Equipment
-Content focuses on updated, new or improved Army uniforms, gear, vehicles, machinery and/or equipment;
-Content focuses on Army equipment being taken out of use;
-Content focuses on changes to major Army contracts, including new Army contracts;

Code 4: Army Personnel Strength and Recruiting
-Content focuses on the total personnel strength of the active Army, Army Reserve or Army National Guard;
-Content focuses on Army recruiting goals, mission, activities, and/or initiatives;
-Content focuses on Army recruiting benefits, incentives, and motivation to join;
-Content features Army recruiters or new Army recruits;

Code 5: Army casualties
-Content focuses on Army Soldiers who were wounded in action or killed in action in overseas operations;
-Content focuses on Army Soldiers who were wounded or killed during major training exercises;
(Casualties that are ruled accidental or are still under investigation should also be coded here, given that the casualty occurred in overseas operations.)

Code 6: Other
-Content focuses on Army-related policy changes and/or Army-related political discussions;
-Content focuses on major Army training exercises and operations;
-Content focuses on Army initiatives in the community;
(Content should have meaning and impact on the wider general population if coded as 'other.')

Location:
* Only one code will be entered for each story. Use the earliest location of the actual story, not the jump page and not a teaser, when coding.

Code 1: Front Page above the Fold
-Enter a code '1' for stories located on the front page of the newspaper above the fold.

Code 2: Front Page below the Fold
-Enter a code '2' for stories located on the front page of the newspaper below the fold.

Code 3: Front Section other than the Front Page
-Enter a code '3' for stories located in the front section of the newspaper, other than front page.

Code 4: Front Page of a Later Section
-Enter a code '4' for stories located on the front page of a later section of the newspaper (such as Community Section or Business Section).

Code 5: Other
-Enter a code '5' for stories located anywhere other than the front page of the newspaper, the front section of the newspaper, or the front page of a later section of the newspaper.

Headline Bold:
* Only one code will be entered for each story. Use the first and main headline of the actual story, not the jump headline or the sub-headline, when coding.

Code 1: Bolded Headline
-Enter a code '1' for headlines that use bold font.

Code 2: Non-bolded Headline
-Enter a code '2' for headlines that use regular, not bold, font.

Headline Font Size:
* Only one code will be entered for each story. Use the first and main headline of the actual story, not the jump headline or the sub-headline, when coding.

Code 1: Small
-Enter a code '1' for headlines with font size identified as small, based upon a comparison of headline sizes as a whole and the format of the newspaper.

Code 2: Medium
-Enter a code '2' for headlines with font size identified as medium, based upon a comparison of headline sizes as a whole and the format of the newspaper.

Code 3: Large
-Enter a code '3' for headlines with font size identified as large, based upon a comparison of headline sizes as a whole and the format of the newspaper.

Photographs:
* Only one code will be entered for each story.

Code 1: Photograph Included
-Enter a code '1' for stories that include a photograph. All stories that include a photograph, regardless of what other illustrations are included, will be coded as '1.'

Code 2: Artwork or Illustration Included
-Enter a code '2' for stories that do not include a photograph, but do include illustrations or artwork other than text-only.
-Inclusion of graphs, illustrations, pull-quotes, diagrams, charts, and artwork

Code 3: Text-Only
-Enter a code '3' for stories that contain text-only with no photographs, illustrations or artwork.

Word Count:
-Enter the total number of words within the story. Elements outside of the story, such as headlines, pull-quotes, cutlines, etc., will not be included in the word count.

Number of Sources:
-Enter the total number of sources used in the story, counting each source one time. "Military Officials said…" or "Government Officials said…" count as one source.

Source Type:
* More than one code may be necessary for each story, depending upon the number of sources used. Code each source individually. A story with four sources, including 2 official sources, 1 former official source, and 1 civilian source would be coded as: 2=1, 1=2, 1=3.

Code 1: Official Government and/or Military Sources
-Enter a code '1' for sources that are in official government or military positions. All current soldiers will be coded as '1' regardless of rank.
-Includes official government sources from nations outside the U.S.
-Sources with former titles, who are now in a different official capacity should be coded as '1.'

Code 2: Former Official Government and/or Military Sources
-Enter a code '2' for sources that hold former official government or military titles.
-Includes retired military personnel who are not in an official government or military position.

Code 3: Civilian Sources
-Enter a code '3' for sources who are not currently in or formerly in official government or military positions.

Nature:
* Only one code will be entered for each story. Use the code that BEST fits the disposition and temperament of the story. (All criteria under each code need not be met.)

Code 1: Favorable/Positive toward the Army
-Content sheds the Army in a positive or favorable light;
-Content focuses on news/feature stories about soldier heroism - awards, medals, decorations;
-Content focuses on good news/feature stories about new Army recruits;
-Content focuses on progress being made in overseas operations;
-Content focuses on successful Army missions, overseas and locally.

Code 2: Unfavorable/Negative toward the Army
-Content sheds the Army in a negative or unfavorable light;
-Content focuses on Army casualties, wounded or killed soldiers;
-Content focuses on mistakes, mishaps, accidents, oversights, and/or failure to abide by policy involving Army personnel;
-Content focuses on regressions and impediments to progress being made in overseas operations;
-Content focuses on insurgency attacks and/or failed missions in overseas operations;
-Content focuses on failed missions in everyday Army operations, such as Army recruiting;

Code 3: Neutral/Neither Positive nor Negative toward the Army
-Content includes both positive and negative aspects or sides of a story;
-Content is balanced and unbiased;
-Content includes neither positive nor negative positions; story does not contain a temperament, but is objectively fact-based;

<u>Author:</u>
* Only one code will be entered for each story.

Code 1: Local – Staff Writer
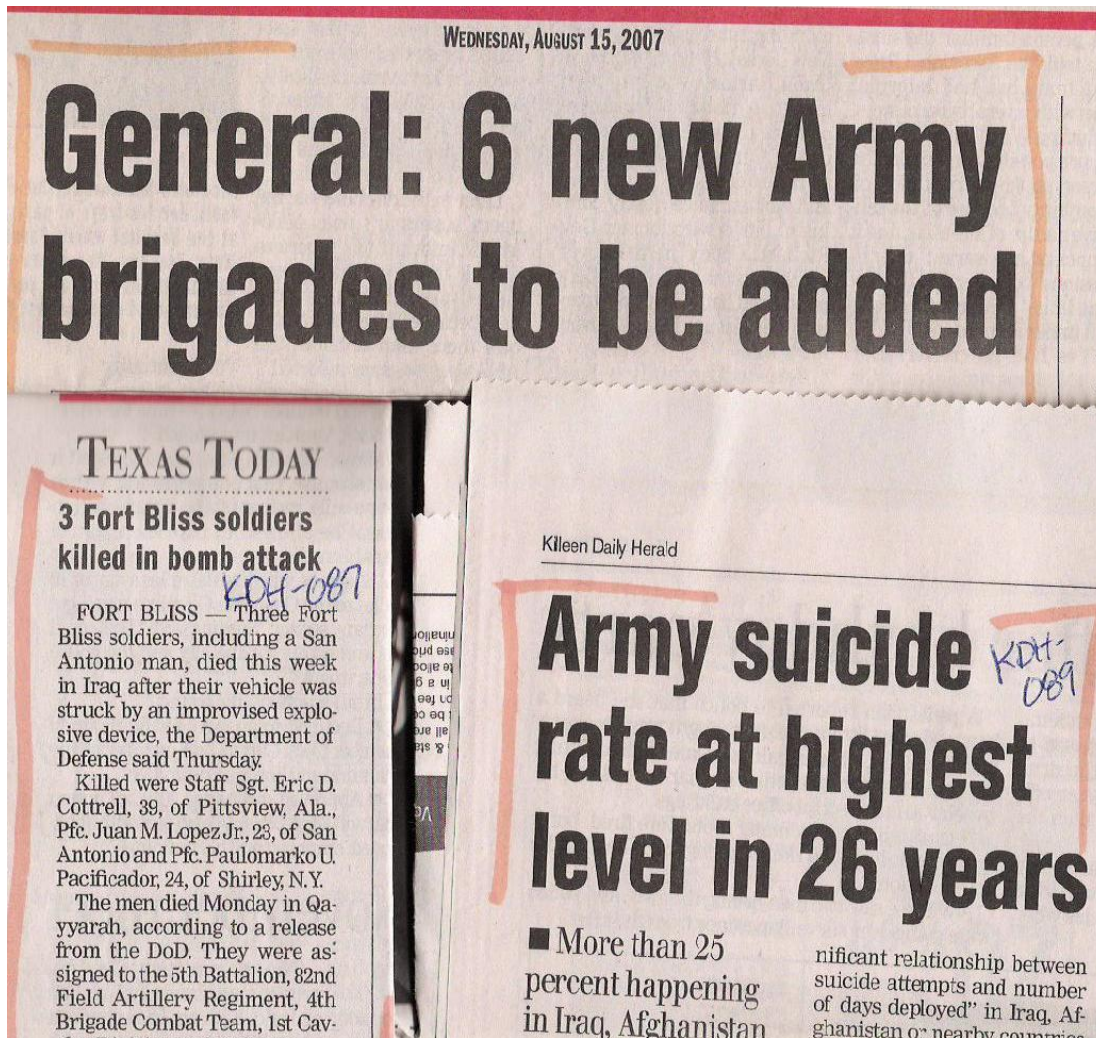-Enter a code '1' for stories that are written or authored by a staff writer or a contributing staff writer.

Code 2: Wire Service
-Enter a code '2' for stories that are written, authored or provided by a wire service. Includes, but is not limited to, stories from the Associated Press, Reuters and New York Times.

APPENDIX C

HEADLINE SIZE EXAMPLES

Headline Size Examples

WEDNESDAY, AUGUST 15, 2007

General: 6 new Army brigades to be added

TEXAS TODAY

3 Fort Bliss soldiers killed in bomb attack

KDH-087

FORT BLISS — Three Fort Bliss soldiers, including a San Antonio man, died this week in Iraq after their vehicle was struck by an improvised explosive device, the Department of Defense said Thursday.

Killed were Staff Sgt. Eric D. Cottrell, 39, of Pittsview, Ala., Pfc. Juan M. Lopez Jr., 23, of San Antonio and Pfc. Paulomarko U. Pacificador, 24, of Shirley, N.Y.

The men died Monday in Qayyarah, according to a release from the DoD. They were assigned to the 5th Battalion, 82nd Field Artillery Regiment, 4th Brigade Combat Team, 1st Cav-

Killeen Daily Herald

Army suicide rate at highest level in 26 years

KDH-089

■ More than 25 percent happening in Iraq, Afghanistan

nificant relationship between suicide attempts and number of days deployed" in Iraq, Afghanistan or nearby countries.

Example A – Large Headline - General: 6 new Army brigades to be added

Example B – Medium Headline - Army suicide rate at highest level in 26 years

Example C – Small Headline – 3 Fort Bliss soldiers killed in bomb attack

REFERENCES

Aday, S., Cluverius, J., & Livingston, S. (2005). As goes the statue, so goes the war:

The emergence of a victory frame in television coverage of the Iraq War.

Journal of Broadcasting & Electronic Media, 49(3), 314-331.

Amer, M. (2006). Membership of the 110th Congress: A Profile. *Congressional*

Research Service Report for Congress, Library of Congress, 1-6.

Arsenault, A. & Castells, M. (2006). Conquering the minds, conquering Iraq: The social

production of misinformation in the United States – a case study. *Information,*

Communication & Society, 9(3), 284-307.

Barber, R. & Weir, T. (2002). Vietnam to Desert Storm: Topics, sources change.

Newspaper Research Journal, 23(2,3), 88-98.

Barnhurst, K. (1991). The great American newspaper. *American Scholar, 60(1),* 106-

113.

Blood, D. & Phillips, P. (1997). Economic headline news on the agenda: New

approaches to understanding causes and effects. In *Communication and*

Democracy: Exploring the intellectual frontiers in Agenda-Setting theory,

McCombs, M., Shaw, D., & Weaver, D. (eds.), Lawrence Erlbaum Associates,

Mahweh, NJ, pp. 111-112.

Bogart, L. (2001). The public's use and perception of newspapers. *Public Opinion*

Quarterly, 48, 709-719.

Bogart, L. (2004). Reflections on content quality in newspapers. *Newspaper Research Journal, 25(1),* 40-53.

Campbell, C. (2004). Journalism and Public Knowledge. *National Civic Review, Fall,* 3-10.

Cohen, B. (1963). *The Press and Foreign Policy,* Princeton University, Princeton, N.J., p. 13.

Cohen, E. (2002). Online journalism as market-driven journalism. *Journal of Broadcasting & Electronic Media, 46(4),* 532-549.

Cristol, H. (2002). News in the digital age. *Futurist, 36(5),* 8-10.

Delli Carpini, M. & Keeter, S. (1991). Stability and change in the U.S. public's knowledge of politics. *Public Opinion Quarterly, 55,* 583-612.

Delli Carpini, M. & Keeter, S. (1996). *What Americans Know About Politics and Why it Matters.* New Haven: Yale University Press.

Donnelly, L. (2005). Proximity, not story format, improves news awareness among readers. *Newspaper Research Journal, 26(1),* 59-65.

Drezner, D. & Farrell, H. (2004). Web of Influence. *Foreign Policy, 145,* 32-40.

Entman, R. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication, 43(3),* 51-58.

Facts about Fort Hood: Economic Impact, Fort Hood Strategic Planning Office, July 2003. Retrieved Nov. 19, 2007, from Greater Killeen Chamber of Commerce Web site: http://www.killeenworks.com/forthood.html

Fico, F. & Balog, O. (2003). Partisan sources receive more space in conflict issues.

61

Newspaper Research Journal, 24(4), 22-35.

Fico, F., Ku, L. & Sofin, S. (1994). Fairness, balance of newspaper coverage of U.S. in

Gulf War. *Newspaper Research Journal, 15,* 30-43.

Gartner, S. (2004). Making the International local: The terrorist attack on the USS Cole,

local casualties, and media coverage. *Political Communication, 21,* 139-159.

Gibson, R., Hester, J., & Stewart, S. (2001). Pull quotes shape reader perceptions of

news stories. *Newspaper Research Journal, 22(2),* 66-79.

Gibson, R. & Zillman, D. (2000). Reading between the photographs: The influence of

incidental pictorial information on issue perception. *Journalism and Mass*

Communication Quarterly, 77(2), 355-366.

Golan, G. & Wanta, W. (2001). Second-level Agenda-Setting in the New Hampshire

Primary: A comparison of coverage in three newspapers and public perceptions

of candidates. *Journalism and Mass Communication Quarterly, 78(2),* 247-259.

Griffin, E. (2006). *A First Look at Communication Theory,* New York: McGraw-Hill,

6th ed.

Hallock, S. (2006). Metroplex newspapers offer limited editorial competition.

Newspaper Research Journal, 27(3), 37-51.

Harry, J. (2001). Covering Conflict: A structural-pluralist analysis of how a small-town

and a big-city newspaper reported an environmental controversy. *Journalism &*

Mass Communication Quarterly, 78(3), 419-436.

Henderson, K. (2007). Their war: Less than 1 percent of the U.S. population serves in

our military. In a time of war, what should that mean to the rest of us? *Washington Post Magazine,* W10.

Hollander, B. (2001). Influence of front page photographs on single-copy sales in three daily newspapers. *Newspaper Research Journal, 22(3),* 86-88.

Iyengar, S. & Kinder, D. (1987). *News that Matters: Television and American Opinion*, University of Chicago Press, Chicago.

Iyengar, S. & McGrady, J. (2005). Mass media and political persuasion. In *Persuasion: Psychological insights and perspectives,* Brock, T. & Green, M. (eds.), Sage Publications, Thousand Oaks, CA, pp. 225-248.

Jerit, J., Barabas, J., & Bolsen, T. (2006). Citizens, knowledge, and the information environment. *American Journal of Political Science, 50(2),* 266-282.

Kim, K. & McCombs, M. (2007). News story descriptions and the public's opinions of political candidates. *Journalism & Mass Communication Quarterly, 84(2),* 299-314.

Kiousis, S. & McCombs, M. (2004). Agenda-Setting effects and attitude strength: Political figures during the 1996 Presidential election. *Communication Research, 31(1),* 36-57.

Kiousis, S., McDevitt, M., & Wu, X. (2005). The genesis of civic awareness: Agenda setting in political socialization. *Journal of Communication, 55(4),* 756-774.

KRC Research. (2007). *The U.S. Army: Dallas demonstration market benchmark study.*

Kuczka, S. (2007, September 16). Military vets Army of few in Congress. *Chicago Tribune, p. A3.*

Kunkel, R. (2006). Express yourself: The Internet as world-class megaphone. *American Journalism Review, 28(6),* 4.

Kuttner, R. (2007). The Race: Newspapers can make it to a bright print-digital future after all, but only if they run fast and dodge Wall Street. *Columbia Journalism Review, 45(6),* 24-32.

Lazarsfeld, P., Berelson, B., & Gaudet, H. (1968). *The people's choice: How the voter makes up his mind in a presidential campaign.* New York: Columbia University Press.

Lewis, C. (2007). The nonprofit road. *Columbia Journalism Review, 46(3),* 32-36.

Lowrey, W. & Anderson, W. (2005). The Journalist behind the curtain: Participatory functions on the Internet and their impact on perceptions of the work of journalism. *Journal of Computer-Mediated Communication, 10(3),* 27 pp.

Lowery, S. & DeFleur, M. (1995). *Milestones in mass communication research: Media effects.* (3rd ed.) White Plains, N.Y.: Longman.

McCombs, M. (2005). A look at agenda-setting: Past, present and future. *Journalism Studies, 6(4),* 543-557.

McCombs, M., Llamas, J., Lopez-Escobar, E., & Rey, F. (1997). Candidate images in Spanish elections: Second-level agenda-setting effects. *Journalism & Mass Communication Quarterly, 74,* 703-717.

McCombs, M. & Shaw, D. (1972). The Agenda-Setting function of mass media. *Public Opinion Quarterly, 36(2),* 176-187.

Mondak, J. (1995). Media exposure and political discussion in U.S. elections. *The*

Journal of Politics, 57(1), 62-85.

Morgan, M. (2001). Army recruiting and the civil-military gap. *Parameters: U.S. Army War College Quarterly, Summer,* 101-117.

Mueller, J. (2005). The Iraq syndrome. *Foreign Affairs, 84(6),* 44-54.

Nelson, T., Oxley, Z., & Clawson, R. (1997). Toward a psychology of framing effects. *Political Behavior, 19(3),* 221-246.

Nicodemus, D. (2004). Mobilizing information: Local news and the formation of a viable political community. *Political Communication, 21,* 161-176.

Palser, B. (2006). The Accidental cyberjournalist: Why do so few j-school students plan to go into online news? *American Journalism Review, 27(6),* 66.

Palser, B. (2006). A False Rivalry: They may not realize it, but print and online journalists have a common cause. *American Journalism Review, 28(3),* 42.

Poppert, P. & Herzog, H. (2003). Force reduction, base closures, and the indirect effects of Military installations on local employment growth. *Journal of Regional Science, 43(3),* 459-482.

Radio and Television News Directors Foundation. (2006). *The Future of the News Survey.*

Reader, B. (2006). Distinctions that matter: Ethical differences at large and small newspapers. *Journalism & Mass Communication Quarterly, 83(4),* 851-864.

Readership Institute. (2002). *Impact Study: Consumers, media, and U.S. newspapers.*

Ricchiardi, S. & Clark, S. (2005). Short attention span. *American Journalism Review, 27(4),* 52-59.

Riddell, P. (2005). The Rise of the ranters: Saving political journalism. *Political Quarterly, 76,* 70-79.

Ritea, S. (2004). Media troop withdrawal. *American Journalism Review, 25(8),* 14-15.

Roberts, M., Wanta, W. & Dzwo, T. (2002). Agenda Setting and issue salience online. *Communication Research, 29(4),* 452-465.

Scheufele, D. & Tewksbury, D. (2007). Framing, agenda setting, and priming: The evolution of three media effects models. *Journal of Communication, 57(1),* 9-20.

Schudson, M. (1999). What public journalism knows about journalism but doesn't know about 'public.' In T.L. Glasser (ed.), *The Idea of Public Journalism.* New York: Guilford, p. 120.

Snider, J. (2005). Solving a classic dilemma of democratic politics: Who will guard the guardians? *National Civic Review, Winter,* 22-30.

State of the News Media (2006). *Project for Excellence in Journalism.* Retrieved from http://stateofthemedia.org/2006/.

Steele, J. (1995). Experts and the operational bias of television news: The case of the Persian Gulf War. *Journalism & Mass Communication Quarterly, 72,* 799-812.

Stepp, C. (2007). Caught in the contradiction. *American Journalism Review, 29(2),* 34-39.

Stepp, C. (2007). Transforming the architecture. *American Journalism Review, 29(5),* 14-21.

Stewart, D. (2007). Military personnel: Strategic plan needed to address Army's

emerging Officer accession and retention challenges. *Government Accountability Office Reports, GAO-07-224.*

Wakefield, M., Flay, B., Nichter, M., & Giovino, G. (2003). Role of the media in influencing trajectories of youth smoking. *Addiction, 98(1),* 79-103.

Warner, J., Simon, C., & Payne, D. (2003). The military recruiting productivity slowdown: The roles of resources, opportunity cost and the tastes of youth. *Defence and Peace Economics, 14(5),* 329-342.

Weiss, C. (1974). What America's leaders read. *Public Opinion Quarterly, 38(1),* 1-22.

Wilson, G. (2001). Media-Military relations: No worse, no better. *Media Studies Journal, 15(1),* 26-31.

Yang, J. & Stone, G. (2003). The powerful role of Interpersonal Communication in agenda setting. *Mass Communication & Society, 6(1),* 57-74.

BIOGRAPHICAL INFORMATION

Kimberly Levine Hanson received her Bachelor of Arts degree in Journalism with Public Relations focus and Political Science with International Relations focus from Georgia State University in December 2002. She began a career as a Department of the Army civilian Public Affairs Officer in January 2003. She is currently the Chief of Advertising and Public Affairs for the U.S. Army Recruiting Battalion-Dallas, which recruits new active duty and Reserve soldiers across North Texas. Working closely with local media in small Army towns, in large metropolitan areas, and nationally at the Pentagon, her interests were sparked in the seemingly differences she found between news coverage of the Army and the disconnect that existed between the American public and the Armed Forces.

Hanson began pursuing a Masters of Arts in Communication from the University of Texas at Arlington in January 2006 with the goal of furthering knowledge in the communications field; her distinct interest remains in mass media. Her studies allowed her the opportunity to further research her interests about media coverage of the Army. Ultimately, Hanson hopes to continue her research agenda to further examine the public's knowledge about the U.S. Army.