

METHODOLOGICAL APPENDIX

SCOPE

This research project analyzed arts and culture coverage by 15 metropolitan daily newspapers (weekday and Sunday editions) in 10 markets and three national daily newspapers during the month of October 1998. The metropolitan dailies were analyzed by the National Arts Journalism Program, New York City. The national dailies were coded by the Center for Arts and Culture, Washington, D.C.

Charlotte:	<i>The Charlotte Observer</i>
Chicago:	<i>Chicago Sun-Times</i> <i>The Chicago Tribune</i>
Cleveland:	<i>The Plain Dealer</i>
Denver:	<i>The Denver Post</i> <i>Denver Rocky Mountain News</i>
Houston:	<i>Houston Chronicle</i>
Miami:	<i>The Miami Herald</i>
Philadelphia:	<i>The Philadelphia Inquirer</i>
Portland:	<i>The Oregonian</i>
Providence:	<i>The Providence Journal</i>
San Francisco	<i>The Oakland Tribune</i>
Bay Area:	<i>San Francisco Chronicle</i> <i>San Francisco Examiner</i> <i>San Jose Mercury News</i>
National:	<i>The New York Times</i> <i>USA Today</i> <i>The Wall Street Journal</i>

We requested the late home edition of each newspaper which was usually, but not always delivered. Each edition of each newspaper included in the study is kept in the NAJP archives. The October 1st edition of *USA Today* was received and coded too late for inclusion in our database. A fifth newspaper in the San Francisco Bay Area, the suburban *Contra Costa Times*, was included in our qualitative analysis, but for technical reasons could not be included in the quantitative study.

PAGINATION

Each newspaper divides itself into sections. For broadsheets, the sections were designated by the letter of the alphabet that preceded the page number. For the two tabloids in our study—the *Rocky Mountain News* and *Chicago Sun-Times*—a section was designated by an internal title page. Each section was classified according to one of seven categories: “News,” “Sports,” “Business,” daily “Arts and Living,” weekend arts supplements (often in a tabloid format, including book reviews but not including the weekly TV guide), other features (including “Food,” “Real Estate,” “Style” and so on if they contained editorial matter but not including national Sunday magazines such as *Parade*) and “Advertising” (with no editorial matter). The pagination of each type of section was expressed as a proportion of the newspaper’s overall pages. The daily “Arts and Living” section was defined as the one that contained the daily TV listings. It usually had a title such as “Lifestyle,” “Life,” “Living” or “Entertainment.” In those cases in which the weekend arts supplement was a smaller, tabloid format, the proportion of pages would be greater than the proportion of newsprint.

ARTS AND CULTURE COVERAGE

The entire paper was scrutinized for stories covering arts and culture. These included, but were not confined to, coverage of television (excluding TV news and TV sports), movies, music, books and the performing, visual and decorative arts. Stories on arts news, policy and business as well as artists and artistic works were included. Stories in the weekly TV guide were included but their grid of listings was not. Stories on culture in the sociological sense, for example

those on food and drink, religion, philosophy, education and the humanities were excluded. Non-arts media stories were also excluded, for example those dealing with journalism, spectator sports, telecommunications and online services. Only editorial content—journalism and listings, including calendars and grids—was measured. Advertising listings were excluded. In total, over 10,589 stories were classified during the month of the survey.

STORY CODING

The copy in each story was measured for its size, which was converted into nominal column inches, two-inches wide. Headlines, graphics, pull-quotes and images were not included in the measurement. The size was measured by multiplying each article's length by its column width. In those cases in which an article's layout used columns of varying widths, the size was approximated by using the most frequently used width.

Each story was also coded according to the following attributes:

- the section in which it appeared
- whether it was the lead article of the arts section
- whether it was illustrated with a picture or graphic
- whether it was written by a staffer, a freelancer or provided by a syndicated wire service
- whether it was an article or listings
- whether it was a review, a gossip or celebrity column, some other feature, a news story or obituary, or other type of story
- what artistic discipline was covered, according to seven broad categories and other miscellaneous disciplines: television, movies, music (including rock, classical, jazz and other), per-

forming arts (including theater, opera and dance), books, visual arts (including painting, sculpture and photography), decorative arts (including architecture, interior design, high fashion and crafts).

STORY DESCRIPTION

Articles on a specific artistic production, cultural event, individual artist or news story were classified in order to rank which were the most heavily covered by each newspaper.

QUALITY CONTROL

Coding took place on NAJP premises and at the Center for Arts and Culture. For the study, NAJP employed nine Columbia University undergraduates during the 1998-1999 academic year to code the 465 project newspapers. Two senior-level coders remained in the summer months of 1999 to facilitate and assist with data analysis. To minimize error, different coders were assigned the task of finding articles that fell into the arts and culture category and classifying them. This served as a double check to make sure that each article belonged in our sample. Data was entered into a custom-designed software interface that included a built-in check that each newspaper's sections appeared only on eligible days. The description of each article was checked to make sure it conformed with its code for artistic discipline and that it fell within our parameters. Because any coder error in long articles would have a disproportionate effect upon the study's overall findings, any confusion or ambiguity in the story descriptions of articles more than 24 column inches in length was resolved by assigning a senior coder to recode the article in question.

SUMMARY OF PRIMARY TOPICS

Included:

Television
Entertainment
Movies
Music
Theater
Opera
Dance
Other Performing Arts
Books
Painting
Sculpture
Photography
Video Games
Other Visual Arts
Architecture
High Fashion
Interior Design
Crafts
Other Decorative Arts
Radio Entertainment
Museums
Arts Policy

Excluded:

Television News
Television Sports
Weekly TV Guide
Food and Drink
Religion
Philosophy
Education
Other Humanities
Journalism
Spectator Sports
Telecommunications
Online Services
Consumer Fashion