

# research in brief

## **Reader Use of Local Daily Newspapers**

Agents and specialists who have yearned to see their stories in the metropolitan press may be interested in what the local people read and why. University of Oklahoma journalists interviewed 106 local newspaper subscribers on a random selection basis, and found that 95% recommended that new families moving into the community should take the local paper.

Whereas, readers expected their local newspaper to bring them the local news, content of the paper seemed to be mostly nonlocal, although the readers viewed the advertising as a source of local news. Television and the local paper weren't perceived as competitive but as complementary because television was the main source of international and national news and entertainment.

For those who want more detail than television gives, the metropolitan papers can provide it about nonlocal news, but the local paper is for local news.

"How Readers Perceive and Use a Small Daily Newspaper."  
Gerald L. Grotta, Ernest F. Larkin, and Barbara DePlois.  
*Journalism Quarterly*, LII (Winter, 1975), 711-15.

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