

NEWSPAPER MANAGEMENT: A STUDY OF
THE PROBLEMS INVOLVED IN THE
CONVERSION OF TWO SELECTED DAILY
NEWSPAPERS FROM SIX- TO
SEVEN-DAY PUBLICATION

By

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TABLE OF CONTENTS

	Page
ACKNOWLEDGMENTS.....	ii
LIST OF TABLES.....	iv
LIST OF FIGURES.....	v
INTRODUCTION.....	1
PART I. ALEXANDRIA, LOUISIANA, <u>TOWN TALK</u>	
CHAPTER	
I. CIRCULATION PROBLEMS AND PLANNING.....	5
II. ADVERTISING PROBLEMS AND PLANNING.....	18
III. PRODUCTION PROBLEMS AND PLANNING.....	30
IV. NEW FEATURES AND FORMAT.....	40
V. ECONOMICS AND THE RATE INCREASE.....	55
PART II. GAINESVILLE, FLORIDA, <u>SUN</u>	
VI. FINANCIAL PLANNING AND PREDICTIONS.....	63
VII. NEW FEATURES AND FORMAT.....	70
VIII. PRODUCTION AND STAFFING PROBLEMS.....	78
IX. ADVERTISING AND CIRCULATION PROBLEMS.....	82
PART III. CONCLUSIONS	
X. A NEWSPAPER MANAGEMENT DECISION.....	94
BIBLIOGRAPHY.....	104
BIOGRAPHICAL SKETCH.....	106

LIST OF TABLES

TABLE	Page
1. STRATIFICATION OF SAMPLE BY AREA AND BY SIZE OF PLACE OF RESIDENCE, ALEXANDRIA SUNDAY NEWSPAPER STUDY.....	8
2. NUMBER OF COPIES SOLD OF THE ALEXANDRIA <u>TOWN TALK</u> ...	13
3. ADVERTISING LINEAGE, IN COLUMN-INCHES, IN THE ALEXANDRIA, LA., <u>TOWN TALK</u>	21
4. CLASSIFIED ADVERTISING LINEAGE, IN COLUMN-INCHES, IN THE ALEXANDRIA, LA., <u>TOWN TALK</u>	26
5. UNPAID ADVERTISING SPACE, IN COLUMN-INCHES, IN THE ALEXANDRIA <u>TOWN TALK</u>	28
6. NUMBER OF PAGES PRINTED FOR SEVEN MONTHS BY ALEXANDRIA, LA., <u>TOWN TALK</u>	32
7. ADVANCE COPY DEADLINES BY COLUMNS.....	35
8. SATURDAY COPY DEADLINES BY COLUMNS.....	36
9. ADVERTISING LINEAGE IN COLUMN-INCHES, BY WEEK, OF THE GAINESVILLE, FLA., <u>SUN</u> FOR THE FIRST THREE MONTHS OF SEVEN-DAY PUBLICATION.....	85
10. CLASSIFIED ADVERTISING LINEAGE IN COLUMN-INCHES, BY WEEK, OF THE GAINESVILLE, FLA., <u>SUN</u> FOR FIRST THREE MONTHS OF SEVEN-DAY PUBLICATION.....	86

LIST OF FIGURES

Figure	Page
1. Diagram of Alexandria, La., <u>Town Talk</u> growth curve..	14
2. <u>Town Talk</u> Sunday and daily front pages.....	42
3. <u>Town Talk</u> section-front picture pages.....	46
4. <u>Town Talk</u> inside picture page.....	47
5. Diagram of Gainesville, Florida, <u>Sun</u> advertising revenue.....	83
6. Diagram of Gainesville, Florida, <u>Sun</u> increase in column-inches of classified advertising lineage...	88
7. Diagram of Gainesville, Florida, <u>Sun</u> growth curve...	91