

Student Name \_\_\_\_\_ Course \_\_\_\_\_ Date \_\_\_\_\_

### QUIZ: THE EDITOR AND THE AUDIENCE

Circle T for true or F for false.

- ☐ T ☐ F 1. Editors and their audiences usually function in harmony.
- ☐ T ☐ F 2. The percentage of American adults reading newspapers is steadily declining.
- ☐ T ☐ F 3. As older newspaper readers die, young ones are taking their place.
- ☐ T ☐ F 4. Younger readers are more likely to consume information on the Web.
- ☐ T ☐ F 5. Audience fragmentation is a serious problem for the media, and it is a phenomenon fed by advertisers' desire to reach target audiences.
- ☐ T ☐ F 6. Focus groups of readers are an important way for editors to attempt to understand what readers want.
- ☐ T ☐ F 7. Redesign projects at newspapers often are launched as a result of declining circulation.
- ☐ T ☐ F 8. Newspapers must pander to readers to remain viable.
- ☐ T ☐ F 9. Readers do not want to interact with reporters.
- ☐ T ☐ F 10. Many newspaper websites are mere regurgitations of the print product.
- ☐ T ☐ F 11. Most Americans report that television is their main source of news.
- ☐ T ☐ F 12. Advertising revenue on the Web far exceeds that of television and newspapers combined.
- ☐ T ☐ F 13. Many view the Web as the medium of the future.
- ☐ T ☐ F 14. Readers are not interested in hard news and instead prefer features.
- ☐ T ☐ F 15. Overall, readers like their newspapers.
- ☐ T ☐ F 16. Public journalism is pandering to the needs of public officials.
- ☐ T ☐ F 17. Factual and spelling errors do little to erode confidence in newspapers.
- ☐ T ☐ F 18. Members of the public who have actually encountered reporters are the most critical of the news media.
- ☐ T ☐ F 19. Many news consumers believe the concept of journalistic ethics is an oxymoron.

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### **PROBLEMS: THE EDITOR AND THE AUDIENCE**

1. Describe the major findings of the latest research on newspaper readership. Describe how you, as an editor, would attempt to solve the problems posed by the results of those studies.

Newspaper readership is particularly dismal among young people, as Chapter 2 suggests. Editors must find ways of attracting young readers into the newspaper. We know from extensive research that those who do not develop the newspaper reading habit early in life are likely never to develop it. The answer to this question probably lies in attempts to address that problem.

2. Discuss the relationship of newspapers, television and other competing media. List the ways in which they complement each other as well as compete.

Ironically, most studies show that newspaper reading and television news viewing are complementary. That is, people who watch television news are more likely than non-viewers to read newspapers and vice versa. That tends to refute the theory that television news has resulted in the absence of growth in newspaper circulation. More likely, that is but one of many factors leading to flat newspaper circulation during most of the last 50 years. Other factors include the reality that both spouses are working outside the home in more and more families, leaving less and less time for leisure activity. Newspaper reading is a leisure activity.