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The Relationship of Winning a Pulitzer Prize to Newspaper Circulation

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THE RELATIONSHIP OF WINNING A PULITZER PRIZE TO NEWSPAPER CIRCULATION

A Research Problem Submitted to the Communication Department in Partial Fulfillment of the Requirements for the Degree of Master of Arts

By

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THE RELATIONSHIP OF WINNING
A PULITZER PRIZE TO NEWSPAPER CIRCULATION

An Abstract of the Problem by

Ronald E. McIntosh

The purpose of this study was to determine if there is a relationship between newspaper quality and newspaper success. Winning a Pulitzer Prize was the operational definition of quality, while success was operationalized as increased circulation.

Twenty-two newspapers, all morning or all-day dailies, were studied in this project. Eleven of the papers which won Pulitzer Prizes in the period of 1979 to 1989 were compared to 11 similar newspapers which did not win Pulitzers. The winning papers over the 11-year period outdistanced the non-winning papers in circulation-population ratio by 1.58 percent per year.

A relationship was found in a variety of ways, including using a ratio of population increases to circulation increases and comparing average ratios over an 11-year period to ratios in the years when Pulitzer material appeared in the newspaper and in the years when the announcement of the award was made. Data show that the ratio was highest in

announcement years, indicating there is a relationship between winning a Pulitzer Prize and increased circulation.

A significant relationship ($p < .0001$) was found in a multiple regression test which said that 51 percent of the circulation changes (the dependent variable) could be explained by three independent variables; winning the Pulitzer, population, and competition. Population change was found to be the best predictor of circulation change, while winning the Pulitzer Prize was also a significant predictor. However, when winning a prize became the dependant variable, circulation was found to be a significant predictor as well.

A significant relationship between circulation and population also was found in a Pearson product-moment correlation.

In a series of Spearman rank-order correlation tests involving newspapers ranked by number of Pulitzer prizes won during the 1979-1989 period as one variable, and rank by circulation as the second variable, a relationship was found in tests of the 11 Pulitzer winners in this study, of all Pulitzer winners in the same period, and of "top-10" and "top-15" newspaper lists.

INTRODUCTION

Is there a relationship between newspaper quality and success? Researchers Lacy and Fico (1989), Stone and Trotter (1981), Chaffee and Choe (1981) and others have used a combination of elements associated with quality and success and have attempted to measure the impact of one on the other. In the search of literature for this study, none measured the relationship in exactly the same way.

The question of the relationship between quality and success has two subset questions: What is newspaper quality and what is newspaper success? Is quality a subjective, elusive element, or can it be quantified?

Williams (1986) said "not all research problems lend themselves well to quantitative approaches....it might be much more important to develop qualitative descriptions of linguistic sequences than to use numbers for the task."

However, in all the research literature examined for this study, the researchers did quantify quality. In this study quality is given a subjective, qualitative mode.

Why is this study important, and why is it being done? First, no one has used the Pulitzer Prize as an operational definition of quality, and no one has studied the relationship of the Pulitzer Prize with circulation. Second, if there is a relationship between quality and success it substantiates the claims and ambitions of those who believe that presentation of a better product will be rewarded with higher circulation and subsequent revenue. If there is no

relationship, that finding would add to the body of knowledge in this field and could mean that newspaper publishers might simply strive to find the largest market, put out a paper as cheaply as possible and reap the profits.

CHAPTER I

LITERATURE REVIEW

QUALITY

Bigman (1948), Grotta (1971), Ghiglione (1973), Weaver & Mullins (1975), Kenney and Lacy (1987), Lacy and Fico (1989), Stone, Stone and Trotter (1981) and Litman and Bridges (1986) are some of the researchers who have attempted to measurer newspaper quality. While they all varied in their research methods, they each eventually quantified quality by measuring the amounts of elements identified as quality and concluded that newspapers with the greatest amount of those elements had the most "quality".

Bigman (1948) was one of the first to define newspaper quality in terms of financial commitment. He measured the proportion of space devoted to news content and advertising and said more news space is better.

Grotta (1971) used the size of newsholes (amount of space allotted to editorial material as opposed to the amount of space allotted for advertising) and number of editorial employees as his prime measure of quality, while also including editorial and local news space allotment and subscription and advertising prices. In that study Grotta was attempting to measure the impact on those "quality" variables when newspapers were consolidated with other newspapers and/or placed under new ownership.

Time magazine (April 30, 1984, Pp. 58-63) named what the magazine's editors and writers considered to be the 10

best daily newspapers in the U.S. Their definition of quality included emphasis on enterprise reporting, trend-conscious life-style reporting, and stories about the arts and popular culture, especially television. Also cited was the range of syndicated news and features. The Time story outlined it main credentials for inclusion in the "top 10" as imaginative staff coverage of regional, national and foreign issues; liveliness in writing, layout and graphics; national impact achieved through general enterprise, command of some particular field of coverage or a track record of training top-rank younger journalists. (**APPENDIX G**)

In the June 11, 1983, edition of Editor & Publisher (pg. 11), the Media Research Institute at California State University, Northridge, reported its "top 15 U.S. dailies".(**APPENDIX F**) That list was compiled after a survey in which 610 publishers, editors and journalism professors filled out a questionnaire ranking the top papers nationally and regionally.

Ghiglione (1973) measured newspaper quality by having a panel of 13 journalists write critiques of at least 2,500 words about each of 109 New England daily newspapers. That study, the New England Daily Newspaper Survey, was one of the largest ever undertaken. Becker, Beam and Russial (1978) reexamined that study, and from the critiques they coded four main quality categories. They were: news existence (coverage of all areas of news), news evaluation (evaluator comments about the thoroughness and balance of stories), editorial

page, and news presentation (quality of writing, editing, typography and layout, photography, picture use, headlines and selection of and play of stories).

Weaver & Mullins (1975) defined "quality" by listing and measuring the content of the "leading newspapers" in communities with two newspapers. They found that the paper with the largest circulation, the leading paper in the community, usually included more quality elements than did the trailing paper. They also looked at the number of news services each subscribed to, and when the papers were published. They found that leading papers and trailing papers were similar except that leading papers had more home news, more human interest news and more sports news. In contrast to Bigman's thesis, the leading papers in this study also devoted a larger percentage of space to advertising.

Kenney and Lacy (1987) also studied the competitive aspects of the newspaper business to see if competition would influence the number of quality-related elements in the competing papers. They found that as competition increased, the percentage of graphics and color on the front pages --- defined as elements of quality -- also increased. They said financial commitment to the news-editorial product is the key intervening variable relating competition intensity to news content changes.

In a continuation and magnification of that premise, Lacy and Fico (1989) say in the Lacy model that the quality of the media is related to financial expenditure. Lacy and

Fico used a quality index in that study which was based in part on a survey of 746 newspaper editors conducted by Leo Bogart in 1977. Seven of the qualities the editors considered important were operationalized in a content analysis coding protocol that was then used to analyze data from newspaper samples. Bogart's quality elements were high ratio of staff-written copy to wire service and feature service copy; total amount of non-advertising copy; high ratio of news interpretations and back-grounders to spot news reports; high ratio of illustration to text; number of wire services carried; length of the average front-page news story and high ratio of advertising to non-advertising content.

Stone, Stone & Trotter (1981), in a study defining newspaper quality, asked editors in 50 states to list their first four choices of good and bad journalistic products among dailies published in their states with circulations of less than 200,000. From that data they used a point system to categorize papers as either superior or inferior. Using those ratings as a base, and performing a content analysis of the rated papers, they created a scale of newspaper quality.

Litman and Bridges (1986) accomplished a thorough search of literature and applied that knowledge to a study to isolate standards of performance (quality) in correlation with a variety of economic indicators. They were trying to see if competitive pressures would lead to increases in the elements they associated with quality. They found that

newspapers in competitive situations generally carried more wire services and devoted more space to news.

While most of the researchers, including Kenneth Byerly (1961) in his book, Community Journalism, generally identify the characteristics of quality as news, editorials, typography, general appearance and the amount of news space in ratio to advertising space, there were vast differences in the importance subscribed to each and in the proportion of those elements needed to achieve quality.

It is obvious that a solid, workable, consistent definition of quality is difficult to obtain. Litman and Bridges (1986), in referring to studies about newspaper consolidation and performance, said "....because of disparate methodologies and varied definitions of newspaper performance (i.e., "quality"), communication scholars have had great difficulty reconciling the results of these studies..."

But suppose the colossal obstacle of defining quality is forded, and a workable, practical definition is found. That would lead to another question: Is the definition of quality measured from the point of view of newspaper people, from the sometimes very different view of readers and non-readers, or is it the view of the researcher?

The second part of the question --- how is success measured? --- also poses several definitional questions and more subset questions evolving around more dependent variables. Is success high circulation; higher advertising sales; a high rate of return on investment dollar or the

ability to simply survive and stave off competition?

SUCCESS

Newspaper success has many metaphors. Basic, of course, is the businessman's bottom line and the paper's ability to exist. But accurate profit figures are difficult to obtain, and can be misleading unless viewed over a long period. Advertising sales figures, too, are difficult to directly relate to success. The variables in those figures --- dollars and inches --- are complex. Thus, researchers --- always on the outside looking in --- usually equate a newspaper's success with circulation figures. Circulation figures, even unexplained and in a vacuum, may offer the best picture of a newspapers "success", or lack of it. But all the variables must again be considered to achieve an accurate measurement of success. Some of the variables which could influence bottom-line data include increased/decreased competition, population fluctuations, news events, newspaper prices, state of the economy, management and/or ownership changes, times of publication, readership gratification changes (extrinsic and intrinsic), degree of community political involvement and advertiser campaigns/spending.

According to Paula Poindexter (1979), there were 574 studies completed between 1950 and 1979 by communication researchers analyzing news media use patterns. Essentially, the researchers sought to find who does and who doesn't read newspapers, and why. At best, measuring success in terms of

circulation is cumbersome and complex, but has been and still seems to be the best available measuring instrument.

QUALITY-SUCCESS RELATIONSHIP

What have researchers found in their attempts to examine the relationship between quality and circulation?

Lacy and Fico (1989) say variation in product is more often the reason a consumer selects one paper before another; and the relationship between financial commitment and quality is statistically significant, but not as strong as they expected. They said quality accounts for a "fairly large proportion of the variance in circulation." Their study suggests that "competition makes better newspapers through financial commitment and that better newspapers sell more copies, as a general rule."

Stone and Trotter (1981), in looking at community traits as predictors of circulation, found that while community traits account for 75 percent of a newspapers' circulation, a "portion of the remaining 25 percent of circulation may be inherent in the newspaper itself: its content, appearance or operations". Stone, Stone and Trotter (1981) said newspaper quality can increase or lower circulation in a significant number of newspaper publishing sites. They said quality could account for at least 3.4 percent of the explained variance in total circulation of their sample. Burgoon and Burgoon (1980), in a readership study in four cities, Poughkeepsie, N.J.; Ft. Meyers, Fla.; Springfield, Mo., and Reno, Nev., found editorial "quality"

was significant in predicting readership. In this case "quality" fell under the headings of editorial-production evaluation and overall satisfaction with the paper.

Becker, Beam & Russial (1978) say there is "evidence readers are sensitive to the quality of the news product. Analyses using a measure of newspaper saturation (market size divided by circulation) shows that those papers with the highest performance scores also had the highest saturation figures."

Chaffee and Choe (1981) said the major implication of their study was the conclusion that lost newspaper readership is not directly attributable to deficiencies in the newspaper itself. Weaver and Mullins (1975) concluded their study by saying it is clear there is a relationship between using additional news services and being the leader in circulation.

There appears to be a need to better define quality; to control and include all the variables in the measurement of success/circulation, and coordinate a study of the two to see if there is a measurable relationship between quality and success.

Predominantly, researchers who have sought ways to define and quantify newspaper quality seem to suggest that more is better. Litman and Bridges (1986), for example, found that leading papers in competitive situations usually carry more wire services and have more space devoted to their newshole. Kenney and Lacy (1987) said competition spurred more use of graphics and color on the front pages. Those

authors and many others reached that conclusion in what appears to be a logical progression. They look at the best-selling papers, do a content analysis and compare their content frequencies with papers with less circulation. Thus, the leading paper which often is larger, also has more of everything. Bigman (1948) suggested that quality could be defined as the paper with the largest news-to-advertising ratio. While that could be the case for some papers, it is more often a case of other variables; foremost among them being an attempt by newspaper management to control costs and profits. Most news executives know their total costs to produce a newspaper, know the per-page cost and then determine how many advertising dollars they need to support X-amount of news space. William A. Henry III (1990), in an article in Time magazine, said "..for readers, any lasting shortfall in advertising leads to a reduction in news coverage. Most publications maintain a more or less fixed ratio between advertising pages and editorial pages, permitting short-term variations but cutting news space and staff if a slump persists...." The average "healthy" paper runs on a ratio of advertising to news of between 50-75 percent advertising and 50-25 percent news. Lovell (1980) says "a newspaper must devote a certain percentage of its space to advertising to earn the revenue it needs to stay in business. Typically, this is 60 to 65 percent." The U.S. Postal Service also plays a role in the advertising-news

ratio in that it will not allow papers containing less than 25 percent news to be mailed under bulk-newspaper rates.

Researchers also have used a variety of methods to measure the success of a newspaper. Some look at bottom line figures when they can find them; some look at circulation increases and decreases, and some simply consider success or superiority as the paper with the greatest circulation in competitive situations.

Blankenburg (1982) probed the relationship of financial commitment and circulation and said a hypothesis that quality in newspapers yields profits finds some support, but questions remain. He cited several problems but suggested the main one is the lack of an "adequate operationalization of quality..."

Lacy and Fico (1989) said a better measure of quality might even increase the strength of the relationship they found between journalistic quality and financial success.

Is good journalism good business? Byerly (1961) reported a study at the University of Washington's School of Communications of 77 Washington weekly newspapers found that only 40 percent of the newspapers rated "superior in journalistic quality" were in the top profit bracket. Despite those findings, most of the more recent studies -- Blankenburg (1982), Lacy and Fico (1989), Becker, Beam and Russial (1978) -- on this subject do suggest good journalism is good business; but the findings are weak and inconclusive.

Research on this question has had a checkered history. Results and methods have differed greatly from study to study, so the comparison of the results and an eventual generalization to the industry has not been accomplished.

CHAPTER II

STUDY OBJECTIVES

Based on those findings in the search of literature, this study will attempt to find out if using the Pulitzer Prize as a definition of quality, is related to circulation as a definition of bottom line success.

PULITZER PRIZE

Pulitzer Prizes are announced each spring -- usually in April -- after their selection by a preliminary jury of four to six experts who submit their recommendations to a Pulitzer Board which makes the final decisions. In early February of each year a jury of around 65 members -- newspaper editors and former Pulitzer winners -- is selected by the Pulitzer Prize Board. Those selected are assigned to a jury of four to six members to judge one of the 14 journalism categories in which Pulitzer Prizes are awarded. The categories have changed over the years, and in some years awards were not issued in some categories. The 14 categories in 1991 were: Public service, Spot News reporting, Investigative reporting, Explanatory journalism, Beat reporting, National reporting, International reporting, Feature writing, Commentary, Criticism, Editorial writing, Editorial cartooning, Spot news photography and Feature photography.

The juries, like the board, serve without pay. According to David Shaw (1988), a 1991 Pulitzer Prize winner for criticism, the juries meet for three days in early March at Columbia University in New York to select the finalists,

whose names are forwarded to the Pulitzer Board. In a sense, although their final recommendations are customarily followed, the jury is a screening committee for the 60 to 130 entries in each of the award categories. The juries have submitted as few as one nomination, and as many as 10 to the Pulitzer Board. Since 1980, however, the juries are required to submit three nominations in alphabetical order, eliminating a "first", "second", or "third" choice.

Until 1977, anyone could claim to have been nominated for a Pulitzer Prize because all anyone had to do was to submit an entry. But in 1977 that was changed. Entries were called entries, and had to get approval of a Pulitzer nominating jury to be "nominated" and judged by the Pulitzer jury. The Pulitzer Board, also serving without pay, consists of editors, publishers, former Pulitzer winners and journalism instructors. The only paid member is the Pulitzer secretary of the board, Robert C. Christopher.

Many consider the Pulitzer the "Academy Award" of journalism. Laurence Zuckerman, in a 1988 article in Time magazine, said "no other U.S. journalism prize carries the career-boosting mystique of a Pulitzer Prize".

John Hohenberg, long-time secretary of the board now retired, said in his 1959 book about the Pulitzers, The Pulitzer Prize Story, that Pulitzer Prizes have endeavored to represent the best in American journalism year by year. He said "if these awards have now achieved some measure of fame, it is because the journalists of yesterday and today have

made them famous, and because the journalists of tomorrow will without doubt follow their example".

Since the first Pulitzer was awarded in 1917, 595 prizes have been awarded. The New York Times has won 63 Pulitzers, more than any other news organization (**See Appendix** B).

CHAPTER III

METHODOLOGY

The study was conducted using 22 morning daily newspapers. The newspapers were selected from Editor & Publisher's 1989 list of the top 100 newspapers in circulation in the United States and on the basis of geographic location in an attempt to represent a geographical cross section. The Miami Herald, Orlando Sentinel, The Atlanta Journal-Constitution, Richmond Times Dispatch, Charlotte Observer and Little Rock Arkansas Gazette for the South; Boston Globe, Boston Herald-American and Hartford Courant for the New England states; The Philadelphia Inquirer, Rochester (NY) Times-Democrat, Detroit News and Newark Star-Ledger for the East; Washington Post and Baltimore Sun for the area of the Nation's capital; Chicago Sun-Times, Des Moines Register and St.Paul Pioneer Press for the Mid-West; Albuquerque Journal, Houston Chronicle, Salt Lake Tribune and Phoenix Arizona Republic for the West, and the Seattle Post Intelligencer for the Northwest. Eleven of the papers won Pulitzer prizes during the study period of 1979 through 1989, and 11 papers were studied that did not win prizes. An effort also was made to select newspapers with similar 1989 circulations. Circulation changes were compared to city population changes reported in the annual Editor & Publisher yearbooks. Circulation and population figures were recorded for each of the 22 papers and the cities in which the papers are located. The annual changes in circulation and

population were figured in percentages. Then the population-circulation ratios were figured. This figure is found by calculating differences between population and circulation changes. For example, if the newspaper circulation increased 10 percent in 1987 over the 1986 level, while at the same time population increased 12 percent the circulation increase actually would be a minus 2 percent in ratio to the population. On the other hand, a newspaper maintaining a circulation level, or dropping just slightly while the population experiences large declines, is actually doing quite well even though its raw circulation figures would show stagnation or a slight decline.

Afternoon dailies were not included in this study because their circulations are dropping rapidly, they are being closed and no longer seem representative of the industry. The New York Times, Los Angeles Times and Chicago Tribune were not included in the study because their circulations are so much larger than the average papers in this study. It was felt that the study would offer clearer results if the newspapers studied, Pulitzer winners and non-winners, were as close as possible in circulation, while still representing a wide geographical dispersion.

Population-circulation ratios were computed for all 11 years of the study for the 11 Pulitzer-winning newspapers. Then the years Pulitzer prizes were announced were identified and the circulation-population ratios for those years and the previous years -- the actual year the

material appeared in the newspaper -- were computed. All of the ratios were totaled and averaged. All of the circulation and population figures were from Editor & Publisher Yearbooks 1978 through 1990.

A Spearman rank correlation was performed to test the relationship between newspapers ranked by the number of Pulitzers won and 1989 circulation, 1989 city population, circulation-population ratio from 1979 to 1989 and circulation changes from 1979 to 1989.

Three other Spearman rank correlations were performed to test the relationship between rank in the number of Pulitzers won and 1989 circulation. One Spearman included all of the daily newspapers winning a Pulitzer in the period 1979 through 1989. Spearmans also were accomplished on the "Top 15" dailies as rated in 1983 by the Media Research Institute at California State University, Northridge, and on the "Top 10" dailies as rated in 1984 by Time magazine.

A Chi-square was performed to test the relationship between the variables of winning a Pulitzer and competition.

Also, a multiple regression analysis was conducted on the 22 newspapers with circulation being the dependent variable, while the independent variables were population, winning a Pulitzer Prize, and competition.

Another multiple regression analysis was conducted on the same papers, with the Pulitzer Prize as the dependent variable.

A Pearson product-moment correlation was used to measure the relationship between population and circulation.

RESEARCH LIMITATIONS

A weakness of this research is in the use of Census Bureau population figures for the cities in which the newspapers are located. Actual count figures are available only in census years, 1980 for this study, and the other year's figures are estimated by the U.S. Bureau of Census. The city population figures are used because, although even those estimates are sometimes hard to understand because of their erratic fluctuations -- i.e., drastically dropping or increasing between apparently average years -- they offer the most consistency. Standard Metropolitan Area (SMA) figures were not available for all areas in this study, nor were Audit Bureau Circulation Zone (CZ) figures. Editor & Publisher once published those figures, but stopped in 1985. In some cases in this study total city population is less than the circulation of the paper or papers serving the city. That occurs when the circulation zone of the paper has a much greater population than the city. If, however, the number of households in each paper's "logical" circulation zone were known, then instead of using raw circulation figures, the paper's saturation percentage of households would be used.

Another possible limitation is use of the Pulitzer Prize as an operational definition of quality. There are many papers which, indeed, offer quality but have not won Pulitzer prizes. This definition simply says that those papers which won a Pulitzer had quality in at least those issues in which the Pulitzer material appeared. This is not to suggest that

papers which have not been awarded a Pulitzer do not have quality.

Also, as in other studies, the hundreds of variables that account for the strength of a paper's circulation could not all be categorized or controlled in this study. Some of the variables not accounted for include management changes, news events, staff changes, better circulation management, union cooperation and competition. It is thought, however, that by computing population and circulation fluctuations over the 11-year period that all but very major variables will even out in the statistics.

Another aspect that could have been used but wasn't is an examination of pre- and post-Pulitzer population-circulation ratios. Only one paper in this study won the award exactly in the middle of the study period, so for the other 21 papers there was not enough years before and after winning to find a trend. The study period would have to be enlarged to allow for this kind of examination.

CHAPTER IV

FINDINGS

A multiple regression analysis between circulation as the dependent variable and three independent variables, competition/non-competition, Pulitzer-winning/non-winning, and population, show that 51.5 percent of circulation changes (the dependent variable) can be accounted for by the three independent variables ($F = 84.38$, $p < .0001$). Of the three variables, population was the best predictor with a Beta at .662 ($t = 13.46$, $p < .0001$). Winning a Pulitzer also was a significant predictor at a Beta of .103 ($t = 2.25$, $p < .0249$) Competition was not a significant predictor at a Beta of .074 ($t = 1.53$, $p < .1271$).

In a multiple regression test using the Pulitzer Prize as the dependent variable, 46.2 percent of winning a Pulitzer (the dependent variable) can be accounted for by the three independent variables ($F = 3.85$, $p < .0102$). The only significant predictor was circulation with a Beta of .20 ($t= 2.25$, $p < .024$).

In the Pearson product-moment correlation between population and circulation of the 22 newspapers and population, a statistically significant relationship was found ($r = .76$, $p < .0001$).

In 1989, circulation of the average Pulitzer-prize winning newspaper in this study was 342,727, while the average circulation in the non-winner's bracket was 268,750. **(TABLE II)**

A comparison of circulation-population ratio changes (**TABLE I**) shows that the 11 Pulitzer winners in the 11-year period produced a circulation increase of 26.37 percent better than the population. The 11 non-winners in the 11-year period produced a circulation increase of 8.93 percent over population changes. Difference between the two is 17.44 percent for the 11 years, an annual difference of 1.58 percent. Individual circulation-population ratios for all the newspapers in this study are in **APPENDIX A**.

(**APPENDIX C**) Circulation outpaced population by 2.21 percent on average for the years in which Pulitzer material appeared in the 11 prize-winning papers in the 11-year study, but that is 0.11 percent less than the 11-year circulation-population ratio average of 2.32 percent. In the 27 years the Pulitzer prizes were announced and awarded to the individual papers, circulation for those papers named outpaced population by 3.87 percent. That percentage is 1.55 percent better than the average. (The number of years in which population-circulation ratio changes are calculated differs because circulation-population ratios are not calculated from 1978 -- the year previous to the study period. Pulitzers were announced in 1979, first year of the study, for the Boston Herald-American, Des Moines Register and Philadelphia Inquirer, while the actual material appeared in 1978. Thus, there are no ratio figures for 1978 and 1979.)

A Spearman rank-order correlation was completed (**APPENDIX D**) to measure the strength of relationship of the

TABLE I

PULITZER WINNERS

Newspaper	Circulation/ Population Ratio %
Atlanta Journal Constitution	31.41
Baltimore Sun	38.84
Boston Globe	16.27
Boston Herald-American	45.24
Charlotte Observer	4.78
Chicago Sun Times	19.02-
Des Moines Register	3.84
Miami Herald	11.14
Orlando Sentinel	3.79-
Philadelphia Inquirer	31.98
St. Paul Pioneer Press	91.36

(Average circulation-population ratio percentage for the 11-year period for these papers was 26.37% (290.09 /11), and the per-year percentage is 2.39% (26.37 / 11).)

Non-Winners

Newspaper	Circulation/ Population Ratio %
Albuquerque Journal	18.26
Arkansas Gazette	0.63-
Pheonix Arizona Republic	4.39
Seattle Post Intelligencer	4.72
Hartford Courant	1.00
Richmond Times Dispatch	12.59
Rochester Democrat & Chronicle	6.39
Salt Lake Tribune	1.54
Detroit News	26.62
Newark Star-Ledger	13.1
Houston Chronicle	10.26

(Average circulation-population ratio for the 11-year period of these papers was 8.93% (98.26 / 11), and the per-year average is 0.81% (8.93 / 11).

TABLE II

1989 CIRCULATION FOR PULITZER WINNERS AND NON-WINNERS.

Pulitzer Winners

Newspaper	1989 Circulation
Atlanta Journal and Constitution	275,185
Baltimore Sun	238,533
Boston Globe	516,031
Boston Herald-American	358,218
Charlotte Observer	236,496
Chicago Sun Times	535,864
Des Moines Register	209.765
Miami Herald	427,954
Orlando Sentinel	266,549
Philadelphia Inquirer	504,903
St. Paul Pioneer Press	200,508
Totals	*3,770,006

*Average circulation per paper is 342,727. (3,770,006/ 11)

Non-Winners

Newspaper	1989 Circulation
Albuquerque Journal	117,908
Arkansas Gazette	111,876
Detroit News	690,422
Hartford Courant	227,763
Houston Chronicle	437,481
Newark Star-Ledger	463,738
Pheonix Arizona Republic	322,534
Richmond Times-Dispatch	142,151
Rochester Democrat-Chronicle	129,394
Salt Lake Tribune	109,423
Seattle Post Intelligencer	203,560
Totals	*2,956,250

*Average circulation per paper is 268,750

TABLE III

CHI-SQUARE OF PULITZER WINNERS, NON-WINNERS BY NEWSPAPER WITH AND WITHOUT COMPETITION

	Non-Winners	Winners
No Competition	53.3% (65)	46.7% (57)
Competition	47.5% (57)	52.5% (63)

X_2 = .4411 df = 1 p > .05

11 newspapers ranked by the number of Pulitzers won between the rank of 1989 circulation, 1989 population, the 11-year circulation-population ratio, and 1979 to 1989 circulation changes. The strongest relationship, .24, was recorded between Pulitzers won and circulation. Relationship from Pulitzers to population was .07, to circulation-population ratio .02, and to circulation changes, .10. These are not statistically significant correlations.

A Spearman rank-order correlation (**APPENDIX E**) of the 51 daily newspapers winning Pulitzer prizes in the 1979-1989 period of this study shows there is "strong relationship" between winning a Pulitzer and 1989 circulation. This test achieved a rho of .60. That magnitude, according to Lutz (1983) is "a strong relationship". Two weekly newspapers which won Pulitzer prizes during the period were eliminated because of the inappropriateness of comparing weekly circulation to daily circulation.

A Spearman (**APPENDIX F**) of the "top 15" newspapers selected in 1983 by the Media Research Institute at California State University, Northridge, comparing newspapers in rank order by Pulitzer prizes won and 1989 circulation produced a rho of 0.69. The list was published in Editor & Publisher on page 10 June 11, 1983. A Spearman (**APPENDIX G**) on a "top 10" list presented by Time magazine April 30, 1984, (Pg. 58-63) comparing those papers by rank of the number of Pulitzer prizes won to 1989 circulation rank produced a rho of 0.26.

According to a comparison of all circulation-population ratios (**APPENDIX C**) for the 11 Pulitzer-winning papers in this study, the highest ratio occurs in the year the Pulitzer is announced. The average circulation-population ratio over the 11-year period was 2.32 percent. In the year the Pulitzer was announced, the circulation-population ratio was 3.87 percent, 1.55 percent better than the average. The year the actual Pulitzer-winning material appeared in the paper, however, recorded the lowest circulation-population ratio at 2.21 percent.

A Chi-square distribution analysis (**TABLE III**) comparing Pulitzer winners and non-winners with newspapers that have competition and do not have competition showed no significance (X2 = .4411). In the 22 papers studied, 11 were winners and 11 were non-winners. Of that total, on average because some competition papers ceased operations during the study period, 10 faced competition and 12 did not in their respective cities.

CHAPTER V

SUMMARY AND CONCLUSIONS

This study supports a hypothesis that "good journalism is good business". According to all of the data, there is a relationship between quality and increased circulation.

In both multiple regression analyses, one with circulation as the dependent variable and one with winning a Pulitzer Prize as the dependent variable, there was significance. There also was a significant relationship between population and circulation in the Pearson analsysis of the two variables.

Higher circulation, of course, generally contributes to higher profits which in turn can be used to build more quality through better equipment and a higher paid, more skilled staff. Frank E. Gannett (Williamson, 1940) recognized that back in the 1920s and said then that newspapers had to be economically strong and independent before they could be editorially strong and independent.

All of the data here supports that maxim and also supports most of the literature in which researchers say that more elements of quality -- larger newsholes, a bigger staff, more graphics and more wire services -- are related to success. This does show that there is a tendency for the more economically sound newspaper organizations to have more quality elements, and to have more circulation. The larger circulation papers are, of course, in the larger cities.

Based on the results of a Chi-square on newspapers winning Pulitzer and those that did not compared to those with competition and those without competition, there appears to be absolutely no significance in whether a paper facing competition or without competition will win a Pulitzer prize. Researchers Kenney and Lacy (1987), Litman and Bridges (1986) and others have said competition spurs improvement in newspapers. The results of this study indicate competition is not a factor. A regression analysis using competition as an independent variable and circulation as the dependant variable also show no significance.

Spearman rank correlations show that the strongest relationship exists between newspapers winning Pulitzers and amount of circulation. A Spearman rho of .60 (rated as a "strong relationship" under the Lutz (1983) guideline) was found between the 51 newspapers which won Pulitzers during the 1979 to 1989 period of this study and 1989 circulation. This validates similar results found in the Spearman of the 11 newspapers in this study.

Additionally, of the 51 dailies winning Pulitzer prizes during the 1979-1989 period of this study, 41 (80 percent) were on the 1989 list of the top 100 papers in circulation in the United States. Thirty-one of the papers (60.7 percent) had a circulation of more than 200,000. In the top eight papers in number of Pulitzer prizes won, the lowest circulation was 427,000, and the average of the eight was 779,000.

Results indicate that the chances of winning a Pulitzer prize are greater for newspapers in large markets with large circulations.

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APPENDIX

APPENDIX A

The following charts show newspaper circulation, population and the yearly percent of change in those figures from 1979 through 1989. Also calculated is the ratio of circulation increase/decrease to population change over the 11-year period. All of the percentage figures are based on 100 percent. Also identified are Pulitzer-winning years. All the raw data for this study are contained in this Appendix.

ALBUQUERQUE, N.M.			ALBUQUERQUE JOURNAL (NON-WINNER)		
Code 01	Has Competition		Journal Publishing Co.		
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	244,501	(100%)			
1979	322,560	131.93%	81,512	(100%)	
1980	331,767	102.85%	83,357	102.26%	
1981	321,782	96.99%	87,717	105.23%	
1982	344,032	106.91%	91,123	103.88%	
1983	349,893	101.70%	91,260	100.15%	
1984	349,936	100.01%	95,530	104.68%	
1985	351,365	100.41%	96,565	101.08%	
1986	357,410	101.72%	105,182	108.92%	
1987	379,282	106.12%	112,173	106.65%	
1988	386,370	101.87%	115,902	103.32%	
1989	396,266	102.56%	117,908	101.73%	
1990	407,682	102.88%			
TOTALS	85,122	126.39%	36,396	144.65%	18.26%
Albuquerque population increased 85,122 (26.39%) during					
1979-1990.					
Journal circulation increased 44.65% (36,396) during the					
1979-1989 period.					
Journal circulation outdistanced population increases by 18.26%.					
The Journal is listed as a non-winner, but won a Pulitzer in 1990					
for specialized reporting.					

ATLANTA, GA.		ATLANTA JOURNAL & CONSTITUTION (Winner)			
		Atlanta Newspapers			
Code 02	No Competition				
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1979	388,783	(100%)	219,455	(100%)	
1980	386,886	99.51%	212,334	96.76%	
1981	395,890	102.33%	209,958	98.88%	
1982	423,170	106.89%	210,793	100.40%	
1983	415,653	98.22%	221,401	105.03%	
1984	417,584	100.46%	227,755	102.87%	
1985	386,274	92.50%	239,372	93.64%	
1986	390,724	101.15%	255,636	106.79%	
1987	423,870	108.48%	265,669	103.92%	
1988	423,870	100.00%	275,185	103.58%	
1989	381,022	89.89%	284,015	103.21%	
1990					
TOTALS	-7,761	98.00%	64,560	129.42%	31.41%
Journal-Constitution won the Pulitzer in 1988 for editorial cartoons, and in 1989					

BALTIMORE, MD.			BALTIMORE SUN (Winner)		
Cod 03	Has competition		A.S. Abell Publishing Co.		
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	905,759	(100%)			
1979	798,412	88.15%	178,987	(100%)	
1980	786,775	98.54%	180,032	100.58%	
1981	766,039	97.36%	177,189	98.42%	
1982	781,612	102.03%	183,188	103.39%	
1983	787,262	100.72%	185,494	101.26%	
1984	693,676	88.11%	192,067	103.54%	
1985	696,181	100.36%	206,032	107.27%	
1986	665,974	95.66%	221,941	107.72%	
1987	698,075	104.82%	227,818	102.65%	
1988	751,459	107.65%	231,902	101.79%	
1989	727,995	96.88%	238,533	102.86%	
1990	753,926	103.56%			
TOTALS	-44,486	94.43%	59,546	133.27%	38.84%
Bold indicates the year the Sun won the Pulitzer Prize for					
Feature Writing (1985)					
Sun circulation increased 59,546 from 1979 through 1989, (33.27					
Population fell 44,486 (5.57%) from 1979 through 1990.					
Sun circulation outpaced the population change by 38.84%.					

BOSTON, MASS.			THE BOSTON GLOBE (Winner)		
Code 04	Has competition		Globe Newspaper Co.		
		YEARLY	ALL-DAY	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	DAILY CIRCULATION	% CHANGE	Ratio (+ or -)
1970	641,071	(100%)			
1979	623,822	97.31%	482,578	(100%)	
1980	562,994	90.25%	501,520	103.93%	
1981	597,899	106.20%	504,492	100.59%	
1982	549,477	91.90%	510,978	101.29%	
1983	563,178	102.49%	514,817	100.75%	
1984	542,767	96.38%	520,081	101.02%	
1985	526,284	96.96%	509,464	97.96%	
1986	569,151	108.15%	516,248	101.33%	
1987	556,105	97.71%	502,521	97.34%	
1988	554,993	99.80%	509,060	101.30%	
1989	559,705	100.85%	516,031	101.37%	
1990	565,547	101.04%			
TOTALS	-58,275	90.66%	33,453	106.93%	16.27%
Globe won 7 Pulitzers between 1980 and 1985					
Bold indicates years Pulitzers were won.					
Globe circulation outpaced the population decline by 16.27%					
Globe circulation increased 33,453 (6.93%) from 1979 through 1989.					
Boston population dropped 58,275 (9.34%) from 1979 through 1990.					

BOSTON, MASS.			BOSTON HERALD-AMERICAN (Winner)		
Code 05	Has competition		News Group Boston, Inc. (Tabloid)		
		YEARLY	A.M.	YEAR	Circulation-population
YEAR	POPULATION	% CHANGE	DAILY CIRCULATION	% CHANGE	Ratio (+ or -)
1970	641,071	(100%)			
1979	623,822	97.31%	263,584	(100%)	
1980	562,994	90.25%	226,009	85.74%	
1981	597,899	106.20%	249,499	110.39%	
1982	549,477	91.90%	228,228	91.47%	
1983	563,178	102.49%	317,612	139.16%	
1984	542,767	96.38%	343,581	108.18%	
1985	526,284	96.96%	355,753	103.54%	
1986	569,151	108.15%	359,527	101.06%	
1987	556,105	97.71%	355,355	98.84%	
1988	554,993	99.80%	360,459	101.44%	
1989	559,705	100.85%	358,218	99.38%	
1990	565,547	101.04%			
TOTALS	-58,275	90.66%	94,634	135.90%	45.24%

Herald-American won only one Pulitzer, in 1979 for Feature Photography.					
Circulation from 1979 to 1989 increased 94,634 (35.90%).					
Population declined 58,275 (9.34%) from 1979 through 1990.					
H-A Circulation outdistanced population by 45.24%.					

CHARLOTTE, N.C.			CHARLOTTE OBSERVER (Winner)		
Code 06	No competition		Knight-Ridder Newspapers, Inc.		
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	241,420	(100%)			
1979	312,533	129.46%	170,046	(100%)	
1980	314,447	100.61%	168,928	99.34%	
1981	317,489	100.97%	167,336	99.06%	
1982	316,966	99.84%	170,066	101.63%	
1983	329,846	104.06%	176,977	104.06%	
1984	331,997	100.65%	185,876	105.03%	
1985	336,657	101.40%	189,928	102.18%	
1986	352,070	104.58%	214,700	113.04%	
1987	359,935	102.23%	224,563	104.59%	
1988	367,800	102.19%	231,445	103.06%	
1989	408,788	111.14%	236,496	102.18%	
1990	419,728	102.68%			
TOTALS	107,195	134.30%	66,450	139.08%	4.78%
The Observer won Pulitzer Prizes in 1981 and 1988.					
Charlotte population increased 107,195 (34.30%) from 1979- 1990.					
Observer circulation increased 66,450 (39.08%) 1979-1989.					
Observer circulation increased 4.78% faster than the population.					

CHICAGO, ILL.			CHICAGO SUN TIMES (Winner)		
Code 08	Has competition		Independent Press Services (Tab)		
		YEARLY	A.M.	YEARLY	Circulation-Population
YEAR	POPULATION	% CHANGE	DAILY CIRCULATION	% CHANGE	Ratio (+ or -)
1970	3,369,359	(100%)			
1979	2,876,517	85.37%	675,795	(100%)	
1980	3,005,072	104.47%	655,332	96.97%	
1981	2,860,037	95.17%	649,040	99.04%	
1982	2,964,571	103.65%	651,579	100.39%	
1983	2,944,137	99.31%	639,134	98.09%	
1984	2,919,716	99.17%	649,891	101.68%	
1985	2,855,259	97.79%	623,523	95.94%	
1986	2,872,241	100.59%	612,686	98.26%	
1987	2,852,598	99.32%	604,862	98.72%	
1988	2,832,630	99.30%	579,272	95.77%	
1989	2,801,655	98.91%	535,864	92.51%	
1990	2,828,020	100.94%			
TOTALS	-48,497	98.31%	-139,931	79.29%	-19.02%

Sun Times circulation declined 19.2% faster than the population decline.		
Bold is the year a Pulitzer Prize was won.		
Circulation fell 139,931 (20.71%) from 1979 to 1989.		
Population fell 48,497 (1.69%) from 1979 to 1990.		

DES MOINES, IOWA			DES MOINES REGISTER (Winner)		
Code 09	No competition		Des Moines Register & Tribune Co.		
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	201,404	(100%)		(100%)	
1979	188,280	93.48%	208,856		
1980	191,003	101.45%	207,988	99.58%	
1981	188,621	98.75%	205,172	98.65%	
1982	187,678	99.50%	265,914	129.61%	
1983	184,694	98.41%	239,275	89.98%	
1984	190,521	103.15%	237,671	99.33%	
1985	183,652	96.39%	233,036	98.05%	
1986	187,351	102.01%	221,869	95.21%	
1987	186,789	99.70%	214,306	96.59%	
1988	184,041	98.53%	210,042	98.01%	
1989	181,873	98.82%	209,765	99.87%	
1990					
TOTALS	-6,407	96.60%	909	0.44%	3.84%
Bold: Years Pulitzer Prizes were won.					
Register circulation increase of 0.44% (909) outpaced					
the population change by 3.84%.					

DETROIT, MICH.			DETROIT NEWS		
Code 22	(All-Day Daily)		(Non-winner, has competition)		
		YEARLY	A.M.	YEARLY	Circulation-Population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	1,513,601	(100%)		(100%)	
1979	1,192,101	78.76%	628,574		
1980	1,203,339	100.94%	604,062	96.10%	
1981	1,513,601	125.78%	625,730	103.59%	
1982	1,164,130	76.91%	642,531	102.69%	
1983	1,145,591	98.41%	650,683	101.27%	
1984	1,070,477	93.44%	656,367	100.87%	
1985	996,933	93.13%	645,016	98.27%	
1986	1,032,495	103.57%	680,800	105.55%	
1987	1,003,407	97.18%	686,787	100.88%	
1988	979,325	97.60%	677,385	98.63%	
1989	992,100	101.30%	690,422	101.92%	
TOTALS	-200,001	83.22%	61,848	109.84%	26.62%

HARTFORD, CONN.			THE HARTFORD COURANT (NON-WINNER)		
Code 11			The Hartford Courant, Co		
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1979	138,620	(100%)	215,513	(100%)	
1980	122,671	88.49%	212,600	98.65%	
1981	125,789	102.54%	209,775	98.67%	
1982	129,333	102.82%	214,498	102.25%	
1983	131,470	101.65%	218,415	101.83%	
1984	134,380	102.21%	219,387	100.45%	
1985	129,990	96.73%	221,161	100.81%	
1986	127,289	97.92%	222,749	100.72%	
1987	136,509	107.24%	226,319	101.60%	
1988	136,509	100.00%	223,448	98.73%	
1989	134,607	98.61%	227,763	101.93%	
1990					
TOTALS	-4,013	97.11%	12,250	107.13%	10.03%

HOUSTON, TEX.		HOUSTON CHRONICLE			
Code 27	(All-Day Daily)		(Non-winner, has competition)		
		YEARLY	A.M.	YEARLY	Circulation-Population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	1,232,802	(100%)		(100%)	
1979	1,458,668	118.32%	339,573		
1980	1,594,086	109.28%	356,228	104.90%	
1981	1,736,303	108.92%	384,305	107.88%	
1982	1,704,441	98.16%	419,869	109.25%	
1983	1,751,834	102.78%	459,225	109.37%	
1984	1,781,851	101.71%	441,557	96.15%	
1985	1,862,122	104.50%	439,044	99.43%	
1986	1,831,132	98.34%	425,434	96.90%	
1987	1,810,424	98.87%	406,776	95.61%	
1988	1,844,622	101.89%	420,320	103.33%	
1989	1,729,616	93.77%	437,481	104.08%	
TOTALS	270,948	118.58%	97,908	128.83%	10.26%

LITTLE ROCK, ARK.		ARKANSAS GAZETTE (Non-winner)			
Code 12	Has Competition	Arkansas Gazette Co.			
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1979	206,623	(100%)	129,839	(100%)	
1980	219,892	106.42%	129,117	99.44%	
1981	212,876	96.81%	128,396	99.44%	
1982	176,392	82.86%	128,065	99.74%	
1983	171,756	97.37%	125,364	97.89%	
1984	164,451	95.75%	126,922	101.24%	
1985	164,720	100.16%	121,913	96.05%	
1986	174,404	105.88%	126,346	103.64%	
1987	176,389	101.14%	140,301	111.05%	
1988	177,624	100.70%	134,942	96.18%	
1989	165,883	93.39%	111,876	82.91%	
1990					
TOTALS	-40,740	80.28%	-17,963	86.65%	-6.36%

MIAMI, FLORIDA			MIAMI HERALD (Winner)		
Code 14	Competition to 1988		Knight-Ridder Newspapers		
		YEARLY	A.M.		Circulation-Population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	334,859	(100%)			
1979	388,815	16.11%	420,400	(100%)	
1980	346,931	-10.78%	421,236	1.00%	
1981	354,070	2.05%	422,275	0.25%	
1982	358,105	2.00%	416,512	-1.36%	
1983	363,681	1.56%	424,939	2.02%	
1984	388,832	8.58%	435,418	2.47%	
1985	372,634	-4.17%	421,679	-3.16%	
1986	373,940	0.35%	433,027	2.69%	
1987	372,520	-0.38%	417,923	-3.49%	
1988	371,000	-0.41%	416,196	-0.41%	
1989	344,669	-7.10%	427,954	2.83%	
1990	361,757	4.96%			
Totals--	26,898	-8.30%	7,554	2.84%	11.14%
Note: Bold is year Pulitzer won.					
Herald circulation outdistanced population growth by 11.14%					
Circulation increase 7,554 in 10-year period.					
Population decreased 26,898 in 10-year period.					

NEWARK, N.J.		NEWARK STAR-LEDGER			
Code 26	(Morning)	(NON-WINNER, NO COMPETITON)			
		YEARLY	A.M.	YEARLY	Circulation-Population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	382,288	(100%)			
1979	309,398	80.93%	408,038		
1980	329,248	106.42%	406,728	99.68%	
1981	293,409	89.11%	409,278	100.63%	
1982	316,571	107.89%	424,224	103.65%	
1983	322,919	102.01%	432,100	101.86%	
1984	314,022	97.24%	434,117	100.47%	
1985	300,304	95.63%	444,228	102.33%	
1986	309,115	102.93%	460,330	103.62%	
1987	295,947	95.74%	467,549	101.57%	
1988	291,804	98.60%	462,084	98.83%	
1989	311,034	106.59%	463,738	100.36%	
TOTALS	1,636	100.53%	55,700	113.65%	13.12%

ORLANDO, FLA.			ORLANDO SENTINEL-STAR (Winner)		
Code 18	No Competition		Chicago Tribune Co.		
		YEARLY	All-Day	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	99,006	(100%)			
1979	123,880	125.12%	195,123	(100%)	
1980	128,394	103.64%	195,553	100.22%	
1981	123,945	96.53%	199,745	102.14%	
1982	136,923	110.47%	208,026	104.15%	
1983	140,337	102.49%	218,585	105.08%	
1984	140,772	100.31%	227,932	104.28%	
1985	146,803	104.28%	240,342	105.44%	
1986	149,877	102.09%	253,310	105.40%	
1987	151,901	101.35%	257,477	101.65%	
1988	155,850	102.60%	254,618	98.89%	
1989	165,709	106.33%	266,549	104.69%	
1990	173,924	104.96%			
TOTALS	50,044	40.40%	71,426	36.61%	-3.79%
Population grew 3.79 % faster than circulation from 1979 through 1989.					
Circulation increased was 71,426 (36.61%).					
Population increase was 50,044 (40.40%).					
Bold: Pulitzer in 1988 for Editorial Writing.					

PHEONIX, ARIZ.		ARIZONA REPUBLIC		Non-winner	
CODE 15	MORNING (NO COMPETITION)				
		YEARLY	A.M.	YEARLY	Circulation-Population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	581,562	(100%)			
1979	720,716	123.93%	232,152		
1980	764,911	106.13%	237,193	102.17%	
1981	757,195	98.99%	248,856	104.92%	
1982	829,677	109.57%	264,379	106.24%	
1983	801,749	96.63%	273,661	103.51%	
1984	838,823	104.62%	283,550	103.61%	
1985	871,895	103.94%	286,275	100.96%	
1986	870,295	99.82%	290,162	101.36%	
1987	992,013	113.99%	304,662	105.00%	
1988	1,031,694	104.00%	314,829	103.34%	
1989	969,700	93.99%	322,534	102.45%	
TOTALS	248,984	134.55%	90,382	138.93%	4.39%

PHILADELPHIA, PA.			THE PHILADELPHIA INQUIRER (Winner)		
Code 19	Competiton to 1981		Knight-Ridder Newspapers		
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	1,950,098	9100%)			
1979	1,754,761	89.98%	418,148	(100%)	
1980	1,688,210	96.21%	425,877	101.85%	
1981	1,691,480	100.19%	423,746	99.50%	
1982	1,688,659	99.83%	561,018	132.39%	
1983	1,677,052	99.31%	533,176	95.04%	
1984	1,687,638	100.63%	525,569	98.57%	
1985	1,668,990	98.90%	506,313	96.34%	
1986	1,631,103	97.73%	504,946	99.73%	
1987	1,545,215	94.73%	508,496	100.70%	
1988	1,567,220	101.42%	502,756	98.87%	
1989	1,549,738	98.88%	504,903	100.43%	
1990	1,557,637	100.51%			
TOTALS	-197,124	88.77%	86,755	120.75%	31.98%
Inquirer won 12 Pulitzers from 1979-1989.					
Population dropped 197,124 (11.23%) from 1979 to 1990.					
Inquirer circulation increased 86,755 (20.75%) from 1979-1989.					
Inquirer circulation outpaced population by 31.98%					
*NOTE: P. Bulletin folded in 1981.					

RICHMOND, VA.		RICHMOND TIMES-DISPATCH (Non-winner)			
CODE 24		Richmond Newspapers, Inc.			No competition
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% change	Ratio (+ or -)
1979	223,941	(100%)	134,397	(100%)	
1980	225,208	100.57%	134,890	100.37%	
1981	222,109	98.62%	133,277	98.80%	
1982	219,973	99.04%	135,175	101.42%	
1983	222,132	100.98%	135,468	100.22%	
1984	229,477	103.31%	136,598	100.83%	
1985	217,973	94.99%	138,191	101.17%	
1986	214,614	98.46%	137,801	99.72%	
1987	203,584	94.86%	139,540	101.26%	
1988	211,037	103.66%	140,249	100.51%	
1989	210,088	99.55%	142,151	101.36%	
1990	208,677	99.33%			
TOTALS	-15,264	93.18%	7,754	105.77%	12.59%

ROCHESTER, N.Y.			ROCHESTER DEMOCRAT & CHRONICLE		
CODE 20 No Competition			Gannett Newspaper Group (NON-WINNER)		
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	296,233	(100%)			
1979	242,303	81.79%	126,189	(100%)	
1980	241,741	99.77%	125,860	99.74%	
1981	231,444	95.74%	127,788	101.53%	
1982	230,922	99.77%	133,072	104.13%	
1983	228,726	99.05%	132,048	99.23%	
1984	231,337	101.14%	131,140	99.31%	
1985	220,105	95.14%	131,809	100.51%	
1986	214,872	97.62%	128,869	97.77%	
1987	226,399	105.36%	128,470	99.69%	
1988	224,361	99.10%	129,564	100.85%	
1989	230,678	102.82%	129,394	99.87%	
1990	232,963	100.99%			
TOTALS	-9,340	96.15%	3,205	102.54%	6.39%
D & C circulation increased 3,205 (2.54%) 1979-1989.					
Rochester population dropped 9,340 (3.85%) 1979-1990.					
D & C circulation outpaced population by 6.39%.					

SALT LAKE CITY, UTAH			THE TRIBUNE (Non-winner)		
CODE 21					
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1979	165,649	(100%)	106,132	(100%)	
1980	164,710	99.43%	108,980	102.68%	
1981	163,579	99.31%	110,708	101.59%	
1982	160,847	98.33%	112,049	104.54%	
1983	159,936	99.43%	107,183	95.66%	
1984	172,938	108.13%	109,717	102.36%	
1985	172,333	99.65%	109,318	99.64%	
1986	148,811	86.35%	112,817	103.20%	
1987	163,598	109.94%	107,773	95.53%	
1988	163,598	100.00%	108,372	100.56%	
1989	145,239	88.78%	109,423	100.97%	
1990					
TOTALS	-20,410	87.68%	3,291	103.10%	15.42%

ST. PAUL, MINN.			ST. PAUL PIONEER PRESS (Winner)		
Code 23			Northwest Publications (Knight-Ridder)		
		YEARLY	A.M. (all-day)	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	CHANGE	Ratio (+ or -)
1970	309,828	(100%)			
1979	254,570	82.16%	101,824	(100%)	
1980	270,230	106.15%	103,231	101.38%	
1981	242,916	89.89%	107,657	104.29%	
1982	266,699	109.79%	103,792	96.41%	
1983	264,045	99.00%	102,879	99.12%	
1984	265,157	100.42%	106,777	90.57%	
1985	256,252	96.64%	117,900	110.42%	
1986	253,082	98.76%	187,505	159.04%	
1987	252,353	99.71%	193,075	102.97%	
1988	250,082	99.10%	192,603	99.76%	
1989	263,647	105.42%	200,508	104.10%	
1990	268,712	101.92%			
TOTALS	14,142	105.56%	98,684	196.92%	91.36%
The Pioneer-Press won a Pulitzer in 1986 for feature writing,					
and two in 1988, one for Feature Writing and one for Explanatory					
Journalism.					
The Press increased circulation 96.92% from 1979 to 1989.					
Press circulation increased 91.36% faster than the city population.					
St. Paul population increased 14,142 (5.56%) from 1979 through 199					
Evening paper discontinued in 1986.					

SEATTLE, WASH.		SEATTLE POST INTELLIGENCER			
Coce 28	(A.M.)	(NON-WINNER, HAS COMPETITION)			
		YEARLY	A.M.	YEARLY	Circulation-Population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	530,831	(100%)			
1979	475,842	89.64%	196,386		
1980	493,846	103.78%	187,258	95.35%	
1981	480,832	97.36%	186,003	99.33%	
1982	512,411	106.57%	183,362	98.58%	
1983	489,812	95.59%	191,885	104.65%	
1984	507,648	103.64%	191,825	99.97%	
1985	511,077	100.68%	198,811	103.64%	
1986	510,938	99.97%	206,851	104.04%	
1987	508,102	99.44%	206,523	99.84%	
1988	510,134	100.40%	206,155	99.82%	
1989	470,756	92.28%	203,560	98.74%	
TOTALS	-5,086	98.93%	7,174	103.65%	4.72%

WASHINGTON, D.C.			WASHINGTON POST (Winner)		
Code 25	Competition		Washington Post Co.		
		YEARLY	A.M.	YEARLY	Circulation-population
YEAR	POPULATION	% CHANGE	CIRCULATION	% CHANGE	Ratio (+ or -)
1970	756,510	(100%)			
1979	662,000	87.51%	578,831	(100%)	
1980	637,651	96.32%	584,500	100.98%	
1981	651,718	102.21%	662,978	113.43%	
1982	613,049	94.07%	726,009	109.51%	
1983	651,358	106.25%	718,842	99.01%	
1984	638,361	98.00%	728,857	101.39%	
1985	624,844	97.88%	735,998	100.98%	
1986	610,629	97.73%	748,019	101.63%	
1987	593,425	97.18%	761,142	101.75%	
1988	588,137	99.11%	769,318	101.07%	
1989	597,942	101.67%	772,749	100.45%	
1990	609,657	101.96%			
TOTALS	-52,343	92.09%	193,918	133.50%	41.41%
Post won eight Pulitzers in period 1979-1989. (Bold)					
Washington population dropped 52,343 (7.91%) in 1979-1990 period.					
Post circulation climbed 193,918 (35.50%) 1979-1989.					
Post circulation outdistanced population by 41.41%.					

APPENDIX B

List of all newspapers winning Pulitzer prizes between 1979 and 1989. Also, year-by-year listing of Pulitzer winners by category, 1979-1991.

All Pulitzer Prize winners 1979-1989 (53 different winners)
And rank-order designation

ONE WINNER ---- (28-53) (Ranking 40.5)

Akron Beacon Journal
Alabama Journal
Anchorage Daily News
Austin American-Statesmen
Baltimore Sun
Boston Herald-American
Dayton Daily News
Fort Wayne News Sentinel
Jackson (Miss.) Clarion-Ledger
Kansas City Times
Lawrence (Mass) Eagle-Tribune
Lexington Herald Leader
Longview (Wash.) Daily News
Macon (Ga) Telegraph-News
New York Daily News
Odessa (Tex) American
Orlando Sentinel
Philadelphia Daily News
Point Reyes (Calif) Light (Weekly)
Pottstown (Pa) Mercury
Pottsville (Pa) Republican
San Francisco Examiner
San Jose Mercury News
Seattle Times
St. Louis Post-Dispatch
Virginia Pilot and Ledger-Star (Norfolk)

TWO PULITZERS -----(13-27) (Ranking - 19.5)

Atlanta Journal and Constitution
Baltimore Evening Sun
Chicago Sun Times
Dallas Morning News
Dallas Times Herald
Denver Post
Detroit Free Press
Ft. Worth Star-Telegram
Louisvile Courier Journal
Orange County (Calif) Register
Pittsburg Press
Raleigh (N.C.) News & Observer
San Diego Evening Tribune
St. Petersburg Times
Village Voice (Weekly)

THREE PULITZERS -----(9-12) (Ranking 10.5)

Charlotte Observer
Des Moines Register
St. Paul Pioneer Press-Dispatch
Newsday

FIVE PULITZERS ----(8) (Ranking 8)

Wall Street Journal

SIX PULITZERS ---- (7) (Ranking 7)

Los Angeles Times

SEVEN PULITZERS ----(6) (Ranking 6)

Boston Globe

EIGHT PULITZERS ----(3-5) (Ranking 4)

Chicago Tribune
Miami Herald
Washington Post

12 PULITZERS --- (2) (Ranking 2)

Philadelphia Inquirer

14 PULITZERS --- (1) (Ranking 1)

New York Times

PULITZER WINNERS 1979-1991

JOURNALISM-- (Over all quality)

1979 -Point Reyes (Cl.) Light
1980 -Gannett News Service
1981 -Charlotte (N.C.) Observer
1982 -Jackson (Miss.) Clarion-Ledger
1983 - (No winner)
1984 -Los Angeles Times
1985 -Ft. Worth (Texas) Star-Telegram
1986 -Denver Post
1987 -Pittsburgh Press
1988 -Charlotte (N.C.) Observer
1989 -Anchorage Daily News

PUBLIC SERVICE --

1990 -Philadelphia Inquirer, Washington, (NC) Daily News
1991 -The Des Moines Register

REPORTING ---

1979 -San Diego Evening Tribune, Pottsville (Pa.) Republican
1980 -Philadelphia Inquirer, Boston Globe
1981 -Longview (Wash.) Daily News, Arizona Daily Star
1982 - (No winner)
1983 -Fort Wayne News-Sentinel, Washington Post
1984 -Newsday, Boston Globe
1985 -Virginia Pilot and Ledger-Star (Norfolk), Philadelphia Inquirer, St. Petersburg Times
1986 -Miami Herald, Lexington (Ky) Herald Leader
1987 -Akron Beacon Journal, Philadelphia Inquire, Philadelphia Inquirer
1988 -Alabama Journal, Lawrence (Mass.) Eagle-Tribune, Wall Street Journal
1989 -Louisville Courier Journal, Atlanta Journal and Constitution

CRITICISM AND COMMENTARY --

1979 -Chicago Tribune, New York Times
1980 -Boston Globe, Boston Globe
1981 -Washington Star, New York Times
1982 -Los Angeles Times, Los Angeles Times Syndicate
1983 -Wall Street Journal, Raleigh (N.C.) News & Observer
1984 -New York Times, Wall Street Journal
1985 -Los Angeles Times, Newsday
1986 -New York Times, New York Daily News
1987 -Los Angeles Times, Washington Post
1988 -Washington Post, Miami Herald
1989 -Raleigh (N.C.) News & Observer, Chicago Tribune

1990 -San Francisco Chronicle, Los Angeles Times
1991 -Washington Post, Los Angeles Times

NATIONAL REPORTING --

1979 -Des Moines Register
1980 -St. Petersburg Times
1981 -New York Times
1982 -Kansas City Times
1983 -Boston Globe
1984 -New York Times
1985 -Des Moines Register
1986 -Dallas Morning News, Philadelphia Inquirer
1987 -Miami Herald, New York Times
1988 -Philadelphia Inquirer
1989 -Philadelphia Inquirer
1990 -Seattle Times
1991 -Gannett News Service

INTERNATIONAL REPORTING --

1979 -Philadelphia Inquirer
1980 -Louisville Courier Journal
1981 -Miami Herald
1982 -New York Times
1983 -New York Times, Washington Post
1984 -Wall Street Journal
1985 -Newsday
1986 -San Jose Mercury News
1987 -Los Angeles Times
1988 -New York Times
1989 -Washington Post, New York Times
1990 -New York Times
1991 -Washington Post, New York Times

EDITORIAL WRITING --

1979 -Washington Star
1980 -Wall Street Journal
1981 - (No winner)
1982 -New York Times
1983 -Miami Herald
1984 -Georgia Gazette
1985 -Philadelphia Daily News
1986 -Chicago Tribune
1987 -San Diago Tribune
1988 -Orlando Sentinel
1989 -Chicago Tribune
1990 -Pottstown (Pa.) Mercury
1991 -The Birmingham (Ala.) News

EDITORIAL CARTOONING --

1979 -Washington Post

1980 -Miami News
1981 -Dayton (Ohio) Daily News
1982 -Austin American-Statesmen
1983 -Chicago Tribune
1984 -Los Angeles Times
1985 -Chicago Tribune
1986 -Village Voice (N.Y.C.)
1987 -Washington Post
1988 -Atlanta Constitution, Charlotte Observer
1989 -Chicago Sun Times
1990 -Buffalo News
1991 -The Cincinnati Enquirer

SPOT NEWS PHOTOGRAPHY --

1979 -Pottstown (Pa.) Mercury
1980 -United Press International
1981 -Ft. Worth Star-Telegram
1982 -Associated Press
1983 -Associated Press
1984 -Boston Globe
1985 -The Register, Santa Ana, Cl.
1986 -Miami Herald
1987 -San Francisco Examiner
1988 -Odessa (Texas) American
1989 -St. Louis Post-Dispatch
1990 -Oakland (Cl.) Tribune
1991 -Associated Press

FEATURE PHOTOGRAPHY --

1979 -Boston Herald American
1980 -Dallas Times Herald
1981 -Detroit Free Press
1982 -Chicago Sun Times
1983 -Dallas Times Herald
1984 -Denver Post
1985 -Boston Globe, Philadelphia Inquirer
1986 -Philadelphia Inquirer
1987 -Des Moines Register
1988 -Miami Herald
1989 -Detroit Free Press
1990 -Detroit Free Press
1991 -Dallas Morning News

EXPLANATORY JOURNALISM --

1985 -Baltimore Evening Sun
1986 -New York Times
1987 -Chicago Tribune
1988 -St. Paul Pioneer Press/Dispatch
1989 -Dallas Morning News
1990 -Washington Post
1991 -Wall Street Journal

FEATURE WRITING --

1979 -Baltimore Evening Sun
1980 -Miami Herald, Washington Post
1981 -Village Voice (N.Y.C.)
1982 -Associated Press
1983 - (No winner)
1984 -Seattle Times
1985 -Baltimore Sun
1986 -St. Paul Pioneer Press & Dispatch
1987 -Philadelphia Inquirer
1988 -St. Paul Pioneer Press Dispatch
1989 -Philadelphia Inquirer
1990 -Colorado Springs Gazette
1991 -St. Petersburg Times

SPECIALIZED REPORTING --

1985 -Macon (Ga.) Telegraph and News
1986 -Pittsburgh Press
1987 -New York Times
1988 -Chicago Tribune
1989 -Orange County (Cl.) Register
1990 -Albuquerque (N.M.) Journal

REPORTING, GENERAL NEWS --

1990 -San Jose Mercury News

INVESTIGATIVE REPORTING --

1990 -Minneapolis-St. Paul Star Tribune
1991 -The Indianapolis Star

BEAT REPORTING --

1991 -New York Times

SPOT NEWS REPORTING --

1991 -Miami Herald

APPENDIX C

APPENDIX C

*Compares average circulation-population ratios to ratios in years Pulitzer material appeared, and year Pulitzer award was announced.

RATIOS (CIRCULATION TO POPULATION)

Code	Newspaper	Year	Year Material Appeared	Year	Year Pulitzer Announced	Average Yearly Ratio
2	Atlanta Journal-Const.	1987	-4.56%	1988	3.58%	3.41%
		1988	3.58%	1989	13.32%	
3	Baltimore Sun	1984	15.43%	1985	6.91%	3.88%
4	Boston Globe	1979		1980	13.68%	1.62%
		1982	9.39%	1983	-1.74%	
		1983	-1.74%	1984	4.64%	
		1984	4.64%	1985	1.00%	
5	Boston Herald-American	1978		1979		4.52%
6	Charlotte Observer	1987	-1.27%	1981	-1.91%	0.47%
			2.36%	1988	0.87%	
8	Chicago Sun-Times	1981	3.87%	1982	-3.26%	-1.90%
9	Des Moines Register	1978		1979		0.43%
		1984	-3.83%	1985	-2.02%	
		1986	-1.13%	1987	-5.40%	
14	Miami Herald	1979		1980	9.78%	1.11%
		1980	9.78%	1981	-1.80%	
		1982	-1.80%	1983	0.46%	
		1985	1.01%	1986	2.34%	
		1986	2.34%	1987	-3.11%	
		1987	-3.11%	1988	0.00%	
18	Orlando Sentinel	1987	0.30%	1988	-3.71%	-0.37%
19	Philadelphia Inquirer	1978		1979		3.19%
		1979		1980	5.64%	
		1984	-2.06%	1985	-2.56%	
		1985	-2.56%	1986	2.00%	
		1986	2.00%	1987	5.97%	
		1987	5.97%	1988	-2.55%	
		1988	-2.55%	1989	1.55%	
23	St. Paul Pioneer-Press	1985	13.78%	1986	60.28%	9.13%
		1987	3.26%	1988	0.66%	
Totals			53.10%		104.62%	25.49%
Averages			2.21%		3.87%	2.32%

*This shows that average circulation-population gain is greatest in the year the Pulitzer is announced. The average population-circulation ratio over the 11-year period is greater than the ratio in the years the Pulitzer-winning material appeared in the paper.

APPENDIX D

SPEARMAN RANK ORDER CORRELATIONS WITH RANK BY NUMBER OF PULITZERS WON								
		A		B		C		D
Rank, by Number of Pulitzers Won 1979-1989	Circ rank	1989 Circulation	Pop. rank	1989 Population	Ratio rank	Circulation/ population ratio 1979-1989	Incr. rank	Circulation changes 1979 to 1989
1. Philadelphia Inq. (12)	3	504,903	2	1,567,220	4	31.98%	3	86,755
2. Miami Herald (8)	4	427,954	8	344,669	7	11.14%	9	7,554
3. Boston Globe (7)	2	516,031	4.5	559,547	6	16.27%	8	26,482
5. Des Moines Reg. (3)	10	209,765	10	184,041	8	3.84%	10	909
5. Charlotte Obser. (3)	9	236,496	6	408,788	9	4.78%	5	66,450
5. St. Paul Pioneer-P (3)	11	200,508	9	263,647	1	91.36%	1	98,684
7.5 Atlanta J-C (2)	6	284,015	7	381,022	5	31.41%	6	55,730
7.5 Chi. Sun Times (1)	1	535,864	1	2,801,655	11	-19.02%	11	-139,931
10. Baltimore Sun (1)	8	238,533	3	727,995	3	38.84%	7	52,915
10. Boston H-A (1)	5	358,218	4.5	559,547	2	45.24%	2	96,875
10. Orlando Sent. (1)	7	266,549	11	165,709	10	-3.79%	4	71,426
Spearman Rank Order		0.235		0.073		0.021		-0.102

APPENDIX E

APPENDIX E

* SPEARMAN RANK-ORDER CORRELATIONS WITH RANK BY NUMBER OF PULITZERS WON TO 1989 CIRCULATION RANK FOR ALL DAILY PULITZER WINNERS 1979 THROUGH 1989.

NEWSPAPER & PULITZERS	RANK	1989 CIRCULATION	RANK	Number of Newspapers	Squared Difference
New York Times (14)	1	1068	4	1	9.00
Philadelphia Inquirer (12)	2	505	11	2	81.00
Washington Post (9)	3	773	5	3	4.00
Chicago Tribune (8)	4.5	720	6	4	2.25
Miami Herald (8)	4.5	427	12	5	56.25
Boston Globe (7)	6.5	516	10	6	12.25
Los Angeles Times (7)	6.5	1108	3	7	12.25
Wall Street Journal (5)	8	1836	1	8	49.00
Charlotte Observer (3)	10.5	236	24	9	182.25
Des Moines Register (3)	10.5	210	30	10	380.25
St. Paul Pioneer Press-D (3)	10.5	201	31	11	420.25
Newsday (3)	10.5	700	7	12	12.25
Atlanta Journal-Const. (2)	19.5	284	18	13	2.25
Baltimore Evening Sun (2)	19.5	170	34	14	210.25
Chicago Sun Times (2)	19.5	535	9	15	110.25
Dallas Morning News (2)	19.5	371	14	16	30.25
Dallas Times Herald (2)	19.5	226	29	17	90.25
Denver Post (2)	19.5	240	22	18	6.25
Detroit Free Press (2)	19.5	626	8	19	132.25
Ft. Worth Star-Telegram (2)	19.5	150	37	20	306.25
Louisville Courier-Jour. (2)	19.5	231	28	21	72.25
Orange Co. Register (2)	19.5	343	17	22	6.25
Pittsburgh Press (2)	19.5	232	26.5	23	49.00
Raleigh News & Observer (2)	19.5	142	39	24	380.25
San Diego Evening Trib. (2)	19.5	122	42	25	506.25
St. Petersburg Times (2)	19.5	349	16	26	12.25
Akron Beacon Journal (1)	40.5	153	35	28	30.25
Alabama Journal (1)	40.5	16	51	29	110.25
Anchorage Daily News (1)	40.5	56	46.5	30	36.00
Austin Amer.-Statesmen (1)	40.5	172	33	31	56.25
Baltimore Sun (1)	40.5	238	23	32	306.25
Boston Herald-American (1)	40.5	358	15	33	650.25
Dayton Daily News (1)	40.5	179	32	34	72.25
Fort Wayne News Sentinel (1)	40.5	57	45	35	20.25
Jackson Clarion-Ledger (1)	40.5	99	43	36	6.25
Kansas City Times (1)	40.5	275	19	37	462.25
Lawrence Eagle-Tribune (1)	40.5	56	45.5	38	25.00

Lexinton Herald Leader (1)	40.5	123	41	39	0.25
Longview Daily News (1)	40.5	24	51	40	110.25
Macon Telegraph & News (1)	40.5	72	44	41	12.25
New York Daily News (1)	40.5	1194	2	42	1482.25
Odessa American (1)	40.5	28	50	43	90.25
Orlando Sentinel (1)	40.5	266	21	44	380.25
Philadelphia Daily News (1)	40.5	232	26.5	45	196.00
Pottstown Mercury (1)	40.5	29	49	47	72.25
Pottsville Republican (1)	40.5	30	48	48	56.25
San Francisco Examiner (1)	40.5	138	40	49	0.25
San Jose Mercury News (1)	40.5	274	20	50	420.25
Seattle Times (1)	40.5	233	25	51	240.25
St. Louis Post-Dispatch (1)	40.5	377	13	52	756.25
Va. Pilot & Ledger-Star (1)	40.5	151	36	53	20.25
TOTALS					8,747.75
SPEARMAN RHO					0.60
*NOTE: Lutz (1983) interprets an 0.60 magnitude of correlation as "a strong relationship".					
(Formula: 8,747.75 X 6 = 524,865 / 132,600 = 0.3958					
r = 1 - 0.3958 = 0.60)					

APPENDIX F

		APPENDIX F		
*SPEARMAN RANK-ORDER CORRELATION WITH RANK BY				
NUMBER OF PULITZERS WON TO 1989 CIRCULATION RANK OF				
THE MEDIA RESEARCH INSTITUTE AT CALIFORNIA STATE UNIVERSITY,				
NORTHRIDGE, 1983 LIST OF THE "15 TOP DAILIES" IN THE U.S.				
NEWSPAPER &	RANK	1989	RANK	Squared
PULITZERS		CIRCULATION		Difference
		(Thousands)		
New York Times (14)	1	1068	3	4
Wall Street Journal (5)	8	1836	1	49
Washington Post (8)	4	773	4	0
Los Angeles Times (6)	7	1108	2	25
Chicago Tribune (8)	4	720	5	1
Christian Science M. (0)	14.5	137	15	0.25
Philadelphia Inquirer (12)	2	505	8	36
Boston Globe (7)	6	516	7	1
Miami Herald (8)	4	427	9	25
St. Petersburg Times (2)	11	349	11	0
Newsday (3)	9	700	6	9
Atlanta Constitution (2)	11	284	12	1
Louisville Courier-Jour (2)	11	231	14	9
Milwaukee Journal (0)	14.5	275	13	2.25
St. Louis Post-Dispatch (1)	13	377	10	9
TOTALS				171.5
SPEARMAN RHO				0.69
*Note: Lutz (1983) interprets an 0.69 magnitude of correlation				
as "strong relationship"				
*List appeared in Editor & Publisher magazine June 11, 1983.				

APPENDIX G

		APPENDIX G		
*SPEARMAN RANK-ORDER CORRELATION WITH RANK BY				
NUMBER OF PULITZER WON TO 1989 CIRCULATION RANK OF				
TIME MAGAZINE'S LIST OF "TOP TEN" NEWSPAPERS				
SELECTED IN 1984 AND PRINTED APRIL 30. Pg. 58-63				
NEWSPAPER &	RANK	1989	RANK	Squared
PULITZERS		CIRCULATION		Difference
		(Thousands)		
New York Times (14)	1	1068	3	4
Philadelphia Inquirer (12)	2	505	7	25
Washington Post (8)	4	773	4	0
Miami Herald (8)	4	427	8	16
Chicago Tribune (8)	4	720	5	1
Boston Globe (7)	6	516	6	0
Los Angeles Times (6)	7	1108	2	25
Wall Street Journal (5)	8	1836	1	49
Des Moines Register (3)	9	210	10	1
St. Petersburg Times (2)	10	349	9	1
TOTALS				122
SPEARMAN RHO				0.26
*Note. Lutz (1983) interprets an 0.26 magnitude of correlation				