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Barbara Moore, Major Professor

We have read this thesis
and recommend its acceptance:

Benjamin Bates

Dorothy Bowles

Accepted for the Council:

Carolyn R. Hodges,
Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

**Podcasting the Primaries:
A Comparison of *The Washington Post*'s Print and
Podcast Coverage of the 2008 Presidential Primaries**

A Thesis
Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

Billy J. Roberts
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DEDICATION

This thesis is dedicated to my wonderful wife, MK. Without her endless patience, love, and support, I would have never finished – or survived.

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ABSTRACT

Podcasting has become something of a buzzword in several different circles from education to entertainment. It is being used as a way to disseminate lectures at major universities. Government officials are using it to broadcast messages to their citizens. It is also a new venue for independent artists and Internet users to generate publicity and to express themselves creatively. Yet, very little research on podcasting has been published.

This thesis explores podcasting, and the differences between the print edition of a national newspaper, *The Washington Post*, and two of its podcasts by asking: How does the political coverage of the 2008 presidential primary in *The Washington Post* print edition compare with the coverage in its podcasts? This research question is explored through a pilot study utilizing a content analysis of the 2008 presidential primary campaign coverage beginning in September 1, 2007, through December 31, 2007. The content analysis covered writing style, lead type, number of quotes, and main and secondary focus in each newspaper article and podcast segment. The results of the pilot study found that other than the visual versus audio nature of the two media platforms, there was little difference in how the news organization covered the primaries.

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CHAPTER I

INTRODUCTION

Podcasting has become something of a buzzword in several different circles from education to entertainment. It is being used as a way to disseminate lectures at major universities. It is also a new venue for independent artists and Internet users to generate publicity and to express themselves creatively. Government officials, even the Queen of England, are reaching out to their citizens through podcasting (BBC, 2007).

While newspapers compete with other forms of media, they are increasingly forced to adapt to new platforms to maintain their readership and attract new advertisers and customers. Newspapers established Web sites to publish news stories as they happen. New technologies like podcasting, streaming video, interactive forums, blogs, and RSS feeds made their way onto the Web; newspaper Web sites adopted their use to deliver their content to their readers.

Podcasting is the distribution of audio or video files by use of the Internet via Really Simple Syndication (RSS) feeds or direct download by the user. These audio or video files are generally programs that target niche audiences. They can be video files of a news broadcast, an audio file of a sports talk show, or a sitcom or drama program. The genres of podcast programs are as numerous as the users that download them. In 2006, 12% of Internet users reported that they had downloaded a podcast for later use (Madden, 2006).

The development of RSS technology made podcasting possible (Crofts, Dilley, Fox, Retsema, & Williams, 2005). The original intent of RSS technology was to

automatically update blog postings, news articles, and other Internet content on local computers via RSS aggregator programs (Ambrogi, 2005). This allows individuals who are interested in specific content to have it delivered to their desktops instead of searching for updates on the Internet. Dave Winer, a software pioneer, would later adapt RSS to handle audio files (Crofts et al., 2005).

Winer's RSS inspired a former MTV video-jockey, Adam Curry, to develop audio software to distribute audio files (Affleck, 2005). Curry was looking for a way to find Internet radio programs and other audio files, download them, and load them onto his iPod, a popular MP3 player developed by Apple Inc. Curry created a program that would identify MP3 files pointed to by RSS feeds, download them to his computer and place them in his iTunes (a program that synchronizes music files from a computer to an iPod) folder so they would be delivered to his iPod for his listening convenience. Curry called his program "ipodder". Eventually, Curry's technology was incorporated into Apple Inc.'s iTunes program.

The term "Podcast" is derived from two words: "iPod", the name of the popular MP3 player, and broadcast (Gatewood, 2008). A podcast can be viewed or listened to, either on an MP3 player (like the iPod) or on desktop and laptop computers. Broadcast refers to how a podcast is published on the Web, the Internet equivalent to the broadcast of a program via the electromagnetic spectrum that radio and television stations use to deliver their programs.

Newspapers and news Web sites that adopted podcasting early on included the BBC, *The Denver Post*, *The Roanoke (Va.) Times*, *The San Diego Union Tribune*, and

The Philadelphia Inquirer (Stone & Sabelstrom Moller, 2005). Frank Langfitt (2005) said that since newspapers were slow to adopt blogging and other Internet technologies, a small number of newspapers are embracing the latest digital media in order to get ahead of their competition. As it stands, traditional media makes more money than new media, and newspapers don't want to cannibalize existing business by encouraging their Web sites to go after it (Crain, 2006). If they are slow to develop their Web presence, however their competitors, who have developed their Web presence and other online technologies, could attract consumers away.

Nearly one third of Americans over the age of 12 owned an iPod in 2007 (The Project for Excellence in Journalism, 2008). For those owners of iPods, there is no shortage of podcasts for them to download. Yet only 13% of Americans over the age of 12 have listened to podcasts. According to Podcast Alley, an organization that tracks podcast content and trends, there were 36,018 podcasts as of October 2007. Nine hundred and eighty four of those were focused on news and politics. Of the top ten podcasts that Podcast Alley tracked, half were news orientated (The Project for Excellence in Journalism, 2008). The small percentage of Internet users who download podcasts could be attributed to the two-step process of obtaining them. The first step is finding the podcast feeds, then the second step is downloading the wanted podcast. This extra work could be attributed to the low number of users who download podcasts (The Project for Excellence in Journalism, 2008). But while only a small percentage of Internet users download podcasts, the new platform has given a new opportunity for the users who do download them to access and consume information (Haygood, 2007).

Newspapers have adopted podcasting as another avenue to disseminate information. When starting their podcast program, *The Denver Post* utilized college students to host some of their podcasts (Kesmodel, 2005). They planned to expand the genres of podcasts available from news-focused to sports, editorial, and other interests. Newspapers are attempting to utilize podcasts and other new media on the Internet hoping to attract younger audiences in their late twenties and early thirties who use iPods and other types of personal media devices and grew up getting their news from the television (Kesmodel, 2005). As of this writing, of the top five newspapers by circulation as compiled by the Audit Bureau of Circulations (*USA Today*, *The Wall Street Journal*, *The New York Times*, *Los Angeles Times*, *The New York Post*) only three have regular podcasts: *USA Today*, *The Wall Street Journal*, and *The New York Times* (Burrelles Luce, 2007).

Podcasting is a relatively new platform with little published research in the communications field exploring its use. Podcasting is a new tool that media outlets can use to reach out to their audience. With this in mind, this thesis explores podcasting, and the differences between a national newspaper and its podcast efforts through a pilot study utilizing a content analysis of the 2008 presidential primaries campaign coverage. The content analysis will look at how newspaper articles and podcast segments were structured, what style (news, editorial, feature) they used to write the story, and what (or who) was the main and secondary focus. The results from this content analysis will help compare the two media platforms to provide an insight into *The Washington Post's* use of podcasting to cover events versus their traditional print coverage.

CHAPTER II

LITERATURE REVIEW

As of this writing, there has been little research published on podcasting, since it is a relatively new Internet technology. The bulk of this literature review explores how traditional media has expanded onto the Internet, and how the new media could be used to expand traditional media's services to their consumers.

From the integration of the Internet into the business models of traditional media, the concept of disruptive and sustaining technologies is discussed. Is the Internet a disruptive technology to traditional media? Will it surpass television, radio, and newspapers as the primary means of gaining information and entertainment? Or is it a sustaining technology, reinforcing and supplementing traditional media's products?

Advertising has always been a major source of traditional media's revenue (Mings & White, 2000). The search for a viable revenue model for early news Web sites is discussed. Traditional media tried a number of different models to generate revenue from the expansion of its services onto the Web. Four of the major revenue models are described.

As traditional media expanded onto the Internet, scholars explored new behaviors of how consumers processed the information gained from the abundance of media outlets. People began to increase the amount of time they spent using multiple media outlets at the same time, also known as multitasking. The expansion onto the Internet by the traditional media allowed the traditional media opportunities to allow consumers to customize the content of news Web sites to their individual interest. This allows a

newspaper, television network, or radio station the ability to fill the needs of a niche audience, as well as appeal to a general audience.

Traditional Media and the Internet

Before “podcast” was the keyword of the day, “convergence” was the media industry buzzword. Convergence definitions vary, but most define it as the blending of old media (i.e. newspapers, television, radio) and new media (computers, the Internet) (Lawson-Borders, 2003). The ever-evolving Internet has introduced many opportunities for newspapers to converge with the new technology like and enter the 21st century. Yet the news media industry was initially cautious to take the plunge. The “risk-averse” industry has been slow to adopt new advances in technology (Potter, 2006).

The news industry’s reluctance to expand into the Internet was caused by a combination of fear deviating from business models that have been successful in the past (Mings & White, 2000). Many news media executives have claimed that the Internet is a threat to the traditional news media; especially network television news and newspapers (Ahlers, 2006). Falling ratings and sagging circulation numbers indicate why so many in the industry are worried that people are using the Internet and turning away from the traditional media. Phillip Meyer (2004), Professor Emeritus at the University of North Carolina at Chapel Hill, when talking about the Internet’s impact on traditional media, said, “The newest of the disruptive technologies, online information services, may offer the most dangerous product substitution yet” (p. 21).

Though the news media has been fearful of the Internet, it allows newspapers to disseminate instant information to a vast audience with no geographical imitations and

makes it a logical platform for news (Meyer, 2004). As the demographics (18-35 years old) of Internet users approached the demographics (35-54 years old) of traditional newspaper users, many assumed that newspaper circulation would drop (Stempel & Hargrove, 2004). While there has been a decline in circulation numbers, the drop cannot be blamed totally on the Internet (Stempel, Hargrove, & Berndt, 2000). One possible explanation of this decline in circulation numbers could be what Ahlers (2006) describes as a media generation gap. Newspapers and television news are losing younger audiences because their business models do not target them, and they have tuned out. The younger audiences are turning to the Internet for their information. While the Internet is attracting potential consumers away from newspapers and television news, it is the traditional media's fault for not targeting a more diverse audience.

Many traditional newspapers have tried to thrive on the Web with an online version of their print edition with mixed results. Early on, newspapers were afraid of putting content from their newspapers online because of the fear of losing circulation numbers (Meyer, 2006). Their rationale was that if customers can read news articles on the Web, then why should they pay for the print edition? But, publishers saw the Internet as a way to reach out to new readers, gain an advantage over competitors, and stay on the edge of technological development (Saksena & Hollifield, 2002).

Three reasons that publishers used to justify a Web presence failed, researchers suggested (Meyers, 2002). First, the new readers they sought were outside of the newspapers' communities. And while the Internet allows equal access to content to everyone, it does not mean that there is an equal chance to find a niche audience online

(Chyi & Lasorsa, 1999). A local newspaper could publish content on the web to reach a greater audience outside the newspaper's community, but it was difficult to attract readers from outside that community. Second, newspapers only supplied a few stories from their print edition, and hardly used the Web sites to post pertinent information (Meyer, 2002). Finally, publishers did not really get to the edge of technological development other than weather maps or discussion boards. Primarily, the newspaper sites were full of repurposed stories from the print editions. The 2000 elections forced editors to realize the value of constantly updating information and supplementing the print edition instead of just directly posting the material from the print edition (Singer, 2003). The newspapers constantly updated the content on their Web sites, which in turn kept readers coming back repeatedly.

Destructive and Sustaining Technologies

The idea that a new medium will take the place of traditional media was well in place before the introduction of the Internet to the public. Media historians have noted that each medium builds upon the preceding one (Lawson-Borders, 2003). Radio was thought to be a threat to newspapers. Television was radio's threat; cable was to overtake broadcast television. Now, the Internet hovers as the menace to its predecessors. The introduction and adoption of the Internet as a new medium is what Ahlers (2006) considers a potential disruptive technology. Disruptive technology "emerge to a market a very different value proposition than had been previously available" (Christensen, 1997, p. 21). Disruptive technologies can introduce new features that will improve the older technologies they are based on and make the older technologies obsolete. For example,

the introduction of transistors made them the disruptive technology to vacuum tubes because transistors did the same job as vacuum tubes did, only better and took up less space. Opposite to disruptive media are sustaining technologies, which improve products or increase productivity for existing products, such as adding color screens to cell phones to make the existing product better.

Technology often allows for the creation of new alternative (substitute) products. Porter (1985) suggests that the determinants of substitution threats are “relative price performance of substitutes, switching costs, and buyer propensity to substitute” (p. 6). Online news is an alternative product of a newspaper or television news program. It may have the same content as the older, more traditional media (print, television), but gives users a different choice to access the information.

Evolutionary (sustaining) technology can give certain businesses an advantage over other their competition that fails to adopt early (Ahlers, 2006). Advantages include technologies that differentiate a company’s products or services from their competitors, the possibility of giving the company a better position in its industry, and the possibility of achieving efficiencies in productivity. And eventually, evolutionary technology is adopted across the industry. Yet, an evolutionary technology can become a disruptive technology, and change the game for an industry. It could change the product or make it obsolete (Ahlers, 2006). The integrated circuit was an evolutionary technology that made the transistor obsolete. It changed the industry and made way for new products.

In a 1972 study of the impact of new technology on existing mass media advertising revenues, McCombs (1972) proposed the principle of relative constancy. This

principle states that consumer spending on mass media was relative to the Gross National Product (Bromley & Bowles, 1995). With this concept, even if the total consumer spending on mass media fluctuates because of various economic factors, media spending as part of disposable income remains relatively the same. Under this principle, new media would thrive at the expense of traditional media (Bromley & Bowles, 1995). When new media are introduced into the market, money spent on them is either new money in the economy or must be diverted from existing media and non-media spending. McCombs (1972) found that during the 1948-1959 period, television was starting to penetrate the market in greater numbers. It was the new money in a prospering economy and older media's losses that fueled television's success (McCombs, 1972). Because of the adoption of television in the 1950s, the film industry suffered. The radio industry, however, expanded from AM stations to FM stations. This allowed them to narrowcast specialized content for niche audiences (Fidler, 1997). This refreshed the radio industry, but AM stations suffered because the FM stations attracted AM station listeners. AM stations only started to recover in the 1980s (Fidler, 1997).

The online versions of newspapers, television news shows, and radio shows can be seen as extensions of their existing products. While traditional media had been cautious of expanding into the Internet and using the new technologies that have been developed, they have been forced into convergence as a necessity in order to remain competitive in their industries (Wasserman, 2006). This makes the Internet more of a sustaining technology (Ahlers, 2006).

During 1995 to 1999, there were significant declines in the audience for newspaper, television, and radio news (older technology) (Bromley & Bowles; Stempel III et al., 2000). Internet (new technology) users were more likely to use newspapers and radio news than non-users, while there was no difference in television viewing between users and non-users (Kim & Johnson, 2006). This decline was blamed on the rise of the Internet, making it a potential disruptive technology. Stempel III et al. (2000) explained that the Internet use was “supplemental information – seeking behavior” (p. 78). This indicates that those going online for news are information seekers who consider Internet news, newspapers, and radio news useful (Kim & Johnson, 2006). This example illustrates that the Internet is a sustaining, evolutionary technology.

There is a cost differential between publishing a newspaper, publishing an online news Web site, and broadcasting a television or radio news program. The collection of information and production of a final product for newspapers, television, and online news Web sites represents a large cost, usually offset by advertising. Newspapers have the extra cost of duplicating the final product for distribution to the masses, while radio and television do not have that cost, but do have other costs associated with the production and delivery of their programs (Ahlers, 2006). There is a discontinuous cost differential at the distribution/delivery phase of the value chain. The costs of hosting an e-edition (virtual) of a newspaper are minimal compared to that of producing a physical edition and distributing that for consumption. The expansion of services to the Internet would add a new cost to that production, but a news Web site, independent of any traditional news organization, could do the same job (almost) as print newspapers for significantly less

money because the news needs only to be posted to the Web site immediately without any need to spend money to reproduce it for consumption (Meyer, 2004).

Online News Media and Revenue Models

Traditionally, newspapers in the U.S. have relied heavily on advertising to support the costs of doing business. This reliance has grown in the past twenty years (Mensing, 2007). The second most important source of revenue for newspapers is subscriptions. Circulation growth, however, has been in decline since the 1980s (Mensing, 2007).

When newspapers expanded onto the Internet, they tried several business models to make the expansion profitable for the newspapers. Mings and White (2000) identified four basic economic models that have been experimented with by newspapers. These models were subscriptions, advertising, transactional, and the bundled model (Mings & White, 2000).

The subscription model is the traditional business model for newspapers. Consumers buy a newspaper subscription, thus ensuing delivery of the newspaper to the consumer's home. Revenue for newspapers have been roughly split between subscriptions (20%) versus advertising income (80%) (Meyer, 1995). Erlindson (1995) argued that it would be difficult, if not impossible, to maintain that split between subscription and advertising. With millions of online newspapers and publications, the competition for subscription dollars is immense.

Newspaper and other publication Web sites tried a few modifications to the subscription model (Mings & White, 2000). One modification requires a reader to pay a subscription fee (monthly or yearly) to view content on a Web site. Another modification

is a two-prong approach. The first prong gives a reader a preview of a story, then charges the reader for the full story. The second gives readers the option of paying a subscription to view all content with no previews. An additional subscription method is the personalized subscription option. This subscription method allows subscribers to pay for access to a Web site, and then they can simply customize the content they see.

The advertising model involves the selling of advertising space on Web sites in the forms of banners at the top and sides of the pages (both static and moving), ads that pop-up in separate windows, sponsorships, and highlighted keywords in the text that shows advertising information when a user moves the cursor over the word. Erlindson (1995) suggested that online newspapers look more to advertising for more of the revenue mix, since subscription revenue would not help meet the 20%-subscriptions-versus-80%-advertising revenue mix that print newspapers enjoy.

Advertising on the Web has many benefits (Erlindson, 1995). A Web page is inexpensive. It is easy to audit the pages' performance and track visitor hits (a hit is when a person accesses a Web page) through computer logs and online services that collect data about Web sites. By letting Web site visitors to sign up for interactive services on web sites (such as commenting on articles and customizing what content they see when they access a Web site), it can be easy for advertisers to learn who is accessing a page with their advertisements on it, where those users live, and even what they like. Advertising can be targeted and designed for specific audiences that fit into a niche.

Online classified advertisements are another possibility for online papers that wish to implement an advertising model (Mings & White, 2000). Classifieds are crucial

for the survival of traditional newspapers. Initially, transferring this revenue stream to online activities was ignored. At first, online newspapers offered classifieds services free to users. This was abandoned for a “pay-to-post” model. Classifieds are one of the fastest-growing categories on the Internet (O’Mally, 2006). Traffic to classified websites increased 47% for the year ending July 31 (2006), according to ComScore Media Metrix (O’Mally, 2006).

Both print and their online counterparts face competition from other Web sites like ebay.com, monster.com, and craigslist.org. Each of these sites, and many like them offer online classified – such as posting for selling items, advertising job openings, and personal ads. Newspapers are attempting to compete with these competitor sites by forming partnerships and forming Web sites that cash in on their brand names (Mings & White, 2000).

The Transactional Model is based on the idea that advertisers and consumers can meet in a “transactional space” (Mings and White, 2000). White (1996) defined transactional space as a place where consumers come to see merchandise, services, and other goods displayed in a store or some type of specialized space designed to sell and conduct business. Online newspapers can act as “market intermediaries” that serve to bring the consumer and sellers together in an electronic market (Palmer & Eriksen, 1999). Online newspapers can take advantage of this transactional space by allowing advertisers access to readers who view their advertising and supply the reader an area to sign up for more information about the product being advertised, direct readers to a

product's Website, or even enable consumers to buy the product without having to leave the online newspaper's Web site (Mings & White, 2000).

The bundled, or partnership model involves establishing partnerships with other publishing and/or Internet entities as a means of gaining revenue (Mings & White, 2000). These bundled revenue models may take the form of online newspapers partnering with online proprietary services like Internet service providers (ISP) and other access providers, web browsers, other newspapers, or other content providers. Early partnerships included newspapers teaming up with American Online (AOL), CompuServe, and Prodigy. These access providers allowed their readers to access online newspapers and other content providers for a fee paid in addition to Internet access. In some instances, this allowed newspapers to launch themselves into the World Wide Web for a low cost, aided by the technical expertise of the access provider. Newspapers would gain a new source of revenue with the online presence. While this was an attractive option at the time, it had some drawbacks. The newspapers had to share revenue with the access provider, and the newspapers' potential audience was limited to the number of subscribers of that access provider (Mings & White, 2000). Newspapers soon gave up this type of online presence in favor of having their own Web sites, thus not needing the assistance of the access providers.

Other partnerships involve newspapers offering Internet access with print subscriptions or partnering with already existing Internet service providers (Mings & White, 2000). While newspapers becoming their own ISP are an option, Roiter (1996) contends it is more promising for a newspaper to join with an existing ISP. If a

newspaper has the means to manage the infrastructure and technology needed to be an ISP and no significant competition, then it is a good idea for a newspaper to become its own ISP. Partnering with an existing ISP can be a much cheaper alternative, however.

There is no doubt that use of the Internet for information, news and entertainment is growing (Dimmick, Chen, and Li, 2004; Project for Excellence in Journalism, 2008). According to a survey by The Project for Excellence in Journalism (2008), eight in ten Americans 17 years of age and older say that the Internet is a critical source of information for them. The number is up 66% from 2006 (The Project for Excellence in Journalism, 2008). In addition to the use of the Internet, time spent by users is increasing as well. The time spent online can be seen as time taken away from traditional media, yet users are abandoning “single media usage” and increasingly consuming more than one medium at a time (“multitasking”) (Ahlers, 2006). Approximately 25% of media usage is overlapping. (Ahlers, 2006).

Those who are multitasking are typically those who have been using the Internet for a number of years (Ahlers, 2006. “The Simultaneous Usage Survey” in 2003 found that 70% of consumers indicated that they use two or more forms of media at once (as cited in Jordon, Se Hoon & Fishbein, 2006). Jordon, Se Hoon, and Fishbein (2006) found that the more media choices audiences have, the more likely they are to use multiple media at the same time. The Online Publishers Association conducted a survey of online users and found that even though they visit online news sites, they also had an offline version of the newspaper, or watch the evening news broadcast (Online Publishers Association, 2004). If consumers are spending more time on the Internet, it can also be

argued that they are “multitasking” media outlets. Some research on media usage could be inaccurate, as in Roberts’ (2000) study of youths’ media use time not measuring multimedia exposure specifically and double counting single medium exposure.

Podcasting Fills Niches

The theory of niche is of bioecological origin (Dimmick, 1997). A niche in the market is formed when content is crafted for a particular characteristic (or niche) of the audience. Content can fill a certain niches like a particular age group, fans of a sports team, or even content crafted for a specific medium. The niche theory predicts that a new medium will compete with established media for consumers’ attention, satisfaction, and advertising dollars as they seek out content aimed at and designed for specific audiences. If competition exists, then the older media will be excluded or replaced altogether (Dimmick, Chen & Li, 2004). Gratification opportunities are defined as “consumers’ belief that a medium allows them to obtain greater opportunities for satisfaction, more specifically, the perceived attributes of a medium relating to time use and expanded choice of content” (Dimmick, Chen & Li, 2004, p. 22). A greater opportunity of a medium to supply instant or faster gratification increases the chances that a consumer will choose that medium over others. Dimmick et al, (2000) present the example of newspapers and broadcast news having a limited array of content and rigid schedules. In contrast, the online platform offers consumers a greater choice and more consumer control over the content they view.

The Internet offers greater gratification opportunities to consumers by allowing them to access the content they want when they want it, whereas newspapers and

broadcast news make consumers wait for the information they seek. Also, the Internet allows access to content that can be tailored to the specific consumer (thus filling a niche for that consumer). New technologies being introduced on the Internet give individual consumers even greater opportunity to customize content to fit their specific interests.

Is the Internet Killing Traditional Media

Is the Internet sounding the death toll of traditional media? As noted previously, almost every time a new medium has emerged, critics have talked about the end of the older media. According to the results of The Project for Excellence in Journalism's (2008) "The State of the News Media 2008," these declarations of doom for traditional media, especially newspapers have been somewhat exaggerated. While the newspaper industry is losing on the circulation, advertising revenue, and staff fronts, it is still a facet of the day-to-day activities for a significant number of consumers (The Project for Excellence in Journalism, 2008).

The Project for Excellence in Journalism's (2008) report also found that news media is increasingly shifting from a product to a service. News Web sites enable newspapers and other media news outlets to keep consumers constantly updated with the very latest developments of a news event. This ability gives consumers an "evening newspaper edition"-like supplement to their morning counterparts. A news Web site can keep consumers up-to-date on news events as they happen via text messages to cell phones, e-mail, and updates to a user's desktop via RSS (RDF Site Summary but more commonly known as Really Simple Syndication) aggregators (Stone & Sabelstrom Moller, 2005). RSS allows content providers a means to alert users to new and updated

content. A user can subscribe to RSS feeds via an aggregator program, and as feeds are updated, it alerts the user. From there, the user can access the new content that ranges from an updated news story to a new podcast episode premiere.

With traditional news media converging with the new medium of the Internet, traffic to their news Web sites has increased (The Project for Excellence in Journalism, 2008). Most news Web sites feature Web technologies that enable consumers visiting the site to customize the news articles they see, access multimedia articles, talk to other consumers in forums, add to wiki's (user-contributed collections of knowledge), contribute to blogs (a web log of text entries that can focus on news, personal stories, and links that users can comment on), and download podcasts. Podcasting is one of the latest technological advances to arrive on the Internet.

The Internet has given traditional media, especially newspapers, a new avenue to serve their customers and stay competitive in their industry. As newspapers have experimented with different ways to use their Web sites to serve their consumers, they have tried a number of revenue models in order to generate income. Online news Web sites have utilized technologies like RSS feeds and podcasting to allow users to customize content to fit their individual needs and gratifications. While initially, traditional media feared that the Internet would make them obsolete, it's been concluded that the Internet is not a destructive technology, but a sustaining technology that supplements the traditional media's products and services.

While there is little research on podcasting as a new news platform, this pilot study's aim is to examine a national newspaper's print and podcast coverage of the

campaign leading up to the 2008 presidential primaries. This study will explore the use of podcasting by a national newspaper in its coverage of the political campaign. *The Washington Post* and two of its podcasts were examined based on criteria explained later. The study will compare the two platforms by the same news organization by looking at the main and secondary topics and the way the stories and segments are constructed. Through these comparisons, theoretical directions for future research will be proposed.

CHAPTER III

METHODS

The research question for this thesis is as follows: How does the political coverage of the 2008 presidential primary in *The Washington Post* print edition compare with the coverage in its podcasts? In exploring how newspapers and their podcasts differ, I began by choosing the papers to analyze. I referred to the top five newspapers by circulation (at the time of this research) as compiled by the Audit Bureau of Circulations. As noted earlier, at the time of this research, only three of the top five daily newspapers had frequently published podcasts (*USA Today*, *The Wall Street Journal*, and the *The New York Times*). *USA Today*'s podcasts focused only on technology news and entertainment news, not national news or political coverage. Similarly, *The Wall Street Journal*'s podcasts focused on technology trends, investing, finance, and other economic topics with none that addressed politics or other general news topics.

At the time of this research, the national newspaper on the list that frequently published podcasts was *The Washington Post*. *The Washington Post* published podcasts that dealt with national news and political coverage on a daily basis. I chose this paper for analysis because that it had daily podcasts that dealt with national news, and the print edition of the newspaper had in-depth national news and political coverage.

The 2008 presidential primary campaigns were unique in that for the first time since 1928, potential candidates faced no opposition from an incumbent president or vice-president. Thus, it was an open contest where at one point more than 20 potential candidates campaigned for the nominations of their parties. This rare time in American

politics provided both the topic to use to compare newspapers and podcasts (the primary campaign) and the time frame from which to collect data. The time period beginning September 1, 2007, and ending on December 31, 2007 was selected, because of the amount of political coverage leading up to the January 3, 2008, Iowa caucuses.

To explore my research question, I used content analysis as my methodology to investigate how information was covered in each *Washington Post* platform, the quantity of objects covered for each story, and the basic construction of the story. Babbie (2007) defines content analysis as “the study of recorded human communications” (p. 320). Content analysis is well suited to answer the classic question of communications research: “Who says what, to whom, why, how, and with what effect?” (Babbie, 2007, p. 320). To use a content analysis, first develop operational definitions of what is being observed. Next, decide what media you are going to observe to collect data. The data is then coded, or transformed from raw data into a standardized form and then analyzed.

Two podcast series produced by *The Washington Post* were chosen for analysis based on the following criteria: The podcast must be published daily and the podcast must cover national news stories. Based on these criteria, two podcasts were identified. The podcasts were examined and coded by each story, referred to here as segments. The first podcast, *Post Politics Podcast* from *The Washington Post*, was a daily podcast that featured reports from the political campaigns of the candidates. The second podcast was a daily podcast called *From the Pages of the Post*, which featured excerpts from stories in that day’s newspaper.

Each was coded for a number of characteristics including position (e.g. lead or not), type (editorial, news story, feature), medium identification (newspaper or podcast), lead (hard-news or soft), style (inverted pyramid, hourglass, sections, and *Wall Street Journal* style), and number of sources in each story. An editorial is a type of article, usually written by an editor, the editorial staff, or the publisher that expresses an opinion on a certain topic (Rich, 2003). A news story describes an event using facts and quotes from witnesses, authorities, or experts. They can be organized in a number of different ways, the most typical being the inverted pyramid style described later. A feature story is a type of article that delivers an in-depth look at a person, event, current event, or other topics of interest (Rich, 2003). The two different leads analyzed include hard-news leads and soft leads. A hard-news lead (also known as a summary lead) can be the first sentence or two that describes what the story is about (Rich, 2003). Soft leads, also known as delayed leads, are described as being specific to general (Rich, 2003). They start out with a specific situation or scenario that relates to the general topic of the story. Once the specific situation is established, the story then focuses on the general topic that is reflected in the specific situation.

Stories are considered lead stories when they are positioned in the upper left corner of the newspaper page, or are positioned as a prominent element on the page. On any page in an edition of a newspaper, there can be a few lead stories. For instance, a page may have a one-column story in the upper left position. This story would be considered a lead story. If there were a story beside it that was taking up the rest of the page through text or a large graphic or photograph, it would be considered a lead story as

well. Podcast segments are considered leads when they are the first segment of a podcast episode. While a single edition of the newspaper can have many lead stories, there can be only one lead segment for a podcast due to the linear nature of the medium.

The different types of stories that were examined included the inverted pyramid style, hourglass style, sections style, and the *Wall Street Journal* style. The inverted pyramid style is defined as presenting information “from the most important information to the least important” (Rich, 2003 p. 194). The inverted pyramid style is the most commonly used for hard-news stories and primarily used for breaking news stories. The inverted pyramid style is thought to have developed when the telegraph was widely used to report news and information (Errico et al., 2004). The technological limitations of the telegraph required information to be short and only contain the most important facts.

The structure is as follows: summary lead, back up (quotes or facts), supporting points, and the ending that contains the least important, but relevant facts. The summary lead answers several, if not all of the basic questions a reader might have (What is the story about? Who is involved? When did the story happen? Why? Where did the story happen? How did it happen?) These major points of the story should be in the summary lead.

After the summary lead, the backup section reinforces the information established in the summary lead with quotes and facts obtained from sources related to the story. Then, any supporting facts or quotes that reinforce the previous information are presented. Finally, the ending presents any information that should be addressed, but was not as important as the information already discussed in the story, but still relevant to the main topic of the story.

The hourglass style is similar to the inverted pyramid in that it gives the most important hard-news information in the top of the story, and then it contains chronological information for the rest of the story (Rich, 2003). It then ends with any comments or the outcome of the news. This style is good for crime stories, or court coverage. Often, to set up the chronological storytelling section, an overview attribution is used such as “Police gave the following account” or “Witnesses said that...” then followed by a colon.

The sections technique separates the story into sections. This technique is used for in-depth stories such as features and investigative stories. Each section is treated like a chapter in a book, with a lead and an ending that will compel the reader to keep reading (Rich, 2003). This style is very effective for feature stories like profiles of people or describing an event in chronological detail.

Stories written in the *Wall Street Journal* technique begin with a soft lead, a specific focus on a person, scene, or event that illustrates the main point of the story (Rich, 2003). It then moves from the specific element to a general topic relating to that point. From the lead it presents information and supporting points, then comes full circle to the person/scene/event from the beginning of the article (Rich, 2003). This can be used in both news stories and features. This technique is named after the newspaper that made it popular.

The number of sources was coded by counting each unique source identified in the story or segment. A person quoted in a story was considered one source, with only the

first quote contributing to the amount of sources. Polls and speeches were counted as a source as well.

Stories were also coded for the main focus and secondary focus (if any) content covering three different elements that included eleven issues (abortion, health care, climate change/environment, health care, immigration, Iran, Iraq, civil rights, economy/budget, education, globalization, and “other”); twenty candidates (e.g. Hillary Clinton, Tommy Thompson); political party (Democratic, Republican, or other) and five strategic elements (polling results, debates, fundraising, campaign ads, campaign events, and “other”).

This study coded for eleven issues. The first issue was abortion, the act of terminating a pregnancy. Abortion is a controversial issue in American politics and is often the topic of questions posed to candidates. The Supreme Court decision that made abortion legal, *Roe v. Wade*, is also a point of controversy. Any mention of abortion, or *Roe v. Wade* was coded as “abortion.”

The issues of climate change and the environment were coded as climate change/environment. Any story that involved global warming, air pollution, conservation, endangered species, et cetera, were coded as a “climate change/environment issue.” Any mention of health care (private or universal), policy, health care providers, or American’s lack of health care was coded as “health care.” Stories that discussed both legal and illegal immigration were coded as “immigration” along with any discussion about the borders with Mexico and Canada such as border security and the fence between Mexico and America.

Any story about the Iraqi country, government or conflict was coded as “Iraq.” Any mention of Iran as a potential threat, a safe haven for terrorists, or Iranian government was coded as “Iran.” “Civil rights” refers to same-sex marriages, gender/race/sexual orientation equality, et cetera. Concerns that addressed the American economy or national budget were coded as “economy/budget”. This category also included stories that discussed taxes or tax cuts, the national debt, Wall Street, and other financial issues. “Education” included educational reform and legislation. Any discussion or mention of companies exporting jobs to foreign companies, the European Union, or America’s place in the global marketplace was coded as “globalization.” Anything else that was discussed in the articles or podcast segments that did not fall under the above issues was classified as “other”.

The candidate list was compiled from those actively campaigning at the start of the study time period, September 1, 2007. In all, there were twenty candidates listed on *The Washington Post’s* Web site. When developing the coding list, the candidates were listed in no particular order.

Hillary Clinton is the Junior Senator (Democrat) from New York and the former First Lady. She was elected to the Senate in 2000. She began her campaign for the democratic nomination with an announcement via her Web site on January 20, 2007 (Clinton, 2008). Barack Obama is the Junior Senator (Democrat) from Illinois. He was elected to the Senate in 2004 (Obama, 2008). Before his election to the Senate, he served in the Illinois Senate from 1997 to 2004.

John Edwards is a former Senator (Democrat) from North Carolina. He served one term, from 1998 to 2004 (Edwards, 2008). In 2004, he was the Democratic vice presidential candidate, campaigning with John Kerry as the presidential candidate. Mike Gravel is a former Senator (Democrat) from Alaska, having served from 1969 through 1981 (Gravel, 2008). Gravel was the first to officially announce his candidacy, making the announcement in 2006 (New York Times, 2006).

Dennis Kucinich is the Democratic Congressmen from the 10th district of Ohio. He has held this position since 1997 (Kucinich, 2008). He is also a former mayor of Cleveland. Bill Richardson is the Governor (Democratic) of New Mexico. He also served as Secretary of Energy (1998-2001) and Ambassador to the United Nations (1997-1998) under President Bill Clinton.

Joe Biden is the Senior Democratic Senator from Delaware. He has served as Senator since 1973. This was his second time running for the presidency, having an unsuccessful bid in 1988 (Biden, 2008). Christopher Dodd is the Senior Senator from Connecticut. He has been serving since 1981. As of this writing, he is the longest serving Senator in Connecticut's history (Dodd, 2008).

Rudolph Giuliani is a former Republican Mayor of New York City. He served as mayor from 1994-2001. He was the mayor of New York City when the terrorist attacks of September 11, 2001 occurred. Mike Huckabee is the former Republican Governor of Arkansas. He served as governor from 1996-2007 (Huckabee, 2008).

Duncan Hunter is the Republican Congressmen representing California's 52nd district (Hunter, 2008). He has held his current office since 1981. John McCain is the

Republican Senator from Arizona. He has served in this office since 1987 (McCain, 2008). This is the second time McCain has tried to get his party's nomination for the presidency, having bid for the office in 2000.

Ron Paul is the Republican Congressman representing the 14th district of Texas. He has served twice as a member of the House of Representatives, once from 1979-1985 (representing the 22nd district) and his current term that started in 1997 (Paul, 2008). Mitt Romney is a former Republican Governor of Massachusetts. He was in office from 2002 through 2007 (Romney, 2008).

Fred Thompson was a Republican Senator from Tennessee. He served in the senate from 1994 to 2003. Thompson left the senate in 2003 and joined *Law and Order* (Fred Thompson Political Action Committee, 2008). Tom Tancredo is the Republican Congressman representing the 6th district in Colorado. He has represented the district since 1999 (Tancredo, 2008).

Sam Brownback is the Republican Senior Senator from Kansas. He has served as senator since 1996 (Brownback, 2008). Tommy Thompson is a former Republican Governor of Wisconsin. He served as governor from 1987 to 2001. He resigned as governor to become the Secretary of Health & Human Services for the George W. Bush administration, serving from 2001-2005 (White House, 2005). Other candidates not listed by name on the coding sheet were coded as "other".

The five strategic elements (poll results/polling, campaign ads, campaign events, debate, and fundraising) were considered the "horse-race" elements that are covered in the press. "Horse-race" journalism refers to the style of reporting that focuses on

competitive elements of politics such as polling results, events, and comparison of candidates (Broh, 1980).

Stories that used polling or poll results were coded as such. This included straw polls, focus groups, surveys, and other methods of analyzing public opinion. Any story that discussed campaign ads from the candidates or political groups were coded as “campaign ads.” Advertising that appears in any media was included in this category. Events covered that included speeches, campaign stops, interviews, and candidate endorsements were coded as “campaign events.” Any coverage of the debates, discussion about who won the debates, or coverage of candidates prepping themselves for a debate was coded as “debate.” Stories that discussed fundraising, campaign contributions, or fundraising events was coded as “fundraising.” A strategic element that could not be included in the above list was coded as “other”.

The element that was featured prominently in the story was the “main focus”. If there were competing elements, the one mentioned the most was considered the main element. The secondary focus was coded by determining which element was most associated with the main element of the story. “None” was applied if there was no secondary focus of a story. An example for both main and secondary focus could be a story about Barack Obama making a campaign stop in Iowa. The main focus would be Obama, and the secondary would be campaign events.

After all the data was coded, it was entered into the statistical program SPSS. All calculations, data comparison, and other statistical measurements were performed with

SPSS. After the data is imported into SPSS, the results were compared and used to make conclusions in relation to the research question.

To summarize the methods behind this study, the research question was: How does the political coverage of the 2008 presidential primary in *The Washington Post* print edition compare with the coverage in its podcasts? To answer this question, the content analysis method was chosen to collect and analyze the data. The unit of analysis for the content analysis utilized here was each individual story of the newspaper and each individual segment of the podcast episodes. The time frame, September 1, 2007 to December 31, 2007, was selected from which *The Washington Post* articles and podcast would be collected and analyzed. To investigate the differences in how each platform presented information, elements of story construction (types of articles and style) and campaign elements (issues, candidates, and strategy) were identified for data collection and coding. After the data collection and coding was complete, the information was imported into the statistical analysis program SPSS in order to make conclusions about the data.

Chapter IV

RESULTS

How did the coverage of the primary campaigns compare between platforms? Were there major differences? The following chapter describes the results from the content analysis that was performed on articles and segments from *The Washington Post*'s print and podcast coverage of the primary campaigns.

The content analysis examined articles from *The Washington Post* and two of its podcasts, *The Post Politics Podcast (P3)* and *From the Pages of The Washington Post*. The total number of articles and segments from the podcasts examined was 808. The total number of articles analyzed from *The Washington Post* was 708. The total number of podcasts was 100, with 97 originating from *P3* and the remaining three from *From the Pages of The Washington Post*. The print edition had more coverage than the podcasts analyzed purely by numbers alone.

Next, the manner of presentation of the information in the newspaper and the podcasts showed that the content was covered in a similar fashion. The most frequently used story style for both platforms was news stories (69% for the print edition and 87% for the *Post Politics Podcast*). Editorials accounted for 17.5 % of the primary campaign articles in the print edition and 1% of the podcasts. Features accounted for 13.5 % of the print edition and 12% of the podcasts. Figure 1 on page 33 illustrates the story styles of both platforms.

For the position (lead position or not in a lead position) of the articles/segments analyzed, the podcast had more segments focusing on the campaigns in a leading position

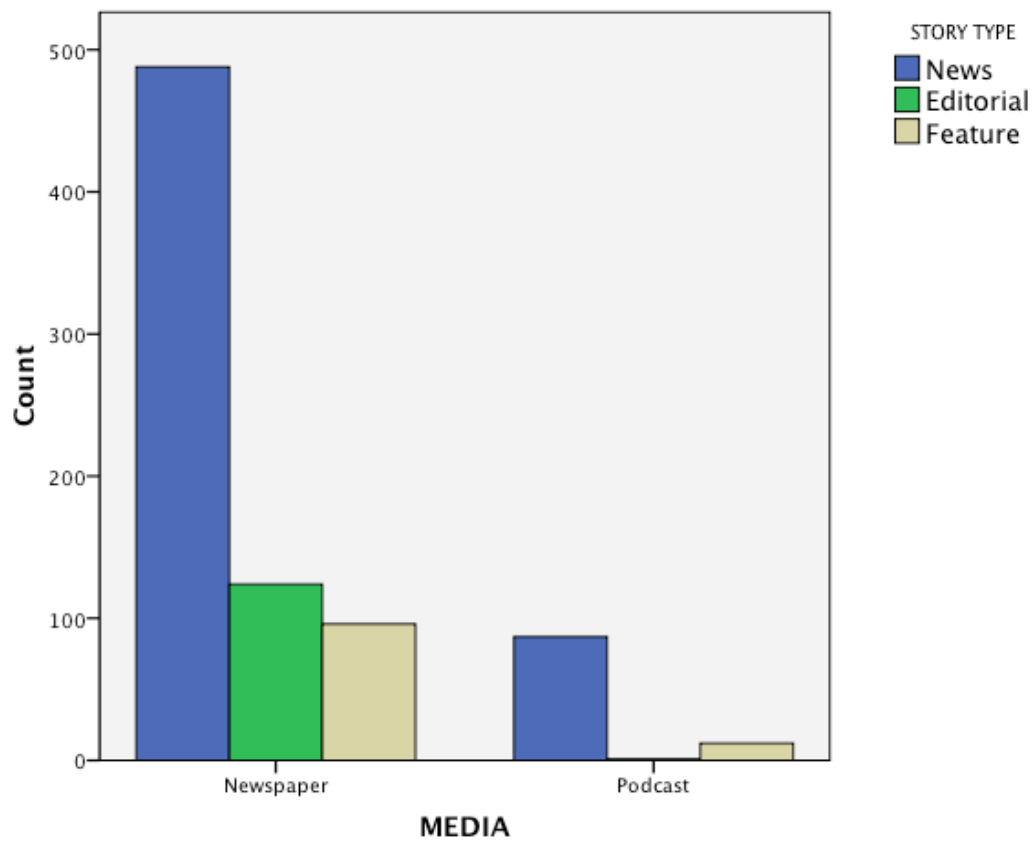


Figure 1: Graph of Story Style in the Print Edition and Podcasts

than the newspaper did with 46%. Only 26% of print articles lead with the campaigns. As noted earlier, an article was considered a lead when it was laid out prominently on a page (either the top left story on the page, or the article that occupies the most space on the page). For the podcast segments, a lead segment is the first story presented in a podcast. A single edition of *The Washington Post*'s print edition could have multiple lead articles. One of *The Washington Post*'s podcasts can have only one lead segment.

For both news platforms, the inverted pyramid writing style was the primary style used (see Figure 2 on Page 35). *The Washington Post*'s print edition had 72% of its coverage presented in the inverted pyramid style. The second most used style in the newspaper was the *Wall Street Journal* style with 12%. The sections style was third most used with 7.9%. And finally, the hourglass style had 7.7%. The podcasts had 55% of its coverage in the inverted pyramid style. The sections style was the second most used with 21%. *Wall Street Journal* style was third with 16%. The least used style was the hourglass style at 7%.

Hard-news leads matched both type of story (news) and writing style (inverted pyramid which is used primarily in news stories) as dominant. (See Figure 3 on Page 35) For the podcasts, hard-news leads 69.1% of the time. The number of sources in each story was also coded. The highest number of sources used in the print edition was 16 in one story. A majority of the print stories (19.9%) had 2 sources. The highest number of sources in a segment of a podcast was also 16 in one story. Eighteen percent of the segments analyzed had only one source.

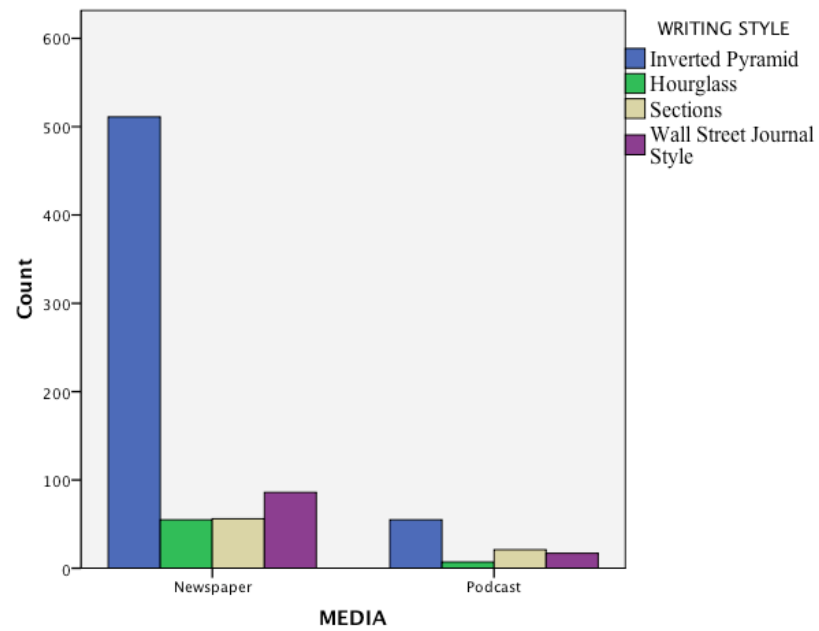


Figure 2: Graph of Writing Styles in the Print Edition and Podcasts

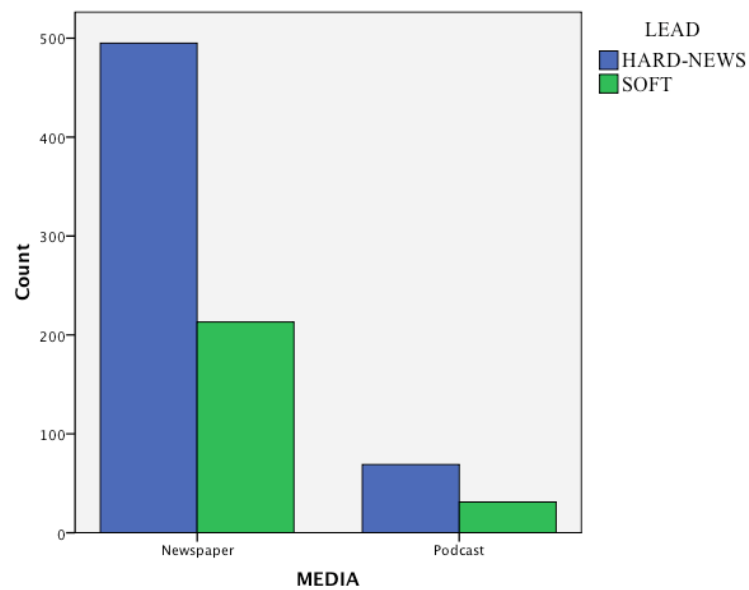


Figure 3: Graph of Types of Leads Used in the Print Edition and Podcasts

For content, the coverage was almost identical over both platforms. The topic coded most frequently as the main focus of the articles and segments for both platforms was the candidate Hillary Clinton. She was the main focus in 19.7% of the news articles from *The Washington Pos*. Barack Obama and Rudolph Giuliani tied for second with 7.2%. Next was Mitt Romney with 7%, the Democratic Party with 7%, and campaign events with 6.9%. The other elements that were coded in the print platform were below 5%. For the podcasts, 17% of the segments had Clinton as the main focus. The Republican Party was the main focus of 9% of the segments. The others were the Democratic Party with 8%, Fred Thompson with 8%, Barack Obama with 7% and Rudolph Giuliani with 6%. The rest were below 5%. Figure 4 on page 37 and Figure 5 on page 38 show graphs of the elements that were coded for the main focus for both platforms. For the main focus, there was no statistically significant difference found between the two platforms ($\chi^2=9.522$, $df=70$, $p=.024$).

The second focus coded for both platforms was similar as well. Twenty-five percent of the newspaper articles had campaign events as the secondary focus. There were none or no elements considered as a secondary focus in 16.5% of the articles, “other” was 12.6%, Barack Obama was 4.5% and Clinton was 4%.

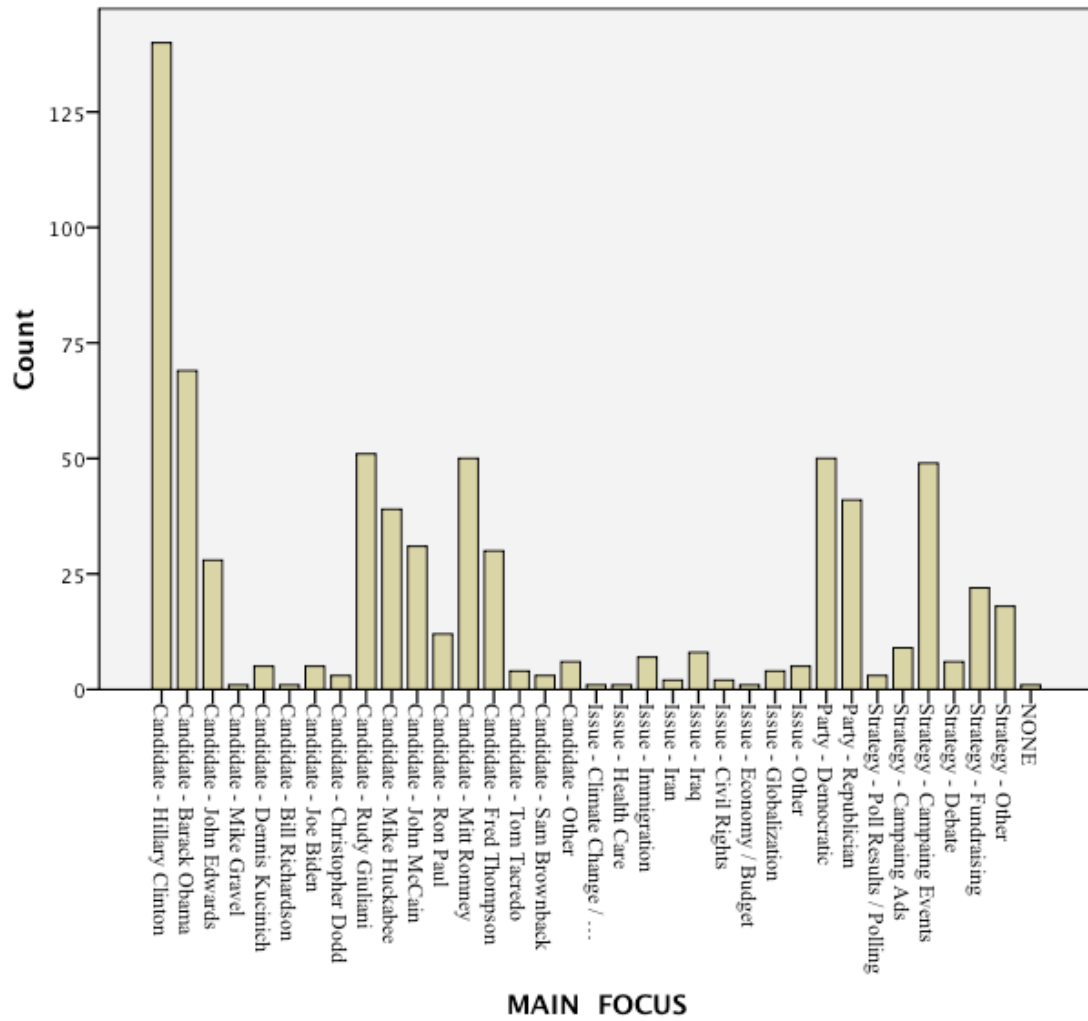


Figure 4: Graph of the Main Focus of the Print Edition

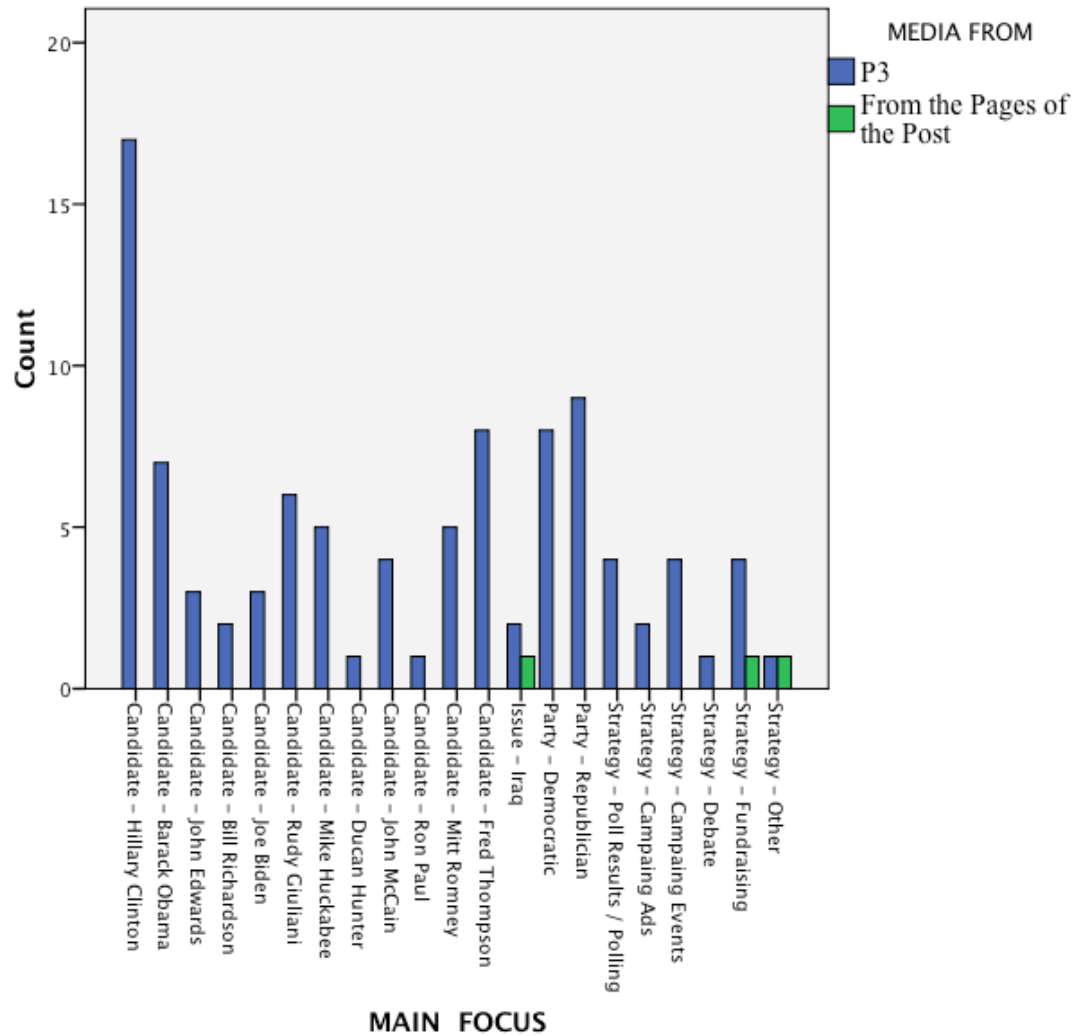


Figure 5: Graph of the Main Focus of the Podcasts

The other elements that were coded in the print platform were below 3%. Figure 6 on page 36 shows a graph of the elements that were coded for the secondary focus for the print edition.

The secondary focus for the podcasts consisted of campaign events with 25%; “other”, 13%; debates had 12%; campaign ads had 11%, and poll results / polling had 6%. The rest of the elements were below 5%. Figure 7 on page 37 shows a graph of elements coded as a secondary focus for the podcast platform. “Hillary Clinton” as a main focus and “campaign events” as a secondary focus were paired up more than any other element included in the data analyzed. For the secondary focus, there was a statistical difference found between the platforms ($\chi^2=1.120$, $df=64$, $p=.000$).

The results show that other than the platform used, there is little difference between the print and podcast coverage of the primary campaigns. The next chapter will discuss the importance of these results in greater detail and possible directions of this study in future podcasting research.

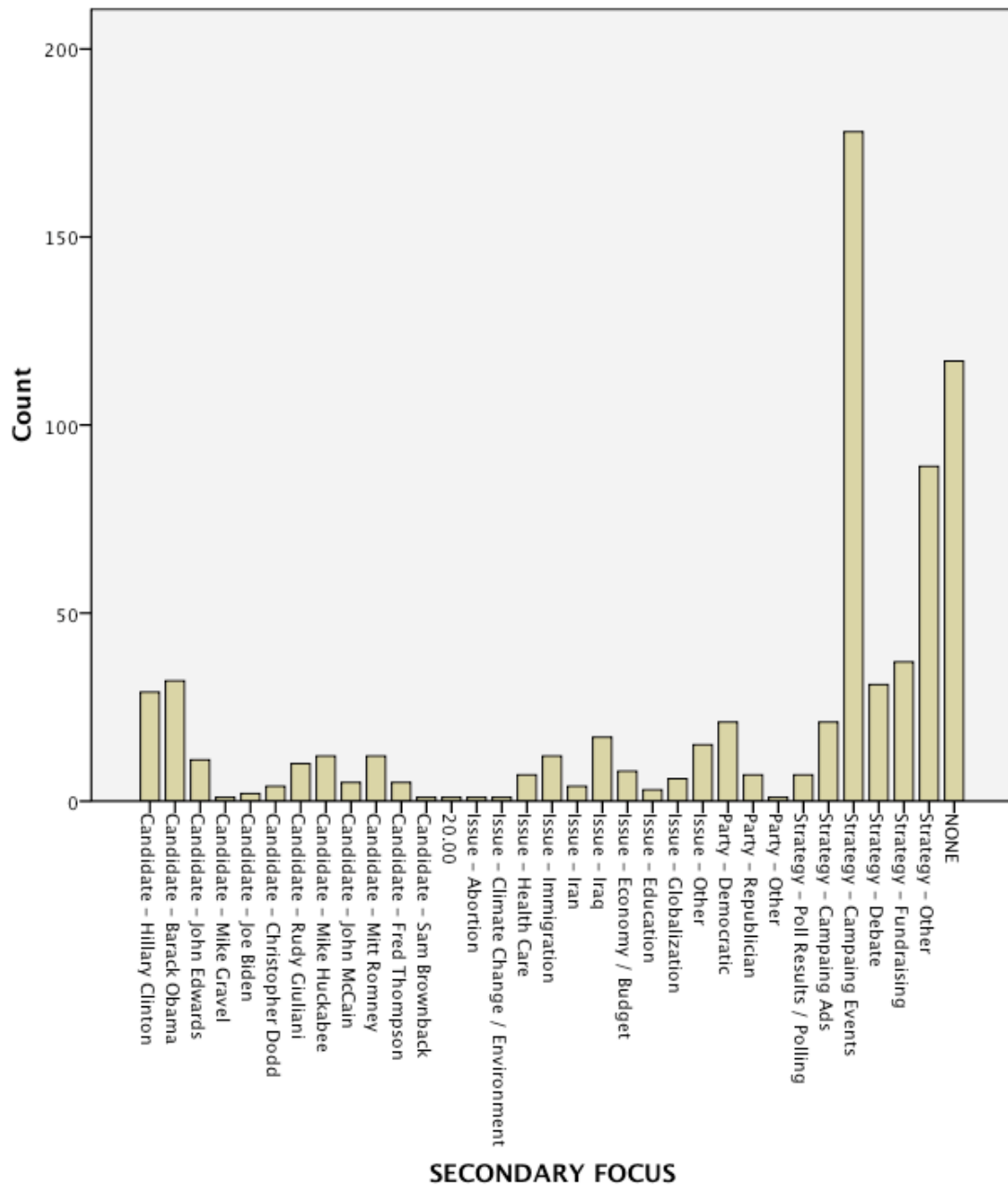


Figure 6: Graph of the Secondary Focus in the Print Edition

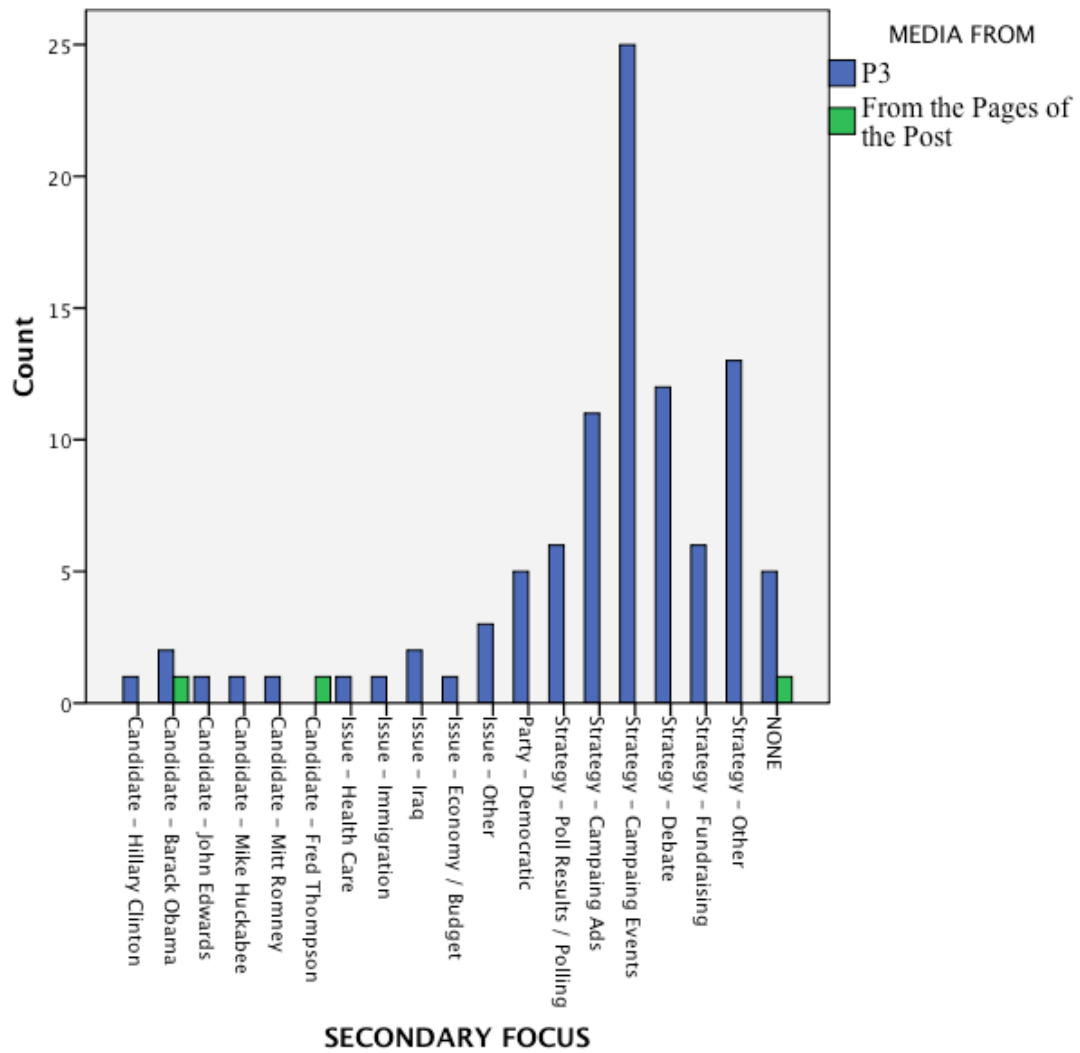


Figure 7: Graph of the Secondary Focus of the Podcasts

CHAPTER V

DISCUSSION

The research question for this paper was: How does the political coverage of the 2008 presidential primaries in *The Washington Post* print edition compare with the coverage in its podcasts? The results from the content analysis show that other than the platform used to convey information, there is little difference. *The Washington Post* and its podcasts covered the same material in similar ways. Hillary Clinton was the most covered political element in both the newsprint and podcasts for the time period covered. The lack of difference between platforms could be attributed to a variety of reasons. One could be a lack of funding to fully develop content specific to an auditory platform. Much of the content presented in the podcasts was lifted from the print edition. For instance, *From the Pages of The Washington Post's* host simply read a story selected from the day's newspaper.

Since podcasting is still a relatively new medium, it is possible that *The Washington Post* is cautious about committing a large number of resources to develop it beyond news for a several reasons. Not only does a newspaper have to commit money to buy equipment for both the podcaster to produce the podcast and equipment for journalists to record sound bites and actualities, but they also have to invest in training those involved with the production of the podcasts. The newspaper's number one priority is the print edition of the newspaper. Articles that appear on the web are essentially the same that appear in the print edition, albeit updated frequently. The podcast articles

analyzed for this study reflected the same practice. The content is basically the same and presented in the same manner, just in a different platform.

Another reason for the little difference between the two platforms is podcasting is a new part of an ever-changing and evolving medium – the Internet. In a matter of time, something new may replace podcasting. Why then, should newspapers invest precious resources to develop something that may be obsolete? Using the same content with some modification to fit the medium is a time and money saving measure. Also, newspapers may not consider that the audience penetration of podcasts is deep or wide enough to warrant investing more than the minimal resources in podcasting. As discussed earlier, advertising sales contribute to a majority of revenue for newspapers. Advertising for podcasting is still in its infancy, and until it matures and generates some revenue, newspapers will not invest a lot of resources in their podcasting (Haygood, 2007). Audience demographics for podcast downloads have not been published nor has there been any research published as of the writing of this paper.

Consideration was given to comparing the newspaper writing style (inverted pyramid, sections, hourglass, and the *Wall Street Journal*) and broadcast style, but typical broadcast style was not used in the podcasts. Like the early Web sites of newspapers, content in the podcasts were repurposed from the print edition and not delivered in a broadcast style. Consequently, only the newspaper styles were used for the purpose of coding.

It is important to note that the coding sheet and guide developed for the data collection did not measure length of articles and podcasts. This would have shown a

slight difference between the two platforms. While the newspapers had more coverage by sheer number, the podcasts could use the full-length quotes directly from the source thanks to audio recordings the reporter made at the scene. The podcasts are not limited by the space that limits news articles in print. When a person is quoted in a podcast segment, the spoken words are by the actual person, and often not edited, but played out in full. It is also significant to point out that there was nothing built into the coding sheet to record when a partial quote was used in the print edition and when the full quote was used in the podcasts.

As noted earlier, the podcast *From the Pages of The Washington Post* had only three podcasts applicable to the criteria established in the methods section. The format of *From the Pages...* started out as a group of summaries of articles in the print edition of *The Washington Post* with each podcast containing several diverse articles. The first episode released in October had a new format that presented the host reading one story from the newspaper per episode, none of which related to the 2008 presidential primary campaign.

As with any major project, errors and better ways to perform research are discovered by reviewing how it was executed. With this endeavor, some of the variables that were coded for such as “campaign events” should have been broken down into more variables. “Campaign events” was defined as “speeches, campaign stops, and television appearances other than debates and campaign ads.” Breaking this up into other variables would have shown more variety in the articles that focused on campaign strategy.

In the early stages of the development of this thesis, *The New York Times* and its podcast *Front Page* were included in the analysis. Both were dropped because the format of the *Front Page* podcast consisted of a reporter from *The New York Times* reading the front page of that day's newspaper. In the entire month of September, *Front Page* had no stories that addressed the primary campaign. As no *New York Times* podcast data existed to compare with the newspaper coverage, it was then dropped from analysis, leaving *The Washington Post* and its two podcasts for analysis.

Unlike newspapers, there is no uniform way to produce podcasts. Some podcasts are short, while others, like those from NPR affiliates, can be an hour in length. This study only looked at one newspaper and its podcasts. To get a better picture of how podcast coverage of news events compares to their newspaper counterparts, wider sampling of newspapers and their podcast could offer a more comprehensive picture of their utilization.

The next step in podcast research in the communications field is to apply a theoretic framework to the research. The agenda setting theory is often used to compare effects of different media on a population. Agenda setting involves the transfer of salience from the media to the public. In doing so, the media affect what the public thinks is important (Demers, 2005). Research into the use of frames and priming in newspapers and podcasts could be explored as well. When first developing the proposal for this thesis, the exploration of frames used by the two platforms was considered for inclusion in the content analysis format. Based on the research here, the frames used in the newsprint may match up with those used in the podcast like other elements that were

analyzed and found to be the same. Another thing to look at in the future could be who fills the role of the gatekeeper for podcasts? The podcasts have a consistent host for each episode of the podcast, but it is unknown if those hosts choose what is selected for the podcasts.

Other areas that merit research are advertising in podcast episodes and who exactly is downloading them. Podcasts offer the ability for advertisers to target specific niches of consumers based on their audience. Heygood (2007) explains that significant advertising dollars are being invested in podcasting, despite early predictions that advertising has no traction in podcasting. Following a healthy increase in advertising spending in 2006, eMarketer anticipates the \$80 million invested in podcasting to increase to approximately \$140 million by 2011 (Belcher, 2007). As podcasting subscriptions grow, so should advertising services that target podcasting. Research into podcast audiences would also help define who is listening to podcast, what is the age range, and does the age of the listener depend on the subject matter of the podcast? These questions would reveal a great deal to academics, newspapers that create the podcasts, and advertisers who hope to reach specific audiences and demographics.

This thesis examined one of the newer Web innovations. Podcasting is becoming a new avenue for anyone to disseminate his or her opinions, art, and information. It is something that warrants more investigation and analysis from the academic community. While I do not think that podcasting will be a disruptive technology and surpass radio and television broadcasting, I do think it is an important part of the new Web 2.0 and is sustaining technology for other older media. Not only are newspapers adopting the

medium as a means to attract a new audience, anyone with a computer and a microphone or video camera can broadcast themselves on the Internet. Podcasting also adds another layer to a newspaper's (in addition to television and radio) Web presence. With this foray into podcasting research, I hope that the academic community explores the medium more in depth.

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APPENDIX

Coding Guide

Type of Story:

News

Editorial

Feature

Writing Style:

1 - Inverted Pyramid

2 - Hourglass

3 – Sections

4 – Wall Street Journal

Lead:

1 – Hard-News

2- Soft

Position:

1 - Lead

2 – Not

Number of Sources:

The number of sources in each article.

Candidates:

Democrats

1- Hillary Clinton

2- Barack Obama

3- John Edwards

4- Mike Gravel

5- Dennis Kucinich

6- Bill Richardson

7- Joe Biden

8- Christopher Dodd

Republicans

10 – Rudy Giuliani

11- Mike Huckabee

12- Duncan Hunter

13- John McCain

14- Ron Paul

15- Mitt Romney

16- Fred Thompson

- 17- Tom Tancredo
- 18- Sam Brownback
- 19- Tommy Thompson
- 20- Other

Issues:

- 22- Abortion
- 23- Climate Change/Environment
- 24- Health Care
- 25- Immigration
- 26- Iran
- 27- Iraq
- 28- Civil Rights
- 29- Economy/Budget
- 30- Education
- 31- Globalization
- 32- Other

Political Party:

- 33- Democratic
- 34- Republican
- 35- Other

Strategy:

- 36- Poll Results/Polling
- 37- Campaign Ads
- 38- Campaign Events
- 39- Debate
- 40- Fundraising
- 41-Other
- 42-NONE

BJR –DATA CODE SHEET

ID no. _____ Date: _____ Coder Name: _____

MEDIA INFORMATION

NEWSPAPER: _____ PODCAST: _____

DATE PUBLISHED/RELEASED: _____

STORY INFORMATION

NAME OF ARTICLE/SEGMENT: _____

NAME OF REPORTER/HOST: _____

TYPE OF STORY: NEWS: _____ EDITORIAL: _____ FEATURE: _____

Position (lead or not): _____

Lead: _____

Writing Style: _____

Number of sources: _____

ARTICLE/SEGMENT MAIN FOCUS: _____

ISSUE: _____ CANDIDATE: _____ PARTY ORGANIZATION: _____

STRATEGY: _____

ARTICLE/SEGMENT SECONDARY FOCUS: _____

ISSUE: _____ CANDIDATE: _____ PARTY ORGANIZATION: _____

STRATEGY: _____

Notes:

VITA

Billy J. Roberts was born in Greeneville, Tennessee. He earned his Bachelor of Arts degree in mass media, with a minor in journalism, from Tusculum College. While attending Tusculum, he was a film reviewer and entertainment editor for *The Pioneer*, the station manager for WTCV-TV, and served on the Student Government Association as vice president. After graduating, he worked for his alma mater as an admissions representative and as an audio/video broadcast technician.

He attended the University of Tennessee, Knoxville where he earned his Master of Science degree in communication and information, with a concentration in journalism and electronic media. While attending UT, he interned with the Eaton Corporation developing video podcasts, marketing communication materials, and product training videos. His research interests include journalism's relationship with Web 2.0 initiatives, political journalism, and American popular culture.