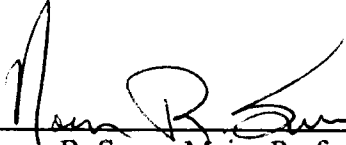
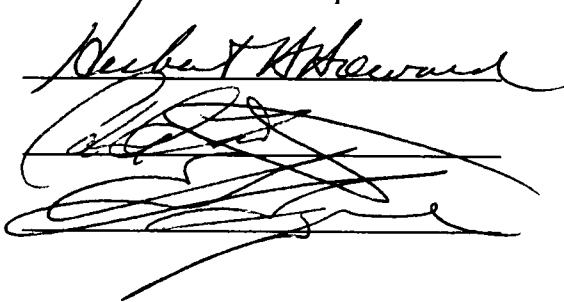


To the Graduate Council:

I am submitting herewith a dissertation written by John J. Lombardi entitled "Local Television News Viewing: The Relationship Between Anchor Characteristics and Frequency and Exclusivity of Viewing." I have examined the final copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Communications.


Norman R. Swan, Major Professor

We have read this dissertation
and recommend its acceptance:



Accepted for the Council:


Associate Vice Chancellor and
Dean of The Graduate School

**Local Television News Viewing: The Relationship Between
Anchor Characteristics and Frequency and Exclusivity of Viewing**

A Dissertation

Presented for the

Doctor of Philosophy

Degree

The University of Tennessee, Knoxville

John J. Lombardi

December 1999

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DEDICATION

I would like to dedicate this volume to my loving parents. Through it all you have continued to be my biggest supporters. It's with moist eyes that I give you my sincere thanks and my everlasting love. Thank you both. You've done more to help me than you'll ever know.

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ABSTRACT

Until the mid-to-late 1970s television news programming was produced simply because the FCC mandated it. Today, television news is big business. More and more Americans are relying on television for their news and information. Additionally, news revenues are soaring. In a recent Radio Television News Directors Association survey, less than 10 percent of responding local television stations reported losing money with their news programming. On average local television news programming is responsible for generating one-third of a station's revenues. This is a result of increased viewing and increased advertising.

Many researchers believe that the anchors play a significant role in attracting and holding audiences. This study recognizes the importance of news programming and the importance of news anchors to that programming. This dissertation examines the relationship between eight professional news anchor attributes and the frequency and exclusivity of local television news viewing.

A telephone survey of Knox County, Tennessee residents was conducted. A total of 676 completed surveys were obtained. Respondents were asked how important the various attributes were to their decision to watch a particular newscast. The data were examined to see if a relationship between frequency and exclusivity of viewing and the importance of the various attributes exists.

It was determined that respondents who said that an anchor's concern for the community is not important to them watched significantly more newscasts than those who said that this attribute is somewhat important. While few significant relationships between the variables and the frequency and exclusivity of viewing were found, it was determined which of the eight attributes were most and least important to viewers.

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CHAPTER 1

INTRODUCTION

The Problem

Academics and media professionals alike are interested in developing a better understanding of the local television news audience. While much may be known about such audiences, much is not. For example, the academic community does not know, in any detail, why people continually watch particular local television news programming. The academic community does not know exactly what programming characteristics are involved in enticing audience members to repeatedly watch a particular station's newscasts. An increase in competition, an increase in the local television news audience, and an increase in money spent on news programming by local television station owners make the need to better understand the local television news audience increasingly important.

Many stations pay large sums of money to consultants in order to better understand how to attract and hold audience members (Harmon, 1988 and Harmon, 1999). However, research conducted by consultants is strictly proprietary. The academic community does not have access to the results of such research and therefore must attempt to piece together the puzzle on their own. This study attempts to add to the completion of that puzzle.

The available research in the field is noticeably lacking a clear understanding of what programming elements attract the broadcast news audience. Classic uses and gratifications research conducted by Blumler and Katz (1974) and mood management research conducted by Zillmann and Bryant (1985) suggest that people select their media diet based on their motives and emotional states. Abelman, Atkin, and Rand (1997)

showed us that some people watch news to get weather information; some people watch to get the latest scores from the ball park; and some people watch to get the latest from City Hall or the State House. Research also shows us that some people watch their local news on a particular network because they like the programs that precede or follow their local news (Boemer, 1987). A phenomenon known as para-social interaction, which comes from uses and gratifications research, shows us that some people feel a certain bond between themselves and their news anchors (Houlberg, 1984 and Rubin, Perse, & Powell, 1985). Lin (1992) suggests that newscast quality and/or content issues seem to be dominant factors in people's decision as to which station to watch for news. She also suggests that "evaluations of the anchor person appeared to be most important in picking a weather program" (p. 373). But we still do not know what specific news programming characteristics cause people to regularly view one station for their news programming.

As with other competing products, the battle for local television news ratings is fierce. This creates an increased need to know how to attract and hold an audience. Knowing what characteristics are involved in enticing an audience member to frequently view a particular station's news programming would greatly assist news professionals in their ratings battle. This knowledge would also give the academic community a better understanding of the broadcast news audience.

Rationale for the Study

Whether to get the latest news from Taiwan, London, Capitol Hill, the State House, City Hall, the weather satellites, or the ball parks, people turn on their television. A 1998 survey conducted by Ogilvy Public Relations Worldwide found that 84% of respondents watch local TV news at least once a day. The study, reported by Sayewitz

(1998), found that 56% of women and 37% of men would choose the television if they could have but one source of news and information. McManus (1990) says the number of daily newspapers in the US is diminishing while the number of television news programs is steadily increasing. This suggests two things: 1) the number of people relying on television for their news is increasing, and 2) because of this, competition for television news audiences is tightening. Harmon (1988) says that "during a typical evening in a typical television market more people watch a half-hour of local TV news than network TV news" (p. 1). Ellis (1992) says that local stations are producing more hours of news programming, on average, than ever before. Henke (1985) found an increase in the use of news oriented cable channels. All in all, "ratings services and academic surveys both indicate that local TV news is the prime news source for the plurality of Americans and the sole news source for many of them" (Harmon, 1988, p. 1). This is echoed by Sayewitz (1998). Forty-one percent of respondents to the Ogilvy survey said that they rely on local television news more than they did five years ago. Despite the heavy reliance on local television news programming, relatively little has been published about the local television news audience.

Harmon's (1988) suggestion that local television news has a large audience base may be true. However, competition seems to be increasing. Rivel (1987) says "increased penetration by [independent television stations], and with cable taking its bite out of local numbers, the battle for increased ratings and revenues has put pressure on both affiliated and independent news departments to do still more to carve out their own niche in the market" (p. 32). Baldwin, Barrett, and Bates (1992) suggest that the increasing popularity of cable subscriptions has led to a decrease in over-the-air broadcast news ratings. Battaglio (1991) says the increase in local television news programming is, in and of itself, the greatest threat to local news ratings. Regardless of where the primary

competition lies, the result creates a greater challenge to attract and hold local television news audiences. A larger audience base coupled with increased competition has made the television news business more financially lucrative and more volatile. Sherman (1987) says "[broadcast] news is a hotly competitive, capital-intensive enterprise" (p. 323). However, the payoff can be great. Just more than 30% of respondents to the Information Resource Study suggested that local television news programming influenced their spending decisions. This is more than for any other medium and twice the level of national television news programming (Sayewitz, 1998). All this makes understanding the local television news audience paramount.

Harmon (1988) points to the late 1960s as the time when "it became clear to local television managers that news could be converted from begrudging obligation to profit-leader" (p. 1). It was this realization that led to the use (some would say overuse) of media consultants and audience researchers. Gone are the days where news programming was simply a begrudging obligation bestowed upon license holders. Papper and Gerhard (1998) say that television news has become a real moneymaker. They say that television news programming accounts for one-third of local station revenues. Only about ten percent of local television stations showed a loss of revenue in 1997. Today the local television newscast is the single most important marketing tool of a television station.

It is not surprising then that station managers place a heavy emphasis on news programming. Paul (1989) suggests that news coverage is what a television station is most identified by in its market. A St. Louis television station general manager said, "I look at news as you look at your last name -- it is the image of the station," (McClellan, 1988, p. 43). More recently the news director at KREM-TV in Spokane, Washington said

"News right now is the defining factor for most stations as far as recognition. As far as profit, it's pretty much the defining factor" (Papper & Gerhard, 1998, p. 30).

Another reason for the financial success of news programming is that production costs are normally less than half of those associated with entertainment programming. Also, news viewers are typically more educated and more financially secure than the average sitcom viewers. Therefore, advertisers normally are willing to pay top dollar to attract news viewers (Castro, 1989). Broadcasting magazine reports that roughly one-third of television advertising dollars are spent on news programming (McClellan, 1990).

The idea that a large number of Americans rely heavily on local television news for important information; the fact that a high percentage of viewers allow local television news to affect their spending patterns; and the fact that media owners can garner high financial rewards from producing local television news makes the need to study this type of programming a necessity. As the next section of this chapter will discuss, the news anchors are thought to be largely responsible for attracting these viewers.

As long ago as 1970 the news anchor has been the "dominant figure around whom the entire newscast turns" (Cathcart, 1970). Ellis (1992) also says that the "primary" news anchors (those who anchor the Monday through Friday evening newscast) are the ones who are most responsible for developing and/or conveying a station's image. O'Malley (1999) also recognized the role news anchors play in cultivating news viewers. Her article, "News Readers or News Leaders" talks exclusively about keeping news anchors happy and productive. This has to be done, she suggests, because highly visible anchors "are still the favorite sons and daughters of local news audiences" (p. 40). Meeske, Maunez-Caundra, and Shearer (1992), Harmon (1997), and Engstrom and Ferri (1999) also suggest that the news anchors are the faces of the station. Engstrom and Ferri

(1999) go as far as to suggest that "television news anchors play perhaps the most prominent role in the US broadcast news industry" (p. 8).

Because such a large number of Americans rely on local television news and because of the impact news anchors are thought to have on attracting viewers, this study attempts to find out to what degree eight attributes associated with local television news anchors are related to the frequency and exclusivity of local television news viewing. While there are numerous attributes that can be associated with news anchors, a review of existing literature and pre-testing has led to the selection of the following eight attributes: 1) appearance (Sanders & Pritchett, 1971; Shosteck, 1974; Houlberg, 1984), 2) perceived honesty (Cathcart, 1970 and Houlberg, 1984), 3) perceived knowledge (Houlberg, 1984 and Hosbein-Tang, 1996), 4) friendliness (Houlberg, 1984; Lin, 1992; and Harmon, 1997), 5) concern for the community (Stamm, 1987; Hosbein-Tang, 1997; Harmon, 1997 and Stamm, Emig, & Hesse, 1997), 6) age (Sanders & Pritchett, 1971), 7) gender (Sanders & Pritchett, 1971), and 8) race (Balon, Philport, & Beadle, 1978). The preceding eight attributes were selected because of their presence in both the literature and in pre-testing conducted by the researcher.

Much research pertaining to viewing patterns of television news focuses on two terms: habit and loyalty. Many studies deal with these concepts in terms of the frequency and/or the exclusivity of viewing. Some broadcast managers have ideas concerning how to entice audiences to frequently and/or exclusively watch their station's programming. Stephen Levin, station manager of KVEA-TV (one of Los Angeles' two Spanish television stations) knows what it takes to gain frequent and/or exclusive viewers. Covering subject areas that are "so close to our viewers [is] an important part of maintaining viewer loyalty" (KVEA-TV, 1988, p. 108). News producers at KVEA-TV attempt to report stories that specifically affect the Los Angeles' Spanish community. In

Los Angeles, the Spanish population is equal to the population of a top-15 television market.

Frequent and/or exclusive viewing in Nashville, Tennessee is thought to directly correlate with on-air personalities (Keel, 1991). In Nashville, a television market of well over one million people, tradition is still a premium. "On-air personalities, locally produced shows, and long-established print columnists all enjoy great popularity" (Keel, 1991, p. M2).

It would appear that many industry professionals look at the frequency of viewing of a particular program or the program's ratings when attempting to identify a level of commitment by their viewers. While this may be sufficient in some ways, it is not sufficient when attempting to determine why people continually watch a particular program or station. Nor does it account for the possibility that viewers may also be watching competing programs. It is for this reason that both the frequency and the exclusivity of viewing should be examined. Many academics have also failed to look at such characteristics. Ratings may prove that a particular show is "successful," but they do not identify program characteristics involved with frequent and exclusive viewing.

Significance of the Study

The primary contribution of this study is two-fold. First, this study will increase the knowledge present in the local television news literature. The academic community will gain a more thorough understanding of local television news viewing preferences. The existing body of literature is lacking when it comes to reasons why people choose specific news programming. With news programming being most responsible for developing a station's image, it is vitally important to understand what most attracts news

audiences. Secondly, this study should serve as a jumping off point for future research. The aim of this study is to determine what professional attributes of local television news anchors are most associated with frequent and exclusive local television news viewing. The results of this study should provide both academics and media professionals a clearer understanding of the local television news audience. Additionally, the attributes that are examined in this study will help pinpoint areas to target future investigations.

There are two primary limitations to this study: 1) The study does not research all potential attributes associated with local television anchors and 2) it does not research all conceivable components associated with frequent and/or exclusive local television news viewing.

Research Questions

The primary purpose of this study is to determine what professional attributes of local television news anchors are most associated with frequency and exclusivity of local television news viewing. Eight professional attributes of local television news anchors have been identified from the review of literature. These attributes include: 1) appearance, 2) perceived honesty, 3) perceived knowledge level, 4) friendliness, 5) concern for the community, 6) age, 7) gender, and 8) race.

The following research questions will be examined:

RQ 1: Is there a significant relationship between the level of influence of the anchor's appearance and the frequency of viewing by respondents?

RQ 2: Is there a significant relationship between the level of influence of the anchor's appearance and the exclusivity of viewing by respondents?

RQ 3: Is there a significant relationship between the level of influence of the anchor's perceived honesty and the frequency of viewing by respondents?

RQ 4: Is there a significant relationship between the level of influence of the anchor's perceived honesty and the exclusivity of viewing by respondents?

RQ 5: Is there a significant relationship between the level of influence of the anchor's perceived knowledge and the frequency of viewing by respondents?

RQ 6: Is there a significant relationship between the level of influence of the anchor's perceived knowledge and the exclusivity of viewing by respondents?

RQ 7: Is there a significant relationship between the level of influence of the anchor's perceived friendliness and the frequency of viewing by respondents?

RQ 8: Is there a significant relationship between the level of influence of the anchor's perceived friendliness and the exclusivity of viewing by respondents?

RQ 9: Is there a significant relationship between the level of influence of the anchor's perceived concern for the community and the frequency of viewing by respondents?

RQ 10: Is there a significant relationship between the level of influence of the anchor's perceived concern for the community and the exclusivity of viewing by respondents?

RQ 11: Is there a significant relationship between the level of influence of the anchor's age and the frequency of viewing by respondents?

RQ 12: Is there a significant relationship between the level of influence of the anchor's age and the exclusivity of viewing by respondents?

RQ 13: Is there a significant relationship between the level of influence of the anchor's gender and the frequency of viewing by respondents?

RQ 14: Is there a significant relationship between the level of influence of the anchor's gender and the exclusivity of viewing by respondents?

RQ 15: Is there a significant relationship between the level of influence of the anchor's race and the frequency of viewing by respondents?

RQ 16: Is there a significant relationship between the level of influence of the anchor's race and the exclusivity of viewing by respondents?

RQ 17: Is there a significant relationship between the education level of respondents and frequency of viewing?

RQ 18: Is there a significant relationship between the education level of respondents and exclusivity of viewing?

RQ 19: Is there a significant relationship between the age of respondents and frequency of viewing?

RQ 20: Is there a significant relationship between the age of respondents and exclusivity of viewing?

RQ 21: Is there a significant relationship between the income level of respondents and frequency of viewing?

RQ 22: Is there a significant relationship between the income level of respondents and exclusivity of viewing?

RQ 22: Is there a significant relationship between the number of years respondents have lived in the Knoxville area and frequency of viewing?

RQ 23: Is there a significant relationship between the number of years respondents have lived in the Knoxville area and exclusivity of viewing?

RQ 24: Is there a significant relationship between the ethnicity of respondents and frequency of viewing?

RQ 25: Is there a significant relationship between the ethnicity of respondents and exclusivity of viewing?

RQ 26: Is there a significant relationship between the gender of respondents and frequency of viewing?

RQ 27: Is there a significant relationship between the gender of respondents and exclusivity of viewing?

Organization of Chapters

Chapter one has discussed the research problem, the significance of the study, and the rationale for this dissertation. Additionally, chapter one has presented the proposed research questions. Chapter two presents a review of the related television news research. Chapter three details the methodology used to address the research questions. Chapter four presents the results found in the collected data and describes the overall findings of the study. Chapter five presents a discussion of the current study and makes suggestions for future research. Additionally, chapter five includes a discussion of limitations associated with this research project. Appendix A follows chapter five.

CHAPTER 2

REVIEW OF LITERATURE

This chapter examines four areas of communication research. A brief overview of uses and gratifications research will be presented. Following this section is a discussion of para-social interaction research. Para-social interaction research, which is a subset of uses and gratifications research, deals with the quasi-relationship viewers are thought to form with on-air personalities. Research dealing with television news viewing will be discussed next. Finally, literature dealing with the role of news anchors will be presented. The chapter concludes with a brief summary and a list of what is and what is not known with regards to local television news viewing in relation to the role of television news anchors.

Uses and Gratifications

Mass communication researchers have been focusing their attention on the reasons why individuals "attend" media and the gratifications these audiences receive from the media. Understanding why people attend media and what they receive from it is essential to providing an effective media message. This study is concerned with determining what professional attributes of local television news anchors are most associated with frequency and exclusivity of news viewing. In other words, this study tries to identify what anchor characteristics are responsible for enticing audiences to watch. Uses and gratifications research is discussed because it is the closest communications scholars have come to looking at the issues presented in this study. Particular attention will be paid to research that deals with para-social interaction. Para-

social interaction research is a subset of uses and gratification research. It deals with the idea that television viewers develop a quasi-personal relationship with the television personalities they frequently watch.

A fairly large body of literature exists which specifically addresses news programming within the uses and gratifications paradigm. Wenner (1985) suggests that according to the uses and gratifications approach, predispositions such as an interest in current events drives news media use across the various media.

Much of the news-related uses and gratifications research serves only to categorize viewers based on their media use. For example, O'Keefe and Spetnagel (1973) found "[u]ndergraduates differed consistently from their older and younger population counterparts in most media use areas and differed considerably among themselves within sex and age categories" (p. 545). They found that among college students, males viewed more television news programming and read more newspapers than females. They also found that television viewing levels increase with age and that television is the preferred medium for national and international news. They found that television was the medium of choice for obtaining information about national stories. The present study will attempt to get more in-depth information concerning reasons for their selection.

Henke (1985), in two separate hypotheses, suggested that the use of electronic news media, in general, and the use of CNN specifically, increases with year in college. Support was found for both hypotheses. Henke (1985) found that both general media consumption and the perceived importance of the media increase with year in college. She also found that respondents reported a higher use of a "new medium", in this case CNN, than of traditional news programming. Of interest in this study is the finding that CNN viewers also read more newspapers. Henke (1985) believes that the results of the study "strongly suggest that undergraduate years are a period of socialization which

culminates in an orientation toward news which may affect future news acquisition habits" (p. 434).

Surveillance needs, the need to acquire information about current events, were examined by Vincent and Basil (1997). Among their hypotheses are that older individuals and students with higher grade point averages will have higher surveillance needs. Additionally, in their study of college student's news gratifications, they hypothesize that "gratifications sought will affect which medium viewers select for their consumption of news" (Vincent & Basil, 1997, p. 382). They hypothesized that surveillance needs will be positively correlated with print news use and that escapism and entertainment needs will be positively correlated with broadcast news use. Most, but not all of these hypotheses were supported. Vincent and Basil (1997) found that age, gender, and grade point average did not correlate with surveillance needs. However, they did find that a person's year in school was positively correlated with such needs.

Surveillance needs were found to be a significant predictor of news media use. All forms of news media were shown to be used for surveillance purposes. For those respondents most seeking "surveillance" print news sources were preferred. Entertainment needs were shown to have a positive relationship with television news viewing. However, it should be mentioned that a significant number of respondents were shown to attend television news sources for surveillance purposes.

Vincent and Basil's findings of media use levels of college students were similar to those of O'Keefe and Spetnagel (1973). Consistent with media use levels found by Henke (1985) college appears to be a period of increasing levels of surveillance. The authors suggest that "college students appear to be socialized into using news media for specific purposes during these years" (Vincent & Basil, 1997, p. 388).

These studies did not specifically examine why people become frequent and exclusive news viewers, but they do offer some insight. It is suggested above that surveillance needs could lead to the formation of later viewing habits. Vincent and Basil (1997) and Henke (1985) conclude that the college years help mold later viewing patterns.

Involvement and Para-social Interaction

Levy and Windahl (1985) defined involvement in two ways. Involvement is "first, the degree to which an audience member perceives a connection between him or herself and mass media content; and, second, the degree to which the individual interacts psychologically with a medium or its messages" (p. 112). In a 1984 study, Levy and Windahl found that involvement influences the gratifications that people receive from media use. Other research has found that involvement influences subsequent planned media exposure (Rubin & Perse, 1987).

Perse (1990) suggests that audience activity research has not developed a consistent way to conceptualize involvement. Levy and Windahl (1984) discussed involvement in terms of having fewer distractions while watching television. Rubin and Perse (1987) looked at involvement as a respondents' level of paying attention to a program or talking about that program with others. Levy (1987) suggested that looking forward to a program or feeling to be part of the program's action could indicate involvement.

Horton and Wohl (1956) first explained the idea of para-social interaction. They suggested that television viewers sometimes develop a "relationship" of friendship or intimacy with a television personality. The authors suggest that television personalities

encourage such "involvement" with viewers by using conversational style and gestures within informal face-to-face settings. This relationship is magnified by production techniques such as close-up shots. All are techniques commonly taught to aspiring broadcast journalists and are used by professional broadcast journalists.

Horton and Wohl (1956) also contend that the para-social relationship is fostered by a combination of factors, such as the degree of reality surrounding the talent's on-air persona and frequency and consistency of the talent's appearance. With respect to television news, the on-air talent are, in fact, real people. They are not portraying another person or character. Additionally, news anchors are seen on an almost daily basis. These factors could make it even more likely for a para-social relationship to develop between audience members and newscasters.

Altman and Taylor (1973) hypothesized that the more people interact with a television personality, the more likely they are to achieve deeper states of "intimacy." They found a direct, positive correlation between the amount of time spent watching an on-air personality and the level of intimacy felt. Palmgreen, Wenner, and Rayburn (1980) found that friendliness and companionship are elements of the development of para-social interaction.

Levy (1979) found that para-social interaction was significantly related to television news viewing. He found that people who watch more television news engage in more para-social interaction with news personalities. Viewers who find para-social interaction to be gratifying, increase their exposure to television news in order to have more contact with the news personalities. Additionally, Levy found that older viewers are more likely to engage in a para-social relationship, though Stamm (1987) found support which contradicts that finding.

In a study related to the current project, Houlberg (1984) used a combination of focus group and telephone survey research to ascertain that a para-social interaction by the viewing audience toward local television news anchors did exist. The focus group research helped Houlberg identify numerous attributes associated with local television news anchors that were influential to audience's decisions to watch. Houlberg found that such things as the friendliness of the anchors, their honesty, their intelligence, their knowledge of the community, their age, their gender, and their physical appearance were all factors in audiences decision to watch.

Houlberg grouped 18 separate factors into three categories. The three categories are "para-social," "professional," and "physical." An audience member thinking that watching a particular news anchor daily helps make his/her problems seem easier to handle or thinking that the anchor talks to him/her as if the anchor were actually in his/her home are examples of the "para-social" factor. Characteristics such as the reliability of anchor information, the anchor's honesty, and the anchor's friendliness are examples of the "professional" factor. Clothing and other appearance-related characteristics are examples of the "physical" factor.

The study was designed to assess the relevance to the viewing audience of the on-air image of local television newscasters. Three distinct factors were found to lead to favorable ratings of newscasters: 1) para-social interaction (26.7 percent of the variance), 2) professional attributes of the newscaster's on-air performance (12.7 percent of the variance), and 3) physical appearance (8.2 percent of the variance). The anchor's age and gender did not prove to be significant factors. Sanders and Pritchett (1971) did, however, find a relationship between viewing behavior and an anchor's age, gender, and race.

Of additional interest here, is that Houlberg (1984) found that viewers with shorter viewing histories tended to find the newscaster's physical attributes more important while respondents with many years of viewing tended to develop a para-social involvement with a newscaster. While Houlberg does not associate his findings with frequent and exclusive viewing, his findings are worth noting. Attributes listed by newer viewers could, at least in part, lead to more frequent and/or exclusive viewing at a later time. If viewers initially tune into a particular station because of the "physical appearance" of the anchor, it is thought that they will stay with that station if they deem the appearance to be pleasing. In terms of keeping a viewer, other attributes may come into play.

Rubin, Perse, and Powell (1985) conceptualized para-social interaction as "interpersonal involvement of the media user with what he or she consumes" (p. 156). The involvement, they suggest, may take many forms "including seeking guidance from a media persona, seeing media personalities as friends, imagining being part of a favorite program's social world, and desiring to meet media performers" (p. 156-157).

One of the primary postulations of the study is the idea that "para-social interaction should follow from affinity with the persona or program, and reliance on content to satisfy social interaction needs" (Rubin, et. al., 1985, p. 160). The authors say that "the para-social relationship was thought to be associated with using television news programs instrumentally, greater perceived reality of news content, and greater affinity with the news program" (p. 160).

Television news personalities are trained to perform in ways that could contribute to para-social interaction. Rubin, et. al. (1985) agree. They suggest that "[n]ewscasts, whether local or network, present carefully created personae trained to exhibit qualities necessary for the development of para-social interaction" (p. 161). This, as Matusow

(1983) says, encourages "the bond of familiarity and dependence between anchor and viewer" (p. 106). The existence of such a bond adds support to the importance of studying the relationship between on-air personalities and viewers.

Rubin, et. al. (1985) administered a survey questionnaire to 390 evening school students. A traditional undergraduate sample was not deemed optimal given the concern with news viewing. The authors did find that "traditional undergraduates" were overrepresented when surveying evening school students, so they systematically eliminated respondents with the following characteristics: unmarried women who were under 20 years of age, unemployed, full-time students, and students with no college credits completed at the time of surveying. This resulted in an *n* of 329 or 84.4 percent of the original sample. Respondents ranged in age from 18 to 62 with a mean age approaching 27-years-old.

The results found that para-social interaction and reliance on television viewing when lonely are significantly and positively related. Additionally, para-social interaction was found to be linked with perceived television news realism and the use of local television news for information reasons. The authors found that "watching news to seek exciting entertainment correlated positively with the information motive. Television news affinity and news viewing level (as well as television viewing level and news viewing duration to a lesser degree) correlated positively with para-social interaction and perceived news realism" (p. 169).

Of additional interest, Rubin, et. al. (1985) found that ritualized television news viewing stems from a desire to pass time. This is associated with higher levels of television viewing, but "with a lower level and history of watching local television news programming regarded as less important" (p. 171). In short, para-social interaction was

found to be linked to the "instrumental" use of local television news (focusing on content), rather than the ritualistic use of television (focusing on the medium).

Rubin and McHugh (1987) discovered that the development of the para-social relationship follows a path from social and task attraction to para-social interaction to a sense of relationship importance. The length of exposure to the television personality was not found to be related to para-social interaction in the path model. Additionally, Rubin and McHugh (1987) found that para-social interaction correlated significantly with social and physical attraction. This study further justifies the need to study the relationship between the physical appearance of news anchors and the frequency and exclusivity of viewing.

Perse (1990) lists three reasons para-social interaction can grow out of seeking news information. First, she says, "viewers seeking information may also acquire knowledge about the news personality. Increases in interpersonal knowledge are an important antecedent to relationship development" (p. 21). Second, is the idea that friendship is based, in part on how others help us meet needs. Therefore, "newscasters who provide information to information-seeking viewers will be perceived more favorably" (Perse, 1990, p. 21). Finally, since newscaster credibility is based, at least in part, on interpersonal perceptions such as dynamism, extroversion, and sociability, it is only logical that para-social relationships could develop.

Conway and Rubin (1991) found that several psychological antecedents and variables help predict overall television viewing motivations. Among their hypotheses, the authors suggest that "higher levels of para-social interaction will predict information and entertainment viewing motivation" (p. 439). The authors point to McGuire's (1985) theory for support. McGuire suggested that people are internally oriented, active, and that they need growth. They say that people "need human contact, seek to interact, and

try to achieve acceptance and affection in interpersonal relationships" (Conway & Rubin, 1991, p. 448). Additionally, they suggest that interpersonal attraction is a fundamental part of a relationship. Therefore, they believe that people will develop an affinity with the persona they watch on television. They suggest that the more attracted a person is to a persona, the more they will watch that persona.

Conway and Rubin (1991) found support for the above mentioned hypothesis. Para-social interaction was found to predict entertainment motivation. Additionally, para-social interaction was found to help explain information, entertainment, relaxation, and pass-time motives. It is important to remember that this study did not look specifically at television news. Instead it looked at television viewing in general. While there is no real reason to expect the results to be different for television news viewers, it is worth mentioning that television news is something of a hybrid program. Because, in many cases, the local television news anchor is perceived to be part of the community, the para-social interaction effect may be different.

There seems to be little argument about the idea that para-social interaction plays a role in attracting audiences to television programming. Researchers have identified a number of useful concepts involved in the development of para-social interaction. However, none of them have attempted to find a relationship between these attributes and the frequency and exclusivity of viewing.

Methodologically, most of the above research utilized survey questionnaires. While convenience samples of university students were used by some researchers, others attempted to survey a more diverse group of individuals. Some of the research presented above attempted to gather somewhat in-depth information. This necessitated the need to conduct in-person surveying.

Television News Viewing

Several studies have examined the role of habit and loyalty as they pertain to television news viewing. Many of these studies examine the concepts of habit and loyalty in terms of frequency and/or exclusivity of viewing. These studies, as well as studies dealing with the role of the news anchor will be presented.

Stamm (1987), in an unpublished conference paper, looked at characteristics of loyal and non-loyal television news viewers. Specifically, Stamm wanted to determine whether para-social interaction, the perception of a face-to-face relationship between spectator and media performer, precedes the formation of loyalty to a particular newscast, or whether the viewers see newscasts as a way of reaffirming their ties with the community. Respondents were asked whether they would be likely to engage in a number of behaviors such as feeling good to hear a newscaster's voice, or acknowledging the newscaster's sign-off. Respondents were also asked questions concerning the importance of newscaster concern for the local community and their own feelings about the community.

The results found that para-social interaction was, indeed, correlated with loyalty, but it was not necessarily an antecedent condition. Age was not found to be a factor in viewer loyalty. Additionally, Stamm (1987) found that respondents' own community ties are more strongly related to loyalty than to the perceived importance of the community by the newscaster. It is important to note that Stamm defines a loyal viewer as one who watches at least two newscasts per week. Viewers can watch at least two newscasts on more than one station and thus be "loyal" to more than one station. It is suggested here that focusing on "exclusive" viewers (those who watch news on only one station) may be

more useful when examining relationships between anchor characteristics and news viewing.

Brosius, Wober, and Weimann (1992) examined viewer consistency among British television viewers. By analyzing viewing records from a two week time period it was determined that television viewing is remarkably consistent over time. The authors found that the channel, the program type, and the specific program watched in the first week strongly correlated to the channel, program type, and specific program watched in the second week. Consistency of viewing with regards to program type was highest for dramas, light entertainment, and news programming. What this means is that people who watched a particular news program one week were highly likely to watch the same news program the following week.

Webster and Wang (1992) examined the factors involved in repeat viewing, defined as "the extent to which the audience for one program watches subsequent episodes" (p. 125). Three primary determinants were discovered: 1) the program's scheduling characteristics, 2) the average program rating, and 3) continuing versus non-continuing storyline. Together these three factors explained 83% of the variance in repeat viewing levels. As a whole daytime programming was found to have a higher level of repeat viewing. Network news programming was second highest. Local television news programming was not analyzed. Because of the hybrid nature of television news programming, there is no real reason to expect that similar findings would be present in news research.

In a similar study as the two mentioned above, Zubayr (1999) examined repeat viewing patterns in Germany. This author concludes that, on average, just more than 30% of viewers of an episode of one program watch the next consecutive episode. Programs with continuing storylines, such as soap operas, tend to have higher levels of

repeat viewing. Just under 30% of viewers of news programming were likely to watch the next consecutive newscast. It was also found that women and viewers over the age of 40 were more likely to repeat view than men and people under the age of 40.

Brosius, Wober, and Weimann (1992) and Zubayr (1999) equated repeat viewing with viewer loyalty. However, in both cases, loyalty was measured in the aggregate and was assumed simply by the presence of repeat viewing. In neither case was the concept of truly exclusive viewing addressed. The concept of repeat viewing, as presented in these two studies, leaves open the ability for viewers to be loyal to several channels and/or programs.

Rosenstein and Grant (1997) used this idea to explore the role "habit" plays in television viewing. They hypothesized that "controlling for impact of lead-in viewing, each hour of weekday viewing will be a positive predictor of the corresponding weekend hour" (p. 333). The authors begin with the idea that "habit formation [is] neither passive nor active, neither ritual nor instrumental. Instead it is conceptualized as an underlying cognitive process which plays an important role in the development of individual media dependency relationships" (p. 329).

The model that Rosenstein and Grant (1997) developed suggests that program availability, viewer availability, and viewer goals and needs are all antecedents to "initial exposure" which is itself an antecedent to the development of an identifiable pattern of exposure. With this model, the authors postulated that a pattern of viewing is relatively consistent from one day to the next. They found support for the idea that, despite a difference in programming strategies by television executives for weekday and weekend fare, individual viewing patterns remained relatively constant. Based on the Rosenstein and Grant model it may be safe to assume that audiences will regularly watch news at a

particular time. However, the above studies do not identify reasons why viewers would watch news on the same channel on a regular basis.

News Anchors

The idea that the news anchors are key figures in attracting and holding news audiences is not a new one. As long ago as 1970 researchers suggested that the news anchors present the face of the station (Cathcart, 1970). Since then numerous scholars have presented similar postulations (Matusow, 1983; Lin, 1992; Meeske, Maunez-Cuadra, & Shearer, 1992; Harmon, 1997; and Engstrom & Ferri, 1999).

Julian (1977) conducted an experiment which analyzed the relationship between source credibility of a newscaster and the nonverbal determinants of eye contact, dress, and facial expression. The author found, among other things, that the television newscaster was thought to be more credible when dressed casually than when dressed more formally. This defies the convention that has news anchors dress formally. It also suggests that perhaps the physical appearance of news anchors is not very important. However, it is important to realize that the subjects involved in this experiment were some 75 undergraduate students. Because undergraduates tend to dress more casually, it is possible that they do not relate attire with credibility.

Lin (1992) found that local television news viewers decide what stations to watch based on a number of factors, including liking the newscaster(s). This study found that the majority of local television news viewers consider the news anchors to be "important" (39.3%) or "very important" (32.9%) in their news program selection. The study did not identify characteristics associated with news anchors that audience members believe to be important to their viewing decisions.

Harmon (1997) examined, among other things, the relationship between regular local television news viewing and para-social interaction and para-community orientation. One hypothesis presented suggested that "those who report regular local TV news viewership will score higher on parasocial interaction and para-community orientation with news anchors than will those viewers who are not regular local TV news anchors" (p. 7). Support for this hypothesis was found. Individuals who reported watching television regularly were more likely to agree with certain para-social questions than non-regular viewers. The regular viewers appeared to value such things as the friendliness of the anchors, the anchor's ability to stay calm in a crisis, and the anchor's concern for the community. No other anchor characteristics were identified. It should be noted, however, that with the exception of friendliness and concern for the community, Harmon's study did not examine other characteristics as they relate to frequency and/or exclusivity of viewing.

Other studies such as Meeske, Maunez-Caudra, and Shearer (1992) and Engstrom and Ferri (1999) have put together profiles of news anchors. These studies simply classify anchors in terms of such things as age, marital status, training, experience, income, etc. Both studies recognize the importance of the news anchors to the success or failure of their stations, but they do not examine specific anchor characteristics.

It is clear that news anchors are important to the success of a newscast. However, it is also important to know what qualities viewers want their anchors to have. Sanders and Pritchett (1971) conducted a study that revealed a composite portrait of an "ideal" news anchor. According to their findings the ideal news anchor is "a man who is 31-55 years old, blond or brunette, of medium height and build" (Sanders & Pritchett, 1971, p. 299). This suggests that age, gender, and physical appearance are important qualities to viewers.

Houlberg (1984) examined the importance of six para-social, six professional, and six physical anchor attributes to viewers. Of the professional and physical attributes, such things as friendliness, honesty, knowledge of the area, intelligence, and physical appearance were found to be important to viewers. While gender and age did not load into the regression model created by Houlberg (1984) these two attributes were found to be important in earlier studies.

Research done by Stamm (1987), Harmon (1997), and others suggests that television news viewers like for their anchors to be concerned and/or involved in the community they serve. For instance, Harmon (1997) found that regular local television news viewers in Lubbock, Texas are more likely to value news anchors who are involved in the community than those who are not regular viewers. Regular viewers also value friendly anchors.

The importance of news anchors to the success of news programming seems undeniable. The attributes that viewers find most important are still open to debate. The eight attributes that this study examines are as follows: 1) appearance (Sanders & Pritchett, 1971; Shosteck, 1974; and Houlberg, 1984), 2) perceived honesty (Cathcart, 1970 and Houlberg, 1984), 3) perceived knowledge (Houlberg, 1984 and Hosbein-Tang, 1996), 4) friendliness (Houlberg, 1984; Lin, 1992; and Harmon, 1997), 5) concern for the community (Stamm, 1987; Hosbein-Tang, 1997; Harmon, 1997; and Stamm, Emig, & Hesse, 1997), 6) age (Sanders & Pritchett, 1971), 7) gender (Sanders & Pritchett, 1971), and 8) race (Balon, Philport, & Beadle, 1978). Other "important" attributes may exist, but the eight listed above were present in both the literature and in pre-testing.

Summary

Uses and gratifications research has determined that different people watch different programs for different reasons. Some people watch television to escape. Some watch it merely to be entertained. People who attend news programming generally do so out of a need to gain information. Television news programming has been found to contain elements of entertainment in addition to its role as information giver. Therefore, it is not surprising to find out that some television news watchers do so to be entertained as well as to be informed.

Academic scholars and media practitioners alike recognize the importance of frequent and/or exclusive viewing patterns. However, research as it pertains to television news viewing is somewhat lacking. Researchers have focused mostly on identifying the presence of frequent or exclusive or repeat viewing, but have failed to identify the characteristics involved in frequent and/or exclusive local television news viewing by audience members.

Studies have found positive correlations between the level of para-social interaction and the number of years respondents have been viewing a particular program. Additionally, it was found that para-social interaction, professional attributes of the on-air personalities, and their physical appearance lead to increased repeat-viewing.

Other research has determined that people tend to watch whatever program happens to follow the program they were previously watching. One study found that scheduling factors are the most powerful determinants of repeat-viewing behavior. Another study found that program availability, viewer availability, and viewer goals are all antecedents to initial program exposure.

Much research has been conducted examining the phenomenon known as para-social interaction. A direct correlation has been found between the amount of time spent watching an on-air personality and the level of intimacy felt by the viewer. Para-social interaction has been found to be stronger among "lonely" viewers. It has also been found to be linked with perceived television news realism and the use of local television news for information reasons. Additionally, para-social interaction is thought to stem from a desire to pass time.

Perhaps the most important finding related to para-social interaction research is the notion that the phenomenon is NOT an antecedent effect. In other words, it is only sometime after initial viewing, if at all, that viewers develop such a relationship with on-air persona. Media professionals seem to believe that the on-air talent is most responsible for attracting and holding an audience. The research shows that, at the very least, the anchors do not directly cause initial or repeat-viewing of a program. At best, a para-social relationship develops as a *result* of repeat-viewing.

The current study attempts to fill a noticeable void in the existing body of literature. Some of the research mentioned above indirectly addresses some of the issues involved in frequent and/or exclusive viewing, but none has the concept as its primary focus. Those studies dealing with such viewing patterns do not view the concept in the same context as the current study. It is important to remember that this study looks at frequency and exclusivity of viewing as a function of eight specific professional attributes of local television news anchors.

CHAPTER 3 METHODOLOGY

Research Design

To address the proposed research questions a survey questionnaire was developed (see Appendix A). Survey research was deemed to be the best way to collect the kind of data needed to address the research questions of this study, because it allows for a large number of people to be reached in a relatively short period of time. It is really the only method available that allows information to be gathered from a large number of people while balancing time and financial concerns. Several different forms of distribution were considered. In the end it was decided that a telephone survey questionnaire would be most effective.

Balon (1981) suggests telephone surveys are the most useful when attempting to collect large amounts of data. He suggests that mail surveys are quite cumbersome and typically produce very low return rates. Additionally, "there are certain losses of control in a mail survey, such as the absence of an opportunity to probe with the respondent answers to key questions--and the critical ability of the interviewer in the phone survey to determine whether the respondent has understood each question" (Balon, 1981, p. 55). Telephone surveys also allow researchers to target a specific area to survey. Additionally, telephone surveys are less financially restrictive. In-depth answers to questions are not needed for this study. The type of data that is needed to answer the proposed research questions can successfully be obtained over the phone. It was thought that for these reasons successful administration of the survey via the telephone would be likely.

Questionnaire Construction

Using survey questionnaire construction techniques presented in Alreck and Settle (1995) and Singletary (1994), the survey instrument was constructed. The survey questionnaire consists of questions designed to determine: 1) the frequency of local television news viewing by respondents; 2) the exclusivity of that viewing; 3) the characteristics of anchors that viewers identify as being important in their decision to watch news programming; and 4) demographic information. A total of 14 questions (some with multiple parts) were asked (see Appendix A). The questionnaire took approximately five minutes to administer.

In addition to a thorough review of available literature, two thought-listing techniques were used to develop a rough draft of the survey questionnaire. The first technique asked a group of undergraduate communication students to write a brief summary describing what they like and dislike about local television news programming. Students were instructed to be as thorough as possible.

This technique revealed several aspects involved in attracting audiences to local television news programming. Aspects revealed include the following: physical appearance of news personalities, perceived honesty of news personalities, perceived knowledge level of news personalities, friendliness of news personalities, perceived concern for the viewers by on-air personalities, perceived concern for the community by on-air personalities, and others.

Other areas that were identified as being important to potential audience members during the thought-listing pre-tests include the types of stories presented, aesthetic production elements, and the programs that precede and/or follow news programming. In

the end only professional anchor attributes were used. This was done in order to keep the study tightly focused and to help make telephone administration easier.

The second thought-listing technique used the information revealed in the first technique. A group of undergraduate communication students were asked to list adjectives which described their positive and negative thoughts of the above-mentioned elements. These adjectives were used, in conjunction with the first technique and the pre-existing research, to develop a list of five professional attributes associated with television anchors. Age, race, and gender of the news anchors were also included in the survey. Information gathered from these two techniques, coupled with information present in existing literature led to the creation of a 14 question survey questionnaire.

The first question served as a qualifying question. It asked respondents if they watch at least one 6pm, 10pm (on Fox), or 11pm local television newscast per week. As mentioned above, a total of 103 people answered "no" to this question. Because the survey was intended to collect data pertaining to news viewing preferences, potential participants who did not watch local television news would have been unable to accurately answer the remaining questions.

Questions two through five asked respondents how many weekday evening newscasts they watch on each of the four Knoxville area television stations. Both the frequency of viewing (the sheer number of newscasts watched) and the exclusivity of viewing (does respondent watch only one channel?) were obtained from these questions.

Question six asked if respondents have a favorite Knoxville area television news anchor. The purpose of this question was to encourage respondents to think about news anchors. It was also hoped that using this question would get respondents to think about one specific anchor. It was thought that this would help respondents answer question

seven. As mentioned earlier, surveys where respondents answered "no" to this question were not used in the final analysis.

Question seven asked respondents to tell how important the eight previously mentioned professional anchor attributes are to their decision to watch a particular station for their news.

A three point Likert-scale was used for the eight parts of question seven. The response options available to respondents were "Very Important," "Somewhat Important," and "Not Important." While a three point scale may not provide as much potential variance as a five or seven point scale, it is thought that respondents would have an easier time grasping three response options via a telephone interview. Alreck and Settle (1995) suggest that Likert-scale questions should be used when the researcher can identify or compose statements that are opinions typical of a particular issue; when items are sufficiently diverse, so they represent an adequate range of that issue; and when there is reasonable certainty that many respondents will not pick only a neutral value.

Question eight asked respondents if they could list any other characteristics that impact their decision to watch a particular station for news. It was hoped that this would present attributes that were not initially present in this study.

Questions nine through 14 asked a series of demographic questions, including age, gender, ethnicity, income, education level, and number of years living in the Knoxville area.

Pre-Testing

Consultation with advisors and colleagues, in addition to the pre-testing and examination of available research led to the construction of the final survey

questionnaire. As a final test of the instrument, the researcher administered the survey, in person, to undergraduate students. Additionally, the researcher administered the survey, over the phone, to several family members and friends. Both procedures were done in an effort to detect potential problem areas with the survey. None were detected.

The Sample

Knox County, Tennessee is home to the Knoxville, Tennessee, television market. While the Knoxville area is a convenient one for the researcher to use, there are other benefits involved in using that market. First, Knoxville is the 63rd market and has three established local television newscasts and one station (WTNZ-TV, Fox) which has been airing local news programming for less than a year. Knoxville is neither a very large nor a very small television market. For this reason it is thought that the Knoxville market will be more representative of all television markets than a particularly large (top 10) or a particularly small (150+) market. Second, the Knoxville market has a dominant number one station, a strong number two, and an up-and-coming number three station. This should allow for more diversity in answers, which could provide a more complete understanding of the issues involved with frequency and exclusivity of viewing.

It was decided that the survey would be most successfully administered via the telephone. Knox County, Tennessee residents were used for this survey. While this was done in an effort to save both time and money, Knox County is the largest county in the Knoxville television market. Broadcasting and Cable Yearbook (1999) shows that just over one-third of all households in the Knoxville market are in Knox County. A total of 148,420 out of just over 446,000 households are in Knox County. No other county has more than 41,000 households.

A randomly selected list of Knox County, Tennessee residential telephone numbers was purchased from USA Marketing. The company provided the researcher with a list detailing the number of phone numbers available in all of the Knox County zip codes. A corresponding percentage of phone numbers was purchased for each of the zip codes available. The company drew the appropriate number of telephone numbers from each of the zip codes that were registered to someone who was 25 years of age or older. The primary target audience of local television newscasts includes viewers who are 25-years-old and older. Therefore, telephone numbers belonging to persons in that age range were ordered. A total of 3,926 telephone numbers were obtained.

Data Collection

The researcher received help from several Western Carolina University students who served as telephone callers. The callers were both male and female. No noticeable difference between the number of completed surveys obtained by male and female callers was found. These callers were given extra class credit for their help. Extra credit was given based on the amount of time they worked, not on the number of completed surveys obtained. It is believed that giving extra credit based on the amount of time worked offered no incentive for student callers to falsify data.

Each student caller received detailed instruction on how to administer the survey. Not one telephone call was made without the caller having first been trained. The researcher was present during all telephone calling in order to monitor the accuracy of the telephone conversations and to give answers to on-the-spot questions. The researcher regularly walked through the calling areas and listened to the telephone callers as they conducted their interviews. This was done in an effort to pick-up on any mishandling of

questions and to help ensure that callers were not getting fatigued. No problems were detected. Student callers were instructed to make three attempts to each number. They were further instructed to make no more than two attempts on any one day.

Initially, data were collected during the first week of May 1999. A total of 2,087 telephone numbers were called on weekdays between 5:00 pm and 9:30 pm. A total of 469 surveys were obtained. Three of these surveys were unusable, 49 were discarded because respondent answered "no" to the qualifying question, and 68 were discarded because respondent answered "no" to having a favorite Knoxville area television news anchor. Upon completion of the initial wave of calling it was determined that the proportion of telephone numbers reached did not accurately represent the total sample. Therefore a second wave of telephone calling took place. The remaining 1,839 telephone numbers were called.

The second wave of calling took place in mid-October 1999. All data were collected within a six month period. Phone calls were again made on weekdays between the hours of 5:00 pm and 9:30 pm. The second wave of calling produced a total of 466 completed surveys. A total of nine surveys were unusable, 54 were discarded because respondent answered "no" to the qualifying question, and 76 were discarded because respondent answered "no" to having a favorite Knoxville area television news anchor. In both waves of calling surveys where the respondents answered "no" to questions six ("Do you have a favorite Knoxville area television news anchor") were discarded. Survey question seven asks how important the eight news anchor attributes associated with respondent's favorite news anchor are to their decision to watch a particular newscast. If respondent said that they do not have a favorite news anchor, it was thought that they could not accurately answer question seven.

A total of 935 surveys were obtained. A total of twelve surveys were unusable, 103 were incomplete because respondent answered "no" to the qualifying question, and 144 were discarded because respondent answered "no" to question six. This produced a final useable n of 676 completed surveys. This provided a sufficient level of variance to conduct statistical analysis. Also, a sample of this size has a significance level of .05 and a sampling error rate of just under .04 (Rubin, 1981).

A total of 3,926 households were attempted to be contacted. A total of 1,301 (33.1%) households were not contacted after three attempts. A total of 268 (6.8%) telephone numbers were either disconnected, belonged to a business, or were connected to a fax machine. A total of 2,357 (60.0%) households were contacted. Of these 935 produced a response to the survey, but 103 responded that they do not watch at least one Knoxville area television newscast per week. A total of 1,422 (36.2%) declined participation. Just under 40% of those contacted agreed to participate (39.7%). A response rate of 35.3% was obtained if the 103 who answered "no" to the qualifying question are excluded.

Analysis

A database was developed using the Statistical Package for the Social Sciences (SPSS 9.0 for Windows). All surveys were reviewed for accuracy and completion. Of the 935 questionnaires obtained, 12 were unusable, 103 were discarded because the respondent answered "no" to the qualifying question, and 144 were discarded because the respondent answered "no" to having a favorite Knoxville area television news anchor. Discarding these surveys produced a usable n of 676 surveys.

A total of 28 research questions were posed. Each question asked about the relationship between one of the eight news anchor characteristics or one of the six demographic variables and either frequency or exclusivity of viewing. The 14 questions that asked about the relationship between one of the 14 variables (eight anchor characteristics and six demographic variables) and the frequency of viewing of respondents were analyzed using analysis of variance (ANOVA). The data used to answer these questions involved a continuous scale (for frequency of viewing) and interval level data. Because there are more than two categories of responses ANOVA is the most appropriate test for this type of data.

The 14 questions that asked about the relationship between one of the 14 variables and the exclusivity of viewing of respondents were analyzed using chi-square analysis. This is the most appropriate test to use when analyzing the relationship between nominal and interval level data.

Data Comparisons

Data were collected at two different times. The first wave of data were collected in May, 1999. The second wave of data were collected in October, 1999. All data were collected within a six month period. In an effort to check the consistency of data collected at the two time intervals a chi-square using all eight anchor attributes and another chi-square using all six demographic variables was run in order to identify any significant differences between data collected in May and data collected in October.

The results of the chi-square used to examine the differences in responses concerning the eight anchor attributes revealed only one significant difference in the data collected at the two specified times. More people from surveys collected in May said that

the anchor's appearance is very important to their decision to watch than responses from surveys collected in October (chi square = 7.914, df = 2, p = .019).

However, because all eight attributes were run together, an increase in type-I error was present. To compensate for this a post-hoc, Bonferoni Adjustment was made. The normal alpha level used to determine significance is .05. The Bonferoni Adjustment produced an adjusted alpha level of .006. To calculate this adjusted alpha level you simply divide the standard alpha level (.05) by the number of tests being run (in this case .05 was divided by eight which represents the eight anchor attributes). Using this alpha level revealed no significant differences.

An adjusted alpha level of .008 (.05 divided by six which represents the six demographic variables) was calculated for the comparison of the six demographic variables. Even using the standard alpha level of .05 no significant differences were found between responses to the six demographic variables in the surveys collected in May and the surveys collected in October.

Definitions

The frequent and exclusive viewing of weekday evening newscasts was examined because these are the most often watched newscasts a station offers. In addition, it is in these newscasts that the "primary" or most popular news anchors work. Research has suggested that the primary news anchor (those who anchor the Monday through Friday evening newscasts) are the ones who are most responsible for developing and/or conveying a station's image. Because of this, this study focuses only on the professional attributes of the weekday evening news anchors.

Frequency of viewing was measured by determining the total number of newscasts respondents watched per week across all stations. Exclusive viewers are defined as those who watch only one station for news per week.

CHAPTER 4

RESULTS

Sample Composition

Of the 676 people who responded, 289 (42.8%) were male and 387 (57.2%) were female. A total of 624 (92.3%) were Caucasian. Table 4.1 shows the gender and exclusivity of respondents. There were 17 (2.5%) African Americans, 13 (1.9%) Native Americans, five (.7%) Asians, and one (.1%) Hispanic respondents in the data set. A total of 16 (2.4%) respondents did not answer this question. Table 4.2 shows the break out of respondent's ethnicity and exclusivity of viewing.

With respect to the age of respondents, 116 (12.2%) fell into the 25-35 age range, 143 (21.2%) fell into the 36-45 range, 141 (20.9%) fell into the 46-55 range, 93 (13.8%) fell into the 56-65 range, and 177 (26.2%) fell into the over 65 age category. Six respondents did not answer this question. Table 4.3 shows the age of respondents and exclusivity.

The least answered question was the one dealing with household income level. A total of 178 (26.3%) declined to answer this question. A total of 60 (8.9%) earned under \$20,000, 153 (22.6%) earned between \$20,000 and \$40,000, 142 (21.0%) earned between \$40,001 and \$60,000, 65 (9.6%) earned between \$60,001 and \$80,000, and 78 (11.5%) earned over \$80,000. Table 4.4 shows respondent's household income and exclusivity of viewing.

Almost 70% of respondents in this sample had at least some post-high school education. The break-out is as follows: 108 (16.0%) had pursued education beyond a

Table 4.1
Gender of Respondents and Exclusivity of Viewing

			Gender of Respondents		
			Male	Female	Total
Exclusivity	Not Exclusive	Count	153	192	345
		% of Total	22.6%	28.4%	51.0%
	Exclusive to WATE	Count	43	47	90
		% of Total	6.4%	7.0%	13.3%
	Exclusive to WBIR	Count	86	134	220
		% of Total	12.7%	19.8%	32.5%
	Exclusive to WVLT	Count	5	10	15
		% of Total	.7%	1.5%	2.2%
	Exclusive to WTNZ	Count	2	4	6
		% of Total	.3%	.6%	.9%
Total	Count	289	387	676	
	% of Total	42.8%	57.2%	100.0%	

Table 4.2
Ethnicity of Respondents and Exclusivity of Viewing

		Race of Respondent							
		No Response	African American	Asian American	Caucasian	Hispanic	Native American	Total	
Exclusivity	Not Exclusive	Count	11	9	3	312	1	9	345
		% of Total	1.6%	1.3%	.4%	46.2%	.1%	1.3%	51.0%
	Exclusive to WATE	Count		3	2	84		1	90
		% of Total		.4%	.3%	12.4%		.1%	13.3%
	Exclusive to WBIR	Count	5	4		208		3	220
		% of Total	.7%	.6%		30.8%		.4%	32.5%
	Exclusive to WVLT	Count		1		14			15
		% of Total		.1%		2.1%			2.2%
	Exclusive to WTNZ	Count				6			6
		% of Total				.9%			.9%
Total		Count	16	17	5	624	1	13	676
		% of Total	2.4%	2.5%	.7%	92.3%	.1%	1.9%	100.0%

Table 4.3
Age of Respondents and Exclusivity of Viewing

		Age of Respondents						Total
Exclusivity	Not Exclusive	No Response	25-35	36-45	46-55	56-65	Over 65	
	Count	2	56	71	69	50	97	345
	% of Total	.3%	8.3%	10.5%	10.2%	7.4%	14.3%	51.0%
	Exclusive to WATE	Count	15	22	22	13	18	90
	% of Total		2.2%	3.3%	3.3%	1.9%	2.7%	13.3%
	Exclusive to WBIR	Count	1	41	47	29	57	220
	% of Total	.1%	6.1%	7.0%	6.7%	4.3%	8.4%	32.5%
	Exclusive to WVLT	Count	2	3	1	1	4	15
	% of Total	.3%	.4%	.1%	.6%	.1%	.6%	2.2%
	Exclusive to WTNZ	Count	1	1	2		1	6
	% of Total	.1%	.1%	.3%	.1%		.1%	.9%
Total	Count	6	116	143	141	93	177	676
	% of Total	.9%	17.2%	21.2%	20.9%	13.8%	26.2%	100.0%

Table 4.4
Income Level of Respondents and Exclusivity of Viewing

		Income of Respondents						Total
Exclusivity	Not Exclusive	No Response	Under \$20,000	Between \$20,000 and \$40,000	Between \$40,001 and \$60,000	Between \$60,001 and \$80,000	More than \$80,000	
	Count	95	34	81	72	29	34	345
	% of Total	14.1%	5.0%	12.0%	10.7%	4.3%	5.0%	51.0%
	Exclusive to WATE	Count	19	4	22	26	7	90
	% of Total	2.8%	.6%	3.3%	3.8%	1.0%	1.8%	13.3%
	Exclusive to WBIR	Count	55	22	45	41	28	220
	% of Total	8.1%	3.3%	6.7%	6.1%	4.1%	4.3%	32.5%
	Exclusive to WVLT	Count	7		3	3	1	15
	% of Total	1.0%		.4%	.4%	.1%	.1%	2.2%
	Exclusive to WTNZ	Count	2		2		2	6
	% of Total	.3%		.3%			.3%	.9%
Total	Count	178	60	153	142	65	78	676
	% of Total	26.3%	8.9%	22.6%	21.0%	9.6%	11.5%	100.0%

bachelors degree, 195 (28.8%) had a four-year college degree, 150 (22.2%) had taken some type of classes beyond high school, and 153 (22.6%) had only a high school diploma. Only 56 (8.3%) respondents did not have at least a high school diploma. A total of 14 (2.1%) people declined to answer the question pertaining to education level. Table 4.5 shows the break out of respondent's education level and exclusivity of viewing.

An overwhelming majority of respondents (498 or 73.7%) lived in the Knoxville area for more than 15 years. A total of 40 (5.9%) lived in Knoxville from 11 to 15 years, 72 (10.7%) lived there from six to 10 years, 46 (5.9%) lived there from two to five years, and only 14 (2.1%) lived in Knoxville for less than two years. Six people (.9%) did not answer. Table 4.6 shows the exclusivity of respondents based on years living in Knoxville.

A total of 375 (55.5%) listed Bill Williams (WBIR-TV) as their favorite news anchor. Lori Tucker (WATE-TV) was the second most mentioned (115 or 17.0%). Robin Wilhoit (WBIR-TV) was the favorite of 72 (10.7%) respondents. WVLT's Kim Stephens (31 or 4.6%) and WATE's Clay Thomas (29 or 4.3%) were the only other anchors to be mentioned as the favorite anchor of more than two percent of respondents. A total of 41 (6.1%) mentioned "other" anchors as their favorite. Table 4.7 shows a complete list of the results. A total of 144 respondents said they have no favorite Knoxville area television news anchor. These surveys have been excluded from the analysis.

Tables 4.8 through 4.10 show the frequency of news viewing at 6pm, 11pm, and 10pm by respondents. Eleven respondents (6.4%) did not watch news at 6pm whereas 281 (41.6%) said they watched a 6pm newscast five times a week. A total of 157 (23.2%) did not watch at 11pm, and a total of 547 (80.9%) did not watch at 10pm.

Table 4.5
Education Level of Respondents and Exclusivity of Viewing

		Education Level of Respondents							
			No Response	Some high school	High school graduate	Post high school studies	College graduate	Post-baccal aureate	Total
Exclusivity	Not Exclusive	Count	6	33	81	79	92	54	345
		% of Total	.9%	4.9%	12.0%	11.7%	13.6%	8.0%	51.0%
	Exclusive to WATE	Count	1	5	16	18	33	17	90
		% of Total	.1%	.7%	2.4%	2.7%	4.9%	2.5%	13.3%
	Exclusive to WBIR	Count	3	16	51	52	62	36	220
		% of Total	.4%	2.4%	7.5%	7.7%	9.2%	5.3%	32.5%
	Exclusive to WVLT	Count	4	1	2	1	6	1	15
		% of Total	.6%	.1%	.3%	.1%	.9%	.1%	2.2%
	Exclusive to WTNZ	Count		1	3		2		6
		% of Total		.1%	.4%		.3%		.9%
Total	Count	14	56	153	150	195	108	676	
	% of Total	2.1%	8.3%	22.6%	22.2%	28.8%	16.0%	100.0%	

Table 4.6
Years Respondents Have Lived in Knoxville and Exclusivity of Viewing

		Number of Years Respondents Have Lived in Knoxville							
		No Response	Less than 2 years	From 2 to 5 years	From 6 to 10 years	From 11-15 years	More than 15 years	Total	
Exclusivity	Not Exclusive	Count	3	8	17	39	19	259	345
		% of Total	.4%	1.2%	2.5%	5.8%	2.8%	38.3%	51.0%
	Exclusive to WATE	Count		2	10	12	4	62	90
		% of Total		.3%	1.5%	1.8%	.6%	9.2%	13.3%
	Exclusive to WBIR	Count	2	2	18	19	17	162	220
		% of Total	.3%	.3%	2.7%	2.8%	2.5%	24.0%	32.5%
	Exclusive to WVLT	Count	1	2		1		11	15
		% of Total	.1%	.3%		.1%		1.6%	2.2%
	Exclusive to WTNZ	Count			1	1		4	6
		% of Total			.1%	.1%		.6%	.9%
	Total	Count	6	14	46	72	40	498	676
		% of Total	.9%	2.1%	6.8%	10.7%	5.9%	73.7%	100.0%

Table 4.7
Respondent's Favorite Anchors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lori Tucker	115	17.0	17.0	17.0
	Clay Thomas	29	4.3	4.3	21.3
	Bill Williams	375	55.5	55.5	76.8
	Robin Wilhoit	72	10.7	10.7	87.4
	Kim Stephens	31	4.6	4.6	92.0
	John Gilbert	2	.3	.3	92.3
	Elizabeth Tedone	11	1.6	1.6	93.9
	Other	41	6.1	6.1	100.0
	Total	676	100.0	100.0	

Table 4.8
Number of Newscasts Watched at 6:00 pm

Number of Newscasts Watched at 6:00 pm					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	43	6.4	6.4	6.4
	1.00	27	3.8	3.8	10.2
	2.00	71	10.5	10.5	20.7
	3.00	114	16.9	16.9	37.6
	4.00	140	20.7	20.7	58.3
	5.00	281	41.6	41.6	99.9
	Total	676	100.0	100.0	

Table 4.9
Number of Newscasts Watched at 11:00 pm

Number of Newscasts Watched at 11:00 pm					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	157	23.2	23.2	23.2
	1.00	64	9.5	9.5	32.7
	2.00	94	13.9	13.9	46.6
	3.00	105	15.5	15.5	62.1
	4.00	94	13.9	13.9	76.0
	5.00	162	24.0	24.0	100.0
	Total	676	100.0	100.0	

Table 4.10
Number of Newscasts Watched at 10:00 pm

Number of Newscasts Watched at 10:00 pm					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	547	80.9	80.9	80.9
	1.00	59	8.7	8.7	89.6
	2.00	35	5.2	5.2	94.8
	3.00	21	3.1	3.1	97.9
	4.00	6	.9	.9	98.8
	5.00	8	1.2	1.2	100.0
	Total	676	100.0	100.0	

WTNZ-TV (Fox) is the only station to offer a 10pm newscast. A total of 162 (24.0%) respondents said they watched five 11pm newscasts per week. Only eight (1.2%) said they watched five 10pm newscasts per week.

Table 4.11 shows the number of respondents who watched each of the four stations exclusively for their news. Clearly WBIR-TV had the most exclusive news viewers. A total of 220 (32.5%) respondents watched channel 10 exclusively. Only six (.9%) were exclusive WTNZ-TV (Fox) news viewers.

A total of 237 (35.1%) respondents said that an anchor's appearance was not important to their decision to watch a particular newscast. Less than 20% of respondents reported that the appearance of anchors was important to their decision to watch (see Table 4.12). A total of 642 (95%) respondents said that honesty of news anchors was either somewhat important or very important to their decision to watch (see Table 4.13). Over 97% of respondents reported that an anchor's knowledge level was somewhat or very important to their decision to watch (see Table 4.14). Table 4.15 shows that just under 94% of respondents said that an anchor's friendliness was somewhat or very important to their decision to watch. Similarly just over 95% of respondents said that an anchor's concern for the community was either somewhat or very important to their decision to watch (see Table 4.16).

The news anchor's age, race, and gender were decidedly not important to respondent's decision to watch. Table 4.17 shows that more than 80% of respondents believed age to be not important to their decision to watch a particular newscast. Nearly 90% of respondents said that an anchor's gender was not important to their decision to watch (see Table 4.18). Table 4.19 shows that over 95% of respondents reported that an anchor's race was not important to their decision to watch.

Table 4.11
Number of Viewers Exclusive to Each Station

		Exclusivity			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Exclusive	345	51.0	51.0	51.0
	Exclusive to WATE	90	13.3	13.3	64.3
	Exclusive to WBIR	220	32.5	32.5	96.9
	Exclusive to WVLT	15	2.2	2.2	99.1
	Exclusive to WTNZ	6	.9	.9	100.0
	Total	676	100.0	100.0	

Table 4.12
The Importance of Appearance to
Respondent's Decision to Watch

		Importance of Looks			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	237	35.1	35.1	35.1
	Somewhat Important	308	45.6	45.6	80.6
	Very Important	131	19.4	19.4	100.0
	Total	676	100.0	100.0	

Table 4.13
The Importance of Honesty to
Respondent's Decision to Watch

Importance of Honesty					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	34	5.0	5.0	5.0
	Somewhat Important	136	20.1	20.1	25.1
	Very Important	506	74.9	74.9	100.0
	Total	676	100.0	100.0	

Table 4.14
The Importance of Knowledge to
Respondent's Decision to Watch

Importance of Knowledge					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	18	2.7	2.7	2.7
	Somewhat Important	70	10.4	10.4	13.0
	Very Important	588	87.0	87.0	100.0
	Total	676	100.0	100.0	

Table 4.15
The Importance of Friendliness to
Respondent's Decision to Watch

Importance of Friendliness					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	38	5.6	5.6	5.6
	Somewhat Important	211	31.2	31.2	36.8
	Very Important	427	63.2	63.2	100.0
	Total	676	100.0	100.0	

Table 4.16
The Importance of Concern for the Community
to Respondent's Decision to Watch

Importance of Concern					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	33	4.9	4.9	4.9
	Somewhat Important	145	21.4	21.4	26.3
	Very Important	498	73.7	73.7	100.0
	Total	676	100.0	100.0	

Table 4.17
The Importance of Age to
Respondent's Decision to Watch

Importance of Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	554	82.0	82.0	82.0
	Somewhat Important	95	14.1	14.1	96.0
	Very Important	27	4.0	4.0	100.0
	Total	676	100.0	100.0	

Table 4.18
The Importance of Gender to
Respondent's Decision to Watch

Importance of Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	598	88.5	88.5	88.5
	Somewhat Important	54	8.0	8.0	96.4
	Very Important	24	3.6	3.6	100.0
	Total	676	100.0	100.0	

Table 4.19
The Importance of Race to
Respondent's Decision to Watch

Importance of Race					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	643	95.1	95.1	95.1
	Somewhat Important	23	3.4	3.4	98.5
	Very Important	10	1.5	1.5	100.0
	Total	676	100.0	100.0	

Research Questions

Both analysis of variance and chi-square analysis were used to answer the research questions. ANOVA was used to analyze questions addressing a relationship between a variable and frequency of viewing. The data used to answer these questions involved a continuous scale (for frequency of viewing) and interval level data. Because there are more than two categories of responses ANOVA is the most appropriate test for this type of data.

Chi-square analysis was used for questions addressing the relationship between a variable and exclusivity of viewing. This is the most appropriate test to use when analyzing the relationship between nominal and interval level data.

RQ 1: Is there a significant relationship between the level of influence of the anchor's appearance and the frequency of viewing by respondents?

Respondents who said that the appearance of news anchors is not important to their decision to watch a particular newscast watched an average of 6.506 newscasts per week. This compares to 6.575 newscasts per week for those who said appearance is somewhat important and 7.046 for those who said that appearance is very important to their decision to watch. The differences here are negligible, so it should not be surprising that no significant relationship was found between the frequency of viewing and the importance of appearance to respondent's decision to watch [$F(2, 673) = 2.089, p = .125$]. Most respondents said that appearance is either somewhat or very important to their decision, but the level of importance to them was not related the frequency in which they watch.

RQ 2: Is there a significant relationship between the level of influence of the anchor's appearance and the exclusivity of viewing by respondents?

Exclusive viewers were more likely to say that appearance was not important to their decision to watch than non-exclusive viewers (54% to 46%). Non-exclusive viewers were more likely to say that appearance are somewhat important to their decision to watch than were exclusive viewers (55.2% to 44.8%). Also, non-exclusive viewers were more likely to say that appearance was very important to their decision to watch than were exclusive viewers (50.4% to 49.6%). However, no statistically significant relationship was found between the importance of appearance and whether respondents were exclusive viewers of one station (chi square = 4.568, df = 2, p = .102). While there was a variance of responses concerning how important anchor's appearance was to respondent's decision to watch, the variance was not related to respondent's exclusivity of viewing.

RQ 3: *Is there a significant relationship between the level of influence of the anchor's perceived honesty and the frequency of viewing by respondents?*

Respondents who reported that an anchor's perceived honesty was not important to them watched an average of 6.765 newscasts per week. Those who said that honesty was somewhat important watched an average of 6.301 newscasts per week. Individuals who said honesty was very important to their decision to watch a particular newscast watched an average of 6.725 newscasts per week. Additionally, the vast majority of respondents said that the anchor's honesty was either somewhat important or very important to their decision to watch a particular newscast. However, no relationship was found between the importance of honesty to viewer's decision to watch and the frequency of their viewing [$F(2, 673) = 1.522, p = .219$].

RQ 4: *Is there a significant relationship between the level of influence of the anchor's perceived honesty and the exclusivity of viewing by respondents?*

More than 56% of non-exclusive viewers said that an anchor's perceived honesty was either not important or somewhat important to their decision to watch. Less than 44% of exclusive viewers said this. Fifty-one percent of exclusive viewers said that perceived honesty of anchors was very important to their decision to watch compared to 49% of non-exclusive viewers who said this. As with the frequency of viewing though, the exclusivity of viewing was not related to the importance of honesty (chi square = 3.350, $df = 2$, $p = .187$). Again, the vast majority of viewers said that honesty of news anchors was important to their decision to watch, but it was not related to their viewing patterns. Regardless of how often they watched or if they were exclusive, respondents said honesty of anchors was either somewhat or very important.

RQ 5: Is there a significant relationship between the level of influence of the anchor's perceived knowledge and the frequency of viewing by respondents?

Respondents who said that an anchor's perceived knowledge was not important to their decision to watch a particular newscast watched 6.944 newscasts a week. Those who said that perceived knowledge was somewhat important to their viewing decision watched an average of 6.214 newscasts per week. Those who said that perceived knowledge was very important to their decision watched on average of 6.684 newscasts per week. A total of 588 respondents said that an anchor's knowledge level was important to their decision to watch a particular newscast. However, there was no relationship between the importance of knowledge and frequency of viewing [$F(2, 673) = 1.189$, $p = .305$].

RQ 6: Is there a significant relationship between the level of influence of the anchor's perceived knowledge and the exclusivity of viewing by respondents?

Non-exclusive viewers were more likely to have said that perceived knowledge of news anchors was not important to their decision to watch than are exclusive viewers

(55.6% to 44.4%). Non-exclusive viewers were also more likely to have said that perceived knowledge was somewhat important and very important than were exclusive viewers (57.1% to 42.9% for somewhat important and 50.2% to 49.8% for very important). Despite the fact that non-exclusive viewers were more highly represented in all three importance groups, no significant relationship was found between the importance of anchor knowledge and the exclusivity of viewers (chi square = 1.368, df = 2, $p = .505$). Clearly the knowledge of news anchors was very important to viewers across the board. Neither the amount of viewing nor the exclusivity of viewing had any bearing on the level of importance viewers placed on anchor's knowledge.

RQ 7: Is there a significant relationship between the level of influence of the anchor's perceived friendliness and the frequency of viewing by respondents?

Respondents who said that an anchor's perceived friendliness was not important to them watched an average of 7.421 newscasts per week. Those who reported that perceived friendliness of news anchors was somewhat important to them watched an average of 6.431 newscasts per week. Finally, those who believed that an anchor's perceived friendliness was very important to them watched an average of 6.677 newscasts per week. Over 63% of respondents said that the friendliness of the news anchors was very important to their decision to watch. As table 4.20 shows, respondents who said that the friendliness of news anchors was not important to them watched nearly one more newscast per week than did those who said that friendliness of news anchors was either somewhat or very important to their decision to watch. However, this is not statistically significant [$F(2, 673) = 2.542, p = .079$]. Therefore, there was no significant relationship between the importance of friendliness of news anchors and the frequency of viewing.

Table 4.20
Mean Number of Newscasts Viewed Based on
Importance of Friendliness of News Anchors

Frequency of Viewing		
Dependent Variable: FREQ		
Importance of Friendliness	Mean	Std. Error
Not Important	7.421	.413
Somewhat Important	6.431	.175
Very Important	6.677	.123

RQ 8: *Is there a significant relationship between the level of influence of the anchor's perceived friendliness and the exclusivity of viewing by respondents?*

With respect to non-exclusive viewers 47.4% said that perceived friendliness was not important to them. This compares to 52.6% of exclusive viewers who reported the same thing. A total of 51.2% of non-exclusive (48.8% for exclusive viewers) said that friendliness was somewhat important. Similarly, 51.3% of non-exclusive viewers (48.7% for exclusive viewers) said that friendliness was important to their decision to watch a particular newscast. There was no significant relationship found between the importance of friendliness of news anchors and the exclusivity of viewing by respondents (chi square = .217, df = 2, p = .897). Again, while the vast majority of respondents said that the friendliness of the news anchors was important to their decision to watch, there was no significant variance based on exclusivity.

RQ 9: *Is there a significant relationship between the level of influence of the anchor's perceived concern for the community and the frequency of viewing by respondents?*

Those respondents reporting that an anchor's concern for the community was not important to their decision to watch a particular newscast watched an average of 7.364 newscast per week. Respondents who said that this attribute was somewhat important to them watched an average of 6.202 newscasts per week. Respondents who said the concern attribute was very important to their decision watched an average of 6.723 newscasts per week.

Table 4.21 shows that a significant relationship was found between the number of newscasts respondents watched and the importance of an anchor's concern for the community [$F(2, 673) = 3.776, p = .023$]. Post hoc analysis revealed that respondents

Table 4.21
Relationship Between the Number of Newscasts Watched and
the Importance of Concern for the Community

Frequency of Viewing and Importance of Concern

Dependent Variable: FREQ

Tukey HSD

(I) Importance of Conce	(J) Importance of Conce	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Not Important	Somewhat Important	1.1636*	.4902	.046	1.485E-02	2.3124
	Very Important	.6407	.4568	.340	-.4299	1.7114
Somewhat Important	Not Important	-1.1636*	.4902	.046	-2.3124	-1.485E-02
	Very Important	-.5229	.2398	.075	-1.0849	3.916E-02
Very Important	Not Important	-.6407	.4568	.340	-1.7114	.4299
	Somewhat Important	.5229	.2398	.075	-3.916E-02	1.0849

Based on observed means.

*. The mean difference is significant at the .05 level.

Tests of Between-Subjects Effects

Dependent Variable: FREQ

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	48.771 ^a	2	24.386	3.776	.023
Intercept	10496.513	1	10496.513	1625.215	.000
CONCERN	48.771	2	24.386	3.776	.023
Error	4346.595	673	6.459		
Total	34218.000	676			
Corrected Total	4395.367	675			

a. R Squared = .011 (Adjusted R Squared = .008)

who said that an anchor's concern for the community was not important to them watched significantly more newscasts per week than those who said an anchor's concern for the community was only somewhat important. Those who said this attribute was not important watched an average of 1.16 more newscasts per week than those who said this attribute was somewhat important to their decision to watch. However, these results must be interpreted cautiously due to the uneven sample size of the three importance groups. Only 33 persons said that the "concern" attribute was not important, 145 said it was somewhat important, and 498 said it was very important.

RQ 10: *Is there a significant relationship between the level of influence of the anchor's perceived concern for the community and the exclusivity of viewing by respondents?*

More non-exclusive than exclusive viewers (54.5% to 45.5%) reported that an anchor's concern for the community was not important to their decision to watch a particular station for news. Similarly, more non-exclusive than exclusive viewers (56.6% to 43.4%) said that an anchor's concern for the community was somewhat important to them. However, slightly more exclusive than non-exclusive viewers (50.8% to 49.2%) said that an anchor's concern for the community was very important to them. Despite these differences, no significant relationship was found between the importance of anchor's concern for the community and the exclusivity of viewing (chi square = 2.602, df = 2, p = .272).

RQ 11: *Is there a significant relationship between the level of influence of the anchor's age and the frequency of viewing by respondents?*

As the level of importance on an anchor's age increased so did the average number of newscasts watched per week. Those who said that an anchor's age was not important to their decision to watch a particular station watched an average of 6.588 newscasts per

week. This compares to 6.653 for those who said an anchor's age was somewhat important to their decision, and 7.704 newscasts per week viewed by those who said that an anchor's age was very important to their decision to watch. Despite the steady increase, there was no statistically significant relationship found between the frequency of viewing and the importance of an anchor's age to respondent's decision to watch [$F(2, 673) = 2.470, p = .085$].

RQ 12: *Is there a significant relationship between the level of influence of the anchor's age and the exclusivity of viewing by respondents?*

Non-exclusive viewers were two times more likely to have said that an anchor's age was very important to their decision to watch a particular newscast than were exclusive viewers (66.7% to 33.3%). However, there were only 27 total cases where a respondent said the anchor's age was very important to their decision to watch. Non-exclusive viewers were also more likely to have said that an anchor's age was somewhat important to their viewing decisions than were exclusive viewers (54.7% to 45.3%). There were only 95 total cases where respondents said that an anchor's age was somewhat important to their viewing decision. The vast majority of respondents (554) said that an anchor's age was not important to their decision to watch. Here, the results were evenly divided between non-exclusive (49.6%) and exclusive (50.4%). There was no significant relationship between exclusivity of viewing and the importance of an anchor's age ($\chi^2 = 3.593, df = 2, p = .166$).

RQ 13: *Is there a significant relationship between the level of influence of the anchor's gender and the frequency of viewing by respondents?*

Respondents who report that the anchor's gender was very important to their decision to watch a particular newscast watched an average of 7.458 newscasts per week. Those who said that an anchor's gender was somewhat important to their viewing decision

watched an average of 6.593 newscasts per week. Respondents who said that an anchor's gender was not important to their decision to watch a particular newscast watched an average of 6.614 newscasts per week. No significant relationship was found between the frequency of viewing and the importance of an anchor's gender [$F(2, 673) = 1.276, p = .280$].

RQ 14: Is there a significant relationship between the level of influence of the anchor's gender and the exclusivity of viewing by respondents?

As with age, non-exclusive viewers are two times more likely to have said that an anchor's gender was very important to their viewing decision than were exclusive viewers (66.7% to 33.3%). However, as with the results pertaining to anchor's age, there were very few (24) respondents who said that gender was an important factor to them. Respondents were fairly evenly split with respect to gender in the other two importance categories. Those who said gender was somewhat important to their viewing decision are evenly split between non-exclusive (51.9%) and exclusive (48.1%). The same was true for those who said that gender was not important to them (non-exclusive = 50.3%; exclusive = 49.7%). No significant relationship between the importance of an anchor's gender and the exclusivity of viewing was found (chi square = 2.479, $df = 2, p = .290$).

RQ 15: Is there a significant relationship between the level of influence of the anchor's race and the frequency of viewing by respondents?

All respondents, regardless of the level of importance an anchor's race was to them, watched between 6.6 and 7.1 newscasts per week (not important = 6.621; somewhat important = 7.087; very important = 7.000). No significant relationship between the level of importance an anchor's race was to respondent's decision to watch a particular station and the frequency of viewing was found [$F(2, 673) = .470, p = .625$].

RQ 16: Is there a significant relationship between the level of influence of the anchor's race and the exclusivity of viewing by respondents?

Only 10 respondents reported that an anchor's race was important to their viewing decision (non-exclusive = 7; exclusive = 3). The remainder of responses were close to evenly divided for exclusive viewers (somewhat important = 52.2%; not important = 49.1%) and non-exclusive viewers (somewhat important = 47.8%; not important = 50.9%). No significant relationship between exclusivity and importance of anchor's race was found (chi square = 1.542, df = 2, p = .462).

RQ 17: Is there a significant relationship between the education level of respondents and frequency of viewing?

No significant relationship was found between respondent's education level and frequency of viewing [$F(2, 673) = 1.504, p = .199$]. The level of viewing ranged from a high of 7.000 newscasts per week for respondents with some high school to 6.308 newscasts per week watched by college graduates.

RQ 18: Is there a significant relationship between the education level of respondents and exclusivity of viewing?

The largest difference between exclusive and non-exclusive viewers based on education level was among the "some high school" group (non-exclusive = 58.9%; exclusive = 41.1%). No more than six percentage points separated exclusive from non-exclusive viewers in any other education classification. Thus, no significant relationship was found between the education level of respondents and their exclusivity (chi square = 2.977, df = 2, p = .562).

RQ 19: Is there a significant relationship between the age of respondents and frequency of viewing?

A significant relationship was found between frequency of viewing and the age of respondents [$F(4, 665) = 6.418, p = .0001$]. As a respondent's age increased so did the amount of television news they watched. Respondents in the 25 to 35 age range watched an average of 6.069 newscasts per week. Those in the 36 to 45 age range watched 6.224 newscasts per week. Respondents in the 46 to 55 age range watched an average of 6.454 newscasts per week. Fifty-six to 65 year-olds watched an average of 6.989 newscasts per week. Respondents over the age of 65 watched an average of 7.322 newscasts per week. Post hoc analysis revealed no significant difference between members of the over 65 and the 56 to 65 age groups. As table 4.22 shows, the significance was found in the other categories. Respondents over the age of 65 watched significantly more news than those 55 and younger.

RQ 20: *Is there a significant relationship between the age of respondents and exclusivity of viewing?*

No significant relationship was found between the age of respondents and exclusivity of viewing (chi square = 1.987, $df = 2, p = .738$). The biggest margin of difference between exclusive and non-exclusive viewers was found in the over 65 age group. In this age group 54.8% were non-exclusive compared to 45.2% who were exclusive viewers. Among viewers aged 56 to 65, 53.8% were non-exclusive and 46.2% were exclusive. Members of the other three age groups were almost identically split between non-exclusive and exclusive viewers. No more than four percentage points separates exclusive from non-exclusive viewers in the other age groups.

RQ 21: *Is there a significant relationship between the income level of respondents and frequency of viewing?*

There is no significant relationship between respondents in the various household income brackets and the frequency of viewing [$F(2, 673) = 1.556, p = .185$].

Table 4.22
Relationship Between the Number of Newscasts Watched and
the Age of Respondents

Frequency of Viewing and Age

Dependent Variable: FREQ
Tukey HSD

(I) Age of Respondents	(J) Age of Respondents	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
25-35	36-45	-.1548	.3131	.988	-1.0088	.6992
	46-55	-.3849	.3141	.736	-1.2417	.4718
	56-65	-.9203	.3487	.064	-1.8716	3.103E-02
	Over 65	-1.2531*	.2993	.000	-2.0695	-.4366
36-45	25-35	.1548	.3131	.988	-.6992	1.0088
	46-55	-.2301	.2974	.938	-1.0413	.5810
	56-65	-.7655	.3338	.147	-1.6759	.1450
	Over 65	-1.0983*	.2817	.001	-1.8668	-.3298
46-55	25-35	.3849	.3141	.736	-.4718	1.2417
	36-45	.2301	.2974	.938	-.5810	1.0413
	56-65	-.5353	.3347	.498	-1.4484	.3777
	Over 65	-.8681*	.2828	.018	-1.6396	-.9.663E-02
56-65	25-35	.9203	.3487	.064	-3.103E-02	1.8716
	36-45	.7655	.3338	.147	-.1450	1.6759
	46-55	.5353	.3347	.498	-.3777	1.4484
	Over 65	-.3328	.3209	.838	-1.2081	.5425
Over 65	25-35	1.2531*	.2993	.000	.4366	2.0695
	36-45	1.0983*	.2817	.001	.3298	1.8668
	46-55	.8681*	.2828	.018	9.663E-02	1.6396
	56-65	.3328	.3209	.838	-.5425	1.2081

Based on observed means.

*. The mean difference is significant at the .05 level.

Tests of Between-Subjects Effects

Dependent Variable: FREQ

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	161.159 ^a	4	40.290	6.418	.000
Intercept	27943.590	1	27943.590	4451.033	.000
RESP_AGE	161.159	4	40.290	6.418	.000
Error	4174.871	665	6.278		
Total	33892.000	670			
Corrected Total	4336.030	669			

a. R Squared = .037 (Adjusted R Squared = .031)

Respondents earning less than \$20,000 had the highest average number of newscasts watched per week at 7.267. Those earning between \$40,001 and \$60,000 watched the least number of newscasts per week (6.380).

RQ 22: Is there a significant relationship between the income level of respondents and exclusivity of viewing?

The distribution of non-exclusive and exclusive viewers based on income was as follows: Under \$20,000 (non-exclusive = 56.7%; exclusive = 43.3%), between \$20,000 and \$40,000 (non-exclusive = 52.9%; exclusive = 47.1%), between \$40,001 and \$60,000 (non-exclusive = 50.7%; exclusive = 49.3%), between \$60,001 and \$80,000 (non-exclusive = 44.6%; exclusive = 55.4%), and more than \$80,000 (non-exclusive = 43.6%; exclusive = 56.4%). No significant relationship was found between income and exclusivity (chi square = 3.652, df = 2, p = .455).

RQ 23: Is there a significant relationship between the number of years respondents have lived in the Knoxville area and frequency of viewing?

On the surface a significant relationship seemed to exist between the number of years respondents lived in the Knoxville area and the frequency of viewing [$F(4, 665) = 3.383$, $p = .009$]. Table 4.23 shows that as the number of years respondents lived in the Knoxville area increased the frequency in which respondents watched television news also increased. However, these results must be viewed very cautiously because of the extremely high number of respondents who lived in the Knoxville area for more than 15 years. Nearly 500 (73.7%) respondents lived in the Knoxville area for more than 15 years. Therefore, any significance that resulted from this test was highly suspect.

Table 4.23
Relationship Between the Number of Newscasts Watched and
the Number of Years Respondents Have Lived in the Knoxville Area

Frequency of Viewing and Years Living in the Knoxville Area

Dependent Variable: FREQ

Tukey HSD

(I) Number of Years Respondents Have Lived in Knoxville	(J) Number of Years Respondents Have Lived in Knoxville	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 2 years	From 2 to 5 years	-.1584	.7741	1.000	-2.2701	1.9533
	From 6 to 10 years	-1.0298	.7408	.634	-3.0505	.9910
	From 11-15 years	-1.1464	.7876	.591	-3.2947	1.0019
	More than 15 years	-1.3726	.6873	.267	-3.2474	.5022
From 2 to 5 years	Less than 2 years	.1584	.7741	1.000	-1.9533	2.2701
	From 6 to 10 years	-.8714	.4787	.362	-2.1772	.4345
	From 11-15 years	-.9880	.5483	.372	-2.4837	.5076
	More than 15 years	-1.2142*	.3908	.016	-2.2804	-.1481
From 6 to 10 years	Less than 2 years	1.0298	.7408	.634	-.9910	3.0505
	From 2 to 5 years	.8714	.4787	.362	-.4345	2.1772
	From 11-15 years	-.1167	.5001	.999	-1.4810	1.2476
	More than 15 years	-.3429	.3198	.821	-1.2151	.5294
From 11-15 years	Less than 2 years	1.1464	.7876	.591	-1.0019	3.2947
	From 2 to 5 years	.9880	.5483	.372	-.5076	2.4837
	From 6 to 10 years	.1167	.5001	.999	-1.2476	1.4810
	More than 15 years	-.2262	.4168	.983	-1.3632	.9107
More than 15 years	Less than 2 years	1.3726	.6873	.267	-.5022	3.2474
	From 2 to 5 years	1.2142*	.3908	.016	.1481	2.2804
	From 6 to 10 years	.3429	.3198	.821	-.5294	1.2151
	From 11-15 years	.2262	.4168	.983	-.9107	1.3632

Based on observed means.

*. The mean difference is significant at the .05 level.

Tests of Between-Subjects Effects

Dependent Variable: FREQ

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	87.041 ^a	4	21.760	3.383	.009
Intercept	7099.014	1	7099.014	1103.633	.000
RESP_LIV	87.041	4	21.760	3.383	.009
Error	4277.550	665	6.432		
Total	33894.000	670			
Corrected Total	4364.591	669			

a. R Squared = .020 (Adjusted R Squared = .014)

RQ 24: Is there a significant relationship between the number of years respondents have lived in the Knoxville area and exclusivity of viewing?

More respondents who lived in the Knoxville area for less than two years were non-exclusive viewers than were exclusive viewers (57.1% to 42.9%). Those who have lived in the Knoxville area from two to five years were more likely to be exclusive than non-exclusive (63.0% to 37.0%). Individuals who lived in the Knoxville area from six to ten years were more likely to be non-exclusive (54.2% to 45.8%). There were more exclusive than non-exclusive viewers (52.5% to 47.5%) among respondents who lived in the Knoxville area from 11 to 15 years. Respondents who lived in the Knoxville area for more than 15 years were pretty evenly divided among non-exclusive (52.0%) and exclusive (48.0%) viewers. No significant relationship was discovered between exclusivity and years living in the Knoxville area ($\chi^2 = 4.529$, $df = 2$, $p = .339$).

RQ 25: Is there a significant relationship between the ethnicity of respondents and frequency of viewing?

Because more than 92% of all respondents were Caucasian the data had to be collapsed into two groups: Caucasian and non-Caucasian. Even after collapsing the data into two groups no meaningful statistical analysis could be performed. There were simply too many respondents in the Caucasian group and too few in the non-Caucasian group to allow for any meaningful results to be found. Running an ANOVA on this data group revealed a statistically significant relationship between ethnicity and frequency of viewing [$F(1, 658) = 4.085$, $p = .044$]. However, the data were so far out of balance that it would be unwise to interpret this as anything less than insignificant.

RQ 26: Is there a significant relationship between the ethnicity of respondents and exclusivity of viewing?

Among the 624 respondents in the Caucasian group exactly 312 respondents were non-exclusive and 312 respondents were exclusive. Among the non-Caucasian respondents 22 (61.1%) were non-exclusive and 14 (38.9%) were exclusive viewers. No significant relationship existed between respondent's ethnicity and exclusivity of viewing (chi square = 1.681, df = 1, p = .195).

RQ 27: Is there a significant relationship between the gender of respondents and frequency of viewing?

Female respondents (6.755) watched slightly more newscasts per week than did male respondents (6.491). The difference was not significant [$F(1, 674) = 1.762, p = .185$].

RQ 28: Is there a significant relationship between the gender of respondents and exclusivity of viewing?

The distribution of male and female respondents in the exclusive and non-exclusive categories of viewing was virtually equal. A total of 52.9% of males and 49.6% of females were non-exclusive. A total of 47.1% of males and 50.4% of females were exclusive viewers. This relationship was also not significant (chi square = .734, df = 1, p = .392).

Additional Findings

Statistical analysis was also performed to see if a relationship existed between the importance of the various attributes and demographic variables and which station respondent's watched exclusively. Because so few respondents were exclusive viewers of WVLT-TV (15 respondents) and WTNZ-TV (6 respondents) only WATE-TV and WBIR-TV were used in the analysis. Chi square analysis was used in each instance.

No significant relationship was found between exclusivity of viewing and the importance of the various anchor attributes. Table 4.24 shows the chi square results of each of the eight anchor attributes. Table 4.25 shows the results of the chi square analysis used to determine if a relationship between viewing exclusivity and the six demographic variables. No significant relationship was found.

Chi square analysis was also used to examine the relationship between the 14 variables (eight anchor attributes and six demographic variables) and respondent's favorite news anchors. Because so few respondents named anchors other than Bill Williams (375), Lori Tucker (115), or Robin Wilhoit (72) as their favorite anchors only these three anchors could be used in this analysis.

Chi square analysis revealed only one significant relationship between any of the 14 variables and respondent's favorite news anchors. Table 4.26 shows that respondents who named Lori Tucker or Robin Wilhoit as their favorite news anchors are significantly more likely to say that the friendliness of the news anchors is very important to their decision to watch than those who named Bill Williams as their favorite news anchor (chi square = 9.949, $df = 4$, $p = .041$).

A series two-way ANOVA tests were run to see if there was an interaction effect between exclusivity and gender with respect to the importance of the various attributes. No such interaction was found (see Table 4.27). What this says is that the importance of the various attributes did not vary based on gender or exclusivity of viewing. Exclusive males statistically rated the importance of the various attributes the same as non-exclusive males and exclusive females statistically rated the importance of the various attributes the same as non-exclusive females. In fact, no combination of gender or exclusivity produced significant results.

Table 4.24
Relationship Between Viewing Exclusivity
and the Importance of the Eight Anchor Attributes

<u>Attributes</u>	<u>Results</u>
Appearance	(chi square = .604, df = 2, p = .739)
Honesty	(chi square = 1.080 , df = 2, p = .583)
Knowledge	(chi square = 1.891, df = 2, p = .388)
Friendliness	(chi square = 1.368, df = 2, p = .505)
Concern for the Community	(chi square = 1.859, df =2, p = .395)
Age	(chi square = 1.117, df = 2, p = .572)
Gender	(chi square = 2.766, df = 2, p = .251)
Race	(chi square = .032, df = 2, p = .984)

Table 4.25
Relationship Between Viewing Exclusivity
and Demographic Variables

<u>Demographic Variables</u>	<u>Results</u>
Education Level	(chi square = 3.285, df = 5, p = .656)
Age	(chi square = 2.286, df = 5, p = .808)
Income	(chi square = 7.719, df = 5, p = .172)
Years Living in Knoxville	(chi square = 4.903, df = 5, p = .428)
Race	(could not be calculated because of too many empty cells)
Gender	(chi square = 1.984, df = 1, p = .165)

Table 4.26
Relationship Between the Importance of Friendliness
and Favorite News Anchors

Importance of Friendliness and Favorite News Anchors						
			Importance of Friendliness			Total
			Not Important	Somewhat Important	Very Important	
Favorite News Anchors	Lori Tucker	Count	6	28	81	115
		% within FAVANCH2	5.2%	24.3%	70.4%	100.0%
		% within Importance of Friendliness	19.4%	15.7%	22.9%	20.5%
		Adjusted Residual	-.2	-1.9	1.9	
	Bill Williams	Count	23	133	219	375
		% within FAVANCH2	6.1%	35.5%	58.4%	100.0%
		% within Importance of Friendliness	74.2%	74.7%	62.0%	66.7%
		Adjusted Residual	.9	2.7	-3.1	
	Robin Wilhoit	Count	2	17	53	72
		% within FAVANCH2	2.8%	23.6%	73.6%	100.0%
		% within Importance of Friendliness	6.5%	9.6%	15.0%	12.8%
		Adjusted Residual	-1.1	-1.6	2.0	
Total	Count		31	178	353	562
	% within FAVANCH2		5.5%	31.7%	62.8%	100.0%
	% within Importance of Friendliness		100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.949 ^a	4	.041
Likelihood Ratio	10.328	4	.035
Linear-by-Linear Association	.414	1	.520
N of Valid Cases	562		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 3.97.

Table 4.27
Results of the Examination of Interaction Between Exclusivity of Viewing and Gender
and Importance of Anchor Attributes

<u>Anchor Attributes</u>	<u>Results</u>
Appearance	[F (4, 666) = .273, p = .896]
Honesty	[F (4, 666) = .628, p = .642]
Knowledge	[F (4, 666) = 1.783, p = .130]
Friendliness	[F (4, 666) = 1.351, p = .250]
Concern for Community	[F (4, 666) = .984, p = .415]
Age	[F (4, 666) = .408, p = .803]
Gender	[F (4, 666) = .341, p = .851]
Race	[F (4, 666) = .882, p = .474]

Open-Ended Question Data Analysis

A total of 191 (28.25%) of the 676 total participants provided a total of 213 responses to question eight. Of these 191 respondents, 37 (19.37%) are exclusive male viewers, 53 (27.74%) are exclusive female viewers, 45 (23.56%) are non-exclusive male viewers, and 56 (29.32%) are non-exclusive female viewers.

The data collected from the open-ended survey question were also examined. Question eight asked whether respondents could list any additional news anchor attributes associated with their television news viewing decisions. Analysis was conducted by first grouping responses into four viewer categories: 1) exclusive males, 2) exclusive females, 3) non-exclusive males, and 4) non-exclusive females. Responses from all viewing categories were then recorded on separate pieces of paper. Once the responses were recorded, the researcher reviewed them in an effort to identify coding categories. A total of seven coding categories were developed. All responses were placed in one and only one category. The seven coding categories are discussed below. A total of four written responses could not be interpreted. These responses were placed in a "Not Legible" category.

Character: Such things as "sincerity", "modesty", and "genuineness" were included in this category. Comments pertaining to an anchor's religious faith were also placed in this category. Several respondents said that they liked particular anchors because of their religious beliefs. An exclusive male viewer of WATE-TV said that Clay Thomas is "...a good Christian. He goes to our church and sings in the choir." An exclusive female viewer of WBIR-TV said "Bill Williams is a good Christian man." A non-exclusive male viewer wanted anchors to present "a good down-home, Christian atmosphere."

Community Awareness: Some respondents said that a news anchor must be familiar with the community. Statements such as "He's been around for a long time", "the anchors should be able to relate to local places", "knows the community", and "it's good when they live in the community" were placed in this category.

Community Concern: Comments such as "Bill Williams seems to care about what's going on in the world" (exclusive female viewer of WBIR-TV) and "Lori Tucker has a sense of protecting the innocent" (exclusive female viewer of WATE-TV) were placed in this category. Phrases such as "child oriented", "family oriented", "community service", and "community involvement" were also examples of responses placed in this category.

Content: Most of these comments had to do with such things as story selection. For example, an exclusive male WBIR-TV viewer said of the anchors: "If they report square dances then they probably won't get my attention. I'm not interested in that heartland stuff or whatever. I like the news." Other respondents said that they "just want the facts...no fluff."

Delivery: Many respondents mentioned "delivery" as an additional influential anchor attribute. Responses such as "articulate", "good voice", "well spoken", "clarity", and "voice quality" were coded in the "delivery" category. An exclusive WBIR-TV viewer said "the anchor's delivery style is very important!" A non-exclusive male viewer said "Lori Tucker has a soothing voice."

Personality/Demeanor: An anchor's on-air personality or demeanor was mentioned as being important by several respondents. Things such as having a good sense of humor or having a good rapport with the other anchors were included in this coding category. Some respondents like anchors to be "...upbeat, because I hate always hearing negative

news" (exclusive male viewer of WATE-TV). Others said the anchors should be "down to earth, but serious" (non-exclusive female viewer).

Professionalism: "Unbiased", "objective", "credible", "reliable", "fairness", and "experience" are all examples of responses that were placed in the "professionalism" coding category. An exclusive male viewer of WATE-TV said: "They have to know what they're doing. They have to be professional."

The anchor's delivery was most often mentioned in response to survey question eight by exclusive male viewers. A total of 11 (27.5%) exclusive male viewers mentioned this. Personality/demeanor and professionalism were the next most frequently mentioned by exclusive male viewers. Both were mentioned by 17.5% of exclusive male viewers who responded to the open-ended question. Table 4.28 shows the responses by all exclusive male viewers responding to the open-ended question.

Table 4.29 shows how important the various attributes revealed in the open-ended question were to exclusive female viewers. Thirty-five percent of exclusive female viewers listed the anchor's personality/demeanor most often. This was followed by professionalism (18.3%), character (13.3%), and then delivery and community concern (both with 11.7%).

Of the non-exclusive viewers males, more than females, mentioned community awareness (5.3% to 4.4%), professionalism (7.1% to 5.3%), and content (4.4% to 3.5%). Conversely, non-exclusive females, more than males, mentioned personality/demeanor (14.2% to 9.7%), delivery (15.9% to 7.1%), and character (12.4% to 8.0%). Table 4.30 has the totals for all categories.

Non-exclusive female viewers were decidedly unconcerned with the "community concern" of anchors. Only 0.9% of them mentioned it. This compares to 11.7% of exclusive female viewers. Marked differences were also present in the

Table 4.28
Total Number and Percentage of Responses Concerning
Other Important Anchor Attributes By Exclusive Male Viewers

	WATE-TV	WBIR-TV	WVLT-TV	WTNZ-TV	Total
Personality/Demeanor	1 (2.5%)	5 (12.5%)	1 (2.5%)	0 (0.0%)	7 (17.5%)
Delivery	4 (10.0%)	7 (17.5%)	0 (0.0%)	0 (0.0%)	11 (27.5%)
Character	1 (2.5%)	2 (5.0%)	1 (2.5%)	0 (0.0%)	4 (10.0%)
Community Concern	1 (2.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (2.5%)
Community Awareness	1 (2.5%)	2 (5.0%)	0 (0.0%)	0 (0.0%)	3 (7.5%)
Professionalism	3 (7.5%)	4 (10.0%)	0 (0.0%)	0 (0.0%)	7 (17.5%)
Content	2 (5.0%)	2 (5.0%)	1 (2.5%)	1 (2.5%)	6 (15.0%)
Not Legible	1 (2.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (2.5%)
TOTALS:	14 (35.0%)	22 (55.0%)	3 (7.5%)	1 (2.5%)	40 (100.0%)

Table 4.29
Total Number and Percentage of Responses Concerning
Other Important Anchor Attributes By Exclusive Female Viewers

	WATE-TV	WBIR-TV	WVLT-TV	WTNZ-TV	Total
Personality/Demeanor	4 (6.7%)	14 (23.3%)	1 (1.7%)	2 (3.3%)	21 (35.0%)
Delivery	3 (5.0%)	3 (5.0%)	1 (1.7%)	0 (0.0%)	7 (11.7%)
Character	2 (3.3%)	5 (8.3%)	0 (0.0%)	1 (1.7%)	8 (13.3%)
Community Concern	1 (1.7%)	5 (8.3%)	1 (1.7%)	0 (0.0%)	7 (11.7%)
Community Awareness	1 (1.7%)	2 (3.3%)	0 (0.0%)	0 (0.0%)	3 (5.0%)
Professionalism	3 (5.0%)	7 (11.7%)	1 (1.7%)	0 (0.0%)	11 (18.3%)
Content	1 (1.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (1.7%)
Not Legible	0 (0.0%)	2 (3.3%)	0 (0.0%)	0 (0.0%)	2 (3.3%)
TOTALS:	15 (25.0%)	38 (63.3%)	4 (6.7%)	3 (5.0%)	60 (100.0%)

Table 4.30
Total Number and Percentage of Responses Concerning
Other Important Anchor Attributes By Non-Exclusive Male and Female Viewers

	MALES	FEMALES	Total
Personality/Demeanor	11 (9.7%)	16 (14.2%)	27 (23.9)
Delivery	8 (7.1%)	18 (15.9%)	26 (23.0%)
Character	9 (8.0%)	14 (12.4%)	23 (20.4%)
Community Concern	1 (0.9%)	1 (0.9%)	2 (1.8%)
Community Awareness	6 (5.3%)	5 (4.4%)	11 (9.7%)
Professionalism	8 (7.1%)	6 (5.3%)	14 (12.4%)
Content	5 (4.4%)	4 (3.5%)	9 (7.9%)
Not Legible	1 (0.9%)	0 (0.0%)	1 (0.9%)
TOTALS:	49 (43.4%)	64 (56.6%)	113 (100.0%)

"personality/demeanor" and "professionalism" categories. Exclusive female viewers mentioned "personality/demeanor" more than twice as often as non-exclusive female viewers 35.0% to 14.2%). Exclusive female viewers mentioned "professionalism" more than three times as often as non-exclusive female viewers (18.3% to 5.3%).

Exclusive male viewers responding to the open-ended question mentioned "delivery" more than three times more often than did non-exclusive male viewers (27.5% to 7.1%). "Professionalism" was mentioned more than twice as often by exclusive male viewers than by non-exclusive male viewers (17.5% to 7.1%). Exclusive male viewers were almost twice as likely to mention "personality/demeanor" than were non-exclusive male viewers (17.5% to 9.7%).

When comparing the station male respondents watched exclusively, there seemed to be no real difference with how often the various attributes revealed in the open-ended question were mentioned. This was not the case for exclusive female viewers. Exclusive female viewers of WBIR-TV were nearly four times as likely to mention "personality/demeanor" as were exclusive female viewers of WATE-TV (23.3% to 6.7%). Exclusive female viewers of WBIR-TV were more than twice as likely to mention "professionalism" as were exclusive female viewers of WATE-TV (11.7% to 5.0%).

When discussing the data collected with the open-ended survey question, it is important to remember that any "results" presented here are purely anecdotal. There simply were not enough responses to the open-ended question to run any meaningful statistical analysis.

Summary of Key Findings

The results of this study revealed that 87% of respondents said that an anchor's knowledge level was very important to their viewing decisions. More than 70% of respondents said that both "honesty" and "concern for the community" were very important to their decision to watch a particular newscast. Just over 60% of all respondents said that an anchor's "friendliness" was very important to them. Less than 20% felt the same way about "appearance". Less than four percent of respondents said that either an anchor's age, gender, or race was very important to them.

This study supports earlier findings that the amount of television news viewing increases with age. It was also found that the amount of television news viewing increased with the number of years respondents lived in the Knoxville area. Additionally, it was found that respondents who said an anchor's concern for the community was not important to their viewing decisions watched significantly more newscasts per week than those who said that this quality was somewhat important. Though not a significant relationship, it was also found that non-exclusive viewers were more likely to say that an anchor's concern for the community was not important to them than were exclusive viewers.

A significant relationship was found between the importance of an anchor's concern for the community and the frequency of viewing. Respondents who said that this attribute was not important to them watched significantly more newscasts per week than those who said that this attribute was only somewhat important. It is interesting to note, however, that exclusive viewers were more likely to say that this attribute was important than non-exclusive viewers. This relationship was not significant. No other relationship

involving the frequency of viewing and the importance of the various attributes was found.

This study analyzed the relationship between the importance of the eight attributes and respondent's exclusivity of viewing. No significant relations were found to exist between how important respondents said the various attributes were and whether they were exclusive viewers.

A significant relationship was found between the age of respondents and frequency of viewing. Respondents over the age of 65 watched significantly more newscasts per week than respondents 55 years-old and younger. A significant relationship was also found between the number of years respondents lived in Knoxville and ethnicity of respondents and the frequency of viewing. However, in both cases the numbers were somewhat misleading. With respect to the number of years respondents lived in Knoxville, there were a highly disproportionate number of respondents who lived in the Knoxville area for more than 15 years. Any significance that resulted from this test was highly suspect. The same situation was found with respect to the relationship between respondent's ethnicity and the frequency of their viewing. While a significant difference was found between the frequency of viewing between Caucasian and non-Caucasian, the fact that over 93% of respondents were Caucasian makes any findings suspect. No significance was found between the other demographic variables and frequency of viewing.

Each of the demographic variables were also analyzed against exclusivity of viewing. No significant relationship was found between any of the six demographic variables and exclusivity of viewing. While many of the relationships examined proved to be insignificant, there are still some noteworthy implications. These will be discussed in the next chapter.

CHAPTER 5

DISCUSSION

Summary

This study collected data used to identify the frequency and exclusivity of local television news viewing by Knox County, Tennessee residents. The data were also used to identify how important eight attributes associated with local television news anchors were to local television news viewer's decision to watch a particular newscast. Additionally, demographic information was collected. A total of 676 completed, usable surveys were obtained in May and October 1999.

A total of 28 research questions were posed. Research questions one through 16 examined the relationship between each of the eight attributes (appearance, honesty, knowledge, friendliness, concern for the community, age, gender, and race) and the frequency or exclusivity of viewing by respondents. Research questions 17 through 28 examined the relationship between the various demographic variables (education level, income, age, ethnicity, number of years living in the Knoxville area, and gender) and the frequency or exclusivity of viewing by respondents.

Broadly, this study found that "honesty", "knowledge", "concern for the community", and to a lesser degree "friendliness" are characteristics of news anchors that respondents found important. Physical appearance was not important to most respondents. Also, an anchor's age, race, and gender were decidedly not important to these viewers.

Little relationship was found between the importance of the various attributes to respondent's decision to watch and the frequency or exclusivity of their viewing. There

were, however, three exceptions. First, a significant relationship was found between the importance of "concern for the community" and the frequency of viewing. Respondents who believed an anchor's concern for the community is not important watched significantly more newscasts per week than those who believed this attribute to be somewhat important. It should also be said that exclusive viewers were more likely to believe an anchor's concern for the community is important than were non-exclusive viewers. While importance of an anchor's concern for the community was negatively related to frequency of viewing, the same attribute was positively (though not significantly) related to exclusivity of viewing.

Secondly, a significant relationship was found between frequency of viewing and the age of respondents. The relationship found that the older a viewer was, the more news he or she watched.

The third statistically significant relationship that was found involved the importance of friendliness of the anchors as it relates to respondent's favorite news anchor. Respondents who named either Lori Tucker (WATE-TV's female anchor) or Robin Wilhoit (WBIR-TV's female anchor) were significantly more likely to have said that anchor friendliness was important to them than those who named Bill Williams (WBIR-TV's male anchor) as their favorite anchor. These three anchors were the most often mentioned anchors and the only ones used in this analysis.

The data collected with the open-ended question also revealed some interesting findings. Exclusive female viewers seemed to be much more concerned about an anchor's personality/demeanor and community concern than were exclusive male viewers. Thirty-five percent of exclusive female viewers mentioned personality/demeanor characteristics as being important to them compared to only 17.5%

of exclusive male viewers. Just under 12% of exclusive female viewers mentioned community concern characteristics compared to just 2.5% of exclusive male viewers.

Exclusive male viewers, on the other hand, seemed to be much more concerned about an anchor's delivery and content characteristics than were exclusive female viewers. Just over 27% of exclusive male viewers mentioned delivery related characteristics as being important to them compared to only 11.7% of exclusive female viewers. Fifteen percent of exclusive male viewers mentioned content related characteristics as opposed to only 1.7% of exclusive female viewers.

Implications of the Study

This study gives attention to the relationship between news anchor attributes and viewing behaviors. The results of this study failed to reveal many significant relationships between the eight anchor characteristics and either frequency or exclusivity of viewing, but it did identify the importance of the various attributes to local television news viewers in Knox County, Tennessee. The results suggest that an anchor's age, gender, and race are not important to Knox County news viewers. It further suggests that an anchor's perceived honesty, knowledge, concern for the community, and friendliness are very important to these viewers. Anchor appearance is only somewhat important to Knox County news viewers.

The idea that age and race are not important and that physical appearance is only somewhat important to viewers is somewhat surprising. It's surprising in that it violates conventional wisdom. If these things are truly not important, why do some stations hire young, attractive anchors? The data collected with the open-ended question suggests that the anchor's delivery and on-air personality/demeanor is important to quite a few viewers.

Additionally, the data suggest that an anchor's knowledge level is very important to Knox County local television news viewers. This may suggest that the anchor's appearance really is not very important. Viewers may, in fact, be more attracted to a particular personality type. Perhaps consultants and media professionals should downplay the importance of the physical appearance of their anchors and instead make more of an attempt to hire a well-qualified anchor.

As mentioned earlier, an anchor's race is not important to the vast majority of Knox County news viewers. This may be explained in two ways. First, ethnicity is still something of a contentious issue. It is politically and morally incorrect to suggest that someone is inferior because of their race. Perhaps race really is important to Knox County residents, but few were willing to admit that to interviewers. Secondly, and perhaps more likely, is the fact that over 93% of respondents to this survey were white and all of the primary news anchors in the Knoxville market are also white. Race may not be important to viewers because the anchors are of the same race as the majority of respondents. If one of the local stations hired two minority anchors to host the 6pm and 11pm newscasts the response to that question may be different.

A significant relationship was found between frequency of viewing and the importance of community involvement of news anchors. The results suggested that those who watch more newscasts per week find the "concern" attribute to be not important. While this may be surprising on its face it becomes less surprising when it is realized that exclusive viewers believe an anchor's concern for the community to be more important than non-exclusive viewers. The difference was not significant, but the finding is nonetheless noteworthy. The link between the importance of an anchor's concern for the community and exclusivity of viewing may be explained by looking at the audience's own community involvement. It may well be that exclusive viewers are more involved in

the community themselves. Because of this, they may seek out stations or anchors whom they feel are more concerned about or involved with the community. Of course the reverse may be true as well. The "community integration hypothesis" suggests that local media contribute to individual's involvement in the community, but Stamm, Emig, and Hesse (1997) suggest that the extent of contribution may have been overestimated in the past. Regardless of whether viewer involvement in the community leads viewers to seek newscasts or anchors who are thought to be more community-oriented or if the media themselves encourage community involvement of its viewers, the community involvement issue is one worthy of further investigation.

Para-social interaction research has identified several attributes that viewers believe are important to their decision to watch, but none of this research has attempted to link the importance of these variables to the frequency and/or exclusivity of viewing. With respect to the eight anchor attributes examined here, no clear relationship was found between them and either frequency or exclusivity of viewing. However, this does not mean that other attributes could not be found to be related. It is also possible that a relationship between these attributes and frequency and/or exclusivity of viewing could be found in other media markets.

Palmgreen, Wenner, and Rayburn (1980) found that friendliness of the newscaster helps create a para-social interaction. Additionally, these authors found that viewers who believe that they and the newscasters are, to some degree, participating in the same reality are more likely to develop a para-social relationship. While no hard and fast links between viewing behavior and the importance of an anchor's concern for the community were found in this dissertation, the relationship is worthy of further investigation.

The heuristic value of this study is great, despite a lack of statistical significance between some variables. This study can serve as a jumping-off point for additional news

research. This study should be used to encourage future debate about the role of local television news in our daily lives. What is it that the audience really wants from television news programming? What do audiences really need in their news programming? This question may never be completely answered, but it is worthy of exploration.

The characteristics that are important to Knox County viewers may not be important to viewers in other geographic regions. Perhaps Knox County, Tennessee is an anomaly. While there is no real reason to think that it is, it is not hard to see how other communities can differ. Knox County is populated predominately by Caucasian, somewhat religious, somewhat conservative residents. If the same survey were given in a city like Memphis, Tennessee where roughly 50% of the population is African American or in New York city where social norms are thought to be a bit more liberal, the results may be markedly different. The results may also be different if there were more variety among the anchors. In the Knoxville market all of the primary anchors are white and most of them appear to be in their mid-to-late 30s. There is one male and one female news anchor on each station at 6pm, 10pm, and 11pm. Perhaps the results of this study would be different if there were more minorities or more age ranges represented on the air. A lack of variety may make it more difficult for respondents to recognize the importance of some of the attributes because they really have nothing to compare.

Much work has been done with respect to examining news audiences, but clearly more work must still be done. This project should help lighten the work load a bit. At the very least, this study should help keep the ideas flowing which should, in turn, help find answers to the questions that are still left.

Limitations

No one research project can adequately address all aspects of a given topic and no research project is without limitations. This project is no exception. To begin with, there are several inherent limitations associated with telephone surveying. For instance, not everyone in the targeted population has a telephone. Additionally, because some people have unpublished telephone numbers, not all telephone numbers are attainable. Of particular interest to this project is the relatively new invention known as "caller ID." All telephone calls were made out-of-state. In most cases caller ID boxes that receive an out-of-state phone call display this as "out of area." It is possible that potential respondents did not answer their telephones when they were attempted to be contacted for this study due to the "out of area" message on their caller ID units.

Another limitation associated with telephone surveys involves the issue of "self selection." It is generally thought that women are more likely to answer the telephone than men. This could lead to a disproportionate number of female respondents. While this may have occurred in this project, steps were taken to eliminate or at least reduce this potential bias. Callers were instructed to ask to speak to the person, over the age of 24 who has most recently celebrated a birthday. This should have allowed males to respond as much as females.

Telephone surveys can also allow respondents to become distracted while participating in the survey. Respondents could be eating dinner or watching television while trying to participate. This could inadvertently cause an incorrect answer to be given to a question.

The response rate itself can be a limitation to any survey. The seemingly endless number of telephone solicitations has to affect the response rate of telephone surveys.

One way to potentially combat this problem is to use trained telephone interviewers. Financial constraints made the use of professional callers impractical. All of the callers used in the collection of data for this study were undergraduate students. While they were all trained, none of them were professional interviewers. Trained interviewers may be more likely to get respondents to participate in the survey. Having student callers may have had an impact on the response rate.

An additional limitation to this project is the fact that the project examined only eight of a seemingly endless number of potential professional anchor attributes. Every project needs a stopping point. The stopping point for this project was with those eight attributes. The literature that was examined in chapter two identified several factors that have been found to be associated with frequent and/or exclusive news viewing. Those attributes, and others, were included in this study. Clearly other attributes need to be examined. The anecdotal data that was provided in the open-ended survey question asking respondents to name other anchor attributes that are important to their decision to watch may prove beneficial.

It is also important to mention that the mere fact that only professional anchor attributes were examined is a limitation to this study as well. There may very well be attributes associated with programming schedules, network affiliation, overall program content, etc. that are also responsible for establishing frequent and/or exclusive viewing.

Another limitation to this study involves the population used to draw the sample. While there is no reason to believe that Knox County residents are any different from residents in other media markets, there is also no evidence to support the idea that they are the same. The results of this study should be generalizable to Knox County, but they cannot be generalized to the entire market. While there are no compelling reasons to believe that viewers outside of Knox County are markedly different, it cannot be assumed

that they are the same. Surveying a population in a different media market may yield entirely different results.

There are other limitations, most of which would be present in any study involving a survey questionnaire. Even with pre-testing, appropriate questions or issues may be omitted from the instrument. Also, as with any survey questionnaire, the accuracy of the responses given is not always known. However, because the questions asked are not of a probing nature, there is no reason to think respondents will provide inaccurate information. Additionally, all of the demographic questions asked respondents to choose which category best represented them. It is possible that too few categories were made available. More than 70% of respondents reported living in the Knoxville area for more than 15 years. It is possible that the categories used did not provide enough opportunity for variance. Categories for 16 to 20 years, 21 to 25 years, etc. would have allowed for more variance with respect to the responses.

The three part Likert-scale used in question seven may have also created a limitation to the findings. A five or even a seven point scale would have allowed for more variance. However, it is suggested here, that a five or seven point scale would have been more difficult for respondents to follow over the phone.

Recommendations to the Industry

The findings of this study have led to the following recommendations:

1) News managers need to recognize that, at least with respect to Knox County television news viewers, people are not very concerned with the physical appearance of the news anchors. Less than 20% of respondents said that the anchor's physical appearance is very important to them. This study suggest that local television news

viewers are more concerned with the honesty, friendliness, and knowledge levels of their anchors. Viewers are also very concerned with the concern for the community exhibited by news anchors. More than 90% of respondents in this study said that each of these attributes was somewhat or very important to them. The findings of this study also suggest that viewers simply do not care about the age, gender, or race of their anchors.

2) It is suggested that industry professionals focus their efforts on becoming more visible in the community. Because an anchor's concern for the community is so important to viewers it is vitally important that news anchors become more visible in the community. The data suggest that these viewers want more than just a pretty face reading them the day's news. Viewers seem to want someone whom they believe can empathize with them. They want to know that their anchors are part of the community in which they live. Viewers want honest, knowledgeable anchors providing them with the news. News managers must find ways to spotlight their anchor's knowledge and their honesty. Getting their anchors out in the community can help do this. This, in turn, will allow the anchor's to show their concern for the community.

WBIR-TV does a weekly segment called "Monday's Child" in which they profile a young boy or girl in need of a home. This type of programming can help spotlight an anchor and allows him or her to show their concern for the community at large. WBIR-TV also joined with WLOS-TV in Asheville, North Carolina to do a program designed to draw attention to the Great Smokey Mountains National Park. On-air personalities from both stations went on location to various part of the national park and gave reports about various problems with the park. While it is important to put anchors in a position of visibility while serving the community, it may be wise to attempt to do this outside the confines of the evening news. Having separate on-air community outreach programs will

provide even more exposure for the anchor and the station while keeping the newscasts focused on the reporting of the day's issues.

3) The key to effective community involvement is sincerity. It is important for anchors to get involved in endeavors that truly interest them. Otherwise, any attempt at reaching out to the community may come across as fake or orchestrated. An anchor who becomes actively involved in the community because anything other than genuine concern or interest stands a good chance of losing credibility. If this happens ratings are sure to drop.

It is also suggested that anchors need to do more than simply give talks to certain civic clubs. Anchors need to roll up their sleeves and get involved at a much more basic level. Viewers, it is thought, want to know that their anchors are right there with them.

4) Media managers, charged with hiring on-air talent, really should take the time to get to know their job candidates. Because the anchor's concern for the community is so important to viewers, managers may wish to attempt to make sure their incoming talent is up to the task. Potential anchors should be able to demonstrate a certain familiarity with the community in which they are applying to work. Obviously it is important for the anchors to be competent in their writing and delivery skills, but they must also be able to demonstrate a sincere desire and ability to become involved with their community.

Recommendations for Future Research

There are numerous areas that could warrant future investigation. The question of what makes viewers watch frequently or exclusively is far from answered. It is important to realize, however, that finding out what is not related to frequency and/or

exclusivity of viewing brings us one step closer to finding out what is related to it. With the exception of an anchor's concern for the community, none of the attributes examined are related to frequency or exclusivity of viewing. Clearly any future research will need to begin by examining the effects of other attributes on frequency and/or exclusivity of viewing.

Because this study failed to provide a complete profile of the frequent and/or exclusive viewer, future research should attempt to identify additional attributes that play a role in promoting frequent and/or exclusive viewing. These attributes should not be confined to just professional attributes. There are many aspects of news programming that may lead to increasing viewership or to the creation of exclusive viewers. It is possible that outside influences such as time availability or lead-in programming play a significant role in the frequency and/or exclusivity of viewing. Attributes such as delivery or personality characteristics may be influential in developing frequent and/or exclusive viewing patterns. Future research should examine the impact of some of the other factors revealed in the open-ended survey question.

It is possible that people from different geographic areas or from different cultural or ethnic backgrounds would view the importance of the anchor attributes studied here differently than those in Knox County, Tennessee. Future research could attempt to discover these differences if, in fact, there are any.

Future research could examine the role of content on the effects of viewer's attitudes toward particular newscasts. Different news programs have different formats. Perhaps future research can identify the effects of those formats on attracting and holding an audience. Is it the type of stories used, the manner in which they are delivered, the aesthetic elements involved, or something else that is responsible for attracting and holding an audience?

In addition to exploring more or different professional anchor attributes, any future research on this subject should include expanded categories demographic variable responses. This may provide more variance within the data set which may lead to more useable results. As mentioned earlier, over 70% of respondents said that they have lived in the Knoxville area for more than 15 years. Expanded categories may have revealed more variance.

Each of the attributes that were identified as being important to respondent's decision to watch can be more deeply explored. What is it about an anchor's concern for the community that people like? Do viewers like to see the anchor at church or speaking to the Rotary Club? What type of personality traits make an anchor appear to be friendly to viewers?

Much research has been done regarding para-social interaction. However, none of it has related this to frequency and/or exclusivity of viewing. There may be links between an anchor's concern for the community and the presence of a para-social relationship. Findings supporting this premise may be used to bridge the gap between para-social interaction research and frequency/exclusivity research.

Research can be done in order to more clearly identify the relationship between frequency and exclusivity of viewing. Some research has equated the terms frequency and/or exclusivity with the term "loyalty." Future research can examine the relationship between these variables.

Clearly the local television news genre of communication research is a rich one. Over the last 30 years we have learned much about this topic, but there is still much to learn. The key to research in this area is to keep ideas focused and to develop a way so that findings can easily build upon previous findings and lead to future findings.

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APPENDIX
SURVEY QUESTIONNAIRE

SURVEY QUESTIONNAIRE

(To the person who answers the phone)

Hi, my name is _____ and I'm calling on behalf of the University of Tennessee Communications Research Center. First of all, I want you to know that I am not selling anything. I am collecting information on local television news viewing. Your telephone number has been chosen at random. In order to have a random sample of people, I would like to speak to the person in the household over the age of 25 who has had the most recent birthday. Would it be possible to speak to that person?

Please know that your response is totally voluntary. If you chose to participate you can elect to not answer any question and you can chose to terminate this call at any time. Would you be willing to take between 5 and 10 minutes of your time to answer some questions about local television news viewing?

(To the person to be surveyed)

Would you be willing to take between 5 and 10 minutes of your time to answer some questions about local television news viewing? **(Proceed to question 1 if they agree).**

1) Do you watch at least one 6 pm, 10 pm (on Fox), or 11 pm local Knoxville television newscast per week?

_____ Yes

_____ No **(terminate the call if you check here)**

2) Do you ever watch weekday evening newscasts on WATE-TV (channel 6, ABC)?

_____ Yes

_____ No **(continue to question 3 if you check here)**

2b) Approximately how many WEEKDAY newscasts per week do you watch on WATE-TV (channel 6, ABC) at 6:00 pm? Is it...

_____ 0

_____ 3

_____ 1

_____ 4

_____ 2

_____ 5

2c) Approximately how many WEEKDAY newscasts per week do you watch on WATE-TV (channel 6, ABC) at 11:00 pm? Is it...

0	3
1	4
2	5

3) Do you ever watch weekday evening newscasts on WBIR-TV (channel 10, NBC)?

Yes
 No (continue to question 4 if you check here)

3b) Approximately how many WEEKDAY newscasts per week do you watch on WBIR-TV (channel 10, NBC) at 6:00 pm? Is it...

0	3
1	4
2	5

3c) Approximately how many WEEKDAY newscasts per week do you watch on WBIR-TV (channel 10, NBC) at 11:00 pm? Is it...

0	3
1	4
2	5

4) Do you ever watch weekday evening newscasts on WVLT-TV (channel 8, CBS)?

Yes
 No (continue to question 5 if you check here)

4b) Approximately how many WEEKDAY newscasts per week do you watch on WVLT-TV (channel 8, CBS) at 6:00 pm? Is it...

0	3
1	4
2	5

4c) Approximately how many WEEKDAY newscasts per week do you watch on WVLT-TV (channel 8, CBS) at 11:00 pm? Is it...

0	3
1	4
2	5

5) Do you ever watch weekday evening newscasts on WTNZ-TV (channel 43, FOX)?

Yes
 No (continue to question 6 if you check here)

5b) Approximately how many WEEKDAY newscasts per week do you watch on WTNZ-TV (channel 43, FOX) at 10:00 pm? Is it...

0	3
1	4
2	5

6) Do you have a favorite Knoxville area television news anchor?

Yes	Who is he or she?
No	

7) OK...I am going to list several characteristics of your favorite news anchor. I want to know how important these are to your decision to watch a particular newscast. Are they: Very Important (VI), Somewhat Important (SI), or Not Important (NI)? **(Repeat response options and/or question as needed).**

	VI	SI	NI
how they look	VI	SI	NI
how honest they appear	VI	SI	NI
how knowledgeable they are	VI	SI	NI
how friendly they are	VI	SI	NI
how much they care about the community	VI	SI	NI
their age	VI	SI	NI
their gender	VI	SI	NI
their race	VI	SI	NI

8) Can you name any other anchor characteristics that impact your decision to watch a particular newscast?

Yes (list below)

No (continue to question 9 if you check here)

9) What is the highest education level you have completed? Is it:

- ☐ Some high school
- ☐ High school graduate
- ☐ Post high school studies
- ☐ College graduate
- ☐ Post-baccalaureate
- ☐ No response

10) Which of the following age range do you belong to?

- ☐ 25-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ Over 65
- ☐ No response

11) What is your approximate household income? Is it:

- ☐ under \$20,000
- ☐ between \$20,000 and \$40,000
- ☐ between \$40,001 and \$60,000
- ☐ between \$60,001 and \$80,000
- ☐ more than \$80,000
- ☐ No response

12) How long have you lived in the Knoxville area?

- ☐ less than 2 years
- ☐ 2-5 years
- ☐ 6-10 years
- ☐ 11-15 years
- ☐ More than 15 years
- ☐ No response

13) To what ethnic group do you belong?

- ☐ African American
- ☐ Asian
- ☐ Caucasian
- ☐ Hispanic
- ☐ Native American
- ☐ No response

14) Record the gender of the respondent (**do NOT ask them**)

- ☐ Male
- ☐ Female

VITAE

John James Lombardi was born in Baltimore, Maryland on December 16, 1966. Along with his parents he moved to Madison, Virginia immediately prior to beginning high school. He graduated high school in 1986 and immediately began his journalism career. Prior to entering college, he worked as a sports reporter for a local newspaper. In May 1991 he graduated from James Madison University with a Bachelor of Science degree in communication. The following fall he entered Arkansas State University and received a Master of Science in Mass Communications in December of 1992.

In the fall of 1995 he entered The University of Tennessee, Knoxville to pursue his Ph.D. He received his Doctor of Philosophy degree with a concentration in broadcasting in December 1999.

During his college career and the years in-between college he has worked at numerous radio and television stations. His work was primarily in news, both as a videographer and reporter. He has also done production work in both radio and television.

He is presently a Visiting Assistant Professor in the Communication and Theatre Arts department at Western Carolina University. He teaches radio and television production, news writing and reporting, ENG/EFP, media law, communication research, and public speaking.