



NEWSPAPER READERSHIP DYNAMICS IN THE BLACK COMMUNITY

Black Americans want and need their own Black community newspapers to get a more accurate view of the news and what it means to them . . . A recent survey done for Amalgamated Publishers revealed some interesting facts about the peculiar dynamics of newspaper readership of Blacks, documents some long-held theories about habits, preferences, motivations and attitudes and reinforces the position of the Black newspaper as a vital force in the Black community.

Following is a summary of the findings of the research data.

The Data shows -

Blacks will go out of their way to get their favorite Black newspaper; pay more for it; read it more thoroughly and for different reasons. There's a special relationship with the Black newspaper not found in other media . . . built on trust, strong loyalties and an important bond of believability.

Black newspapers are shared with family and friends, and pass-along readership, substantially higher among Black newspapers, is a common phenomenon, resulting in more readers per copy. Advertising in Black newspapers takes on different meaning, denotes recognition, support and direct invitation, creates greater impact to achieve results.

Purchasing Habits

Black readers are willing to endure more frustration, and work harder to obtain Black newspapers. While regular readers of Metropolitan dailies are more "convenience oriented", the findings reveal that strong "habit patterns" for purchasing Black newspapers have not developed.

Leisurely Reading Habits

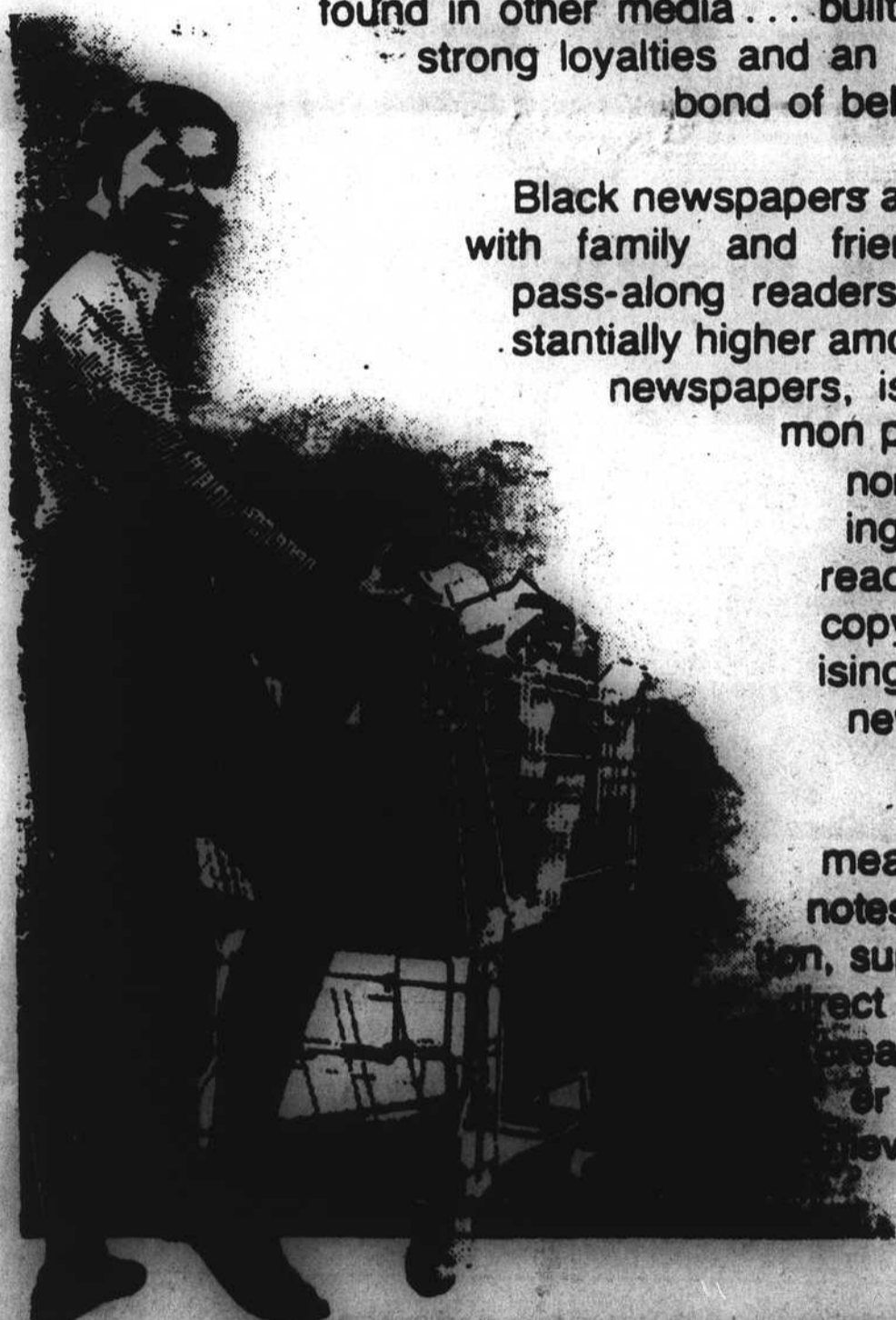
Reading time is not "time-locked". Black papers are more likely to be read at *any time of the day*, but *mostly in evenings and at night*, and *left at home longer*. There appears to be a sense of a more leisurely personal, social, or symbolic experience with the Black newspaper that involves a sense of communicating within one's "racial life space".

Different Reading Style

Black newspapers are approached quite differently. After exploring the headlines and front pages, as is the general tendency, readers of Black newspapers then tend to move in a browsing or searching fashion to preferred sections of the newspaper, often moving back and forth until the whole paper is absorbed. The dynamics of such a propensity to wander might significantly increase the number of ad impressions.

"Pass-on" Readership

Higher pass-on readership was revealed as a common phenomenon for Black newspapers.



THE MOST RELIABLE ROUTE TO THE HEART AND SOUL OF THE BLACK COMMUNITY

THE CAROLINIAN