HOW ROMANIAN JOURNALISTS COVER LEADERSHIP EVENTS

MĂDĂLINA HODOROG[1]

ABSTRACT. The self-help industry is largely growing worldwide, and the press is adapting to the topics covered by the industry. The present paper examines how local and national journalists cover self-help events on leadership topic in Romania. The study included an analysis on The Woman Leadership Conference local event from Romania and how journalists covered the topic in online newspapers. By analyzing 1139 articles from 30 media institutions, the paper shows that journalists from national media institutions are keener to include leadership topics into their agenda and to cover events on leadership, in comparison with local journalists.

Key words: *self-help, leadership, community journalism, local journalism*

Introduction

Communication is essential for the well-being of individuals. Due to the appearance of digital forms of communication, the process of transmitting information to one or more receivers came into the attention of academicians who tried to define, classify and better understand the complex phenomenon of communication. The new media that appeared during the 19th and 20th centuries such as the press, radio, television, electronic media or cinema further emphasized the importance of a proper, correct communication process.

[1] PhD Candidate, Babes-Bolyai University, Cluj-Napoca, hodorog_madalina@fspac.ro

Communication scholars and theoreticians such as Harold Lasswell, Paul Felix Lazarsfeld, Charles Wright, Dennis McQuail or Robert Merton proposed several functions that mass media must fullfill in a society. Therefore, media functions such as surveillance of the environment, entertainment, continuity, mobilization, status conferral, information, educational, gatekeeping or agenda setting were highligthed and debated in order to better shape the role of mass media in society.

The importance of these functions increased when focusing on small communities, where local journalists need to inform, educate or entertain their local audience. Coined in the 1950s by the newspaper publisher Kennet Byerly, community journalism also known as *local journalism*, *community press* or *public journalism* was defined by Lauterer (2010), a leading scholar in the field of community journalism, as "a publication with a circulation under 50.000, serving people who live together in a distinct geographical space with a clear local-first emphasis on news, features, sports, and advertising. A more liberal definition of community journalism will include papers serving not just 'communities of place' but also communities of ethnicity, faith, ideas or interests."

In the digitalized era, community journalists needed to adapt their styles of writing and incorporate online journalism in their traditional forms of media. This incorporation along with political, economical and social changes led to changes in the way community journalists work and present the world. By having this focus, I decided to further investigate on how national press include articles regarding leadership by focusing on one event: The Woman Leadership Conference. The event has a history of 10 years and occurs annualy with the purpose of celebrating women from Romania. More than 700 women, entrepreneurs, managers and leaders from several domains, attend the event annually. Both local and national press are informed through press releases regarding the occurance of the event which brings international and national women speakers to attend the event and share from their experience several leadership advice.

The focus of the present research came in a period where articles regarding leadership in general are of major importance for both national press and the one focused specifically on this domain. In order to address the topic, the present study analyzed the leadership event as portrayed by local, regional and national press from Romania.

Another important aspect that should be taken into consideration when writing about events in general, either focused on leadership or not, is the public relations perspective and how journalists relate to the press releases send by different organizers. In a study conducted in 2014, I could identify how local press cover European opportunities for young people. The results of the study are of major importance for the hypothesis of the present research paper. By referring to European opportunities, events organized by several NGOs from Cluj-Napoca were analyzed, while the journalists' perspective was also analyzed through direct sociological interviews.

10522 articles regarding European opportunities were analyzed in local online papers such as Monitorul de Cluj, Ziua de Cluj and Făclia de Cluj. The paper concluded among other important information regarding the local press that „local TV and radio stations are more inclined to include in their agenda journalistic materials regarding youth opportunities such as Youth in Action." (Hodorog 2014)

1. Purpose

The aim of the study is twofold: on one hand it tries to find out how articles regarding The Woman Leadership event are covered by local and national journalists, while on the other hand, it tries to identify if local journalists are much more interested in covering the articles regarding the event than the national one.

2. Literature Review

Defining community journalism

The concept of *community journalism* has been largely debated in the last years by numerous scholars who tried to define, analyse and better portray the role of community journalism in local societies. In order to address the concept, different approaches have been taken by academics. On one hand, media academics and journalists attest the 'widespread demand' for local journalism (Kelner 2013) and its keystone function in society (Kleis Nielsen 2014), while others argue that local journalism is in crisis (Greenslade 2014), resembles a war zone (Greenslade 2013) and will disappear by 2043 (Meyer 2004).

Studies in the field also emphasize that community journalism is characterized by contradictions not only in terms of numbers, but also in practice, as journalists attest the existence of 'parallel universes' between those that practice and those that teach local journalism (Franklin 2006). However, despite the amount of research in the study of community press, "journalism studies overwhelmingly focus on national and international journalism and most debates over the future of journalism remain oriented towards a limited number of exceptional and often nationally or internationally-oriented news media organizations" (Kleis Nielsen 2014).

Scholars have also a hard time in defining the concept. Known also under the terms *local journalism*, *community press*, *public journalism* or *civic journalism*, the concept of community journalism was first coined in the 1950s by the newspaper publisher Kennet Byerly (Lauterer 2010). Between 1957 and 1971, Byerly was also a journalism professor at the University of North Carolina at Chapel Hill where he teached a course entitled "Country Weekly Newspaper Production". Unsatisfied with the name of the course due to the fact that not all local newspapers were in the countryside and not all of them were weeklies, Byerly changed the name of the course to "Community Journalism" (Lauterer 2010).

In 1961, he became the author of the well-known book *Community Journalism* which was perceived as a guide to worldwide journalists who published their articles in small-town newspapers. In the initial definition, community journalism "became the name for the small dailies as well as weeklies and semi-weeklies" and included dailies with a circulation lower than 30.000 (Lauterer 2010). Despite its impact, the book *Community Journalism* did not manage to make a distinction between local, regional, national and international press in the 20th century (Reader 2012).

Although the term community journalism was coined during the 1950s, the idea of local press existed since the appearance of newspapers. During the 19th century in Great Britan the local press included articles copied from international and national newspapers provided by the Press Association. The weekly and daily newspapers included local news in the form of gossips or based on information from local councils, police, courts, local churches, schools, sport clubs or dramatic societies (Franklin and Murphy 1998). The world presented in these local newspapers was "a comfortable conservative world of institutional stability, focused on a locality with a population whose inhabitants were identified with their community which generally shared its boundaries with a municipality and a world of local business activity" (Franklin and Murphy 1998).

In the American news media, local newspapers could be found since the 1690s in the form of *Publik Occurences, Both Forreing and Domestik* which included local news regarding local agriculture, accidents or illnesses (Reader 2008). The early community newspapers were non-daily publications targeted to a small number of people (National Newspaper Association 2015). By the 19th century, newspapers in the form of penny press such as *New York Sun* included numerous articles that covered local news with an emphasis on crime and corruption (Reader 2008). Other media channels such as television and radio focused on local news both in United States and in Great Britain especially during the 20th century when the medium was characterized by rapid developments. These medium used the location of the news in promotional slogans such as "We're your hometown news team" or " Live. Local. Laterbreaking" (Reader 2008).

In developing community press theory, an important contribution was later attributed to Lauterer Jock, one of Byerly's students and a leading scholar in the field of community journalism. Lauterer had an experience of more than 15 years in journalism as a professor, co-founder, publisher, editor of two newspapers, and author of 6 books focused on community journalism (University of North Carolina 2015). In his popular book *Community Journalism: Relentlessly Local*, Lauterer (2010) provided a detailed-oriented definition: "A community newspaper is a publication with a circulation under 50,000, serving people who live together in a distinct geographical space with a clear local-first emphasis on news, features, sports, and advertising. A more liberal definition of community journalism will include papers serving not just 'communities of place' but also communities of ethnicity, faith, ideas or interests."

In another book, *Community Journalim: A Personal Approach*, Lauterer (2003) emphasized that community journalism occurs when journalists identify themselves as "citizen journalists, intimately involving themselves in the welfare of the place, in the civic life of their towns participating as an active member of the very community they're covering."

Throughout years, different scholars established several definitions of the concept which lead to the lack of existence of a universal definition. The study of communities was attributed to the German theorist Ferdinand Tonnies (2001) whose studies regarding human geography and social organization were first published in his 1887 work *Gemeinschaft und Gesellschaft* translated as *Community and Civil Society*. The author focused on making a comparison between rural communities and urban societies which he defined as communities, although several differences were distinguished between the two.

Reader (2012) defined community journalism as "a specific practice of gathering, packaging, and distributing news in predominantly small, distinct geographic markets, with an emphasis on local news and information about community life." The National Newspaper Association (2015) mentioned that "the distinguishing characteristic of a community newspaper is its commitment to serving the information needs of a particular community."

Lowrey, Brozana and Mackay (2008) emphasized that community journalism is "intimate, caring, and personal; it reflects the community and tells its stories." Lauterer (2010) also emphasized the "personal character" of local journalism relating the fact that citizens from a particular community know all journalists by their name. Kurpius (1999) argued that "community journalism encourages journalists and news managers to find ways to capture citizen priorities, concerns and perspectives on different issues of importance to many different communities."

The Night Commission on the Information of Communities in Democracy (2009) made several points in describing a "healthy democratic community" by stating that an informed community is when:

• People have convenient access to both civic and life-enhancing information, without regard to income or social status.
• Journalism is abundent in many forms and accessible through many convenient platforms.
• Government is open and transparent.
• People have affordable high-speed Internet service whether and whenever they want and need it.
• Digital and media literacy are widely taught in schools, public libraries and other community centers.
• Technological and civil expertise is shared across the generations.
• Local media – including print, broadcast, and online media – reflect the issues, events, experiences and ideas of the entire community.
• People have a deep understanding of the role of free speech and free press rights in maintaining a democratic community.
• Citizens are active in acquiring and sharing knowledge both within and across social networks.
• People can access and track changes in the information health of their communities.
• The perspectives on local journalism were largely described in terms of small communities.

However, other scholars (Gillis and Moore 2003; Wotanis 2012) emphasized that communities could refer not only to small neighborhoods, but also to "a city, a country, a school district, or a loosely aligned region" (Reader 2008). Therefore, a close analysis on the term *community* was needed in order to better shape the phenomenon.

Researchers from diverse fields have approached the concept of communities from many perspectives and numerous theories were established in order to answer the problematic question of what a community is. According to the Oxford Dictionary (2015), a community is described as "a group of people living in the same place or having a particular characteristic in common." MacQueen et al. (2001) defined community as "a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action in geographical locations or settings."

Bruhn (2005) described communities in terms of relationships that exist between groups of people from a certain location. He argued that relationships may be closer than casual ones due to the fact that people from a community share values, goals and the same way of life. Meyer and Brightbill (1964) saw communities in terms of geographic places where people live under a common administration and share the same spiritual values, economy or interests.

Due to its large perspectives, Lauterer (2010) portrayed communities not in terms of a definition, but in terms of three classifications: geographical, ideological and ethnical communities. Geographical communities were perceived in terms of location, as portrayed by Meyer and Brightbill (1964), while ethnical and ideological communities are those that unite people who share the same ethnicity and ideologies. The last two classifications offer a much closer perspective as it includes also communities bond by a common purpose such as drug addicts or Alcoholic Anonymous groups.

Stamm and Fortini-Campbell (1983) also differentiate between communities as places, as social structures and as social processes in their study regarding community ties and newspaper use. Ties to places refer to the home ownership and the estimated time that people

stay in a certain community. Ties to social structures refer to the relationships that one member of a community has with others, either in the form of friendship of just neighborhoods. Lastly, ties to social processes imply action such as involvement in community activities in the form of meetings or volunteering activities.

British sociologist Margaret Stacey in her well-known paper *Myth of Community Studies* from 1969 argued that sociologists should stop focusing on the term and concept of communities due to the difficulty of defining the field. Instead of focusing on communities, Stancey proposed sociologists to concentrate on the relations between institutions. The sociologist believed that communities should not be placed in a geographical area as community belonging does not exist. Not only this, but she also proposed scholars to use a new term in the form of 'local social system' (Stepney and Popple 2008).

Due to the fact that "any group sharing a common sense of identity and interests" can be considered a community, scholars no longer focus on defining the term intellectually, but focus on how communities are constructed (Sweeney 2011). Communication scholars now link community with cultures (Weber 1958), with people's perspectives on their "sense of community" and their emotional connections (MacMillan and Chavis 1986), with ethnicity (Viswanath and Arora 2000), or even with knowledge by studying the impact of the knowledge gap on communities (Viswanath, et al. 2000).

Other empirical evidence relating media with community have been largely documented in the literature. Sociologist Morris Janowitz (1952) concluded in his study that community integration and involvement have a direct connection with local newspapers. In order to reach the conclusion, the sociologist investigated the role of the family and community participation on community newspaper readership. In another study from 1985, Keith Stamm (1985) went further with the investigation of the relationship between community ties and newspaper readership and concluded that community ties may weaken as cities grow, and distrust in the newspapers have a direct link to this weakness.

Friedland and Mcleod (1999) argued that local media have the "central integration function" in a local community as it facilitates communication among members and institutions. In a study that tried to research how local media can increase political participation, McLeod, Scheufele and Moy (1999) emphasized that reading and watching local media can increase civic participation at community level. They concluded that watching local television hard news represented the main way of finding information, but that local community members also focus on newspapers in order to fact-check the information received from local television. Other researchers (Viswanath et al. 2000; Hayes and Lawless 2015) also underlined in their studies that community ties were related to attention to local community media.

It could be seen that local media can help people know more about their community and can create what Anderson (1983) described an *imaged community*. More explicitly, a community is imagined "because the members of even the smallest nation will never know most of their fellow-members, meet them, or even hear of them, yet in the minds of each lives the image of their communion. Local media can give people a limited sense of knowing about their community, their membership and their activities as journalists convey the idea of a "common life" that generate "a common identity." However, all forms of media construct a limited image of the society in which we live.

The importance of community journalism

According to several researchers in the field, local media represent the main source of information for numerous people. Tunstall (2008) argued that in many European and American countries, news are becoming local and members of the audience reaad local news. For instance, a recent study released in March 2015 by Pew Research Center (2015) outlined that local television is the primary source of information regarding community news, followed by newspapers which are civically oriented, and community radio stations. The study conducted

in three cities from United States (Macon, Georgia; Sioux City, Iowa; Denver, Colorado) also showed that minority groups have a higher tendecy to watch local news and civically engaged citizens connect more to local news. The findings offered a new update of the study conducted by the same company in 2011 when it was the local newspapers which ranked first among the preffered local medium and not the local television stations.

When checking their local news, citizens want to inform themselves about weather, crime, traffic, school, education and economy. Their main source of accessing the news represent the traditional media such as television and newspapers, but digital sources such as the web and social media were also mentioned. The aspect could be verified due to the tendecy of local residents to share different news online and to comment about them (Pew Research Center 2015).

Another study exploring local news consumptions habits among four types of residents (urban, suburban, small town and rural) was conducted by Pew Research Center (2012) at a larger level across the United States. Among the findings, the research outlined that across all community types, people are highly interested in local news regarding arts and culture, restaurants, traffic, taxes and housing. Younger American residents rely both on digital and traditional sources of information and urban residents have a higher tendecy to use more sources than their small town and rural counterparts. The same findings were reported also in 2011 when the main sources of information were newspapers, television, Internet, and radio that were accessed by 47% of adults from mobile devices (Pew Research Center 2011).

According to the 2014 *Digital News Reader Survey. Local vs. National* "local news is a staple in digital news reader's digest" as readers feel local news as being more trustworthy (81%) and authentic (78%). 75% of readers consider that local news are more balanced in terms of bad and good news and 70% perceive local features as being more positive. Because of this, when people like the articles, they often comment or revisit them later. Moreover, local news make people feel

proud of their community and enable its readers with resonating content that create community ties (Advanced Digital Media Group 2014). Both local and national readers daily consume local news as their first choice, followed by national news, according to another study that included more than 2000 digital readers between 18 – 54 years (Advanced Digital Media Group 2013).

Pozitive aspects regarding community journalism are underlined also by some academicians such as Mike Jenner, the Houston Harte chair in journalism at the University of Missouri who argued that local newspapers are more responsive to readers and allow them to stay much more connected with the ownership. He also argued that community papers are often the only one that cover news stories that national newspaper would never cover (Reese 2014).

The National Newspaper Association (2015) presented that "over 150 million people [from United States] are informed, educated and entertained by a community newspaper every week." In 2013, 67% of residents from small cities and towns from United States read a local newspaper at least every day, with 80% of people looking forward to read the local news (National Newspaper Association 2014).

In United Kingdom, the increase readership in local newspapers is the same according to the Newspaper's Society. There are over 3500 local newspapers sold every minute in UK with residents spending £690 milion each year (Franklin 2006). However, other statistics offset the previous findings with negative news that state the crisis in which local and regional press is. According to statistics provided by the National Union of Journalists (2013), 20% of UK's local newspapers have been closed during 2013. Cuts in the number of journalists led to a decrease in the quality of local press as community journalists no longer cover council meetings or courts, but focus more on "easy stories: those who can be filed and concluded as quickly and with as little fuss as possible from press releases and announcements, with quick reaction from the end of the phone" (National Union of Journalists 2013).

Local media institutions from around the globe suffer the same reduction not in terms of readership, but in terms of production. Local television has decreased in audience worldwide according to a

BBC/Reuters poll from 2006 in which over 10.000 people from 10 countries (Brazil, Egypt, Germany, India, Indonesia, Nigeria, Russia, South Korea, the UK and US) mentioned that they watch national rather than local TV channels (BBC/Reuters/Media Center Poll 2006). Data from 2013 suggests that local television experienced viewership declined, but local news are still watched by almost three-quarters of Americans (Pew Research Center 2013). Campbell (2007) outlined in his *Why 'Generation Next' won't watch local TV news* article that the main reason for the decrease in local viewership is the way local stories are presented. He argued that local TV stations represents a contradiction as TV stations "can lose half its market share and still make money."

Besides local newspapers and TV stations, studies on community radio also emphasize the importance of the medium in local communities. A study conducted by UNESCO (2003) established the legal framework in which community radio evolved throughout the world. Out of 13 countries analysed, 9 had community radio stations that operated under private broadcasting legislations. In South Africa, Canada, Australia and Colombia, community radio stations are legally part of the broadcasting system. Local radio stations are often addressed to a small number of people from a particular community and include ethnic, academic and religious broadcasting (Canada, Columbia and Australia). Religious broadcasting was perceived as important especially in European countries such as Poland and Spain (UNESCO 2013).

According to a March 2015 study conducted by Pew Research Center, community radio stations do not represent the major source of information for people in United States, but their role were outlined as important, especially for minorities (Dahal and Aram 2013; Chi and Wright 2009; Search for Common Ground 2009). For instance, people from Macon are more likely to read not only major daily newspapers, but also local ones such as community radio stations and other nontraditional information sources such as local government agencies, neighborhood associations, and other types of communities. Hispanics from Denver-area also portrayed the same preferences when coming to local news.

The study conducted in three cities from United States (Macon, Georgia; Sioux City, Iowa; Denver, Colorado) identified four major local radio stations that cover local news (Pew Research Center 2015).

However, other studies on the same topic outlined the decrease in audience in community radio stations, traditional radio being "by no means a thing of the past" (Pew Research Center 2012). Norway, for instance will be the first country to turn off FM radio in 2017, focusing exclusively on digital radio. The announcement made in 2015 by Digital Audio Broadcasting is due to the increase number of Norwegians (56%) who listen digital radio every day. Not only this, but community radio is set to be turned off in other coutries from Europe and Southern Asia (Mattise 2015).

The main reason for changes in the local media institutions is attributed to digital technology which on one hand made people much more interested in local news, while on the other hand, made media institutions loose money. Due to the fact that most of the information from the Internet is free, journalists face a demanding job as they constantly need to update the websites with fresh information. (The Night Commission on the Information of Communities in Democracy 2009).

Two main effects were derived from this digital evolution: numerous journalists lost their jobs and journalism is no longer conducted on a professional level. What follows is that citizens receive "only scant journalistic attention on a daily basis" (The Night Commission on the Information of Communities in Democracy 2009). Moreover, journalists are poorly payed with an average salary of approximately £22.000 (Prospects 2013) which led to an increase in infotainment and topics regarding sensationalism and a decrease in hard, investigative stories (Daily Source 2015).

Local vs National: Characterizing community newspapers

The modern states of community journalism is very complex. This section will explore the complexity of local journalism by focusing on its characteristics. However, in order to lay down local

press characteristics, different categories should be made in order to logically understand the power of local journalism. It could be seen from the definitions above that the main role of community journalism is to transmit local news. In order to satisfy their purpose, local media institutions have to work on several levels: with journalists, local communities and have a local focus. These main aspects thus create a final characterization of community journalism.

Characterizing community journalism is not an easy task due to the complex differences between communities. News coverage imply localization and stereotyping as well as "biases in coverage of places" such as "proximity (to both news bureaus and large cities), socioeconomic status, and the presence of institutions" (Howe 2009). Community journalism publications can be of different types such as rural, underground, black, advocacy, urban, country, citizen, blog or hometown (Lewes 2001; Reader 2006; Carpenter 2008; Lowrey, Parrott and Meade 2011). Basically, local news coverage depends on the people from those communities and not necessarily local journalists, as readers become possesive with their local newspapers (Lauterer 2010).

2.1 Local audience

A primary characteristic of community journalism is *the local audience* which was described by Lauterer (2010) as "the most important resource to a local newspaper." People led to the creation of communities that are defined from diverse perspectives such as space (Wotanis 2012; Reader 2008; Gillis and Moore 2003; Meyer and Brightbill 1964), people (Oxford Dictionary 2015; MacQueen, et al. 2001), relationships (Bruhn 2005) or ethinicity (Lauterer 2010). Depending on the characteristics of each community, the role of local journalists is to address the topics that are of interest for that particular community. If the journalists fail in doing their job properly, local citizens are likely to respond instantly (Lauterer 2010), a situation that is not characteristic for a national newspaper.

2.2 *Local Journalists*

The proximity of local journalist to the community consists both the main difference between local and national journalism and represents an important characteristic for community journalism (Frost 2006). The power of local journalists is that they represent the most important link between people and local institutions. Moreover, they are the ones that make local journalism personal as "readers know the folks at the newspaper by name" (Lauterer 2010), and local journalists understand their people "sometimes too intimately" (Kelner 2013).

Numerous researchers in the field established different characteristics that local journalists should possess. At first, local journalists have the duty to background check the community they work for. Lauterer (2010) argued that this first step helps the journalists in creating a better image about the community he writes for and can help him in finding topics that are of interest for his readers. By knowing the community, local journalists could increase the revenue of the local media institution.

Having a good relationship with the media owner also represents an important characteristic for the local journalists. According to a study on newrooms, 22% of local journalists rate their leadership as excellent, while 47% say that the quality of the leaader is good (Pew Research Center 2004). The study also outlined that local newspaper journalists are more satisfied with the media institution's leadership than those from local television. The increase in the quality of leadership is due to the creation of training and professional development programs where 56% of local journalists say they have participated in the past 12 months. Moreover, those who participated in training sessions have a tendency to better rate their media institution's quality than other journalists (Pew Research Center 2004).

Unlike national journalists, the local ones need to better understand their close relationship with the local institutions and their community (Lauterer 2010). The relationships that exists within a close community may have a broader impact on the local media than on a national one and a feeling of reciprocity should exist between the

community and local journalists. Local media institutions need to be more open when community members get in contact with them.

Lauterer (2010) portrayed in his book *Community Journalism* that local media institutions should always respond to emails and telephones from community members. Not only this, but they should not create a strict entrance procedure in the media agency so people could feel local journalists open to understand their problems and report them. In a study that focused on the accesibility of community media institutions, researchers found that the bigger the media institution, the difficult the access to that institution is (Lauterer 2010). In shaping this aspect, Lauterer (2010) created the CARE principle (community; accesibility; responsibility; and equilibrium, egalitarianism and non-elitism) which reffers to the role that local journalists should establish in their communities.

The proximity that exists between the local journalist and his readers have numerous advantages. Lauterer (2010) argued that a local journalist has more time to develop a story, speak with the interviewer and to understand a person from a personal angle. In portraying his story, the local journalist may not only write the story, but he may also involve in other journalistic processes such as do the layout, create the voice over and edit the headline. Local journalists also have more space in covering their story either in local radio, newspaper and television institutions.

In studying the ethics in local vs. national journalism, Frost (2006) mentioned that "the reporter's loyalty, or duty to the local community and reader, places a different emphasis on first the approach to the source and the story, and then the way the story is used when published. There is often a more thoughful approach with a lesser attempt to sensationalise and more attempts to provide balance and allow all sides to put their case." Josh Stearns (2015), director at Journalism and Sustainability project conducted by The Geraldine R. Dodge Foundation went further with the idea of the role of community journalists. In his article *Building Journalism With Community*, *Not For It*, Stearns argued that journalists should "focus on building the future news with communities, not just for them."

Stearns (2015) made a distinction between transactional versus transformational reporting. In the traditional, transactional model of building audiences, the reporter produces content, while the audience consume it. The new transformation model argue for a continuation of the chain of events where the audience also contribute to a further development of a story. According to this model, the news stories do not have to die, but to be further explored.

Greenslade (2013), journalist at *The Guardian* argued that journalists "can't just report. They have to make a big noise, through campaigns, events and partnerships. Be your local community's cheerleader-in-chief – evangelise life is local and promote consistently the immense value you bring to your locality." Therefore, the role of local journalists is not just to report local news and involve communities in the story creation process, but also to initiate campaign and actions which Stears (2015) refers to as solutions journalism.

However, despite numerous studies that mention the increase in readership of local news, journalists perceive community journalism as "merely the root into something more prestigious, and certainly into something better paid" (Conboy 2013; Lauterer 2010). Low payment does not represent the main reason for journalists need to further report on national aspects. Franklin and Murphy (1998) argued that the large number of tasks that local journalists have to do represents another reason. The authors argued that media owners encourage local journalists to become generalists. The term refers not only to different tasks in the production process, but also to the domains they cover. Local journalists are not encouraged to focus on a single domain, but on all of them ranging from economy, politics, education and sports.

2.3 Local topics with a local angle

In covering stories, Stanton (2007) mentioned his well-known phrase that "all news is local." However, in presenting the stories, local journalists have to decide what 'local' means for a specific community and what topics to cover from a local angle. Based on their agenda-setting, news organizations decide what is news for a specific

community and focus on matters that media organizations believe are important for the audience. There are many imperatives that take part in the selection of news such as ideology, economy and the organizational (Yanich 1998).

In terms of topics, people are highly interested in local news regarding weather, crime, traffic, school and education and economy (Pew Research Center 2015), but also arts and culture, restaurants, traffic, taxes and housing (Pew Research Center 2012). Lauterer (2010) created a much detailed list of local topics arguing that community newspapers "cover town councils, prints the school lunch menus, leads the sports page with the high school football game, tells you who visited Aunt Susie last week and runs photos of proud gardeners holding oddly shaped vegatables. The paper is loaded with weddings, anniversaries, engagements, police blotter reports, sports statistics, births and obituaries – all with one common denominator: the emphasis of the paper is local first."

While national media speak about a particular community, the local one directly addresses it (Lauterer 2010). 'Local' thus means everything that might interest the community from international events to small, local ones that are never covered in regional or national media. The local news format of several institutions have been outlined in numerous research. For newspapers, "stories exposing health and safety problems, anti-social behavior and public authority incompetence are now the bread and butter" (Frost 2006). Kaplan and Hale (2010) found that the most common local topics in *Los Angeles Times* newspaper are sports and weather, entertaiment, business/economy, government, crime, international news, local issues, health, catastrophies, science/technology, soft/odd/miscellaneous and international stories.

Studies from South Africa also portray the importance of crime in community journalism as 61% of stories relating to race and migration were crime stories, followed by arts/entertaiment, religion/traditional practice, racism/xenophobia, South Africa and profiles of personalities. Out of the 46 newspapers analysed, 8 included crimes in 66% of the agenda (Lerner, Roberts and Matlala 2009).

In covering crime stories, local journalists need to establish their loyalties as conflicts may appear between truth and serving the readers. In small communities, journalists may experience community pressures and stories may remain untold or incomplete. Moreso, local institutions have the power to influence community journalists, therefore they can encounter much higher pressure from media owners and other community residents (Coble-Krings 2005).

For a local television, the news show format is encompassed in 30 minutes where different types of news are presented. In the first block, top stories of the day are included such as fires, crimes, education policy or politics. The second block includes secondary stories related to health, consumer news, local stories and events. The third block focused on sports and weather, while the last one funny stories (Alcala 2013).

Crime represents one of the main topics for local television channels. Due to this large coverage, numerous people believe that crime exists at a higher rate, even though polls present another aspect. According to a study conducted in Philadelphia and Baltimore, the coverage of crime has increased consistently in the past year with crime news covering one-third of the broadcasted stories. The study conducted on stories from 1991 to 1996 concluded that most crimes were court stories that included murder, the suspects in most stories being men with female victims (Yanich 1998).

The main reason why crime stories have a bigger coverage on local television stations is due to the role of community journalists "who pursue activities that are specifically design to reinforce their role as responsible citizens" (Yanich 1998). By covering crime stories, people can better understand their role as citizens responsible for their life because "news consumers use crime news as a symbolic referent to make sense of the world around them" (Yanich 1998).

In a 2010 research on Los Angeles local TV news, the most common topic was also crime such as murder, roberry, assault, traffic crime, property crime or other common forms of crime. A fourth of the crime included celebrities and a fourth included crimes that did

not occur on local level. Other local issues were also portrayed in the local news such as business, economy stories, catastrophe stories, stories about people who dealt with transportation, community health, environment, education and taxes, activism, fundraisers, vigils, changes in services provided by organizations. Other stories were about government actions on topics like education, healthcare and law enforcement and topics regarding international coverage, traffic reports, science and technology, car crashes or injuries (Kaplan and Hale 2010).

It is important to mention that numerous studies outlined the powerful role of newspapers in setting the agenda of a community in comparison with local television stations. Due to the fact that local television news are often presented from a national angle, community newspapers are considered to be much more valuable in setting the agenda, especially for political news in communities. However, at the national level, local television has a bigger impact than newspapers on audience (Palmgreen and Clarke 1977).

Last but not least, similar with other media forms, community radio stations can cover local news from a varied angles on topics depending on localization. Several studies portray that the main topics found in community radio programs are ranging from health, administrative events (Internews 2011) to child rights, disease prevention, childcare, education, gender-based violence, rape, legal rights or corruption (Chi and Wright 2009; Search for Common Ground 2009). Other radio stations broadcast educational, informational or entertainment programs (Banjade 2007). Local radio stations may also include national and international news along with music from different genres.

A study conducted in 2005 showed that community broadcasting usually focus on topic such as crime, news about relatives, how to prevent and treat illnesses within the family, news (either local and international), news about friends, weather information, social and religious events, job opportunities, remittances, education opportunities or crop manangement. Community broadcasting rarely focuses on gossip, information on other producers, romance, availability of credit and subsidies, business skills or entertaiment (Community Television for the Poor 2005).

2.4 Types of local news

The three main journalistic genres that are published in local newspapers are news stories, feature stories and commentaries. The purpose of the news story is to inform and it is often presented in the inverted pyramid form. The angle of the story is local and the journalists adopt an objective attitude. News stories are described in terms of different, interesting, onorable, strange, fascinating, significant, controversial, disturbing, curious, funny, unusual or noble. In order to be labelled as a local news, journalists must focus on several news values such as impact, proximity, significance, social importance, tragedy, bizarre, conflict, controversy, human interest and humor (Lauterer 2010).

Feature stories in local journalism establish the quality standard of local media in the sense that more feature stories tend to create a better image of the media institution. The purpose of feature stories is infotaiment, while the style of the feature is narrative. Journalists often adopt either objective or subjective style of writing. Another characteristic of feature stories is represented by the news value timeliness as feature stories focus on stories that resist over time. For example, a story regarding the local apiculture could persist over time in the minds of the local community (Lauterer 2010).

Features stories can portray not only funny stories, profiles, discourses or news-features, but also local events created by different local institutions and NGOs. Lauterer (2010) argued that community newspapers should publish articles before and after the events. While the articles before the events should focus on the five journalistic questions with an emphasise on why the event matters for the community, the articles after the events should include photos. The author mentioned the power of photographs in local newspapers as people often remember residents' faces and are of a bigger impact to the audience.

Other types of feature stories focus on education, a field of utmost importance for local media. In local newspapers, articles that include education should focus on articles regarding the opening and

endings of schools, their programms, people hired, changes in educational programs, taxes, educational bugdet, payments, rules regarding local schools or extraordinary young people (Lauterer 2010). A community moves around education in the sense that it affects all types of people from younger to older generation.

Lauterer (2010) argued that local media should further improve the feature section with articles regarding education on topics such as youth exchanges, young people's skills, innovative programs, reunions, profiles of teachers, educational programs or young people with extraordinary qualities. Topics regarding education should not be covered only in local newspapers, but also in community radio and TV stations.

Last but not least, editorials in local newspapapers are used with the purpose of informing and convincing the audience and are written by editors in a subjective manner. Editorials have the power to make a difference between low and high quality newspapers and the topics portrayed should be balanced (Lauterer 2010). The KISS rule (Keep it Simple, Stupid) represents the main focus on commentaries due to the close relationships that editorials have with the residence of a community (Lauterer 2010).

In comparison, community broadcasting also includes varied programming topics ranging from news and current affairs, music, ethnic, religious, youth and educational programs (National Representative Bodies of the Community Broadcasting Sector 2010). Moreover, in community broadcasting the participation of the community in the broadcasting process is of outmost importance due to the fact that citizens will not tune in without quality programs (Mtimde, et al. 1998; Rennie 2003; Australian Communications and Media Authority 2010).

The online community newspaper

The emergence of digital in journalism led to numerous changes that affect every stage of the news production process. Large amount of data sustain the powerful effects that Internet have on news

consumption with people relying heavily on the Internet to get news (Pew Research Center 2015). In 2013, 82% of Americans said they read news from a laptop or a computer, while 54% see their mobile devices as sources of information (Pew Research Center 2014). In Great Britain, 55% of adults used the Internet in 2014 to read or download online news, newspapers or magazines, an activity that have increased with more than 30% from 2007. Digital readership is more popular among young adults ranging between 25 and 34 years old, followed by adults (35-44 years old) and young people (16-24) (Office for National Statistics 2014).

The growth in online news consumption contrasts with the decline of the print industry all over the world. Although the U.S news industry generates approximately $63 billion to $65 billion in annual revenue (Holcomb and Mitchell 2014), the main reason of the decline is the fall of the print advertising revenue and the growth in online ads that are placed in the form of banners on newspaper sites (Pew Research Center 2013). Despite this change, advertising revenue remains the main source of financial support for news, along with audience contributions in the form of subscriptions due to the slow pace of evolution of the digital advertising (Holcomb and Mitchell 2014).

Readers' preferences for online news established "a dramatic and conspicuous migration of high-profile journalists to digital news ventures" that produced almost 5000 full-time editorial jobs in 2014 (Jurkowitz 2014). Despite the increase in number of online jobs, journalists still face employment problems. Based on a study conducted by the American Society of News Editors, there were 16.200 journalists who lost their full-time newspaper newsroom jobs from 2003 to 2012. The magazine industry is reported to have lost more than 38.000 jobs (Jurkowitz 2014).

Although the online newspaper industry may be seen as a solution for journalists, studies report that many of the digital news organizations are small, young and nonprofit. Hence, their tendency is twofold: either focus on local news, or invest in global coverage depending on the increase in revenue. In the online industry, digital

news organizations are looking for journalists with legacy and digital skills to create investigative articles with powerful effects on readers (Jurkowitz 2014). However, due to changes in the profession, it is estimated that 31% of journalists have deserted a news outlet "because it no longer provided the news and information they had grown accustomed to" (Guskin 2013).

In the digital era, being viral sets the pace to success, thus the number of unique visitors is essential. The most read online newspapers are USA Today (54.548 unique visitors), The New York Times (53.966), Daily Mail.co.uk (51.108), WashingtonPost.com (47.815), TheGuardian.com (28.152), NYDailynews.com (25.900) or LATimes.com (25.185), according to a Pew Research Center (2015) study that showed the unique visitors from January 2015 for the digital traffic that encompassed not only web browsing with video, but also mobile traffic figures. Although online news matters, people still read print newspapers at local level, therefore media institutions focus on both traditional and online medium to attract their readers (Pew Research Center 2013; Rogers 2012).

There are two main positions in regard to news consumption by people who read both online and traditional media. One stream of studies suggests that online news consumption complement traditional media consumption (Livingston and Markham 2008; Nguyen and Western 2007; Chan and Leung 2005) and state that people who read both print and online media are better informed. Other studies pinpoint a displacement effect due to the decrease in traditional media over the increase of web (Gentzkow 2007; Schoenbach, de Waal and Lauf 2005; Trilling and Schoenbach 2012; Alejandro 2010). More explicitly, the displacement hypothesis state that media patterns are restructured with the introduction of new medium (Krugman 1985).

Studies that underline displacement measure differences between how readers perceive online versus traditional media. For instance, Tewksbury and Althaus (2000) discovered that online news websites present a higher number of articles than the print version, thus people who read online news have a variety of topics to choose

from. Other differences between the two medium exist in terms of news structure and content which create a different context in which readers can gain information. Chan and Leung (2005) stated that "online news media distinguish themselves from traditional media in a number of ways: they are interactive; they offer convenience, which embodies easy access, searchable features and the ability to cross-reference through hyperlinking; and they provide multimedia features."

Downie and Schudson (2009) presented a different approach to the two positions regarding news consumption. On one hand, they argued that differences exist among print and digital news consumption even in the newsgathering process. The digital technology opened new posibilities for journalists who can conduct ample research, always update their work, interact more rapidly with consumers, better understand consumer needs and the competition and better promote their news products. On the other hand, by integrating print and digital, media institutions can "produce both more costs savings – and more engaging journalism."

It could be seen that research on online versus traditional media have been conducted in order to better understand the evolution of news consumption. While numerous studies were created to address themes such as format, structure, design or layout in print media, in terms of online community journalism, studies are almost non-existent. Skogerbø and Winsvold (2011) supported in their study the displacement hypothesis as differences existed between readers that read online and print local news stories. The authors draw several conclusion such as: a) print editions were read more than online newspapers with people under 40 being less inclined to read newspapers than the older generation; b) community attachment is still important for print newspapers, but it does not apply for online medium, thus differences in how people perceive online and traditional local media still exist; c) due to this need for print, local media institutions should not try to focus only on the online paper, but to use them both in a complementary promotional strategy; d) both general and the elite prefer different types of content when reading the two platforms.

A study cited by Lauterer (2010) regarding online readership for community newspapers supported the ideas mentioned above. The study conducted by Belden Associated for North Carolina Press Association outlined that 40% of people know that their local newspaper do have an online edition, but only 14% said that they visited the website in the previous week, while 7% in the past 30 days. Moreover, 60% of people who read the online edition recognized they also read the print version. The Internet represented a valuable source for most of the people being interviewed because they could find new, different information that could not be accessed via the print newspapers. However, 92% of people said that they would continue to use the print version of newspapers.

3. Research Questions

The following research questions have been put forward:

1. Are local journalists more interested in covering articles on leadership events that national journalists?

2. Are niche media institutions more open in writing about leadership events than generalist media institutions?

Hypothesis 1: Local journalists wrote more about The Woman Leadership Conference than national journalists.

Hypothesis 2: Niche media institutions covered The Woman Leadership Conference more than generalists media institutions.

4. Methodology

In order to reach the aim of the paper, we decided to create one research method that would answer both our hypothesis and research questions. For a better analysis of the case, we decided to use the

content analysis research method that combines both qualitative and quantitative techniques. In doing so, we created a grid analysis that helped us take into account different factors important for the analysis. The grid analysis contains codes which Miles and Huberman described them as "tags or labels for assigning units of meaning" (Anderson 2004). Anderson (2004) argues that analysis is "a process of thought" that helps finding the "relationships between different variables in the situation."

Thus, during 2015 – 2018 articles that cover The Woman Leadership Conference were analyzed though the use of 6 main categories. Column 1 contains the **Number** criteria, column 2 refers to the **Name of the media institution** while column 3 includes the **Date** when the article was published. The 4th column focused on **Type of media** that can be *Generalists*, *Blog*, *Niche* or *Other*. The 5th column includes the **Link of the article**, while the 6th focused on the **Title of the published materials**.

It is important to mention that the present articles were press releases that media institutions could or could not publish based on their preferences and editorial guidelines. The press releases were sent by the organizers of the event to the media institutions without including constrains about how the press releases should be published either in terms of form, structure or words used.

5. Data Analysis

The section will present the results of the content analyses by focusing only on the first 4 columns that is: Number, Name of the media institution, Date and Type of Media. For the present analyses, the link of the article and the Title of the published materials were not taken into consideration. This limitation of the study is advised to be further analyzed within future research papers.

There were 1139 journalistic articles analyzed during 2015 and 2018 including both press releases that journalists used in order to write articles regarding The Woman Leadership Conference event, but also articles written by journalists without further information provided by the organizers of the event.

Out of 1139 articles analyzed, 30 media institutions wrote more than 10 articles per institution regarding the event during the analyzed time. Most of the 30 analyzed articles were included in generalist media institutions that is writing not only about leadership and business, but also general topics of national interest for the audience. The aspect is an important one due to the fact that the generalist media institutions have a high interest in writing about leadership topics and events.

The other media institutions wrote from 1 to 9 articles during the 3 years, with 112 media institutions including only 1 article.

6. Conclusions

Community press are central to transmit and educate the target audience regarding events and instruments for personal development. The present research focused on analyzing one instrument of the self-help industry, that is events and how they are portrayed by the local and national media. The previous section contained the analyses of 1139 articles written by generalist and niche media institutions who focus on The Woman Leadership Conference local event targeted to women from multiple industries. As being one of the biggest event from Romania, the analysis had the purpose to identify how media includes self-help events into their agenda.

One of the biggest markets worldwide, the self-help industry was worth more than $39.9 billion solely in US during the 2020, and it is considered that it will grow up until $56.6 billion in 2027 (Grand Review Research 2020). Conferences and other personal development events such as retreats, workshops, training courses increased during the last years, especially online. The industry also includes motivational products such as books, DVDs, audio books, motivational speakers, seminars, workshops, infomercials, personal coaching or mobile apps.

It could be seen from the present research that more national media institutions covered the topic of self-help events in comparison with local ones. The difference is not a major one with 17 media

institutions out of 30 being national, while 13 being local. Due to the fact that The Woman Leadership Conference is a national event that occurs in Cluj-Napoca annually including international and well-known national speakers such as Gabriela Szabo, Ana-Maria Brânză, Cătălina Ponor or Maia Morgensters, it can be concluded that national journalists are of interest in covering articles regarding leadership.

The purpose of the research paper was to analyze how articles regarding The Woman Leadership event are covered by local and national journalists and also identify if local journalists are much more interested in covering the articles regarding the event than the national one. In doing so, 1139 articles were analyzed with an in-depth analysis made with 30 media institutions who included more than 10 articles regarding the event.

The research paper had two main hypothesis which were verified with a grid analysis. The hypothesis was both verified, but they were not validated as the research paper showed that national journalists are more interested in writing about The Woman leadership Conference than local one, and also generalists press is much more interested in covering the topic than niche ones.

As every study, the present one includes some limitations regarding two main dimensions. The first limitation focuses on the number of articles analyzed and their origin. Most of the articles were press releases send to media institutions and only a small number of articles were covered by the sole interest of writing about the topic. We recommend that an in-depth analysis should be made on the 30 media institutions in order to verify if they generally include more leadership articles in their agenda setting or is only a particular case with The Woman Leadership Conference.

The second limitation focuses on the number of codes included in the grid analysis. The titles and the content of the articles should also be taken into consideration for future research in order to portray how journalists cover the topic, therefore a content analysis is suggested.

Based on all the information presented in the present paper and all the conclusions drawn, the purpose of analyses was accomplished.

BIBLIOGRAPHY:

AboutNews. 2015. *What is Hyperlocal Journalism?* Accessed April 23, 2015. http://journalism.about.com/od/citizenjournalism/a/hyperlocal.htm.

Academia de Studii Economice Bucureşti. 2010. *Mass Media şi Educaţia. Efecte pozitive şi efecte negative.* Bucureşti: Academia de Studii Economice Bucureşti.

Advanced Digital Media Group. 2013. *How Do Local & National Digital News Readers Compare?* Advanced Digital Media Group.

Advanced Digital Media Group. 2014. *The Digital News Reader Survey. Local vs National.* Advanced Digital Media Group.

Alcala, Raul. 2013. "Strategies for getting your event covered by local TV news." *Merced College.* February. Accessed April 18, 2015. http://www.mccd.edu/organizations/student/Strategies%20TV%20news.pdf.

Anderson, Valerie. 2004. *Research Methods in Human Resource Management.* London: Chartered Institute of Personnel and Development.

Ann Geiger, Sharon Castellino. 2011. *Delineating the Age Ranges Used to Define Adolescents and Young Adults.* Accessed January 7, 2014. http://jco.ascopubs.org/content/29/16/e492.full.

Banjade, Arjun. 2007. "Community Radio in Nepal: A Case Study of Community Radio Madanpokhara." *OhioLINK.* Accessed April 15, 2015. https://etd.ohiolink.edu/!etd.send_file?accession=ohiou1187208846&disposition=inline.

BBC/Reuters/Media Center Poll. 2006. "Trust in the Media." *BBC.* February 5. Accessed April 8, 2015. http://news.bbc.co.uk/2/shared/bsp/hi/pdfs/02_05_06mediatrust.pdf.

Bens, Els De, Steve Paulussen, Karin Raeymaeckers, and Pieter Verdegem. 2005. *The Case of Belgium.* Ghent University.

Brand Navigator. 2012. *Young people use community newspapers to find out what's on!* Local newspapers report, Australia: The newspaper works.

Bruhn, John. 2005. *The Sociology of Community Connections.* New York: Kluwer Academy/Plenum Publishers.

Bunescu, Gheorge, and Elisabeta Negreanu. 2005. *Educaţia Informală şi Mass-Media.* Bucureşti: Institutul de Ştiinţe ale Educaţiei, Laboratorul Teoria Educaţiei.

Campbell, Karyl Kohrs, Susan Schultz Huxman, and Thomas Burkholder. 2014. *The Rethorical Act: Thinking, Speaking and Writing Critically.* Stamford: Cengage Learning.

Card, Stuart, Jock Mackinlay, and Ben Shneiderman. 1999. *Readings in Information Visualization: Using Vision to Think.* San Francisco: Morgan Kaufmann Publishers.

Coble-Krings, Lisa. 2005. *A Study of Community Journalism, Connections and Ethics in Small Towns.* Kansas: School of Journalism and Mass Communications.

Community Television for the Poor. 2005. "Community Television for the poor. A Scoping Study." *Community Television for the Poor.* Accessed April 20, 2015. http://www.tv4d.org/html/countries.html.

Cunha, Magda Rodrigues da. 2012. "Youth and Media Consumption - A New Reader Arises." *Massachusetts Institute of Technology.* Accessed January 8, 2014. http://web.mit.edu/comm-forum/mit6/papers/da_Cunha.pdf.

Daily Source. 2015. *Current Problems in the Media.* April 5. Accessed April 8, 2015. http://www.dailysource.org/about/problems#.VSTInPmUc0X.

de Vreese, Claes. 2014. *Communicating Europe.* Brussels, January 16.

ERYICA. 2013. *History of Youth Information.* Accessed January 8, 2014. http://eryica.org/page/history-youth-information.

Europa.eu. 2012. *Europa.eu.* August 10. Accessed October 23, 2013. http://europa.eu/rapid/press-release_IP-12-948_ro.htm.

EuropeAid Cooperation Office. 2010. *Communication and Visibility Manual for European Union External Actions.* Brochure, Bruxelles: European Commission.

European Commission. 2005. *Action plan to improve communicating Europe.* Brussels: European Commission.

European Commission. 2008. *Communicating Europe through Audiovisual Media.* Brussels: European Commission.

—. 2012. *Eu Youth Report 2012.* Luxembourg: Publications Office of the European Union.

European Commission. 2004. *Eurobarometer 62: Public Opinion in the European Union.* Bruxelles: European Commission.

European Commission. 2011. *Eurobarometer 76 Media use in the EU.* Brussels: European Commission.

European Commission. 2011. *Eurobarometru Standard 76 Opinia Publica în Uniunea Europeană.* Raport Naţional, Bucureşti: Reprezentanţa Comisiei Europene în România .

—. 2013. *European Commission Europe 2020.* January. Accessed January 7, 2014. http://ec.europa.eu/europe2020/index_ro.htm.

Frost, Chris. 2006. "Ethics for Local Journalism." In *Local Journalism and Local Media: Making the Local News*, by Bob Franklin. London: Routledge.

Gamble, T, and M Gamble. 1999. *Communcation works.* Boston: McGraw Hill.

Garner, Richard. 2009. "'Hoodies, louts, scum': how media demonises teenagers." *The Independent.* March 13. Accessed May 28, 2015. http://www.independent.co.uk/news/uk/home-news/hoodies-louts-scum-how-media-demonises-teenagers-1643964.html.

Guskin, Emily. 2013. "Newspaper newsrooms suffer large staffing decreases." *Pew Research Center.* June 25. Accessed April 22, 2015. http://www.pewresearch.org/fact-tank/2013/06/25/newspaper-newsrooms-suffer-large-staffing-decreases/.

Hatcher, John, and Bill Reader. 2012. "Foreword: New terrain for research in community journalism." *Community Journalism* 1-10.

Heikkilä, Heikki, and Risto Kunelius. 2006. "Journalists imagining the European Public Sphere. Professional discourse about the EU News. Practices in ten countries." *Javnost - The Public 13(4)* 63-80.

Hodorog, Madalina. 2014. "The role of local press in promoting education opportunities for young people." *Studia Universitatis Ephemerides* 51-73.

Holcomb, Jesse, and Amy Mitchell. 2014. "The Revenue Picture for American Journalism and How It is Changing." *Pew Research Center. Journalism & Media.* March 23. Accessed April 22, 2015. http://www.journalism.org/2014/03/26/the-revenue-picture-for-american-journalism-and-how-it-is-changing/.

Howe, Peter. 2009. "Newsworthy Spaces: The Semantic Geographies of Local News." *Aether: The Journal of Media Geography, Vol. IV* 43-61.

Hulme, Michael. 2013. *Life Support: Young people's needs in a digital age.* United Kingdom: YouthNet, Lancaster University.

Humphreys, P. 1996. *Mass Media and Media Policy in Europe.* Manchester: Manchester University Press.

Internews. 2011. *Starting a Local Radio Station. A Manual for Afghanistan.* Afghanistan: Internews.

Ionescu, C. 2013. "Studiu: Cum consuma media romanii tineri, conectati la Internet." *HotNews.* December 5. Accessed January 8, 2014. http://economie.hotnews.ro/stiri-media_publicitate-16138684-studiu-cum-consuma-media-romanii-tineri-conectati-internet.htm.

Jurkowitz, Mark. 2014. "The Growth in Digital Reporting. What It Means for Journalism and News Consumers." *Pew Research Center. Journalism & Media.* March 26. Accessed April 22, 2015. http://www.journalism.org/2014/03/26/the-growth-in-digital-reporting/.

Kaplan, Martin, and Matthew Hale. 2010. *Local TV News in the Los Angeles Media Market: Are Stations Serving the Public Interest?* Los Angeles: The Norman Lear Center.

Kelner, Simon. 2013. "The Widespread Demand for Local Journalism Remains Undiminished." *The Independent.* September 25. Accessed April 6, 2015. http://www.independent.co.uk/voices/comment/the-widespread-demand-for-local-journalism-remains-undiminished-8839603.html.

Krugman, Dean. 1985. "Evaluating the Audiences of the New Media." *Journal of Advertising, Vol. 14 (4)* 21-27.

Lerner, Anna, Sandra Roberts, and Callies Matlala. 2009. *Race and Migration in the Community Media: Local Stories, common stereotypes.* Media Monitoring Africa, Media Development & Diversity Agency.

Lievrow, Leah, and Sonia Livingstone. 2006. *The Handbook of New Media: Updated Student Edition.* Great Britain: SAGE Publications.

Lungu, Adriana. 2012. *IQads.* February 23. Accessed January 7, 2014. http://www.iqads.ro/articol/22288/tanarul-in-romania-profil-urban-de-marketing-un-nou-raport-de-cercetare-smark.

Machill, M., M. Beiler, and C & Fischer. 2006. "Europe-Topics in Europe's Media - The Debate about the European Public Sphere: A Meta-Analysis of Media Content Analysis." *European Journal of Communication 21 (1)* 57-88.

MacMillan, David, and David Chavis. 1986. "Sense of Community: A Definition and Theory." *Journal of Community Psychology* 6-23.

Margaret Vassilikos, Sandy Woodcock. 2008. *Youth Media DNA. In Search of Lifelong Readers.* Airlington: Newspaper Association of America Foundation.

Mattise, Nathan. 2015. "By 2017, Norway wants to be the first country to ditch FM radio entirely." *Ars Technica.* April 19. Accessed April 20, 2015. http://arstechnica.com/business/2015/04/by-2017-norway-wants-to-be-the-first-country-to-ditch-fm-radio-entirely/.

Media Trust. 2008. *Meeting the News Needs of Local Communities.* Media Trust.

Meggs, Philip. 1992. *A History of Graphic Design.* Unites States of America: Van Nostrand Reinhold.

Moore, Patrick, and Chad Fitz. 1993. "Using Gestalt Theory to Teach Document Design and Graphics." *Technical Communication Quarterly, Vol. 2(4)* 389-410.

Moore, Robert, and Tamara Gillis. 2005. "Transforming Communities: Community Journalism in Africa." *Transformations.*

National Higher Education Funding Council. 2014. *Annual Public Report -2013. Higher Education Funding and Necessary Improvement Actions.* Bucureşti: National Higher Education Funding Council.

National Newspaper Association. 2015. *About Community Newspapers.* Accessed April 5, 2015.
http://nnaweb.org/about-community-newspapers.

—. 2014. "Survey: 81% read public notices in their local paper." *National Newspaper Association.* June 16. Accessed April 6, 2015.
http://nnaweb.org/article?articleTitle=survey-81%25-read-public-notices-in-their-local-paper--1402955745--846--.

National Representative Bodies of the Community Broadcasting Sector. 2010. *Voices & Vision. Community Broadcasting in Australia.* Australia: National Representative Bodies of the Community Broadcasting Sector.

National Union of Journalists. 2013. *NUJ briefing on the future for local newspapers.* United Kingdom: National Union of Journalists.

Newman, Nic, and David Levy. 2013. *Reuters Institute Digital News Report. Tracking the Future of News.* United Kingdom: Reuters Institutite for the Study of Journalism.

Newspaper Association of America Foundation. 2006. *Press Ahead. A Teacher's Guide to Creating Student Newspapers.* Newspaper Association of America Foundation.

Office for National Statistics. 2014. *Internet Access – Households and Individuals 2014.* Statistical Bulletin, Great Britain: Office for National Statistics.

Palmgreen, Philip, and Peter Clarke. 1977. "Agenda-Setting With Local and National Issues." *Communication Research, Vol. 4 (4)* 435-452.

Pew Research Center. 2012. *Audio: How Far Will Digital Go?* The Pew Research Center's Project for Excellence in Journalism.

—. 2013. "How Americans Get TV News at Home." *Pew Research Center.* October 11. Accessed April 6, 2015. http://www.journalism.org/2013/10/11/how-americans-get-tv-news-at-home/.

Pew Research Center. 2011. *How Poeple Learn About Their Local Community.* Pew Research Center.

Pew Research Center. 2015. *Local News in a Digital Age.* Pew Research Center.

—. 2014. "State of the News Media 2014." *Pew Research Center.* March 26. Accessed April 22, 2015. http://www.journalism.org/packages/state-of-the-news-media-2014/.

—. 2004. "Today's Changing Newsrooms." *Pew Research Center.* May 23. Accessed April 18, 2015. http://www.people-press.org/2004/05/23/iii-todays-changing-newsroom/.

Prospects. 2013. *Newspaper journalist: Salary and conditions.* October. Accessed April 8, 2015. http://www.prospects.ac.uk/newspaper_journalist_salary.htm.

Reese, Diana. 2014. "In small towns with local investment, print journalism is thriving." *Aljazeera America.* April 19. Accessed April 6, 2015. http://america.aljazeera.com/articles/2014/4/29/newspapers-localownership.html.

Richards, Clive. 2000. "Getting the Picture: Diagram Design and the Information Revolution." *Information Design Journal, Vol. 9* 87-110.

Robinson, S., and C. DeShano. 2011. ""Anyone Can Know": Citizen Journalism and the Interpretive Community of the Mainstream Press." *Journalism: Theory, Practice, Criticism, Vol. 12 (8)* 1-20.

Singh, Satyendra. 2006. "Impact of Color on Marketing." *Management Decision, Vol. 44(6)* 783-789.

Stepney, Paul, and Keith Popple. 2008. *Social Work and the Community: A Critical Context for Practice.* New York: Palgrave MacMillan.

Sweeney, Naoise Mac. 2011. *Community, Identity & Archeology: Dynamic Communities at Aphrodisias and Beycesultan.* United States of America: The University of Michigan Press.

The Guardian. 2013. *Changing Media Summit Report 2013.* United Kingdom: The Guardian.

The Herald. 2014. *Understanding Infographics.* September 30. Accessed April 21, 2015. http://www.herald.co.zw/understanding-infographics/.

The Night Commission on the Information of Communities in Democracy. 2009. *Informing Communities. Sustaining Democracy in the Digital Age.* United States of America: Aspen Institute.

UKYouth. 2015. *Young people in the media.* May. Accessed May 28, 2015. http://www.ukyouth.org/resources/youth-statistics/item/379-young_people_in_the_media#.VWb7TM-qqkp.

University of North Carolina. 2015. *Jock Lauterer.* Accessed April 5, 2015. http://www.jomc.unc.edu/directory/faculty/jock-lauterer.

Viswanath, Kasinathuni, and Pamela Arora. 2000. "Ethnic Media in the United States: An Essay on Their Role in Integration, Assimilation, and Social Control." *Mass Communication and Society* 39-56.

Viswanath, Kasisomayajula, Kosicki, Gerald, Eric Fredin, and Eunkyung Park. 2000. "Local Community Ties, Community-Boundedness, and Local Public Affairs Knowledge Gap." *Communication Research* 27-50.

Wartenberg, Constanze, and Kenneth Holmqvist. 2005. "Daily Newspaper Layout - Designers' Predictions of Readers' Visual Behavior - A Case Study." *Lund University Cognitive Studies* 1-11.

Wearden, Graeme. 2010. *Multi-tasking media consumption on rise among Britons, says Ofcom study.* August 19. Accessed January 8, 2014. http://www.theguardian.com/media/2010/aug/19/multi-tasking-media-ofcom-study.

Weber, Max. 1958. *The Protestant Ethic and the Spirit of Capitalism.* New York: Charles Scribner's Sons.

Wells, Matt. 2004. "Media casts youth in a constant bad light." *The Guardian.* October 12. Accessed May 25, 2015. http://www.theguardian.com/media/2004/oct/12/pressandpublishing.broadcasting.

Yanich, Danilo. 1998. *Crime, Community & Local TV News: Covering Crime in Philadelphia & Baltimore.* Philadelphia: Center for Community Development & Family Policy, The Center for Crime Communities & Culture.