

**Local News in a Digital Age
Pew Research Center
Content Analysis Topline**

**Dates: Macon – June 9-13, 2014
Denver – June 16-20, 2014
Sioux City – June 23-27, 2014**

All Providers Included in the Content Sample				
Provider	Formats included in sample	Legacy vs. nontraditional	# of total stories including traffic/weather/sports	# of total stories excluding traffic/weather/sports
Denver				
Digital-only				
5280Fire	website	nontraditional	1	1
Bigmedia.org	website	nontraditional	6	6
Built In Colorado	website	nontraditional	6	6
Chalkbeat Colorado	website	nontraditional	18	18
The Colorado Independent	website	nontraditional	10	10
Confluence Denver	website	nontraditional	5	5
Denver Direct	website	nontraditional	1	1
Denver iJournal	website	nontraditional	2	2
Denver Infill	website	nontraditional	2	2
Health News Colorado	website	nontraditional	3	3
Huffington Post Denver	website	nontraditional	8	8
NewsCastic Denver	website	nontraditional	1	1
The Cannabist	website	nontraditional	10	10
Weather 5280	website	nontraditional	2	0
Niche – Ethnic				
Asian Avenue Magazine	print	nontraditional	23	22
El Hispano	print	nontraditional	3	3
El Pueblo Catolico	print	nontraditional	23	23
La Prensa de Colorado	print	nontraditional	8	5
La Voz	print/website	nontraditional	21	20
KDEN Telemundo	TV/website	nontraditional	113	63

KCEC Univision Colorado	TV/website	nontraditional	62	46
Viva Colorado	print/website	nontraditional	6	6
Niche – Specialty				
303 Magazine	print/website	nontraditional	22	22
5280 Magazine	print/website	nontraditional	56	56
The Colorado Statesman	print	nontraditional	14	14
ColoradoBiz	print	nontraditional	15	15
Denver Business Journal	print	nontraditional	21	21
Archdiocese of Denver (Denver Catholic Register)	print/website	nontraditional	35	34
Denver Voice	print	nontraditional	9	8
Westword	print/website	nontraditional	107	104
HerLife Magazine	print	nontraditional	18	18
Law Week Colorado	print	nontraditional	10	10
Out Front Colorado	print	nontraditional	20	20
Yellow Scene Magazine	print	nontraditional	26	26
Print – Community Paper				
Aurora Sentinel	website	nontraditional	31	23
Colorado Community Papers (Lakewood Sentinel, Westminster Window, Centennial Citizen, Highlands Ranch Herald)	website	nontraditional	54	48
The Villager Newspaper	website	nontraditional	8	7
Print – Major Daily Paper				
The Denver Post	print/website	legacy	287	223
Radio				
Colorado Public Radio	radio/website	nontraditional	24	21
KGNU	radio	nontraditional	42	35
KHOW	radio/website	nontraditional	29	29
KOA	radio/website	legacy	183	82
Television				
KMGH ABC 7	TV/website	legacy	449	326
KCNC CBS Denver	TV/website	legacy	374	240
KDVR Fox 31	TV/website	legacy	322	210
KWGN CW	TV/website	legacy	235	139
KUSA NBC 9	TV/website	legacy	400	248
Rocky Mountain PBS	website only	nontraditional	6	6

University News Outlet				
The Metropolitan (Metropolitan State University)	website	nontraditional	1	0
Macon				
Niche – Specialty				
The 11th Hour	print	nontraditional	10	9
Macon Magazine	print	nontraditional	11	11
Print – Community Paper				
Georgia Post	print	nontraditional	21	21
The Jones County News	print/website	nontraditional	49	42
The Monroe County Reporter	print	nontraditional	33	28
Twiggs Times New Era	print	nontraditional	11	11
Print – Major Daily Paper				
Macon Telegraph	print/website	legacy	221	179
Radio				
GA Public Broadcasting	radio/website	legacy	132	88
Television				
WGXA Fox	TV/website	legacy	330	269
WMAZ CBS	TV/website	legacy	340	220
WMGT	TV/website	legacy	240	160
WPGA	website only	legacy	38	28
Sioux City				
Niche - Ethnic				
Mundo Latino	print	nontraditional	11	11
Niche - Specialty				
Sioux City Catholic Globe	print/website	nontraditional	35	33
Siouxland Magazine/Siouxlands Premier Community & Lifestyle Magazine	print	nontraditional	19	17
Print – Community Paper				
Akron Hometowneer	print	nontraditional	42	28
Dakota County Star	print/website	nontraditional	40	31
Le Mars Daily Sentinel	print/website	nontraditional	97	78

Leader-Courier/Dakota Dunes Times/North Sioux City Times	print/website	nontraditional	54	50
Moville Record	print	nontraditional	39	29
Remsen Bell-Enterprise	print	nontraditional	35	28
Print – Major Daily Paper				
Sioux City Journal	print/website	legacy	246	200
Radio				
KLEM Le Mars	radio/website	legacy	78	48
KSCJ	radio/website	nontraditional	159	126
KWIT - NPR affiliate	radio	legacy	68	24
WNAX	website only	nontraditional	34	32
Television				
KCAU ABC	TV/website	legacy	329	241
KMEG CBS	TV/website	legacy	229	129
KTIV NBC	TV/website	legacy	333	229

Total Number of Stories by Outlet Category All stories - including traffic, weather and sports						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Print - daily newspaper (major)	287	9.2	221	15.4	246	13.3
Print - community papers	93	3.0	114	7.9	307	16.6
Digital only	75	2.4	0	0	0	0
Niche - ethnic	259	8.3	0	0	11	.6
Niche - specialty	353	11.3	21	1.5	54	2.9
Television	1,786	57.0	948	66.0	891	48.2
Radio	278	8.9	132	9.2	339	18.3
University news	1	<0.1	0	0	0	0
Total	3,132	100	1,436	100	1,848	100

Total Number of Stories by Outlet Category Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Print - daily newspaper (major)	223	9.9	179	16.8	200	15.0
Print - community papers	78	3.5	102	9.6	244	18.3
Digital only	73	3.3	0	0	0	0
Niche - ethnic	188	8.4	0	0	11	.8
Niche - specialty	348	15.5	20	1.9	50	3.7
Television	1,169	52.0	677	63.5	599	44.9
Radio	167	7.4	88	8.3	230	17.2
University news	0	0	0	0	0	0
Total	2,246	100	1,066	100	1,334	100

Total Number of Stories by Broad Outlet Category All stories - including traffic, weather and sports						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Traditional legacy outlets (major newspapers, commercial TV and some radio)	2,250	71.8	1,301	90.6	1,215	65.7
All other outlets	882	28.2	135	9.4	633	34.3
Total	3,132	100	1,436	100	1,848	100

Total Number of Stories by Broad Outlet Category Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Traditional legacy outlets (major newspapers, commercial TV and some radio)	1,468	65.4	944	88.6	847	63.5
All other outlets	778	34.6	122	11.4	487	36.5
Total	2,246	100	1,066	100	1,334	100

Topic of Stories All stories - including traffic, weather and sports						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Weather report - typical	354	11.3	224	15.6	271	14.7
Traffic report - typical	202	6.4	9	.6	12	.6
Sports	330	10.5	137	9.5	231	12.5
Crime	454	14.5	225	15.7	87	4.7
Lifestyle	260	8.3	126	8.8	143	7.7
Business/economics/jobs	153	4.9	51	3.6	145	7.8
Specific accident or mishap (nondisastrous)	242	7.7	37	2.6	63	3.4
Recreation	119	3.8	47	3.3	98	5.3
Education	92	2.9	104	7.2	47	2.5
Disasters	28	.9	13	.9	190	10.3
Health/medicine	91	2.9	78	5.4	28	1.5
Campaigns/elections/politics	104	3.3	18	1.3	50	2.7
Charity/philanthropy	50	1.6	29	2.0	82	4.4
Police/fire departments	97	3.1	46	3.2	11	.6
Government	49	1.6	69	4.8	34	1.8
Development and real estate	57	1.8	28	1.9	57	3.1
Environment	88	2.8	16	1.1	37	2.0
Transportation	37	1.2	30	2.1	56	3.0

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Food/restaurants/cooking	72	2.3	13	.9	35	1.9
Celebrations/festivals/parades	38	1.2	22	1.5	44	2.4
Misc. (includes roundups)	32	1.0	27	1.9	35	1.9
Religion	35	1.1	3	.2	26	1.4
Court/legal system	5	.2	15	1.0	27	1.5
Drug legalization/policy	35	1.1	4	.3	1	.1
Defense/military (domestic)	3	.1	27	1.9	9	.5
Race/gender/gay Issues	26	.8	3	.2	5	.3
Press and media	12	.4	8	.6	13	.7
Gun control	28	.9	2	.1	0	0
Immigration	14	.4	9	.6	0	0
Other domestic affairs	8	.3	8	.6	2	.1
Celebrity	12	.4	1	.1	4	.2
Science and technology	5	.2	7	.5	5	.3
Traffic/weather/sports combined	886	28.3	370	25.8	514	27.8

Topic of Stories Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Crime	454	20.2	225	21.1	87	6.5
Lifestyle	260	11.6	126	11.8	143	10.7
Business/economics/jobs	153	6.8	51	4.8	145	10.9
Specific accident or mishap (nondisastrous)	242	10.8	37	3.5	63	4.7
Recreation	119	5.3	47	4.4	98	7.3
Education	92	4.1	104	9.8	47	3.5
Disasters	28	1.2	13	1.2	190	14.2
Health/medicine	91	4.1	78	7.3	28	2.1
Campaigns/elections/politics	104	4.6	18	1.7	50	3.7
Charity/philanthropy	50	2.2	29	2.7	82	6.1
Police/fire departments	97	4.3	46	4.3	11	.8
Government	49	2.2	69	6.5	34	2.5
Development and real estate	57	2.5	28	2.6	57	4.3

Environment	88	3.9	16	1.5	37	2.8
Transportation	37	1.6	30	2.8	56	4.2
Food/restaurants/cooking	72	3.2	13	1.2	35	2.6
Celebrations/festivals/parades	38	1.7	22	2.1	44	3.3
Misc. (includes roundups)	32	1.4	27	2.5	35	2.6
Religion	35	1.6	3	.3	26	1.9
Court/legal system	5	.2	15	1.4	27	2.0
Drug legalization/policy	35	1.6	4	.4	1	.1
Defense/military (domestic)	3	.1	27	2.5	9	.7
Race/gender/gay Issues	26	1.2	3	.3	5	.4
Press and media	12	.5	8	.8	13	1.0
Gun control	28	1.2	2	.2	0	0
Immigration	14	.6	9	.8	0	0
Other domestic affairs	8	.4	8	.8	2	.1
Celebrity	12	.5	1	.1	4	.3
Science and technology	5	.2	7	.7	5	.4

Story Triggers Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Government triggers	463	20.6	431	40.4	337	25.3
Crime	443	19.7	191	17.9	83	6.2
Business	244	10.9	45	4.2	194	14.5
Outside observer-driven triggers	228	10.2	88	8.3	148	11.1
Press-driven triggers	217	9.7	99	9.3	128	9.6
Accidents/mishaps	245	10.9	38	3.6	58	4.3
Other	170	7.6	99	9.3	70	5.2
Sports	151	6.7	45	4.2	94	7.0
Unusual weather event	25	1.1	10	.9	186	13.9
Political figures (unelected)	60	2.7	20	1.9	36	2.7

Geographic focus Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Single neighborhood	1,641	73.1	700	65.7	935	70.1
Multiple neighborhoods	49	2.2	60	5.6	54	4.0
Citywide issue	197	8.8	113	10.6	144	10.8
Statewide	316	14.1	174	16.3	185	13.9
U.S. national	16	.7	1	.1	5	.4
U.S. international	3	.1	4	.4	0	0
No specific geographic focus or story roundup	24	1.1	14	1.3	11	.8

Dateline Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Denver	1,929	85.9	0	0	0	0
Denver within 50 miles	234	10.4	0	0	0	0
Colorado other	68	3.0	0	0	0	0
Sioux City	0	0	0	0	968	72.6
Sioux City within 50 miles	0	0	0	0	244	18.3
Iowa other	0	0	0	0	66	4.9
Macon	0	0	845	79.3	0	0
Macon within 50 miles	0	0	82	7.7	0	0
Georgia other	0	0	137	12.9	0	0
U.S. other	14	.6	2	.2	56	4.2
International	1	<0.1	0	0	0	0

Story Format Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Package	190	8.5	91	8.5	94	7.0
Interview	42	1.9	10	.9	25	1.9
Staff live	260	11.6	94	8.8	67	5.0
Anchor voice-over/tell story	644	28.7	399	37.4	495	37.1
Talk radio host monologue/conversation	6	.3	0	0	10	.7
Print text-based story	428	19.1	204	19.1	410	30.7
Online text-based story	463	20.6	174	16.3	157	11.8
Online audio/video with significant text	139	6.2	42	3.9	12	.9
Online audio/video without significant text (less than 200 words)	59	2.6	41	3.8	59	4.4
Online interactive	14	.6	9	.8	5	.4
Data visualization (noninteractive)	1	<0.1	1	.1	0	0
Online forum/discussion group	0	0	1	.1	0	0

Byline Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Internal staff	2,156	96.0	979	91.8	1261	94.5
Wire	22	1.0	39	3.7	41	3.1
Combo staff/wire	11	.5	0	0	0	0
Other news outlet	33	1.5	9	.8	16	1.2
Freelance/outside contributor	12	.5	21	2.0	5	.4
Internal staff w/partnership of outside organization	3	.1	0	0	1	.1
Citizen content	9	.4	10	.9	9	.7
Don't know/can't tell	0	0	8	.8	1	.1

Reported Piece vs. Commentary/Opinion Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Reported piece	2,056	91.5	1,024	96.1	1,270	95.2
Commentary/opinion	190	8.5	41	3.8	63	4.7
Press release	0	0	0	0	1	.1
Informational announcement (internal)	0	0	1	.1	0	0

Major Storylines Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Sioux City area flooding	0	0	0	0	147	11.0
Colorado state elections	76	3.4	0	0	0	0
Iowa and Nebraska tornado recovery	0	0	0	0	76	5.7
Argosy Casino controversy	0	0	0	0	68	5.1
Swimmer Amy Van Dyken-Rouen injury	61	2.7	0	0	0	0
Marijuana laws	52	2.3	4	.4	1	.1
Arrest of Christopher Waide in the disappearance of Lea Porter	54	2.4	0	0	0	0
House explosion in Thornton	53	2.4	0	0	0	0
West Nile virus found in Colorado	35	1.6	0	0	3	.2
Macon-Bibb budget cuts	0	0	37	3.5	0	0
Three shot after Thursday night rap concert at Red Rocks	37	1.6	0	0	0	0
Former Arapahoe County sheriff Patrick Sullivan violates probation	37	1.6	0	0	0	0
Hard Rock Casino receives giant guitar	0	0	0	0	36	2.7
Denver police audit for slow response times	31	1.4	0	0	0	0
Bibb County Deputy Clayton Sutton fired	0	0	29	2.7	0	0
Macon arrests of murder and robbery suspects	0	0	27	2.5	0	0
Fracking/drilling issue	27	1.2	0	0	0	0
Veteran Affairs (VA) health care scandal	2	.1	21	2.0	0	0
El Paso County Sheriff Terry Maketa allegations	23	1.0	0	0	0	0
Gov. Hickenlooper's comments on gun laws	22	1.0	0	0	0	0
Same-sex marriage	15	.7	1	.1	1	.1
Milledgeville hospice nurse accused of prescription fraud	0	0	17	1.6	0	0
Gordon Mayor Mary Whipple-Lue scandal	0	0	17	1.6	0	0
Isaac Vigil shot by Denver police after pulling gun	11	.5	0	0	0	0
Recovery from other severe storm debris in Sioux City area	0	0	0	0	9	.7
Jones County clerk accused of shoplifting	0	0	2	.2	0	0

Citizen Involvement Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Yes, info on how people can get involved with the community	363	16.2	161	15.1	252	18.9
Yes, info on how people can get involved with the news organization	69	3.1	24	2.3	61	4.6
No such information	1,812	80.7	878	82.4	1,021	76.5
Don't know/can't tell	2	.1	3	.3	0	0

Groups of Sources Cited Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
Any national politician	40	1.8	11	1.0	8	.6
Any state agency or politician	100	4.5	95	8.9	100	7.5
Any city agency or politician	340	15.1	217	20.4	111	8.3
Any neighborhood agency or politician	65	2.9	79	7.4	34	2.5
Any Democrat (clearly labeled)	63	2.8	22	2.1	11	.8
Any Republican (clearly labeled)	57	2.5	30	2.8	28	2.1

Specific Sources Cited Excluding traffic, weather and sports stories						
	Denver		Macon		Sioux City	
	# of stories	%	# of stories	%	# of stories	%
National Democratic politician	27	1.2	7	.7	3	.2
National Republican politician	18	.8	4	.4	6	.4
State official - police/prosecutors/fire	7	.3	10	.9	18	1.3
State official - judge	5	.2	6	.6	2	.1
State government agency	29	1.3	45	4.2	50	3.7
State Democratic politician	36	1.6	12	1.1	8	.6
State Republican politician	32	1.4	26	2.4	21	1.6
State politician - party unknown	9	.4	10	.9	7	.5
Citywide official - police/prosecutors/fire	229	10.2	132	12.4	42	3.1
Citywide official - judge	5	.2	2	.2	7	.5
City government agency	70	3.1	46	4.3	40	3.0
Citywide Democratic politician	3	.1	3	.3	0	0
Citywide Republican politician	3	.1	0	0	1	.1
Citywide politician - party unknown	19	.8	31	2.9	23	1.7
Citywide education official or organization	27	1.2	10	.9	4	.3
Neighborhood official or government group	24	1.1	32	3.0	14	1.0
Neighborhood group or association	6	.3	10	.9	3	.2
Neighborhood Democratic politician	0	0	0	0	0	0
Neighborhood Republican politician	5	.2	0	0	0	0
Neighborhood politician - party unknown	3	.1	7	.7	3	.2
Neighborhood education official or organization	31	1.4	34	3.2	14	1.0
Business (source)	227	10.1	79	7.4	164	12.3
Religious figure	13	.6	2	.2	16	1.2
Other media	102	4.5	27	2.5	4	.3
Professor (college)	41	1.8	13	1.2	11	.8
Student	30	1.3	24	2.3	15	1.1

Celebrity	16	.7	7	.7	7	.5
Sports figure/organization	39	1.7	6	.6	3	.2
Individual from social organization	116	5.2	82	7.7	47	3.5
Everyday citizen/member of the public	450	20.0	194	18.2	172	12.9

Topics by Outlet Category									
All stories - including traffic, weather and sports*									
	Print - Daily newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Weather report - typical	0	0	2.4	0	0	1.3	2.7	11.2	0
Traffic report - typical	0	0	0	0	0	0	0	1.9	0
Sports	22.3	19.0	16.3	16.1	10.5	19.2	0	14.3	0
Crime	9.1	19.9	6.9	11.8	11.4	4.6	8.0	6.6	0
Lifestyle	9.1	11.3	11.0	20.4	17.5	11.4	2.7	6.6	18.2
Business/economics/jobs	8.7	5.4	15.9	8.6	3.5	7.5	12.0	5.4	0
Recreation	3.1	1.8	12.6	2.2	5.3	7.8	4.0	3.9	18.2
Government	8.4	3.6	2.0	2.2	4.4	.7	4.0	1.9	0
Education	2.4	10.0	2.8	4.3	11.4	6.8	21.3	6.6	0
Campaigns/elections/politics	4.2	2.3	3.7	5.4	1.8	.3	12.0	2.3	0
Development and real estate	3.1	3.6	3.7	2.2	2.6	1.3	6.7	0	0
Specific accident or mishap (non-disastrous)	5.2	1.4	2.4	3.2	0	3.9	2.7	8.9	0
Police/fire departments	5.2	1.8	.4	3.2	0	1.6	1.3	.4	0
Food/restaurants/cooking	3.1	3.6	.8	1.1	0	2.9	0	1.9	0
Misc. (includes roundups)	2.4	3.6	.4	1.1	3.5	3.6	0	2.7	0
Health/medicine	2.4	.5	2.8	3.2	6.1	.3	4.0	3.1	0
Environment	3.5	0	1.2	1.1	3.5	4.2	1.3	1.2	9.1
Charity/philanthropy	1.7	.5	2.8	4.3	4.4	4.9	0	1.2	0
Transportation	0	2.3	2.8	0	3.5	2.3	0	2.7	9.1
Disasters	.7	0	3.7	0	.9	5.2	0	.4	18.2
Defense/military (domestic)	0	3.2	.8	0	0	0	0	0	0
Celebrations/festivals/parades	.7	1.4	1.2	5.4	4.4	5.2	0	3.1	27.3
Drug legalization/policy	2.4	0	0	1.1	.9	0	12.0	0	0
Religion	.3	.5	1.2	0	1.8	3.3	0	5.8	0
Other domestic affairs	.3	1.4	0	0	0	0	0	0	0

PEW RESEARCH CENTER

Science and technology	0	.9	.8	0	0	.3	0	.4	0
Press and media	0	.9	.4	0	.9	.7	1.3	1.2	0
Gun control	.7	.5	0	1.1	.9	0	1.3	.4	0
Race/gender/gay issues	.3	0	.8	2.2	0	0	0	.8	0
Celebrity	.3	.5	0	0	0	0	0	.4	0
Court/legal system	0	.5	0	0	.9	.7	0	.8	0
Immigration	0	0	0	0	0	0	2.7	4.2	0
Traffic/weather/sports combined	22.3	19.0	18.7	16.1	10.5	20.5	2.7	27.4	0

*There is one sports story from the news outlet The Metropolitan, the website for Metropolitan State University, which was in the sample but is not included in this table.

Topics by Outlet Category									
All stories - including traffic, weather and sports*									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Weather report - typical	0	0	0	15.6	19.0	20.7	16.2	33.3	22.7
Traffic report - typical	0	0	0	9.1	.9	.8	12.2	0	1.5
Sports	1.4	4.8	7.4	9.9	8.6	11.3	11.5	0	8.0
Crime	4.2	0	3.7	20.1	16.8	4.4	7.2	6.8	4.4
Lifestyle	18.4	19.0	13.0	6.4	8.1	7.3	5.8	0	2.1
Business/economics/jobs	10.8	4.8	11.1	2.7	3.6	4.2	4.0	0	11.8
Recreation	16.4	4.8	1.9	1.8	3.7	3.8	1.8	.8	1.8
Government	.3	9.5	0	.7	4.6	1.9	.4	7.6	2.9
Education	.6	14.3	7.4	2.0	6.0	1.1	4.0	6.8	1.5
Campaigns/elections/politics	3.1	0	0	2.1	.6	2.2	8.6	3.8	5.9
Development and real estate	2.0	0	1.9	1.8	.9	4.0	.7	6.1	2.1
Specific accident or mishap (nondisastrous)	0	0	1.9	10.4	3.3	3.0	5.0	2.3	5.0
Police/fire departments	.3	0	0	3.7	4.1	.2	3.6	2.3	.9
Food/restaurants/cooking	12.7	4.8	1.9	.6	.4	2.0	.7	0	1.5
Misc. (includes roundups)	2.0	14.3	7.4	.5	1.3	2.0	.4	0	.3
Health/medicine	3.7	4.8	1.9	2.9	6.3	1.5	1.8	6.8	1.8
Environment	5.4	0	0	2.0	.9	1.6	6.8	2.3	1.8
Charity/philanthropy	2.5	9.5	11.1	1.5	2.2	5.5	.7	0	1.5
Transportation	0	0	0	1.7	2.2	2.9	0	0	4.4
Disasters	0	0	0	1.2	.7	14.5	1.4	3.8	10
Defense/military (domestic)	.3	4.8	0	.1	1.4	.4	.4	4.5	.9
Celebrations/festivals/parades	3.4	0	3.7	.6	1.5	1.6	.4	0	1.8
Drug legalization/policy	1.4	0	1.9	.5	.3	0	1.4	0	0

PEW RESEARCH CENTER

Religion	5.4	0	24.1	0	0	0	0	0	0
Other domestic affairs	.3	0	0	.1	.1	0	1.4	3.0	.6
Science and technology	.6	0	0	.1	.5	0	.4	0	.6
Press and media	1.4	0	0	.1	.5	0	.7	0	2.9
Gun control	.3	0	0	1.1	0	0	.7	0	0
Race/gender/gay Issues	2.0	4.8	0	.6	.1	.3	1.4	.8	0
Celebrity	.8	0	0	.4	0	.1	0	0	.9
Court/legal system	.3	0	0	.1	1.1	2.6	0	2.3	.6
Immigration	0	0	0	0	0	0	.4	6.8	0
Traffic/weather/sports combined	1.4	4.8	7.4	34.5	28.6	32.8	39.9	33.3	32.2

*One sports story from the news outlet The Metropolitan, the website for Metropolitan State University, was in the sample but is not included in this table.

Topics by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Crime	11.7	24.6	8.5	14.1	12.7	5.7	8.2	9.0	0
Lifestyle	11.7	14.0	13.5	24.4	19.6	14.3	2.7	9.0	18.2
Business/economics/jobs	11.2	6.7	19.5	10.3	3.9	9.4	12.3	7.4	0
Recreation	4.0	2.2	15.5	2.6	5.9	9.8	4.1	5.3	18.2
Government	10.8	4.5	2.5	2.6	4.9	.8	4.1	2.7	0
Education	3.1	12.3	3.5	5.1	12.7	8.6	21.9	9.0	0
Campaigns/elections/politics	5.4	2.8	4.5	6.4	2.0	.4	12.3	3.2	0
Development and real estate	4.0	4.5	4.5	2.6	2.9	1.6	6.8	0	0
Specific accident or mishap (nondisastrous)	6.7	1.7	3.0	3.8	0	4.9	2.7	12.2	0
Police/fire departments	6.7	2.2	.5	3.8	0	2.0	1.4	.5	0
Food/restaurants/cooking	4.0	4.5	1.0	1.3	0	3.7	0	2.7	0
Misc. (includes roundups)	3.1	4.5	.5	1.3	3.9	4.5	0	3.7	0
Health/medicine	3.1	.6	3.5	3.8	6.9	.4	4.1	4.3	0
Environment	4.5	0	1.5	1.3	3.9	5.3	1.4	1.6	9.1
Charity/philanthropy	2.2	.6	3.5	5.1	4.9	6.1	0	1.6	0
Transportation	0	2.8	3.5	0	3.9	2.9	0	3.7	9.1
Disasters	.9	0	4.5	0	1.0	6.6	0	.5	18.2
Defense/military (domestic)	0	3.9	1.0	0	0	0	0	0	0
Celebrations/festivals/parades	.9	1.7	1.5	6.4	4.9	6.6	0	4.3	27.3
Drug legalization/policy	3.1	0	0	1.3	1.0	0	12.3	0	0
Religion	.4	.6	1.5	0	2.0	4.1	0	8.0	0
Other domestic affairs	.4	1.7	0	0	0	0	0	0	0
Science and technology	0	1.1	1.0	0	0	.4	0	.5	0
Press and media	0	1.1	.5	0	1.0	.8	1.4	1.6	0
Gun control	.9	.6	0	1.3	1.0	0	1.4	.5	0
Race/gender/gay Issues	.4	0	1.0	2.6	0	0	0	1.1	0
Celebrity	.4	.6	0	0	0	0	0	.5	0
Court/legal system	0	.6	0	0	1.0	.8	0	1.1	0
Aging	0	0	0	0	0	0	0	0	0
Immigration	0	0	0	0	0	0	2.7	5.9	0

Topics by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Crime	4.3	0	4.0	30.7	23.5	6.5	12.0	10.2	6.5
Lifestyle	18.7	20	14.0	9.8	11.4	10.9	9.6	0	3.0
Business/economics/jobs	10.9	5.0	12.0	4.1	5.0	6.2	6.6	0	17.4
Recreation	16.7	5.0	2.0	2.7	5.2	5.7	3.0	1.1	2.6
Government	.3	10	0	1.1	6.5	2.8	.6	11.4	4.3
Education	.6	15.0	8.0	3.0	8.4	1.7	6.6	10.2	2.2
Campaigns/elections/politics	3.2	0	0	3.2	.9	3.3	14.4	5.7	8.7
Development and real estate	2.0	0	2.0	2.7	1.3	6.0	1.2	9.1	3.0
Specific accident or mishap (nondisastrous)	0	0	2.0	15.8	4.6	4.5	8.4	3.4	7.4
Police/fire departments	.3	0	0	5.6	5.8	.3	6.0	3.4	1.3
Food/restaurants/cooking	12.9	5.0	2.0	.9	.6	3.0	1.2	0	2.2
Misc. (includes roundups)	2.0	15.0	8.0	.8	1.8	3.0	.6	0	.4
Health/medicine	3.7	5.0	2.0	4.4	8.9	2.2	3.0	10.2	2.6
Environment	5.5	0	0	3.0	1.3	2.3	11.4	3.4	2.6
Charity/philanthropy	2.6	10	12.0	2.3	3.1	8.2	1.2	0	2.2
Transportation	0	0	0	2.6	3.1	4.3	0	0	6.5
Disasters	0	0	0	1.8	1.0	21.5	2.4	5.7	14.8
Defense/military (domestic)	.3	5.0	0	.1	1.9	.7	.6	6.8	1.3
Celebrations/festivals/parades	3.4	0	4.0	.9	2.1	2.3	.6	0	2.6
Drug legalization/policy	1.4	0	2.0	.8	.4	0	2.4	0	0
Religion	5.5	0	26.0	0	0	0	0	0	0
Other domestic affairs	.3	0	0	.2	.1	0	2.4	4.5	.9
Science and technology	.6	0	0	.1	.7	0	.6	0	.9
Press and media	1.4	0	0	.1	.7	0	1.2	0	4.3
Gun control	.3	0	0	1.7	0	0	1.2	0	0
Race/gender/gay Issues	2.0	5.0	0	.9	.1	.5	2.4	1.1	0
Celebrity	.9	0	0	.6	0	.2	0	0	1.3
Court/legal system	.3	0	0	.2	1.5	3.8	0	3.4	.9
Aging	0	0	0	0	0	0	0	0	0
Immigration	0	0	0	0	0	0	.6	10.2	0

Dateline by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Denver	81.2	0	0	80.8	0	0	91.8	93.6	0
Denver within 50 miles	12.6	0	0	15.4	0	0	4.1	6.4	0
Colorado other	5.4	0	0	2.6	0	0	2.7	0	0
Sioux City	0	0	57.5	0	0	41.0	0	0	90.9
Sioux City within 50 miles	0	0	13.5	0	0	56.6	0	0	0
Iowa other	0	0	15.5	0	0	2.0	0	0	0
Macon	0	74.3	0	0	99.0	0	0	0	0
Macon within 50 miles	0	16.2	0	0	1.0	0	0	0	0
Georgia other	0	9.5	0	0	0	0	0	0	0
U.S. other	.9	0	13.5	1.3	0	.4	0	0	9.1
International	0	0	0	0	0	0	1.4	0	0

Dateline by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Denver	99.7	0	0	79.8	0	0	97.0	0	0
Denver within 50 miles	0	0	0	14.9	0	0	3.0	0	0
Colorado other	.3	0	0	4.4	0	0	0	0	0
Sioux City	0	0	90.0	0	0	85.8	0	0	80.0
Sioux City within 50 miles	0	0	2.0	0	0	5.8	0	0	18.7
Iowa other	0	0	8.0	0	0	3.8	0	0	1.3
Macon	0	100	0	0	87.1	0	0	1.1	0
Macon within 50 miles	0	0	0	0	7.5	0	0	1.1	0
Georgia other	0	0	0	0	5.0	0	0	97.7	0
U.S. other	0	0	0	.9	.3	4.5	0	0	0
International	0	0	0	0	0	0	0	0	0

Geographic Focus by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Single neighborhood	59.6	82.1	83.5	79.5	79.4	80.7	60.3	81.4	54.5
Multiple neighborhoods	9.0	7.3	2.5	0	8.8	11.5	0	2.1	0
Citywide issue	5.4	2.8	6.0	1.3	4.9	1.6	12.3	6.9	36.4
Statewide	23.3	7.3	7.5	10.3	5.9	6.1	24.7	7.4	9.1
U.S. national	.9	0	.5	0	0	0	1.4	2.1	0
U.S. international	.4	0	0	0	0	0	1.4	0	0
No specific geographic focus or story roundup	1.3	.6	0	9.0	1.0	0	0	0	0

Geographic Focus by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Single neighborhood	91.4	25.0	98.0	76.0	67.7	65.9	25.7	10.2	52.6
Multiple neighborhoods	.6	25.0	2.0	1.9	4.9	2.2	.6	0	3.0
Citywide issue	2.9	50	0	10.3	13.1	14.7	19.2	4.5	15.7
Statewide	4.3	0	0	10.3	11.8	15.9	53.3	85.2	25.7
U.S. national	.9	0	0	.4	.1	.2	.6	0	1.3
U.S. international	0	0	0	.1	.6	0	0	0	0
No specific geographic focus or story roundup	0	0	0	1.1	1.8	1.2	.6	0	1.7

Story Format by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Package	0	0	0	0	0	0	0	12.2	0
Interview	0	0	0	0	0	0	0	1.6	0
Staff live	0	0	0	0	0	0	0	2.1	0
Anchor voice-over/tell story	0	0	0	0	0	0	0	33.0	0
Live event	0	0	0	0	0	0	0	0	0
Unedited audio or video	0	0	0	0	0	0	0	0	0
Talk radio host monologue/conversation	0	0	0	0	0	0	0	0	0
Print text-based story	56.1	59.8	66.0	0	75.5	91.0	0	39.9	100
Online text-based story	37.2	34.1	26.0	100	24.5	9.0	89.0	6.9	0
Online audio/video with significant text	6.7	0	.5	0	0	0	11.0	0	0
Online audio/video without significant text (less than 200 words)	0	.6	5.0	0	0	0	0	4.3	0
Online interactive	0	5.0	2.5	0	0	0	0	0	0
Data visualization (noninteractive)	0	0	0	0	0	0	0	0	0
Online forum/discussion group	0	.6	0	0	0	0	0	0	0

Story Format by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Package	0	0	0	12.3	13.4	12.5	13.8	0	8.3
Interview	0	0	0	.3	1.5	1.5	21.6	0	7.0
Staff live	0	0	0	21.9	13.9	11.0	0	0	.4
Anchor voice-over/tell story	0	0	0	42.9	46.2	62.4	48.5	97.7	52.6
Live event	0	0	0	0	0	0	0	0	0
Unedited audio or video	0	0	0	0	0	0	0	0	0
Talk radio host monologue/conversation	0	0	0	0	0	0	3.6	0	4.3
Print text-based story	65.2	100	90	.1	0	0	0	0	0
Online text-based story	25.0	0	10	10.9	12.9	9.7	5.4	1.1	8.7
Online audio/video with significant text	5.5	0	0	7.4	6.1	1.7	6.0	1.1	.4
Online audio/video without significant text (less than 200 words)	.3	0	0	4.1	5.9	1.2	1.2	0	18.3
Online interactive	4.0	0	0	0	0	0	0	0	0
Data visualization (noninteractive)	0	0	0	.1	.1	0	0	0	0
Online forum/discussion group	0	0	0	0	0	0	0	0	0

Story Byline by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Internal staff	90.1	86.6	79.5	89.7	81.4	95.1	76.7	98.4	100
Wire	1.8	2.8	15.0	0	1.0	2.0	2.7	0	0
Combo staff/wire	.4	0	0	2.6	0	0	0	0	0
Other news outlet	2.2	5.0	2.5	6.4	0	0	17.8	.5	0
Freelance/outside contributor	3.1	2.2	0	0	8.8	1.6	0	1.1	0
Internal staff w/ partnership of outside organization	0	0	0	0	0	0	0	0	0
Citizen content	2.2	3.4	3.0	1.3	1.0	.8	2.7	0	0
Don't know/can't tell	0	0	0	0	7.8	.4	0	0	0

Story Byline by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Internal staff	98.6	75.0	100	97.6	94.2	97.7	95.8	100	97.4
Wire	0	0	0	1.3	4.9	.2	.6	0	2.2
Combo staff/wire	0	0	0	.3	0	0	3.0	0	0
Other news outlet	0	0	0	.7	0	1.7	.6	0	.4
Freelance/outside contributor	.3	20	0	.2	.6	.2	0	0	0
Internal staff w/ partnership of outside organization	.9	0	0	0	0	.2	0	0	0
Citizen content	.3	5.0	0	0	.3	.2	0	0	0
Don't know/can't tell	0	0	0	0	0	0	0	0	0

Reported Piece vs. Commentary/Opinion by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Reported piece	87.0	89.4	95.5	84.6	91.2	95.1	83.6	95.7	100
Commentary/opinion	13.0	10.6	4.5	15.4	8.8	4.5	16.4	4.3	0
Press release	0	0	0	0	0	.4	0	0	0
Informational announcement (internal)	0	0	0	0	0	0	0	0	0

Reported Piece vs. Commentary/Opinion by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Reported piece	76.1	50	90	99.5	99.4	99.8	76.0	100	83.9
Commentary/opinion	23.9	50	10	.5	.4	.2	24.0	0	16.1
Press release	0	0	0	0	0	0	0	0	0
Informational announcement (internal)	0	0	0	0	.1	0	0	0	0

Major Storylines by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Sioux City area flooding	0	0	6.5	0	0	4.1	0	0	0
Marijuana laws	4.0	0	0	0	1.0	0	15.1	0	0
Colorado state elections	4.0	0	0	3.8	0	0	17.8	2.7	0
Argosy Casino controversy	0	0	4.0	0	0	0	0	0	0
Fracking/drilling issue	3.1	0	0	1.3	0	0	0	.5	0
Macon-Bibb budget cuts	0	3.4	0	0	0	0	0	0	0
Macon arrests of murder and robbery suspects	0	2.8	0	0	0	0	0	0	0
Swimmer Amy Van Dyken-Rouen injury	2.2	0	0	2.6	0	0	0	0	0
Bibb County Deputy Clayton Sutton fired	0	2.2	0	0	0	0	0	0	0
Gov. Hickenlooper's comments on gun laws	1.8	0	0	1.3	0	0	0	.5	0
Iowa and Nebraska tornado recovery	0	0	2.0	0	0	.8	0	0	18.2
Hard Rock Casino receives giant guitar	0	0	2.0	0	0	0	0	0	0
Same-sex marriage	.4	0	.5	1.3	0	0	0	0	0
Milledgeville hospice nurse accused of prescription fraud	0	1.1	0	0	0	0	0	0	0
Arrest of Christopher Waide in the disappearance of Lea Porter	.9	0	0	0	0	0	0	.5	0
El Paso County Sheriff Terry Maketa allegations	.9	0	0	0	0	0	0	0	0
Denver police audit for slow response times	.9	0	0	0	0	0	0	.5	0
Former Arapahoe County sheriff violates probation	.9	0	0	1.3	0	0	0	1.1	0
Isaac Vigil shot by Denver police after pulling gun	.4	0	0	0	0	0	1.4	0	0
Three shot after Thursday night rap concert at Red	.4	0	0	0	0	0	1.4	.5	0

Rocks									
House explosion in Thornton	.4	0	0	0	0	0	1.4	2.7	0
West Nile virus found in Colorado	.4	0	0	1.3	0	0	0	2.1	0
Veteran Affairs (VA) health care scandal	0	0	0	0	0	0	0	0	0
Jones County clerk accused of shoplifting	0	0	0	0	2.0	0	0	0	0
Gordon Mayor Mary Whipple-Lue scandal	0	0	0	0	0	0	0	0	0
Recovery from other severe storm debris in Sioux City area	0	0	0	0	0	0	0	0	0

Major Storylines by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Sioux City area flooding	0	0	0	0	0	15.9	0	0	12.6
Marijuana laws	2.9	0	2.0	1.3	.4	0	4.2	0	0
Colorado state elections	2.3	0	0	1.6	0	0	11.4	0	0
Argosy Casino controversy	0	0	0	0	0	6.5	0	0	9.1
Fracking/drilling issue	.6	0	0	.7	0	0	4.8	0	0
Macon-Bibb budget cuts	0	5.0	0	0	4.4	0	0	0	0
Macon arrests of murder and robbery suspects	0	0	0	0	3.2	0	0	0	0
Swimmer Amy Van Dyken-Rouen injury	0	0	0	3.9	0	0	4.8	0	0
Bibb County Deputy Clayton Sutton fired	0	0	0	0	3.7	0	0	0	0
Gov. Hickenlooper's comments on gun laws	.3	0	0	.9	0	0	2.4	0	0
Iowa and Nebraska tornado recovery	0	0	0	0	0	10.2	0	0	3.0
Hard Rock Casino receives giant guitar	0	0	0	0	0	4.7	0	0	1.7
Same-sex marriage	.3	5.0	0	.8	0	0	1.8	0	0
Milledgeville hospice nurse accused of prescription fraud	0	0	0	0	2.2	0	0	0	0

Arrest of Christopher Waide in the disappearance of Lea Porter	0	0	0	4.3	0	0	.6	0	0
El Paso County Sheriff Terry Maketa allegations	0	0	0	1.5	0	0	1.8	0	0
Denver police audit for slow response times	.3	0	0	2.2	0	0	.6	0	0
Former Arapahoe County sheriff violates probation	0	0	0	2.3	0	0	3.0	0	0
Isaac Vigil shot by Denver police after pulling gun	.3	0	0	.4	0	0	1.8	0	0
Three shot after Thursday night rap concert at Red Rocks	.3	0	0	2.1	0	0	5.4	0	0
House explosion in Thornton	0	0	0	3.3	0	0	4.8	0	0
West Nile virus found in Colorado	0	0	0	2.3	0	.5	1.2	0	0
Veteran Affairs (VA) health care scandal	0	0	0	.1	2.2	0	.6	6.8	0
Jones County clerk accused of shoplifting	0	0	0	0	0	0	0	0	0
Gordon Mayor Mary Whipple-Lue scandal	0	0	0	0	2.5	0	0	0	0
Recovery from other severe storm debris in Sioux City area	0	0	0	0	0	1.5	0	0	0

Story Triggers by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Government triggers	31.4	30.2	24.0	23.1	37.3	25.8	37.0	23.9	45.5
Business	13.9	7.8	14.5	17.9	6.9	15.2	23.3	6.9	0
Outside observer-driven triggers	13.9	3.9	7.5	6.4	16.7	18.4	8.2	21.3	36.4
Political figures (unelected)	4.9	1.7	1.0	5.1	0	.4	13.7	.5	0
Press-driven triggers	11.7	17.3	14.0	12.8	8.8	7.4	9.6	11.2	0
Sports	1.3	1.7	12.5	3.8	5.9	12.7	0	9.6	9.1
Crime	8.5	23.5	9.0	12.8	11.8	5.3	4.1	10.1	0
Unusual weather event	0	0	7.5	0	0	4.5	0	.5	9.1
Accidents/mishaps	6.7	1.7	2.5	2.6	0	2.5	2.7	12.8	0
Other	7.6	12.3	7.5	15.4	12.7	7.8	1.4	3.2	0

Story Triggers by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Government triggers	6.3	5.0	8.0	20.9	41.2	23.0	22.2	67.0	34.3
Business	19.8	20	12.0	7.9	2.8	16.2	4.8	1.1	10.9
Outside observer-driven triggers	14.4	0	46.0	5.9	8.3	8.5	16.2	9.1	4.3
Political figures (unelected)	.9	5.0	0	1.9	2.2	2.3	5.4	1.1	8.3
Press-driven triggers	21.6	65.0	20.0	3.8	6.4	7.0	19.8	3.4	13.0
Sports	29.9	5.0	2.0	1.7	5.2	5.3	1.8	0	1.7
Crime	2.6	0	0	30.9	19.2	6.5	13.2	8.0	5.7
Unusual weather event	0	0	0	1.7	.7	22.0	2.4	5.7	11.7
Accidents/mishaps	0	0	2.0	16.3	5.0	4.7	7.2	1.1	7.8
Other	4.6	0	10	9.1	9.0	4.3	7.2	3.4	2.2

Citizen Involvement by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Yes, info on how people can get involved with the community	5.4	10.6	19.5	24.4	9.8	26.2	6.8	36.7	54.5
Yes, info on how people can get involved with the news organization	0	.6	5.5	0	0	3.7	0	6.9	0
No such information	93.7	88.8	75.0	75.6	90.2	70.1	93.2	56.4	45.5
Don't know/can't tell	.9	0	0	0	0	0	0	0	0

Citizen Involvement by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Yes, info on how people can get involved with the community	31.0	50.0	2.0	11.4	18.0	20.2	10.2	0	9.1
Yes, info on how people can get involved with the news organization	8.6	0	0	1.9	2.7	5.3	2.4	5.7	3.9
No such information	60.3	50.0	98.0	86.7	78.9	74.5	87.4	94.3	87.0
Don't know/can't tell	0	0	0	0	.4	0	0	0	0

Sources Cited by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Any national politician	8.1	1.7	.5	0	0	0	11.0	1.6	0.
Any state agency or politician	8.1	6.1	9.5	1.3	3.9	5.3	15.1	2.1	9.1
Any city agency or politician	17.5	19.6	11.0	19.2	10.8	2.5	20.5	9.0	0
Any neighborhood agency or politician	9.9	9.5	1.5	14.1	10.8	2.0	4.1	3.2	0
Any Democrat (clearly labeled)	6.7	2.8	1.0	2.6	0	0	11.0	3.2	0
Any Republican (clearly labeled)	8.1	2.8	2.5	5.1	0	1.2	12.3	.5	0

Sources Cited by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
Any national politician	.6	0	0	.6	.3	.3	1.2	6.8	2.2
Any state agency or politician	3.7	0	0	3.0	6.9	7.5	10.8	37.5	9.6
Any city agency or politician	4.3	10.0	2.0	17.8	24.5	9.2	18.6	3.4	11.7
Any neighborhood agency or politician	.6	20.0	6.0	1.7	6.9	3.8	.6	0	0
Any Democrat (clearly labeled)	1.4	5.0	0	1.8	1.8	1.0	3.6	4.5	1.3
Any Republican (clearly labeled)	.9	0	0	.8	1.8	2.2	7.8	14.8	3.0

Specific Sources Cited by Outlet Category Excluding traffic, weather and sports stories									
	Print - Daily Newspaper (Major)			Print - Community Papers			Digital Only	Niche - Ethnic	
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Denver	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
National Democratic politician	4.9	1.7	.5	0	0	0	5.5	1.6	0
National Republican politician	5.4	0	.5	0	0	0	5.5	0	0
State official - police/prosecutors/fire	0	1.1	1.0	0	0	1.2	0	0	9.1
State official - judge	.9	.6	1.0	0	0	0	0	0	0
State government agency	4.0	1.7	4.0	0	3.9	2.9	1.4	0	0
State Democratic politician	1.8	1.1	.5	1.3	0	0	5.5	1.6	0
State Republican politician	1.8	2.8	2.0	1.3	0	1.2	6.8	.5	0
State politician - party unknown	1.3	.6	1.0	0	0	0	4.1	0	0
Citywide official - police/prosecutors/fire	13.5	14.5	2.0	12.8	5.9	.8	6.8	5.3	0
Citywide official - judge	.4	0	1.0	1.3	0	0	0	0	0
City government agency	5.4	1.7	5.5	3.8	2.9	1.2	5.5	1.6	0
Citywide Democratic politician	0	0	0	1.3	0	0	0	0	0
Citywide Republican politician	0	0	0	1.3	0	0	0	0	0
Citywide politician - party unknown	0	2.2	4.5	1.3	1.0	.4	4.1	.5	0

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Citywide education official or organization	0	1.7	.5	0	1.0	0	5.5	1.6	0
Neighborhood official or government group	4.9	2.8	0	6.4	5.9	.8	0	0	0
Neighborhood group or association	.9	.6	.5	2.6	1.0	0	1.4	0	0
Neighborhood Democratic politician	0	0	0	0	0	0	0	0	0
Neighborhood Republican politician	1.3	0	0	2.6	0	0	0	0	0
Neighborhood Politician - party unknown	0	1.1	1.0	3.8	1.0	.4	0	0	0
Neighborhood education official or organization	3.6	5.6	0	1.3	4.9	.8	2.7	3.2	0
Business	17.5	11.2	19.0	19.2	5.9	6.1	17.8	5.3	0
Religious figure	.4	0	2.0	0	2.0	0	0	1.1	0
Other media	8.5	2.8	.5	1.3	2.9	.4	30.1	.5	0
Expert	2.2	0	1.0	5.1	1.0	0	6.8	1.1	9.1
Student	0	1.7	1.5	2.6	0	0	5.5	1.1	0
Celebrity	0	1.7	0	5.1	1.0	0	1.4	.5	0
Sports figure/organization	2.7	.6	1.0	1.3	0	.4	0	0	0
Individual from social organization	9.4	3.9	5.0	5.1	5.9	1.2	6.8	5.9	0
Everyday citizen/member of the public	22.0	19.0	13.0	20.5	9.8	6.6	15.1	19.1	9.1

Specific Sources Cited by Outlet Category Excluding traffic, weather and sports stories									
	Niche - Specialty			Television			Radio		
	Denver	Macon	Sioux City	Denver	Macon	Sioux City	Denver	Macon	Sioux City
	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories	% stories
National Democratic politician	.6	0	0	.5	.1	.2	.6	3.4	.4
National Republican politician	0	0	0	.1	.1	.2	.6	3.4	1.7
State official - police/prosecutors/fire	0	0	0	.6	1.0	1.5	0	1.1	1.3
State official - judge	.6	0	0	0	.1	0	.6	4.5	0
State government agency	.9	0	0	.9	3.1	3.2	3.0	19.3	7.0

State Democratic politician	1.1	0	0	1.4	1.3	.8	2.4	1.1	.9
State Republican politician	.6	0	0	.7	1.6	1.8	6.6	11.4	1.3
State politician - party unknown	.9	0	0	0	.9	.8	0	3.4	0
Citywide official - police/prosecutors/fire	2.0	0	0	13.1	14.6	4.3	8.4	1.1	4.3
Citywide official - judge	0	0	0	.3	.3	.5	0	0	.9
City government agency	1.4	0	0	3.1	5.9	2.5	4.2	0	4.8
Citywide Democratic politician	0	5.0	0	.1	.3	0	.6	0	0
Citywide Republican politician	.3	0	0	0	0	.2	.6	0	0
Citywide politician - party unknown	1.1	0	2.0	.9	3.5	1.7	0	2.3	.9
Citywide education official or organization	.3	5.0	0	.9	.7	.2	4.8	0	.9
Neighborhood official or government group	0	10.0	0	.7	2.8	2.0	0	0	0
Neighborhood group or association	0	0	0	.1	1.2	.3	0	0	0
Neighborhood Democratic politician	0	0	0	0	0	0	0	0	0
Neighborhood Republican politician	0	0	0	0	0	0	0	0	0
Neighborhood Politician - party unknown	0	0	0	0	.6	0	0	0	0
Neighborhood education official or organization	.6	10.0	6.0	.9	2.5	1.5	.6	0	0
Business	16.1	15.0	6.0	7.2	7.2	14.2	6.0	1.1	10.0
Religious figure	2.6	0	22.0	.1	0	0	0	0	.4
Other media	7.2	5.0	0	2.0	1.8	0	6.6	6.8	.9
Expert	.9	0	0	1.0	.7	.8	6.0	8.0	1.3
Student	1.1	5.0	2.0	1.2	3.0	1.8	2.4	0	0
Celebrity	1.1	0	0	.3	.4	1.2	1.2	0	0
Sports figure/organization	.6	0	0	2.1	.7	0	3.6	0	0
Individual from social organization	6.3	5.0	0	3.4	8.6	5.3	7.8	11.4	.9
Everyday citizen/member of the public	15.2	0	16.0	20.6	21.0	18.5	26.3	9.1	4.3