

FOLLOW US ONLINE: A STUDY ON ADVERTISING MEDIA USE AND DIGITAL
MEDIA ADOPTION BY ADVERTISERS IN LOCAL MARKETS

by

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(Under the Direction of C. Ann Hollifield)

ABSTRACT

Using models of economic utility, this study explored traditional and digital media use by local advertisers. Content analysis was done on the advertisements from print newspaper, broadcast television and their corresponding online websites in an 18 county market area of local media market. The study found that while there are indications that local businesses still rely heavily on traditional media to meet their advertising needs, the advertisers are beginning to recognize the persistent pull of digital media on their audience and appear to be incorporating available new media options such as online and social networking into their media mix.

INDEX WORDS: new media, digital media, online, traditional media, media managers, local advertising, local newspapers, local broadcast news, economic utility, content analysis, Northeast Georgia, WNEG

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CHAPTER 1

INTRODUCTION

Over the past decade, advancements in technology have opened up new avenues of media options that have seriously disrupted traditional media markets. Although the competition from new media has been felt most strongly at the national level, local news organizations have also been suffering from declining circulation and ratings (Guthrie, 2007; Ehret, 2009) and falling advertising revenues (Nowak, Cameron & Krugman, 1993; Luscombe, 2009).

Media industry research has shown that new media technologies have been one of the causes of declining audiences for traditional local news media (Armbruster, 2008; Guthrie, 2007; Heaton, 2008; Picard, 2000; Potter, 2000; Raghavendra, 1993). Even local news audiences are increasingly turning to new sources of information online, through mobile devices, and from friends and acquaintances on social networking sites (Al-Alchlai, 2007; Ehret, 2009; Shearer, 2010; Vaina, 2008). Concurrent with the decline in audience for local news has come a drop in local advertising (Justin, 2009; Mermigas, 2009), a trend that has hurt media revenue and raised questions about the long-term survival of the industry.

Managers of local media know that as more and more people go online for news and information, it is likely that local advertisers will follow. Indeed, data show that since 2005, of newspapers, television, radio and online, only online has seen its share of the national advertising market grow (Sass, 2008; Quello Center, 2009).

Despite signs of increasing new media use by local advertisers, there is some confusion among industry insiders on what media advertisers at the local level are currently buying. While

there are data to indicate that consumers still rely heavily on traditional media as their sources for news and information, it is undeniable that a growing number are interested in, and incorporating new forms of media into their lives (Wang, 2009; Wilson, 2008). Likewise, local businesses are beginning to recognize the persistent pull of digital media on their audience, and appear to be increasing their use of available new media options such as online and social networking (Borrell, 2009; Klaassen, 2008; Loechner, 2009; Nowak, Cameron & Krugman, 1993; Sass, 2009).

At the same time that some industry analysts are claiming that local advertising is going digital in a big way, others argue that there is evidence that both advertisers and their audiences are actually somewhat slower to migrate away from traditional formats (Dawley, 2007; Fadner, 2009; Lacy, 2009) and small businesses may actually be starting to cut back on their digital media spending (Steel, 2009; Goetzl, 2009; Fadner, 2009). There are even some advertising industry insiders who suggest that while they are aware that the consumer audience has moved to the web, they argue that consumer marketing has not (Advertising Age, 2010).

For local media managers, this poses a dilemma. Acting in part on the upswing in digital media use, many local media organizations have created online products in anticipation of audience demand, but local advertisers have been slow to follow, making local online media a revenue drain rather than a revenue gain. Some advertising industry observers note that migrations take time, and therefore this evolution of the media landscape has made it a tougher task for businesses to identify the more influential new media platforms (Advertising Age, 2010). Consequently, for local media managers, this raises the question of how many resources to invest in online products and how to predict local advertisers' adoption of non-traditional media products.

This thesis will explore local advertisers' behavior when allocating their advertising across local media options. These behaviors will be examined using models of economic utility, a theoretical perspective that suggests merchants will seek out a media option for their advertising based upon its perceived value and ability to fulfill the advertiser's economic needs. In addition, this study will seek to identify local advertiser media platform usage as they begin to follow their audiences from the traditional into the digital media age. Understanding local advertiser's media choices can offer valuable insight into consumer marketing trends at the local level, and offer media managers a glimpse into local advertisers acceptance of new media technology.

CHAPTER 2

LITERATURE REVIEW

Previous Research

Advertising has always been a part of business. Early advertising was almost exclusively an outdoor medium consisting of signs that were used to direct customers to local merchants (Sign of the Times, 1976; Sorce & Dewitz, 2007), and what began with the tactic of a simple sign or symbol hung outside a craftsman's workshop to indicate the availability of products for trade has become a practice with available media options that are as varied as the businesses that could use them.

As media technology advanced and expanded with the widespread adoption of the printing press, local newspapers engaged in carrying classified advertising. Later came radio, offering commercially sponsored live news and entertainment programming, and still later television, which launched the addition of pictures to the sound of commercial sponsored programming. These media offered additional options for the tradesmen and businesses to publicize and promote their products and services to potential customers.

For over 50 years, what has become known as traditional media - the printed newspaper, broadcast television, terrestrial radio, direct mail, and outdoor have reigned supreme in the world of consumer marketing; business- and trades people had no perceived advertising placement options outside these conventional outlets. In this established media environment, national advertisers had the advantage of logistical and financial means to enable marketing their products to potential customers through any, and usually all of the long-established media outlets (Lynn, Maltz, Jurkat & Hammer, 1999). In contrast, local businesses were usually restricted by

the same resources – primarily media cost and accessibility which usually limited advertising to reach target customers to area newspapers, with some radio and outdoor included in the media mix (Davis, 1996).

Despite, or maybe because of the limited media options available, many national as well as local advertisers were successful in reaching their audiences and getting a return on their advertising investments by primarily using a “tried and true” approach to media effectiveness; choosing a media mix based on their prior experience with the media, and almost entirely on the advertiser’s personal perception of a medium, its expense and its effect on sales (Coulter & Sarkis, 2005; Frederick-Collins, 1992; Lindorff, 1999; Otnes & Faber, 1989; Raghavendra, 1993; Van Auken, Doran & Rittenburg, 1992).

Over the past decade, advancements in technology have opened up new media options that have seriously disrupted traditional media markets and quite possibly have forever altered advertising business models as both audiences and advertisers gravitate to new platforms such as online, social networking, video gaming, and interactive television (Al-Alchlai, 2007; Ehret, 2009; Vaina, 2008).

There is little argument that advances in communication and media technology and the way audiences use that technology has transformed almost every aspect of life. Blackberries, iPads, wireless Internet access, and social networking websites like Facebook have changed not only how consumers work and play, but much of how they get news and information (Shearer, 2010). While it’s still human nature to want to know “what’s going on...what’s the story” (Castillo, 2009) hardly anyone feels the need to be home to catch the evening news on television anymore when they can just whip out their laptop or iPhone and with a few finger strokes instantly get news and up-to-the-minute information.

However, even in the face of growing audience shifts from traditional to new media, recent research by the Columbia Journalism Review found media use contradictions that local business managers may find both interesting and confusing when considering their advertising media options: 59 percent of adults still consider their local newspapers a primary source of community news and information and 11 percent consider television a primary source of local news, while only 3.4 percent of adults consider the internet as a primary source of news and information (Hard Numbers, 2009). In addition, a recent Adweek Media/Harris Poll found that 23 percent of adults believe that newspaper ads are where to find the best bargains, while just over 18 percent believed online advertisements were most likely to help find the best deals (Center for Media Research, 2010).

What this may mean to local area business advertisers is that despite audience shifting to online for information, their audiences still seem to rely more on traditional than new media. Yet, data from the same Adweek Media/Harris Poll also found that 34 percent of Americans believe the type of ad makes no difference in their information search, suggesting that while traditional media is still slightly ahead in use with consumer audiences, online is coming up close behind (Center for Media Research, 2010). Therefore, local advertisers who want to reach both the traditional media and technology empowered target audience are still faced with the dilemma of where to reach and how to follow them.

Audiences may still be looking to their local newspapers for information, but it's no secret that the audience for local television news is shrinking. According to some trade publications, local television is the number one source for news for most adults, yet local news stations are currently losing viewers at rates that give station executives nightmares (Armbruster, 2008; Guthrie, 2007; Heaton, 2008; Potter, 2000).

Conventional wisdom suggests that local news viewership is in decline because people have increasingly busy lives; changing work schedules and commuting patterns routinely keep them away from home during the traditional 5 – 6 p.m. local news hour. A NewsLab (2000) study found that people were cutting back on local television news in part because they were getting their news from other sources such as cable and the Internet.

However, this research also found another intriguing reason that audiences are turning away from their local news, and it has nothing to do with lifestyle or competition from new media technology; while viewers expect local news to tell them what is happening in their community, a growing number are reportedly becoming critical of, and bored with content - specifically what is often considered the bread and butter of most local newscasts - live-for-the-sake-of-live gimmick broadcasts, and the “if it bleeds it leads” violence, sex, crime and scandal content (Guthrie, 2007; NewsLab, 2000, Potter, 2000).

News is very important to the economics of local television, and local TV stations depend heavily on their newscasts, which typically generate about half of the station’s revenue (Mermigas, 2009). Therefore, the current trend of disappearing viewers and reduced ad spending by typical marketers such as local automotive, financial and retail businesses, whose ad spending accounts for over half of all station income is a growing concern for local station managers (Justin, 2009; Mermigas, 2009). Local advertisers cut back on or stop budgeting dollars for broadcast news for any number of reasons – sales are down, media costs are up, perceived diminishing relevance of broadcast television, and the rising popularity of new media has generated audience fragmentation that makes it difficult for media managers to know where and how to reach their target audience (Castillo, 2009; Heaton, 2008; Mermigas, 2009).

Therefore, advertisers at the local level are becoming aware of the possible need to integrate new media with more traditional media platforms into their marketing plans (Advertising Age, 2010), and advertising media buyers realize that the old advertising media buying rules no longer apply (Stewart, 2008), and that the “tried and true” marketing routine is quickly becoming “old and useless” (Trevino, 2008). As digital media options grow, traditional media use declines and reaching potential customers in an increasingly fragmented audience becomes an even greater challenge for local businesses and national companies alike. Planning advertising media strategy that includes the determination of target audience, demographics of the market and the characteristics of the various media outlets (Patti & Walker, 1980) in the currently evolving media landscape make the local advertising buyers’ job both demanding and more complex than ever before (Advertising Age, 2010).

Models of Economic Utility

Advertising is a major challenge and significant expense for local area businesses, and the changing trends in advertising necessitate the advertising buyer choose media that are appropriate and responsive to the marketing strategy and advertising objectives and uses advertising dollars efficiently and effectively (Patty & Walker, 1980).

Research on advertisers choice of media advertising vehicles shows that the driving force in advertising placement is the perceived effectiveness of a medium in delivering an advertisers target audience. Said another way, a medium’s perceived utility to the advertiser in helping that advertiser reach individuals who are likely to buy the advertisers product or service is critical.

Research shows that there are a number of factors that advertisers value in advertising platforms; the medium’s ability to reach their exact audience and connect real customers to their service or business, the strengths and weaknesses - specifically the technological characteristics

such as quality or speed of picture, sound or data transmission - for delivering different types of messages, the characteristics of the content, for example, available programming options of the medium, and audience demographics such as age, gender, ethnicity and income, characteristics that are each presumed to have a direct link to product purchasing and media use habits (Frederick-Collins, 1992; Napoli, 2003). However, in the new media environment, audiences distribute themselves across a variety of available media options, thus creating smaller and more niche oriented audiences for media content and platforms (Napoli, 2003).

Much has been made of new media's ability to segment audiences into narrow niches (Napoli, 2003) and as a result, niche media products have become increasingly important to advertisers, who see niche media as a way to reach the smaller but more valuable consumer groups; groups that will be more likely to actually purchase the advertised product than the general public as a whole. As more and more people are shopping online and feeling comfortable doing so (Heaton, 2008), leading to a rising popularity in hyper local websites - hubs of detailed and often personalized information on products and services available by location or zip code (Mermigas, 2009), and an increasing number of topic and subject matter specific programming options on cable television and satellite radio offer identifiable group interest, it is likely that a local advertiser would need to purchase far more media platforms than has been customary in order to reach the desired number and types of target consumers (Napoli, 2003).

In the past quarter century, as new media technologies have increased audience fragmentation, it has become harder than ever to reach "over media extended" (Castillo, 2009) consumer audiences and niche media have become even more important to advertisers, some in the media industry now argue that "niche is the new normal" (Turner Broadcasting, personal

communication, April 2010) and some advertising industry executives suggest that media fragmentation is actually a blessing for marketers, allowing advertisers to concentrate on groups of mutual interest with messages tailored to their own needs, rituals and dispositions (Castillo, 2009).

More recent research on advertiser attitudes towards niche media content indicates that advertisers see niche media as a means not only of reaching a more carefully targeted audience group, but also a way of separating their marketing message from the messages of their competitors (Coffey, 2007; Napoli 2003). In other words, buying time and space in niche media channels is a way for advertisers to separate their own message from some of the advertising clutter found in mainstream national media (Napoli, 2003).

What is niche media? Niche media can be described as targeted platforms that are beyond traditional mainstream - national newspapers, television, and radio - and reach fewer but more relevant audiences (Gombert, 2008). Unlike mainstream media, which has a national and sometimes global reach, is targeted to appeal to a wide mass audience, and is part of an extremely competitive marketplace, a niche medium typically has a geographically specific reach, or is of interest and appeals to a relatively narrow consumer audience and has comparatively less marketplace competition.

Using this description as the criteria, advertising media platforms at the local level could easily be considered niche media. As previously indicated, local advertisers are interested in niche media as an opportunity to reach a more focused audience group as well as a way to separate their advertising messages from those of their competitors (Coffey, 2007; Napoli 2003). Therefore, local media as a niche medium appeals to local advertisers economic utility by enabling them to reach, and pay for, an audience who is looking for a certain product or service

and is geographically close enough to actually be potential customers while at the same time, keeping their promotions separated from the clutter of regional and national advertising.

Undeniably, choosing the most appropriate advertising medium to reach a consumer audience is often a difficult job for small local businesses. The conventional goal of advertising is to reach and persuade potential customers using the most effective and cost efficient methods available, or in other words, to maximize the economic utility of the advertising placement to the advertiser. Yet traditional procedures for media selection have often relied primarily on the personal judgment and experience of the business owner (Coulter & Sarkis, 2005; Lindorff, 1999). Scholars studying economic utility and advertising decisions have found that such judgments are not always based strictly on economic rationality. In addition to the advertisers perceptions of the preferability, worth, value or goodness of a particular advertising medium in delivering the desired audience (Fishburn, 1968), research has shown that advertisers are also influenced by personal media preferences and experiences as much as the desired outcome of the available media option (Blumler & Katz, 1974; Frederick-Collins, 1992; Otnes & Faber, 1989; Smith 1998).

Scholars suggest that decisions are not the result of reasoning and clearheaded control of the decision making process, but instead are actions based on subjective facts from general experience and personal responses that could be described as *instincts* (Tugwell, 1922). A more specific definition of this process is that an individual faced with choosing a course of action will, through subjective reasoning, base his or her decision in part upon the avoidance of real or perceived undesirable outcomes, thus clearing the way for selections that an individual believes will yield the gratifications, or utility he is seeking (Dickenson, 1919; Friedman & Savage,

1948). Nevertheless, until recently, this modus operandi has generally been considered a successful business practice.

In recent years, however, the dynamics of advertising have changed rapidly and dramatically. The media landscape has become more influenced by the emergence of new media technologies and their adoption by an audience that is increasingly fragmented. Digital media technologies and platforms have siphoned consumer audiences away from traditional media outlets, and as a result, advertising media decision-making have becoming more complex. In this environment, a local business advertiser may not have the knowledge of, or experience with, an emerging medium that he or she needs to effectively determine its utility as a potential advertising vehicle for his or her business (Tugwell, 1922). Thus, the traditional approach of instinctively weighting media platforms as advertising alternatives may confuse the evaluation of a medium's advantages with the assessment of its disadvantages. As a result, a local merchant's purchase of one medium over another may lie somewhere between his media instincts and media impulse (Raghavendra, 1993).

Consequently, for even the most knowledgeable and sophisticated local advertiser, choosing the right media and the number of ads to place in each option may now represent a major undertaking (Raghavendra, 1993). Previous research suggests that the strength of effective local advertising is knowledge (Frederick-Collins, 1992; Smith, 1995; Smith 1998); knowledge of advertising goals, target audience, the available media options as well as each mediums' reach and capability of delivering that desired audience for the best price and maximum return on investment. Local businesses survive in part because of an ability to see opportunity and create strategy that is responsive to constantly changing conditions (Patti & Walker, 1980), so it is reasonable to assume that the better a local business knows its product,

market, audience and media options, the more successful, and valuable their advertising choices are likely to be.

A recent national marketing survey concluded that there is an important gap in the knowledge base of most advertisers with regard to new/emerging media (Celistan, 2009). For local businesses, crossing the bridge between traditional and new media options may present challenges they are unprepared and ill equipped to handle. A business owner may understand that it could be a dangerous practice to continue choosing an advertising medium without first considering his marketing strategy and advertising objectives (Patti & Walker, 1980) yet getting and understanding information on new media options such as cable TV, Internet, Facebook and Twitter may be difficult and frustrating for the local business manager, who may not have the time or budget available to assess adequately the potential applicability of these options to their marketing mix.

It makes sense that small businesses want information about their products and services to be where the audience is. When a small business considers its advertising media alternatives, Stuart (1917) suggests that choices may be made in several ways; the first, because of old desires for old things. Ehret (2009) observes that small businesses have been using traditional advertising platforms such as newspapers, broadcast television, terrestrial radio and outdoor for decades. While recent anecdotal evidence suggests traditional media may no longer be the dominant information provider (Nicole, 2009; Trevio, 2008; Vania, 2008; Wilson, 2008), old habits appear hard to break; at the local level, businesses still gravitate toward traditional media to convey their advertising message.

The second way Stuart (1917) believes choices are made is because of the better satisfaction of old desires by new things. To some local advertisers, the connotation of “new”

digital media platform availability may subjectively imply an improvement in advertising results with its use; therefore, the new medium would give the advertising buyer a more satisfactory result, or utility than traditional media options.

Because audiences now have far more choices, and are getting information across a variety of new media technologies and platforms, instead of the normal mass marketing approaches, local businesses are now faced with finding ways to reach a mass of niches. This situation may require the business manager to make a greater time and financial commitment than they want, or can afford, in more focused analysis of target audience and what impact traditional as well as digital media options can have on their marketing approaches and goals.

The decline of traditional media use by consumers represents both a challenge and an opportunity for local businesses. Some business managers will undoubtedly maintain the status quo with traditional media, while others will begin selecting digital options because of an irresistible tendency to adventure with new things - undertaking something vague but desirable precisely because of its newness (Stuart, 1917).

In the new media universe where battles will be fought for a diminishing number of audience eyeballs (Luscombe, 2009), small business managers may now be asking some difficult questions: what is the competitive advantage of traditional vs. new media? Does a medium reach my target customers? Who of my competitors are using traditional and/or new media and how much? Will this medium provide a return on my investment? The answers, argues Tugwell (1922), could be influenced in part by the strength of the appeal of the different media, commanded by the revenue it will generate for the business, and by the habitual use responses that may have developed in an advertiser in promoting the product he has to offer consumers. Therefore, it is increasingly important to determine the influence of new media on how local

businesses think about the different media and their audiences when making their advertising decisions, as well as vital to the ability of local media managers to be able to follow audience trends by moving into sustainable new media product development.

Review of the Literature

The factors that influence local media selection practices are still comparatively unexamined areas of research. A review of relevant studies and articles from the past three decades found that much of the existing body of advertising research has primarily focused on the issues and concerns of national advertisers. While there are obvious differences between national and local advertisers in advertising goals, budget, market area and target audience knowledge, as well as perception of different advertising media and its effect on advertising decisions (Cameron, Nowak & Krugman, 1993; Otnes & Faber, 1989; Reid & King, 2005; Smith, 1998), there are a surprising number of similarities.

Despite the availability of sophisticated models and high level research to help in determining media placement and promotional strategy (Otnes & Faber, 1989), it is interesting to note that many national advertisers, like their local counterparts, also choose and use advertising media in much the same way; on their media instincts and media impulses (Otnes & Faber, 1989; Sorce & Dewitz, 2007). As part of a case study on print media advertising in the Internet age, a group of marketing executives from a range of industries was asked which media they allocated their advertising budget to. The researchers found that nearly 65 percent of the budgets went to television, radio, newspapers, and similar traditional media outlets. When asked how the media allocation decisions were made, almost half of the executives indicated that they made an estimate based on past media experience. As for the specific marketing goals their media spending plan supported, almost 86 percent of the marketing executives specified brand

awareness, customer acquisition and retention as their primary media objectives (Sorce & Dewitz, 2007).

In another examination of the factors that influence local advertising decisions, Otnes and Faber (1989) agreed that there are significant differences in advertising goals and media decision-making processes between national and local businesses. However, the results of their investigation found that while national advertisers did have more knowledge and resources at their disposal to help in determining optimal media outlets for their advertising goals, local businesses had limited financial and professional resources to help them in deciding on media placement. Otnes and Faber also determined that most of the advertising buyers were likely to base their decisions on personal, subjective assumptions of a medium's effectiveness. Local business managers had a tendency to place a higher value on a medium's perceived attributes such as audience use and receptiveness, cost and technical capability to communicate a marketing message to a target customer audience than on objective information on characteristics and attributes of the medium in the selection process. Therefore, of the media options available, newspaper, television, and radio were the outlets most often viewed, and chosen by local advertisers as the best outlets for fulfilling their marketing needs. While Otnes and Faber's study predates the advent of widespread availability and adoption of digitalized media technology, their research findings provide a foundation for understanding local advertiser's media perceptions and decisions making processes.

Frederick-Collins (1992) also measured the perceptions, expectations, and attitudes of local retail advertisers towards advertising and their media use habits just as the consumption and manipulation of information via the Internet and digital media was coming into popular use (Peter, 2004). In examining how local advertisers view and compare local media, and their

decision-making process when allocating their advertising budgets, she observed, similar to Otnes and Faber, that local businesses face a number of issues and limitations when choosing their advertising media.

Some of the issues appear to be rooted in the local merchant's attitude towards advertising and media. Business owners and managers who were familiar with their marketing strategy, advertising objectives and media expectations were far more likely to critically evaluate the value and effectiveness of each medium versus choosing based on perception or assumptions.

Other factors in media use habits included a connection between knowledge of advertising. Frederick-Collins's study determined that a majority of local business managers do not appear to base their selection of advertising media on knowledge and information that would result in the greatest return on their financial investment. In addition, her research suggests that local business managers whose attitude towards, and expectations of advertising and media decision making was generally a frustrating, challenging or confusing experience were motivated to make their choices more by personal media use and perceptions than knowledge of merit or performance qualities.

However, it is interesting to note that a number of researchers suggest that the type of product or industry seems to play a part in media perception and have an effect on which medium dominates in an advertising media buy. Local markets tend to have heavy concentrations of automobile dealers, retail durables and service providers such as banks, grocers and restaurants in their market area, and Otnes and Faber's 1989 study, prior to the appearance of digital media, found that most local businesses preferred to advertise on broadcast television, newspaper and radio. With the launch of the World Wide Web in the early 1990s, digital media technology began to gain general acceptance even though most consumers at that time did not

yet have internet access (Stout, 2005). Therefore, it is not surprising to find most research conducted during the early years of the Internet indicates that these same categories of local businesses were still choosing television and newspaper, with direct mail replacing radio as their preferred advertising media (Davis, 1996; Frederick-Collins, 1992; Nowak, Cameron & Krugman, 1993) with no mention of new media. However, the advances in technology have opened up a number of advertising media options, and the interested and involved local businesses are at least starting to consider digital media as options for their marketing and advertising plans (Coulter & Sarkis, 2005; Ehret, 2009; Picard, 2000).

Research shows that local advertisers have different needs and spend their advertising dollars on the media that they believe is the most appropriate for those needs (Smith, 1995), and some buyers are knowledgeable enough to recognize that different media are best for reaching target audiences and others best for specific products or services (Smith, 1998).

In his study of inter-media competition for advertising in small markets from the viewpoint of the advertiser, Smith (1995) uncovered quite a bit of disagreement on the actuality of competition for advertising dollars between newspapers and other media options, with some arguing that newspapers faced intense competition while others maintained newspapers had no direct competition from other media. Despite this contradiction, there is some agreement that television, radio and newspapers each seem to have carved out its own role in small business advertising (Demers, 1994). While media competition was the focus of this study, equal attention was given to the examination of what effect advertiser knowledge of their market and their level of media sophistication had on their ability to distinguish between the appropriateness of different media for different purposes.

The results of Smith's (1995) study were similar to Otnes and Faber and Frederick-Collins in suggesting that advertising buyer knowledge is important because when small business buyers have only limited information about the differences between media options, or have difficulty assessing what those differences may be worth to them, the merchant will base their decisions on their personal assumptions of the available media, and a medium's cost relative to what their budget can accommodate. Of particular interest from Smith's findings is that the location of the advertising media decision maker was a good predictor of buyer knowledge - those advertisers who were not based in a local community tended to be more knowledgeable when compared to those who made advertising decisions locally. In addition, Smith observed that local businesses that used an advertising budget process in planning their advertising were likely to be more knowledgeable because sophisticated advertisers are more likely to allocate their budget to media that were established as best suited for their objectives and purposes.

In his later study of advertiser media selection in small markets, Smith (1998) once more examined the factors that affect local businesses media choices. Some of his more intriguing findings were that cost effectiveness was not always a significant factor in the decision-making process. For most of the advertising buyers, the cost of the advertising on any medium was not based on benefits such as price per column inch, radio or TV spot, target audience reach, or return on investment (ROI) but were based primarily on the buyers subjective perception of media affordability and/or the willingness of the medium to offer a "special" deal. In addition, his research suggests that retail merchants are also more concerned with buying a customer response to an ad than the purchase of the ad itself, and some industry practitioners agree, noting that advertising in any medium has not been about creating demand so much as reacting to it by delivering the right ad to the right person when they want it (Advertising Age, 2010).

Compounding this line of thinking, Smith also observed that local media selection was often unpredictable and defied traditional marketing logic. While there are some local business advertisers who were sophisticated enough that, prior to placing an ad, are familiar with their target market and know what to expect from different media, many local advertising decision makers simply rely on reactive measures, such as customer comments, coupon returns or adding up sales receipts, to assess a medium's effectiveness (Smith, 1995; 1998).

Despite the dearth of published advertising research since the appearance of digital media technology, there is an abundance of evidence from earlier work on local merchants advertising behaviors that have implications for the new media environment. Previous research has found that local advertisers tend to adopt new advertising platforms slowly and abandon them easily, particularly when those platforms involve some form of electronic media.

Nowak, Cameron, and Krugman (1993) found that even as local cable systems were increasing their focus on local advertising sales, local advertisers were still most likely to use traditional local media - newspaper, radio, direct mail, and outdoor use, with most of their advertising budgets devoted to newspaper. Their study also showed that radio, outdoor and cable were the media most frequently dropped from advertising plans while newspaper use, as an advertising platform, remained stable. However, as in previous research Cameron, Nowak, and Krugman (1993a,b) found local businesses often used arbitrary approaches to advertising; their decisions were often influenced most by audience targeting, budget considerations, and effectiveness (Return on Investment), and advertiser knowledge and sophistication were often key indicators of media use.

A study of local advertisers' use of direct mail generated similar findings. Davis (1996) found that a large percentage of small businesses viewed direct mail as an appropriate and

valuable medium, based on criteria such as past experience with the medium, and perception of its ability to reach customers and budget affordability when compared to the perceived value of other traditional media. Additionally, many of the traditional advertising media options were considered by small businesses to have only an average benefit due to shifting consumer media use habits as well as the increase in available electronic media alternatives.

Nevertheless, local advertisers have not been found to be wholly resistant to new technological based media platforms as local advertising vehicles. While most of local advertisers in one study appeared to rely on and be loyal to traditional media, a sizeable number of business types indicated the availability of new media options were encouraging them to change their media spending and selection (Nowak, Cameron & Krugman, 1993). Other scholars also have found indications that local businesses are beginning to bypass traditional media and explore new online and media opportunities (Dada, 2004; Nowak, Cameron & Krugman, 1993; Trevino, 2008).

Reid, King, Martin, and Soh (2005), for example, found that by 2005, some local advertisers were willing to consider the internet as an acceptable substitute for a traditional medium. Still, as late as 2005, Reid and King found local advertisers still focused on a medium's ability to deliver affordable advertising frequency, deliver a specific audience, and increase sales as the most important considerations in deciding where to advertise. Their research showed local business owners still perceived their local newspaper as ranking high in effectiveness on all those measures and at all levels of advertising spending, as did other traditional local media platforms such as radio, cable TV and direct mail in a subsequent study (Reid & King, 2005).

Across all business categories, newspaper was the most used, and together with radio was judged the most effective media with direct mail a distant third. For radio and direct mail, the acceptable substitute was newspapers, and the acceptable media substitute for newspapers was found to be radio while cable television was a close second in acceptability as a substitute for any of the top three traditional media outlets. Digital media, which included cable TV and the Internet, was a mixed bag; cable TV was considered the second most acceptable media substitute for newspapers, but the fifth most effective local medium. The Internet, however, did not fare as well. It was judged the seventh most acceptable media substitute and was not even ranked as an effective local medium (Reid, King, Martin & Soh, 2005).

Other scholars, trade publications, and industry practitioners continue to cite a digital media knowledge gap in small business advertisers at the local level, which they speculate affects the media decision-making processes (Dawley, 2007; Ehret, 2009; Lacy 2009; Loechner, 2009; Sass, 2008; Wilson, 2008;). The criteria for usefulness was described as serving informational needs in order to increase the probability of attracting and holding audiences, while effectiveness was defined as being able to deliver the most prospective and current customers in a cost efficient manner. Substitutability was identified as simply the willingness and ability of the advertiser to exchange one medium for another that fulfills the same purpose in their media schedules, and this was assumed to contribute to advertising decision makers understanding of media effectiveness and substitutability, factors that some researchers consider to be two of the primary drivers of media use and selection in advertising (Nowak, Cameron & Krugman, 1993; Reid, King, Marin & Soh, 2005).

What makes this information of interest is that Reid, King, Martin, and Soh's findings suggested that there was a distinct connection between media choices and effectiveness

perceptions at the local level, and these factors were not notably affected by the amount of money that was typically spent to advertise in traditional newspapers, the most commonly utilized media by small businesses. In addition, there is evidence of some exchangeability among media options by local advertisers, although the patterns of substitution are still influenced by perception of the media and advertising budgets (Reid, King, Martin & Soh, 2005).

The results of Reid, King, Martin, and Soh's study suggest that even as local advertisers continue to rely on established media evaluation and buying practices by placing the majority of their advertising in traditional media, by 2005 there was beginning to be some willingness to consider online or other digital platforms in local advertising planning. Therefore, local media managers may be finding themselves in a quandary: What criteria will be used to determine a move to digital media? Should the move be made ahead of their audience and advertisers in hopes they are migrating sooner rather than later, or do media managers maintain the status quo until there is substantiation that audience and advertisers have migrated to digital media?

Each specific media has unique audience reach, product or service impact, and cost constraints. There is no "best" method of selecting an advertising medium (Hornik, 1980). However, change is happening so fast in the media landscape that local businesses now have to be able to say, "forget about what we used to do, let's look at what makes sense to do now" (Schiller, 2009).

To date, research on advertising media selection at the local level has examined a number of variables that influence the media decision-making process; media image and perception, effectiveness cost and budget constraints, and local advertiser knowledge of the market, audience, product and the different traditional media options available.

However, most of the available research predates the rise and proliferation of online and digital media outlets. The current media environment and audience media consumption habits are quickly changing; new media placement options are continuously growing while traditional news media use appears to be on the decline. Yet little is known about the influence or integration of the available new media options into the advertising mix of businesses at the local level. There is an apparent need for information on the effect of digital media on the local advertising market. While researchers have studied how local business owners say they think about advertising decisions, little if any research has examined what local advertisers actually are doing in making placement decisions. This study will fill that gap by determining what the impact of new media is on how local area businesses are placing advertising that is targeted to reach local news audiences.

Local area businesses may not continue allocating their budgets exclusively to dwindling traditional media outlets unless they can determine the direction advertisers and audiences are going. If print newspapers, broadcast television and terrestrial radio advertisers follow the audience migration to new media options such as cable, online, and social media sites, then the question remains as to when or if local advertisers may begin to integrate digital media options into their current media mix.

The intention of this study is to examine the distribution of advertising across available local news media platforms in a single extended local media market. The study will examine factors that may influence local advertising placement decisions, such as business type, advertising frequency and location within the market. These questions will be examined from both a theoretical and applied standpoint, in keeping with the author's participation in the graduate Media Industry Research Certificate Program. The goal of this study is to understand

the challenges local advertising-supported news media organizations face as their audiences migrate from traditional news platforms to emerging digital platforms. At issue is the degree to which the behavior of local advertisers will help or hinder local news media as they try to follow their audiences into the digital information era by migrating their news products from traditional to emerging digital platforms. The question is whether local advertisers also are migrating to digital news media platforms as a means of reaching potential customers and, if not, what implications that might have for local news organizations' ability to invest in new media distribution.

Research Question and Hypotheses

Research has found that the type of product or industry appear to play a part in an advertising buyers media perception and has an effect on which medium dominates the business's advertising media buy (Frederick-Collins, 1992; Otnes & Faber, 1989; Smith, 1998) Therefore, the research question for this study is:

RQ: What is the impact of new media on local area business advertisers' utilization of different local advertising media?

Studies indicate that some local business owners perceive traditional media platforms are ranking high in effectiveness at all levels of advertng spending (Smith, 1995; Reid & King, 2005) while some other local merchants perceptions of media effectiveness was determined by specific levels of advertising spending (Reid, King, Martin & Soh, 2005).

Therefore:

H1: Advertisers who invest more in advertising will be more likely than advertisers who spend less money on advertising to use a digital advertising outlet.

Industry research suggests that local businesses are beginning to recognize the pull of digital media on their audience, and are starting to incorporate new media options such as online and social networking into their advertising mix (Borrell, 2009; Klaassen, 2008; Loechner, 2009; Nowak, Cameron & Krugman, 1993; Sass, 2009).

Therefore:

H2: Local businesses that specify a web or other new media presence will be more likely to advertise online than will businesses that do not indicate new media use.

Local advertising media decisions are primarily driven by the desire to effectively reach and stimulate a specific target audience (Nowak, Cameron & Krugman, 1993), and studies indicate that most local businesses consider daily media to be the most effective local advertising option and the most likely media used by consumers for information on products (Frederick-Collins, 1992; Otnes & Faber, 1989; Reid, King, Martin & Soh, 2005). However, research and industry practitioners have indicated that since the emergence of digital media, more and more customers are turning from daily newscasts and print newspapers to 24/7 digital media as a more viable option for news and information (Coulter & Sarkis, 2005; Ehret, 2009; Kooser, 2007).

Therefore:

H3: Daily media will be more likely than weekly media to emphasize online ad sales.

Advertising practitioners suggest that selling intangible products can be challenging. An intangible product, defined for this study as merchandise that is saleable although not a material or physical object, is often a tougher selling job than for products with physical attributes, or tangible goods. This is due in part to a certain degree of customer emotion that is involved in the purchase of an intangible, such as trust in the service provider's competence and/or credibility or perception of the quality of an intangible product (Egelhoff, 2005). Essentially, because it is

sometimes difficult for customers to tell in advance of the purchase of an intangible product what they will actually be getting, the merchant may find it necessary to invest in a larger size or larger number of advertisements in order to dedicate more ad space towards increasing the potential customers knowledge of the product or service being offered.

In contrast, the marketing of tangible products allows the senses of touch, sight, hearing, taste, or smell to play a role in the buying decision, and satisfies the customer's preference for a good that has visible physical attributes while enabling the local merchant to present the benefits of the product rather than just the physical product itself (Anderson, 2009).

Therefore:

H4: Local advertisers who primarily sell a tangible good will be more likely to place online advertising than will advertisers who market an intangible product.

CHAPTER 3

METHOD

This study examines these advertiser questions using content analysis of local advertising from a single news media market: the Northeast Georgia region, which is served by broadcast television news, daily, bi-weekly, and weekly local community newspapers. Radio is excluded from this study because of the difficulty gathering a valid sample of radio advertising content from around radio newscasts for analysis.

Content analysis is a method of studying and analyzing the content of media text, and for this study the texts examined are the advertisements in print newspapers and on broadcast television in the 18 county market area of WNEG, the independent television station serving the Northeast Georgia market area. The sample was gathered in a systematic, objective, and quantitative manner in order to make valid inferences from the data to their context (Berelson, 1952; Krippendorff, 1980; Wimmer & Dominick, 2006).

Content analysis in the age of new media technology has the potential to explore the alignment of content - in this case, advertising media - across different media in order to examine what the development of new media options means for local advertising and how the different types of advertisers are currently utilizing different forms of media to accomplish advertising goals.

Two decisions of content analysis involve defining the population and determining how many issues and newscasts to sample. While both decisions depend on the research objective, sample size is also limited by time and available resources (Riff, Aust & Lacy, 1993). Previous research suggests that the advertising media used at the local level has traditionally been direct

mail, newspaper, and outdoor, with limited use of broadcast television and radio (Cameron, Nowak & Krugman, 1993; Davis, 1996; Frederick-Collins, 1992; Otnes & Faber, 1989).

However, the upsurge in use of cable TV, the Internet, and mobile devices and the evolution of social networking sites such as Facebook and Twitter as go-to information sources over conventional media platforms by consumer audiences demonstrates a need for local advertisers to be well informed on where their customers are spending time and getting news and information.

In addition, local media managers need to identify the more influential new media platforms (Advertising Age, 2010) in order to help predict local advertisers' adoption of non-traditional media platforms into their advertising plans.

To explore how local advertisers are using new media - or not -, this study examines the available media options in the 22 Georgia, North and South Carolina counties in the WNEG market area. The population of news media in the region includes two daily, one 5-day, two bi-weekly and 15 weekly print newspapers, and five television stations: the ABC, CBS, NBC and Fox Atlanta affiliates and the Athens based independent broadcast television station. The research design allows the study to compare a cross section of small business types in a single regional media market and to examine how different types of advertisers and different types of media are dealing with the transition to digital media as compared with their competitors.

The study used a multi-stage sample drawn from the media population. The first stage of the sampling procedure involved identifying all newspapers and television stations that produced news and distributed it in the 22 county region. The second stage involved identifying the time period to be studied. In this case, the sample was drawn from the media published during the six week period of November 18 through December 25, 2009 because the November - December

time period is typically one of the largest shopping and retail sales period of the year. As a result, the volume of local business advertisements that were available across most of the local media outlets was large enough to have both a representative cross section of business categories and enough advertisements to analyze media use and trends.

Finally, the decision was made to sample each media organization independently so that a sufficient number of cases from each media outlet would be included in the study, allowing analysis to be conducted at the organization and sub-market levels.

Because sample selection is an important content analysis design decision and must ensure that each unit has the same chance of being represented (Hester & Dougall, 2007), the sampling technique for this study was constructed week sampling. Constructed week samples involve identifying all Mondays, and then randomly selecting one Monday, then identifying all Tuesdays, and randomly selecting one Tuesday etc. to construct a week that ensures that each day of the week is represented equally (Hester & Dougall, 2007). Previous research has generally agreed on the procedures for consecutive week sampling in newspaper content analysis (Riffe, Aust & Lacy, 1993; Lacy, Robinson & Riffe, 1995; Lacy, Riffe, Stoddard, Martin & Chang, 2001), but are somewhat undecided on the most effective way to construct consecutive weeks when using other formats such as broadcast news (Riffe, Lacy, Nagovan & Burkum, 1996; Wang, 2006; Hester & Dougall, 2007). For newspapers, a sample of full editions of the papers published during the period was drawn. For broadcast news, a sample of the 6 p.m. newscasts was used.

Due to the ease of availability of daily 6:00 p.m. newscasts from among the five TV stations in the Northeast Georgia market area closely matching the occurrence of the newspapers to be investigated for this study, the same constructed week technique was used to draw a sample

from both of the populations. Two of the 20 local newspapers were seven-day-a-week publications from Athens and Gainesville, the major cities in the market area. To construct the sample, each group of newspapers was divided into the 7 days of the week and using a random number generator, two editions from each of the seven days were selected at random. Each published edition of the 11 five-day and bi-weekly newspapers and the 6 weekly editions published of the fifteen weekly newspapers were included in the sample. One weekly newspaper, the Towns County Herald sold out of two editions during the six week period, so the sample for this weekly includes only four newspapers. The total number of newspapers in the sample drawn using this technique was 144.

The same constructed week format was used to select the sample of the nightly newscasts, choosing two airdates by random number for each broadcast day of the week. Similar to the publication schedule of the local newspapers, 6:00 p.m. newscasts varied among the stations by days of the week and program length. The ABC and Fox affiliates each broadcast hour-long news programs Monday thru Friday, while CBS and WNEG broadcast half-hour evening news on Monday thru Friday. The NBC station broadcast 30-minute newscasts seven days a week, Monday thru Sunday. After excluding dates that a station did not air a 6:00 p.m. newscast - Thanksgiving Day, Christmas Eve and Christmas Day - news programs for each affiliate were chosen to result in a sample of two constructed weeks for each station, the total number of newscasts sampled equaled 54.

To explore local advertiser presence with new media options, the corresponding online versions of print newspapers and broadcast news are part of this study and were included in the sample. The broadcast news stations; ABC, CBS, Fox, NBC and WNEG, and nineteen of the 20 local newspapers each had some type of website. The lone exception was the privately and

independently owned Oglethorpe Echo. As with print and broadcast, constructed week website samples were chosen for newspaper and broadcast television station by the dates that corresponded to the traditional media random sample. Screen captures of each website were collected at approximately the same time of day on each publication or broadcast date.

The website homepage of the five broadcast station and 18 of the newspapers were collected. For the two metropolitan area newspaper websites, *OnlineAthens* and *GainesvilleTimes.com*, the homepage, as well as the main section pages of each website - news, sports, features/local, opinion, and “get out”, the lifestyle section of the Gainesville Times, for a total of 392 newspaper and 54 broadcast station webpage captures in the sample.

It is believed that local businesses make advertising media decisions in part based on their target audience, budget constraints, and their knowledge of advertising and available media options, and the choices will vary by type of business and product category. To determine the general categories for this study, previous published research on local advertising as well as the 2009 Athens Area Chamber of Commerce Membership Directory were reviewed to identify common local business categorizations (Frederick-Collins, 1992; Otnes & Faber, 1989; Smith, 1993; Van Auken, Doran & Rittenburg, 1992), including research done specifically on the Athens area (Cameron, Nowak & Krugman, 1993; Reid & King, 2005; Reid, King, Martin & Soh, 2005).

For this study, only advertisements that were defined as *local* Northeast Georgia region ads were included in the sample. An advertisement was determined to be local if it was from a business located in the city/county located in the 18 full counties and cities in the northeastern portion of Northeast Georgia, the 11 metro counties surrounding the city of Atlanta or in the 5 Georgia bordering counties of western South Carolina and northwestern North Carolina. A local

business was defined as company where the business owner has full decision-making authority for the business at the location, and offers a product or service that a person would be unlikely to travel to buy. In cases where the location of the business was either partially indicated, i.e. a street address but no city or state was specified, or completely omitted, if a telephone number for the business was listed, the area code exchange (828- for North Carolina, 864- or 868- for South Carolina, and 404-, 678-, 706-, or 770- for Northeast Georgia) was used.

Based on this available information, 12 general advertising categories were selected for coding: Automobile Sales, Bank/Financial Institutions and Services, Education, General Retail, Grocery/Specialty Food Markets, Health Care, Personal Care Services, Other Professional Services, Residential/Commercial Real Estate, Restaurants/Bars/Event/Entertainment, Self Promotion and Other. For this study, these categories cover a range of the different types of products and services and are generally considered adequate to determine if differences in audience, budget and knowledge exists across business categories on the local level.

In addition to ad category, the variables used in this analysis included media platform (print newspapers, print online, television, television online), the location of the advertiser (Atlanta/NE Georgia/North/South Carolina), section or block of newspaper, newscast or webpage the ad appeared in, size of the advertisement (quarter/half/full page, other size or length), and the presence of any color in the ad (print ads only) as a surrogate measure for advertising investment. In addition, for both traditional and online, the mention of the availability of a website, Facebook, Twitter or other new media option was included.

To answer the research question, what is the impact of new media on local area business advertisers' utilization of different local advertising media, the independent variables for this study are advertiser category and the dependent variables are media platform, advertiser location,

section or block advertisement is located, size of advertisement presence of color in ad and presence of new media mentioned in advertisement.

To reduce bias and insure the content analysis of research data is reliable and could be validated, it was necessary to code the samples based on category and obtain inter-coder reliability, i.e. common agreement among the coders. For this research project, four coders were used to code the sample. Each coder was asked to cross code a representative portion of sample of advertisements appearing in the print newspapers, broadcast newscasts, and online sites for both print and broadcast media organizations.

In order to establish intercoder reliability, each of the four coders was asked to code samples of 2 editions of weekly newspapers, 4 editions of daily newspapers, 10 online website pages and 4 editions of broadcast newscasts. In all, 20 full news publications were used, coded for a total of 302 advertising cases. None of the editions used for establishing intercoder reliability were drawn from the population editions actually coded for the study.

Using Holsti's Intercoder reliability coefficient as the standard for reliability, coders coded for all 18 variables in the study (Holsti, 1969). Intercoder reliability coefficients varied somewhat across the variables, ranging from .82 to .99, all above the .80 established by Holsti as the minimum acceptable level of reliability. Coder reliability was highest for the variables advertising category, advertiser location and section/block the ad appeared in, and lowest for presence of color in ad, size of the ad, and advertiser location.

Achieving intercoder reliability for this study was not without its problems. Early in the coder training it quickly became apparent that each of the four coders brought different biases and issues to the process. The first complication was that three of the coders were non-Georgia residents, having moved to the area recently from Virginia, Kentucky, and Wisconsin

respectively. Each was largely unfamiliar with the Northeast Georgia area. This lack of familiarity sometimes created difficulties with the coder's ability to distinguishing local from national ads, especially when the information available in the ad was vague or missing.

Conversely, the one coder's familiarity with the Northeast Georgia region presented its own challenges. It was necessary for this coder to be particularly diligent in not letting prior knowledge of an advertiser influence ad coding. In addition, there were several instances where an advertiser's name was familiar to the coder, but if the advertiser's category or location was not specifically stated, the ad category was incorrectly coded or misidentified as a national vs. local ad so as to adhere strictly to the operational definition used for the coding. It was also frequently observed that in each of the advertising options, a number of the ads omitted an indicator of the type of product or service, or location of the business, thus special care had to be exercised to avoid coding information that was not actually present in the advertisement.

One of the more interesting discoveries during the coding process concerned the coders themselves and the online portions of the sample. Three of the coders are of the demographic known as "Generation Next" or the "Net Generation" (Pew Research Center for the People and the Press, 2007) where in their life there has always been an Internet, and Facebook, Twitter and a Blackberry are *de rigueur*, yet none of them could easily distinguish advertising from news content when coding online news websites. Ultimately, although coder reliability was established for all ad content across all media platforms, when coding the material from broadcast online sites, one coder was so clearly an outlier in their inability to distinguish between news and advertising content that the individual was subsequently excluded from further coding of broadcast websites.

As previously indicated, the unit of analysis during coding was the advertisement. However, in order to test some of the hypotheses, the unit of analysis was necessarily recoded back to the individual business that was advertising in one or more of the media organizations examined. This recoding resulted in 2,099 cases.

For this study, a “business” was defined as an advertiser located in a particular city or county. Thus, if a number of advertisements were run by businesses with the same name, but located in different communities, they were treated as different businesses and different advertisers. Therefore, if there were 10 “Dairy Queen” ads run, 4 from a Dairy Queen in Town A and 6 from Dairy Queens in Town B, two separate businesses would have been listed for Dairy Queen. However, if businesses with the same name had multiple locations in the same community, they were treated as if they were one advertiser because individual business addresses were not recorded as part of the coding. This coding scheme assumes that advertising decisions for offices or for franchises of the same company in different communities would be made independently by the owner/manager in each community. That assumption cannot be confirmed. Given, however, the large geographic area under study and its fragmentation over multiple state lines and geographic features such as the Appalachian Mountain range and multiple large lake and river systems, it is not an unreasonable assumption for most cases.

CHAPTER 4

FINDINGS

The sampling method described in Chapter 2 generated a total of 11,141 ads that were analyzed for this study. Of those, 86% appeared in newspapers, 6% appeared in newspapers' online editions, 5% appeared on television, and 3% appeared on television stations' websites (Table 1). Thus, as suggested by previous researchers (Dawley, 2007; Fadner, 2009; Goetzl, 2009; Lacy, 2009; Steel, 2009), in late 2009, local advertisers, at least in this market, still appeared reluctant to buy ads on online news sites, still heavily favoring traditional news media as the platform for reaching their local audiences.

As might be expected for local media, particularly given the season of the year in which these data were collected, General Retailing was the category of advertiser that placed the most advertisements in the local media during the period under study (Table 2). The generic category of "Other," which includes multiple advertisers whose businesses do not fall into any identifiable business category was the second largest group of local advertisers, followed by non-medical professional services and restaurant and entertainment services.

Table 3 illustrates the number of local advertisements placed by market area location. By far, the largest number of advertisements came from the Northeast Georgia region, with the smallest number of ads coming from advertisers in North and South Carolina. Examination of data describing the sample showed that 91% of the advertisements coded appeared in daily or weekly newspapers or their online pages while 9% appeared in television newscasts or on the station's online Website (not shown in tables). Table 4 shows distribution of advertising by organization, and revealed some very interesting findings. Surprisingly, the Northeast Georgian,

a bi-weekly newspaper that serves rural Habersham County ran the highest number of advertisements, with just over 7% of the total sample.

A possible explanation for this occurrence could be that as a bi-weekly (Tuesday and Friday) publication in a rural county that is bordered by 5 rural counties that each have weekly (Thursday) newspapers, as well as Gainesville and the tip of western South Carolina, that local businesses from the multicounty area are realizing the economic utility of placing advertising in a medium that will offer a greater potential for audience eyeballs with less competition for those eyeballs from competing media outlets.

As would be expected, the daily Athens Banner Herald was close behind with also just over 7% of the total sample. Another unexpected outcome was the North Georgia News, the weekly newspaper of rural Union County, located on the border of North Carolina as the newspaper with the third highest in number of advertisements.

The most successful television stations in the sample, Channels 11 and 2 in Atlanta aired about 2% of the total number of advertisements in the sample each (Table 4). The numbers of advertisements run by an organization cannot be assumed to be a surrogate measure for revenue, however, as the raw number does not account for advertising rates, which vary depending on a number of variables.

As noted earlier, researchers indicate that local businesses appear to be increasing their use of new media platforms such as online and social networking (Borrell, 2009; Nowak, Cameron & Krugman, 1993; Sass, 2009). However, as Table 5 illustrates, only 35% of the total number of advertisements in the sample specified the availability of a business website, Facebook page, Twitter account or other new media option. Furthermore, most of the local broadcast stations sold a higher number of third party online ads than did local newspapers.

Table 6 shows that the two daily newspapers by far sold a higher percentage of online advertisements than the local weekly newspapers. However, it should be also be noted that of all the local media outlets, only one broadcast station sold greater than 50% of their third party ads online, and most of the newspapers did not sell more than 10% of their third party ads online.

One reason for the higher number of broadcast third party online ads could be attributed to the expensive nature of broadcast television advertising; the price of the ad time as well as the cost of producing a :15, :30, or :60 second advertisement is generally outside the budget of most local advertisers. Online ads are cheaper to produce and buy than those on broadcast television. In addition, there is a finite availability of advertising time in the typical half hour or hour newscast. Likewise, in contrast to broadcast spot ads, which only reach the audience viewing the newscast on the date and at the moment the advertisement runs, online ads are available anytime the website is accessed.

Another reason could be attributed to the geographic location of the broadcast stations. Four of the five stations are located in the Atlanta area, the largest metropolitan area of the state. As a result, there are a number of factors that could contribute to the higher online advertising percentages. Large urban areas have more widespread high-speed Internet access than the smaller rural areas, making websites more easily accessible by more potential consumers. Also, the number of potential advertisers as well as a more varied available customer demographic is much higher in the metro areas than the rural communities, which offers more opportunities and incentive for local online presence.

Some of the same factors could also explain the higher number of online third party ads on the two daily newspapers sites. Both daily papers are located in, and serve metropolitan areas with a larger amount of potential advertisers and customers. In addition, web newspaper

advertising offers the ability to utilize color and graphics in the advertisement, and is often less of an expense than a comparable print advertisement of the same caliber. Also, as daily publications, content on the web sites is typically updated more frequently than the weekly newspaper sites, which offers daily newspaper online advertisers more exposure to potential customers. Finally, the weekly papers serve smaller and more rural counties, which unlike the urban areas, tend to have a sparser and more limited audience demographic, and also may not have widespread availability or access to high speed internet.

In summary, business advertiser's traditional media use still outpaces online usage in this local market. By far, print is still the most heavily used advertising platform. In contrast, in this market, online advertising media outlets appear to have only a foot in the door.

This study used two units of analysis. The first unit was the examination of how local businesses are using advertising media. Hypothesis 1 and 2 will test media use practices in this market. Local media organizations use of traditional and digital media is explored in the second unit of analysis. Hypothesis 3 and 4 will test local media organization's usage of traditional and digital media.

Hypotheses

H1: The first hypothesis states that advertisers who invest more in advertising will be more likely than advertisers who spend less money on advertising to use a digital outlet. H1 was supported. Table 6 shows that businesses that placed a large number of ads (21-25) were significantly more likely (39.4%) than were those advertisers (4.5%) who bought fewer (6-10) ads to use a digital outlet as part of their media mix. Table 7 further illustrates that local advertisers who place a high number (21-25 or 26+) of ads more than double (19.4% vs. 39.3%) their use of digital media platforms while making only slight modifications in their traditional

media use. In contrast, Table 8 shows that a majority of local businesses (1698) in this market buy advertising in only one traditional (94.8%) media organization. However, local advertising buyers who utilize a greater number of media organizations (5-7) were twice as likely (10.3%) to include some new media in their mix than advertiser who used fewer (2-4) media organizations (6.1%), suggesting that a majority of local business's advertising utility may not justify the use of more than one medium.

H2: The second hypothesis states that local businesses that specify a web or other new media presence will be more likely to advertise online than will businesses that do not indicate new media use. H2 was supported. Businesses that in at least one advertisement had advertised their own online presence in the form of a web address, Facebook, or Twitter were significantly more likely than business that never advertised an online presence to have included online advertising in their advertising mix. Table 9 shows that businesses with an advertised online presence were nearly twice as likely (7.6%) as those without an advertised online presence (4.2%) to have bought at least one online ad during the period of study. Nevertheless, businesses that invest in online advertising remained a tiny minority in the population. More than 90% of all advertisers in this population advertised only through the traditional media's traditional platform during the study period.

H3: The third hypothesis states that daily media will be more likely than weekly media to emphasize online ad sales. H3 was supported. Of the total number of local ads placed in daily media (2027), the broadcast media show a stronger percent of sales overall (Table 10). Comparing print (50.9%) to print online (14.8%) shows only a minor shift toward online sales. In contrast, broadcast (21.5%) and broadcast online (12.8%) shows a significant shift toward digital media sales. Table 11 illustrates that traditional broadcast ads are sold more (21.5%) in

this market than newspaper online (14.8%). Table 12 very plainly indicates that all of the traditional daily media are promoting online sales (27.6%). Comparatively, weekly traditional media's promotion of online options appears to be almost (2.8%) non-existent. Further, the data show that daily media overall sold one quarter of the total ads of weekly media during this period of study, which makes the daily online percentages more impressive. While there are significant indications that daily media are promoting online advertising sales, weekly media clearly are not.

H4: The fourth hypothesis states that local advertisers who primarily sell a tangible good will be more likely to place online advertising than will advertisers who market an intangible product. H4 was not supported. The data were in the exact opposite direction to what was predicted. Businesses that market tangible goods are significantly less likely than those that market intangible goods to have included online advertising in their advertising mix. Table 13 shows that local businesses that marketed tangible goods were slightly less (3.9%) likely to have bought at online advertising during this period. Businesses that market intangibles were more likely (5.6%) to have purchased an online ad. As with H3, businesses that invest in online advertising remain the minority of the population. Again, more than 90% of all advertisers in this population advertised through the traditional media's traditional platforms during this study period.

Although not hypothesized, the findings from H1 show that businesses place a larger number of ads are significantly more likely to use online as part of their media mix, and findings from H3 indicates that all of the traditional daily media are promoting online sales. This is in line with previous research that indicted advertisers who are more sophisticated in their knowledge of their product, market, audience and media options were more likely to adopt online advertising

early (Cameron, Nowak & Krugman, 1993; Frederick-Collins, 1992; Otnes & Faber, 1989; Reid & King, 2005; Smith, 1995; Smith 1998).

To further test this concept in context of this local market, a further analysis was done to see whether local advertisers in highly urban areas, who would be more likely to be knowledgeable and sophisticated, would be more likely than advertisers in more rural areas to have experimented with online advertising.

To explore this question, data were recoded by media organization into rural, moderately rural, small urban and highly urban categories based upon county population. Rural was defined as a population of 10,000 to 49,999. Moderately rural were 50,000 to 99,999, small urban 100,000 to 500,000 and highly urban was a population of 500,000+. The data were then cross-coded by advertising category. Analysis of the recoded data supports the argument that local advertisers in larger urban areas were likely to be sophisticated and knowledgeable enough on their product, market, and target audience to be using online media. Table 14 shows that in this local market, advertisers in rural areas use traditional media almost (97.7%) exclusively, while highly urban advertisers use less traditional (70.7%) media and significantly more online only (20.3%) media outlets than rural advertisers do

Table 1
Percentage of Advertisements Placed by Medium

Medium	Number of Ads	% of Total Ads
Print Only	9563	85.6
Print Online	701	6.3
Broadcast Only	586	5.3
Broadcast Online	316	2.8
Total	11141	100

Table 2
 Advertisements Placed in Local Media by Category

Category	Number of Ads	% of Total Ads
General Retail	3261	29.3
Other	1399	12.6
Other Professional Services	1254	11.3
Restaurants/Bars/Events/Entertainment	1147	10.3
Self Promotion	927	8.3
Health Care	907	8.1
Banks/Insurance/Financial Institutions & Services	649	5.8
Automobile Sales	559	5.0
Personal Care Services	320	2.9
Residential/Commercial Real Estate	288	2.6
Education	258	2.3
Grocery/Specialty Food Markets	172	1.5
Total	11141	100

Table 3
 Advertisements Placed by Market Area Location

Area Location	Number of Ads	% of Total Ads
Northeast Georgia Area	10022	89.9
Local Atlanta Area	916	8.2
North/South Carolina Area	201	1.8
Don't Know/Can't Tell	2	.0
Total	11141	100

Table 4
 Distribution of Advertising by Media Organization

Medium	Number of Ads	% of Total Ads
Northeast Georgian	843	7.5
Athens Banner Herald	828	7.4
North Georgia News	802	7.2
Dahlonega Nugget	736	6.6
Jackson Herald	710	6.4
Clayton Tribune	701	6.3
Madison Journal	499	4.5
White County News	537	4.8
Toccoa Record	490	4.4
Elberton Star	472	4.2
Commerce News	468	4.2
Banks News	461	4.1
Gainesville Times	457	4.1
Hartwell Sun	422	3.8
Oconee Enterprise	411	3.7
Towns County Herald	359	3.2
Oglethorpe Echo	345	3.1
WXIA-TV	268	2.4
Barrow Journal	251	2.3
Franklin County Citizen	234	2.1

WSB-TV	219	2.0
Red & Black	213	1.9
WAGA-TV	201	1.8
WGCL-TV	124	1.1
WNEG-TV	90	.8
N	11141	100

Table 5
Business Indicates Online or Social Media Use in Advertisement

New Media Indicated	Number of Ads	% of Ads
No	6946	62.3
Yes	3877	34.5
Total	10823	92.1

Table 6
 Total Third Party Advertisements Bought

Ad Platform	Total Ads Bought					
	1 ad placed	2-5 ads bought	6-10 ads bought	11-15 ads bought	16-20 ads bought	21-25 ads bought
Traditional Media Only	97.2	95.1	95.5	84.0	88.2	60.6
Some New Media in Mix	2.8	4.9	4.5	16.0	11.8	39.4
N	636	734	530	106	34	33

Note: $\chi^2=110.1$; $df=5$; $p \geq .001$

Table 7
Total Third Party Advertisement Investment

Ad Platform	Total Ads Bought						
	1 ad bought	2-5 ads bought	6-10 ads bought	11-15 ads bought	16-20 ads bought	21-25 ads bought	26+ ads bought
Traditional Media Only	97.2	95.1	95.5	84.0	88.2	60.6	60.7
Some New Media in Mix	2.8	4.9	4.5	16.0	11.8	19.4	39.3
N	636	734	530	106	34	31	28

Note: $\chi^2=107.8$; $df=6$; $p \geq .001$

Table 8
Business Advertising Media Organizations Bought

Ad Platform	Total Media Organizations Bought			
	1 media org. bought	2-4 media orgs bought	5-7 media orgs bought	8-14 media orgs bought
Traditional Media Only	94.8%	93.9%	89.7%	72.7%
Some New Media in Mix	5.2%	6.1%	10.3%	27.3%
N	1698	361	29	11

Note: $\chi^2 = 11.8$; df = 3; $p \geq .08$

Table 9
 Business Indicates Use of New Media in Advertisement

Ad Platform	Indicates in Ad Use of New Media	
	Yes Column %	No Column %
Traditional Media Only	92.4	95.8
Some New Media in Mix	7.6	4.2
N	811	1288

Note: $\chi^2 = 11.36$; $df = 1$; $p \leq .001$

Table 10
Percentage of Advertising Placed in Traditional and Online Media

Medium	Print %	Broadcast %
Traditional	93.2	65.0
Online	6.8	35.0
N	10239	902

Table 11
 Daily and Weekly Media Emphasis of Online Ad Sales

Ad Platform	Daily Media	Weekly Media
	Column %	Column %
Print	50.9	97.2
Print Online	14.8	2.8
Broadcast	21.5	.0
Broadcast Online	12.8	.0
N	2027	8168

Note: $\chi^2 = 3651.0$; $df=3$; $p \geq .001$

Table 12
 Business Daily and Weekly Media Online Paid Ad Sales

Ad Platform	Daily Media	Weekly Media
	Column %	Column %
Traditional Media	72.4	97.2
Online Media	27.6	2.8
Total N	2027	8168

Notes: Unit of analysis is paid ads (minus self promotion)
 $\chi^2 = 1410$; $df=1$; $p \geq .001$

Table 13
 Relationship Between Advertisers Product and Likelihood of Buying Ads Online

Ad Platform	Intangible Column %	Tangible Column %
Traditional Media Only	94.4	96.1
Some New Media in Mix	5.6	3.9
N	1046	802

Note: $\chi^2 = 3.088; df = 1; p \leq .079$

Table 14
 Relationship Between Rural and Urban News Markets and the Likelihood of Buying Online Ads

Ad Platform	Rural-Urban News Market			
	Rural 10,000-49,999	Mod. Rural 50,000-99,999	Small Urban 100,000-500,000	Highly Urban 500,000+
Traditional Media Only	97.7%	93.9%	91.0%	70.7%
New Media Only	.5%	4.6%	4.0%	20.3%
Some New Media in Mix	1.8%	1.5%	5.0%	8.9%
N	1349	184	363	87

Note: $\chi^2 = 209.0$; $df = 6$; $p \geq .001$

CHAPTER 5

CONCLUSIONS AND LIMITATIONS

Conclusions and Recommendations

The advertising media use patterns in most of the findings of this study support the overall assumption and previous research showing local business advertisers and media managers are not wholly embracing new media options. However, it is apparent that inroads into digital media use are being made.

Higher percentages of local advertisers who sizably invest in advertising are using digital media more than those advertisers who spend less, and local advertisers that are self promoting their businesses via online and social networking are significantly more likely to use online media as an advertising option. On the media sales side, a substantial percentage of daily media are beginning to emphasize online advertising opportunities, although weekly local media still seem not to focus much on online sales.

Even with the emergence of new media, overall most local businesses categories in the Northeast Georgia region still use print newspapers for a majority of their advertising needs. With the exception of the daily Athens Banner Herald, the highest numbers of advertisements run in this market area were from the rural county weekly newspapers. In contrast, despite suggestions that new media use is increasing in local markets, most local businesses in this study did not specify the availability of a website or other online media in their advertising, and the two local daily newspapers, while selling a significantly higher percentage of online advertisements than the weekly papers, still only sold around 10% of their total advertising online. The local broadcast stations did not appear to do any better than newspapers. Overall,

there were very few local ads appearing on any of the newscasts, and only one of the 5 stations sold greater than half of their local advertisements online.

The findings of this study support some previous research done at a much earlier stage of the development of the online advertising market. Local advertisers tend to adopt new advertising platforms slowly, yet as found by Reid, King, Martin and Soh (2005), this study also found that local advertisers who invest more in advertising their businesses are more likely to have begun experimenting with new media as a marketing platform. Similarly, as early as 1993, Nowak, Cameron and Krugman found that local cable systems were beginning to focus attention on local advertising sales, and the availability of new media options encouraged some local advertisers to change their media spending and selection. However, as late as 2005, Reid and King found that local businesses still perceived local newspapers and radio to be the most valuable and effective media for delivering the desired audience and were still devoting most of their advertising budgets to newspaper.

These findings also have theoretical and practical implications. As noted earlier, advertising is a significant expense for local area businesses. The changing advertising landscape requires the local advertising buyer to choose his or her media preferences from among the available alternatives by assessing the mediums appropriate for his or her advertising objectives while meeting his perceptions of economic effectiveness. Regardless of the information, or lack thereof, available to the decision maker, he or she must still try to decide what medium offers the most perceived value, or utility for the specific situation, and the decision may ultimately depend upon his or her past media experience and present media expectations (Fishburn, 1968).

The findings clearly show that although at the national level, advertisers are increasingly investing in new media advertising platforms; local advertisers are not finding the same utility in

digital advertising platforms, at least not those that are based on local news content. Given the pre-eminence of local news media as the traditional primary community communication and advertising forum for local and rural communities, it seems unlikely that advertisers who are not buying ads around digital news content would be buying, instead, less traditional digital platforms such as Facebook or Twitter. Thus, these findings suggest that local businesses do not yet find value in buying space online.

The reasons for this may include the geographic location of the advertiser. In this study, the majority of the local businesses were located in small rural areas. These locations may not have the number of potential advertisers whose target audience or available budget is large enough to justify online advertising. In addition, many rural areas may not yet have widespread access to high-speed internet, making access to websites difficult or sometimes impossible.

Also, most rural news media website content is not updated with current news and information on a regular basis. In contrast, larger urban areas have the internet access, but target audiences are more fragmented, and there are a much higher number of potential advertisers available than in rural areas. News media websites are updated on a more regular basis, but often the sites are so cluttered with content and station affiliate advertising that local advertisers may assume their advertisement would get lost in the vortex.

As with local business advertising buyers, from the media organization standpoint, utility, or economic usefulness helps a decision-maker determine his or her preferences between available alternatives. Among the reasons that may make it difficult for organizations to make preference comparisons are the habits formed throughout a history of elimination of undesirable or ineffective results through trial and error. There is also the weighing of utility of the medium under consideration against the possible loss of utility involved in giving up whatever medium

must be sacrificed to use it (Fishburn, 1968; Tugwell, 1922). Additionally, the decision maker may find it difficult to choose an overall preference between the alternatives when one medium is better than another in some attributes but the reverse is true for others. Overall, the decision maker's willingness to buy one medium over another often lies in an ability to base media choices on the attributes that are believed will yield the gratifications and economic utility he or she is seeking (Dickenson, 1919; Friedman & Savage, 1948; Tugwell, 1922).

From an applied standpoint, local news media organizations who are watching audiences erode in the face of digital competition need to investigate the use, implementation and promotion of news and information content via the new tools of the media realm; Facebook, Twitter, YouTube, Internet, iPhone, and RSS to name a few, in order to reach the increasingly fragmented, niche oriented, multiple media consuming audiences instead of continuing to concentrate on traditional broadcasts and publication schedules that appear to be becoming inapplicable to the lives of local audiences.

A new focus on mixed media would suggest that local news organizations should consider developing multiplatform deals with local advertisers. Some possible options could include cleaner news websites with sophisticated graphics and integrated audio and/or video together with content sponsorships or partnerships with local businesses looking to advertise online. In addition, media managers could offer options such as printable or web coupons and e-mail newsletters through the medium's website and Facebook site as well as podcasts, RSS feeds, and Twitter based news alerts. as well as leverage its established strengths and improve the current weaknesses in order to make traditional news media outlets as dynamic, robust and relevant to local audiences and advertisers as their new media counterparts.

While this study shows that at least in this particular local market, new media is not being widely adopted by advertisers, it appears to be gaining some acceptance. However, there are still a number of courses of action available to local advertisers and media managers alike to expand their knowledge and utilization of the untapped opportunities available in digital media platforms.

To help make new media a more valuable advertising option to local business advertisers, media managers should educate themselves on the different attributes of the available digital media in order to improve their ability to effectively market digital media as viable and economically valuable options to offset traditional advertising media's loss of audience eyeballs. Furthermore, local news media managers need to identify how their organization can capitalize on businesses that are adopting online and social networking as advertising options.

Observations

Additionally, there are several media practices that local media managers and business advertisers can change in order to improve the value of their advertising media choices and increase the return on their advertising investment. Local media is becoming more and more niche oriented, and media managers and advertisers need to be educated on new media's abilities to deliver a more customized audience through niche advertising. Likewise, media managers and advertisers should work in tandem to improve media presentation of information.

During the course of this study, there were some surprising discoveries and a number of disconcerting media use practices observed. One of the most astonishing surprises involved the data coders and the online portion of the sample. Finding that individuals of the "Net Generation" (Pew Research Center for the People and the Press, 2007) who have grown up using the Internet, yet cannot easily differentiate advertisements from news content in an online news

website should signal to media managers that both content layout and format of news websites should be examined more critically in order to increase usability for the audience and visibility for the advertisers.

Along similar lines, most of the traditional print and broadcast websites utilize frames. A simple definition of website frames is windows within a browser window that can load content separately from the surrounding window. In other words, within a frame on a Web page there can be content from elsewhere either within the web site, or even entirely from another site (Living the Web 2.0, 2008). The local media online sites using frames for their advertising placement are doing themselves and their advertisers an injustice. Framed ads are stagnant and do not change on click through to other locations of the website. This practice limits the potential to have multiple advertiser presence on a website and limits the media's ability to target market to niche audiences. In addition, media outlets that do not update their website content on a regular basis are likely to lose audience to other outlets offering current information and as a result losing potential customers for the advertisers.

Another troubling trend is the increasing website clutter. As noted earlier section, the inability to distinguish news content from advertising can be a frustrating experience for a user looking for news or information on local products and services, which again may drive a potential customer to a competing site.

In contrast to media clutter, yet another advertising practice that was surprising and should be examined is ads published with key advertiser information omitted such as business physical address, contact phone number or an identifiable product or service offered for sale. It appears that many local advertisers, or media sales staff may be assuming that consumer audiences are always locally based or familiar with the advertiser and his or her business, when

in fact potential customers may perceive a local business ad to be a national company ad, which may result in a number of local advertisers losing potential customers to local businesses who provide comprehensive information in their advertising.

Lastly, traditional media should drive new media and new media should drive traditional. As noted earlier, media placement and promotion strategies are often based in media instincts and impulses rooted in past media experience of the marketing manager. Therefore, weekly media in particular would benefit by expanding their knowledge of the market, targeted audience and the characteristics of the different media now available in order to increase value and ROI on their digital media presence. All local advertising and news media outlets would benefit from an increase in promotion and cross marketing within their media organizations of more dynamic, up to date online sites.

Limitations

This study had several limitations. The most significant limitation was that only one media market was examined for this study. This makes it impossible to generalize the findings of this study to all local market areas in the United States. More research could expand the number of local markets analyzed, which would enhance the capability of generalization of the findings to local advertising media use.

Although studies in the literature review included discussion on radio as an effective and frequently used medium for local advertising due to its ability to reach and target local audiences in a cost effective way, this study did not include radio because of the difficulty of collecting advertising content data from around radio newscasts. Future research to include local advertising on radio together with print newspaper and broadcast television media, juxtaposed

with digital media usage would expand the picture of local advertisers traditional and digital media use.

Another limitation for this study was the timing of the advertising media data collection. The gathering of advertising media use data occurred during the Thanksgiving/Christmas holiday shopping period. This timeframe is generally considered to be the busiest for advertising, and for many local merchants, the most important shopping period of the year. The November-December timeframe is often the heaviest advertising period of the year; therefore, it is possible that some of the local businesses represented in the data placed advertising only during this time period, which could have introduced some bias into the findings.

Finally, since this study focused only on local advertising media content, there is no psycho-economic knowledge on local advertiser's media decision making processes and choices. Future research to include surveys or interviews to examine local advertisers' personal media preferences and experiences, their budgetary concerns and audience targeting and demographic interests as well as the local advertisers level of satisfaction with the performance of different media platforms would provide a clearer and more comprehensive understanding of the local advertisers attitudes toward all advertising media outlets, and perspective on new media as a viable local advertising option.

Future Research

There is clearly a need for more empirical research on how local advertisers and media managers view and use traditional and digital advertising media. Future research could expand this study to include the impact of radio and outdoor media on local businesses advertising media choices. Additionally, research that includes multiple local markets in order to get a more comprehensive picture of how local business are adopting new media into their advertising plans

would be useful. Another interesting area of study could include local use of other emerging online platforms such as banner ads and search, and studies utilizing surveys and in depth interviews to better understand local media buyer's attitudes towards advertising related tasks and their media decision-making processes could also be helpful contributions to this body of research.

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