

# **Independent Local News Sites In Tampa Do Not Significantly Contribute to Source or Viewpoint Diversity**

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## **Abstract**

This brief study investigates the influence of Internet websites operated by independent non-traditional media outlets with a Tampa Florida specific focus. In order to do this, we characterize the content, traffic, and audience composition of 7 different independent Tampa-specific websites listed by Media General in their October 23<sup>rd</sup> filing with the FCC, and compare with 22 websites operated by traditional media companies based in the Tampa area.

The findings of this study demonstrate the following:

- The independent Tampa-specific websites cited by Media General do not publish appreciable amounts of original local news content.
  - Nearly half of the stories in our sample of Tampa-specific websites were not locally focused stories.
  - Over 70 percent of the stories in our sample of Tampa-specific websites were on non-hard news topics such as sports and entertainment.
  - Only 11.4 percent of the stories in our sample of Tampa-specific websites contained original reporting. But the bulk of these stories were on soft-news topics, such as concert and restaurant reviews.
  - In total, only 3 percent of the stories in our sample of Tampa-specific websites contained original reporting on hard news topics such as crime, local governance, education and local politics.
- The independent Tampa-specific websites have very small audiences. The average number of unique visitors in a single month to the independent Tampa-specific websites was just under 7,000. The average number of unique monthly visitors to the websites of the two major Tampa newspapers is nearly 90 times as large. Furthermore, the physical space presence of the traditional media outlets would make their viewership far larger.
- The audiences of the independent Tampa-specific websites are very transient. Only 23 percent of the visitors to the independent Tampa-specific websites viewed the site between 2 and 30 times in a month. However, 56 percent of the visitors to the websites of local newspapers, and 48 percent of the visitors to local TV websites were frequent users, viewing the sites between 2 and 30 times in a month.

The results of this study (and that of our prior study which examined city-specific websites in 16 other media markets) demonstrate that though the Internet provides another medium for the dissemination of local news, it has yet to actually compete with, or diminish the influence of the traditional newspaper and broadcast news outlets. Thus, the presence of these city-specific local websites does not provide a compelling reason to remove important ownership protections that maintain citizen's access to a vibrant and diverse local news media.

## Background

In their recent comments to the Federal Communications Commission (FCC), the Media General (owner of the *Tampa Tribune* and WFLA-TV) assert that the Internet has changed the media marketplace to the point where FCC rules barring the common ownership of local newspaper and broadcast properties is no longer in the public interest.<sup>1</sup> However, Media General provides no evidence that the actual *content* of these new independently owned websites is fully independent of local television and newspaper outlets. In fact, close review of these city-specific local websites reveals that they rely heavily on the content of traditional local news outlets, with many of their “stories” hyperlinking to content hosted on the websites of local TV and newspaper outlets.

To support its assertion of a transformed media marketplace, Media General describes numerous Tampa-specific websites.<sup>2</sup> However, Media General does not describe the level of original reporting contained on these websites. They do not describe the topical content of these websites. They do not describe the audience size or audience viewing behavior of these websites, and do not describe how this compares to that of the websites of traditional local media outlets. And Media General does not address what secondary effects media consolidation would have on these independent city-specific local websites.

This study does explore these issues in a systematic and quantitative manner, and demonstrates that these websites are at best a complement to the traditional media in Tampa, relying heavily on the content of local Tampa TV and newspaper outlets. Furthermore, the audiences of these independent Tampa-specific websites are very small and transient, with all but a small percentage of the readers visiting these websites just a single time. These websites do not provide an independent source of local news, and thus do not compete with local broadcast and print news outlets. Their mere existence in no way justifies the abandonment of important FCC ownership rules. This general fact was rightly recognized by the *Prometheus* court in 2003, and has not changed in the three years since.<sup>3</sup> In fact, given that these websites largely aggregate, repurpose and comment on the original content of traditional local media outlets, consolidation in the mainstream sector would have secondary effects in these independent outlets, resulting in fewer sources of diverse local news available to the editors of these websites to present to their audiences.

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<sup>1</sup> Comments of the Media General, In the Matter of 2006 *Quadrennial Regulatory Review—Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996*, MB Docket No. 06-121; In the Matter of 2002 *Biennial Regulatory Review—Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996*, MB Docket No. 02-277; In the Matter of *Cross-Ownership of Broadcast Stations and Newspapers*, MB Docket No. 01-235; In the Matter of *Rules and Policies Concerning Multiple Ownership of Radio Broadcast Stations in Local Markets*, MB Docket No. 01-317; In the Matter of *Definition of Radio Markets*, MB Docket No. 00-244, October 23, 2006.

<sup>2</sup> *Ibid.* Appendix 9 pages 1-9

<sup>3</sup> *Prometheus Radio Project v. FCC*, 373 U.S. 372, 406 (3rd Cir. 2004), n. 34.

## Methodology

In their initial comments Media General listed 323 websites that they claim are competitors to their Tampa television and newspaper outlets. Media General included in this list the websites of local restaurants, public schools, car dealerships, city and county governments, and utility companies. Of the 323 websites listed by Media General, 22 offer some form of local news content.<sup>4</sup> We found another seven websites operated by traditional outlets in the Tampa market for a total of 29 Tampa local news websites.<sup>5</sup> Traffic and audience data for each website was gathered from Alexa.com and Quantcast.com, two of the leading traffic monitoring services on the Internet.<sup>6</sup> Data for the websites of local television news stations and local newspapers operating in the same media markets was also gathered from Alexa and Quantcast. Newspaper circulation figures as of September 2006 were obtained from the Audit Bureau of Circulations. Figure 1 details the websites contained in our sample.

In order to assess the amount of local news content published on the independent Tampa-specific websites (the website not operated by firms that have a traditional physical space media presence), a qualitative analysis of the seven independent websites was performed. All stories from the websites producing local news (i.e. sites that actually contained original content and were not mere aggregators of traditional media web content) were sampled over two separate non-consecutive seven-day periods, November 11-18, 2005 and April 5-12, 2007. Stories were coded for topic, original reporting, local focus, link to traditional media outlet, and word count. A large number of the stories in our sample originated from tampablab.com, a blog aggregator site that pulls content from over 100 blogs that purport to have a Tampa Bay area focus. In classifying original reporting, we erred on the side of inclusion. For example, we classified as original reporting blog posts that contained local pictures photographed by a contributor -- with or without accompanying commentary or verbal context. Likewise, any story that consisted of arts, entertainment or restaurant reviews were also classified as original reporting. Stories that focused on topics of city planning, community governance, crime, education, environment, labor, law, politics, and poverty were classified as "hard news".

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<sup>4</sup> Tampa Bay Business Journal was not included due to the fact that it is a subset of a larger website and traffic data could not be gathered for the Tampa specific subset; Both topix.net sites were omitted due to a similar problem and because they only aggregate and do not produce local news; hernandoccc.blogspot.com no longer appears to be operating and was omitted.

<sup>5</sup> *Creative Loafing* (Tampa), WWSB, WFLA radio, *It's Your Times*, *Hernando Today*, *St. Petersburg Times* and *Tampa Bay Times* (tbt).

<sup>6</sup> Since Media General's comments were submitted, WFTS has taken on a new address, abcactionnews.com.

Figure 1: Websites Included in Sample

Website	Website Type	Source
tampabaystart.com	Independent (Aggregator)	Independent Tampa-specific website
sticksoffire.com	Independent	Independent Tampa-specific website
lakeland.net#	Independent (Aggregator)	Independent Tampa-specific website
hellotampa.com#	Independent (Aggregator)	Independent Tampa-specific website
tampablab.com	Independent (Blog Aggregator)	Independent Tampa-specific website
allfloridanews.com	Independent	Independent Tampa-specific website
saveoursarasota.blogspot.com	Independent	Independent Tampa-specific website
sptimes.com	Newspaper	St. Petersburg Times
heraldtribune.com	Newspaper	Sarasota Herald-Tribune
theledger.com	Newspaper	The Ledger (Lakeland)
bradenton.com	Newspaper	Bradenton Herald
tampa.creativeloafing.com*	Newspaper	Creative Loafing (Tampa Weekly)
tampatrib.com	Newspaper	Tampa Tribune
sun-herald.com	Newspaper	Englewood/Nort Port Sun
tbnweekly.com	Newspaper	Various weeklys by Tampa Bay Newspapers Co.
hernandotoday.com	Newspaper	Hernando Today
highlandstoday.com	Newspaper	Highlands Today (Tampa Tribune insert)
970wfla.com	Radio	WFLA-AM
tbo.com	Other Traditional Media	Tampa-specific website owned by Media General
tampabay.com	Other Traditional Media	Tampa-specific website owned by Poynter
tbt.com	Other Traditional Media	Tampa-specific website owned by Poynter
itsyourtimes.com	Other Traditional Media	Tampa-specific website owned by Poynter
sarasotamagazine.com	Other Traditional Media	Sarasota Magazine
baynews9.com	Television	Bright House Network's local Tampa cable station
tampabays10.com	Television	WTSP
myfoxtampabay.com	Television	WTVT
abcactionnews.com	Television	WFTS
wfla.com	Television	WFLA
wwsb.tv	Television	WWSB

Data gathered on 4/13 & 4/16, 2007

# - These figures represent traffic to the entire website. The news webpage is only one sub-section of the website

\* Alexa.com only provided traffic figures for creativeloafing.com but did show that the Tampa sub-section of the website garnered 13% of total traffic

## Independent Tampa-Specific Local News Websites Cited by Media General

[Lakeland.net](#) is a website that provides links to a variety of business located in the Lakeland community. The website also aggregates news from another aggregator listed by Media General, [topix.net](#). This automated function requires little to no interaction by the webmaster and certainly does not require the employment of any newsgathering staff. Because it contains no independent local news content, [Lakeland.net](#) was not included in our qualitative analysis.

[Hellotampa.com](#) is another general Tampa website that also features a local news sub-section. This website has the tag, “bringing you news from local sources”. However, the site merely aggregates news from other outlets. When we inspected [hellotampa.com](#), the local news sub-section contained 15 articles. Ten of these articles came from Reuters. The others five originated from other wire, aggregator or existing traditional news outlets. Furthermore, all 15 articles were on sports topics. [Hellotampa.com](#), like [Lakeland.net](#) appears to employ no journalists or editors, and simply provides links to sports stories from national or local traditional outlets. Thus we did not include [hellotampa.com](#) in our qualitative analysis.

[Tampabaystart.com](#) provides national and local headlines but does so by aggregating news stories from traditional media outlets. The website links directly to the news outlets story and does not appear to employ any news staff to independently report on news in the Tampa region. It is also worth noting that the aggregation service this and other websites provide, directly benefits traditional outlets by increasing traffic to their websites. Because it contains no independent local news content, [tampabaystart.com](#) was not included in our qualitative analysis.

[Allfloridanews.com](#) is a news website that is in the process of being re-launched and no previous news articles are currently posted on the website. However, a search for the website on [archive.org](#) enabled analysis of the most recent archive of the website: stories from February 2, 2006 and from the November 11-18, 2005 period (we were unable to determine if there were any stories posted between these dates). This site appears to be run by a single individual, and is characterized by infrequent publishing of new content. Over the period of September 18, 2005-January 22, 2006, seven news items were posted. The subject matter of a posting on January 13, 2006 is particularly revealing, “We now draw over 100+ unique visitors a day”.

[Sticksoffire.com](#) is a blog that covers a wide variety of topics. While there are currently fifteen contributing editors, none consider it their primary job and only the owner appears to derive any income from the operation. The site rarely strays from local or regional topics but also rarely produces original reporting. The website has won awards for being the best blog in Tampa. The site is of course a welcome addition to the Tampa media marketplace, but cannot be considered a direct competitor to the traditional print and broadcast media in Tampa. Furthermore, many stories on the website are based upon the original reporting of Media General itself. This fact undercuts Media General’s claim that [sticksoffire.com](#) and other similar sites are direct competitors to their news operations.

[Saveoursarasota.com](#) is a blog that focuses on city planning in Sarasota and has one primary contributor. There were only 10 posting to the site during the 14 days we examined. Half the stories posted relied on news stories derived from traditional outlets and only two utilized original reporting. While the efforts of this site are noteworthy, its operator, like the rest of us, relies heavily on traditional media outlets for local news and information.

[Tampablab.com](#) aggregates blog postings from over 100 websites that purport to be Tampa Bay focused. Though Media General only listed two blogs in its FCC filing, examination of [tampablab.com](#) provides a clear and complete assessment of the state of independent news blogging in the Tampa Bay area.

## General Results - Qualitative

A total of four independent Tampa-specific local websites were reviewed, with 323 stories total (sampled over two non-consecutive one week periods). The website tampablab.com is an aggregator of 118 blogs that purport to be Tampa-focused, and thus allowed for a robust sample of independent web-based reporting taking place in the Tampa Bay area. Of the 323 stories, 263 came from tampablab.com.<sup>7</sup>

The median word count per story was 185, far below the typical length of a local newspaper story, which is usually around 500 words.<sup>8</sup> By far the most frequent type of story was arts/entertainment/human interest or food-focused pieces, accounting for nearly one half of all stories reviewed. This indicates that the focus of these local websites is not hard news, but lighter fare. In fact only 22 percent of all stories were classified as hard news (that is, focused on crime, community governance, city planning, education, legal issues, labor issues, local politics, national politics, or poverty related topics).

Few of the stories reviewed contained original reporting, defined by the typical characteristics such as quotes from anonymous or named sources, presenting conflicting opinions from several sources, reporting from an event attended by the author, and inputting some reporting effort beyond reprinting press releases verbatim. As Figure 2 shows, only 11.4 percent of the stories in the sample were based on original reporting. However, the majority of these stories were on arts, entertainment, human interest, food, sports, or other non-hard news related topics, accounting for nearly 75 percent of the stories with original reporting. Only 3.1 percent of the entire sample of stories on independent Tampa-specific websites consisted of original hard news reporting, even with the very generous assessment of hard news status.

**Figure 2: Summary of Story Content on Independent Tampa-Specific Websites<sup>9</sup>**

Type of Story on Independent Tampa-Specific Websites	Percentage of All Stories in Sample of Independent Tampa-Specific Websites
Non-Original Reporting	88.5%
Original Reporting	11.5%
Original A&E/Other Human Interest Reporting	7.1%
Original Sports Reporting	0.6%
Original Other Non-Hard News Reporting	0.6%
Original Hard News Reporting	3.1%

Furthermore, though these websites do have a Tampa Bay area focus, only slightly more than half of the stories in our sample had a local focus. Again, the overwhelming majority of these stories contained no original reporting, and those that did were not based on a hard news topic (see Figure 3).

<sup>7</sup> Sixteen posts were omitted from tampablabs.com during the periods studied because they came from sticksoffire.com and had already been included.

<sup>8</sup> <http://www.patriot-news.com/search/faq.php>

<sup>9</sup> Sub-categories of “original A&E/other human interest reporting included: Arts and Entertainment; reviews of concerts, films, books or restaurants; and other human interest. Sub-categories of “original other non-hard news reporting included public notices and self-promotion. Sub-categories of “original hard news reporting” included: city planning, community governance, crime, education, environment, labor, law, politics, and poverty.

**Figure 3: Summary of Local Content on Independent Tampa-Specific Websites**

Type of Story on Independent Tampa-Specific Websites	Percentage of All Stories in Sample of Independent Tampa-Specific Websites
Non-Tampa Area Focus	45.8%
Tampa Area Focus	54.2%
Tampa Area Focus AND Original Reporting	10.2%
Tampa Area Focus AND Original Hard News Reporting	2.8%

**General Results - Quantitative**

The online traffic monitoring services Alexa and Quantcast were used to contrast the traffic and audiences of the independent Tampa-specific websites with the websites of local print and television news outlets operating in the greater Tampa area. Though these monitoring services are not perfect, they do provide useful information for comparison purposes.

As Figure 4 shows, the websites of local newspapers operating in the greater Tampa area have an average of over 140,000 unique U.S. visitors per month, which is far higher than the 7,000 average monthly visitors to the independent Tampa-specific news websites listed by Media General. The website for the areas leading newspaper, *The St. Petersburg Times*, has an average of nearly 800,000 unique visitors per month. In contrast, *Sticks of Fire*, the highest ranked independent Tampa-specific website received just under 18,000 unique visitors per month.

Local TV stations have been somewhat less effective in migrating to the primarily written-word space of the Internet, given that their product is video, not print, and thus their web content is less of a direct competitor to the city-specific blogs than the websites of local newspapers. However, the local TV websites in our sample averaged over 60,000 unique visitors per month, nearly ten times the amount that visited the Media General-cited Tampa-specific news websites.

**Figure 4: Summary of Traffic and Audience Profile for Local News Websites**

Website Type	Unique U.S. Visitors Per Month
Independent Tampa-Specific Websites	6,983
Tampa Area Newspaper Websites	142,219
Tampa Area Television Station Websites	60,157
Other Tampa Websites Operated by Traditional Media	125,122

Quantcast also provides information about the site viewing/reading habits of the audience of websites. This data provides a very important distinction between the websites of established local Tampa media outlets and the websites listed in Media General’s comment. Nearly 80 percent of the monthly audience of the independent Tampa-specific websites visited the sites just a single time in a month, far higher than that of local print and TV websites. This data indicates that the independent Tampa-specific website audience is very transient, stumbling upon the site once, and never returning (see Figure 5).

**Figure 5: Audience Composition of Tampa Local News Websites  
Type of Visitor by Viewing Frequency**

Website Type	Percent of Visitors who visit once in a month	Percent of Visitors who 2-30 timers per month	Percent of Visitors who visit more than 30 times per month
Independent Tampa-Specific Websites	77	23	0
Tampa Area Newspaper Websites	36	56	8
Tampa Area Television Station Websites	47	48	6
Other Tampa Websites Operated by Traditional Media	59	33	7

Finally, the reach of the Media General-cited city specific blogs also pales in comparison to the circulations of the print newspapers in the markets where the city-specific blogs are located. As Figure 5 shows, even the circulation of the *Citrus County Chronicle* (a small print publication serving a county of less than 120,000 persons, located 80 miles north of Tampa, and is technically in the Tampa media market) is some 4-times greater than the number of monthly unique visitors to hellotampa.com, an independent Tampa-specific website cited by Media General -- a website that ostensibly serves the 4 million Tampa DMA residents).

**Figure 5: Circulation of Daily Print Newspapers in Tampa DMA**

Newspaper	Home City	Circulation (Daily)	Circulation (Sunday)
St. Petersburg Times	St. Petersburg	312,100	404,100
Tampa Tribune	Tampa	224,500	300,800
Sarasota Herald-Tribune	Sarasota	109,500	128,700
The Ledger	Lakeland	70,600	86,800
Bradenton Herald	Bradenton	46,600	52,000
Highlands Today	Sebring	41,200	0
Citrus County Chronicle	Crystal River	27,200	30,900
Hernando Today	Brooksville	15,600	17,100
News Chief	Winter Haven	9,800	10,900
Englewood Sun	Englewood	7,700	7,700
North Port Sun	North Port	3,900	4,300

## Conclusion

There is little doubt that an open and free Internet provides a space for people to enter into discourse within a larger sphere of discourse. And though it may one day lead to a fundamental shift in the media landscape, this sea change has yet to occur. FCC ownership protections remain vital to ensuring that there is a diverse set of local news and information in every media market across the country. In fact, given that Internet blogs are largely a platform for distributing and commenting on original reporting by traditional newspaper and broadcast outlets, allowing further consolidation in local media markets would damage their utility. The independent Tampa websites cited by Media General are merely a complement to the traditional sources of news. They do very little original reporting, and when they do it is usually not on hard news subjects. What's more, their audiences are very small, and very transient. Given that they produce very little original content, their inclusion in any kind of media market analysis must reflect their small audience and lack of contribution of original content. When they are included, they should be given the proper weight. It would be absurd to conclude that sticksoffire.com, the most read independent Tampa-specific website, with a fraction of the audience and barely a hint of original reporting, has the same influence as the *St. Petersburg Times* or WFLA. Failing to take into account the dominance of the traditional mass media was precisely the analytic error that scuttled the FCC's rule writing exercise in 2003.



## APPENDIX - ADDITIONAL DATA

### Local Website Audience Size and Composition

Website	Source	Type	Reach per Million Users (3 mo. Avg)	Alexa Traffic Rank	Quantcast Rank	Unique US Visitors per Month	Percent visiting once per month	Percent Visiting 2-30 Times per Month	Percent Visiting >30 Times per Month
tampabaystart.com	Independent Tampa-specific website	Independent (Aggregator)	4.5	222782	228826	5770	100	0	0
sticksoffire.com	Independent Tampa-specific website	Independent	1.1	695221	95508	17704	86	14	0
lakeland.net#	Independent Tampa-specific website	Independent (Aggregator)	0.3	1266911	177348	7831	65	35	0
hellotampa.com#	Independent Tampa-specific website	Independent (Aggregator)	0.3	1403410	203257	6595	57	43	0
tampablab.com	Independent Tampa-specific website	Independent (Blog Aggregator)	0.02	7057068	848023	<2000	N/A	N/A	N/A
allfloridanews.com	Independent Tampa-specific website	Independent	N/A	N/A	5228236	<2000	N/A	N/A	N/A
saveoursarasota.blogspot.com	Independent Tampa-specific website	Independent	N/A	N/A	8143930	< 2,000	N/A	N/A	N/A
sptimes.com	St. Petersburg Times	Newspaper	179.5	10091	2028	797214	46	43	10
heraldtribune.com	Sarasota Herald-Tribune	Newspaper	75.5	21558	10902	176814	32	57	11
theledger.com	The Ledger (Lakeland)	Newspaper	37	50182	11930	162916	34	61	5
bradenton.com	Bradenton Herald	Newspaper	30	60329	23601	81408	30	55	15
tampa.creativeloafing.com*	Creative Loafing (Tampa Weekly)	Newspaper	26	58996	96593	16297	40	60	0
tampatrib.com	Tampa Tribune	Newspaper	8.6	204011	30917	60778	55	36	9
sun-herald.com	Englewood/Nort Port Sun	Newspaper	7.85	178908	21244	90710	24	64	11
tbnweekly.com	Various wecklys by Tampa Bay Newspapers Co.	Newspaper	1.9	508763	129147	11478	52	48	0
hermandotoday.com	Hernando Today	Newspaper	0.35	1295468	98202	15972	12	66	22
highlandstoday.com	Highlands Today (Tampa Tribune insert)	Newspaper	N/A	N/A	163948	8606	30	70	0
970wfla.com	WFLA-AM	Radio	3.8	273157	125338	11890	48	52	0
tbo.com	Tampa-specifc website owned by Media General	Oth. Trad. Media	96	16943	3997	446238	30	54	16
tampabay.com	Tampa-specifc website owned by Poynter	Oth. Trad. Media	51	35274	14146	138390	21	58	21
tbt.com	Tampa-specifc website owned by Poynter	Oth. Trad. Media	13	119147	75181	22017	72	28	0
itsyourtimes.com	Tampa-specifc website owned by Poynter	Oth. Trad. Media	1.7	591496	101042	15422	74	26	0
sarasotamagazine.com	Sarasota Magazine	Oth. Trad. Media	0.95	724573	347839	3546	100	0	0
baynews9.com	Bright House Network's local Tampa cable station	Television	40.5	36080	21284	90512	30	54	16
tampabay10.com	WTSP	Television	28.5	61957	23627	81310	42	38	19
myfoxtampabay.com	WTVT	Television	26.5	60401	17493	111391	38	62	0
abcactionnews.com	WFTS	Television	4.25	311905	50742	34754	52	48	0
wfla.com	WFLA	Television	4.2	375992	46124	38847	73	27	0
wwsb.tv	WWSB	Television	0.95	909108	297284	4129	44	56	0

Data gathered on 4/13 & 4/16, 2007

# - These figures represent traffic to the entire website. The news webpage is only one sub-section of the website

\* Alexa.com only provided traffic figures for creativeloafing.com but did show that the Tampa sub-section of the website garnered 13% of total traffic

## Independent Tampa-Specific Websites - Qualitative Data

Website	Story#	Type	Original Reporting	Local Focus?	Link to Traditional Media	Word count	Hosted by Traditional Media Outlet
allfloridanews.com	1	A&E Review (Photo)	Yes	Yes	No	90	
allfloridanews.com	2	A&E (Photo)	Yes	Yes	No	38	
sticksoffire.com	1	Notice	No	Yes	Yes	154	
sticksoffire.com	2	Human Interest	No	Yes	No	204	
sticksoffire.com	3	Notice	Yes	Yes	No	151	
sticksoffire.com	4	Food & Beverage Review	Yes	Yes	Yes	269	
sticksoffire.com	5	Crime	No	Yes	Yes	365	
sticksoffire.com	6	Notice	No	Yes	Yes	164	
sticksoffire.com	7	Op-Ed	No	Yes	Yes	244	
sticksoffire.com	8	Community Governance	No	Yes	No	115	
sticksoffire.com	9	Community Governance	No	Yes	Yes	160	
sticksoffire.com	10	Sports	No	Yes	Yes	290	
sticksoffire.com	11	A&E	No	Yes	Yes	42	
sticksoffire.com	12	Community Governance	No	Yes	Yes	433	
sticksoffire.com	13	Community Governance	No	Yes	Yes	105	
sticksoffire.com	14	Crime	No	Yes	Yes	28	
sticksoffire.com	15	Media	No	Yes	Yes	47	
sticksoffire.com	16	Education	No	Yes	Yes	100	
sticksoffire.com	17	Notice	No	Yes	Yes	209	
sticksoffire.com	18	Human Interest	No	No	Yes	24	
sticksoffire.com	19	Self Promotion	Yes	Yes	Yes	140	
sticksoffire.com	20	Transportation	No	Yes	Yes	574	
sticksoffire.com	21	Human Interest	No	Yes	Yes	296	
sticksoffire.com	22	Notice	No	Yes	Yes	312	
sticksoffire.com	23	Media	No	Yes	Yes	236	
sticksoffire.com	24	Crime	No	Yes	Yes	185	
sticksoffire.com	25	Op-Ed	No	Yes	Yes	413	
sticksoffire.com	26	Human Interest	No	No	No	21	
sticksoffire.com	27	Notice	No	Yes	No	351	
sticksoffire.com	28	Politics	Yes	Yes	Yes	398	
sticksoffire.com	29	Notice	No	Yes	No	310	
sticksoffire.com	30	Human Interest	Yes	Yes	No	667	
sticksoffire.com	31	Community Governance	Yes	Yes	Yes	515	
sticksoffire.com	32	Review	Yes	No	No	607	
sticksoffire.com	33	Sports	No	Yes	No	310	
sticksoffire.com	34	Human Interest	No	Yes	Yes	48	
sticksoffire.com	35	Blogging	No	No	Yes	139	
sticksoffire.com	36	Community Governance	Yes	Yes	No	315	
sticksoffire.com	37	Labor	No	Yes	Yes	175	
sticksoffire.com	38	Labor	No	Yes	Yes	140	
sticksoffire.com	39	Transportation	No	Yes	Yes	308	
sticksoffire.com	40	Community Governance	No	Yes	Yes	276	
sticksoffire.com	41	A&E	No	Yes	No	432	
sticksoffire.com	42	Community Governance	No	Yes	Yes	480	
sticksoffire.com	43	Sports	No	Yes	No	179	
sticksoffire.com	44	A&E	No	Yes	No	426	
sticksoffire.com	45	Community Governance	No	Yes	No	372	
sticksoffire.com	46	Sports	Yes	Yes	No	436	
sticksoffire.com	47	Human Interest	No	Yes	Yes	82	
sticksoffire.com	48	Transportation	No	Yes	Yes	561	
saveoursarasota.blogspot.com	1	City Planning	Yes	Yes	No	225	
saveoursarasota.blogspot.com	2	City Planning	No	Yes	Yes	253	
saveoursarasota.blogspot.com	3	Human Interest	No	No	Yes	189	
saveoursarasota.blogspot.com	4	City Planning	No	Yes	No	765	
saveoursarasota.blogspot.com	5	City Planning	Yes	Yes	Yes	822	
saveoursarasota.blogspot.com	6	Op-Ed	No	Yes	Yes	816	
saveoursarasota.blogspot.com	7	Human Interest	No	Yes	No	431	
saveoursarasota.blogspot.com	8	City Planning	No	Yes	Yes	455	
saveoursarasota.blogspot.com	9	City Planning	No	Yes	No	309	
saveoursarasota.blogspot.com	10	Politics	No	Yes	Yes	31	
tampablab.com	1	Human Interest	No	No	Yes	87	
tampablab.com	2	Politics	No	No	No	186	
tampablab.com	3	Human Interest	No	No	No	653	
tampablab.com	4	Music	No	No	No	108	
tampablab.com	5	Op-Ed	No	No	Yes	2,599	
tampablab.com	6	Human Interest	No	No	No	7	
tampablab.com	7	Human Interest	No	No	No	67	
tampablab.com	8	Human Interest	No	No	No	240	
tampablab.com	9	Human Interest	No	No	No	46	
tampablab.com	10	Human Interest	No	Yes	No	299	
tampablab.com	11	Sports	Yes	Yes	No	192	
tampablab.com	12	Human Interest	No	No	No	18	
tampablab.com	13	Human Interest	No	No	No	15	
tampablab.com	14	Human Interest	No	No	No	125	
tampablab.com	15	Human Interest	No	Yes	No	385	
tampablab.com	16	Politics	No	Yes	Yes	123	
tampablab.com	17	Human Interest	No	No	No	614	
tampablab.com	18	Politics	No	No	No	6	
tampablab.com	19	Human Interest	No	No	No	136	Yes
tampablab.com	20	Human Interest	No	Yes	No	92	

## Independent Tampa-Specific Websites - Qualitative Data (cont.)

Website	Story#	Type	Original Reporting	Local Focus?	Link to Traditional Media	Word count	Hosted by Traditional Media Outlet
tampablab.com	21	Human Interest	No	No	No	38	
tampablab.com	22	Human Interest	No	No	No	619	
tampablab.com	23	Sports	No	Yes	Yes	390	
tampablab.com	24	A&E	Yes	Yes	No	235	
tampablab.com	25	Human Interest	No	No	No	93	
tampablab.com	26	Human Interest	No	Yes	No	173	
tampablab.com	27	Human Interest	No	No	No	360	
tampablab.com	28	Human Interest	No	Yes	No	32	
tampablab.com	29	Blogging	No	No	No	154	
tampablab.com	30	Human Interest	No	No	No	891	Yes
tampablab.com	31	Notice	No	Yes	No	211	
tampablab.com	32	Politics	Yes	No	Yes	710	
tampablab.com	33	Notice	No	Yes	No	52	
tampablab.com	34	Notice	No	Yes	Yes	134	
tampablab.com	35	Transportation	No	Yes	No	162	
tampablab.com	36	Human Interest	No	No	No	199	
tampablab.com	37	History	No	Yes	Yes	308	
tampablab.com	38	Human Interest	No	No	No	436	
tampablab.com	39	Human Interest	No	No	No	561	
tampablab.com	40	Sports	No	Yes	No	290	
tampablab.com	41	Politics	No	No	No	41	
tampablab.com	42	Human Interest	No	No	No	40	
tampablab.com	43	Human Interest	No	No	No	751	
tampablab.com	44	Politics	No	Yes	No	105	
tampablab.com	45	Human Interest	No	No	No	119	
tampablab.com	46	Politics	No	No	Yes	65	
tampablab.com	47	Human Interest	No	No	No	240	
tampablab.com	48	Media	No	Yes	No	111	
tampablab.com	49	Politics	No	No	Yes	351	
tampablab.com	50	Human Interest	Yes	Yes	Yes	335	Yes
tampablab.com	51	Human Interest	No	No	No	76	
tampablab.com	52	Politics	No	No	No	52	
tampablab.com	53	Blogging	No	No	No	90	
tampablab.com	54	Human Interest	No	No	No	30	
tampablab.com	55	Human Interest	No	Yes	No	168	Yes
tampablab.com	56	Human Interest	No	No	No	138	
tampablab.com	57	Human Interest	No	No	No	13	
tampablab.com	58	Politics	No	No	No	64	
tampablab.com	59	Human Interest	No	No	No	638	
tampablab.com	60	Media	No	Yes	No	134	
tampablab.com	61	Politics	No	No	Yes	214	
tampablab.com	62	Human Interest	No	Yes	No	192	
tampablab.com	63	Human Interest	No	No	No	57	
tampablab.com	64	Politics	No	No	No	170	
tampablab.com	65	Community Governance	No	Yes	Yes	252	
tampablab.com	66	Human Interest	No	No	No	57	
tampablab.com	67	Human Interest	No	Yes	No	393	
tampablab.com	68	Human Interest	No	No	No	107	
tampablab.com	69	A&E	Yes	Yes	No	575	
tampablab.com	70	Sports	No	Yes	No	218	
tampablab.com	71	Human Interest	No	Yes	No	94	
tampablab.com	72	Technology	No	No	No	95	
tampablab.com	73	Community Governance	No	Yes	Yes	188	Yes
tampablab.com	74	Promotion	No	Yes	Yes	51	
tampablab.com	75	Technology	No	No	No	268	
tampablab.com	76	Politics	No	No	Yes	230	
tampablab.com	77	Sports	No	Yes	Yes	75	
tampablab.com	78	Human Interest	No	Yes	No	211	
tampablab.com	79	Blogging	No	Yes	No	31	
tampablab.com	80	Politiics	No	No	Yes	577	Yes
tampablab.com	81	Human Interest	No	No	No	42	Yes
tampablab.com	82	Human Interest (Photo)	No	No	No	0	
tampablab.com	83	Politics	No	No	No	132	
tampablab.com	84	Book Review	No	No	No	265	
tampablab.com	85	A&E Review	Yes	Yes	No	119	
tampablab.com	86	Human Interest (Photo)	Yes	Yes	No	44	
tampablab.com	87	Human Interest (Photo)	No	No	No	14	
tampablab.com	88	Human Interest (Photo)	Yes	Yes	No	147	
tampablab.com	89	Human Interest	No	No	No	43	
tampablab.com	90	A&E Review	Yes	Yes	No	177	
tampablab.com	91	Technology	No	No	No	196	
tampablab.com	92	A&E	Yes	Yes	No	325	
tampablab.com	93	Human Interest	No	No	No	423	
tampablab.com	94	Politics	No	No	No	363	
tampablab.com	95	Media	No	Yes	No	315	
tampablab.com	96	Environment	No	Yes	No	407	
tampablab.com	97	Human Interest	No	No	No	25	
tampablab.com	98	Sports	No	Yes	No	271	
tampablab.com	99	Poverty	Yes	Yes	No	47	
tampablab.com	100	Human Interest	No	Yes	No	63	

## Independent Tampa-Specific Websites - Qualitative Data (cont.)

Website	Story#	Type	Original Reporting	Local Focus?	Link to Traditional Media	Word count	Hosted by Traditional Media Outlet
tampablab.com	101	Human Interest	No	No	No	11	
tampablab.com	102	A&E	Yes	Yes	No	414	
tampablab.com	103	Human Interest	No	Yes	No	285	
tampablab.com	104	Politics	No	Yes	Yes	504	
tampablab.com	105	Human Interest (Photo)	No	Yes	No	146	
tampablab.com	106	Human Interest	No	Yes	No	35	
tampablab.com	107	Media	No	Yes	No	1525	Yes
tampablab.com	108	Human Interest	No	No	No	27	Yes
tampablab.com	109	Politics	No	Yes	No	240	
tampablab.com	110	Sports	No	Yes	Yes	333	
tampablab.com	111	A&E (Photo)	Yes	Yes	No	193	
tampablab.com	112	Human Interest	No	No	No	282	
tampablab.com	113	Blogging	No	No	No	31	
tampablab.com	114	Tourism	No	Yes	No	434	
tampablab.com	115	Human Interest	No	Yes	No	671	
tampablab.com	116	Human Interest	No	No	No	258	
tampablab.com	117	Human Interest	No	No	No	105	
tampablab.com	118	Human Interest	No	No	Yes	1086	
tampablab.com	119	Human Interest	No	No	No	318	
tampablab.com	120	Human Interest	No	No	Yes	372	
tampablab.com	121	Human Interest	No	Yes	No	64	
tampablab.com	122	Human Interest (video)	No	No	No	0	
tampablab.com	123	Human Interest	No	No	No	262	
tampablab.com	124	Human Interest	No	No	No	47	
tampablab.com	125	Politics	No	No	Yes	68	
tampablab.com	126	Human Interest	No	No	No	332	
tampablab.com	127	A&E	Yes	Yes	No	62	
tampablab.com	128	Human Interest (Photo)	Yes	Yes	No	229	
tampablab.com	129	Blogging	No	Yes	Yes	228	
tampablab.com	130	Human Interest	No	Yes	No	245	
tampablab.com	131	Politics	No	No	Yes	32	
tampablab.com	132	Notice	No	Yes	No	267	
tampablab.com	133	Notice	No	Yes	No	83	
tampablab.com	134	Human Interest	No	No	No	284	
tampablab.com	135	Human Interest	No	No	Yes	173	
tampablab.com	136	Human Interest	No	No	No	147	Yes
tampablab.com	137	A&E	No	No	No	104	
tampablab.com	138	Human Interest (Photo)	No	No	No	1	
tampablab.com	139	Community Governance	No	Yes	No	90	
tampablab.com	140	Human Interest	No	No	No	411	
tampablab.com	141	Politics	No	No	Yes	639	
tampablab.com	142	Book Review	Yes	No	No	671	
tampablab.com	143	Technology	No	No	No	109	
tampablab.com	144	Human Interest	No	Yes	No	1666	
tampablab.com	145	Human Interest	No	No	No	427	Yes
tampablab.com	146	Human Interest	No	No	No	144	Yes
tampablab.com	147	Notice	No	Yes	No	38	
tampablab.com	148	Human Interest (Photo)	No	No	No	47	
tampablab.com	149	Human Interest	No	No	No	692	
tampablab.com	150	Transportation	No	Yes	Yes	309	
tampablab.com	151	Crime	Yes	Yes	No	954	
tampablab.com	152	Media	No	No	No	242	Yes
tampablab.com	153	Human Interest	No	Yes	No	61	
tampablab.com	154	Poverty	Yes	Yes	No	47	
tampablab.com	155	Sports	No	Yes	Yes	233	
tampablab.com	156	Human Interest	No	Yes	No	1292	
tampablab.com	157	Politics	No	Yes	No	77	
tampablab.com	158	Human Interest	No	No	No	121	
tampablab.com	159	Sports	No	Yes	Yes	154	
tampablab.com	160	Human Interest	No	No	No	444	
tampablab.com	161	Human Interest	No	No	No	1072	
tampablab.com	162	Politics	No	No	Yes	314	
tampablab.com	163	Human Interest	No	No	No	65	
tampablab.com	164	Human Interest	No	No	No	134	Yes
tampablab.com	165	Politics	No	Yes	No	183	
tampablab.com	166	Law	No	Yes	No	246	
tampablab.com	167	Sports	No	Yes	No	40	
tampablab.com	168	Human Interest	No	No	No	124	
tampablab.com	169	Notice	No	Yes	No	486	
tampablab.com	170	Sports	No	Yes	Yes	489	
tampablab.com	171	A&E Review	Yes	Yes	No	85	
tampablab.com	172	Transportation	No	Yes	Yes	47	
tampablab.com	173	Sports	No	Yes	Yes	546	
tampablab.com	174	Notice	No	Yes	No	100	
tampablab.com	175	Human Interest	No	No	No	17	
tampablab.com	176	Labor	No	Yes	Yes	894	
tampablab.com	177	A&E	No	Yes	No	705	
tampablab.com	178	Human Interest	No	No	No	239	Yes
tampablab.com	179	Media	No	Yes	Yes	31	
tampablab.com	180	Human Interest	No	No	No	537	

## Independent Tampa-Specific Websites - Qualitative Data (cont.)

Website	Story#	Type	Original Reporting	Local Focus?	Link to Traditional Media	Word count	Hosted by Traditional Media Outlet
tampablab.com	181	Community Governance	Yes	Yes	No	155	Yes
tampablab.com	182	Notice	No	Yes	Yes	34	
tampablab.com	183	Human Interest	No	No	No	35	
tampablab.com	184	Technology	No	No	No	110	
tampablab.com	185	Human Interest	No	Yes	No	1343	
tampablab.com	186	Politics	No	No	No	67	
tampablab.com	187	Human Interest	No	No	No	32	
tampablab.com	188	Media	No	No	Yes	802	Yes
tampablab.com	189	Human Interest	No	No	No	264	Yes
tampablab.com	190	Crime	No	Yes	Yes	171	
tampablab.com	191	Human Interest	No	No	No	341	
tampablab.com	192	Human Interest	No	Yes	No	171	
tampablab.com	193	Sports	No	Yes	No	79	
tampablab.com	194	Human Interest	No	No	Yes	94	
tampablab.com	195	Human Interest	No	No	No	24	
tampablab.com	196	Human Interest	No	No	Yes	370	
tampablab.com	197	Notice	No	Yes	No	247	
tampablab.com	198	Labor	No	Yes	Yes	385	
tampablab.com	199	Human Interest (Photo)	No	Yes	No	26	
tampablab.com	200	Human Interest	No	No	No	1018	
tampablab.com	201	Technology	No	No	No	85	
tampablab.com	202	Sports	No	Yes	Yes	204	
tampablab.com	203	Human Interest	No	No	No	290	
tampablab.com	204	Human Interest	No	No	No	1185	
tampablab.com	205	Community Governance	No	Yes	Yes	67	
tampablab.com	206	Sports	No	No	No	139	
tampablab.com	207	A&E	No	Yes	No	151	
tampablab.com	208	Crime	No	Yes	No	620	
tampablab.com	209	A&E	No	Yes	No	174	
tampablab.com	210	Notice	No	Yes	No	75	
tampablab.com	211	Crime	No	No	Yes	327	
tampablab.com	212	Sports	No	Yes	No	589	
tampablab.com	213	Crime	No	No	No	360	
tampablab.com	214	Human Interest	No	Yes	No	55	Yes
tampablab.com	215	Media	No	No	No	299	
tampablab.com	216	Human Interest (Photo)	No	Yes	No	219	
tampablab.com	217	Human Interest (Photo)	No	No	No	280	
tampablab.com	218	Politics	No	No	No	63	
tampablab.com	219	Human Interest (Photo)	No	Yes	No	1316	
tampablab.com	220	Politics	No	No	Yes	119	
tampablab.com	221	Technology	No	No	No	371	
tampablab.com	222	Sports	No	Yes	No	329	
tampablab.com	223	Human Interest	No	Yes	No	190	
tampablab.com	224	Media	No	No	Yes	264	
tampablab.com	225	Notice	No	Yes	No	263	
tampablab.com	226	Human Interest	No	No	No	107	
tampablab.com	227	Politics	No	No	Yes	250	Yes
tampablab.com	228	Crime	No	Yes	No	209	
tampablab.com	229	Human Interest	No	No	No	153	Yes
tampablab.com	230	Human Interest	No	No	No	35	
tampablab.com	231	Human Interest	No	No	No	166	
tampablab.com	232	Technology	No	No	No	83	
tampablab.com	233	Human Interest	No	No	No	61	
tampablab.com	234	Human Interest	No	No	No	157	
tampablab.com	235	Human Interest	No	No	No	33	
tampablab.com	236	Human Interest	No	Yes	Yes	71	Yes
tampablab.com	237	A&E	No	Yes	No	232	
tampablab.com	238	Human Interest	No	No	No	111	
tampablab.com	239	Transportation	No	Yes	No	215	
tampablab.com	240	Self Promotion	No	Yes	No	60	Yes
tampablab.com	241	Self Promotion	No	Yes	No	381	
tampablab.com	242	Notice	No	Yes	No	40	
tampablab.com	243	Human Interest	No	No	No	96	
tampablab.com	244	Human Interest (Photo)	No	Yes	No	270	
tampablab.com	245	Human Interest	No	No	No	88	
tampablab.com	246	Human Interest (Photo)	Yes	No	No	224	
tampablab.com	247	Human Interest	No	Yes	No	104	
tampablab.com	248	Human Interest	No	No	Yes	305	
tampablab.com	249	Human Interest	No	Yes	Yes	289	
tampablab.com	250	Politics	No	No	Yes	685	
tampablab.com	251	Politics	No	Yes	Yes	120	
tampablab.com	252	Human Interest	No	No	No	668	
tampablab.com	253	Sports	No	Yes	No	156	
tampablab.com	254	Community Governance	No	Yes	Yes	55	
tampablab.com	255	A&E Review	Yes	Yes	No	862	
tampablab.com	256	A&E Review	Yes	Yes	No	207	
tampablab.com	257	Media	No	No	Yes	176	
tampablab.com	258	Human Interest	Yes	Yes	No	441	
tampablab.com	259	Blogging	No	No	No	42	
tampablab.com	260	Human Interest	No	No	No	25	
tampablab.com	261	Human Interest	No	No	No	43	
tampablab.com	262	Human Interest	No	No	No	57	
tampablab.com	263	Human Interest	No	No	No	7	