

**Sea Grant Consortium Estuarine
Resource Information Study**

by

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**Sea Grant Consortium Estuarine
Resource Information Study**

The content analysis of three major South Carolina newspapers was undertaken to determine the characteristics of newspaper articles that address coastal issues and concerns of South Carolina. The intent of this report is to present initial findings concerning visibility and valence dimensions of this media coverage.

Methods

The Charleston News & Courier, the Columbia State, and the Greenville News were identified for content analysis in order to compare regional information dissemination regarding South Carolina coastal issues and concerns. Microfilm copies of first editions of each newspaper were reviewed for each day between January 1, 1988 and June 30, 1988. Information from relevant articles was recorded using a standardized data instrument, and data analysis performed using the Statistical Package for the Social Sciences (SPSSx).

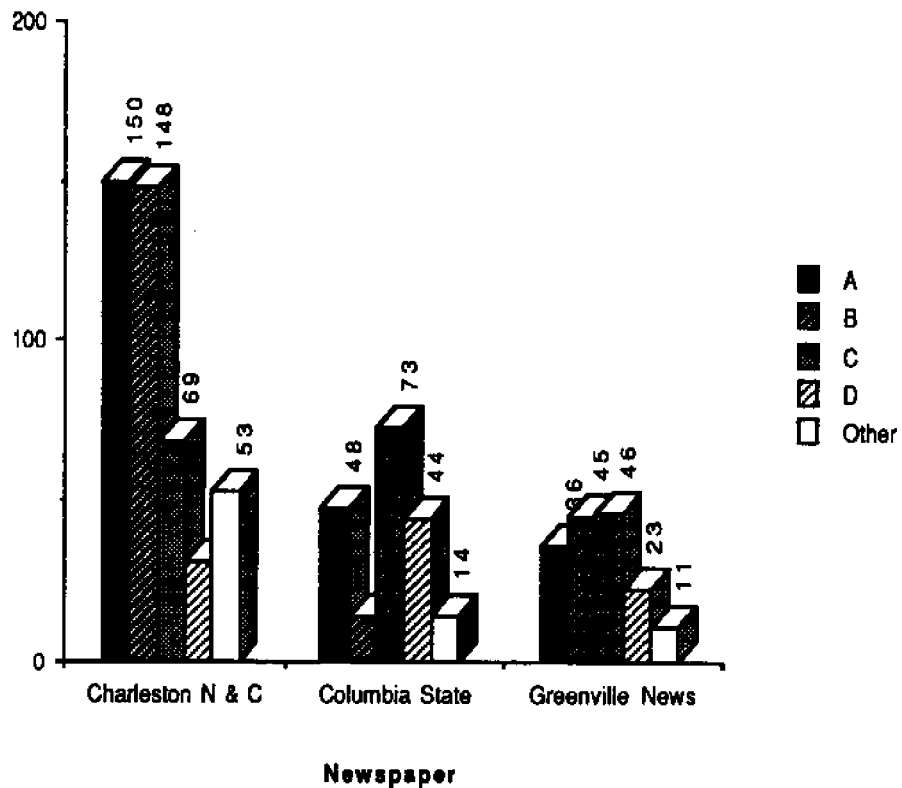
Results

A total of 805 articles regarding coastal issues or circumstances were reviewed from the three newspapers. The Charleston News & Courier accounted for over one-half the total number of articles, while the Columbia State and Greenville News contained comparable numbers of coastal-oriented articles (Table 1).

Table 1 Newspaper by Number of Articles (n=805)

<u>Paper</u>	<u>Number</u>	<u>Percent</u>
Charleston News & Courier	451	56.0
Columbia State	193	24.0
Greenville News	161	20.0
	<hr/>	<hr/>
	805	100.0

The Charleston News & Courier printed one-third of its coastal-related articles in the first section of the paper while the Columbia State and Greenville News printed the largest portion of coastal articles in Section C (Figure 1). Approximately two-thirds of the articles reviewed in the Charleston News & Courier were located in the first two sections of that paper. The Columbia State tended to exclude coastal articles from Section B, while the Greenville News spread its coastal articles somewhat evenly over the first three newspaper sections.



"Other" sections include E, F, N, W, and X.

Figure 1 Newspaper by Section Location of Article (n=805)

The page quadrants designated in this content analysis are as follows: the upper left quarter is quadrant 1; the upper right is quadrant 2; lower left is quadrant 3; and lower right is quadrant 4. Those articles covering the entire page were designated by quadrant code 5.

All three newspapers printed the greatest amount of coastal-related articles in the first quadrant (Figure 2). One-third or more of the articles were located in the upper-left quadrant of the newspaper page. The second most frequent location was quadrant three for each of the subject newspapers.

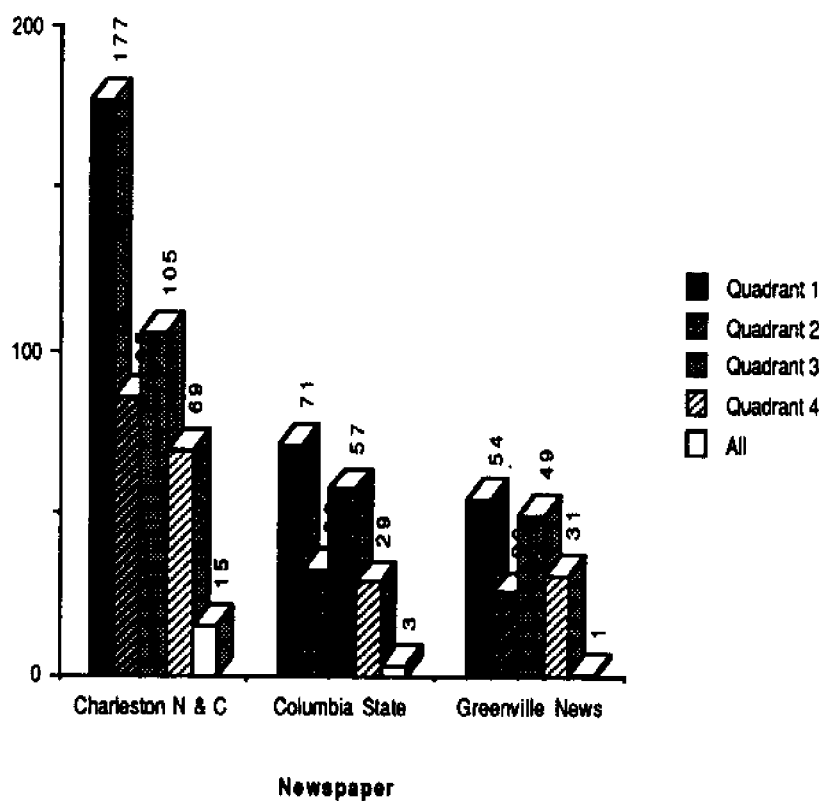


Figure 2 Newspaper by Quadrant Location of Article (n=805)

Editorials, letters-to-the-editor, and public notices concerning coastal conditions were printed without by-lines or with mention that the article came from the Associated Press wire or was a reprint from another publication. These articles were grouped for comparison against articles presented under a by-line in each paper.

The majority of coastal-related articles presented in the Charleston News & Courier carried a by-line (Figure 3). Forty-two percent of articles in the Columbia State were presented under by-lines, while only 18 percent of those in the Greenville News carried a by-line.

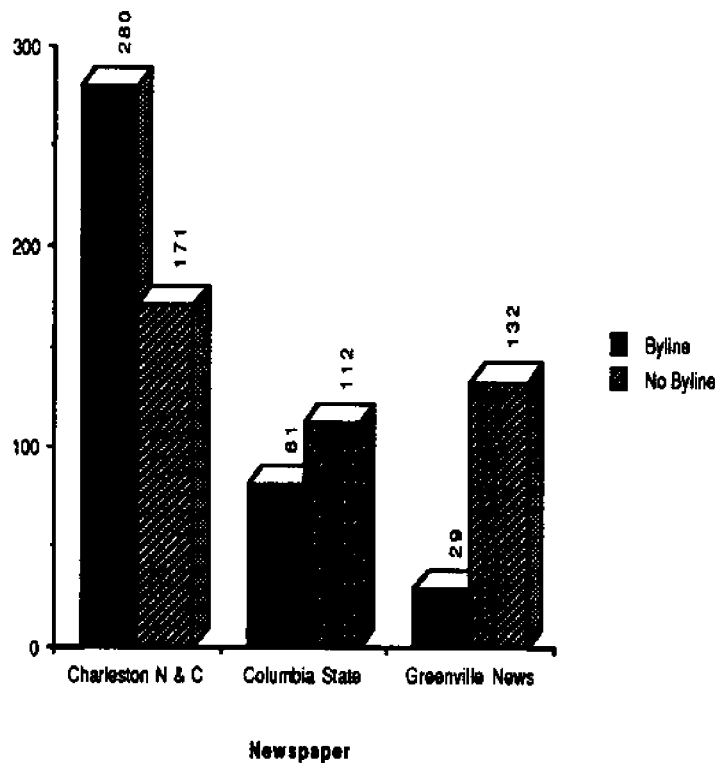


Figure 3 Newspaper by Article Authorship (n=805)

The number of different writers on South Carolina coastal conditions for each newspaper was compared to the number of articles they produced over the review period (Table 2). The Charleston News & Courier has two and four times, respectively, the number of writers who covered coastal conditions for the Columbia State and the Greenville News. In addition, writers for the Charleston News & Courier produced an average of almost seven coastal-related articles each during the review period. Writers for the other two newspapers produced a lower average number of articles on coastal concerns during the same period.

Table 2 Number of Authors, Articles, and Average Production per Author Over Review Period

	<u>Authors</u>	<u>Articles</u>	<u>Average</u>
Charleston News & Courier	41	280	6.83
Columbia State	23	81	3.52
Greenville News	11	29	2.64
	<hr/>	<hr/>	
	75	390	

Articles from each newspaper were grouped in one of six primary type classes:

- (1) a statement made or report of action taken by
 - (a) US government
 - (b) business or industry
 - (c) scientific or academic community
 - (d) special interest group
- (2) a summary of a public hearing, meeting, or conference
- (3) a notice of a coming decision, meeting, or conference
- (4) an editorial
- (5) a letter-to-the-editor
- (6) a general information article on coastal conditions.

The majority of articles in each newspaper were classed as statements made or reports of action taken by a particular group (Table 3). The greatest number of these articles reported actions of the South Carolina General Assembly, the South Carolina Coastal Council, or the South Carolina Department of Health and Environmental Control (DHEC).

Although the third highest frequency among articles found in the Greenville News, the number of editorials printed in that newspaper appeared relatively high compared to the number of editorials found in the other two newspapers. An explanation for this is that the Greenville News reprints approximately four different editorials that appeared in other newspapers across South Carolina that week.

Table 3 Newspaper by Type of Article (n=805)

	State ment	Sum- mary	Notice	Edit- orial	Letter	General Inform.	Total
Charleston News & Courier	250 55.5	14 3.1	29 6.4	29 6.4	33 7.3	96 21.3	451 100.0
Columbia State	119 61.7	9 4.7	8 4.1	10 5.2	14 7.2	33 17.1	193 100.0
Greenville News	94 58.4	7 4.3	3 1.8	22 13.7	8 5.0	27 16.8	161 100.0
	462	30	40	61	55	156	805

The orientation of articles presented by each newspaper was categorized as conveying either a positive, negative, or neutral tone. A comparison of the frequencies of these article orientations across the three newspapers indicates that the greatest proportion of articles regarding coastal concerns were presented in a neutral tone (Figure 4). Approximately 29 percent of the articles reviewed in the Columbia State gave a negative tone, while nearly 34 percent of the Charleston News & Courier articles suggested a positive orientation by the writer.

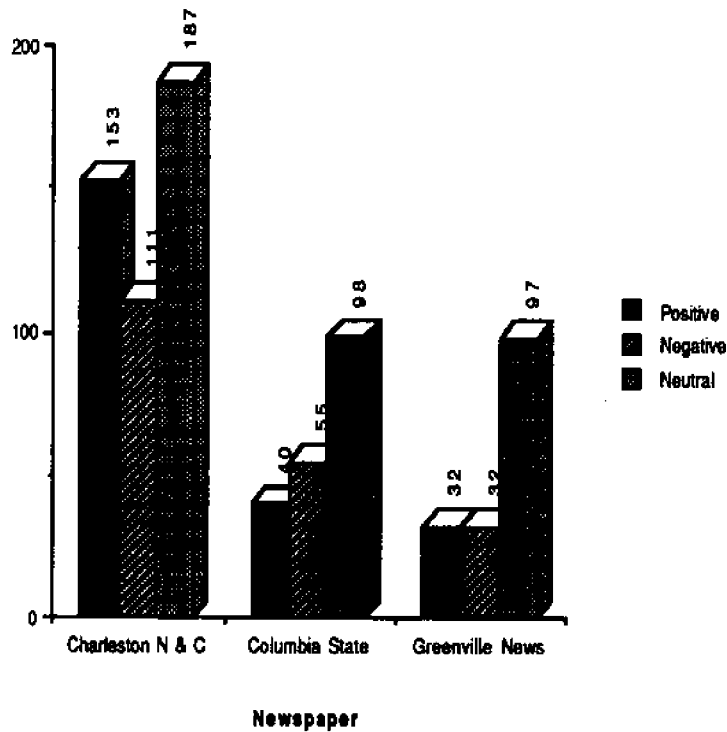


Figure 4 Newspaper by Orientation of Article (n=805)

The policies or legislative actions mentioned in the articles reviewed presented a broad range of concerns, from the debate and compromises of the South Carolina Beachfront Management Act and shrimping regulations to local beach nudity and littering ordinances. However, over one-third of all articles reviewed did not specifically mention any policy. These articles tended to be reports of action related to coastal drownings, boating problems, or some general information statement. These infrequently mentioned policy articles were grouped into an "Other" category to facilitate review of the data.

Table 4 indicates that the most frequently mentioned coastal policies in the review articles were the Beachfront Management Act, or Beach Bill, and the Beach Renourishment Bond proposal. These two items were so closely associated in the review articles that they were considered as a single data category in analysis. The percentage of other policies mentioned is comparable across the three subject newspapers except for the Beach Bill/Renourishment Bond category. Both the Columbia State and the Greenville News mentioned these policies approximately twice as often relative to other policies when compared to the Charleston News & Courier. In addition, the percentage of articles mentioning "Other" coastal-oriented policies decreases markedly as the distance from the coast increases. This may suggest that inland newspapers tend to focus their reporting efforts on a limited number of coastal concerns.

**Table 4 Newspaper by Policy or Legislative Action
Mentioned in Articles (n=805)**

Beach Bill	Coastal Council	Red Tide	Saltwater licenses	Shrimp Regs.	Wet- lands	Other	NA	Total
81	17	23	13	13	29	94	181	451
18.0	3.8	5.1	2.9	2.9	6.4	20.8	40.1	100.0
62	2	16	8	5	8	29	63	193
32.1	1.0	8.3	4.2	2.6	4.2	32.6	15.0	100.0
63	1	15	5	7	5	12	53	161
39.1	0.6	9.3	3.1	4.4	3.1	7.5	32.9	100.0
206	20	54	26	25	42	135	297	805

The degree of impact to coastal areas presented by the review articles was classed in one of the following six categories: (1) present, negative impact to coastal conditions; (2) present, positive impact; (3) future, negative; (4) future, positive; (5) neutral; and (6) not applicable. Articles that tended to evenly present both proponent's and opponent's views on coastal circumstances were classed as neutral, while articles that made no mention of coastal impacts were classed as non-applicable. A comparison of the subject newspapers across these categories is presented in Figure 5.

The Charleston News & Courier presented over one-third of its' articles on coastal conditions in a manner that conveyed no degree of impact. Of the remaining articles for that newspaper, there were comparable numbers that mentioned either present, negative impacts or future, positive impacts to coastal conditions.

The Columbia State articles tended to convey either present, negative impacts to coastal conditions, or made no mention of impacts at all. The Greenville News also tended to follow this pattern with respect to its' coastal coverage.

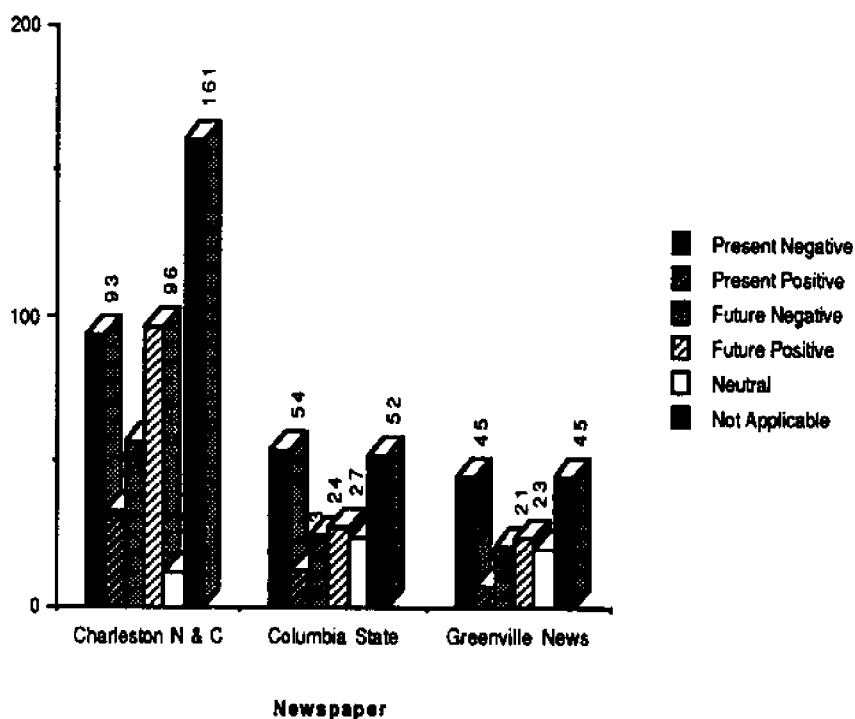


Figure 5 Newspaper by Degree of Impact to Coastal Conditions (n=805)

Summary

The Charleston News & Courier printed more than twice the number of coastal-oriented articles than either the Columbia State or the Greenville News for the first six months of 1988. The Charleston News & Courier tended to locate these articles in the first two sections of the newspaper, while the Columbia State placed them in the third and fourth sections and the Greenville News printed almost 80 percent of its' articles in the first three sections. The majority of all coastal-oriented articles were located in the left-half of the printed page, regardless of the newspaper concerned. Almost two-thirds of the Charleston News & Courier articles were printed with a by-line, while the other two newspapers relied more on articles from the Associated Press wire line.

The majority of all articles reviewed in each newspaper were statements or reports of action by state or local level government officials or agencies. The greatest proportion of these articles was presented in a neutral tone, and only the Columbia State had more negatively-oriented articles than positive-oriented articles covering coastal issues.

The South Carolina Beachfront Management Act and Beach Renourishment Bond proposal were the most frequently mentioned policies among the three subject newspapers. This was largely due to the time period of this content analysis coinciding with that of the debate over these two items of beachfront legislation. No other policies were mentioned in great number, although there was a wide range of policies or legislative actions mentioned in the review articles.

One-third of the Charleston News & Courier articles made no mention of degree of impact to coastal conditions, while the other two newspapers tended to present articles describing present, negative conditions or a belief in future, positive coastal conditions.

**Sea Grant Consortium Estuarine
Resource Information Study:
A Cross-Year Analysis**

by

Douglass W. McConnell II

November 8, 1989

**Sea Grant Consortium Estuarine
Resource Information Study:
A Cross-Year Analysis**

A comparison content analysis of three major South Carolina newspapers across three years was conducted to determine any trends in characteristics of newspaper articles that address coastal issues and concerns of South Carolina. This report presents findings concerning temporal visibility and valence dimensions of this media coverage.

Methods

The Charleston News & Courier, the Columbia State, and the Greenville News were identified for content analysis in order to compare regional information dissemination regarding South Carolina coastal issues and concerns. Microfilm copies of first editions of each newspaper were reviewed for each day of the month of May for 1987, 1988, and 1989. Information from relevant articles was recorded using a standardized data instrument, and data analysis performed using the Statistical Package for the Social Sciences (SPSSx).

Results

A total of 430 articles regarding coastal issues and concerns were reviewed from the three subject newspapers over the month of May for 1987, 1988, and 1989. There was a significant difference in the number of articles printed by each newspaper across this time period (Figure 1). While the Columbia State and the Greenville News printed their greatest single percentages of coastal related articles in 1988, the Charleston News & Courier printed 13 percent and 26 percent more articles, respectively, in 1987 and 1989 than in 1988.

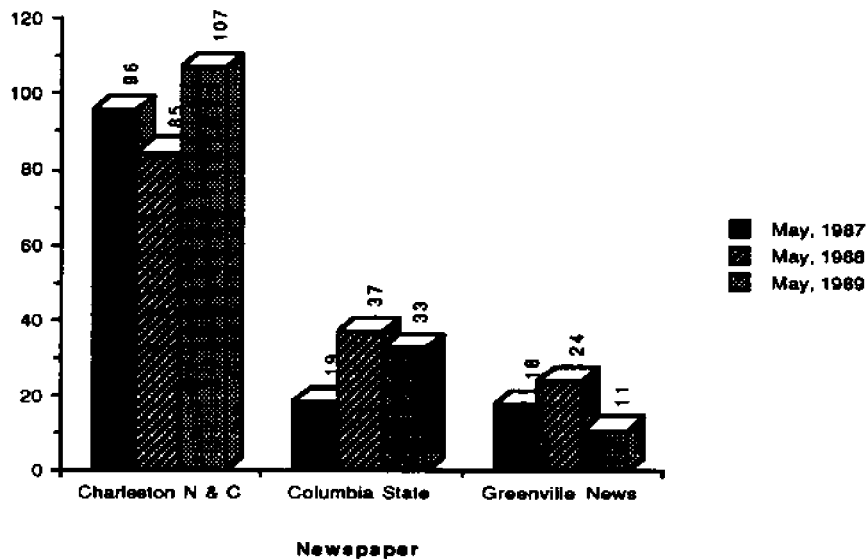
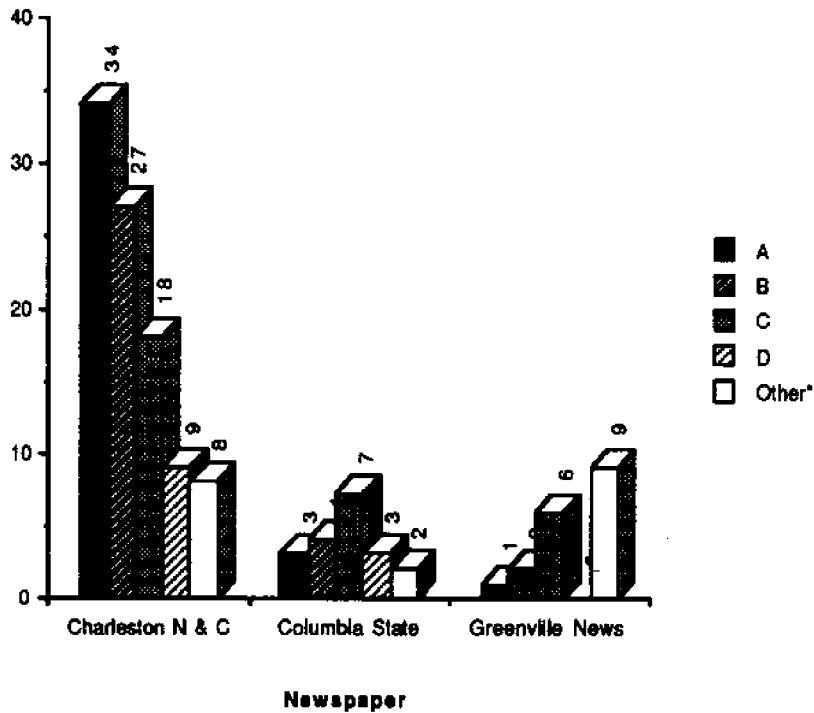


Figure 1 Articles by Newspaper by Year for May 1987, 1988, and 1989 (n=430)

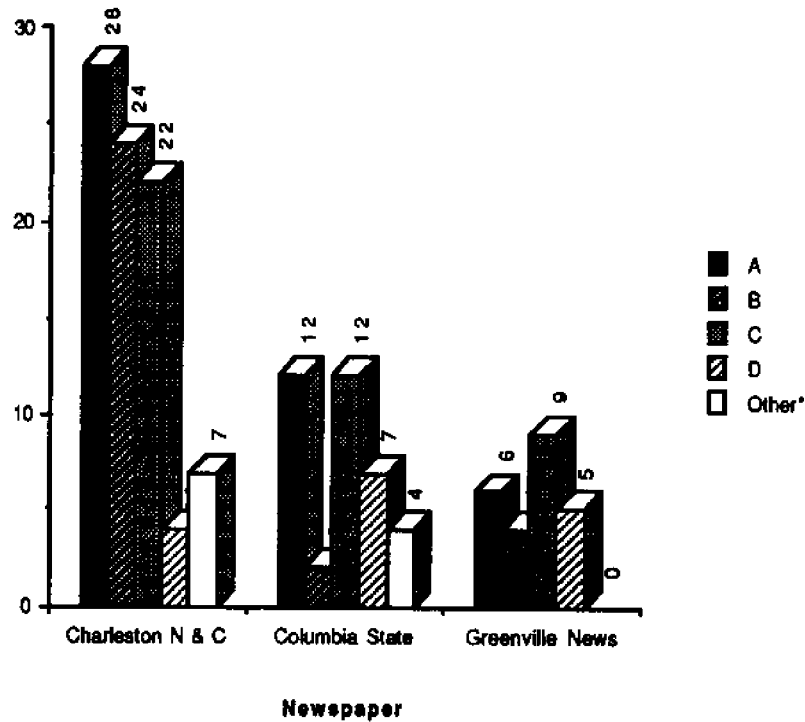
For May, 1987, the Charleston News & Courier printed over one-third of its coastal related articles in Section A while the Columbia State printed over 36 percent in Section C (Figure 2). The Greenville News printed one-third of its coastal related articles in Section C, but one-half of the total coastal articles were located in sections other than A through C.



* "Other" sections include E, F, H, N, W, and X.

Figure 2 Newspaper by Section Location of Article for May, 1987 (n=133)

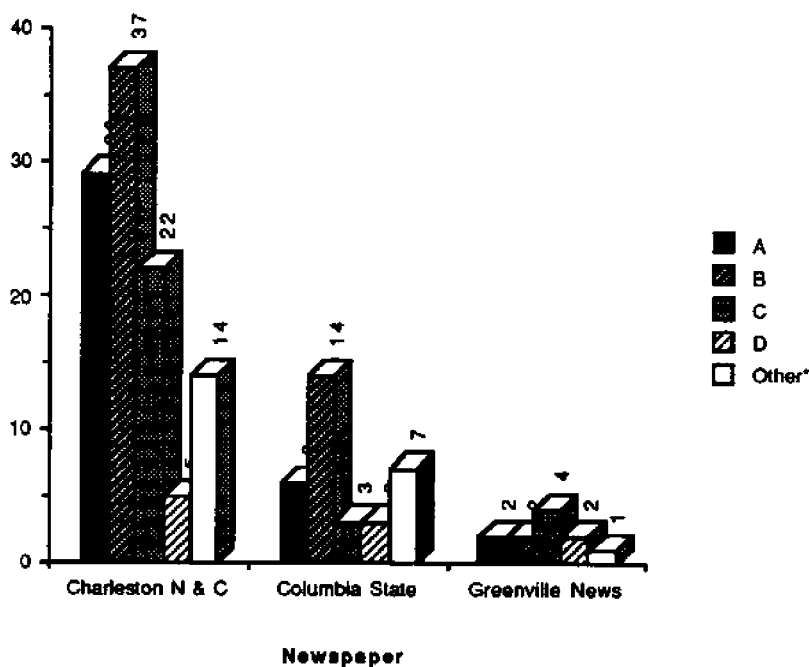
The Charleston News & Courier and the Columbia State printed equal percentages of coastal related articles in Section A during May, 1988 (Figure 3). However, the Columbia State also printed the same amount of coastal related articles in Section C. The Greenville News printed over one-third of its coastal related articles in Section C.



* "Other" sections include E, F, H, N, W, and X.

Figure 3 Newspaper by Section Location of Article for May, 1988 (n=146)

In May, 1989, the Charleston News & Courier printed the greatest single percentage of its coastal related articles in Section B (Figure 4). The Columbia State printed over 42 percent of its coastal related articles in Section B for that same period, while the Greenville News once again placed over one-third of its articles in Section C.



* "Other" sections include E, F, H, N, W, and X.

Figure 4 Newspaper by Section Location of Article for May, 1989 (n=151)

The Greenville News consistently placed the greatest percentage of its coastal related articles in Section C during the month of May over the three year review period. The Charleston News & Courier printed approximately one-third of its articles in Section A for 1987 and 1988, and over 42 percent in Section B during May, 1989. The Columbia State printed the majority of its coastal articles in the first three sections of the newspaper over the review period. However, the significant number of coastal related articles printed in Section A during May, 1988 of the Columbia State was due to that newspaper's coverage of legislative activity on the 1988 Beachfront Management Act.

There was no significant relationship in the quadrant location of coastal related articles across the three subject newspapers during the month of May for 1987, 1988, and 1989 (Figure 5). The greatest percentage of articles tended to be found in the upper-left quadrant of the page in each newspaper. The Greenville News, however, did print a comparable portion of articles for 1987 and 1988 in the lower left quadrant of the page.

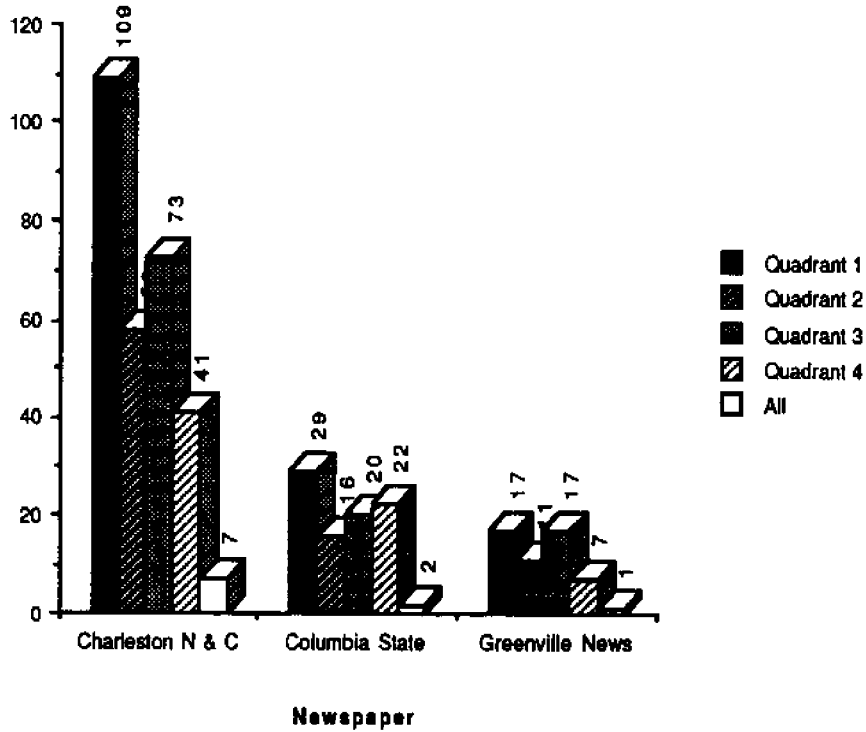


Figure 5 Newspaper by Quadrant Location of Articles for May 1987-1989 (n=430)

During May, 1987 there was no significant relationship in the number of byline articles compared to non-byline articles across the three subject newspapers. However, there was a significant difference in the number of byline and non-byline articles across the three subject newspapers for May, 1988. Over two-thirds of the articles in the Charleston News & Courier for that month were printed with a byline while the Columbia State had approximately equal numbers of byline and non-byline articles (Figure 6). The Greenville News printed just over 20 percent of coastal related articles with a byline during this same period.

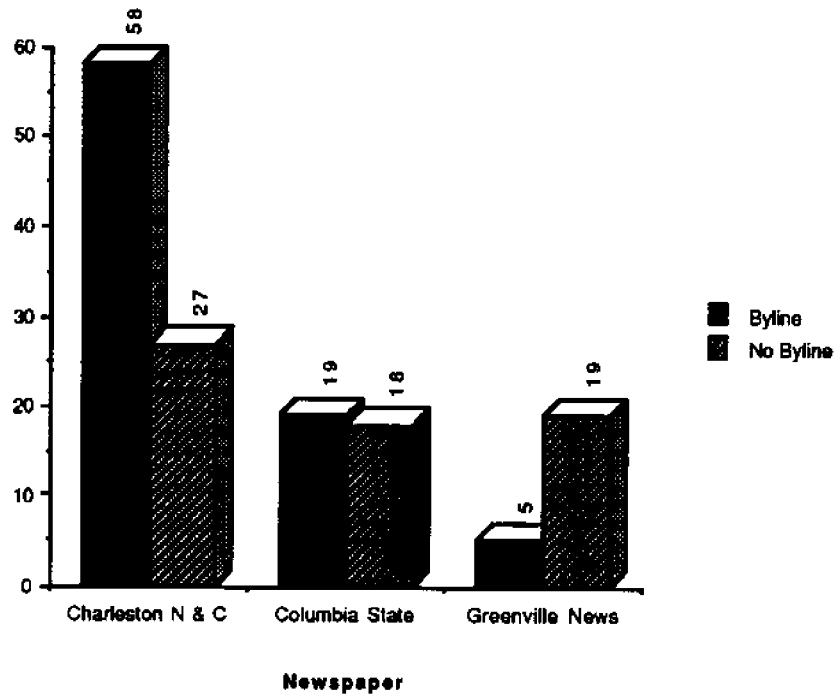


Figure 6 Newspaper by Article Authorship for May, 1988 (n=146)

During May, 1989, there was also a significant difference in the number of byline and non-byline articles across the three subject newspapers. Over 61 percent of the Charleston News & Courier articles were printed with a byline while less than one-half of the coastal related articles in the Columbia State had bylines (Figure 7). Only one of the eleven coastal related articles in the Greenville News for this period had a byline.

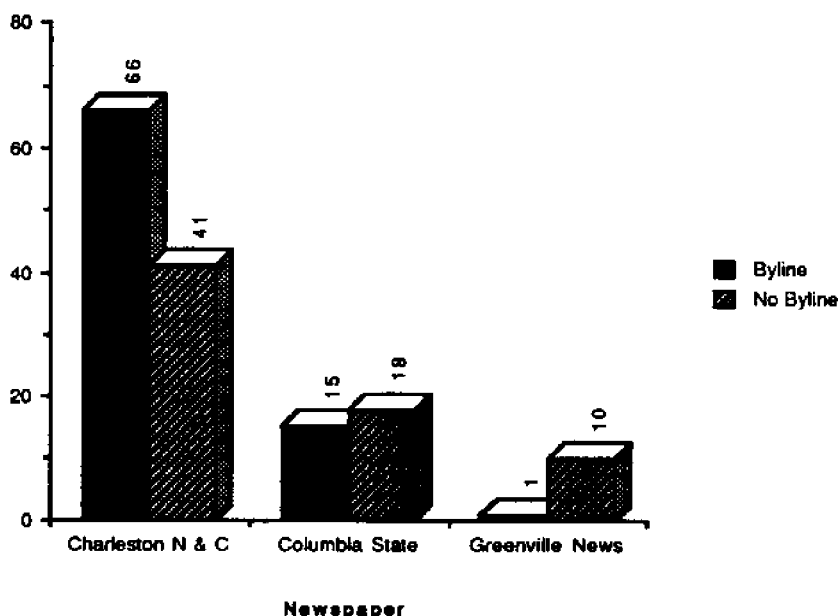


Figure 7 Newspaper by Article Authorship for May, 1989 (n=151)

The articles from each newspaper were grouped in one of six major type classes:

- (1) a statement made or report of action taken by:
 - (a) US government
 - (b) business or industry
 - (c) scientific or academic community
 - (d) special interest group
- (2) a summary of a public hearing, meeting, or conference
- (3) a notice of a coming decision, meeting, or conference
- (4) an editorial
- (5) a letter-to-the-editor
- (6) a general information article on coastal conditions.

There were no significant differences in the types of articles printed in the subject newspapers over the review period. The majority of coastal related articles for the month of May in 1987, 1988, and 1989 for each newspaper tended to be statements made or reports of action taken by a particular group (Table 1). However, in May, 1987, over 61 percent of coastal related articles in the Greenville News were general information articles. The Charleston News & Courier and the Columbia State also had relatively high numbers of general information articles concerning coastal conditions for the same period.

**Table 1 Newspaper by Type of Article for May
1987, 1988, and 1989 (n=430)**

	State ment	Sum- mary	Notice	Edit- orial	Letter	General Inform.	Total
Charleston News & Courier	126 43.8	4 1.4	16 5.6	16 5.6	34 11.8	92 31.8	288 100.0
Columbia State	55 61.8	3 3.4	2 2.2	2 2.2	4 4.6	23 25.8	89 100.0
Greenville News	25 47.2	0 0.0	2 3.7	3 5.7	3 5.7	20 37.7	53 100.0
	206	7	20	21	41	135	430

Chi-Square: 16.89616

Significance: 0.0767*

* The number of cells with expected frequencies of less than five is too large to allow reliable statistical analysis of this crosstabulation.

There was no significant relationship between the three subject newspapers and the positive, negative, or neutral orientation of the articles across the review period. There was a tendency, however, for each newspaper to present coastal related articles in a neutral to positive manner over the three year period. When article orientation was compared to source newspaper alone, the greatest percentage of all articles had a neutral orientation (Figure 8). Also, there was a consistently low percentage of negatively oriented articles on coastal concerns across all three newspapers.

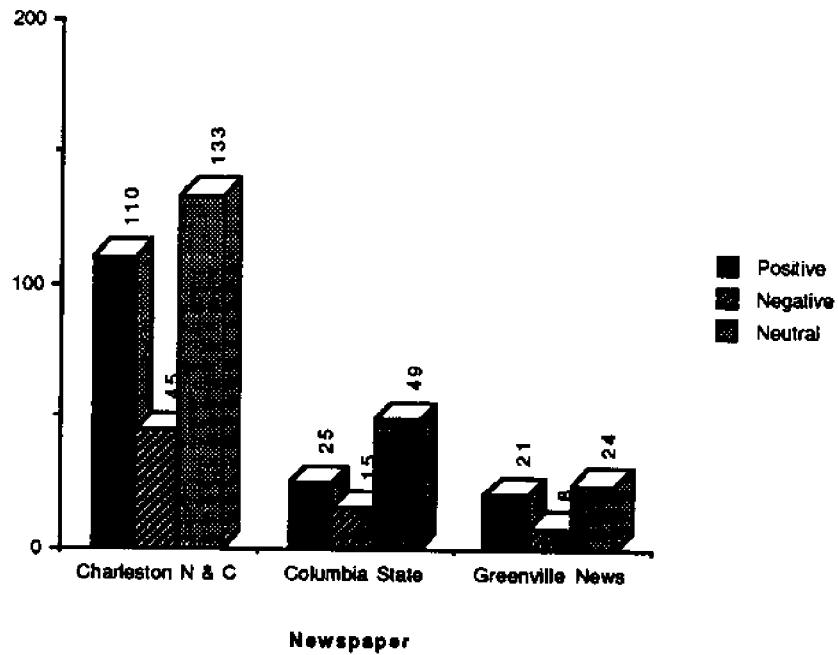


Figure 8 Newspaper by Orientation of Article for May 1987-1989 (n=430)

There was no significant relationship between the range of policies or legislative actions mentioned in the articles in the subject newspapers across the review period. However, for May, 1988, there was a significantly high percentage of articles mentioning the Beachfront Management Act printed in the Columbia State and the Greenville News relative to the number of articles mentioning other coastal policies or legislative actions (Table 2). In contrast, only 14 percent of Charleston News & Courier articles during the same time period mentioned the Beachfront Management Act.

Table 2 Newspaper by Policy or Legislative Action Mentioned for May, 1988 (n=146)

	Beach Mgmt. Act	Other	No Mention	Total
Charleston News & Courier	12 14.1	34 40.0	39 45.9	85 100.0
Columbia State	15 40.6	11 29.7	11 29.7	37 100.0
Greenville News	13 54.1	4 16.7	7 29.2	24 100.0
	40	49	57	146

Chi-Square: 19.77453

Significance: 0.0006

The 1988 Beachfront Management Act was frequently cited as the most significant coastal management legislation in South Carolina since the establishment of the South Carolina Coastal Council. This legislation dominated the coastal related articles in the subject newspapers for May, 1988. The presence of articles on the Beachfront Management Act in this period more than doubled the number of coastal related articles mentioning some policy or legislative action for the Columbia State and the Greenville News as compared to May, 1987 and May, 1989. In contrast, the Charleston News & Courier printed approximately the same number of articles mentioning a policy or legislative action in May, 1988 as in May, 1987 while tripling the number of articles dealing with the Beachfront Management Act over the same period.

The ratio of the number of policy articles to the number of policies mentioned by the subject newspapers across the study period indicates the level of importance given in coverage of the Beachfront Management Act by the Columbia State and the Greenville News (Table 3). The ratio increased significantly in 1988 for these two newspapers due to this coverage, while no significant change in the ratio occurred in the Charleston News & Courier.

Table 3 Ratio of Number of Articles to Policy by Newspaper for May 1987-1989

	<u>1987</u>	<u>1988</u>	<u>1989</u>
Charleston News & Courier	2.24	2.42	1.54
Columbia State	1.25	3.25	1.25
Greenville News	1.50	4.25	1.00

The Charleston News & Courier printed approximately equal numbers of coastal related articles mentioning similar coastal policies or legislative actions in May, 1987 and May, 1988. Both the Columbia State and the Greenville News printed three times more coastal related articles in May, 1988 than in May, 1987, yet with no increase in the number of policies or legislative actions mentioned. Coverage of legislative actions surrounding the Beachfront Management Act in May, 1988 was almost completely responsible for the increased number of coastal related articles in the inland newspapers. In May, 1989, the Charleston News & Courier printed sixty coastal policy articles mentioning 39 different policies while the other two newspapers printed numbers of coastal related articles comparable to 1987 levels.

The total number of coastal related articles in the subject newspapers increased by over 13 percent between May, 1987 and May, 1989. At the same time, the mean length of coastal related articles increased by 12 percent. The advent of the Beachfront Management Act was a primary factor in this overall rise in newspaper coverage of coastal related issues.

In May, 1988, coverage of the Beachfront Management Act resulted in an 8 percent increase in the mean length of coastal related articles across the subject newspapers relative to the same period in 1987 (Table 4). While there was a moderate increase in the number of articles mentioning the Beachfront Management Act in the Charleston News & Courier between May, 1987 and May, 1988, the mean length of those articles increased by over 60 percent. The Columbia State markedly increased coastal issue coverage over this time period with a 650 percent increase in the number and 231 percent increase in the mean length of articles concerning the Beachfront Management Act. In contrast, the Greenville News printed over ten times more articles on the Beachfront Management Act in May, 1988 but with a decrease in mean length of six percent.

Table 4 Mean Length of Coastal Related Articles by Policy or Legislative Action by Newspaper for May 1987-1989 (n=430)

	<u>Policy</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>
	Beach Mgt. Act	327	534	314
CN&C	Other	370	497	543
	No Mention	459	399	417
	Beach Mgt. Act	225	745	145
C State	Other	317	424	580
	No Mention	586	304	427
	Beach Mgt. Act	370	348	350*
G News	Other	612	223	425*
	No Mention	261	217	274
<hr/>				
Total Articles		133	146	151
Total Length		54,530	65,010	69,254
Mean Length		410	445	459

* The low number of articles in these cells does not allow valid generalizations from these means.

An additional impact of coverage of the Beachfront Management Act was the carry-over effect to coverage of other coastal issues. Both the Charleston News & Courier and the Columbia State had a 34 percent increase in mean length of articles on other coastal related issues between May, 1987 and May, 1988. However, the Beachfront Management Act appeared to have a replacement effect on coverage of other coastal related issues by the Greenville News: the mean length of these articles dropped by 64 percent over this time period while the number of these articles remained relatively constant.

The carry-over effect continued to May, 1989. While numbers and lengths of articles on the Beachfront Management Act decreased for all three newspapers, coverage of other coastal issues increased in both number and length for the Charleston News & Courier and the Columbia State. Although there was an apparent increase in mean length of coastal issue articles in the Greenville News during May, 1989, there were too few issue articles in this period to make valid comparisons.

Summary

The Charleston News & Courier printed a relatively constant number of coastal related articles mentioning different coastal policies in May, 1987 and May, 1988. These articles tended to present coastal issues or concerns in a neutral to positive manner, and generally were located in the first section of the newspaper. Coverage of legislative actions on the Beachfront Management Act was comparable to other coastal issue coverage given by this newspaper for May, 1988. However, by May, 1989, Charleston News & Courier articles on turtle excluder device (TED) regulations and shrimping policies outnumbered articles dealing with the Beachfront Management Act.

The Charleston News & Courier and the Columbia State increased both the number and mean length of coastal issue articles from May, 1987 to May, 1988 as a result of actions surrounding the Beachfront Management Act. The Greenville News had a higher number of coastal issue articles for May, 1988 than May, 1987, but a lower mean length of articles. The Columbia State and the Greenville News each greatly augmented the number of coastal related articles with coverage of the Beachfront Management Act in May, 1988 while keeping constant the number of policies or issues mentioned. By May, 1989, these two newspapers had decreased their total number of coastal related articles and policies or issues mentioned to pre-1988 levels.

A carry-over effect from the Beachfront Management Act of 1988 was indicated by the increased number and mean length of other coastal issue articles in 1988 and 1989 by the Charleston News & Courier and the Columbia State. In contrast, the Beachfront Management Act tended to have a replacement effect on the coverage of coastal issues by the Greenville News. There was a decrease in the number of different coastal issues covered by the Greenville News for the May, 1989 period.

Conclusions

Newspaper coverage by the Columbia State and the Greenville News on the Beachfront Management Act and other coastal issues or concerns suggests that these newspapers may emphasize coastal related news that is felt significant to a majority or all South Carolina residents. In contrast, the Charleston News & Courier covers a greater breadth of coastal issues that relate to numerous coastal publics of South Carolina. It appears that the economic implications of beachfront management and preservation to all South Carolina taxpayers creates greater impetus for newspaper coverage in inland regions of the state than the circumstances of specific coastal publics.

There was coverage of an increasing number of coastal issues by the Charleston News & Courier that would suggest a pro-environmental tendency by the editorial and news staff writers. However, these issues appear presented with a regional emphasis that may decrease message impacts in other regions of South Carolina. The Columbia State appeared more aggressive in coverage of a lesser number of coastal issues than the Charleston News & Courier. This suggests that the Columbia State assumes a leadership role for a readership that is primarily removed from direct involvement in a majority of coastal issues. The Greenville News presented a reactive coverage of a few major coastal issues and appeared to follow a conservative posture of its readership with respect to coastal concerns.

**The Message and the Image:
Development and Evaluation of Estuarine Resource
Information**

Summary Report

**The Message and the Image:
Development and Evaluation of Estuarine Resource Information**

Summary Report

The content analysis of South Carolina coastal issues investigated the amount and prominence of newspaper coverage given by three major newspapers of the state to coastal concerns. This was undertaken as the initial phase of research in developing an information dissemination strategy for the Sea Grant Consortium. Steps following this study would investigate the accuracy of newspaper message diffusion to different regional publics in South Carolina and the receptivity of those publics to differing media information programs.

The findings of the content analysis suggest that inland newspapers follow a media-centered perspective of coastal issues while coastal newspapers assume a society-centered perspective. The inland newspapers, as major media components, lead their readership to an awareness of coastal conditions through their writer's interpretations or developed issue perspectives. In contrast, the society-centered perspective of coastal newspapers reflects the consequences of the societal forces of their diverse readership publics.

Coastal publics are likely to have more diverse attitudes on coastal issues due to awareness through personal or near personal experience. The vicarious nature of inland publics' awareness of coastal issues through media dependency tends to decrease the variety and intensity of attitudes and beliefs on coastal issues. A significant finding of the content analysis is the carryover impact from coverage of the 1988 Beachfront Management Act by the Charleston News & Courier. Coastal publics appear to connect an increasing number of issues to actions surrounding this legislation, suggesting a growing coastal public awareness of the longterm dynamic nature of South Carolina coastal environments.

Inland newspapers of South Carolina developed a majority of their coastal news articles from the Associated Press wire service. These articles closely followed news articles from the Charleston News & Courier, indicating a diffusion linkage of coastal news perspectives across the state. In this light, future research concerning coastal issue diffusion networks could begin with information packaging for Charleston News & Courier writers and monitoring of that information flow to inland newspapers. Emphasis would be given to content comparisons between coastal and inland newspapers, timing of news releases, and perspective development of inland news writers.

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Created in 1981, the Regional Resources Development Institute (RRDI) is a cooperative venture between the Southern Appalachian Research/Resource Management Cooperative (SARRMC) and Clemson University. The Institute's purpose is to stimulate and coordinate research in the areas of natural resource allocation and management, conflict management over natural resource uses, rural community assessment and development, and natural resource policy assessment. RRDI's projects involve scientists and graduate students of SARRMC member organizations and involve site studies throughout the entire Southeastern United States. This unique arrangement allows an exchange of ideas and skills between the National Park Service; U.S. Forest Service; TVA; U.S. Fish and Wildlife Service; the University of Georgia; Western Carolina University; North Carolina State University; the University of Tennessee; and Virginia Tech with Clemson University.

The Regional Resources Development Institute receives no appropriated operating funds other than funds secured by grants, contracts, and restricted project funds. RRDI is a unit of Clemson University's College of Forest and Recreation Resources. The director of RRDI is responsible to the Dean of the College.

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