

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

**Adam Lynn & S. Derek Turner  
Free Press, Washington DC**

## **Abstract**

This brief study investigates the influence of Internet websites operated by independent non-traditional media outlets with a Chicago Illinois focus. In order to do this, we characterize the content, traffic, and audience composition of 13 different independent Chicago-specific websites, 7 of which were listed by Tribune in their October 23<sup>rd</sup> filing with the FCC, and compare them with 11 websites operated by traditional media companies based in the Chicago area.

The findings of this study demonstrate the following:

- The independent Chicago-specific websites do not publish appreciable amounts of original local news content.
  - Close to 60 percent of the stories in our sample of Chicago-specific websites were on non-hard news topics such as sports and entertainment.
  - Only 13.7 percent of the stories in our sample of Chicago-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 5.5 percent of the stories in our sample of Chicago-specific websites contained original reporting on hard news topics such as crime, local governance, education and local politics.
  - More than half of the stories on “hard” news topics linked to stories on Web sites owned by traditional media.
- The independent Chicago-specific websites have very small audiences. The average number of unique visitors in a single month to the independent Chicago-specific websites was just over 14,000. The average number of unique monthly visitors to the websites of the two major Chicago newspapers is nearly 80 times as large. Furthermore, the physical space presence of the traditional media outlets would make their viewership far larger.
- The audiences of the independent Chicago-specific websites are very transient. Only 12 percent of the visitors to the independent Chicago-specific websites viewed the site between 2 and 30 times in a month. However, 28 percent of the visitors to the websites of the dominant Chicago daily newspapers, and 19 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 Tribune Company (owner of the *Chicago Tribune*, WGN-TV, WGN-AM, CLTV and *Chicago Magazine*) 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, Tribune 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, Tribune describes numerous Chicago-specific websites.<sup>2</sup> However, Tribune 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 Tribune 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 Chicago, relying heavily on the content of local Chicago TV and newspaper outlets. Furthermore, the audiences of these independent Chicago-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.

---

<sup>1</sup> Comments of the Tribune Company, 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.* page 63

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

## Methodology

In their initial comments Tribune listed 13 websites that they claim are competitors to their Chicago television and newspaper outlets.<sup>4</sup> Three of the websites cited are no longer operational.<sup>5</sup> Another three are blog directories and not content driven websites themselves.<sup>6</sup> We also identified an additional eight independent Chicago-specific websites. We added in another ten websites operated by traditional outlets in the Chicago market for a total of 25 Chicago local news websites.<sup>7</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. 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 Chicago-specific websites (the websites not operated by firms that have a traditional physical space media presence), a qualitative analysis of the fourteen independent websites was performed.<sup>8</sup> All stories from the websites producing local news were sampled over two separate non-consecutive seven-day periods, February 12-19, 2007 and August 13-20, 2007. Stories were coded for topic, original reporting, local focus, link to traditional media outlet, and word count. 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 accident/disaster, community governance, crime, development, education, environment, finance, health, immigration, infrastructure, labor, media, military, politics, poverty and transportation were classified as "hard news".

---

<sup>4</sup> The 13 websites listed by Tribune in their October 23, 2006 filing: "Chicago Bloggers ([www.chicagobloggers.com](http://www.chicagobloggers.com)), Hyde Park Assets (<http://hydeparkcrime.blogspot.com>), Blogging Mayor of Round Lake ([www.eroundliake.com/blog](http://www.eroundliake.com/blog)), Windy City Webloggers (<http://chicago.creativecanvas.com>), Metroblogging Chicago (<http://netblos.co>), Chicago Blogs ([www.ringsurf.com/netring?ring=chicagoblogs](http://www.ringsurf.com/netring?ring=chicagoblogs)), Chicagoray (<http://chicagoray.blogspot.com>), Blog-A-Bull ([www.blogabul.com](http://www.blogabul.com)), Chicagoist ([www.chicagoist.com](http://www.chicagoist.com)), Gaper's Block ([www.gapersblock.com](http://www.gapersblock.com)), Hot Type ([www.chicagoreader.com/features/stories/hottype.com](http://www.chicagoreader.com/features/stories/hottype.com)), Chicago Life (<http://chicagolife.blogspot.com>), and Eat Chicago ([www.eatchicago.net](http://www.eatchicago.net)) to identify just a few."

<sup>5</sup> The three websites that are no longer operational: [www.blogabul.com](http://www.blogabul.com), [www.eatchicago.net](http://www.eatchicago.net), and [hydeparkcrime.blogspot.com](http://hydeparkcrime.blogspot.com).

<sup>6</sup> See Appendix B for an analysis of the blog directories

<sup>7</sup> The ABC affiliate website was excluded due to their web address being a subsection of a much larger website (<http://abclocal.go.com/wls>). Similarly, the Hot Type column of the Chicago reader is a subsection of the Chicago reader website so traffic data could not be accurately compiled.

<sup>8</sup> Chicago Life (<http://chicagolife.blogspot.com>) is "open to invited readers only" therefore a content analysis was not performed. Also, Hot Type, cited by Tribune was included in the content analysis even though it is actually traditional media.

**Figure 1: Websites Included in Sample**

Website	Source	Type	Reach per million users (3 mo. avg.)	Alexa Traffic Rank (3 mo. avg)	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
<a href="http://chicago.metblogs.com">http://chicago.metblogs.com</a> *	News and Information Blog	Independent	0.008550%	22,178	392,795	3,051	92%	8%	0%
<a href="http://www.eroundlake.com/blog">http://www.eroundlake.com/blog</a> *	News and Information Blog	Independent	0.000080%	867,983	190,919	7,096	95%	5%	0%
<a href="http://www.chicagoist.com">http://www.chicagoist.com</a> *	News and Information Blog	Independent	0.001750%	80,719	16,449	112,773	69%	31%	1%
<a href="http://www.gapersblock.com">http://www.gapersblock.com</a> *	News and Information Blog	Independent	0.000855%	170,262	65,505	25,294	95%	4%	1%
<a href="http://chicagolife.blogspot.com">http://chicagolife.blogspot.com</a> *1	News and Information Blog	Independent	N/A	N/A	8,109,715	<2,000	N/A	N/A	N/A
<a href="http://chicagoray.blogspot.com">http://chicagoray.blogspot.com</a> *	Political Commentary Blog	Independent	0.000015%	2,961,925	1,625,622	<2,000	N/A	N/A	N/A
<a href="http://blog.new-eastside.com">http://blog.new-eastside.com</a>	News and Information Blog	Independent	0.000085%	572,445	N/A	N/A	N/A	N/A	N/A
<a href="http://chicago.indymedia.org1">http://chicago.indymedia.org1</a>	News and Information Blog	Independent	N/A	N/A	1,895,043	<2,000	N/A	N/A	N/A
<a href="http://www.methodsreporter.com">http://www.methodsreporter.com</a>	News and Information Blog	Independent	0.000285%	228,716	509,917	2,288	N/A	N/A	N/A
<a href="http://www.mychicagonewsblog.com">http://www.mychicagonewsblog.com</a>	News and Information Blog	Independent	0.000002%	6,724,889	N/A	N/A	N/A	N/A	N/A
<a href="http://capitalfax.blogspot.com">http://capitalfax.blogspot.com</a>	Political News and Commentary Blog	Independent	0.000035%	1,565,529	463,901	2,446	N/A	N/A	N/A
<a href="http://district299.typepad.com">http://district299.typepad.com</a>	News and Information Blog	Independent	N/A	N/A	405,936	2,900	N/A	N/A	N/A
<a href="http://www.prairiestateblue.com">http://www.prairiestateblue.com</a>	Political News and Commentary Blog	Independent	0.000005%	3,714,763	8,811,948	<2,000	N/A	N/A	N/A
<a href="http://www.beachwoodreporter.com/politics">http://www.beachwoodreporter.com/politics</a>	Political News and Commentary Blog	Independent	0.000345%	361,367	203,807	6,563	89%	11%	0%
<a href="http://www.chicagotribune.com">http://www.chicagotribune.com</a>	Daily Newspaper (owned by Tribune)	Newspaper	0.050450%	2,319	1,365	1,100,000	68%	30%	1%
<a href="http://www.suntimes.com">http://www.suntimes.com</a>	Daily Newspaper	Newspaper	0.028650%	5,323	1,507	998,577	73%	26%	1%
<a href="http://www.dailyherald.com">http://www.dailyherald.com</a>	Daily Newspaper	Newspaper	0.004600%	37,692	6,084	298,093	75%	24%	1%
<a href="http://www.chicagoreader.com">http://www.chicagoreader.com</a>	Alternative Newspaper	Newspaper	0.002700%	48,182	19,308	96,089	59%	41%	0%
<a href="http://www.chicagoreader.com/features/stories/hottype">http://www.chicagoreader.com/features/stories/hottype</a> *	Alternative Newspaper Column	Newspaper	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<a href="http://www.newcitychicago.com">http://www.newcitychicago.com</a>	Alternative Newspaper	Newspaper	0.000220%	502,136	135,702	10,680	96%	4%	0%
<a href="http://www.wgnradio.com">http://www.wgnradio.com</a>	Radio Station (owned by Tribune)	Radio	0.000350%	287,296	25,153	72,973	73%	27%	0%
<a href="http://wgnv.trb.com">http://wgnv.trb.com</a>	TV station (owned by Tribune)	Television	0.008600%	18,300	19,879	93,171	78%	22%	1%
<a href="http://www.cbs2chicago.com">http://www.cbs2chicago.com</a>	Local TV station	Television	0.005100%	33,729	5,706	318,627	87%	13%	0%
<a href="http://www.nbc5.com">http://www.nbc5.com</a>	Local TV station	Television	0.003100%	53,185	10,712	172,569	83%	17%	0%
<a href="http://abclocal.go.com/wls1">http://abclocal.go.com/wls1</a>	Local TV station	Television	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<a href="http://www.myfoxchicago.com">http://www.myfoxchicago.com</a>	Local TV station	Television	0.001750%	73,557	24,238	75,865	77%	23%	0%

Data gathered on August 21, 2007

\*=cited by Tribune as online competitor

1- Alexa.com only provided information for overall website not the specific subsection

## Independent Chicago-Specific Local News Websites Cited by Tribune

[Chicago.Metblogs.com](http://chicago.metblogs.com) is a website that is focused on all aspects of life in Chicago. The website acts partially as an online diary and primarily focuses on human-interest stories. The site relies heavily on information from traditional media outlets and typically hyperlinks directly to the original story when posting on the issue.

[eRoundLake.com/blog](http://www.eroundlake.com/blog) is the weblog of the Mayor of the town of Round Lake, IL. The Mayor uses the forum to interact with Round Lake citizens and notify and update readers on city projects and events. While a useful service the public diary of the Mayor certainly does not constitute a news source. The mayor retains full control over what is posted and what is not. Furthermore, the blog is hosted on the website of the local government’s website. The blog provides a helpful tool to citizens looking for recent happening of the local mayor but in no way does the website perform the functions of a press outlet.

[Chicagoist.com](http://www.chicagoist.com) is the premier independent weblog in the Chicago area. Utilizing a larger pool of contributors the website posts frequently on a variety of subject matter. The website strays into “hard” news topics but rarely provides the reader with original or unique information, let alone actual reporting. The website relies heavily on the traditional Chicago media for news content, particularly revealing considering its position a top the independent Chicago weblog scene.

[GapersBlock.com](http://www.gapersblock.com) is a Chicago specific website focusing on a variety of topics, many being arts and entertainment and sports related. Two sections of the website were analyzed for the purposes of this study. The weblog section of the website consists of extremely short postings of which very few touch on “hard” news topics or original reporting. What sets this site apart from most city-focused weblogs is the presence of a daily column that involves more long form writing that deviates from the typical link-heavy short-post weblog format. However, most of these long form columns consist of arts and entertainment, cooking, or sports subject matter.

[ChicagoRay.blogspot.com](http://ChicagoRay.blogspot.com) is a weblog that primarily opines on national politics. The right leaning author will many times link or refer to a traditional media story. Due to the focus of the website, it is a rarity to have a locally focused story. Furthermore, we did not find a single instance of original reporting during the period analyzed. The blog primarily functions as an outlet for rants and raves, not as a new source of local news.

[Blog.New-Eastside.com](http://Blog.New-Eastside.com) is a weblog focused on the New Eastside neighborhood in Chicago. The website infrequently posts new content. The site maintains a local focus but appears to do little if any news-gathering. The blog appears to function much more as an aggregator of New Eastside news than as a media outlet itself. While this website is a useful resource to a New Eastside citizens it certainly does not weaken the dominance of traditional Chicago media outlets as information sources.

[Chicago.Indymedia.org](http://Chicago.Indymedia.org) is the Chicago subsection of the Independent Media Center. The features segment of the website was analyzed for the purposes of this study. The site appears to post to the features portion about once a week, focusing on local political activism. The outlet lacks the resources and audience of traditional media outlets but provides occasional original reporting and a forum for all to share their opinions and experiences or distribute information. The Center also produces a monthly television and radio program. However, due to the fact that they began their operations over the web and do not own any traditional media outlets they were included in this study.

[MethodsReporter.com](http://MethodsReporter.com) is a website run by graduate students at the Medill School of Journalism in Evanston, Illinois. The site provides the author of a post 90% of the advertising revenue for their story. The site appears to post a new story once or twice a week. The authors do tout their efforts to uphold journalistic integrity developing longer form pieces with original reporting on “hard” news topics. Nonetheless, due to the infrequent posting of content, the traffic numbers to the website are miniscule. The novel experiment of an online outlet for hard-hitting local journalism has not reached a point of sustainability and readers of the site could use it as a complementary source to traditional media, at best.

[MyChicagoNewsBlog.com](http://MyChicagoNewsBlog.com) is a weblog to “introduce readers to the Chicago blogosphere”. This goal results in the routine cross posting of other blogs’ content. [Praireistateblue.com](http://Praireistateblue.com) looks to be the most common cross posted blog and is also included in our study. The website receives virtually no traffic and is far cry from a traditional media competitor. The site appears to be run by a single individual and is characterized by one post per day, no original reporting and a focus on sports and business news. The site serves as a complimentary product to other Chicago blogs and is certainly not a competitor to traditional Chicago media outlets.

[Capitalfax.Blogspot.com](http://Capitalfax.Blogspot.com) is a weblog where “featured Illinois bloggers and commenters talk about state and local politics”. The site stays true to its intention with many of the postings analyzed covering community governance and politics. However, as is the case with many of independent websites in the Chicago area, few postings contained original reporting. The website appears to be a bit of an insider’s forum on Chicago and Illinois politics as the level of postings and reader comments are high but the level of overall web traffic is quite low.

[District299.Typepad.com](http://District299.Typepad.com) is weblog focusing on Chicago schools. The site relies heavily on the reporting of traditional outlets with only an occasional post containing original reporting. The website clearly depends on traditional media in order to operate and gathers the information it posts from press releases and Google news searches. Considering the website visitor level, the audience for the site appears to be those who work within the Chicago school system and function as an aggregator of all information relevant to Chicago schools, most of which originates from traditional Chicago media.

[PrairieStateBlue.com](http://PrairieStateBlue.com) is a weblog focused on Illinois and specifically Chicago politics. The site is left leaning and spotlights the Democratic Party. The site is less reliant on traditional media outlets than many of the other websites analyzed. This is most likely due to the fact of being a community owned and run blog. This allows anyone to post content and many participants appear to be activists of one sort or another. This means a reader does gain access to some first hand “hard” news information from the website. However, the lack of impartiality appears to be geared more towards convincing readers to take a side in a debate than inform them on the whole of the issue. The low traffic numbers further illustrate this point, similar to [capitalfax.blogspot.com](http://capitalfax.blogspot.com), the blog seems to be frequented by those already engaged in the Illinois Democratic Party.

[BeachwoodReporter.com/Politics](http://BeachwoodReporter.com/Politics) is website that focuses on the shortcomings of the traditional media. Our analysis focused on the politics section of the website, as the web address indicates. The Founder and Editor Steve Rhodes was a former reporter with traditional Chicago media outlets. The website produces quirky pieces that chide the mainstream media and area politicians. While this watchdog role is crucial, it certainly does not constitute a competitor to traditional outlets but a complementary function that serves to assist Chicago citizens in assessing the shortcomings of the media outlets tasked with informing them on important local issues.

[ChicagoReader.com/Features/Stories/HotType](http://ChicagoReader.com/Features/Stories/HotType) is the online version of a weekly column written by Michael Miner and printed in the Chicago Reader. The column reports issues surrounding his employer and other Chicago media outlets journalistic practices and random aspects of the Chicago news industry. This website was only included because of the fact that it was cited by Tribune but is a far cry from a new independent source of local news.

## General Results - Qualitative

A total of thirteen independent Chicago-specific local websites were reviewed, amounting to 495 total stories (sampled over two non-consecutive one week periods).<sup>9</sup> These websites span a wide range of online outlets from personal blogs to political forums to the most popular independent Chicago specific news websites.

The median word count per story was 328, far below the typical length of a local newspaper story, which is usually around 500 words.<sup>10</sup> By far the most frequent type of story was arts and entertainment, human interest or food-focused pieces, accounting for slightly more than one fifth of all stories reviewed. This indicates that the focus of many of these local websites is not hard news, but lighter fare.

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 13.7 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 close to 60 percent of the stories with original reporting. Only 5.5 percent of the entire sample of stories on independent Chicago-specific websites consisted of original hard news reporting, even with the very generous assessment of hard news status. Consider further that when including whether the story links to traditional media we find that only

---

<sup>9</sup> [ChicagoReader.com/Features/Stories/HotType](http://ChicagoReader.com/Features/Stories/HotType) was also included in the analysis but is not a independent source

<sup>10</sup> <http://www.patriot-news.com/search/faq.php>

4.2 percent of stories contain original reporting on a hard news topic without relying on the resources of a traditional outlet.

**Figure 2: Summary of Story Content on Independent Chicago-Specific Websites<sup>11</sup>**

Type of Story on Independent Chicago-Specific Websites	Percentage of All Stories in Sample of Independent Chicago-Specific Websites
Non-Original Reporting	86.3%
Original Reporting	13.7%
Original A&E/Other Human Interest Reporting	7.3%
Original Other Non-Hard News Reporting	1.0%
Original Hard News Reporting	5.5%
Without Linking to Traditional Media	4.2%

Furthermore, though these websites are independent outlets, slightly less than half of the stories in our sample linked directly to traditional media outlets. This reliance became even more pronounced when the posting was on a hard news topic with over half containing a direct link to the website of a traditional media company, most often that of Tribune owned properties. Again, the overwhelming majority of these stories contained no original reporting, and those that did relied on traditional media (see Figure 3).

**Figure 3: Summary of Independent Chicago-Specific Websites Linking to Traditional Media<sup>12</sup>**

Type of Story on Independent Chicago-Specific Websites	Percentage of All Stories in Sample of Independent Chicago-Specific Websites Hyperlinked to Traditional Media
Not Hyperlinking to Traditional Media	52.3%
Hyperlinking to Traditional Media	47.7%
Hard News Topics	22.2%
A&E/Other Human Interest Topics	13.1%
Other Non-Hard News Topics	7.7%
Aggregate	4.6%

An illustrative example of this reliance on traditional media comes from [chicagoist.com](http://chicagoist.com), which boasts the largest number of postings and the highest web traffic of all the independent Chicago-specific websites in our sample. In our analysis, we found that 18 percent of the [Chicagoist.com](http://chicagoist.com) stories analyzed were on hard news topics. Of that 18 percent, 77 percent (or 20 of 26) of the stories link to traditional media outlets. Similar to everyday citizens of Chicago, these websites depend on Chicago’s traditional media outlets in order to gain information relevant to the community. These numbers fly in the face of Tribune’s claims of competition and demonstrate the damaging ripple effect further consolidation would impose on alternative outlets.

<sup>11</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 sports and weather. Sub-categories of “original hard news reporting” included: accident/disaster, community governance, crime, development, education, environment, finance, health, immigration, infrastructure, labor, media, military, politics, poverty and transportation.

<sup>12</sup> The Aggregate category was separated due to the nature of the category being a post that aggregates a variety of articles from mostly traditional media outlets.

## General Results - Quantitative

The online traffic monitoring services Alexa and Quantcast were used to contrast the traffic and audiences of the independent Chicago-specific websites with the websites of local print and television news outlets operating in the greater Chicago 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 Chicago area have an average of over 500,000 unique U.S. visitors per month, which is far higher than the 14,000 average monthly visitors to the independent Chicago-specific news websites. The website for the areas leading newspaper, *The Chicago Tribune*, has an average of 1.1 million unique visitors per month. In contrast, *Chicagoist*, the highest ranked independent Chicago-specific website received just under 113,000 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 165,000 unique visitors per month, more than ten times the amount that visited the independent Chicago-specific news websites.

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

Website Type	Unique U.S. Visitors Per Month
Independent Chicago-Specific Websites	14,201
Chicago Area Television Station Websites	165,058
Chicago Area Newspaper Websites	500,688

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 Chicago media outlets and the websites listed in Tribune's comments. Nearly 90 percent of the monthly audience of the independent Chicago-specific websites visited the sites just a single time in a month, higher than that of local print and TV websites. This data indicates that the independent Chicago-specific website audience is very transient, stumbling upon the site once, and never returning (see Figure 5).

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

Website Type	Unique U.S. Visitors Per Month	Percent Visiting Once per Month	Percent Visiting 2-30 Times per Month	Percent Visiting >30 Times per Month
Independent Chicago-Specific Websites	14,201	88%	12%	1%
Chicago Area Television Station Websites	165,058	81%	19%	0%
Chicago Area Newspaper Websites	500,688	74%	25%	1%

Finally, the reach of the independent Chicago specific websites also pales in comparison to the circulations of the Chicago newspapers. As Figure 6 shows, the average Sunday circulation of daily newspapers is over 30-times greater than the average number of monthly unique visitors to the independent Chicago-specific websites.

**Figure 6: Circulation of Daily Print Newspapers in Chicago**

Newspaper	Circulation (Daily)	Circulation (Sunday)
Chicago Tribune	590,000	960,600
Chicago Sun-Times	382,800	333,500
Daily Herald	151,200	151,567
Average	374,667	481,889

*Source: Audit Bureau of Circulations*

## 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 Chicago websites cited by Tribune are merely a complement to the traditional sources of news. They are less likely to cover hard news than other topics, and when they do there is a heavy reliance on traditional media. What's more, their audiences are small, and very transient resulting in few resources for them to utilize in newsgathering. 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 *chicagoist.com*, the most read independent Chicago-specific website, with a fraction of the audience and barely a hint of original reporting, has the same influence as the *Chicago Tribune* or WGN-TV. 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 A - ADDITIONAL DATA

### Local Website Audience Size and Composition

Website	Source	Type	Reach per million users (3 mo. avg.)	Alexa Traffic Rank (3 mo. avg)	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
http://chicago.metblogs.com*	News and Information Blog	Independent	0.008550%	22,178	392,795	3,051	92%	8%	0%
http://www.eroundlake.com/blog*	News and Information Blog	Independent	0.000080%	867,983	190,919	7,096	95%	5%	0%
http://www.chicagoist.com*	News and Information Blog	Independent	0.001750%	80,719	16,449	112,773	69%	31%	1%
http://www.gapersblock.com*	News and Information Blog	Independent	0.000855%	170,262	65,505	25,294	95%	4%	1%
http://chicagolife.blogspot.com*1	News and Information Blog	Independent	N/A	N/A	8,109,715	<2,000	N/A	N/A	N/A
http://chicagoray.blogspot.com*	Political Commentary Blog	Independent	0.000015%	2,961,925	1,625,622	<2,000	N/A	N/A	N/A
http://blog.new-eastside.com	News and Information Blog	Independent	0.000085%	572,445	N/A	N/A	N/A	N/A	N/A
http://chicago.indymedia.org1	News and Information Blog	Independent	N/A	N/A	1,895,043	<2,000	N/A	N/A	N/A
http://www.methodsreporter.com	News and Information Blog	Independent	0.000285%	228,716	509,917	2,288	N/A	N/A	N/A
http://www.mychicagonewsblog.com	News and Information Blog	Independent	0.000002%	6,724,889	N/A	N/A	N/A	N/A	N/A
http://capitalfax.blogspot.com	News and Information Blog	Independent	0.000035%	1,565,529	463,901	2,446	N/A	N/A	N/A
http://district299.typepad.com	News and Information Blog	Independent	N/A	N/A	405,936	2,900	N/A	N/A	N/A
http://www.prairiestateblue.com	Political News and Commentary Blog	Independent	0.000005%	3,714,763	8,811,948	<2,000	N/A	N/A	N/A
http://www.beachwoodreporter.com/politics	Political News and Commentary Blog	Independent	0.000345%	361,367	203,807	6,563	89%	11%	0%
http://www.chicagotribune.com	Daily Newspaper (owned by Tribune)	Newspaper	0.050450%	2,319	1,365	1,100,000	68%	30%	1%
http://www.suntimes.com	Daily Newspaper	Newspaper	0.028650%	5,323	1,507	998,577	73%	26%	1%
http://www.dailyherald.com	Daily Newspaper	Newspaper	0.004600%	37,692	6,084	298,093	75%	24%	1%
http://www.chicagoreader.com	Alternative Newspaper	Newspaper	0.002700%	48,182	19,308	96,089	59%	41%	0%
http://www.chicagoreader.com/features/stories/hottype*	Alternative Newspaper Column	Newspaper	N/A	N/A	N/A	N/A	N/A	N/A	N/A
http://www.newcitychicago.com	Alternative Newspaper	Newspaper	0.000220%	502,136	135,702	10,680	96%	4%	0%
http://www.wgnradio.com	Radio Station (owned by Tribune)	Radio	0.000350%	287,296	25,153	72,973	73%	27%	0%
http://wgnv.trb.com	TV station (owned by Tribune)	Television	0.008600%	18,300	19,879	93,171	78%	22%	1%
http://www.cbs2chicago.com	Local TV station	Television	0.005100%	33,729	5,706	318,627	87%	13%	0%
http://www.nbc5.com	Local TV station	Television	0.003100%	53,185	10,712	172,569	83%	17%	0%
http://abclocal.go.com/wls1	Local TV station	Television	N/A	N/A	N/A	N/A	N/A	N/A	N/A
http://www.myfoxchicago.com	Local TV station	Television	0.001750%	73,557	24,238	75,865	77%	23%	0%

Data gathered on August 21, 2007

\*=cited by Tribune as online competitor

1- Alexa.com only provided information for overall website not the specific subsection

## Independent Chicago-Specific Websites - Qualitative Data

Website	Period	Story#	Type	Original Reporting	Local Focus?	Link to Traditional Media	Word Count
http://chicago.metblogs.com	February 12-19	1	Environment	0	1	1	102
http://chicago.metblogs.com	February 12-19	2	Human Interest	0	1	0	104
http://chicago.metblogs.com	February 12-19	3	Human Interest (photo)	1	1	1	20
http://chicago.metblogs.com	February 12-19	4	Weather (photo)	1	1	0	49
http://chicago.metblogs.com	February 12-19	5	Human Interest	0	1	1	90
http://chicago.metblogs.com	February 12-19	6	Human Interest	0	1	1	230
http://chicago.metblogs.com	February 12-19	7	Promotion	0	1	0	15
http://chicago.metblogs.com	February 12-19	8	Human Interest	0	1	0	56
http://chicago.metblogs.com	February 12-19	9	Media	0	1	1	102
http://chicago.metblogs.com	February 12-19	10	Self Promotion	0	0	0	11
http://chicago.metblogs.com	February 12-19	11	Human Interest	0	0	0	101
http://chicago.metblogs.com	February 12-19	12	Transportation	0	1	1	99
http://chicago.metblogs.com	February 12-19	13	Notice	0	0	0	62
http://chicago.metblogs.com	February 12-19	14	Sports	0	1	1	92
http://chicago.metblogs.com	February 12-19	15	Education	0	1	0	106
http://chicago.metblogs.com	February 12-19	16	Human Interest	0	1	0	42
http://chicago.metblogs.com	February 12-19	17	A&E	0	1	0	784
http://chicago.metblogs.com	February 12-19	18	Human Interest	0	1	0	195
http://chicago.metblogs.com	February 12-19	19	Human Interest	0	1	0	29
http://chicago.metblogs.com	February 12-19	20	A&E Review	1	1	0	497
http://www.eroundlake.com/blog/	February 12-19	1	A&E	0	1	0	131
http://www.eroundlake.com/blog/	February 12-19	2	Infrastructure	0	1	0	68
http://www.eroundlake.com/blog/	February 12-19	3	Community Governance	0	1	0	856
http://www.eroundlake.com/blog/	February 12-19	4	Human Interest	0	1	0	61
http://www.eroundlake.com/blog/	February 12-19	5	Human Interest	0	1	0	100
http://www.eroundlake.com/blog/	February 12-19	6	Human Interest	0	1	0	96
http://www.eroundlake.com/blog/	February 12-19	7	Community Governance	0	1	0	32
http://www.eroundlake.com/blog/	February 12-19	8	Human Interest (photo)	1	1	0	33
http://www.eroundlake.com/blog/	February 12-19	9	Notice	0	1	0	141
http://www.chicagoist.com	February 12-19	1	Human Interest	1	1	0	469
http://www.chicagoist.com	February 12-19	2	Weather	1	1	1	684
http://www.chicagoist.com	February 12-19	3	Politics (Photo)	1	1	0	940
http://www.chicagoist.com	February 12-19	4	Human Interest	0	1	0	412
http://www.chicagoist.com	February 12-19	5	Human Interest (photo)	1	1	0	103
http://www.chicagoist.com	February 12-19	6	A&E Review	1	1	0	420
http://www.chicagoist.com	February 12-19	7	Human Interest	0	1	0	343
http://www.chicagoist.com	February 12-19	8	Human Interest	0	1	1	225
http://www.chicagoist.com	February 12-19	9	Human Interest	0	1	1	156
http://www.chicagoist.com	February 12-19	10	A&E	0	1	0	340
http://www.chicagoist.com	February 12-19	11	Human Interest	0	1	1	448
http://www.chicagoist.com	February 12-19	12	Human Interest	0	0	1	340
http://www.chicagoist.com	February 12-19	13	Human Interest	0	1	1	328
http://www.chicagoist.com	February 12-19	14	Sports	0	1	1	369
http://www.chicagoist.com	February 12-19	15	Aggregate	0	1	1	213
http://www.chicagoist.com	February 12-19	16	Weather (photo)	0	1	1	115
http://www.chicagoist.com	February 12-19	17	Politics	0	1	1	1017
http://www.chicagoist.com	February 12-19	18	Human Interest	0	1	1	176
http://www.chicagoist.com	February 12-19	19	Promotion	0	1	1	237
http://www.chicagoist.com	February 12-19	20	Human Interest	0	1	0	147
http://www.chicagoist.com	February 12-19	21	Op-Ed	0	1	1	527
http://www.chicagoist.com	February 12-19	22	Restaurant Review	1	1	0	2060
http://www.chicagoist.com	February 12-19	23	Sports	0	1	1	333
http://www.chicagoist.com	February 12-19	24	A&E	0	0	0	651
http://www.chicagoist.com	February 12-19	25	Human Interest	0	1	1	217
http://www.chicagoist.com	February 12-19	26	Crime	0	1	1	254
http://www.chicagoist.com	February 12-19	27	Human Interest	0	0	1	287
http://www.chicagoist.com	February 12-19	28	Weather	0	1	1	247
http://www.chicagoist.com	February 12-19	29	Aggregate	0	1	1	328
http://www.chicagoist.com	February 12-19	30	Weather	0	1	1	75
http://www.chicagoist.com	February 12-19	31	Accident/Disaster	0	1	1	194
http://www.chicagoist.com	February 12-19	32	Human Interest	1	1	0	102
http://www.chicagoist.com	February 12-19	33	Politics	0	1	1	366
http://www.chicagoist.com	February 12-19	34	Promotion	0	1	0	142
http://www.chicagoist.com	February 12-19	35	Community Governance	0	1	1	457
http://www.chicagoist.com	February 12-19	36	Human Interest (photo)	1	0	0	402
http://www.chicagoist.com	February 12-19	37	Human Interest (photo)	1	0	1	970
http://www.chicagoist.com	February 12-19	38	Promotion	0	1	1	202
http://www.chicagoist.com	February 12-19	39	Aggregate	0	1	1	353
http://www.chicagoist.com	February 12-19	40	Human Interest	0	1	0	67
http://www.chicagoist.com	February 12-19	41	Labor	0	1	1	245
http://www.chicagoist.com	February 12-19	42	Op-Ed	0	0	1	263
http://www.chicagoist.com	February 12-19	43	Op-Ed	0	0	1	539
http://www.chicagoist.com	February 12-19	44	Human Interest	0	1	0	167
http://www.chicagoist.com	February 12-19	45	Aggregate	0	1	1	240
http://www.chicagoist.com	February 12-19	46	Notice	0	0	0	652
http://www.chicagoist.com	February 12-19	47	Politics	0	1	1	445
http://www.chicagoist.com	February 12-19	48	A&E Review	1	0	0	238
http://www.chicagoist.com	February 12-19	49	Promotion	0	1	1	190
http://www.chicagoist.com	February 12-19	50	A&E	0	1	0	268
http://www.chicagoist.com	February 12-19	51	Promotion	0	1	0	150
http://www.chicagoist.com	February 12-19	52	Human Interest	0	1	1	298
http://www.chicagoist.com	February 12-19	53	Transportation (photo)	0	1	0	498
http://www.chicagoist.com	February 12-19	54	Politics	0	1	1	250
http://www.chicagoist.com	February 12-19	55	Sports	0	1	1	325
http://www.chicagoist.com	February 12-19	56	Aggregate	0	1	1	197
http://www.chicagoist.com	February 12-19	57	Human Interest (photo)	0	0	0	99
http://www.chicagoist.com	February 12-19	58	Op-Ed	0	1	1	673
http://www.chicagoist.com	February 12-19	59	Human Interest	0	1	1	316
http://www.chicagoist.com	February 12-19	60	Human Interest (photo)	0	1	0	141
http://www.chicagoist.com	February 12-19	61	Notice	0	0	0	652
http://www.chicagoist.com	February 12-19	62	A&E	0	1	0	362
http://www.chicagoist.com	February 12-19	63	Aggregate	0	0	1	448
http://www.chicagoist.com	February 12-19	64	A&E Review	1	1	0	551
http://www.chicagoist.com	February 12-19	65	Human Interest	0	0	0	588
http://www.chicagoist.com	February 12-19	66	A&E Review	1	1	0	462
http://www.chicagoist.com	February 12-19	67	Human Interest	0	1	1	319
http://www.chicagoist.com	February 12-19	68	Aggregate	0	1	0	254
http://www.chicagoist.com	February 12-19	69	Transportation	0	1	1	311
http://www.chicagoist.com	February 12-19	70	Crime	0	1	1	360

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

http://www.chicagoist.com	February 12-19	71 Community Governance	0	1	1	269
http://www.chicagoist.com	February 12-19	72 Human Interest	0	1	1	188
http://www.chicagoist.com	February 12-19	73 Human Interest	0	1	1	120
http://www.chicagoist.com	February 12-19	74 Aggregate	0	0	0	794
http://www.chicagoist.com	February 12-19	75 Transportation	0	1	1	267
http://www.chicagoist.com	February 12-19	76 Promotion	0	1	1	253
http://www.chicagoist.com	February 12-19	77 Aggregate	0	1	1	358
http://www.chicagoist.com	February 12-19	78 Notice	0	0	0	653
http://www.chicagoist.com	February 12-19	79 Infrastructure	0	1	1	263
http://www.chicagoist.com	February 12-19	80 Sports	0	1	1	223
http://www.chicagoist.com	February 12-19	81 Weather	1	1	1	634
http://www.chicagoist.com	February 12-19	82 A&E Review	1	1	0	470
http://www.chicagoist.com	February 12-19	83 Human Interest	0	1	1	199
http://www.chicagoist.com	February 12-19	84 Human Interest	1	0	0	445
http://www.chicagoist.com	February 12-19	85 Human Interest (photo)	1	1	0	57
http://www.chicagoist.com	February 12-19	86 A&E	0	1	1	258
http://www.chicagoist.com	February 12-19	87 Human Interest	0	0	1	466
http://www.chicagoist.com	February 12-19	88 A&E	0	1	0	483
http://www.chicagoist.com	February 12-19	89 Aggregate	0	1	1	206
http://www.gapersblock.com (Merge)	February 12-19	1 Human Interest	0	1	0	18
http://www.gapersblock.com (Merge)	February 12-19	2 Self Promotion	0	0	0	93
http://www.gapersblock.com (Merge)	February 12-19	3 Human Interest	0	1	0	33
http://www.gapersblock.com (Merge)	February 12-19	4 Transportation	0	1	1	94
http://www.gapersblock.com (Merge)	February 12-19	5 Promotion	0	1	0	76
http://www.gapersblock.com (Merge)	February 12-19	6 A&E	0	1	0	41
http://www.gapersblock.com (Merge)	February 12-19	7 Human Interest	0	1	1	40
http://www.gapersblock.com (Merge)	February 12-19	8 Promotion	0	1	1	65
http://www.gapersblock.com (Merge)	February 12-19	9 Human Interest	0	1	1	37
http://www.gapersblock.com (Merge)	February 12-19	10 Promotion	0	1	0	89
http://www.gapersblock.com (Merge)	February 12-19	11 Politics	0	1	1	32
http://www.gapersblock.com (Merge)	February 12-19	12 Human Interest	0	1	1	46
http://www.gapersblock.com (Merge)	February 12-19	13 Human Interest	0	1	0	43
http://www.gapersblock.com (Merge)	February 12-19	14 Sports	0	1	0	56
http://www.gapersblock.com (Merge)	February 12-19	15 Human Interest	0	0	1	73
http://www.gapersblock.com (Merge)	February 12-19	16 Human Interest	0	1	0	49
http://www.gapersblock.com (Merge)	February 12-19	17 Promotion	0	1	0	96
http://www.gapersblock.com (Merge)	February 12-19	18 Human Interest	0	1	1	62
http://www.gapersblock.com (Merge)	February 12-19	19 Human Interest	0	0	1	34
http://www.gapersblock.com (Merge)	February 12-19	20 Health	0	1	0	59
http://www.gapersblock.com (Merge)	February 12-19	21 Human Interest	0	1	0	25
http://www.gapersblock.com (Merge)	February 12-19	22 Human Interest	0	1	1	34
http://www.gapersblock.com (Merge)	February 12-19	23 Crime	1	1	0	91
http://www.gapersblock.com (Merge)	February 12-19	24 Community Governance	0	1	1	47
http://www.gapersblock.com (Merge)	February 12-19	25 Human Interest	0	1	0	37
http://www.gapersblock.com (Merge)	February 12-19	26 Self Promotion	0	1	0	57
http://www.gapersblock.com (Merge)	February 12-19	27 Sports	0	1	1	25
http://www.gapersblock.com (Merge)	February 12-19	28 Promotion	0	1	1	29
http://www.gapersblock.com (Merge)	February 12-19	29 Human Interest	0	1	0	30
http://www.gapersblock.com (Merge)	February 12-19	30 Self Promotion	0	0	0	71
http://www.gapersblock.com (Merge)	February 12-19	31 Human Interest	0	1	1	42
http://www.gapersblock.com (Merge)	February 12-19	32 A&E	0	1	0	59
http://www.gapersblock.com (Merge)	February 12-19	33 Finance	0	1	0	39
http://www.gapersblock.com (Merge)	February 12-19	34 Human Interest	0	1	1	39
http://www.gapersblock.com (Merge)	February 12-19	35 Sports	0	1	1	41
http://www.gapersblock.com (Merge)	February 12-19	36 Weather	0	1	1	63
http://www.gapersblock.com (Merge)	February 12-19	37 Human Interest	0	1	0	71
http://www.gapersblock.com (Merge)	February 12-19	38 Poverty	0	1	0	42
http://www.gapersblock.com (Merge)	February 12-19	39 Human Interest	0	1	0	34
http://www.gapersblock.com (Merge)	February 12-19	40 Human Interest	0	0	0	15
http://www.gapersblock.com (Merge)	February 12-19	41 Human Interest	0	1	0	14
http://www.gapersblock.com (Merge)	February 12-19	42 A&E	0	1	0	55
http://www.gapersblock.com (Merge)	February 12-19	43 Self Promotion	0	0	0	46
http://www.gapersblock.com (Merge)	February 12-19	44 Promotion	0	1	0	50
http://www.gapersblock.com (Merge)	February 12-19	45 A&E	0	1	1	40
http://www.gapersblock.com (Merge)	February 12-19	46 Community Governance	0	1	1	52
http://www.gapersblock.com (Merge)	February 12-19	47 Human Interest	0	1	0	26
http://www.gapersblock.com (Merge)	February 12-19	48 Human Interest	0	1	1	79
http://www.gapersblock.com (Merge)	February 12-19	49 Human Interest	0	1	1	36
http://www.gapersblock.com (Merge)	February 12-19	50 Media	0	1	1	55
http://www.gapersblock.com (Airbags)	February 12-19	1 Cooking	0	0	0	3028
http://www.gapersblock.com (Airbags)	February 12-19	2 Sports	0	1	0	1689
http://www.gapersblock.com (Airbags)	February 12-19	3 Op-Ed	0	1	0	811
http://www.gapersblock.com (Airbags)	February 12-19	4 A&E Review	1	1	0	3871
http://www.gapersblock.com (Airbags)	February 12-19	5 Notice	0	0	0	8
http://www.gapersblock.com (Airbags)	February 12-19	6 A&E Review	1	0	0	1290
http://www.gapersblock.com (Airbags)	February 12-19	7 Cooking	0	0	0	2637
http://chicagoray.blogspot.com	February 12-19	1 Weather	0	1	0	46
http://chicagoray.blogspot.com	February 12-19	2 Human Interest	0	0	0	106
http://chicagoray.blogspot.com	February 12-19	3 Politics	0	0	1	403
http://chicagoray.blogspot.com	February 12-19	4 Politics	0	0	0	32
http://chicagoray.blogspot.com	February 12-19	5 Human Interest	0	0	1	356
http://chicagoray.blogspot.com	February 12-19	6 Politics	0	0	0	341
http://chicagoray.blogspot.com	February 12-19	7 Media	0	0	0	366
http://chicagoray.blogspot.com	February 12-19	8 Op-Ed	0	0	1	925
http://chicagoray.blogspot.com	February 12-19	9 Military	0	0	0	653
http://chicagoray.blogspot.com	February 12-19	10 Politics	0	0	1	517
http://chicagoray.blogspot.com	February 12-19	11 Politics	0	0	0	510
http://chicagoray.blogspot.com	February 12-19	12 Politics	0	0	1	320
http://chicagoray.blogspot.com	February 12-19	13 Human Interest	0	0	1	328
http://chicagoray.blogspot.com	February 12-19	14 Politics	0	0	0	206
http://chicagoray.blogspot.com	February 12-19	15 Sports	0	1	1	293
http://chicagoray.blogspot.com	February 12-19	16 Crime	0	0	0	354
http://chicagoray.blogspot.com	February 12-19	17 Media	0	0	1	355
http://chicagoray.blogspot.com	February 12-19	18 Human Interest	0	0	1	318
http://chicagoray.blogspot.com	February 12-19	19 Politics	0	0	1	324
http://chicagoray.blogspot.com	February 12-19	20 Human Interest	0	0	1	343
http://chicagoray.blogspot.com	February 12-19	21 Human Interest	0	0	0	600
http://chicagoray.blogspot.com	February 12-19	22 Human Interest	0	0	1	360
http://chicagoray.blogspot.com	February 12-19	23 Op-Ed	0	0	1	322
http://chicagoray.blogspot.com	February 12-19	24 Op-Ed	0	0	0	545

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

http://blog.new-eastside.com	February 12-19	1 Transportation	0	1	0	430
http://blog.new-eastside.com	February 12-19	2 Notice	0	1	0	54
http://blog.new-eastside.com	February 12-19	3 Politics	0	1	0	31
http://blog.new-eastside.com	February 12-19	4 Politics	0	1	1	106
http://chicago.indymedia.org	February 12-19	1 Politics	0	1	0	829
http://chicago.indymedia.org	February 12-19	2 Op-Ed	0	0	1	667
http://www.methodsreporter.com	February 12-19	1 Crime	1	1	0	308
http://capitalfax.blogspot.com	February 12-19	1 Politics	0	1	1	304
http://capitalfax.blogspot.com	February 12-19	2 Politics	0	1	0	211
http://capitalfax.blogspot.com	February 12-19	3 Politics	1	1	0	368
http://capitalfax.blogspot.com	February 12-19	4 Politics	0	1	0	70
http://capitalfax.blogspot.com	February 12-19	5 Notice	0	0	0	108
http://capitalfax.blogspot.com	February 12-19	6 Community Governance	0	1	0	669
http://capitalfax.blogspot.com	February 12-19	7 Politics	1	1	0	266
http://capitalfax.blogspot.com	February 12-19	8 Politics	0	1	1	159
http://capitalfax.blogspot.com	February 12-19	9 Community Governance	0	1	1	200
http://capitalfax.blogspot.com	February 12-19	10 Politics	1	1	0	383
http://capitalfax.blogspot.com	February 12-19	11 Community Governance	0	1	1	317
http://capitalfax.blogspot.com	February 12-19	12 Community Governance	0	1	0	541
http://capitalfax.blogspot.com	February 12-19	13 Op-Ed	0	1	0	1088
http://capitalfax.blogspot.com	February 12-19	14 Op-Ed	0	0	0	256
http://capitalfax.blogspot.com	February 12-19	15 Politics	0	1	0	1215
http://capitalfax.blogspot.com	February 12-19	16 Community Governance	0	1	1	366
http://capitalfax.blogspot.com	February 12-19	17 Politics	0	1	0	258
http://capitalfax.blogspot.com	February 12-19	18 Politics	0	1	0	249
http://capitalfax.blogspot.com	February 12-19	19 Politics	1	1	0	418
http://capitalfax.blogspot.com	February 12-19	20 Community Governance	0	1	1	549
http://capitalfax.blogspot.com	February 12-19	21 Politics	0	1	0	333
http://capitalfax.blogspot.com	February 12-19	22 Human Interest (photo)	1	1	0	871
http://capitalfax.blogspot.com	February 12-19	23 Politics	0	1	1	173
http://capitalfax.blogspot.com	February 12-19	24 Politics	0	1	0	1179
http://capitalfax.blogspot.com	February 12-19	25 Crime	0	1	1	294
http://capitalfax.blogspot.com	February 12-19	26 Human Interest	0	1	0	258
http://capitalfax.blogspot.com	February 12-19	27 Crime	0	1	1	153
http://capitalfax.blogspot.com	February 12-19	28 Op-Ed	0	1	1	210
http://capitalfax.blogspot.com	February 12-19	29 Op-Ed	0	1	0	618
http://capitalfax.blogspot.com	February 12-19	30 Community Governance	0	1	1	98
http://capitalfax.blogspot.com	February 12-19	31 Notice	0	0	0	341
http://capitalfax.blogspot.com	February 12-19	32 Op-Ed	0	1	0	659
http://capitalfax.blogspot.com	February 12-19	33 Infrastructure (photo)	1	1	0	334
http://capitalfax.blogspot.com	February 12-19	34 Finance	0	1	0	362
http://capitalfax.blogspot.com	February 12-19	35 Politics	0	1	1	538
http://capitalfax.blogspot.com	February 12-19	36 Politics (Photo)	1	1	1	357
http://capitalfax.blogspot.com	February 12-19	37 Sports	0	1	1	297
http://capitalfax.blogspot.com	February 12-19	38 Human Interest	0	1	0	199
http://capitalfax.blogspot.com	February 12-19	39 Politics	0	1	1	330
http://capitalfax.blogspot.com	February 12-19	40 Community Governance	0	1	0	170
http://capitalfax.blogspot.com	February 12-19	41 Labor	0	1	1	464
http://capitalfax.blogspot.com	February 12-19	42 Transportation	0	1	1	780
http://district299.typepad.com	February 12-19	1 Politics	0	1	1	65
http://district299.typepad.com	February 12-19	2 Aggregate	0	1	1	119
http://district299.typepad.com	February 12-19	3 Labor	0	1	0	171
http://district299.typepad.com	February 12-19	4 Aggregate	0	1	1	170
http://district299.typepad.com	February 12-19	5 Human Interest	0	0	1	68
http://district299.typepad.com	February 12-19	6 Weather	0	1	1	111
http://district299.typepad.com	February 12-19	7 Aggregate	0	1	1	127
http://district299.typepad.com	February 12-19	8 Education	0	1	0	26
http://district299.typepad.com	February 12-19	9 Human Interest	0	1	1	70
http://district299.typepad.com	February 12-19	10 Education	1	1	0	104
http://district299.typepad.com	February 12-19	11 Education	0	1	0	71
http://district299.typepad.com	February 12-19	12 Notice	0	1	0	67
http://district299.typepad.com	February 12-19	13 Transportation	0	1	0	275
http://district299.typepad.com	February 12-19	14 Education	0	0	1	48
http://district299.typepad.com	February 12-19	15 Aggregate	0	1	1	134
http://district299.typepad.com	February 12-19	16 Aggregate	0	1	1	166
http://district299.typepad.com	February 12-19	17 Education	0	1	1	108
http://district299.typepad.com	February 12-19	18 Crime	0	1	0	267
http://district299.typepad.com	February 12-19	19 Politics	0	1	0	99
http://district299.typepad.com	February 12-19	20 Aggregate	0	1	1	127
http://district299.typepad.com	February 12-19	21 Media	0	0	1	173
http://district299.typepad.com	February 12-19	22 Infrastructure	0	1	1	88
http://district299.typepad.com	February 12-19	23 Education	1	1	0	444
http://district299.typepad.com	February 12-19	24 Education	0	1	0	73
http://district299.typepad.com	February 12-19	25 Aggregate	0	1	1	418
http://district299.typepad.com	February 12-19	26 Aggregate	0	1	1	148
http://district299.typepad.com	February 12-19	27 Notice	0	1	0	130
http://www.prairiestateblue.com	February 12-19	1 Politics	0	1	1	212
http://www.prairiestateblue.com	February 12-19	2 Politics	1	1	0	179
http://www.prairiestateblue.com	February 12-19	3 Op-Ed	0	1	0	208
http://www.prairiestateblue.com	February 12-19	4 Politics	0	1	0	495
http://www.prairiestateblue.com	February 12-19	5 Politics	0	1	0	541
http://www.prairiestateblue.com	February 12-19	6 Politics	1	0	0	1173
http://www.prairiestateblue.com	February 12-19	7 Politics	0	1	0	465
http://www.prairiestateblue.com	February 12-19	8 Politics	0	1	1	135
http://www.prairiestateblue.com	February 12-19	9 Health	0	1	0	569
http://www.prairiestateblue.com	February 12-19	10 Human Interest (photo)	1	1	0	871
http://www.prairiestateblue.com	February 12-19	11 Politics	0	1	1	552
http://www.prairiestateblue.com	February 12-19	12 Op-Ed	0	1	0	39
http://www.prairiestateblue.com	February 12-19	13 Human Interest	0	1	1	298
http://www.prairiestateblue.com	February 12-19	14 Human Interest	0	0	1	51
http://www.prairiestateblue.com	February 12-19	15 Op-Ed	0	1	0	178
http://www.prairiestateblue.com	February 12-19	16 Politics	0	1	0	387
http://www.prairiestateblue.com	February 12-19	17 Notice	0	0	0	30
http://www.beachwoodreporter.com/politics	February 12-19	1 Media	0	1	1	2562
http://www.beachwoodreporter.com/politics	February 12-19	2 Politics	0	0	0	797
http://www.beachwoodreporter.com/politics	February 12-19	3 Media	0	1	1	1219
http://www.chicagoreader.com/features/stories/hottype	February 12-19	1 Politics	1	1	0	1275
http://chicago.metblogs.com	August 13-20	1 Sports Review	1	1	0	188
http://chicago.metblogs.com	August 13-20	2 A&E	0	1	1	69
http://chicago.metblogs.com	August 13-20	3 A&E	0	1	1	116

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

http://chicago.metblogs.com	August 13-20	4 Op-Ed	0	1	0	325
http://chicago.metblogs.com	August 13-20	5 Notice	0	1	1	33
http://chicago.metblogs.com	August 13-20	6 A&E Review (photo)	1	1	0	71
http://chicago.metblogs.com	August 13-20	7 Sports	0	1	0	124
http://chicago.metblogs.com	August 13-20	8 Human Interest (photo)	1	1	0	30
http://chicago.metblogs.com	August 13-20	9 Crime	0	1	1	32
http://chicago.metblogs.com	August 13-20	10 Human Interest	0	1	1	5
http://chicago.metblogs.com	August 13-20	11 Human Interest	0	1	0	6
http://www.eroundlake.com/blog/	August 13-20	1 Transportation	0	1	0	345
http://www.eroundlake.com/blog/	August 13-20	2 Transportation	1	1	0	62
http://www.eroundlake.com/blog/	August 13-20	3 Sports	0	0	0	185
http://www.eroundlake.com/blog/	August 13-20	4 Crime	1	1	0	113
http://www.eroundlake.com/blog/	August 13-20	5 Education (photo)	1	1	0	73
http://www.eroundlake.com/blog/	August 13-20	6 Human Interest (photo)	1	1	0	94
http://www.chicagoist.com	August 13-20	1 Community Governance	0	1	1	271
http://www.chicagoist.com	August 13-20	2 Poverty	0	1	0	218
http://www.chicagoist.com	August 13-20	3 Sports	0	1	1	286
http://www.chicagoist.com	August 13-20	4 Sports	0	1	1	174
http://www.chicagoist.com	August 13-20	5 A&E Review	0	1	1	221
http://www.chicagoist.com	August 13-20	6 Human Interest	0	0	0	143
http://www.chicagoist.com	August 13-20	7 A&E	0	1	0	313
http://www.chicagoist.com	August 13-20	8 Aggregate	0	1	1	212
http://www.chicagoist.com	August 13-20	9 Crime	0	1	1	202
http://www.chicagoist.com	August 13-20	10 Community Governance	0	1	1	246
http://www.chicagoist.com	August 13-20	11 Op-Ed	0	1	1	458
http://www.chicagoist.com	August 13-20	12 A&E Review (photo)	1	1	0	445
http://www.chicagoist.com	August 13-20	13 Human Interest (photo)	1	0	0	218
http://www.chicagoist.com	August 13-20	14 Human Interest	0	0	1	202
http://www.chicagoist.com	August 13-20	15 Restaurant Review (photo)	1	1	0	677
http://www.chicagoist.com	August 13-20	16 Aggregate	0	1	1	335
http://www.chicagoist.com	August 13-20	17 Community Governance	0	1	1	305
http://www.chicagoist.com	August 13-20	18 Crime	0	1	1	286
http://www.chicagoist.com	August 13-20	19 Crime	0	1	1	341
http://www.chicagoist.com	August 13-20	20 Restaurant Review	1	1	0	389
http://www.chicagoist.com	August 13-20	21 Human Interest	1	1	1	277
http://www.chicagoist.com	August 13-20	22 Human Interest	1	1	0	191
http://www.chicagoist.com	August 13-20	23 Human Interest	0	1	0	437
http://www.chicagoist.com	August 13-20	24 Crime	0	1	1	277
http://www.chicagoist.com	August 13-20	25 A&E	0	1	0	186
http://www.chicagoist.com	August 13-20	26 Aggregate	0	1	1	249
http://www.chicagoist.com	August 13-20	27 A&E Review (photo)	1	1	1	603
http://www.chicagoist.com	August 13-20	28 Crime	0	1	1	291
http://www.chicagoist.com	August 13-20	29 Crime	0	1	0	295
http://www.chicagoist.com	August 13-20	30 Crime	0	1	1	343
http://www.chicagoist.com	August 13-20	31 Media (photo)	1	1	0	1381
http://www.chicagoist.com	August 13-20	32 Politics	0	1	1	219
http://www.chicagoist.com	August 13-20	33 A&E Review	1	1	0	339
http://www.chicagoist.com	August 13-20	34 Human Interest (photo)	1	1	0	253
http://www.chicagoist.com	August 13-20	35 A&E	0	1	0	190
http://www.chicagoist.com	August 13-20	36 Aggregate	1	1	1	433
http://www.chicagoist.com	August 13-20	37 Human Interest	0	0	0	83
http://www.chicagoist.com	August 13-20	38 Aggregate (photo)	0	1	1	290
http://www.chicagoist.com	August 13-20	39 Human Interest (photo)	1	1	0	330
http://www.chicagoist.com	August 13-20	40 Aggregate	0	1	0	263
http://www.chicagoist.com	August 13-20	41 A&E Review (photo)	1	1	0	324
http://www.chicagoist.com	August 13-20	42 Immigration	0	1	1	371
http://www.chicagoist.com	August 13-20	43 A&E	0	1	1	179
http://www.chicagoist.com	August 13-20	44 Sports	0	1	1	381
http://www.chicagoist.com	August 13-20	45 Sports	0	1	0	212
http://www.chicagoist.com	August 13-20	46 Politics	1	1	0	2
http://www.chicagoist.com	August 13-20	47 Human Interest	0	1	1	245
http://www.chicagoist.com	August 13-20	48 Human Interest	0	1	1	353
http://www.chicagoist.com	August 13-20	49 Transportation	0	1	1	167
http://www.chicagoist.com	August 13-20	50 Human Interest	0	1	1	303
http://www.chicagoist.com	August 13-20	51 Military	0	1	1	317
http://www.gapersblock.com (Merge)	August 13-20	1 Infrastructure	0	1	1	69
http://www.gapersblock.com (Merge)	August 13-20	2 A&E	0	1	0	74
http://www.gapersblock.com (Merge)	August 13-20	3 Infrastructure	0	1	1	26
http://www.gapersblock.com (Merge)	August 13-20	4 Sports	0	1	0	45
http://www.gapersblock.com (Merge)	August 13-20	5 Self Promotion	0	0	0	15
http://www.gapersblock.com (Merge)	August 13-20	6 A&E	0	1	0	54
http://www.gapersblock.com (Merge)	August 13-20	7 A&E	0	1	1	30
http://www.gapersblock.com (Merge)	August 13-20	8 A&E	0	1	0	78
http://www.gapersblock.com (Merge)	August 13-20	9 Human Interest	0	1	0	37
http://www.gapersblock.com (Merge)	August 13-20	10 A&E	0	1	0	102
http://www.gapersblock.com (Merge)	August 13-20	11 Human Interest	0	1	0	42
http://www.gapersblock.com (Merge)	August 13-20	12 Human Interest	0	1	1	45
http://www.gapersblock.com (Merge)	August 13-20	13 Crime	0	1	1	26
http://www.gapersblock.com (Merge)	August 13-20	14 Development	0	1	1	25
http://www.gapersblock.com (Merge)	August 13-20	15 Health	0	1	1	73
http://www.gapersblock.com (Merge)	August 13-20	16 Community Governance	0	1	1	32
http://www.gapersblock.com (Merge)	August 13-20	17 A&E	0	1	0	82
http://www.gapersblock.com (Merge)	August 13-20	18 A&E	0	0	1	57
http://www.gapersblock.com (Merge)	August 13-20	19 Human Interest	0	1	0	35
http://www.gapersblock.com (Merge)	August 13-20	20 Media	0	1	1	62
http://www.gapersblock.com (Merge)	August 13-20	21 Human Interest	0	0	0	44
http://www.gapersblock.com (Merge)	August 13-20	22 A&E	0	1	0	51
http://www.gapersblock.com (Merge)	August 13-20	23 Human Interest	0	1	1	26
http://www.gapersblock.com (Merge)	August 13-20	24 Human Interest	0	1	1	31
http://www.gapersblock.com (Merge)	August 13-20	25 Technology	0	1	0	60
http://www.gapersblock.com (Merge)	August 13-20	26 Infrastructure	0	1	1	46
http://www.gapersblock.com (Merge)	August 13-20	27 Human Interest	0	1	0	42
http://www.gapersblock.com (Merge)	August 13-20	28 A&E	0	1	0	74
http://www.gapersblock.com (Merge)	August 13-20	29 Human Interest	0	1	0	52
http://www.gapersblock.com (Merge)	August 13-20	30 A&E	0	1	0	44
http://www.gapersblock.com (Merge)	August 13-20	31 Human Interest	0	1	0	48
http://www.gapersblock.com (Merge)	August 13-20	32 A&E	0	1	1	46
http://www.gapersblock.com (Merge)	August 13-20	33 Community Governance	0	1	1	82
http://www.gapersblock.com (Merge)	August 13-20	34 A&E	0	1	0	45
http://www.gapersblock.com (Merge)	August 13-20	35 Human Interest	0	1	0	27

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

http://www.gapersblock.com (Merge)	August 13-20	36 Human Interest	0	0	1	79
http://www.gapersblock.com (Airbags)	August 13-20	1 Cooking	0	1	0	1557
http://www.gapersblock.com (Airbags)	August 13-20	2 Sports	0	1	1	2149
http://www.gapersblock.com (Airbags)	August 13-20	3 Politics	0	1	0	675
http://www.gapersblock.com (Airbags)	August 13-20	4 Human Interest	0	0	0	48
http://www.gapersblock.com (Airbags)	August 13-20	5 A&E Review	1	0	0	3404
http://www.gapersblock.com (Airbags)	August 13-20	6 Human Interest	0	1	0	696
http://www.gapersblock.com (Airbags)	August 13-20	7 A&E Review	1	0	1	1095
http://chicagoray.blogspot.com	August 13-20	1 Human Interest	0	0	1	196
http://chicagoray.blogspot.com	August 13-20	2 Crime	0	0	1	356
http://chicagoray.blogspot.com	August 13-20	3 Crime	0	0	1	371
http://chicagoray.blogspot.com	August 13-20	4 Politics	0	0	1	323
http://chicagoray.blogspot.com	August 13-20	5 Media	0	0	1	123
http://chicagoray.blogspot.com	August 13-20	6 Human Interest	0	0	1	342
http://chicagoray.blogspot.com	August 13-20	7 Human Interest	0	0	1	480
http://chicagoray.blogspot.com	August 13-20	8 Crime	0	0	1	325
http://chicagoray.blogspot.com	August 13-20	9 Promotion	0	0	0	272
http://chicagoray.blogspot.com	August 13-20	10 Crime	0	1	1	282
http://chicagoray.blogspot.com	August 13-20	11 Human Interest	0	0	1	596
http://chicagoray.blogspot.com	August 13-20	12 Military	0	0	0	563
http://chicagoray.blogspot.com	August 13-20	13 Crime	0	0	1	80
http://chicagoray.blogspot.com	August 13-20	14 Politics	0	0	0	674
http://chicagoray.blogspot.com	August 13-20	15 Environment	0	0	1	577
http://chicagoray.blogspot.com	August 13-20	16 Human Interest	0	0	0	36
http://chicagoray.blogspot.com	August 13-20	17 Crime	0	0	1	384
http://chicagoray.blogspot.com	August 13-20	18 Crime	0	0	0	228
http://chicagoray.blogspot.com	August 13-20	19 Op-Ed	0	0	0	44
http://chicagoray.blogspot.com	August 13-20	20 Military	0	0	1	300
http://chicagoray.blogspot.com	August 13-20	21 Human Interest	0	0	0	391
http://chicagoray.blogspot.com	August 13-20	22 Crime	0	0	1	292
http://chicagoray.blogspot.com	August 13-20	23 Crime	0	0	1	557
http://chicagoray.blogspot.com	August 13-20	24 Human Interest	0	0	1	243
http://chicagoray.blogspot.com	August 13-20	25 Politics	0	0	1	478
http://chicago.indymedia.org	August 13-20	1 Immigration	0	1	0	166
http://www.methodsreporter.com	August 13-20	1 Health	1	1	0	665
http://www.mychicagonewsblog.com	August 13-20	1 Community Governance	0	1	1	1178
http://www.mychicagonewsblog.com	August 13-20	2 Sports	0	0	0	739
http://www.mychicagonewsblog.com	August 13-20	3 Finance	0	0	1	58
http://www.mychicagonewsblog.com	August 13-20	4 Community Governance	0	1	0	708
http://www.mychicagonewsblog.com	August 13-20	5 Notice	0	1	0	49
http://www.mychicagonewsblog.com	August 13-20	6 Sports	0	0	0	1089
http://www.mychicagonewsblog.com	August 13-20	7 Politics	0	1	0	284
http://www.mychicagonewsblog.com	August 13-20	8 Finance	0	0	1	52
http://capitalfax.blogspot.com	August 13-20	1 Military	0	1	0	577
http://capitalfax.blogspot.com	August 13-20	2 Op-Ed	0	1	0	778
http://capitalfax.blogspot.com	August 13-20	3 Op-Ed	0	1	0	1452
http://capitalfax.blogspot.com	August 13-20	4 Crime	0	1	1	184
http://capitalfax.blogspot.com	August 13-20	5 Op-Ed	0	1	0	708
http://capitalfax.blogspot.com	August 13-20	6 Community Governance	0	1	0	329
http://capitalfax.blogspot.com	August 13-20	7 Promotion	0	1	0	171
http://capitalfax.blogspot.com	August 13-20	8 Community Governance	0	1	0	345
http://capitalfax.blogspot.com	August 13-20	9 Community Governance	0	1	0	287
http://capitalfax.blogspot.com	August 13-20	10 Crime	0	1	1	68
http://capitalfax.blogspot.com	August 13-20	11 Politics	0	1	1	208
http://capitalfax.blogspot.com	August 13-20	12 Politics	1	1	0	427
http://capitalfax.blogspot.com	August 13-20	13 Op-Ed	0	1	1	659
http://capitalfax.blogspot.com	August 13-20	14 Politics	0	1	1	316
http://capitalfax.blogspot.com	August 13-20	15 Politics	0	0	1	172
http://capitalfax.blogspot.com	August 13-20	16 Immigration	0	1	1	233
http://capitalfax.blogspot.com	August 13-20	17 Politics	0	1	0	71
http://capitalfax.blogspot.com	August 13-20	18 Op-Ed	0	1	1	299
http://capitalfax.blogspot.com	August 13-20	19 Politics	0	1	1	218
http://district299.typepad.com	August 13-20	1 Notice	0	0	0	53
http://district299.typepad.com	August 13-20	2 Education	0	1	0	244
http://district299.typepad.com	August 13-20	3 Education	0	1	1	158
http://district299.typepad.com	August 13-20	4 Aggregate	0	1	1	110
http://district299.typepad.com	August 13-20	5 Education	0	1	1	154
http://district299.typepad.com	August 13-20	6 Education Review	1	1	0	101
http://district299.typepad.com	August 13-20	7 Aggregate	0	1	1	131
http://district299.typepad.com	August 13-20	8 Labor	0	1	1	209
http://district299.typepad.com	August 13-20	9 Notice	0	1	0	79
http://district299.typepad.com	August 13-20	10 Education	0	1	1	117
http://district299.typepad.com	August 13-20	11 Self Promotion	0	1	0	301
http://district299.typepad.com	August 13-20	12 Notice	0	0	0	88
http://www.prairiestateblue.com	August 13-20	1 Politics	0	1	1	269
http://www.prairiestateblue.com	August 13-20	2 Environment	1	1	1	351
http://www.prairiestateblue.com	August 13-20	3 Politics	0	1	1	395
http://www.prairiestateblue.com	August 13-20	4 Politics	0	1	0	206
http://www.prairiestateblue.com	August 13-20	5 Politics	0	1	1	539
http://www.prairiestateblue.com	August 13-20	6 Politics	1	1	0	326
http://www.prairiestateblue.com	August 13-20	7 Politics	0	1	1	336
http://www.prairiestateblue.com	August 13-20	8 Politics	1	1	0	712
http://www.prairiestateblue.com	August 13-20	9 Environment	0	1	1	604
http://www.prairiestateblue.com	August 13-20	10 Politics	0	1	0	280
http://www.prairiestateblue.com	August 13-20	11 Politics	0	1	0	815
http://www.prairiestateblue.com	August 13-20	12 Politics	0	1	0	267
http://www.prairiestateblue.com	August 13-20	13 Politics	0	1	0	846
http://www.prairiestateblue.com	August 13-20	14 Politics	1	1	0	519
http://www.prairiestateblue.com	August 13-20	15 Politics	0	1	1	406
http://www.prairiestateblue.com	August 13-20	16 Politics	0	1	0	371
http://www.prairiestateblue.com	August 13-20	17 Politics	0	1	0	351
http://www.prairiestateblue.com	August 13-20	18 Politics	0	1	0	4041
http://www.prairiestateblue.com	August 13-20	19 Politics	1	1	0	474
http://www.prairiestateblue.com	August 13-20	20 Politics	0	1	1	208
http://www.beachwoodreporter.com/politics	August 13-20	1 Op-Ed	0	1	0	525
http://www.beachwoodreporter.com/politics	August 13-20	2 Politics	0	1	0	95

## APPENDIX B – CHICAGO BLOG DIRECTORIES

### Methodology

In order to further explore the claims made by Tribune regarding Internet competitors, we have appended this brief report analyzing the blog directories cited by Tribune. In their October 23<sup>rd</sup> filing with the FCC, Tribune cited three Chicago weblog directories as competitors.<sup>1</sup> Further inspection of these websites revealed that two of the directories utilized the same database.<sup>2</sup> We compiled the total number of blogs within both directories and found the ringsurf.com directory contained 273 blogs and the chicagobloggers.com directory, 2396 blogs. In light of this, we decided to take a 25 blog sampling (approximately 1%) of the Chicagobloggers.com directory. Using a random number generator, we identified the accompanying number in the blog directory and checked the weblink to ensure the website was still operational. We only included websites that had a posting in the previous month.<sup>3</sup> This distinction turned out to be important. It took 60 randomly selected blogs in order to find 25 with recent content.<sup>4</sup> Figure 1 details the websites contained in our sample.

In order to assess the amount of local news content distributed through the Chicago specific directories, a qualitative analysis of the sampled twenty-five independent websites was performed.<sup>5</sup> All stories from the websites producing local news were sampled over two separate non-consecutive seven-day periods, February 12-19, 2007 and August 13-20, 2007. Stories were coded for topic, original reporting, local focus, link to traditional media outlet, and word count. In classifying original reporting, we erred on the side of inclusion. For example, we classified as original reporting blog posts that contained a first hand account of an event of any sort or posting a local picture of any nature. Stories that focused on the topics of accident/disaster, community governance, crime, politics, and transportation were classified as “hard” news.

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. 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.

---

<sup>1</sup> The three directories are [www.chicagobloggers.com](http://www.chicagobloggers.com), <http://www.ringsurf.com/netring?ring=chicagoblogs;action=list>, and <http://chicago.creativecanvas.com>.

<sup>2</sup> The two directories with the same are <http://www.ringsurf.com/netring?ring=chicagoblogs> and <http://chicago.creativecanvas.com>.

<sup>3</sup> The process was executed on August 21, 2007, making the cutoff date July 21, 2007.

<sup>4</sup> The sixty websites looked at came mostly from infrequent website content updates but also from duplicates created by the random number generator, not being a blog, and having moved away from Chicago.

<sup>5</sup> Chicago Life (<http://chicagolife.blogspot.com>) is “open to invited readers only” therefore a content analysis was not performed. Also, Hot Type, cited by Tribune was included in the content analysis even though it is actually traditional media.

**Figure B1: Websites Included in Sample**

Website	Website Type
chicagobloggers.com	Blog Directory
anaesthetisedaussie.blogspot.com	Independent Chicago-specific website
stevemacek.blogspot.com	Independent Chicago-specific website
beahumanbeing.com	Independent Chicago-specific website
beertrackgo.blogspot.com	Independent Chicago-specific website
bigmornings.com	Independent Chicago-specific website
chickenfootstew.com	Independent Chicago-specific website
kjo84.typepad.com/cta_tattler	Independent Chicago-specific website
dolangeiman.blogspot.com	Independent Chicago-specific website
dubster.com/p	Independent Chicago-specific website
ripe.blogspot.com	Independent Chicago-specific website
ishouldbefoldinglaundry.blogspot.com	Independent Chicago-specific website
evanjacover.com	Independent Chicago-specific website
jensaysanything.blogspot.com	Independent Chicago-specific website
schadenfreude.net/justin	Independent Chicago-specific website
kareninchicago.com	Independent Chicago-specific website
matthewgifford.com	Independent Chicago-specific website
mrbrownthumb.blogspot.com	Independent Chicago-specific website
windycitymike.com	Independent Chicago-specific website
mycubehasthreesides.blogspot.com	Independent Chicago-specific website
nansblog2.blogspot.com/	Independent Chicago-specific website
humaninterest.typepad.com	Independent Chicago-specific website
oglemy.blogspot.com	Independent Chicago-specific website
phaneromania.blogspot.com	Independent Chicago-specific website
plastic-passion.blogspot.com	Independent Chicago-specific website
shelfsitter.blogspot.com	Independent Chicago-specific website

Data gathered on August 21, 2007

## General Results – Qualitative

The twenty-five website analysis over two non-consecutive one week periods produced 248 postings. The most apparent aspect of the review was the personal nature of many of the blogs. The personal diary characteristic is in line with recent survey data showing that the predominant reasons for blogging are self-expression and sharing of personal experiences.<sup>6</sup> Nonetheless, a few of the websites analyzed appeared to be geared toward a wider audience than family and friends but the data collected illustrates the limited amount of information available through these blogs.

The topic of the postings reflects this trait, being overwhelmingly human interest related. As Figure 2 reflect, Human interest postings accounted for over half the total posts and when including other “soft” news topics this number rises to almost 80 percent. Hard news topics accounted for less than 10 percent of postings in our sample.

<sup>6</sup> Lenhart, Amanda and Susan Fox. “Bloggers: A Portrait of the Internet’s New Storytellers.” Washington, D.C.: Pew Internet & American Life Project, 19 July 2006.

**Figure B2: Summary of Story Content from Sample Websites**

Type of Story from Independent Chicago-Specific Sample Websites	Percentage of All Stories in Sample of Independent Chicago-Specific Websites
A&E/Other Human Interest	69%
Other Non-Hard News	22%
Hard News	9%

Original reporting is another casualty when considering these websites competitors to traditional media. We define original reporting by the classic characteristics such as conducting interviews, researching the written record, presenting more than one side to an issue, reporting from an event attended by the author, and inputting some investigating effort beyond posting a press release. Less than 10 percent of stories contained original reporting. When considering what topic was covered with this original reporting we discovered slightly more than 2 percent of stories (or 6 of 248) were on hard news topics (see Figure 3). Furthermore, the median word count per story was 215, well below the typical length of a local newspaper story, which is usually around 500 words.<sup>7</sup> We also tracked whether the posting had a local focus and ascertained that just over 20 percent of stories covered a local topic.<sup>8</sup> This analysis clearly shows that relying blogs do not serve as competitors to the traditional media outlets and could certainly not serve as a substitute.

**Figure 3: Summary of Original Reporting Based on Topic from Sample Websites**

Type of Story on Independent Chicago-Specific Websites	Percentage of All Stories in Sample of Independent Chicago-Specific Websites
Non-Original Reporting	90.3%
Original Reporting	9.7%
Original A&E/Other Human Interest Reporting	3.6%
Original Other Non-Hard News Reporting	3.6%
Original Hard News Reporting	2.4%

## General Results - Quantitative

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

As Figure 5 shows, the websites of local newspapers operating in the greater Chicago area have an average of over 500,000 unique U.S. visitors per month, which is light-years higher than the 2,029 average of the independent Chicago-specific sample websites. Even with the substantially lower traffic numbers of

<sup>7</sup> <http://www.patriot-news.com/search/faq.php>

<sup>8</sup> This aspect was difficult given the nature of the blogs analyzed. In order to maintain consistency with the main section of the report, we did not count a personal post. For example, a posting about scolding your kids at home was not counted as local but if you wrote about traveling to a location or event in the Chicago area and scolding them than the post was considered locally focused.

local TV station websites dwarfed the independent Chicago-specific sample websites. Furthermore, the actual average number of visitors is much lower than 2,029.<sup>9</sup>

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

Website Type	Unique U.S. Visitors Per Month	Percent Visiting Once per Month	Percent Visiting 2-30 Times per Month	Percent Visiting >30 Times per Month
Independent Chicago-Specific Websites	2,029	100%	0%	0%
Chicago Area Television Station Websites	165,058	81%	19%	0%
Chicago Area Newspaper Websites	500,688	74%	25%	1%

This dominance becomes greater when considering the circulation numbers of Chicago newspapers. As Figure 6 shows, the average Sunday circulation of daily newspapers is over 200-times greater than the average number of monthly unique visitors to the independent Chicago-specific websites. It is clear that the sample websites lack the traffic to serve a large audience and certainly don't act as a replacement or competitor to traditional media outlets, further supporting the notion that these websites function as personal diaries for a very limited audience.

**Figure 6: Circulation of Daily Print Newspapers in Chicago**

Newspaper	Circulation (Daily)	Circulation (Sunday)
Chicago Tribune	590,000	960,600
Chicago Sun-Times	382,800	333,500
Daily Herald	151,200	151,567
Average	374,667	481,889

## Conclusion

The thorough analysis of the top blog directory cited by Tribune illustrates once again that a closer look at the supposed competitors to traditional media have certainly not withstood scrutiny. The inclusion of these blog directories represents a new level of absurdity. None of the websites included in our sample function as a news oriented website. These websites at best serve a niche function such as gardening but typically are used to inform family of a relative's happenings or vent frustrations. The lack of audience and updated content demonstrate this. In their FCC filing, like other large media companies, Tribune simply lobbied out other outlets hoping to convince the Commission that these outlets function as serious competitors to their large operations. An examination that goes any distance below the surface level of information they provide proves this argument to be far from reality. The Internet has unquestionably created a medium for new voices to be heard. And though it may one day lead to a fundamental shift in the media landscape, this sea change has yet to occur. The websites hardly serve as secondary competitors, let alone primary and act as more like a conversation among acquaintances than as an operation tasked with informing the citizenry about the serious issues confronting a community.

<sup>9</sup> The reason for this is when a website has less than 2,000 unique visitors per month Quantcast notes this simply by stating "< 2,000". We converted these to 2,000 significantly overestimating their traffic. What's more, 15 of the 25 websites did not have enough traffic to even have this info available and 9 of the remaining 10 had less than 2,000, leaving only one website with accurate information.

## ADDITIONAL DATA

### Local Website Audience Size and Composition

Website	Source	Reach per million users (3 mo. avg.)	Alexa Traffic Rank (3 mo. avg)	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
http://www.chicagobloggers.com	Aggregator	0.000025%	1,571,419	8,664,003	<2,000			
http://anaesthetisedaussie.blogspot.com	Blog	N/A	N/A	2,956,013	<2,000			
http://stevemacek.blogspot.com	Blog	N/A	N/A	N/A	N/A			
http://www.beahumanbeing.com	Blog	N/A	N/A	N/A	N/A			
http://beertrackgo.blogspot.com	Blog	N/A	N/A	N/A	N/A			
http://www.bigmornings.com	Blog	N/A	N/A	N/A	N/A			
http://www.chickenfootstew.com	Blog	N/A	N/A	N/A	N/A			
http://kjo84.typepad.com/cta_tattler	Blog1	N/A	N/A	1,671,040	<2,000			
http://dolangeiman.blogspot.com	Blog	N/A	N/A	N/A	N/A			
http://www.dubster.com/p	Blog1	0.000045%	1,333,575	1,647,304	<2,000			
http://ripe.blogspot.com	Blog	0.000002%	7,919,567	N/A	N/A			
http://ishouldbefoldinglaundry.blogspot.com	Blog	N/A	N/A	N/A	N/A			
http://www.evanyacover.com	Blog	N/A	N/A	N/A	N/A			
http://jensaysanything.blogspot.com	Blog	N/A	N/A	6,748,576	<2,000			
http://www.schadenfreude.net/justin	Blog2	0.000055%	1,138,106	1,804,970	<2,000			
http://kareninchicago.com	Blog	N/A	N/A	N/A	N/A			
http://www.matthewgifford.com	Blog	0.000015%	2,871,065	479,487	2,288	100%		
http://mrbrownthumb.blogspot.com	Blog	0.000002%	2,323,380	667,181	<2,000			
http://www.windycitymike.com	Blog	0.000004%	5,624,140	582,601	<2,000			
http://www.mycubehasthreesides.blogspot.com	Blog	N/A	N/A	N/A	N/A			
http://nansblog2.blogspot.com/	Blog	N/A	N/A	N/A	N/A			
http://humaninterest.typepad.com	Blog	N/A	N/A	N/A	N/A			
http://oglemy.blogspot.com	Blog	N/A	N/A	N/A	N/A			
http://phaneromania.blogspot.com	Blog	N/A	N/A	N/A	N/A			
http://plastic-passion.blogspot.com	Blog	N/A	N/A	2,961,110	<2,000			
http://shelvsitter.blogspot.com	Blog	N/A	N/A	N/A	N/A			

Data gathered on August 20, 2007

1- Only provided for overall website not the specific subsection

2 - Quantcast only provided for overall website not specific subsection

# Independent Chicago-Specific Websites - Qualitative Data

Blog #	Name	Website	Period	Story#	Type	Original Reporting	Local Focus?	Link to Traditional Media	Word Count
130	Anaesthetised Aussie	http://anaesthetisedaussie.blogspot.com	February 12-19	1	Notice	0	1	0	89
130	Anaesthetised Aussie	http://anaesthetisedaussie.blogspot.com	February 12-19	2	A&E	0	0	0	340
130	Anaesthetised Aussie	http://anaesthetisedaussie.blogspot.com	February 12-19	3	Human Interest	0	0	0	105
134	Another Day in Paradise-- Steve Macek's Blog	http://stevemacek.blogspot.com	February 12-19	1	Human Interest	0	1	0	79
228	BE A HUMAN BEING.	http://www.beahumanbeing.com	February 12-19	1	Notice	0	1	0	62
238	beertrackGo	http://beertrackgo.blogspot.com	February 12-19	1	Op-Ed	0	0	0	351
260	bigmornings	http://www.bigmornings.com	February 12-19	1	Human Interest (photo)	0	0	0	1180
260	bigmornings	http://www.bigmornings.com	February 12-19	2	Human Interest	0	0	0	943
260	bigmornings	http://www.bigmornings.com	February 12-19	3	Human Interest	0	0	0	802
447	Chicken Foot Stew	http://www.chickenfootstew.com	February 12-19	1	Politics	0	0	1	802
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	February 12-19	1	Human Interest	1	1	0	192
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	February 12-19	2	Human Interest	0	1	0	144
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	February 12-19	3	Human Interest	0	1	0	136
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	February 12-19	4	Transportation (photo)	1	1	0	61
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	February 12-19	5	Transportation	0	1	1	365
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	February 12-19	6	Transportation	0	1	0	268
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	February 12-19	7	Human Interest	0	1	0	171
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	February 12-19	1	Notice	0	1	0	141
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	February 12-19	2	Notice	0	1	0	284
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	February 12-19	3	Notice	0	1	0	113
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	February 12-19	4	Self Promotion	0	0	0	36
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	February 12-19	5	Notice	0	1	1	19
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	February 12-19	6	Human Interest	0	0	0	154
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	February 12-19	7	Notice	0	1	0	170
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	February 12-19	8	A&E	0	0	0	41
634	Dubi's blog - exciting and new.	http://www.dubster.com/p	February 12-19	7	Human Interest	0	1	0	434
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	1	Human Interest	0	0	0	370
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	2	Human Interest	0	0	0	312
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	3	Human Interest	0	0	0	486
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	4	Human Interest	0	0	0	23
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	5	Human Interest	0	0	0	98
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	6	Human Interest	0	0	0	591
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	7	Human Interest	0	0	0	77
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	8	Human Interest	0	0	0	491
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	9	Human Interest	0	0	0	662
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	10	Human Interest	0	0	0	315
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	February 12-19	11	Human Interest	0	0	0	568
998	Evan Jacover	http://www.evanjacover.com	February 12-19	1	A&E Review	1	0	0	202
998	Evan Jacover	http://www.evanjacover.com	February 12-19	2	Human Interest	0	0	0	21
998	Evan Jacover	http://www.evanjacover.com	February 12-19	3	Human Interest	0	0	0	152
998	Evan Jacover	http://www.evanjacover.com	February 12-19	4	Human Interest	0	0	0	1422
1,026	Jen Says Anything	http://jensaysanything.blogspot.com	February 12-19	1	Human Interest	0	0	0	436
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	1	Human Interest	0	0	0	17
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	2	Human Interest	0	0	0	4
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	3	Human Interest	0	0	0	368
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	4	Human Interest	0	0	0	77
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	5	Human Interest	0	0	0	4
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	6	Human Interest	0	0	0	307
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	7	Human Interest	0	0	0	4
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	8	Human Interest	0	0	0	525
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	9	Human Interest	0	0	0	551
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	10	Human Interest	0	0	0	4
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	11	Human Interest	0	0	0	60
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	12	Human Interest	0	0	0	19
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	13	Human Interest	0	0	0	84
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	14	Human Interest	0	0	0	4
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	15	Human Interest	0	0	0	50
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	16	Human Interest	0	0	0	217
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	17	Human Interest	0	0	0	156
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	18	Human Interest	0	0	0	6
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	19	Human Interest	0	0	0	15
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	20	Human Interest	0	0	0	208
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	21	Human Interest	0	0	0	16
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	22	Human Interest	0	0	0	22
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	23	Human Interest	0	0	0	143
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	24	Politics	0	0	0	148
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	25	Human Interest	0	0	0	102
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	26	Human Interest	0	1	0	60
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	27	Transportation	0	1	0	125
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	28	Sports	0	1	0	107
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	29	Politics	0	1	0	555
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	30	Human Interest (photo)	0	1	0	20
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	31	Human Interest	0	0	0	35
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	32	Politics	0	0	0	232
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	33	Human Interest	0	1	0	52
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	34	Politics	0	1	1	89
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	35	Politics	0	1	0	139
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	36	Politics	1	1	0	127
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	37	Self Promotion	0	1	1	60
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	38	Human Interest	0	1	0	44
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	39	Sports	0	1	0	207
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	40	Sports	0	1	0	124
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	41	Self Promotion	0	1	0	39
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	42	Human Interest	0	0	0	54
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	43	Human Interest	0	0	0	614
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	44	Human Interest	0	0	0	25
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	45	Self Promotion	0	1	0	114
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	46	Human Interest	0	1	0	124
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	47	Community Governance	0	1	0	216
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	48	Restaurant Review	1	1	0	39
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	49	Human Interest	0	1	0	426
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	50	Human Interest	0	0	0	513
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	51	Notice	0	0	0	113
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	52	Human Interest	0	0	0	15
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	53	Human Interest	0	0	0	12
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	54	Human Interest	0	0	0	49
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	55	Human Interest	0	0	0	134
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	56	Notice	0	0	0	76
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	57	Human Interest	0	0	0	35
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	58	Human Interest	0	0	0	18
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	59	Human Interest	0	0	0	81
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	60	Human Interest	0	0	0	124
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	61	Human Interest	0	0	0	157
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	62	Human Interest	0	0	0	120
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	63	Human Interest	0	0	0	155
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	64	Human Interest	0	0	0	26
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	65	Human Interest	0	0	0	87
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	66	Human Interest	0	0	0	110
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	67	Human Interest	0	0	0	112
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	68	Human Interest	0	0	0	90
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	69	Human Interest	0	0	0	103
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	70	Human Interest	0	0	0	672
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	71	Human Interest	0	0	0	79
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	72	Human Interest	0	0	0	41
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	73	Human Interest	0	0	0	78
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	74	Human Interest	0	0	0	285
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	75	Community Governance	0	1	0	312
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	76	Human Interest	0	0	0	99
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	77	Community Governance (photo)	1	1	0	41
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	78	Human Interest	0	0	0	3
1,063	justin	http://www.schadenfreude.net/justin	February 12-19	79	Human Interest	0	0	0	747
1,252	Matthew Gifford	http://www.matthewgifford.com	February 12-19	1	Notice	0	0	0	24
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	February 12-19	1	Notice	0	0	0	219
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	February 12-19	2	Gardening	0	0	0	368

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

1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	February 12-19	3	Human Interest	0	0	0	683
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	February 12-19	4	Gardening	0	0	0	542
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	February 12-19	5	Gardening	0	0	0	631
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	February 12-19	6	Notice	0	0	0	482
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	February 12-19	7	Notice	0	0	0	956
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	1	Aggregate	0	0	1	469
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	2	Aggregate	0	0	1	261
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	3	Op-Ed	0	0	1	1801
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	4	Human Interest	0	0	0	30
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	5	Human Interest	0	0	0	21
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	6	Human Interest	0	0	0	25
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	7	Aggregate	0	0	0	65
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	8	Aggregate	0	0	1	186
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	9	Human Interest	0	0	0	105
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	10	Human Interest	0	0	0	4
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	11	Aggregate	0	0	1	233
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	12	Human Interest	0	0	0	1
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	13	Op-Ed	0	0	0	297
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	14	A&E	0	0	0	19
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	15	Human Interest	0	0	0	22
1,338	Musing of a Chicagoan	http://www.windycitymike.com	February 12-19	16	Aggregate	0	0	0	93
1,368	Nan's Blog	http://nansblog2.blogspot.com/	February 12-19	1	A&E	0	0	0	54
1,368	Nan's Blog	http://nansblog2.blogspot.com/	February 12-19	2	A&E	0	0	0	79
1,368	Nan's Blog	http://nansblog2.blogspot.com/	February 12-19	3	A&E	0	0	0	54
1,368	Nan's Blog	http://nansblog2.blogspot.com/	February 12-19	4	A&E	0	0	0	49
1,368	Nan's Blog	http://nansblog2.blogspot.com/	February 12-19	5	Human Interest (photo)	0	0	0	182
1,432	Of Human Interest	http://humaninterest.typepad.com	February 12-19	1	Human Interest	0	0	0	490
1,742	shelfsitter	http://shelfsitter.blogspot.com	February 12-19	1	Human Interest	0	0	0	11
130	Anaesthetised Aussie	http://anaesthetisedaussie.blogspot.com	August 13-20	1	Human Interest	0	0	0	95
130	Anaesthetised Aussie	http://anaesthetisedaussie.blogspot.com	August 13-20	2	A&E	0	0	0	32
130	Anaesthetised Aussie	http://anaesthetisedaussie.blogspot.com	August 13-20	3	A&E	0	0	0	40
228	BE A HUMAN BEING.	http://www.beahumanbeing.com	August 13-20	1	Human Interest	0	1	0	729
228	BE A HUMAN BEING.	http://www.beahumanbeing.com	August 13-20	2	Human Interest	0	1	0	50
238	beertrackGo	http://beertrackgo.blogspot.com	August 13-20	1	Notice	0	0	0	4
260	bigmornings	http://www.bigmornings.com	August 13-20	1	Human Interest	0	0	0	980
260	bigmornings	http://www.bigmornings.com	August 13-20	2	Human Interest	0	0	0	926
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	August 13-20	1	Community Governance	0	1	1	410
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	August 13-20	2	Transportation	1	1	0	240
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	August 13-20	3	Notice	0	0	0	88
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	August 13-20	4	Human Interest	0	0	0	356
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	August 13-20	5	Transportation	0	1	0	351
515	CTA Tattler	http://kjo84.typepad.com/cta_tattler	August 13-20	6	CTA	0	1	0	227
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	August 13-20	1	A&E	0	0	0	48
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	August 13-20	2	Self Promotion	0	0	0	122
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	August 13-20	3	Notice	0	1	1	183
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	August 13-20	4	Notice	0	0	0	139
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	August 13-20	5	A&E	0	1	0	201
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	August 13-20	6	A&E	0	1	0	303
532	Daily Dolan Geiman	http://dolangeiman.blogspot.com	August 13-20	7	Notice	0	1	0	83
634	Dubi's blog - exciting and new.	http://www.dubster.com/p	August 13-20	1	Sports	1	1	0	175
661	egomania syndicated	http://ripe.blogspot.com	August 13-20	1	Human Interest	0	0	0	220
661	egomania syndicated	http://ripe.blogspot.com	August 13-20	2	A&E Review	1	0	0	191
661	egomania syndicated	http://ripe.blogspot.com	August 13-20	3	Human Interest	0	0	0	17
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	August 13-20	1	Human Interest	0	0	0	674
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	August 13-20	2	Human Interest	0	0	0	235
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	August 13-20	3	Human Interest	0	0	0	316
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	August 13-20	4	Human Interest	0	0	0	401
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	August 13-20	5	A&E Review	1	0	0	257
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	August 13-20	6	Promotion	0	0	0	232
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	August 13-20	7	Human Interest	0	0	0	1021
931	I Should Be Folding Laundry	http://ishouldbefoldinglaundry.blogspot.com	August 13-20	8	Notice	0	0	0	425
998	Evan Javocer	http://www.evanjavocer.com	August 13-20	1	A&E	0	0	0	135
1,026	Jen Says Anything	http://jensaysanything.blogspot.com	August 13-20	1	Human Interest	0	0	0	757
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	1	Human Interest	0	0	0	16
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	2	Human Interest	0	0	0	82
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	3	Human Interest	0	0	0	12
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	4	Human Interest	0	0	0	10
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	5	Human Interest	0	0	0	12
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	6	Human Interest (photo)	1	1	0	78
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	7	Human Interest (photo)	1	1	0	54
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	8	Human Interest	0	0	0	16
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	9	Human Interest	0	0	0	14
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	10	Human Interest	0	0	0	2
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	11	Human Interest	0	0	0	138
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	12	Human Interest	0	0	0	355
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	13	Human Interest	0	0	0	9
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	14	Accident/Disaster	1	1	0	130
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	15	Human Interest	0	0	0	55
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	16	Human Interest	0	0	0	145
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	17	Human Interest	0	0	0	22
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	18	Human Interest	0	0	0	2
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	19	Human Interest	0	0	0	29
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	20	Human Interest	0	0	0	9
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	21	Human Interest	0	0	0	122
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	22	Human Interest	0	0	0	602
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	23	Human Interest	0	0	0	71
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	24	Human Interest	0	0	0	54
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	25	Human Interest	0	0	0	23
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	26	Human Interest	0	0	0	70
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	27	Human Interest	0	0	0	2
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	28	Human Interest	0	0	0	11
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	29	Human Interest	0	0	0	47
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	30	A&E Review	1	1	0	64
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	31	Human Interest	0	0	0	14
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	32	Human Interest	0	0	0	6
1,063	Justin	http://www.schadenfreude.net/justin	August 13-20	33	Human Interest	0	0	0	252
1,252	Matthew Gifford	http://www.matthewgifford.com	August 13-20	1	A&E	0	0	1	28
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	August 13-20	1	Gardening (photo)	1	0	0	586
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	August 13-20	2	Gardening (photo)	1	0	0	620
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	August 13-20	3	Gardening (photo)	1	0	0	667
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	August 13-20	4	Gardening (photo)	1	0	0	532
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	August 13-20	5	Gardening (photo)	1	0	0	258
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	August 13-20	6	Gardening (photo)	1	0	0	272
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	August 13-20	7	Gardening (photo)	1	0	0	290
1,328	Mr. Brown Thumb	http://mrbrownthumb.blogspot.com	August 13-20	8	Gardening (photo)	1	0	0	346
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	1	Human Interest	0	0	0	33
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	2	A&E	0	0	0	115
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	3	Politics	0	0	1	19
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	4	Politics	0	0	0	15
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	5	Aggregate	0	0	1	508
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	6	Aggregate	0	0	1	103
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	7	Op-Ed	0	0	0	644
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	8	Aggregate	0	0	1	123
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	9	Human Interest	0	0	0	135
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	10	Politics	0	0	1	46
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	11	Notice	0	0	0	62
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	12	Technology	0	0	0	14
1,338	Musing of a Chicagoan	http://www.windycitymike.com	August 13-20	13	Human Interest	0	0	1	381
1,368	Nan's Blog	http://nansblog2.blogspot.com/	August 13-20	1	A&E	0	0	0	748
1,432	Of Human Interest	http://humaninterest.typepad.com	August 13-20	1	Human Interest	0	0	0	4
1,508	PHANEROMANIA	http://phaneromania.blogspot.com	August 13-20	1	Human Interest (Photo)	0	0	0	19
1,509	PHANEROMANIA	http://phaneromania.blogspot.com	August 13-20	2	Human Interest	0	0	0	189
1,510	PHANEROMANIA	http://phaneromania.blogspot.com	August 13-20	3	A&E Review	1	0	0	162
1,543	plastic passion	http://plastic-passion.blogspot.com	August 13-20	1	Human Interest	0	0	0	1