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Contact: **Kelly Rossman-McKinney**
517-487-9320
Dennis Denno
517-402-2453
John T. Reurink
517-482-2125

Newspapers Preferred Choice for Michigan News

State's Voters Give Newspapers Slight Edge over Network and Cable News

LANSING, Mich. — Daily newspapers provide information on current events to more Michigan residents than any other single medium – but combining cable and network news gives television a clear advantage over all other options.

This according to the latest Rossman Group/MIRS/Denno-Noor survey of Michigan voters, which found that 27 percent of Michigan voters prefer newspapers for their daily news. Next was network news (NBC/CBS/ABC/FOX/PBS) at 23 percent, cable news (CNN, Fox News, MSNBC, etc.) at 22.7 percent, radio at 12 percent, the internet at 10 percent and friends and family at 4 percent.

“Among 18 – 35 year-olds, the internet has become the number one source for news (at 28 percent),” said Denno-Noor president Dennis Denno. “While those over the age of 65 preferred newspapers (at 35 percent).”

“The way the American public is choosing to receive its news is changing everything,” said John T. Reurink, president of Michigan Information & Research Service Inc. (*MIRS* newsletter). “To reach younger demographics – and I don’t care if you’re a newspaper, television news show or cable news programming – you’ve got to have a Web presence.”

“The challenge for those in the business of communications, which includes everyone we deal with on a daily basis, is to make sure their message is reaching its target,” said Kelly Rossman-McKinney, CEO of The Rossman Group. “So, it’s not enough anymore to just have a presence on TV or in the newspapers. To fully penetrate the market, you’ve got to have a presence everywhere – real world and e-world.”

Methodology: This survey was part of the Rossman Group/MIRS/Denno-Noor Quarterly Survey of the Michigan electorate. Six hundred respondents were surveyed between November 30 and December 3, and the participation was stratified based on census data and past voter behavior. A screen was employed to include only those participants who said they intended on voting, either at the polls or by absentee ballot, in the November 2008 election. The margin of error is plus/minus 4 percent.